



YAPI
TURKEYBUILD
İSTANBUL



**Turkish
Building
Industry's and
Region's
Leading
Gathering**



42nd Yapi - Turkeybuild Istanbul

6 - 9 April 2021

TUYAP Fair and Congress Center
Istanbul, Turkey

www.yapifuari.com.tr



Organiser



Yapı - Turkeybuild Istanbul 2019 in numbers



EXHIBITORS

555

exhibitors

12

countries represented

23,349 sqm (net*)
covering 8 halls and
outdoor area



VISITORS

68,738

visitors

9,307

32% year-on-year
international visitors

135
countries

81

cities of
Turkey



EVENTS

30+

events

90

expert speakers

40+

industry topics

5,000+
attendees

* Only includes Exhibitor stands.

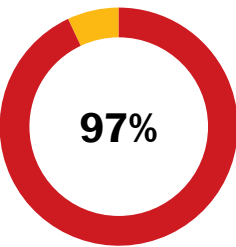
Exhibitors

555 EXHIBITORS FROM 12 COUNTRIES

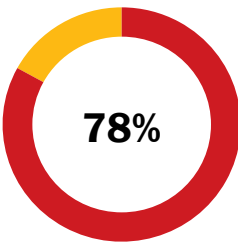
- Construction Machinery, Hardware & Tools, Constructional Steel, Prefabricated Structures, Building Systems
- Finishing, Wall and Floor Coverings, Bathroom - Kitchen Equipment, Doors and Accessories, Electricity, Lighting, Automation
- Insulation, Building Chemicals, Paint, Roof
- Joinery (Doors - Windows), Façade, Automatic Door - Gates, Sun Protection
- Structural Systems, Installation, Elevators, Landscaping, Software

COUNTRIES REPRESENTED	
China	Qatar
India	Poland
Italy	Russia
Kosovo	South Korea
Lebanon	Taiwan
North Cyprus	Turkey

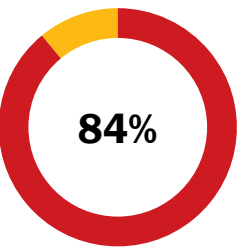
EXHIBITOR SURVEY RESULTS



97% of the exhibitors consider the show important for their business.



78% of the exhibitors were generally satisfied with the exhibition.



84% of the exhibitors are likely to exhibit next year.



Visitors

68,738 professionals from **135** countries and **81** cities of Turkey

VISITOR PROFILE



43% Construction
11% Architectural Design
11% Wholesale
10% Interior Design and Decoration
4% Retail
3% Finishing Works
1% Property Management
1% Media
16% Other

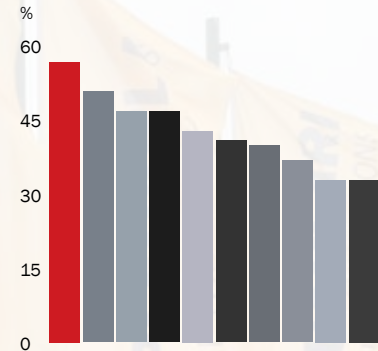
INTERNATIONAL VISITORS



Iraq 8% Algeria 2%
Iran 7% Germany 2%
Libya 6% India 2%
Bulgaria 5% Jordan 2%
Azerbaijan 4% China 2%
Palestine 3% Northern Cyprus 2%
Georgia 3% Macedonia 2%
Kosovo 3% Russia 2%
Saudi Arabia 3% UAE 2%
Israel 2% Uzbekistan 2%
Morocco 2% Egypt 2%

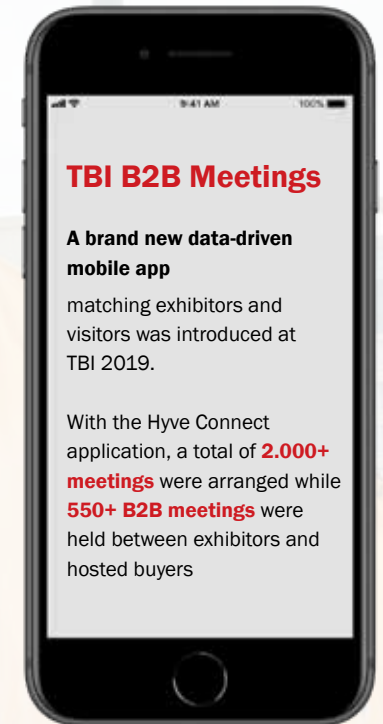
International visitors **9,307**
32% year-on-year increase

PRODUCTS OF INTEREST

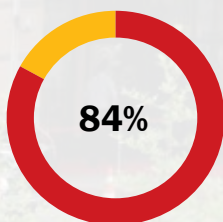


54% Building Materials, Structures & Elements
44% Facades & Roofing
43% Building Chemicals, Mixtures & Insulation
42% Bathroom, Kitchen, Pool & Spa
38% Ceramics & Stone
37% Interior Design & Decor
36% Flooring
31% Wall Coverings
30% Doors and Accessories
28% Lighting & Electrics

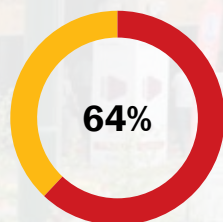
B2B MEETINGS total of 2.000+ meetings



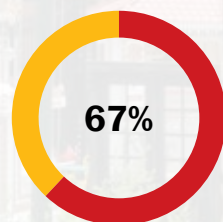
VISITOR SURVEY RESULTS



84% of the visitors are likely to attend next year.



64% of the visitors sourced new suppliers and business partners



67% of the visitors saw new products and innovation.



Turkish Building Industry's and Region's Leading Exhibition

“

The building exhibition holds a very important feature. The exhibition is a significant place, and a platform of great importance, since the new materials and the new methods for modelling future cities, smart cities, and green buildings are displayed here and introduced to the audiences for the first time; and also, for it sets the standards of the competition all around the world. As a part of the Yapı Arena Conference Program, we came up with a new route to rejuvenate the stagnant construction sector all together with the real estate agents, contractors, suppliers, and the financing companies, resulting in a solution model on which the parties reached a consensus.

Ferdi Erdoğan
Chairman of the Association of Turkish
Construction Material Producers (Turkey IMSAD)

”



What our exhibitors said:

“

“**80%** of the visitors to our stand were from abroad. This number has increased a lot compared to last year. **90%** of our customers were from the Middle East; Qatar, Dubai and Saudi Arabia and from European Union and Turkic Republics. There are more customers here than last year. Turkeybuild İstanbul is a must-attend event for us.”

Mümtaz Bezirgan, Foreign Trade Specialist

İSTON İSTANBUL BETON ELEMANLARI VE HAZIR
BETON FABRİKALARI SAN. VE TİC. A.Ş.

We have been exhibiting at Turkeybuild İstanbul for 2 years. First and second days were very busy in terms of foreign customers. I think the quality and number of foreign customers are very good.

Süleyman Emre Tan, Field Manager

YILDIZ ENTEGRE

Turkeybuild İstanbul is the most important exhibition for us. It is the only one we participate in Turkey. It is very important for Turkey and the surrounding region. The visitors at our stand were too good to be compared to last year's visitors.

Ergun Baştan, Marketing and Business Development Manager

URTİM KALIP VE İSKELE SİSTEMLERİ
SAN. VE TİC. A.Ş.

“Turkeybuild İstanbul is the heart of construction sector. It is the only place where everybody in the sector meets.”

Yasin Çetin, Sales Executive
TÜMAS

Turkeybuild İstanbul is a must-attend exhibition in terms of the competition, seeing the changing dynamics of the sector and prestige. I think Turkeybuild İstanbul was much better for finding potential foreign customers this year.

Nilhan Gürtuna, Marketing Communications Manager

HANNA HOME

Yurtbay Şirketler Grubu is here to promote new products and our brand, build network, find the right contacts and meet the right distributors. Turkeybuild İstanbul is the heart of Turkey's construction sector.

Merve Yunusoğlu, Corporate Communications Specialist

YURT BAY SERAMİK

”

Business Development Platform

An efficient platform to support the sector's strategy in Istanbul, to exchange information, encourage innovation, and to promote new ideas by bringing the private sector and the academic side together was built in 42nd YAPI FUARI - Turkeybuild with its events that aimed to create business opportunities.



**5.000+
Attendees**



**90
Expert
Speakers**



**30+
Events
and Award
Ceremonies**



**40+
Different
Topics**



**26
Collaborations**

Yapi Arena incorporated a wide variety of events as a platform for networking and inspiration and became the center of attention for the visitors.



Yapi Arena

Yapi Arena hosted panels on architecture and business, partnership sessions, the interactions between the new elements of design & technology, and the “inspiring” keynote speaker conferences as part of its content containing events with 5 different themes for 5 days.



Yapi Innovation Stage

In Yapi Innovation Stage, the section focusing on “innovation”, the exhibiting companies held seminars and presentations where they introduced and demonstrated their new products and technologies.



Yapi Robot Zone

Various installations were made in “Design/Develop, Build with Robot!” project as a part of Yapi Robot Zone, and the Robotic production of real time architectural space was completed. In addition, conversations were made with the guest architects on robotic production.



Yapi VR Home

The visitors had a chance to experience the VR+ technology in person and follow up on the developments that came up as a result of the digital transformation at Yapi VR Home, where design, architecture, and virtual reality were brought together. Visitors designed virtual reality houses on Earth and Mars using different building materials.



Yapi Masterclass

At Yapi Masterclass; which was planned in accordance with different product groups as interiors insulation and building materials joinery and facade systems worksite; the attendees visited the exhibitors' stands in the halls and panels that included conversations with master architects which were held later in the day.



Yapi Unplugged 02 Atölye (Workshop)

The summer school workshop, which introduced materials to the young professionals, the new graduates, and the students allowed them to gain experience on the field with the waste from the installation of the exhibition area to recycle into units ranging from bookshelves to desks so that it would meet the needs of a classroom. The units were given to a Ketenci Village Elementary School in Erzurum, district of Hınıs.

The conference sessions that took place at Yapi Arena Stage were planned according to the fields of interest of the different visitor groups with 5 special themes for each 5 days



18 June

Future Roadmap & Export



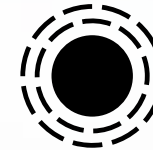
19 June

Be The Global Player



20 June

Smart Technologies & Differentiation



21 June

World Sun Day & Efficiency



22 June

What's Next

Award Ceremonies

Golden Magnet Stand Design Awards

The traditional award given by YAPI FUARI - Turkeybuild, which believes in the power of design, The Golden Magnet “Stand Design Awards” were given to the companies that turned their brand and products into a center of attraction for the visitors with the design of their stands by an independent jury.



2nd National Roofing Awards

The “2nd National Roofing Contest”, intended for the appliers and the masters providing service in the roofing sector, took place with venue sponsorship of YAPI FUARI - Turkeybuild on the last day at the exhibition, which was also enriched by the ÇATIDER Roof Assembly Days throughout the exhibition.



Yapı Arena Sessions



PRESIDENTS' FORUM "THE AGENDA OF CONSTRUCTION SECTOR IN 2019-2020"



INVESTMENT FOCUS FORUM "TOURISM AND CONSTRUCTION"



OPEN BOUNDARY



ARCHITECTURE BEYOND BORDERS



THE ALPHABET OF DIFFERENTIATION IN FACADE DESIGN



DIGITAL TRANSFORMATION, BIM, AND VR+ IN THE DESIGN AND PRODUCTION PROCESS



ROBOTIC DESIGN – END OF THE DIGITAL DESIGN LOOP



GREEN-COLLAR WOMEN



INNOVATION IN CONSTRUCTION AND MANUFACTURING IN THE RENEWAL INDUSTRY



WATER CITIES



REUSE – REPAIR – RESILIENCE



Keynote speakers included:

DR. AHMET ÇITIPİTİOĞLU

BUILDINGSMART TURKEY,
TAV ENGINEERING AND DESIGN DIRECTOR

ALPER DERİNBOĞAZ

SALON MASTER ARCHITECT,
FOUNDER

AYÇA KADIOĞLU

AYÇA KADIOĞLU ARCHITECTURE,
FOUNDING ARCHITECT

DENİZ AKSU

TÜRKİYE EMLAK KATILIM BANK,
CEO

DURMUŞ DİLEKÇİ

ISTANBUL ASSOCIATION OF ARCHITECTS IN
PRIVATE PRACTICE (ISMD),
VICE PRESIDENT

FERDİ ERDOĞAN

THE ASSOCIATION OF TURKISH CONSTRUCTION
MATERIAL PRODUCERS (TURKEY IMSAD),
PRESIDENT

GIJS VAN DER VELDEN

MX3D
CEO

GÜLPERVİN CURAOĞLU

TURK EXIMBANK,
HEAD OF MARKETING DEPARTMENT

KUNLÉ ADEYEMI

NLÉ ARCHITECT
DESIGNER AND URBAN RESEARCHER

MEHMET KÜTÜKÇÜOĞLU

TEGET ARCHITECTURAL OFFICE,
FOUNDING PARTNER

NAZMİ DURBAKAYIM

ISTANBUL CONSTRUCTORS ASSOCIATION,
PRESIDENT

RENDİ HELİN ÇİLALİOĞLU ÇİZER

RENDİ HELİN DESIGN & INTERIORS,
MASTER INTERIOR ARCHITECT AND THE FOUNDER

Yapi Innovation Stage Technical Seminars



STAR FIBER OPTIC AND LED LIGHTING



PENTA TECHNOLOGY – AUTODESK



OMNIS KOMPOZIT



KALISDER



TIS ENGINEERING TECHNOLOGICAL SYSTEMS



URTIM

Other Events



YAPI ROBOT ZONE



YAPI VR HOME



YAPI MASTERCLASS



YAPI UNPLUGGED 02

Quotes From Our Speakers:



The importance of YAPI FUARI – Turkeybuild for the sector is unquestionable. It seems to me this year's organization is also a success. I believe the feedbacks will all be very positive. And we also talked about innovation in renovation with speakers from various sectors. It was a very pleasing and effective session. Thank you.

Ayça Kadioğlu
FOUNDING ARCHITECT OF AYÇA KADIOĞLU
ARCHITECTURE



The meetings held every year in Yapi Exhibition are very helpful. The construction process and marketing in our sector, the re-development of the foreign market, the problems about zoning were among the topics that were discussed. The fact that the participants from different places discussed their own local problems as well as the general issues in the country and offered solutions was really important. The meeting, which was held in a similar way last year, was indeed helpful. In the sense of economy, we are living in a difficult time right now. I sincerely hope that we will be living in a better time when we hold the next meeting, where we can notice some positive differences and improvements on the issues we criticize or offer solutions about. So, I'd like to congratulate those who organized the events, and say thank you on the behalf of my sector.

Nazmi Durbakayım
PRESIDENT OF THE ISTANBUL ASSOCIATION OF
CONSTRUCTORS (İNDER)



I am founder of NLÉ works, based in Lagos, Nigeria. I just presented a lecture talk on building water cities. And I think it is an incredible experience to be here and to visit the fair. I always thought it is very important to discover new construction methods and materials, particularly in Turkey, which has a thriving industry of construction and developments.

Kunlé Adeyemi
NLÉ FOUNDING ARCHITECT



YAPI FUARI - Turkeybuild is one of the most important organizational bodies which help certain developments in construction sector. I, for sure, think this is quite an interdisciplinary organization, which means it includes a wide variety of disciplines and therefore should be appealing to everyone, not only the architects. So, I intend to follow the developments.

Mehmet Kütükçüoğlu
FOUNDING PARTNER OF TEGET ARCHITECTURAL OFFICE



I am so happy to be here today at this Turkey Build event because I think it is important to share what we do so that more and more people understand the possibilities of robotic manufacturing and what they will need to change in their process to be able to adopt this new technology in the future. Thank you very much.

Gijs van der Velden
MX3D CEO



I think YAPI FUARI – Turkeybuild is an extremely important exhibition for the construction sector. It has been organized for years. We are trying to take part as much as possible as the architects and the interior architects. As the jury members for the Golden Magnet Stand Design Awards, this year we tried to appreciate the stands which adopted creative ideas. The stands that were integrated into the products and the brands drew our attention and therefore, were a priority for us. This has been a great year, again. And again, there were a lot of creative stands and products. I wish to congratulate the companies that turned their brands and products into a center of attraction for the visitors and YAPI FUARI – Turkeybuild for providing the platform that created this opportunity.

Renda Helin Çilalioğlu Çizer
MASTER INTERIOR ARCHITECT & FOUNDER OF RENDA
HELIN DESIGN & INTERIORS

Business Development Platform Events Collaborations

ARK|TERA
MİMARLIK MERKEZİ
ARCHITECTURE CENTER

CEPHEDER
Cephe Sanayici ve İş İnsanları Derneği

CedbiK
ÇEVRE DOSTU YEŞİL BİNALAR DERNEĞİ
TURKISH GREEN BUILDING COUNCIL

EmlakBank



Fatbb

GARAGE ATLAS

giip
GAYRİMENKUL VE İNŞAAT
İŞ BİRLİĞİ PLATFORMU

GİSP
GAYRİMENKUL İÇİN
STRATEJİ PLATFORMU

GYODER
Gayrimenkul ve Gayrimenkul Yatırım Ortaklığı Derneği

**HERKES
İÇİN
MİMARLIK**



İNDER
İSTANBUL İNŞAATÇILAR DERNEĞİ

İSTANBUL SMD

İZMİR SMD



nobon

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TURKISH TOURISM INVESTORS ASSOCIATION

**TÜRK
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**TÜRKİYE
İMSAD**
İNŞAAT MALZEMESİ SANAYİCİLERİ DERNEĞİ
ASSOCIATION OF TURKISH CONSTRUCTION MATERIAL PRODUCERS

ULI
Urban Land
Institute
Turkey

yapı
MİMARLIK TASARIM KÜLTÜR SANAT DERGİSİ

YAPI MEDYA
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yapi.com.tr mimarizm.com

Save the date



6 - 9 April 2021

TUYAP Fair and Congress Center
Istanbul, Turkey



About the organiser:

Hyve Group is one of the world's foremost events companies. For more than two decades, we have been connecting building and construction businesses to some of the most significant markets across the globe.



Be a part of



YAPI
TURKEYBUILD
İSTANBUL



Exhibit

Reach Turkey's enormous building and construction sector at Yapı - Turkeybuild Istanbul. For over 40 years, we've connected brands to buyers and increased their export potential - let us do the same for you.

Visit

Yapı - Turkeybuild Istanbul is the country's leading and longest-running building exhibition. Meet thousands of suppliers and manufacturers from across Turkey and beyond.

Sponsor

Yapı - Turkeybuild Istanbul offers unparalleled opportunities to build brand awareness in the global building industry.



Visit www.yapifuari.com.tr to find out more