

*A Strategic Move in the Exhibition Industry*

## Hyve Group Passes the Torch to ICA Group

**Hyve Group, a leading international organizer of exhibitions in Türkiye in the sectors of construction (YAPI - Turkeybuild Istanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood Istanbul), railway systems and logistics (Eurasia Rail), has transferred its operations to ICA Group.**

Hyve Group, which organizes leading exhibitions in Türkiye, sold its portfolio to ICA Group, a successor company to ITE Group, which was established in 2019 when ITE was rebranded to Hyve.

With its headquarters in London, ICA Group organizes over 50 exhibitions, trade shows, and conferences in Poland, Azerbaijan, Kazakhstan, and Uzbekistan, with its own agencies in the UK, Middle East and China. With this acquisition, the Group has entered the Turkish market. Within the scope of the acquisition agreement, the leading exhibitions in Türkiye will become part of the ICA portfolio.

Having stated that he followed the progress of Hyve Türkiye in recent years with great admiration, **ICA Group Director, and former Director of ITE Group, Edward Strachan** said, "As ICA Group, we are very pleased and excited to enter the Turkish market as a result of our agreement with Hyve Group. Türkiye now constitutes 25% of our portfolio, and becomes central for our current geography in Central Asia, and has strategic importance for our development into South-East Europe and the Middle East."

Having remarked that it continued to strengthen its activities in the exhibition industry in Türkiye, **ICA Group Türkiye Managing Director Kemal Ülgen** said, "We will continue to become a hub to open up to Eurasia and the rest of the world with our industry-leading exhibitions in the future."

Emphasizing that they have achieved outstanding results in their recent exhibitions, Ülgen explained, "The number of exhibitors and visitors participating in our exhibitions from various countries all around the world sets a new record. We closed the financial year 2022 with a profit over TRY 30 million. This year, we hosted over 2,000 exhibitors and around 150,000 visitors, as well as providing an opportunity for achieving over a total of €2.5 billion worth of business volume. Our goal is to increase the potential of Türkiye even more and contribute to our national economy with various business partnerships and export opportunities provided in our exhibitions."

**For detailed information:**

**Bersay Communications Consultancy** Ayben Cumalı, +90 554 844 68 05, [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)  
Emre Kaya, +90 542 895 25 38, [emre.kaya@bersay.com.tr](mailto:emre.kaya@bersay.com.tr)