



Press Release

April 6<sup>th</sup>, 2023

Yapı – Turkeybuild Istanbul 2023 Event Program Hosts Numerous Meetings on Building Safety, Sustainability, Energy Efficiency, Technology and Innovation!

## Yapı – Turkeybuild Istanbul Will Lead the Industry with Various Activities Focused on Sustainability and Environment!

**Yapı – Turkeybuild Istanbul, the largest building exhibition in the Balkans, the Commonwealth of Independent States (CIS), the Middle East, and North Africa and one of the top five in the world, is preparing to open its doors for the 45<sup>th</sup> time.**

Yapı – Turkeybuild Istanbul, the longest-running exhibition in the Turkish building sector, will host more than 450 domestic and foreign exhibitors on building and construction materials and technologies between **April 26<sup>th</sup> and April 29<sup>th</sup>** this year in Istanbul TÜYAP Fair and Congress Center. Bringing together thousands of foreign investors and domestic business partners every year, the exhibition will provide a platform for sectoral representatives to meet during powerful and leading activities. The exhibition, to be organized by ICA Events sponsored by the Ministry of Commerce, aims at creating new business opportunities, partnerships, and procurement opportunities by transferring its powerful global network into the building sector.

Yapı – Turkeybuild Istanbul, which is the most influential business platform in the region as well as the longest-running exhibition in the Turkish building sector, attracts buyers from the Middle East, the Central Asia, and the North Africa in addition to those from Türkiye. This year, more than 30 foreign exhibitors from a total of 13 countries, mainly Austria, Belarus, China, the TRNC, Czech Republic, Germany, Indonesia, Italy, Kazakhstan, Qatar, Romania, and Russia, will participate in the exhibition. More than 300 foreign buyers from 50 countries will meet exhibitors as part of the VIP Procurement Committee Program.

Having stated that Yapı – Turkeybuild Istanbul as an international platform had reflected the Turkish building sector for 45 years, **Banu Keskin, the Director of Yapı – Turkeybuild Istanbul**, commented: “As Yapı – Turkeybuild Istanbul celebrates its 45<sup>th</sup> anniversary, I am proud to say that each subsequent year proves to become more productive with higher added value compared to the previous year. In the 44<sup>th</sup> Yapı – Turkeybuild Istanbul, which was held during the last year, we provided a platform for our 320 exhibitors to meet over 45,000 visitors from 157 countries and 81 provinces of Türkiye as well as 385 foreign purchasing specialists from 59 countries. Our exhibitors, who participated in over 2,500 B2B meetings, have achieved around €400 million worth of business volume. Having attracted a great number of foreign exhibitors, buyers, and visitors, we expect that the exhibition will create a business volume of about €1 billion this year.



*As Yapı – Turkeybuild Istanbul, we will continue to contribute to the national economy in the 100<sup>th</sup> anniversary of Türkiye.”*

Referring to the recent earthquake disasters and emphasizing the significance of the construction sector, **Keskin** continued as follows: “In the aftermath of the most disastrous earthquakes that occurred during the last century in Türkiye, the professionals of the industry will shed light on the relationship between earthquake-resistant buildings and zero-energy buildings as well as providing information on the best practices, especially in these days in which urban transformation is being discussed once again.”

### **The Hot Topics in the Construction Industry Will Be Discussed at Yapı - Turkeybuild Istanbul**

The comprehensive event program in the 45<sup>th</sup> year of Yapı - Turkeybuild Istanbul, which is the most influential and the longest-running platform for building, architecture, building and construction materials and technologies, will especially focus on “earthquake safety of buildings” as well as other hot topics in the industry, including, alternative construction trends and innovative and safe construction practices with sustainable materials. The exhibition will also host

**the 4<sup>th</sup> ZeroBuild Summit'23 – International Zero Energy Buildings Summit**, which will be hosted by Yapı - Turkeybuild Istanbul this year, as it was last year, with the participation of nearly 100 speakers during the 4-day summit, adopting the motto, “Better architecture, better engineering, and earthquake-resistant zero energy buildings are possible”. Day sponsors of the Summit will be Dalmaçyalı and Baymak while the session sponsors will be Düzcecam and Winsa. In the 4<sup>th</sup> ZeroBuild Summit'23 – International Zero Energy Buildings Summit, topics such as how the projects of “Earthquake-Resistant Zero Energy Buildings Complying with Regulatory Requirements” can be put into practice and how the transformation process within the scope of architecture, building materials and technology can be achieved will be discussed on the ZeroBuild Summit Stage. The sectoral topics will be discussed under the following headings: **April 26<sup>th</sup>, 2023, Wednesday**; “Public Approaches and Financing”, **April 27<sup>th</sup>, 2023, Thursday**; “Architectural and Building Materials”, **April 28<sup>th</sup>, 2023, Friday**; “Exteriors and Sheathing”, **April 29<sup>th</sup>, 2023, Saturday**; “Alternative Energy Systems and Energy Management”. Some of the experts participating as a speaker out of more than 100 experts leading the building sector are as follows: Czech Technical University, Sustainable Buildings Research Center, Managing Director, **Assoc. Prof. Dr. Antonin Lupishek**, VERİMDER Chief Executive Officer **Prof. Dr. Emre Alkin**, OECD Türkiye Ambassador and YENADER President **Prof. Dr. Kerem Alkin**, ITU Meteorology and Disaster Management Member **Prof. Dr. Mikdat Kadioğlu**, Ministry of Environment and Urbanization, between 2014-2018 Assist. Secretary **Prof. Dr. Mustafa Öztürk**, Kadıköy Mayor **Şerdil Dara Odabaşı**, NP Betek General Manager **Tayfun Küçüköğlü**, and the President of the Association of Women Engineers & Architects (MÜKAD), **Züleyha Özcan**.

Architects, contractors, policy makers, building owners, and sectoral professionals, who consider sustainability and building safety as a strategic priority based on the compliance of Zero Energy Buildings to applicable building regulations as well as their earthquake resistance and being capable of generating



their own energy from renewable energy sources, will be hosted on the Summit Stage in Hall 8 in Tüyap Istanbul Fair and Congress Center.

For a more detailed program on ZeroBuild Summit'23 – International Zero Energy Buildings Summit, please visit our website at [www.summit.zerobuild.org/tr/](http://www.summit.zerobuild.org/tr/).

### **Architecture Master Classes in Yapı – Turkeybuild Istanbul!**

Another interesting event in Yapı – Turkeybuild Istanbul is called **Yapı Master Class – Architecture Master Classes**. In its 5<sup>th</sup> anniversary, Yapı Master Class – Architecture Master Classes will be held on April 27<sup>th</sup>, 28<sup>th</sup>, and 29<sup>th</sup> in the exhibition venue. The Master Classes will offer an interactive exhibition experience extending to 3 days to visit 21 different booths, allowing on-site learning opportunities under the main theme called “Building Hope” while discussing with renowned architects with distinguished works in the industry topics such as "**Housing and Public Area in the Aftermath of the Earthquake**", "**Relationship Between Structural Design and Tectonics**" and "**Dialog Between the Scales**".

**In Architecture Master Classes**, within the scope of the event, “Special Meeting with Master Architects and Material Specialists”, moderated by Degostudio Co-Founders and Architects, namely, **Özge Meriç** and **Volkan Taşkın**,

**on April 27<sup>th</sup>, Thursday**, DS Architecture Co-Founder and Master Architect Assoc. Dr. **Deniz Aslan**, Sanamekan Co-Founder, Architect **Samim Magriso**, and Bingöl Barka Mimarlık ve Dan. Co-Founder, Architect **Özgür Bingöl** in a panel called “Rebuilding Life”,

**on April 28<sup>th</sup>, Friday**, Promer Engineering Board Member Civil Engineer (M.Sc) and Earthquake Reinforcement Association Vice President, **Suat Yıldırım**, Teamfores Founder, Architect **Serter Karataban**, and Yılmaz Değer Mimarlık ve Tasarım Founder, AURA Istanbul Vice President, Master Architect **Yılmaz Değer** in a panel called “Tectonics of Transformation”

**on April 29<sup>th</sup>, Saturday**, **Can Çinici** from Çinici Mimarlık as well as İpek Baycan Architects Founder, Architect **İpek Baycan Magriso** and Barn Arch. Co-Founder, Architect **Tümer Keser** in a panel called “Dialog Between the Scales” will all provide information about their respective projects in their fields.

Visitors registered for **Yapı Master Class** will be able to visit exhibitor booths among various product groups within the exhibition venue accompanied by the moderators and have the opportunity to listen to various talks on the relevant day themes with the participation of a number of guests during the visits throughout the entire on-site tour in the venue. Visitors will have the opportunity to directly contact with the master architects and engineers as the guests of the event as well as taking advantage of their experiences.

For detailed information and registration, please visit the website at <https://yapifuari.com.tr/sayfa/yapi-master-class>.



### **Driving Forces of the Building Industry: Entrepreneurship, Digital Transformation and Innovation**

The building and architectural entrepreneurs recognized for their most recent innovative products and technologies will be allocated a special dedicated area next to the Summit Stage in Hall 8 within the scope of Yapı Tech Garage program this year as in previous years. In this dedicated area in collaboration with ContechVerse, the tech entrepreneurs attracting a great deal of attention from the exhibitors and visitors alike will meet sectoral professionals for 4 days to introduce the solutions developed by such entrepreneurs and create new business opportunities in such a period in which we need innovation and creative ideas the most.

The entrepreneurs will have the opportunity to introduce their start-ups and products offering various capabilities from the design stage to the delivery of the final buildings with technologies such as smart building materials, BIM, virtual and augmented reality, building mobile apps, artificial intelligence, Internet of Things (IoT), robotics and 3D production, zero energy building principles, etc. to architects, engineers, executives, manufacturers, contractors, marketing specialists, and users while also introducing the visitors who wish to follow new trends to innovative technologies and products.

Entrepreneurs participating in the session called the **“Driving Forces of the Building Industry: Entrepreneurship, Digital Transformation and Innovation”** to be held on the last day of the exhibition on **April 28<sup>th</sup>, Saturday** are as follows: Moderator, ContechVerse Founding Mentor Demet Demirer, SugARtech Co-Founder, CEO Abdurrahman Türkeri, ikiOkka Co-Founders Berivan Okka and Halil Okka, Sehn Con-tech Founder Enes Boz, SurveyHands 3D Data Technical Operations Manager Ertuğrul Aydın, inSuppliers Founder Güliz Fiş, Arventek Co-Founder Sedat Mança, FieldTech Founder Selin Küçük, and Bimmade Founder Serdar Birden.

### **The Golden Magnet “Stand Design Awards” Waiting for Their Rightful Owners!**

At the **Golden Magnet “Stand Design Awards,”** which has become an integral part of Yapı - Turkeybuild Istanbul, awards will be given to exhibitors who create the most effective visitor experience using sustainable elements, innovation, and technology in their designs this year as in previous years. An independent panel of judges will evaluate the participating exhibitors in a closed session during the exhibition based on the following criteria: “How the exhibitors connected the materials displayed in the exhibition to their stands”, “Highlighting the features of the product intended to be demonstrated in the stand design”, “The design rationality and functionality based on technological and design trends”, “Arrangement of the stand as a 3-dimensional design object”, “Aesthetics in the use of visual materials,” and “Stand modularity and ability to reuse in different venues”. The award program this year also features special awards in addition to the 1<sup>st</sup> place, 2<sup>nd</sup> place, and 3<sup>rd</sup> place awards, Honorable Mention, and ICA Group Incentive Awards. In addition, the winners of the following categories will also be selected during the awards ceremony: “The Best Visitor Interaction in the Stand”, “Exhibitor with the Best Technological



Solutions in the Stand”, “Exhibitor with the Most Creative Identity Design Offered in the Stand”, and “Exhibitor Displaying Sustainable Products with Sustainability Criteria in the Stand”.

Visit [www.yapifuari.com.tr](http://www.yapifuari.com.tr) for further information on Yapı - Turkeybuild Istanbul.

**For detailed information:**

**Bersay Communications Consultancy**

Gamze Özbek Baltacı, +90 553 317 04 34, [gamze.ozbek@bersay.com.tr](mailto:gamze.ozbek@bersay.com.tr)

Ayben Cumali, +90 554 84468 05, [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)