



Press Release

March 16<sup>th</sup>, 2023

## **The 45<sup>th</sup> Yapı - Turkeybuild Istanbul Is Preparing to Feel the Pulse of the Industry from April 26 to 29!**

**The 45<sup>th</sup> Yapı - Turkeybuild Istanbul, where the trends in the construction industry will be discussed and the latest construction technologies and building materials will be exhibited, will be held at TÜYAP Fair, Convention and Congress Center from April 26 to 29.**

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 five largest in the world, is preparing to open its doors at TÜYAP Fair, Convention and Congress Center on April 26.

Yapı - Turkeybuild Istanbul is not only the most effective business platform in the region, but also the longest-running exhibition in the Turkish construction industry. The exhibition serves as the main platform for Turkish and foreign exhibitors to reach a wide audience, consisting of buyers, decision-makers, and opinion leaders. Yapı - Turkeybuild Istanbul, which was granted a government subsidy of 50 percent this year, as in previous years, will host nearly 400 Turkish and foreign exhibitors from the fields of construction, building materials, and construction technologies. The exhibition attracts buyers from the Middle East, Central Asia, and North Africa, as well as from Türkiye, and plays a major role in forming new partnerships. This year, more than 30 foreign exhibitors from 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 will meet exhibitors as part of the VIP Hosted Buyers Program.

**Banu Keskin, Director of Yapı - Turkeybuild Istanbul**, mentioned the development of the construction industry in Türkiye. She said, "At the beginning of 2023, it was predicted that the economy would grow by 4 to 5 percent and domestic demand and the market would remain active until the elections. However, the earthquakes that hit 11 provinces on February 6 led to the revision of the projections for the domestic market. Most of the people living in these 11 provinces, which have a total population of 13.5 million, were directly affected by this disaster. It is predicted that the post-earthquake reconstruction works will accelerate the growth of the construction industry and building materials market. According to the damage assessment studies carried out until February 25, 2023, the total cost of reconstruction works will be \$46 billion." Keskin added, "At the end of 2022, the exports in the building materials industry were valued at \$33.74 billion. Due to the slowdown in the markets, exports were expected to increase by 5 percent to \$35.5 billion in 2023. After the earthquakes, exports are now more likely to remain between \$33-34 billion in 2023 due to the high demand in the domestic market. Again, due to the reconstruction works in earthquake-hit regions, it is estimated that imports of building materials, which were valued at \$10.5 billion



in 2022, may rise to \$12 to 13 billion as a result of the increase in demand, particularly for seismic reinforcement materials.”

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

ZeroBuild Summit will be held as part of Yapı - Turkeybuild Istanbul this year, as it was last year. Nearly 100 speakers will participate in the 4-day summit, which will be held with the slogan “ZeroBuild Possible Earthquake Resistant”. The 4<sup>th</sup> ZeroBuild Summit’23 will shed light on the relationship between earthquake-resistant buildings and zero-energy buildings and good practices, while urban transformation is being discussed once again.

As part of the event program to be run simultaneously with ZeroBuild Summit’23 for 4 days, all aspects of earthquake safety of buildings will be discussed. The event program will focus on the hot topics in the industry, especially earthquake safety of buildings, alternative construction trends, and innovative and safe construction practices with sustainable materials.

The event program will create a communication network and provide a good learning environment through Architecture Masterclasses, visits to exhibition booths with the main theme of “earthquake-resistant buildings”, thematic conversations, and presentations to be given with the participation of experienced architects-engineers. 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.

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

#### **For detailed information:**

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