



# YAPI - Turkeybuild Istanbul Inspires the Building Industry with its Chock-Full of Events

**YAPI - Turkeybuild Istanbul will take place between April 17-20, 2024 at TÜYAP Fair Convention and Congress Center.**

**With sessions shaped under the guidance of experts with in-depth knowledge in architecture, technology, sustainability and building materials, current issues in the sector and innovative visions for the future will shed light on the building world.**

Yapı – Turkeybuild Istanbul, which will take place for the 46<sup>th</sup> time this year at TÜYAP Fair Convention and Congress Center between April 17-20, 2024, is the largest building exhibition in the region covering the Balkans, the Commonwealth of Independent States (CIS), the Middle East and North Africa, and ranking among the five largest in the world.

The exhibition, which allures its visitors by serving as an important international platform that brings together both domestic and foreign exhibitors, also plays a major role in forming new collaborations.

**YAPI - Turkeybuild Istanbul further strengthens its 46-year-old position with a 50% government incentive.** The exhibition, which will welcome hundreds of exhibitors from **Germany, Russia, the United Arab Emirates, South Korea, Italy, Austria and China**, is supported by a 50% government incentive this year. Being not only the most effective business platform in the region, but also the longest-running exhibition of the Turkish building sector, Yapı - Turkeybuild Istanbul will host more than 400 VIP buyers from over 60 countries.

## **Turkeybuild Istanbul 2024: An Event Program Full of Innovation and Collaboration**

**YAPI – Turkeybuild Istanbul 2024** is set to host an exciting event program this year, uniting prominent figures from the architecture world. This program, crafted in collaboration with architects renowned for their work on successful projects in the sector, will shed light on the future of the construction industry.

On the first day of the exhibition, featuring a different theme each day, **“Outside the Box”** meetings aim to establish collaborations and foster strong connections within the industry by introducing extraordinary ideas and innovative materials to the forefront of the construction sector agenda.



On **Thursday, April 18** - “**Design, Derive, Produce with Artificial Intelligence!**” will focus on the significant issues shaping the future of the construction industry. The evolution of design, innovations related to technology and artificial intelligence will be discussed, providing visitors with the opportunity to explore the transformative impact of innovation and technology on the construction industry.

On **Friday, April 19** - The “**Beyond Green**” themed session will emphasize the importance of sustainability in the industry. While discussing environmental impact-oriented design and sustainable development goals, topics beyond green will include eco-friendly practices, community-conscious projects, net zero targeted practices, materials that reduce carbon footprint and sustainable architectural solutions. Visitors will have the chance to discover how to make a positive impact in the industry beyond green approaches.

On **Saturday, April 20** - The “**DNA of Architectural Communication**” talks will delve into the world of communication and marketing within the building sector. Attention-grabbing topics will include the codes of reaching architects on social media, tips for contacting employers in the new world order and strategies for thriving in the competitive market environment.

Additionally, brands and exhibitors who promote their products in a sustainable and innovative manner will be rewarded with the **Golden Magnet “Booth Design Awards”** as part of the exhibition. The **Yapı Master Class** will offer an interactive exhibition experience with architects, while new entrepreneurs will have the opportunity to showcase their innovative products at the **Yapı Tech Garage**.

### **Special Scaffolding & Formwork Hall in Yapı - Turkeybuild Istanbul 2024 in Cooperation with SFMA!**

In cooperation with SFMA and ICA Events, a special hall for Scaffolding and Formwork companies is set up in this year’s Yapı - Turkeybuild Istanbul 2024 exhibition. With this cooperation agreement between ICA Events and SFMA, it is aimed to create more interaction among the exhibitor companies. In this special hall, where the member companies of Scaffolding and Formwork Manufacturers Association will also be present, the exhibitors will have the opportunity to exhibit their products and establish new business networks.

**YAPI - Turkeybuild Director Banu Keskin** said, “Exhibitions are critical success factors to maintain the economic vitality and the sustainability of collaborations. To support this situation, we have prepared a highly productive and informative event program for the Yapı - Turkeybuild Istanbul, which is celebrating its 46<sup>th</sup> anniversary. Sector leaders will inform about new opportunities and the sector’s route based on their experiences, while our entrepreneurs present us the new business models, products and ideas considering the future of the building sector. Over the last four quarters, the construction sector has outpaced the general economy in terms of growth. We notice that this growth was also bolstered by the base effect following a prolonged contraction. While a 4.0 percent growth target has been set for the overall economy in 2024, the construction sector is expected to grow by 4.5-5.0 percent, driven by its



own dynamics. However, there are some factors that may limit this growth. First, tight monetary policy and high interest rates are expected to persist until the last quarter of 2024. Secondly, the public budget targets limited growth in investments outside the earthquake zone. Of course, there are also factors that will support growth due to the dynamics of the construction sector itself. Specifically, the increase in building permits obtained in 2023 led to an acceleration in permits and demolition-reconstruction works in single buildings before the local elections. Moreover, activities in the earthquake zone are expected to continue generating demand, while urban transformation activities are anticipated to increase. Significant strides have been made, especially in urban transformation, with targets set in this area. The 12<sup>th</sup> Five-Year Development Plan envisions the completion and implementation of urban transformation plans for all 81 provinces by 2028. Additionally, the aim is to produce 500 thousand new social housing units during the plan period. In this context, efforts are underway to boost earthquake-oriented urban transformation activities and secure financing resources. Furthermore, the importance of overseas contracting services should not be overlooked. In this sector, a substantial project size was achieved in 2023, with a total of 389 projects awarded. Among these projects, highway, tunnel and bridge projects comprised the largest share. As all these factors indicate, the construction sector continues to expand, driven by both domestic dynamics and opportunities in international markets. Throughout this process, I wish all stakeholders in the sector to collaborate towards achieving greater success. It is of great importance that the sector achieve more innovative, solution-oriented and effective results by meeting with entrepreneurs in order to further enhance Türkiye's power in the construction field. We, as ICA Events, want to present new opportunities to pioneers of the sector this year with the help of our experience and knowledge of the construction sector. We also believe that our cooperation with SFMA in Yapı - Turkeybuild Istanbul, which is in its 46<sup>th</sup> year, will serve as a model for the relevant sectors. We are decisive to add value to the sector and launch into more successful projects together.”

**For media inquiries; Bersay Communications Consultancy**  
Ayben Cumali, +90 554 844 68 05, [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)