



# Heightened Interest Surrounding Yapı-Turkeybuild Istanbul

**Yapı – Turkeybuild Istanbul, set to open its doors for the 46<sup>th</sup> time this year, commences on April 17<sup>th</sup> at TÜYAP Fair Convention and Congress Center. Yapı – Turkeybuild Istanbul, expected to host hundreds of exhibitors from Germany, Russia, the United Arab Emirates, South Korea, Italy, Austria and China, will shape the building sector with events scheduled to take place on April 17-20, 2024.**

Yapı – Turkeybuild Istanbul, opening its doors for the 46<sup>th</sup> time this year, will be held at TÜYAP Fair Convention and Congress Center from April 17 to 20, 2024. More than 10,000 international visitors are expected to attend the exhibition, which will guide the building sector with sessions and events led by experts in architecture, innovative approaches in design and artificial intelligence, sustainability and building materials.

**Yapı – Turkeybuild Istanbul 2024**, which will welcome exhibitors from Italy, Russia, Austria, Germany, China and the United Arab Emirates, continues to attract a great deal of attention. Supported by a 50% government incentive this year, the exhibition's booths were sold out months ago, but demand continues. 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.

Commenting on **Yapı – Turkeybuild Istanbul 2024**, one of the five largest construction exhibitions globally and a significant player in establishing new collaborations, **Banu Keskin, the Director of Yapı – Turkeybuild Istanbul**, stated, *“With the expected growth of 4.5-5.0 percent in the construction sector in 2024, we view exhibitions as critical for maintaining economic vitality and sustaining collaborations. All booths are sold out, indicating significant interest in the exhibition. This year at Yapı – Turkeybuild Istanbul, we are targeting a business volume of 700 million Euros, compared to last year's 600 million Euros.”*

At the 46<sup>th</sup> anniversary of Yapı – Turkeybuild Istanbul, **Banu Keskin, the Director of Yapı – Turkeybuild Istanbul**, announced that they have prepared a comprehensive event program guiding the sector. Keskin stated, *“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. Topics such as the transformative impact of technology and innovation in the construction sector, the evolution of design and advancements in technology and artificial intelligence will be thoroughly explored.”*



**At Yapı – Turkeybuild Istanbul 2024, events will unfold with a unique theme each day.**

The exhibition will host hundreds of exhibitors from Germany, Russia, the United Arab Emirates, South Korea, Italy, Austria and China. A different theme will be discussed each day at **Yapı – Turkeybuild Istanbul 2024**, where Russia, Poland and the Turkish Republic of Northern Cyprus participate as pavilions.

On **Wednesday, April 17**, under the theme **“Outside the Box,”** extraordinary ideas, applications and innovative materials for the construction industry will be highlighted.

Under the title of **“The New Code of Transformation: Game-Changing Collaborations,”** the latest technological innovations and developments in the field of building materials will be discussed.

On **Thursday, April 18** - the theme **“Design, Derive, Produce with Artificial Intelligence!”** will focus on the evolution of design and innovations in technology and artificial intelligence. Visitors will be introduced to AI-powered architecture and will have the opportunity to explore the transformative impact of innovation and technology on the construction industry.

On **Friday, April 19**, during the **“Beyond Green”** themed sessions, while discussing environmental impact-oriented design and sustainable development goals, topics beyond green will include eco-friendly practices, community-conscious projects, carbon-neutral structures, net zero targeted practices, materials that reduce carbon footprint and sustainable architectural solutions.

On **Saturday, April 20** - **“The DNA of Architectural Communication”** talks will delve into the areas 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 competitive strategies in the market.

**Yapı Master Class, Yapı Tech Garage and the Golden Magnet “Booth Design Awards”**

**Yapı – Turkeybuild Istanbul 2024** serves as a crucial international platform, alluring visitors with a diverse array of both domestic and foreign exhibitors. This event promises an interactive exhibition experience, complemented by the **Yapı Master Class** with architects. 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 engage in discussions centered around the daily theme. 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. Additionally, new entrepreneurs will get the possibility to showcase their innovative products at the **Yapı Tech Garage**. 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.



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

This year, in cooperation with SFMA and ICA Events, to enhance exhibitor companies' interaction, a special hall for Scaffolding and Formwork companies is set up in the exhibition. 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 showcase their products and establish new business networks.

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