



Countdown For Yapı – Turkeybuild Istanbul Has Begun!

Yapı - Turkeybuild Istanbul, one of the five largest building exhibitions in the world, eagerly anticipated by the Building and Construction Sector, will be held at TÜYAP Fair Convention and Congress Center from April 17th to 20th, 2024. The countdown has begun for Yapı - Turkeybuild Istanbul, which aims to create new business opportunities, partnerships and procurement opportunities by transferring its strong global network into the construction sector. It also holds a significant share in exports.

Yapı – Turkeybuild Istanbul, the longest-running exhibition in the Turkish building sector, will begin on April 17th at TÜYAP Fair Convention and Congress Center. The exhibition, which will be open from April 17th to 20th, is counting the days to bring together thousands of foreign investors and domestic business partners in the field of construction materials and technologies also this year.

This year, pavilions representing the Turkish Republic of Northern Cyprus, Russia and Poland will be featured at **Yapı – Turkeybuild Istanbul**. The exhibition will host exhibitors from Italy, Germany, Russia, Lithuania, Slovenia, the United Arab Emirates, South Korea, Poland, Austria and China with expectations of attracting over 10,000 foreign professional buyers. Through the “VIP Hosted Buyer Program” organized annually, **Yapı – Turkeybuild Istanbul** anticipates welcoming 55,000 visitors, including more than 400 foreign buyers from over 70 countries.

On the 46th anniversary of **Yapı – Turkeybuild Istanbul**, **Banu Keskin, Director of Yapı – Turkeybuild Istanbul**, noted that the interest of foreign exhibitors, buyers and visitors continues to grow exponentially. Keskin explained, *“Exhibitions are critical success factors for the economy to maintain its vitality and for the sustainability of collaborations. As the most influential business platform in the region, we provide unique export opportunities to our exhibitors. We contribute to the growth of the construction and building sector by creating new business opportunities, partnership and procurement opportunities. Just as we have done for the past 45 years, we will continue to leverage our strong global network for the benefit of the construction industry. This year, we anticipate hosting over 400 VIP buyers from more than 70 countries, along with more than 10,000 international professional buyers and 55,000 visitors. Our target business volume is 700 million Euros.”*



Emphasizing that they introduce innovations to the sector every year, Keskin said, *“We have prepared a very efficient and guiding event program for this year. 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, their products and ideas considering the future of the building sector. In this regard, I would like to draw attention to the importance of the Yapı Tech Garage area. 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.”*

Four days filled with informative and inspiring events

As part of Yapı – Turkeybuild Istanbul 2024 Event Program, meetings focusing on architecture, innovative design approaches, artificial intelligence, sustainability and building materials will be held. These events promise four days filled with information and inspiration. **On April 17**, the theme **“Outside the Box”** will introduce extraordinary ideas and innovative materials for the construction sector to the agenda. **On April 18**, the theme **“Design, Derive, Produce with Artificial Intelligence!”** will focus on the evolution of design and innovations in technology and artificial intelligence. Topics such as 3D modeling, smart materials and transformation of design processes, revolution in material technologies, creative potential of smart buildings, advanced solutions in the sector and AI-supported sustainable architecture will be discussed. **On Friday, April 19** - the **“Beyond Green”** themed session will emphasize the importance of sustainability in the construction sector. This special day will address sustainable development goals and environmental impact-oriented design in the sector. Topics such as eco-friendly practices, socially conscious projects, carbon-neutral buildings, net-zero targeted practices, materials that reduce carbon footprint, and sustainable architectural solutions will be on the agenda, highlighting issues beyond green. **On April 20**, under the theme **“The DNA of Architectural Communication,”** discussions will center around communication and marketing in the building sector.

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.

You are invited to enrich your exhibition experience, meet the architects and experts leading the sector and gain both information and inspiration! Please mark your calendar for [the exhibition program](#) now.

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