

The Heart of the Building and Construction Industry Will Beat at TUYAP Fair and Congress Center for Four Days

The 48th Gathering of YAPI – Turkeybuild Istanbul, Worth Half a Billion Dollars, Has Begun

H.E. Özgür Volkan Ağar, Deputy Minister of Trade of the Republic of Türkiye: "We are successfully carrying out five different TURQUALITY promotional projects to strengthen the global brand identity of the Turkish building materials industry."

Çetin Tecdelioğlu, Vice Chairman of TIM and Chairman of the Board of IDDMIB: "An export target of USD 31.6 billion and a 3% share in global exports has been set for Türkiye's building materials industry in 2026."

Murat Savcı, Chairman of the Board of the Turkish Construction Material Manufacturers Association (Türkiye IMSAD): "The priorities on the roadmap that will position Türkiye as a 'Regional Manufacturing Hub' are 'global market orientation,' 'a vision of leadership in green transformation,' and 'regional leadership.'"

Yiğit Yakar, Chairman of the Board of the Scaffolding and Formwork Industrialists Association (IKSD): "We can prevent accidents caused by falls from height by procuring materials from companies that manufacture in compliance with TSE standards."

Mustafa Tarkan Doğan, Vice Chairman of the Board of the Hardware Industrialists and Businesspeople Association (HİSİAD): "Within the scope of the 48th YAPI – Turkeybuild 2026, HİSİAD will bring the wide product range of the hardware industry together with national and international professionals."

Banu Keskin, Director of YAPI – Turkeybuild Istanbul: "YAPI has not only grown. It has changed, transformed, adapted to innovations, and stepped out of its comfort zone whenever necessary."

Organized by ICA Events as Türkiye's first specialized exhibition dedicated exclusively to the building and construction industry, the 48th edition of YAPI – Turkeybuild Istanbul has officially opened. Inaugurated with the participation of H.E. Özgür Volkan Ağar, Deputy Minister of Trade of the Republic of Türkiye, the exhibition will host nearly 500 exhibitors and 700 brands from 133 countries this year. Running until 30 April, the exhibition will bring together the industry's key stakeholders at the TUYAP Fair and Congress Center.

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MASLAK TAX OFFICE: 3230136946 **TRADE REGISTER NUMBER:** 758423 **MERCY NUMBER:** 0947046442400015



The Hardware Eurasia – Special Hardware Section and the Special Scaffolding & Formwork Section will further strengthen sectoral collaboration.

Keeping its finger on the pulse of the latest developments in the building and construction industry while creating an environment that fosters international cooperation, YAPI – Turkeybuild Istanbul has opened its doors to visitors at the TÜYAP Fair and Congress Center, bringing together national and international participants under one roof. Following the previous edition, which generated a remarkable EUR 456 million business volume and facilitated the signing of more than 4,700 agreements, this year's opening ceremony was hosted by Banu Keskin, Director of YAPI – Turkeybuild Istanbul, and attended by H.E. Özgür Volkan Ağar, Deputy Minister of Trade of the Republic of Türkiye, Çetin Tecdelioğlu, Vice Chairman of TİM and Chairman of the Board of İDDMİB, Murat Savcı, Chairman of the Board of the Turkish Construction Material Manufacturers Association (Türkiye İMSAD), Yiğit Yakar, Chairman of the Board of the Scaffolding and Formwork Industrialists Association (İKSD), and Mustafa Tarkan Doğan, Vice Chairman of the Board of the Hardware Industrialists and Businesspeople Association (HİSİAD).

Every Connection Established Here Will Turn into Strong Partnerships for Tomorrow”

Delivering the opening speech of the exhibition, **Banu Keskin, Director of YAPI – Turkeybuild Istanbul**, said: "Today, we are at the midpoint of a journey spanning nearly half a century. This journey began with the vision and ambition of shaping Türkiye's building sector. The very first step taken back then evolved into a powerful platform where thousands of companies and tens of thousands of professionals come together today. It has changed, transformed, adapted to innovations, and stepped out of its comfort zone whenever necessary. As Turkeybuild Istanbul, we serve as an effective trade bridge connecting Türkiye with the world. We bring buyers from a vast geography, particularly the Middle East, Central Asia, and North Africa, together in Istanbul. This year, with nearly 500 exhibitors, 700 brands, and more than 500 buyers from over 100 countries, we are expanding this strong network even further."

“Wherever We Go in the World, We Encounter Building and Construction Materials Manufactured in Our Country, and This Fills Us with Great Pride and Excitement”

H.E. Özgür Volkan Ağar, Deputy Minister of Trade of the Republic of Türkiye, highlighted the following points in his speech: "Since 1972, with nearly 13,000 projects worth USD 559.5 billion undertaken across 138 countries, the Turkish construction industry has established itself as a global brand through its engineering, materials, and workmanship. Our building materials industry is represented not only in projects undertaken by Turkish contractors but also in

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projects carried out by foreign companies, successfully showcasing Turkish industry worldwide. Our sector is among the industries that most effectively transform production strength into export success. Its strong manufacturing infrastructure is directly reflected in our foreign trade performance. As of 2025, exports of the sector's sub-components reached USD 35.5 billion, marking a 6% increase compared to the previous year and achieving a significant milestone. Our foreign trade surplus is a concrete indicator of our domestic manufacturing capability and value-added production approach. In the U.S. and European markets, we stand out through our quality- and sustainability-focused production, while in regional markets we gain a competitive advantage through speed, cost efficiency, and logistical proximity. Going forward, our objective is to increase our market share in existing markets, expand into new ones, and strengthen value-added exports in order to elevate our sector's position within the global value chain."

"We Have Included 49 Companies Operating in Our Sector in the Responsible Program We Launched for Green Transformation"

Referring to the Ministry's support for the sector, Ağar continued: "As the Ministry, we support 20 brands belonging to 18 companies in the building materials sub- and complementary industries under the TURQUALITY Program, while 11 brands belonging to 11 companies are supported under the Brand Program. Under the Responsible® Program, which we launched to promote green transformation, we have included 49 companies operating in our sector within the scope of support. To strengthen the global brand identity of the Turkish building materials industry, we are successfully carrying out five separate TURQUALITY promotional projects. In addition, while we supported 45 sectoral trade delegation programs and six procurement delegation programs in 2025, we successfully organized seven sectoral trade delegations and one procurement delegation in 2026. As part of our exhibition support programs, we provided support for individual participation in 181 exhibitions, national participation in 32 exhibitions, and eight domestic exhibitions last year. In 2026, individual participation in 146 exhibitions has been supported, while 22 overseas exhibition organizations and 10 domestic exhibitions have been included within the scope of support. Facilitating access to finance, strengthening market diversification to reduce risks arising from external demand, supporting high-technology and value-added production, and ensuring that export competitiveness becomes more sustainable through green and digital transformation constitutes the foundations of our roadmap."

57 Foreign Companies and 68 Purchasing Professionals from 15 Countries Will Meet with Turkish Exporters Through the "Sectoral Procurement Delegation" Organization

Çetin Tecdelioğlu, Vice Chairman of TİM and Chairman of the Board of İDDMİB, stated in his speech: "Opening its doors this year with the participation of 418 companies from 15 countries,

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our exhibition once again showcases the strength, diversity, and international appeal of our industry. In the first quarter of 2026, Türkiye's overall exports declined by 3.09% compared to the same period last year, while the decrease in the building materials sector remained at 1.48%. Our scaffolding and formwork sub-sector also experienced a 7.10% contraction during the same period. The hardware industry continues to face a downturn. When evaluated together with the slowdown in the domestic market, this picture once again highlights the critical importance of exports. At this crucial time, our association is taking an important and historic step. Today, in parallel with YAPI – Turkeybuild Istanbul, we are organizing a Sectoral Procurement Delegation specifically for the scaffolding and formwork sector for the very first time. Planned with a focus on the Middle East and Africa, this program aims to bring together 57 foreign companies and 68 purchasing professionals from 15 countries with Turkish exporters. With these distinguished guests from a wide geography stretching from Jordan to Saudi Arabia and from Nigeria to Côte d'Ivoire, we expect to facilitate a minimum of 600 B2B meetings with 21 Turkish companies. For Türkiye's building materials industry, an export target of USD 31.6 billion and a 3% share in global exports have been set for 2026. Achieving these goals depends on the right organization, the right themes, and a strong shared vision. As our association, we will continue to stand by our industry, pave the way forward, and open new doors."

Türkiye's Building Materials Industry Increased Its Domestic Market Volume to USD 149.6 Billion as of 2025

Murat Savcı, Chairman of the Board of the Turkish Construction Material Manufacturers Association (Türkiye İMSAD), said: "As of 2025, Türkiye's building materials industry has reached a strong economic scale. While the domestic market volume of the sector increased to USD 149.6 billion, exports reached USD 32.1 billion. As a result, our total market size reached USD 181.7 billion, securing a significant position within the Turkish economy. With USD 32.1 billion in exports, our sector accounted for 12% of Türkiye's total exports. Moreover, the building materials industry made a 245% positive contribution to reducing the current account deficit, once again demonstrating its strategic importance for the national economy. At the same time, our priorities on the roadmap that will position Türkiye as a Regional Manufacturing Hub are clear. The first is global market orientation. In line with this objective, we aim to strategically increase Türkiye's share in the USD 152 billion building materials demand of the United States, the world's largest importer. The second is our vision of leadership in green transformation. In parallel with this goal, we regard the European Union's carbon-neutral vision and renovation demand as the greatest growth opportunity for our sector. By rapidly integrating our industry into the European Green Deal and Triple Transformation processes, we are establishing a permanent and sustainable foundation for our global competitiveness. Our third focus area is

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regional leadership. In the reconstruction processes taking place across our neighboring regions, Türkiye continues to strengthen its position as a key player through its production capacity and experience. With its strategic location influencing a population of 1.5 billion, Türkiye is not only a manufacturing center but also one of the world's strongest logistics hubs. Maintaining our confidence in this tremendous potential, we are determined to transform our strategic advantages into sectoral leadership."

36 Companies from the Scaffolding and Formwork Industry Are Exhibiting at the Fair

Yiğit Yakar, Chairman of the Board of the Scaffolding and Formwork Industrialists Association (IKSD), stated: "This year, our association signed a protocol with YAPI - Turkeybuild Istanbul for the establishment of the Special Scaffolding & Formwork Hall. As a result, visitors attending the exhibition will have the opportunity to visit all manufacturers of scaffolding, formwork, and accessories participating in the exhibition within a single hall. The Special Scaffolding & Formwork Hall covers a total area of approximately 2,300 square meters. A total of 36 companies from our sector are participating in the exhibition, and I am pleased to say that 28 of them are members of our association."

The Goal Is to Promote the Industry's Manufacturing Strength and Export Potential

Mustafa Tarkan Doğan, Vice Chairman of the Board of the Hardware Industrialists and Businesspeople Association (HİSİAD), said: "As the Hardware Industrialists and Businesspeople Association (HİSİAD), we have taken an important step on behalf of our industry. Together with the companies in our sector, we will have a strong presence at the Hardware Eurasia – Special Hardware Section, located in Hall 10 of the 48th YAPI – Turkeybuild 2026, one of Türkiye's longest-established and most comprehensive exhibition organizations. This special section, which we have created together with YAPI – Turkeybuild Istanbul, features products covering all sub-categories of the hardware industry. Our members, manufacturing a wide range of products from fasteners to hand tools, from electrical equipment to furniture accessories, from abrasive, cutting and drilling products to locking systems, occupational safety equipment, welding and wire products, locks and accessories, and chemical products, will have the opportunity to showcase their products to professionals from international markets. This collaboration represents not only participation in an exhibition but also an opportunity to collectively demonstrate the manufacturing strength, innovation capacity, and export potential of the hardware industry to national and international visitors. As HİSİAD, our goal is to increase the visibility of the hardware industry, pave the way for new collaborations, and make our sector more competitive."

Editor's Note

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At this year's edition, YAPI – Turkeybuild Istanbul highlights collaborations that expand and strengthen the industry ecosystem. The Hardware Eurasia – Special Hardware Section, launched in cooperation with the Hardware Industrialists and Businesspeople Association (HİSİAD), will feature companies manufacturing a broad range of products, from fasteners to hand tools, electrical equipment to furniture accessories, abrasive, cutting and drilling products to locking systems, occupational safety equipment, welding and wire products, locks and accessories, and chemical products. The section will provide these companies with the opportunity to present their products to national and international buyers and meet directly with professionals from global markets. The Special Scaffolding & Formwork Section, established in cooperation with the Scaffolding and Formwork Industrialists Association (İKSD), will enable companies operating in the scaffolding and formwork industry to exhibit their products under one roof while offering numerous opportunities to introduce their latest innovations, communicate directly with professional visitors, and develop connections with national and international buyers. The four-day conference program organized within the scope of the exhibition will provide participants and visitors with rich content addressing key issues affecting the industry. Designed around thematic perspectives on the transformation of the sector, the conferences will be held under the titles "The Codes of Growth," "The Architecture of Connections," "The Architecture of Transformation," and "The Silent Architect of Cities: Artificial Intelligence." The sessions will bring together industry professionals to discuss current topics in architecture, design, materials, technology, and urban development. With a comprehensive program covering subjects ranging from the start-up ecosystem and global supply chains to the circular materials economy and AI-supported design, the exhibition will bring together ideas and collaborations shaping the future of the construction industry on a single platform.

About ICA Events

By transferring the strength of ICA Türkiye's extensive global network in the exhibition industry to every sector in which it operates, ICA Events organizes Türkiye's leading exhibitions in the construction, tourism, cosmetics, food, rail systems, and logistics sectors, creating new business, partnership, and purchasing opportunities while contributing to the development of these industries.

About YAPI – Turkeybuild Istanbul

YAPI – Turkeybuild Istanbul is Türkiye's first specialized exhibition dedicated to the building and construction industry. Since its first edition in 1978, it has played a pioneering role in the institutionalization of industry, the diversification of production, and the development of international commercial cooperation. With more than 40,000 visitors every year, Turkeybuild Istanbul has become the benchmark event for the sector, providing an environment for many

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construction companies, both in Türkiye and abroad, to strengthen their brands, launch new products, and expand their export networks. As Türkiye's longest running and the region's largest building exhibition (covering the Balkans, CIS countries, the Middle East, and North Africa), Turkeybuild Istanbul has also been included for the first time this year in the **"Prestigious Domestic Exhibitions"** list introduced by the Ministry of Trade of the Republic of Türkiye. Turkeybuild Istanbul is preparing to open its doors for the **48th time in 2026**. Serving as the **"Center of Global Trade"**, where the production and design strength of Türkiye's building materials and construction technologies sector is introduced to world markets, Turkeybuild Istanbul also addresses the transformation of the industry through its conference program with a thematic approach from different perspectives.

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