

Post Show Report



TURKEYBUILD
YAPI FUARI İSTANBUL

ufi
Approved
Event

**46th Building, Construction
Materials and Technologies
Exhibition**

17 - 20 April 2024

TÜYAP Fair and Congress Center
İstanbul / Türkiye

yapifuari.com.tr

Organiser: **icaevents**



46th Building, Construction Materials and Technologies Exhibition

YAPI - Turkeybuild Istanbul is the undisputed leader among Turkish building shows. Now in its 47th year, Building, Construction Materials and Technologies Exhibition, YAPI - Turkeybuild Istanbul is the longest-running event for the building industry in Türkiye. It is a hub for Turkish and international companies to reach a high-powered audience of buyers, decision makers and government influencers. Attracting buyers from across the Middle East, Central Asia and North Africa as well as Türkiye, it's the only event you need to be at in the region.

Total visitors	46,938
International visitors	6,116
Exhibitors	532
Number of exhibiting countries	13
Thematic Events	25
B2B meetings	21,000+
Hosted Buyer	400+



EXHIBITORS

Exhibitor Overview

Ürün Grupları

Aluminum	Joinery
Bathroom - Kitchen Equipments	Landscaping
Building Chemicals	Lighting
Building Materials & Elements	Outdoor Façade Coverings
Ceramics	Paint
Construction Machinery and Hand Tools	Roof
Decorative Stairs	Scaffolding and Formwork System
Door	Smart Home Systems
Elevators	Software
Energy	Structural Systems
Finishing	Vitrified
Installation	Wall and Floor Coverings
Insulation	Window

532
total exhibitors

857
brands

115
international
exhibitors

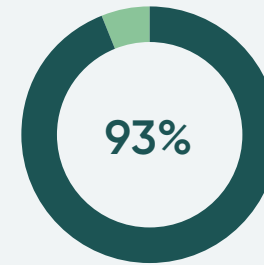
13
exhibiting
countries

13 Exhibiting Countries

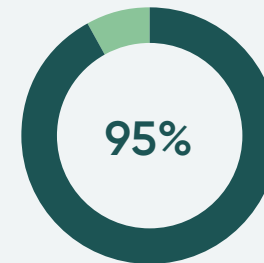


Exhibitors generated new business worth €553 million.

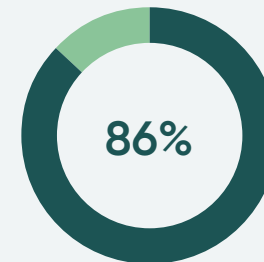
This means €975 thousand worth of new business per exhibitor.



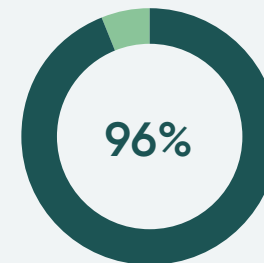
93% of the exhibitors stated they would join the exhibition next year.



95% of the exhibitors stated they were fairly satisfied with the exhibition.



86% of the exhibitors expect to get a satisfactory ROI from the event.



96% of the exhibitors consider the show important for their business.

Exhibitor Testimonials

We have been exhibiting at Turkeybuild Istanbul for three years and we are getting more in return each year. We have a lot of meetings here both in terms of local and international trade. In addition to the distributors we meet and make deals beforehand, there have been distributors that we met here and then started working with. The exhibition is quite efficient so far.

In our first year, by receiving crucial feedback about a soilless agriculture product that we had developed with a customer that had visited us at this exhibition, we got considerably far. I think Turkeybuild Istanbul is an important opportunity for exhibitors. This is why we have renewed our contract and hopefully we will be together in the new year.

Hakkı Şahin
Akdağ Mineral Stonewool
Sales Manager

We have hosted visitors and guests from the Africa region, Iraq, Iran, neighboring countries and Balkan countries here. In addition to these countries, we've had guests from far away continents such as guests from Thailand, Singapore and Australia. We think that global exhibitions like Turkeybuild Istanbul are unique opportunities in terms of export activities. At Turkeybuild Istanbul, which is like a gateway to the global market, there's a visitor profile that's to the point, expert and knows what it wants; and you will see that you will come across the people you are trying to reach here.

Fatih Karabay
Siba Construction Chemicals
Export Manager

Turkeybuild Istanbul, which we have been exhibiting at since 2017, provides us the opportunity to meet existing and potential clients. We really see its benefits with regards to exports as well, because a brand should be representing itself well in its own region first.

At the exhibitions we participate in other countries we are told that we had been seen at this exhibition. We are getting its return too. We are getting the results we want with regards to new visitors, and exhibitor ratio. We will be at Turkeybuild Istanbul next year as well.

Gökhan Tekdemir
Inohom
Managing Partner

Exhibitor Testimonials

Thank you for being here at the YAPI - TurkeyBuild Istanbul. We are here this year, first time but not the last time. Since Türkiye seems to be an interesting market area, also with its location and surrounding countries, for our precast machinery. The exhibition up to now went quite well for us. We are satisfied that at least every day we could meet some interesting potential clients. We have connections to surrounding countries of Turkey by sea.

The meetings here we had at our stand was quite well. Even we discussed about the projects or collaborations, we will meet again after the show to get in deeper discussions about the expecting projects. I hope that we will attend to TurkeyBuild 2025 next year again.

Dirk Heuer
Avermann
Sales Manager

I am satisfied with the number of visitors, especially VIP Hosted Buyers. We used ICA Connect app and it helped us a lot. We used the filters, and we sorted out interested buyers for our company's products.

We had meetings with Bulgarian, Serbian and Turkish companies. We are trying to do our best. We are pretty sure that we are going to participate in the next exhibition.

Islam Sharvonov
Leber
Export Technical Director

We are very happy to be here at YAPI - TurkeyBuild Istanbul. We had good questions from a lot of countries from Türkiye, Italy, and so on. I am satisfied with the hosted buyers. I think maybe it's because we are trying to find a market here, so it is a young topic for us, but I hope it will.

Arkadiusz Stasieluk
Konar Sp.
Board Member



VISITORS

Visitor Overview

Visitor Profile

Construction
Architectural Design
Wholesale Sales
Interior Architecture, Design and
Decoration

Retail
Finishing Works
Building Management
Press
Other

46,938
total visitors

6,116
international
visitors

125
countries











81
cities of
Türkiye

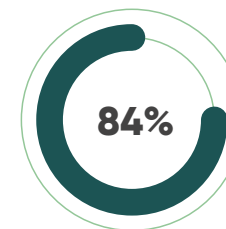
Products of Interest

- Wall Coverings
- Interior Design & Decor
- Floor Coverings and Flooring Systems
- Window and Profile Systems
- Bathroom, Kitchen, Pool and Spa
- Paints and Finishing
- Lighting and Electricity
- Seismic Isolation and Energy Damping Systems
- Heating, Ventilation, Air Conditioning, Water Technologies and Energy
- Scaffolding and Formwork Systems
- Landscaping and Urban Design
- Building Materials and Construction Systems
- Machinery, Equipment and IT
- Hardware and Hand Tools
- Ceramic and Natural Stone
- Facade and Roof
- Services
- Door, Access, Transfer and Building Automation Systems
- Construction Chemicals and Insulation
- Fire Safety, Security and Occupational Safety

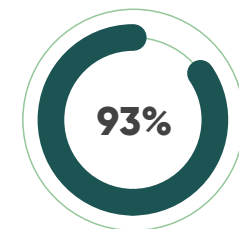


Top 10 Visiting International Countries

	Bulgaria		Iraq
	Kosovo		China
	Georgia		Azerbaijan
	Iran		Romania
	Russia		Libya



84% of the visitors stated they were fairly satisfied with the exhibition.



93% of the visitors stated they would attend the exhibition next year.

ICA Connect in Our Exhibitors' Words



ICA CONNECT MATCHMAKING SYSTEM

The app is a free service for all exhibitors, visitors and buyers attending Yapi-Turkeybuild Istanbul. Available as a smartphone and a web client, the tool is the perfect way for attendees to network quickly & efficiently, connect with the right customers or suppliers, and expand their network at the show. Whatever the attendees' networking goals are, the artificial intelligence within the platform provides users with tailored recommendations of the most relevant & valuable industry contacts to meet during their time at the event – all based on the attendees' networking needs, areas of specialism and reasons for attending the show.

We've had visitors and customers from Belgium, France, Italy and the Middle East and from Central Anatolia and the Black Sea regions. We made deals with two or three companies from abroad. I can say that we are having a great exhibition.

Thanks to the ICA Connect app, we've had the chance to promote our products in a better manner in customer relationships and one-on-one relationships; and to find investors in a better manner. Therefore, I definitely prefer to use this app at the venue.

Uğur Yazıcı
Wood-Y / Founding Partner

We are using the ICA Connect app actively at the exhibition too. We've had great support from your team as well. Apps like these help us evaluate coming customers and leads and adapt our systems in a faster manner. Our export team is trying to keep customer satisfaction at the highest level by returning our customers quickly. We've also met some VIP buyers and connected with them. We thank your whole team.

Çetin Küçükçelebi
San Deco / Trade Marketing Director

I've used the ICA Connect app actively. I've had the chance to easily contact potential buyers who could be buyers of our products after filtering according to my company. We've also had meetings with a lot of customers. Turnaround has been quite high as well. I think the app was beneficial in having the exhibition reach its goal. Visitors must have found especially the badge feature quite beneficial because we've had many visitors wanting to scan badges. We are thinking of benefitting from this even more in the future.

Jale Kaplan
Kaya Profile / Export Sales Manager

VIP HOSTED BUYER PROGRAMME

VIP HOSTED BUYER PROGRAM HOSTED MORE THAN 400 VIP BUYERS FROM 64 COUNTRIES.

Just like in the previous years, a VIP Hosted Buyer Program was organized at Turkeybuild Istanbul. With over **21,000** meetings between our **400+** VIP buyers from **64** countries and exhibitors, the program was once again a huge success.

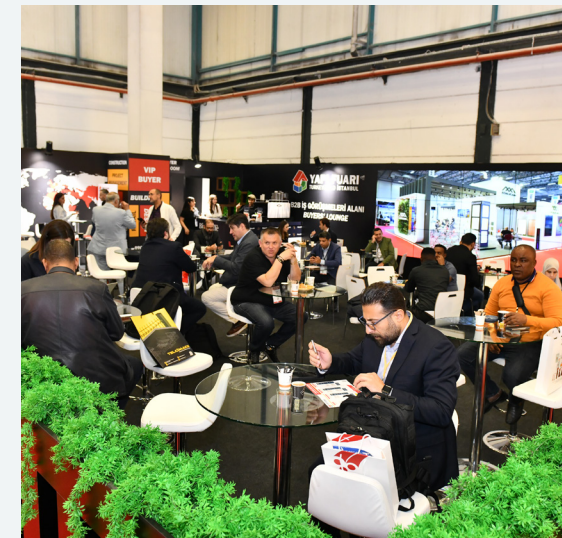
VIP HOSTED BUYER COUNTRIES

ALBANIA
ALGERIA
AZERBAIJAN
BOSNA HERZEGOVINA
BULGARIA
BURKINA FASO
CAMEROON
CANADA
CHILE
CHINA
CZECH REPUBLIC
EGYPT
ESTONIA
ETHIOPIA
FRANCE
GEORGIA

GERMANY
GREECE
GUYANA
INDIA
IRAN
IRAQ
IVORY COAST
JORDAN
KENYA
KOSOVO
KUWAIT
KYRGYZSTAN
LEBANON
LIBYA
LITHUANIA
MAKEDONIA

MALTA
MONGOLIA
MONTENEGRO
MOROCCO
NIGERIA
NORTH CYPRUS
PAKISTAN
PALESTINE
PORTUGAL
ROMANIA
RUSSIA
SAUDI ARABIA
SERBIA
SIERRA LEONE
SINGAPORE
SOMALIA

SPAIN
SUDAN
SWEDEN
SWITZERLAND
TAJIKISTAN
TUNUS
TÜRKİYE
TURKMENISTAN
U.S.A.
UGANDA
UKRAINE
UMMAN
UNITED ARAB EMIRATES
UNITED KINGDOM
UZBEKISTAN



VIP Hosted Buyer Testimonials

I accepted the invitation because I need to be exposed to more innovations about building. I need to be exposed to more technologies, more ideas about building, more machineries and other technical aspects of building and also I believe I was going to know more about the industry. The organization of the exhibition is perfect, well organized, and the exhibitors are doing very well and I have made so many contacts that will help me to improve in my business. I would like to thank everyone.

Moses Eduora Agu
Divine Works Arton LTD. / Nigeria

This fair is an opportunity for construction needs because we see that our nations are in the process of construction, and we need expertise especially in these areas. The exhibition allowed me to explore many needs because we have ongoing construction activities. The exhibition allowed me to explore many things, especially the field of waterproofing. I especially want to invite Africans to such exhibition because we are discovering a lot of expertise and a lot of materials, especially new equipment, that we can use in public works in Africa. Thanks.

Kwadio Fidel
MMRA / South Africa



EVENTS

YAPI ARENA EVENTS

Topics such as “Innovative Structural Products”, “Game-Changing Construction Practices”, “Technologies Shaping the Future of Design”, “Nature-Based Architectural Solutions” and “Communication and Marketing Trends in the Construction Industry” were discussed as part of the YAPI 2024 EVENT PROGRAMME.

The Yapi Arena provided inspiration and networking for visitors by offering a multi-purpose interaction space, including a talk stage, a networking lounge, an architectural masterclass, a special exhibition tours meeting point, a live broadcast interview corner and a technological start-up section. In this context, Yapi Arena Stage hosted 4 different programs: Conference Sessions, Architectural Masterclasses and Tours, Yapi Tech Garage Start-Ups Meeting and Golden Magnet Awards.



4

main
themes



25

thematic
events



70

expert
speakers



20

collaborations



3,500+

attendees



YAPI Conference Stage Sessions

The Conference Programme, where the individuals who play an active role in the sector as "co-curators" and the Yapi content team determined the topics of each day together, shared valuable insights, expectations and potentials regarding the development and transformation in the industry, and shared with the audience an in-depth experience in architecture, engineering, planning and building materials, especially in the fields of "Innovation", "Technology", "Sustainability" and "Communication".

YAPI Master Class Architectural Master Classes and Exclusive Exhibition Tours

The 6th edition of Yapi Master Class, which took place this year under the theme of "Collaboration," featured talks and exhibition tours accompanied by architects known for their remarkable work in the industry; providing an interactive exhibition experience where product demonstrations were conducted through visits to various exhibitors. Yapi Master Class allowed attendees to learn about products firsthand. While talks centered around career, technology, sustainability, and innovation, the event was also designed as a special networking program where expert architects and engineers could connect with material manufacturers.

YAPI Tech Garage Start-Ups Meeting

Designed to host building and architecture entrepreneurs showcasing the latest products and technologies, and to accelerate the start-up ecosystem's integration with the building industry, Yapi Tech Garage was organized for the 4th time this year. Startups offering disruptive approaches to AI, biotechnology, advanced recycling, energy-efficient design, IoT, and other applications presented their technological products through marathon presentations and product introductions.

Golden Magnet Stand Design Awards

Becoming one of the classics of the exhibition, the 'Golden Magnet Stand Design Awards' awarded firms that turned their stands into focal points for visitors by incorporating originality, functionality, innovation, and technology into their designs to provide the most effective visitor experience. The awards were given in 11 different categories, each encompassing criteria such as uniqueness, functionality, innovation, and technology.

For all Yapi Arena 2024 conference videos, you can [click here](#) or scan the QR Code on the side.



Speaker Testimonials

YAPI - Turkeybuild Istanbul was fantastic! We discussed the digitalization of the construction industry, smart buildings, and artificial intelligence. Artificial intelligence is bringing us together just like Turkeybuild Istanbul, making our work easier and creating an environment that provides more networking opportunities. Thanks for providing such content and meeting opportunities.

Arman Akdoğan
IND Architecture

It was a fantastic event! I even saw a few companies that I already follow. The session I attended was also excellent, with a great crowd. Thank you very much for inviting us. Through YAPI - Turkeybuild Istanbul and its event program, we hope we were able to convey how important technology is in architecture and the importance of keeping up with developments. Hopefully, it was enjoyable for everyone as well. Thank you.

Asena Kumsal Şen Bayram
Maltepe University

YAPI - Turkeybuild Istanbul was just as enjoyable and informative this year as it is every year. Especially the fact that all stakeholders of the construction sector can be here at the same time, and being able to exchange views with them, was very productive. I would like to thank all participants and the exhibition organizing team.

Mert Güller
3pmetrics

Due to my profession and participation in various international events, I have spoken at different exhibitions and attended numerous talks, keeping up with all of them. However, the content and discussions at Turkeybuild Istanbul truly caught my attention. As far as I can observe, the production of such high-quality content in Türkiye is indeed a developing trend. At the same time, I had the opportunity to examine the brands here. I also see brands coming from abroad, which frankly shows how reliably the exhibition continues.

Cihan Şirolu
700 DCC

I had the opportunity to moderate a great session within the 46th edition of Turkeybuild Istanbul. I had three valuable guests with me, and we discussed how critical sustainability, communication, climate crisis, and becoming impact-focused brands are. Building industries is one of the world's largest industry, and Turkeybuild Istanbul is one of the world's largest as well. Therefore, we strongly desire environmental sustainability to become a much faster and stronger agenda for the construction industry. That was the aim of our session. Thank you very much

Dr. Sertaç Doğanay
Communications Professional

The contribution of the exhibition to the building industry is immense; there are many things the building industry can do regarding sustainability. We touched upon various topics here, from carbon-neutral buildings to an honest approach to sustainability, from architecture learning from nature to collaborations for design. It was very inspiring for me. In the transformation of our sector, Turkeybuild is crucial for us to think together, share exemplary projects, and increase strong examples to strengthen our industry.

Enise Burcu Derinboğaz
Praxis Landscape

Promotional efforts included news and interviews in Türkiye's national newspapers with the widest circulations along with exhibition's ads, news and interviews in industrial publications.

\$3,326
Ad equivalent

ADVERTORIAL

Television & Radio

News and interviews were broadcast in TV and radio channels which are followed closely by the business world.

Media Plan



16 second spots on A Haber, NTV, Habertürk, TRT Haber, CNN Türk, BHT Radyo, TGRT Haber, Endüstri Radyo, TV Net Radyo.



8 second lower third placements on A Para, A Haber, BHT, Habertürk, TRT Haber, CNN Türk, NTV, TGRT Haber, Halk Tv and Sözcü Tv channels



46,696
reach value

\$8,887
ad aquivalent

Outdoor Promotional Campaigns

200 posters in central points of Istanbul
3 overpass ads in central points of Istanbul
100 lamppost ads in central points of Istanbul
Led screens in central points of Istanbul
Digital screens in Istanbul Marmaray wagons
Led screen in İstanbul Ataşehir
Billboards in İstanbul, İzmir, Kocaeli and Ankara



Marmaray Digital Screen



Ataşehir Led Screen



Lamppost Ad



Overpass Ad



Poster



Billboard

Social Media Activities

Media Channels



Instagram



Instagram Story



Facebook



X



LinkedIn



Youtube

Content of posts

- Why Should You Visit?
- Get Your Invitation Online
- Sectoral News
- Market News
- Conference Program
- Co-marketing
- Countdown
- Participant List
- Participant Interviews
- Round-up Videos





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Book your stand

info.turkey@icaevents.com.tr

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