

BETON

2023

READY MIXED CONCRETE
EXHIBITION AND CONGRESS

Ready Mixed Concrete · Cement · Aggregate
Construction Technologies and Equipment

8-11 NOVEMBER 2023

ISTANBUL EXPO CENTER - YEŞİLKÖY

HALL 9-10-11

POST SHOW REPORT

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Organiser



THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

BUILDING BLOCKS OF THE INDUSTRY GATHERED TOGETHER AT BETON 2023

Organized by the Turkish Ready Mixed Concrete Association (THBB) and TG Expo, BETON 2023 Ready Mixed Concrete Exhibition and Congress became the heart of ready mixed concrete, aggregate and construction industries. The Ready Mixed Concrete Congress was held between November 8-10, 2023, while the Ready Mixed Concrete, Cement, Aggregate, Construction Technologies and Equipment Exhibition took place between November 8-11, 2023, at Istanbul Expo Center, Yeşilköy.

MEETING HUB OF THE INDUSTRY BETON 2023

BETON 2023 Ready Mixed Concrete Exhibition and Congress brought ready mixed concrete, cement, aggregate and construction industries under a roof between November 8-11, 2023. Concrete pumps, concrete plants, heavy construction equipment, loaders, concrete processing equipment, 3D concrete printing technologies, truck mixers, bulk trailers, construction chemicals, trailers and many more products were exhibited at the fair. 10,670 people visited the 4-day exhibition in which the innovative products of over 200 brands were displayed.

As the trade platform of the industry, BETON 2023 found wide repercussions in the industry for its leading brands from Türkiye as well as its international brands, national & international exhibitor count, visitor count, and the substantial increase in the trade volume generated.



Organiser



BETON 2023 READY MIXED CONCRETE EXHIBITION AND CONGRESS BECAME THE CENTER FOR INTERNATIONAL COOPERATION

BETON 2023 Ready Mixed Concrete Exhibition and Congress took place with the keen interest of 10,670 visitors, while 1,652 of them were international visitors. Coming from 54 countries, namely Albania, Algeria, Egypt, Iraq, Jordan, Kosovo, Lebanon, Libya, Morocco, Oman, Palestine, Saudi Arabia, Qatar, UAE, and the United States, the visitors showed a great interest in the event.

BETON 2023 IN NUMBERS



9,018

LOCAL VISITORS



1,652

INTERNATIONAL VISITORS



10,670

TOTAL VISITORS



200+

BRANDS



TOP 20 VISITING COUNTRIES

- | | | | | | | | | | |
|----------|--------------|--------|---------|----------------|-----------|---------|---------------------------|------------|------------|
| | | | | | | | | | |
| BULGARIA | SAUDI ARABIA | LIBYA | IRAQ | KOSOVO | MACEDONIA | IRAN | AZERBAIJAN | EGYPT | GERMANY |
| | | | | | | | | | |
| FRANCE | ITALY | RUSSIA | ROMANIA | UNITED KINGDOM | UAE | ESTONIA | CENTRAL AFRICAN COUNTRIES | KAZAKHSTAN | UZBEKISTAN |





HOW WAS BETON 2023 CONGRESS?



3
DAYS



19
SESSIONS



94
SPEAKERS



2
HALLS

BETON 2023 CONGRESS FOCAL TOPICS

- Cyclical Economy in Concrete and Sustainability
- Industry 4.0 in Ready Mixed Concrete Industry and Digitalization
 - Characteristics, Constituents, Design and Testing of Concrete
 - Exclusive Concrete and Its Applications
 - Concrete Roads and Road Safety Structures
 - Innovative Approaches and Products for Concrete
- Quality Control of Concrete During Manufacturing and Applying
 - Durability and Internal Specifications of Concrete
 - The Agenda of the Ready Mixed Concrete Industry
 - Structural Applications



Organiser



BETON 2023 CONGRESS SCHEDULE

DAY 1 - WEDNESDAY, NOVEMBER 8, 2023

09.30-11.00

Opening Speeches

11.00-12.00

Prof. Dr. Mehmet Ali Taşdemir and His Achievements

12.00-12.30

Fair Opening Ceremony

12.30-13.30

Lunch

Session 1 (Invited) - Hall A

Session Chair: *Prof. Dr. Turan Özturan*

13.30-14.00

Advances in Concrete Technology and Construction – An Overview
Oral Büyüköztürk, Denvid Lau

14.00-14.15

Construction Business Beyond Türkiye – Global Concrete in The Light of Innovation and Circular Economy
Hakan Gürdal

14.15-14.30

Sustainability, It's All Us
Peter De Vylder

Session 2 (Invited) Hall A

Session Chair: *Prof. Dr. Abdussamet Arslan*

15.00-15.15

Effect of Mineral Admixtures on Early Heat of Hydration
Mustafa Tokyay

15.15-15.30

February 2023 Türkiye Earthquakes, Seismic Performance of RC Buildings and Retrofitting
Alper İlki, Bilal Sarı, Çağlar Gökso, Cem Demir

15.30-15.45

Polycarboxylate-Based Water Reducing Admixture-Cement Compatibility
Kambiz Ramyar, Ali Mardani, Veysel Kobya

15.45-16.00

Petrography Methods for The Quality and Inspection of Concrete
Yılmaz Akkaya, Gülden Keskin Güngör

16.00-16.30

Carbon Capture and Utilization for Ready Mix Concrete
Surendra P. Shah, Rohitashva K. Singh

Session 3 (Invited) Hall A

Session Chair: *Prof. Dr. İsmail Özgür Yaman*

17.00-17.15

Circular Economy and Sustainability in Concrete
Cynthia Imesch

17.15-17.30

High-Value Added Recycling of Construction and Demolition Wastes to The Construction Industry
Mustafa Şahmaran, Hüseyin İlcan, Oğuzhan Şahin

17.30-17.45

Evaluation of Performance-Based Design of Concrete Using Stress-Strain Behavior
Burcu Akçay

17.45-18.00

Techniques Being Developed for The Active Control of Fresh Concrete Rheology
Mert Yücel Yardımcı, Karel Lesage, Khadija El Cheikh, Dengwu Jiao, Chizya Chibulu, Robin De Schryver, Metwally Ezzat, Richard Hoogenboom, Geert De Schutter

18.00-19.00

Turkish Ready Mixed Concrete Association 6th Environment Awards

DAY 2 - THURSDAY, NOVEMBER 9, 2023

Session 1 (Invited) Hall A

Session Chair:

Prof. Dr. Kambiz Ramyar

09.00-09.15

Usage of Nano Cellulose Materials in Cement-Based Systems
Nabi Yüzer, Didem Oktay

09.15-09.30

Radon, Beton, Bina ve İnsan Sağlığı
Remzi Şahin, H. Alperen Bulut

09.30-09.45

Cement Based Fine Composites
Bekir Pekmezci

09.45-10.00

Bio-derived Admixtures for Resilient and Adaptive Cement-Based Materials
Zeynep Başaran Bundur

10.00-10.15

Ultra-High-Performance Concrete; Mechanical Properties, Behavior, and Applications in Bending Members
Abdussamet Arslan

Session 2 (Invited) Hall A

Session Chair:

Prof. Dr. Mustafa Karagüler

10.45-11.00

"Concrete" is as "Good" as Scaffolding-Formwork, Reinforcement, Placing, Curing and The Construction
Abdurrahman Güner

11.00-11.15

Determination of Performances of Air Entraining Admixtures Used in Concrete Based on Surface Tension Method
Yuşa Şahin

11.15-11.30

Potential of Concrete Roads in Combating Climate Change
İsmail Özgür Yaman, Barış Akbelen, İsmail Bulut

11.30-11.45

Development of Smart Concrete
Egemen Teomete, Erman Demircilioğlu

11.45-12.00

Lightweight Concrete
Nihat Kabay, Fevziye Aköz

12.00-12.15

The Role of Chemical Additives in the Net Zero Carbon Target
Osman Tezel

Session 3 – Hall A

Session Chair:

Assoc. Prof. Dr. Egemen Teomete

13.30-13.45

Current Situation, Developments and Expectations in the Turkish Ready-Mixed Concrete Industry
Reşat Sönmez, Yasin Engin, Aslı Özbora, Koray Saçlıtüre

13.45-14.00

Examination of the Electronic Concrete Monitoring System that Brings a New Breath to the Sector by the Ministry of Environment, Urbanization and Climate Change
İrşade Aydoğdu Gürbüz

14.00-14.15

The Effect of Anisotropic Character on Mechanical and Microstructural Properties in 3D Concretes
Yeşim Tarhan, Remzi Şahin

14.15-14.30

Türkiye's First Office Building Project Produced with 3D Concrete Printing Technology
Halit Dilşad Yılmaz, Ertunç Karaduman, Emre Örtemiz, Vural Öcal, Serhat Zeytin, Ersel Coşkun

14.30-14.45

Development of Cement Based Materials Suitable for Additive Manufacturing Using Innovative Powder Additives
Shaghayegh Sadeghzadeh Benam, Zeynep Başaran Bundur, Coşkun Tezcan, Hüseyin Şahin, Olgu Oruç, Oytun Yazan, Burhan Kara, Özkan Bebek

14.45-15.00

"KGS" Inspections in Ready-Mixed Concrete
Hulusi Özkul, Çağlar Şaşmaz, Harun Yanpınar

Session 3 – Hall B

Session Chair:

Prof. Dr. Galip Yüce

13.30-13.45

Study of Suitability of The Aggregates for Concrete in Karabakh and East Zengezur
Fikret Bayramov, Fuad Mammadov, Cabbar Zeynalov, Sabira Şahmarova, Ferane Iskenderli, Malik Mirzayev

13.45-14.00

Effect of Coarse Aggregate Type and Compaction on Spearing Tensile and Compressive Strength and Elasticity Module of Concrete
Fatih Özer, Muhtin Tarhan, Merve Tokdemir, Mustafa Oğuz, Dilara Sarsam, Kambiz Ramyar

14.00-14.15

Investigation of The Effect of Different Kinds of Clay in Aggregate on Concrete Properties
Aslıhan Güneşli, Hakan Güneşli, İsmail Emiral

14.15-14.30

Acceptance Criteria in Concrete and Usage in Accounts
Turgay Yulu

14.30-14.45

The Utilization of RCA Obtained from Low-Strength Waste Concrete in Sustainable Concrete
Ayten Çapatçı, Asaf Akyol, İlyas Sarıbaş

14.45-15.00

Effects of Different Sources of Water on Concrete Performance
Kadir Akyüz, Abdurrahman Atlıhan, Can Otuzbir, Hamza Demir

DAY 2 - THURSDAY, NOVEMBER 9, 2023

Session 4 – Hall A

Session Chair:

Prof. Dr. Özgür Çakır

15.30-15.45

Anti-Icing Concrete Design and Real-Size Application in Road, Apron and Field Concrete Using Phase Change Material

Yuşa Şahin, Yunus Gündüz, Behlül Furkan Özel, Murat Erciyas, Musa Erduran

15.45-16.00

Use of Calcium Aluminate Cement in Concrete Repair Applications

Buket Polat, Sibel Sönmez, Işıl Buse Aydoğan

16.00-16.15

Strengthening Structural Elements with Epoxy Matrix Carbon Materials

Tuluhan Ergin, Berkay Yetgin, Burak Erdal, Melike Onay

16.15-16.30

The Importance of the Vocational Qualification System in Terms of the Quality of the Workforce and Reducing Work Accidents

Fatih Bilen

Session 4 – Hall B

Session Chair:

Mehmet Sami Kılıç

15.30-15.45

Design and Full-Scale Application of Anti-Icy Concrete on Road, Apron and Field Concretes Using Phase Change Material

Arda Sepetçi, Muhittin Tarhan, Rıza Evren Kılıcı, Ramazan Çelebi, Mehmet Kutlu, Özgür Çakır, Ali Barış Katrancı

15.45-16.00

Use of Calcium Aluminate Cement in Concrete Repairing Applications

Oğuzhan Tezcan, Sude Özusakız, Büşra Özden, Murat Çevik, Mehmet Gökhan Gümüş

16.00-16.15

Reducing Waste Material and Wastewater by Recycling Residual Concrete in the Facility and Water in the Sedimentation Pool

Mustafa Demirci, İrfan Coşkun

16.15-16.30

Current Status, Expectations and Barriers in The Use of Low Clinkers Cement

Yasin Engin, Serkan Türk

Session 5 – Hall A

Session Chair:

Assoc. Prof. Dr. Yuşa Şahin

17.00-17.15

Bringing Concrete to the Next Level Aligned with EU

Thorsten Hahn

17.15-17.30

On the Relationship Between Compressive Strength of Concrete and Mortar Phase

Arda Sepetçi, Şevket Orhan, Besim Karakayalı, Muhittin Tarhan, Mehmet Ali Taşdemir

17.30-17.45

Evaluation of Core Compressive Strength in Structures and Precast Concrete Components Using VBA Coding

Aydın Sağlık, Bülent Çağlar Özcan, Mehmet Emin Uyanık, Hasan Yıldırım

17.45-18.00

Determination of Compressive Strength of Mixtures Containing Fly Ash and Nano-Silica Using the Taguchi Design Method

Mahsa Farshbaf Maherian, Sıdar Nihat Bıçakçı, Şervan Baran, Hakan Nuri Atahan

Session 5 – Hall B

Session Chair:

Asst. Prof. Dr. Yavuz Abut

17.00-17.15

Investigation of The Effect of Curing Concrete with CO₂ During Hydration on Physical and Chemical Properties

Nuray Kuşbudu, Berrak Avcıoğlu

17.15-17.30

Circular Economy in The Ready-Mixed Concrete Industry

Yasin Engin, Abdurrahman Atlıhan, Can Otuzbir, Kadir Akyüz, Bartas Akdağ

17.30-17.45

Mechanical Properties of Cement Mortar Containing Reclaimed Asphalt Pavements

Sefa Gündoğdu, Yavuz Abut

17.45-18.00

Sustainable Water Management in Ready Mixed Concrete Plant

Deniz Dölgen, M. Necdet Alpaslan

DAY 3 - FRIDAY, NOVEMBER 10, 2023

Session 1 – Hall A

Session Chair:

Prof. Dr. Hulusi Özkul

09.15-09.30

High Volume Usage of Short Fibres in Cementitious Materials

Burcu Akçay, Berkin Atahan Gökbayrak, Ayşegül Dağdeviren

09.30-09.45

The Effect of Aggregate Type on X-Ray Shielding Property of Cement Based Composite Material

Gülsüm Sağlık Çitoğlu, Fuat Köksal

09.45-10.00

Effect of Steel Fibers on Behavior of Structural Lightweight Concrete Under Axial Compression

Hüseyin Okan Anadut, Fuat Köksal

10.00-10.15

Application of Granodiorite and Crushed River Stone Aggregate in Pervious Concrete and Investigation of Some Properties

Samid Şahmarov, Aminaqa Sadiqov, Maharram Şaliyev

10.15-10.30

Technical and Economic Advantages of Synthetic Fiber Reinforcement Products in Concrete Applications

Halis Kılıçarslan, Faraz Malik, Cem Selçuk, Mustafa Ünalmiş

Session 1 – Hall B

Session Chair:

Prof. Dr. Remzi Şahin

09.15-09.30

A Fieldwork on Mix Design and Temperature Control in Mass Concrete Casting

Kenan Güzel, İsmail Görür

09.30-09.45

Investigation of Mod-II Shear Failure Behavior in High Performance Concrete

Çağatay Mehmet Belgin, Abdussamet Arslan, İ. Gamze Mütevellı Özkan

09.45-10.00

Investigation of The Effect of Notch Sensitivity on Energy Dissipation in High-Performance Concrete By 2-D Digital Image Correlation Method

Muhammed Gümüş, Abdussamet Arslan, Yousra Mustafa, Hüseyin Kalkan

10.00-10.15

Investigation of Physical Features of Self-Compacting Smart Lightweight Concrete with Artificial Intelligence Model

M. Tansu Baydaş, Nusret Bozkurt, Erden Ozan Karaca

10.15-10.30

Advantages of Using Early High Strength Concrete on Incremental Launching Method

Cemal Noyan Özel, Kemal Çetin, Hamdi Erdem Öçal, Emsal Ergin

Session 2 – Hall A

Session Chair:

Asst. Prof. Dr. Ünal Anıl Doğan

11.00-11.15

Radon Gas Emanation-Permeability Relationship in SCCS Containing Different Mineral Additives

Halit Alperen Bulut, Remzi Şahin

11.15-11.30

Comparative Evaluation of Alkali-Silica Reaction in Mortars Containing Silica Fume and Metakaolin

Şakir Erdoğan, İrem Özdemir, Çiğdem Erdoğan

11.30-11.45

High Volume Usage of Short Fibers in Cementitious Materials

Burcu Akçay, Ayşegül Dağdeviren, Berkin Atahan Gökbayrak

11.45-12.00

Microstructural Investigation of a Structural Concrete Damaged by Sulphate Attack

Gülden Keskin Güngör, Yılmaz Akkaya

12.00-12.15

Comparative Assessment of Some Physical and Mechanical Properties of High-Performance Concrete with Normal Strength Concrete

İrem Pınar, Halit Yazıcı, Hüseyin Yiğiter

12.15-12.30

Effect of Mixture Proportions on Drying Shrinkage of Mortars

Ünal Anıl Doğan, İlar Berfin İlbeyi, Alp Bartu Hızal, Alim Ayhan Ömür, Abdülbaki Ural, Hamdi Demir, Halis Kılıçarslan, Hale Ergün

Session 2 – Hall B

Session Chair:

Asst. Prof. Dr. Özgür Ekincioğlu

11.00-11.15

Effect of Aggregate Contamination on Mechanical Properties of Concrete

Merve Başaran, İsmail Özcan, Deniz Sayim

11.15-11.30

Effect of Changing Crushed Stone Ratios According to Concrete Classes on Strength

Mehmet Mutlu, Elif Başaraner

11.30-11.45

The Effect of Water Impermeability Additives to Micro Fractures

Ayten Çaputçu, Tayfun Yıldırım, Gökhan Sapsızoğlu

11.45-12.00

Evaluation of Waste Liquid Blood as Additive Material in Cement Based Mortars

Emine Özdoğan, Nabi Yüzer, Burcu Dinç-Şengönül, Oruç Kaan Türk, Mustafa Onur Yüzer

12.00-12.15

Investigation of the Effect of Aggregate Concentration on the Mechanical and Elastic Properties of Low and Medium Strength Concretes

Hasan Nuri Türkmenoğlu, Osama Abokaf, Sıdar Nihat Bıçakçı, Şervan Baran, Hakan Nuri Atahan

12.15-12.30

Use of Dolomite in Concrete Production for Sustainability of Aggregate Resources in Azerbaijan

Fikret Bayramov, Fuad Mammadov, Sabira Shahmarova, Cabbar Zeynalov, Gülden Keskin Güngör, Yılmaz Akkaya, Mehmet Ali Taşdemir

Session 3 – Hall A

Session Chair:

Assoc. Dr. Zeynep Başaran Bundur

13.30-13.45

Investigation of The Presence of Calcite on The Pozzolanic Activity of Calcined Clays

İsmail Özgür Yaman, Oğul Can Yeşilyurt, Ömer Faruk Kalkan, Serkan Türk

13.45-14.00

Rheological Properties and Compressive Strengths of One-Part Sodium Carbonate Activated Reactive Mgo/Slag-Based Systems

Onur Ertuğrul, Ömer Can Özen, Didem Oktay, Büşra Aktürk

14.00-14.15

100% Clay-Based One-Part Geopolymer Mortars Produced with Different Curing Methods

Oğuzhan Öztürk, Cesare Signorini, Marco Liebscher, Viktor Mechtcherine

14.15-14.30

Printability Assessment of Fiber-Reinforced Mortars Containing Nano-Clays

Zeynep Başaran Bundur, Ata Nkravan, Nilüfer Özyurt, Tolga Aydın, Eylül Mina Aydın, Burhan Kara, Özkan Bebek

14.30-14.45

Effect of The Heat Curing Time on The Early Age Strength of Alkali-Activated Mortar

Yunus Emre Avcı, Mehmet Timur Cihan

14.45-15.00

Experimental Investigation on Compressive Strength of Limestone Calcined Clay Cement Mortars

Ömer Faruk Behçet, Salih Taner Yıldırım

Session 3 – Hall B

Session Chair:

Assoc. Prof. Dr. Mehmet Emiroğlu

13.30-13.45

Investigation of The Usability of Mixture of Organic and Inorganic Substances as a Lignosulfonate Alternative in Concrete Admixture Formulations

Bartu Aslan, İrfan Kadiroğlu, Bimen Kadiroğlu

13.45-14.00

The Effect of Curing Temperature to Mechanical Properties of Waste Glass and Fly Ash Containing Geopolymer Mortars

Talip Çakmak, Zafer Kurt, İlker Ustabas, Şakir Erdoğan

14.00-14.15

The Use of Waste Glass in Geopolymer Production

Saadet Gökçe Gök, Özkan Şengül

14.15-14.30

The Effect Hybrid Binders in Alkali Activated Composites

Ümit Yurt, Mehmet Emiroğlu

14.30-14.45

Investigation of Mechanical Properties of Fly Ash-Slag Based Geopolymer Composites Containing Different Fibers by The Effect Different Curing Method

Beyza Fahriye Aygün, Turhan Bilir, Mücteba Uysal

14.45-15.00

Evaluation of Illite-Based Natural Clays in The Production of Limestone Calcined Clay Cement (Lc3)

Emrah Turan, Meral Öltulu

Session 4 – Hall A

Session Chair:

Prof. Dr. Atiye Tuğrul

15.30-15.45

Investigation of The Usability of Mixture of Organic and Inorganic Substances as a Lignosulfonate Alternative in Concrete Admixture Formulations

Arda Sepetçi, Şevket Orhan, Besim Karakayalı, Muhittin Tarhan, Mehmet Ali Taşdemir

15.45-16.00

The Effect of Curing Temperature on The Mechanical Properties of Waste Glass and Fly Ash Containing Geopolymer Mortars

Fırat Ahmet Tatar, Cansu Çolak, Hasan Yıldırım, Engin Sürücü

16.00-16.15

The Use of Waste Glass in Geopolymer Production

Aydın Sağlık, Mehmet Emin Uyanık, Hüseyin Demir

16.15-16.30

The Effect Hybrid Binders in Alkali Activated Composites

Aydın Sağlık, Mehmet Emin Uyanık, Hüseyin Demir, Süleyman Aydoğan

16.30-16.45

Investigation of Mechanical Properties of Fly Ash-Slag Based Geopolymer Composites Containing Different Fibers by The Effect Different Curing Method

Mehmet Mutlu, Cenk Kılınc, Serap Dinç, Ömer Yıldırım

Session 4 – Hall B

Session Chair:

Prof. Dr. Abdurrahman Güner

15.30-15.45

Investigation of Mod-II Shear Failure Behavior in High Performance Concrete

Mehmet Cankurt, Abdussamet Arslan

15.45-16.00

Investigation of The Efficiency of Concrete Mixtures with Different Properties in Preventing Reinforcement Corrosion in Real Marine Environment

Rasim Cem Saka, Bayram Tutkun, İrem Pinar, Ege Su Barlay, Kerem Şençamlar, Ahsanollah Beglarigale, Hüseyin Yiğiter, Özge Andıç Çakır, Halit Yazıcı

16.00-16.15

Effect of Shrinkage Reducing Admixture Utilization on Drying-Shrinkage Behavior of Mortar Mixtures Containing Colemanite Waste

Süleyman Özen, Arif Benlioğlu, Muhammet Gökhan Altun, Muhammed Yusuf Durgun, Ali Mardani

16.15-16.30

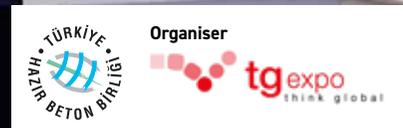
Investigation of Water Permeability Properties of Sulfur Polymer Concrete

Onur Öztürk, Adnan Öner

17.00-18.00

Congress Evaluation and Closing Ceremony

Prof. Dr. Özkan Şengül - Hall A



BETON 2023

FROM EXHIBITOR'S POINT OF VIEW



95%

"I am Satisfied with Visitor
Count of BETON 2023"



93%

"I Have Established New
Business Connections"

VISITOR DISTRIBUTION

| | |
|---------------------------------------|------------|
| Procurers | 21% |
| Ready Mixed Concrete Plant Executives | 19% |
| Contractors | 12% |
| Project Managers | 8% |
| Civil Engineers | 7% |
| Construction Engineers | 7% |
| Construction Managers | 6% |
| Investors | 5% |
| Planning Engineers | 4% |
| Architects | 4% |
| Real Estate Developers | 3% |
| Academicsians | 2% |
| Municipality-State Authorities | 1% |
| Other | 1% |



Organiser



BETON 2023 EXHIBITOR TESTIMONIALS

“

In terms of visitor profile, all kinds of sector professionals showed up, an academical congress was held, international companies visited, so the exhibition had a broad range of visitors. We are satisfied with the fair. Gathering up of all the stakeholders in the industry extended the vision of us all. I hope to meet up as soon as possible again. Thank you.

Mehmet Ceylan
Chryso
Sales Manager

“

We wanted to promote our company in Türkiye, and we made that happen at this fair. The volume of visitors met our expectations. We wish to be exhibiting in the upcoming edition. Thank you for your concern.

Demir Jusuframic
Euromix
General Manager

“

We have decided to exhibit at this fair to meet with the companies operating in the ready mixed concrete industry and strengthen our ties with them while also meeting with new clients. BETON 2023 was quite fruitful for us, we have found what we were looking for. Our plan for the upcoming year includes taking part in this exhibition. This is a meticulously organized and successful event, and we are happy about that.

Onur Alpaydın
Hidromek Türkiye
Sales Manager

“

BETON 2023 became a traditional and conventional exhibition. It's a fair to follow up on the representatives in the sector, the latest developments and the trends. A fine event to bring all of us together. We will be partaking in the next edition. Thanks to everyone involved in organizing this exhibition.

Ahmet Okan Özçelik
Kalekim Lyksor Chemistry Türkiye
Sales Manager

“

We were looking forward to this fair. All the visiting stakeholders and we are quite satisfied with the event. We are hoping to exhibit at this fair next year as well. Thank you.

Cengiz Atak
Koluman Otomotiv Endüstri A.Ş.
General Manager

“

We have been partaking in BETON exhibition since 2013. We are overloaded with purchase orders, this company Lyksor Chemicals bought all the products we are exhibiting. The fair went quite well. We will be expecting visitors in the upcoming year.

Onur Yurtoğlu
Liya Laboratory
General Manager

“

We found that this fair has gone a long way since last year. We have established many international networks here. In terms of visitor profile, we were glad that young people, especially university students, visited the exhibition. We are eager to exhibit in the upcoming year upon signing sponsorship deals. I want to thank everyone involved.

İsmail Hakkı Tuncer
Masterchem İzmir
Factory Manager

“

The fair went fine, we are satisfied, and our expectations were fulfilled. We were expecting shipping and cement companies, and they showed up, the professional ones did. Our networking is going quite well. We will be establishing business partnerships with new companies too.

Aziz Toprakkale
Nursan Trailer
Export Executive

“

The fair met our expectations, I can even say that it surpassed our expectations. Even though this is a nationwide exhibition, I believe there was an effort for international visitors, since there were many visitors from the Middle East, Europe and the Balkans. We hope to take part in the exhibition again. Thank you for this fine fair, hope for many fairs like this to come and they would become successful.

Jale Ünsal
Pi Makina
Export Sales Manager

“

Usually, our customers are building inspector companies. Though we have been able to establish business relations with concrete companies and I think we had such positive repercussions. We believe that the exhibition went way too good for us. We hope to open a booth at this event every year.

Levent Yüksel
Pro Test
Sales Executive

“

Our expectation of the exhibition is to meet with clients from the industry, improve our relations and promote & sell our machinery. The exhibition surpassed our expectations in this sense, we are very glad. We will be coming next year too. Thank you.

Alperen Işık
Teta Maden Makina
Chairman of the Board

“

BETON 2023 met our expectations. We are satisfied with the visitors. It is a great exhibition, thanks to you. Much obliged.

Yalçın Şentürk
Treyler Sanayicileri Derneği
Chairman

“

From Türkiye to Bulgaria, even to Iraq and Iran, we have met with people who were from all around the Middle East. Numerous companies are zealous to establish partnerships with us. We shall and will take part in the upcoming edition. We would like to thank TG Expo for inviting us.

Zhang Mingwiang
Xuzhou Woxin Construction Materials Company

“

We were able to hold B2B meetings, reach customers, receive customer requests, answer those requests, answer their questions, and establish new partnerships. In short, the fair met our expectations. Globally, we contacted with visitors from countries such as Egypt and South Africa and exchanged information with them. We will be discovering our options on how we can cooperate by contacting them in a more detailed manner. Thank you.

Fahri Toptan
YAPKİM
Regional Sales Manager

“

We have been visited by concrete companies. We have local and international sales goals, and we are exporting to neighboring countries, which allowed us to have international guests at the fair. There was a keen interest in our booth, it has been remarkably busy and crowded for the last two days, we are contented. This is a wonderful opportunity. We plan to be at the fair next year to promote our products and services and meet with our customers. We would like to thank TG Expo for this valuable organization.

Melek Çiloğlu
Zoomlion Türkiye
Marketing Executive

PROMOTIONAL ACTIVITIES FOR **BETON 2023**

- Promotional activities at Bauma Fair
- PR activities with local sectoral media
- PR activities with international sectoral media
- Advertisements on national TV channels and radio stations



BETON 2023 DIGITAL PLATFORMS

5,508,215

Total Advertisements on
Social Media

49,386

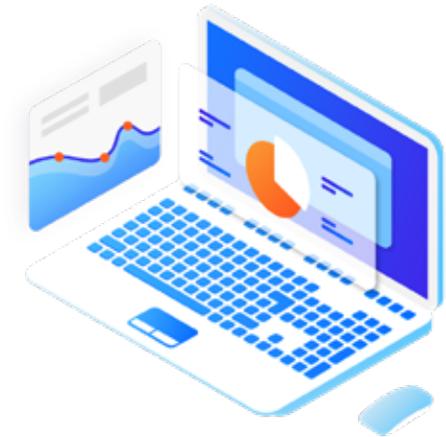
Total Clicks on
Social Media

79,522

Impressions on Search
Engine Advertising

4,939

Clicks on Search
Engine Advertising



BETON 2023

MEDIA

COMMUNICATION
OPERATIONS



36

Printed Press News



612

Online News



5

TV News



262

Radio Spots on
7 Radio Stations



100

Lower Third Appearances
on 5 TV Channels

BETON

2025

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EXHIBITION AND CONGRESS

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Organiser



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