

MARKET PLACE

AAC

Autoclaved
Aerated
Concrete

WORLDWIDE ACADEMY

Istanbul, Türkiye | May 29-31, 2024



With the first AAC Academy, the trade journal AAC Worldwide is expanding its range of services. The AAC Academy is a specialised event exclusively for decision makers in the AAC Industry.

Market Place @ AAC Academy – May 29 - 31

Suppliers for the AAC industry have the unique opportunity to get access to the experts attending the AAC Academy. The offer for Market Place exhibition includes the following:

- *Welcome Reception on May 29:* 2 hr networking opportunity incl. drinks and snacks.
- *Seminar on May 30:* 4 hr Keynote & Workshop: Future leadership skills
- *Market Place on May 30:* 1.5 hr Tabletop presentation during afternoon coffee- & networking break.
- *Networking Dinner on May 30:* Exclusive boat trip on Bosphorus river incl. dinner with local delicacies on the river bank.
- *Plant Tour on May 31:* Visit to the state-of-the-art production plant of Türk Ytong, Istanbul.



Participation fee per person in the
Market Place @ AAC Academy: 1490 €

Future leadership skills

Keynote Speech

How leaders of today become leaders of tomorrow!

In the era of instability, crisis, AI and generational differences leadership has become a discipline that needs more than technical excellence and management capacities. Leadership across generations, leadership across cultures and agile leadership will be the topics of the next years. To master them through adaptation of the top 7 future skills will be the number one precondition to succeed in international business.

Workshops

The two workshops during this event are conceived to do a deep dive in the challenges of today's leaders and to have a look at what happens if we just continue with business as usual. In the second workshop setting we will take a journey to visionary leadership of the future.

Social sustainability talks – spot on!

Apart from ESG and sustainability standards, there are a few very tangible benefits of social sustainability – if we focus on our people. Employee satisfaction is becoming increasingly important – whether we like it or not. With a few strategies, social sustainability becomes one of the biggest levers for corporate success.

Meet Sabine after the lunch break and use the opportunity to discuss how you could make social sustainability your ally.

Sabine Erspamer is the founder of Dare & Heart Academy, consultant for leadership and internationalisation, executive and leadership coach. For more than 8 years she has led an engineering company as managing director, specializing in sales, marketing, organization and trade finance. Sabine is particularly familiar with intercultural issues in people management, generational challenges in leadership and the extraordinary framework of young CEOs.

According to the motto “Leadership isn’t a job. Leadership is an attitude”, she supports executives and leaders in their daily challenges - through trainings, workshops and coaching. In her leadership work she focuses on helping leaders in supporting their teams and in learning the 7 leadership skills of the future.



Visit to the state-of-the-art production plant (blocks and panels) of Türk Ytong, Istanbul

YTONG

Türk Ytong was established in 1963 by a group of engineers and investors led by Bülent Demiren, an entrepreneurial engineer, in partnership with Sweden's Ytong International AB, by the approval of the Council of Ministers. Türk Ytong started production in 1965 in its first factory in Istanbul-Pendik with a capacity of 50.000 m³.

Today, a total of six plants with a production capacity of up to 2.5 million m³ of Ytong and 50.000 m³ of Multipor operate in Turkey in a 25 percent partnership with the Xella Group. Türk Ytong is Turkey's leading and one of the world's leading AAC producers.

