

Affordable housing to become a 'growing issue worldwide'

GYODER's
Neşecan Çekici



"Real estate worldwide has a changing macro backdrop"

GYODER, the umbrella organisation for the Turkish real estate sector, is aiming to inspire the wider industry at MIPIM this year by "showcasing Türkiye's values to the world", according to president Neşecan Çekici.

"Türkiye is one of the most resilient countries in the face of global crises and challenges, continuing to be a reliable hub for investors," Çekici said. Reflecting this resilience, "the Turkish real estate sector stands out globally due to the knowledge and experience it has gained over the years". Today, Türkiye is reshaping the industry by developing new business models, investment opportunities, innovative financial tools and sustainable real estate solutions, she said, adding: "With its strategic position, Türkiye is preparing to build stronger and more lasting connections with global investors."

Affordable housing is one of the topics that will come under the spotlight at this year's MIPIM, a growing issue worldwide. "According to many reports, housing accessibility concerns have risen from 20th place to eighth place in Europe and worldwide," she said. "This crisis, deepened by factors such as population growth, natural disasters, migration and poverty, has now become a global issue. According to UN-Habitat data, by 2030, three billion people, representing 40% of the world's population, will need access to affordable housing."

She added that the housing crisis reached its peak in Türkiye "due to the COVID-19 pandemic, waves of migration, the Ukraine-Russia war, excessive rent increases and, most recently, the two major earthquakes in Kahramanmaraş". GYODER's proprietary New Housing Model seeks to address this issue and accelerate the urban-transformation process. "If we can implement this mod-

el, we can accelerate the housing production process, regulate rent prices and provide a permanent solution to the crisis," she said. The financing for this model, where the public takes the role of landlord, has been supported by various scenarios, including capital-market instruments. The model was presented at last year's MIPIM, drawing industry plaudits. Looking to the year ahead, Çekici made a number of predictions for real estate. "In 2025, we anticipate that sustainable and accessible housing models will take centre stage, financing mechanisms will diversify and urban transformation will be approached in a more systematic way," she said. "In Türkiye the demand for housing and the rising prices make alternative solutions a necessity." The housing crisis will ultimately require a "holistic policy approach", Çekici said. "In the long run, accelerating urban transformation and increasing home-ownership rates again will require public-private partnerships, and even division of labour in certain areas. As GYODER, we will continue to provide sustainable solutions to the housing accessibility issue through projects that are in harmony with nature, make the best use of technology and prioritise design." And MIPIM remains a vital meeting place for sharing such messages. "Just as in our country, real estate worldwide has a changing macro backdrop," she said. "As GYODER, we prioritise being part of this transformation and connecting our members with innovations. MIPIM is an important platform where real estate professionals from around the world come together. Participating in this event offers us the opportunity to keep up with global real estate trends and develop international collaborations. "Additionally, it allows us to increase the visibility of the Turkish real estate sector on the international stage, share industry knowledge and evaluate sector developments from a broader perspective."