

## Landscaping Trade Fair Targets High Growth Emerging Markets

Dates have been announced for the **Landscape Istanbul Fair 2022 (LIF 2022)** which focuses on the emerging landscaping and horticulture markets of Middle East, Central and Eastern Europe, North Africa, Central and South Asia. Taking place from 13-16 October 2022, **LIF 2022** is strategically located in Istanbul, a global trading and transportation hub, with the specific aim of bringing buyers from these emerging regions together with landscaping and horticulture suppliers from around the world.

With increasing awareness of the important role carefully planned landscaping can play in tackling the effects of climate change, encouraging biodiversity and promoting general health and well-being, particularly in urban settings, Mustafa Gültekin GÖKGÜL, Managing Director of Athena Fuarçılık, organiser of the fair, believes the time is right for the region to have a dedicated landscaping event. Commenting on the response to the announcement of **LIF 2022**, GÖKGÜL said, "We are delighted with the high level of interest we are getting from across the professional landscaping and horticulture industry. It confirms the results from our market research which indicated strong demand for a dedicated event to promote trade, education and networking for the region's professional landscaping community." With over 40% of available stand space already reserved within the first month of launch, GÖKGÜL, a veteran organiser of world renowned trade events in the horticulture space, has good reason to be optimistic about **LIF 2022**.

One highly influential organisation which has welcomed the launch of the **Landscape Istanbul Fair** is Turkey's Ornamental Plants and Products Exporters' Association which represents Turkish ornamental plant exporters. Mr. Ismail YILMAZ, Chairman of the Board, said "Our capacity, diversity and quality of ornamental plant production, means we export to nearly 80 countries and we welcome new platforms such as **Landscape Istanbul Fair 2022**, which will facilitate bilateral trade through the creation of new business relationships." YILMAZ added "Our members are looking forward to meeting and networking with their international counterparts to learn about market trends, industry standards and import export procedures."

This sentiment is shared by SUSBİR, the Turkish Ornamental Plant Growers Union, which represents nearly 1,000 ornamental plant producers in Turkey. Mr. Savas AKCAN, Chairman of the Board, said "Conditions in Turkey enable our members to grow a diverse range of plants and in recent years we have seen big improvements in the quality of production." He went on to say, "Our members are excited by the opportunity to highlight their capabilities to both domestic and international landscape designers and practitioners next year."

**LIF 2022** will occupy three halls of Istanbul Fair Centre, the largest exhibition facility in Turkey and will host manufacturers and suppliers of landscaping and horticultural equipment, materials and ornamental plants, who will be displaying their latest products and services to landscape architects, landscape and grounds maintenance professionals, city and town planners, construction companies, garden designers and garden maintenance professionals, importers, wholesalers and distributors.

Full details about the event can be found on the show website at [www.LandscapeIstanbulFair.com](http://www.LandscapeIstanbulFair.com)

Note to Editors

For further information please contact

[info@athenafuar.com.tr](mailto:info@athenafuar.com.tr)

<https://www.linktr.ee/Peyzajistanbul>

Birlik Mah. 455. Sok. Ankara Konakları No:11 / 1 Çankaya - ANKARA / TURKEY

+90 312 495 95 91 (pbx)

[www.LandscapeIstanbulFair.com](http://www.LandscapeIstanbulFair.com) - [www.PeyzajIstanbulFuari.com.tr](http://www.PeyzajIstanbulFuari.com.tr)

[info@AthenaFuar.com.tr](mailto:info@AthenaFuar.com.tr)

