

Landscaping Sector Takes Centre Stage at New Istanbul Show

From 13-16 October 2022, Istanbul will host a new trade show dedicated to the increasingly important professional landscaping sector. Recognising the huge challenges already presented by climate change and the growing appreciation of how the design of our urban environments can impact on our mental and physical wellbeing, **Landscape Istanbul Fair 2022** will showcase many hundreds of innovative products and services for professional landscapers to incorporate into their existing and future municipal, commercial, and residential projects.

With its unique profile and focus, **Landscape Istanbul Fair 2022** has attracted the support of over 100 leading producers and exporters of soft and hard landscaping products including diverse varieties of ornamental plants and trees, landscaping materials, nutrition and care, design services and grounds maintenance equipment etc. Occupying two halls of the Istanbul Expo Centre, this 7,000 sqm event is anticipated to be the largest showcase of its kind not only in Turkey but in the region.

Another first for **Landscape Istanbul Fair 2022** is to receive the support of the Istanbul Metropolitan Municipality, the only such trade fair to achieve this accolade this year, a direct result of the show's focus on solutions to mitigate climate change, encourage sustainability and enhance a population's mental and physical wellbeing. As an active supporter of using innovative landscaping techniques to improve its urban environment, the Istanbul Metropolitan Municipality looks forward to this opportunity to interact with the professional landscaping community to exchange ideas and share experiences and visions for the future. The Municipality will not only have a physical presence on the show floor but will also curate a number of educational seminars and briefings during the four days.

Following Istanbul's lead, all metropolitan municipalities across Turkey, have indicated their support and their intentions to send delegations to the Fair.

Commenting on industry support for the launch of Landscape Istanbul Fair, **Mustafa Gültekin GÖKGÜL**, CEO of **ATHENA Fuarcılık A.Ş.** and organiser of the Fair said, "It was clear from industry feedback that the market was ready for a dedicated landscaping event and the high level of exhibitor participation with 25% of these companies not exhibiting at any other show in Turkey, confirming that trend." He went on to say, "Turkish producers and suppliers are at the forefront of global landscaping and horticultural innovation and trade, due to their high-quality high-volume production and competitive pricing. Istanbul with its excellent international and domestic transport and communication links and its forward-thinking approach to this sector, makes it the perfect location."

GÖKGÜL also pointed out that the high level of interest in the Fair is not confined to the producers and suppliers, but is also being reflected in the number of enquiries and registrations from the region's professional landscape community i.e. landscapers looking to meet new suppliers and procure new products and services. With over 3,000 online visitor registrations to date and a targeted hosted buyer program covering the UAE and Eastern European markets, the organiser is confident of significant volumes of new business being initiated during the Fair.

Landscape Istanbul Fair will take place from 13-16 October in halls 9 & 10 at the Istanbul Expo Centre and is open daily from 10:00 -18:00 hrs except for the final day when the Fair opening hours are 10:30 – 17:30 hrs. Access is free of charge to trade visitors.

Note to editors: For further information please contact

ATHENA Fuarçılık A.Ş.

Birlik Mah. 455. Sok. Ankara Konakları
No: 11 / 1 Çankaya – Ankara / TÜRKİYE

+90 312 495 95 91 (pbx)

info@AthenaFuar.com.tr

www.LandscapeistanbulFair.com