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# PRESS RELEASE

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Mustafa Gültekin GÖKGÜL  
CEO of ATHENA Fairs

## ***Türkiye - The One-Stop Shop for Landscaping Supplies***

It was no coincidence that last year Istanbul was chosen as the venue for the first edition of a brand-new international trade event for the professional landscaping sector, Landscape Istanbul Fair (LIF). As Mustafa Gültekin Gökğöl, CEO of Athena Fairs and organiser of LIF said,

"Türkiye has become a major player in the global landscaping industry as its climate and location make it ideal for the production and export of a wide variety of ornamental plants and flowers." He went on to say "Furthermore, with a single-minded focus on delivering high quality output at affordable prices, Turkish exporters are already supplying major landscaping projects worldwide."

Therefore, it was completely logical to Gökğöl, an industry veteran, to take the decision to launch LIF in Türkiye when he identified a gap in the market i.e. to offer international buyers and specifiers a one-stop sourcing opportunity for ornamental plants. As the country's commercial hub and boasting excellent transport links and accommodation, Istanbul is the ideal strategic setting for an event focused on international horticultural trade. The results from the launch show would appear to support Gökğöl's belief as over 2,800 trade buyers attended, representing large-scale landscaping interests from across the EMEA region.

As a passionate advocate of the Turkish horticultural sector, Gökğöl has no plans to simply sit back and enjoy the success of the first Fair and he is already working on ways to deliver further added value to both exhibitors and buyers. "It was a great start and the early bookings for LIF 2023 are way beyond my expectations, but we have only scratched the surface when presenting the capabilities of the Turkish market to a wider international audience. LIF 2023 will showcase even more Turkish companies and an even wider range of products, and we will be actively inviting buyers from around the world to come and view this comprehensive collection of ornamental plants suppliers."

The list of suppliers who have already confirmed their participation at LIF 2023 reads like a 'Who's Who' of Turkish horticultural exporters and includes leading brands such as **Çepkan Çiçekçilik, Yeşilvadi Landscape Design, Aratlı Botanik, Vardar Fidancılık, Triyanna Flowers and Turgutlu Botanik.** Gökgül was keen to point out that many Turkish brands such as these, **will only be present at LIF 2023** and no other trade events in Türkiye so this represents a unique sourcing opportunity for international buyers.



Another reason for LIF's success is the team's holistic approach to customer service which extends beyond simply opening the doors of the exhibition and leaving attendees to get on with it. Gökgül and his colleagues offer to facilitate one-to-one meetings between international buyers and Turkish suppliers so that their time at LIF can be used most effectively. In addition, **site visits to relevant Turkish nurseries** can also be arranged for international visitors based on their particular horticulture requirements. Gökgül summed up by saying "If you want high quality ornamental plants at competitive prices then now is a great time to be buying Turkish."



Landscape Istanbul Fair 2023 will take place **16-18 November 2023** at the Istanbul Fair Centre.



If you need any images of LIF 2022, please click the link  
<http://www.peyzajistanbulfuari.com/en/lif-2022-photo-gallery/>



If you would like to use the videos from LIF 2022 or exhibitors interviews, please visit the youtube channel  
<https://www.youtube.com/channel/UC827v-SdDht4ZrDEfM9SbUg>

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