

## New Trade Event Boosts Regional Landscaping and Horticulture Sector

From 13-16 October 2022, Istanbul hosted the first edition of the annual **Landscape Istanbul Fair (LIF 2022)**, a dedicated trade event for the region's professional landscape and horticultural sector.

Organised by Athena Fairs Inc., **LIF 2022** occupied over 5,100 sqm of exhibit space and welcomed 80 market leading suppliers of soft and hard landscaping products, making it one of the largest shows of its kind in the Eurasia/MENA region.

Supported by the Istanbul Metropolitan Municipality, Ssbir (Turkish Ornamental Plants Producers Union), PMO (Chamber of Landscape Architects) and the OMU (Chamber of Forest Engineers), **LIF 2022** was not just your standard trade event but was packed with on-trend features, educational content and networking opportunities. Through a highly targeted visitor promotion campaign, **LIF 2022** attracted an impressive 2,862 landscaping professionals coming from over 40 countries including Turkey, Bulgaria, Macedonia, UAE, Serbia, Italy, Bosnia and Herzegovina, Georgia, Greece and CIS.

Commenting on these results Mustafa Gltekin GKGL, CEO of Athena Fairs, said "It was clear from our research that the region's landscaping community wanted an event which focuses on their specific sector needs and offer practical solutions to future challenges. Feedback both during and immediately after the show has confirmed that **LIF 2022** is now recognised as that event and support for the next edition has far exceeded our expectations." The organiser has reported that 77% of companies exhibiting this year have already reserved their stand space for next year's show, with nearly 50% increasing the size of their stands given the success of their participation at **LIF 2022**.

The organiser is also reporting that even as early as the opening day of the show, they received many new exhibiting enquiries from suppliers who were so impressed with what they saw and are keen to participate at **LIF 2023**. Additional hall space at the Istanbul Expo Centre has been reserved by the organiser to accommodate the anticipated growth in the show i.e. it is expected to double in size.

GKGL went on to say "Despite the many challenges facing the global business community, these very positive results are a clear indication of what can be achieved with close collaboration between all stakeholders. I would like to thank all participants and supporters and on behalf of the **LIF** team, we look forward to working with them to not only grow **LIF** in future years but to strengthen its position as the region's 'must attend' event for the professional landscaping sector."

The **Landscape Istanbul Fair** will return to Istanbul Expo Centre from **16-18 November 2023**. Full details can be found by visiting the show website at <https://www.peyzajistanbulfuari.com/en/home-english>

### Note to Editors

For further information please contact

Mustafa Gltekin GKGL

**ATHENA Fuarcılık A.Ş.**

Birlik Mah. 455. Sok. Ankara Konakları

No: 11 / 1 Çankaya – Ankara / TRKİYE

+90 312 495 95 91 (pbx)

[www.LandscapeistanbulFair.com](http://www.LandscapeistanbulFair.com)