

The BIG INTERVIEW Series

TURKISH ORNAMENTAL PLANTS AND PRODUCTS EXPORTERS' ASSOCIATION



Mr. İsmail YILMAZ
Turkish Ornamental Plants and Products Exporters' Association
Chairman of the Board

The sector has an important place in the country's economy...

The ornamental plants sector in Türkiye is a sector that is open to development and has a future. The sector has an important place in the country's economy with the employment and high added value it creates. In 2022, Türkiye's total exports of ornamental plants reached 137 million dollars.

Recently, there is a great development potential in exports, especially in outdoor plants. It is expected that the increase in exports in this area, where a great development is foreseen with foreign landscaping projects, will continue in the coming years.

The world ornamental plants trade volume is over \$50 billion and a total of \$28 billion worth of ornamental plants have been exported. Türkiye ranks 19th among the world's ornamental plants exporters and receives a share of 3 per thousand from world exports.

The total import capacity of the European Union, Gulf countries and Turkic Republics, which are among the most important consumption centres of ornamental plants in the world, is over 20 billion dollars. The share taken from these markets, which are Türkiye's close neighbours and can be reached by short-term flights, is only 0.4%. These figures show us that there is a great development potential in front of our exports and that we can increase our exports to these markets several times in a short time with the right strategies.



The most important problem of our sector is the lack of production area (land). 37% of the producers and exporters operating on lands without any ownership, 83% of them on the lands which are rented from private individuals and only 7% of them on the lands which are rented from the public. Appropriate treasury/public lands should be leased to the producers and exporters of the sector on a priority and long-term basis. The expectation of the sector for organized agricultural zones continues. Solving this problem is of vital importance for the rapid growth of the sector and the exponential increase in our exports.

In 2023, we expect our sector's exports to increase by 20% and reach \$180 million by the end of the year. In this direction, we will continue with new projects and strategies to reach target markets.

We see the LIF 2023 Fair as an important platform that brings together the ornamental plants industry in Türkiye, enables companies to open up to the outside, and brings them together with buyers. It is very important to organize such organizations for the development of the sector.



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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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