



+90 312 495 95 91 (pbx)



Birlik Mh. 455 Sk. Ankara Konakları  
No:11 / 1 Çankaya - Ankara TÜRKİYE



info@AthenaFuar.com.tr



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



**LANDSCAPE  
ISTANBUL  
FAIR 2023**

# PRESS RELEASE

**March 2023**



Mustafa Gültekin GÖKGÜL  
CEO of ATHENA Fairs

## **Sales surge for Istanbul Landscaping Fair**

Held for the first-time last year, Landscape Istanbul Fair is seeing a surge in exhibitor bookings for the 2023 edition which will be held from 16-18 November 2023 at the Istanbul Fair Centre.

Athena Fairs Inc., organiser of Landscape Istanbul Fair (LIF), is reporting that the number of square metres of exhibit space booked for 2023, has already exceeded the total square metres achieved for last year's event and with eight months of sales time still left. The numbers make for impressive reading with square metre sales up 118% and the number of signed contracts up 185% compared to the equivalent period for last year's event.



Mr. Mehmet ÇEPKAN  
Çepkan Çiçekçilik



Mr. İsmail YILDIZ  
Asil Botanik

What is driving this strong growth in stand bookings? Mustafa Gültekin GÖKGÜL, CEO of Athena Fairs highlights two key factors. First, there is a high level of repeat bookings from last year's exhibitors with 80% of those previous participants already signed up or in the process of confirming their participation, and of those companies, 34% are booking bigger stands for LIF 2023. Secondly, of those suppliers who've already booked their stands, 40% are new exhibitors to LIF and these first-time participants account for 28% of the total square metres contracted so far.

Commenting on these numbers, GÖKGÜL said, “This high level of past exhibitors returning combined with new companies booking stands, is both a clear indication of the success of last year’s event and the demand from the professional landscaping and ornamental plants sector for a dedicated international trade show in this region.” GÖKGÜL went on to say, “This rapidly growing support is recognition that Landscape Istanbul Fair is now the industry’s event of choice.”



The team at Athena Fairs are confident that this momentum in sales will continue and LIF 2023 is currently on target to record around 50% growth in its total size resulting in significantly more exhibitors and products on display. In simple terms trade buyers visiting LIF 2023 will be able to view and compare a more comprehensive range of goods and services including the latest innovations in horticulture and landscaping.



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>

**For further information please contact**

**Mustafa Gültekin GÖKGÜL**  
ATHENA Fuarcılık A.Ş.  
info@AthenaFuar.com.tr

**OR**

**Andrew FURNESS**  
ATHENA Fairs UK Representative  
andrew@AthenaFuar.com.tr