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**WORLD  
URBAN  
PARKS**

# PRESS RELEASE

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## ***Landscape Istanbul Fair 2023 to deliver thought leadership and product innovation!***

When Landscape Istanbul Fair 2023 (LIF 2023) opens its doors from 16-18 November, it will host an impressive lineup of international thought leaders and market leading suppliers for three days of high-quality industry content and business exchange.

Athena Fairs Inc., organiser of LIF 2023, anticipate that this year's event will welcome some 120 exhibitors occupying nearly 7,000 net sqm, representing a 40% increase in the space booked by suppliers to display their new products and services when compared to last year. Also reflecting this strong growth trend, LIF 2023 has already attracted 45 new suppliers to the show who are looking to take advantage of this annual opportunity to meet with and sell to domestic and international landscaping and horticultural professionals, from both the public and private sectors.



Mustafa Gültekin GÖKGÜL  
CEO of ATHENA Fairs

Commenting on these results, Mustafa Gültekin GÖKGÜL, CEO of Athena Fairs, said “We are delighted by this record level of interest from manufacturers and suppliers which highlights their confidence in LIF 2023 as an effective sales and marketing platform.” GÖKGÜL went on to say “Such high levels of industry support confirm LIF as one of the World's Tier 1 events dedicated to the professional landscaping and horticultural industries and the only one taking place in Turkey and this region.”

Emphasising this status, LIF 2023 will host the World Urban Parks Symposium which will take place over two days from 16-17 November 2023 and is free to attend for pre-registered delegates. Boasting a line-up of international speakers who are undoubtedly some of the most knowledgeable and influential experts in their field, attendees will be treated to presentations detailing case studies and latest thought leadership on key issues for planning and maintenance of parks and urban green spaces. One such speaker is U.S. based Jayne Miller, founder and CEO of Jayne Miller Consulting and also Board Chair of World Urban Parks (WUP). Miller has an enviable track record of award-winning leadership and through her topic of “Green Currency – The hidden equity of parks”, she will focus on parks funding with particular attention on the value of ‘Green Currency’.



Jayne MILLER  
Board Chair of World Urban Parks



Under the topic heading “The Emscher River Conversion – Flowing in the right direction”, Germany based Dr. Stephan Treuke, Project Director of Emscherland – an inter-municipal park in Germany, will be charting the journey of the restoration of the Emscher river and how the project evolved into a vital tool to counteract climate change and biodiversity loss for the entire region. As an expert who specialises in international cooperation, regional master planning and climate adaptation in the city, delegates will have an excellent opportunity to learn from Treuke’s extensive experience.

Another international expert to be sharing their knowledge during the WUP Symposium is UK based Paul Rabbitts, currently Parks and Open Spaces Manager at Norwich City Council and also founder and Chair of the UK Parks Management Association. With a deep historical knowledge and a wealth of personal experience throughout the UK, Rabbitts will be demonstrating to delegates how we need a new ‘revolution’ in park building and management for the 21st Century. Under the topic heading “People’s Parks – A new revolution for people, place and planet”, this presentation will provide delegates with a thought-provoking session on how they could approach the future differently.



Full details of the WUP Symposium will be published on and how to register can be found on the LIF 2023 website [www.LandscapeistanbulFair.com](http://www.LandscapeistanbulFair.com) at or the WUP website at [www.WorldUrbanParks.org](http://www.WorldUrbanParks.org)



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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