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LANDSCAPE
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PRESS RELEASE

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Landscape Istanbul Fair 2024 Announces Key Industry Support

Athena Fairs Inc., the organiser of the annual Landscape Istanbul Fair, has announced that this year's show has received official support from the influential Ornamental Plant Growers Union, SÜSBİR. Representing around 1,000 commercial ornamental plant growers in Türkiye with a turnover in excess of US\$1.0bn, SÜSBİR are one of the leading and most respected voices for the region's professional horticultural and landscaping industries.



Mustafa Gültekin GÖKGÜL
Chairman of Athena Fairs Inc.

As a member of the European Nurserystock Association (ENA), SÜSBİR's influence extends far beyond the borders of Türkiye, a fact not lost on Mustafa Gültekin GÖKGÜL, CEO of Athena Fairs Inc., when he commented on the positive impact of their support for Landscape Istanbul Fair 2024.

“Having the official support of SÜSBİR will not only provide a clear message as to the importance of Landscape Istanbul Fair for the Turkish horticultural and landscaping sectors but will also highlight its valuable role as an international meeting point for buyers and sellers. When SÜSBİR speaks, the industry listens.” GÖKGÜL went on to say, “Landscape Istanbul Fair has always welcomed the support of individual SÜSBİR members exhibiting an extensive range of high quality and competitively priced ornamental plants and trees, but this development represents a major step-up in the level of support which will undoubtedly lead to an even greater number of participating businesses at this year's Fair.”

When held last year, Landscape Istanbul Fair hosted over 100 suppliers occupying 7,000 net square metres of exhibit space and attracted nearly 3,700 trade buyers coming from 42 countries including the important export markets of Europe and the Middle East. GÖKGÜL believes it is an endorsement of the hard work and vision of the Landscape Istanbul Fair team, that after just two editions, SÜSBİR felt the Fair had already met its strict criteria to be awarded this accolade of official support.

Landscape Istanbul Fair 2024 will take place from **13-15 November 2024** at the Istanbul Fair Centre Türkiye, this will be the third edition of the show and for the second time it will host the **World Urban Parks (WUP) Symposium**.

Note to Editors

For further information, please contact:



Landscape Istanbul Fair 2023 will take place **13-15 November 2024** at the Istanbul Fair Centre.



If you need any images of LIF 2023, please click the link <http://www.peyzajistanbulfuari.com/en/lif-2023-photo-gallery/>



If you would like to use the videos from LIF 2023 or exhibitors interviews, please visit the youtube channel <https://www.youtube.com/channel/UC827v-SdDht4ZrDEfM9SbUg>

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