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LANDSCAPE  
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# PRESS RELEASE

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## ***Landscape Istanbul Fair 2024 Highlights a Dynamic Regional Market***

When the third edition of the Landscape Istanbul Fair closed its doors, it was clear that the horticultural and landscaping sector in Türkiye and the surrounding region, is very much open for business.

During four action packed days from 13-16 November 2024, Landscape Istanbul Fair 2024 welcomed **4,971 professionals** from commercial landscapers, municipalities and urban planners, parks and gardens contractors, building and construction companies, nursery owners and architects, all looking to view and compare the latest landscaping and horticultural goods and services. They weren't disappointed as **114 suppliers** occupying around **6,800 sqm** of space, exhibited a wide range of soft and hard landscaping products including outdoor and indoor ornamental plants and trees, growing and irrigation systems and equipment, landscaping materials and machinery, flowers and landscaping design services.



Ayça YAVUZ  
Fair Director of Athena Fairs Inc.

Commenting on these results, Ayça YAVUZ, Fair Director of Athena Fairs Inc., the organiser of Landscape Istanbul Fair said, "The number of professional visitors attending the show increased by 35% compared to last year, which we believe reflects the positive outlook for the domestic and regional landscape and horticultural sector, but also the key role that Landscape Istanbul Fair plays in servicing both buyers and sellers in this market." The growing stature of the show is backed up by the **48 countries** represented by international visitors, an increase of 14% compared to the 2023 event.

Of those international visitors 45.7% came from Europe and 20.5% from the Middle East including Italy, Netherlands, Bulgaria, Germany, Saudi Arabia and Azerbaijan to name just a few.

Support for Landscape Istanbul Fair from Türkiye's landscaping and horticulture industry has continued to grow year on year with 2024 recording a 37.6% increase in visitor numbers compared to the previous event. All the country's major urban centres were represented and in particular the influential cities of Istanbul, Izmir, Bursa, Yalova, Antalya and Ankara. Whilst visitors came from a diverse range of sectors, those from commercial landscaping and municipalities accounted for 41.3% of the total attendees followed by building and construction, floriculture and nurseries, architecture and engineering.

This breadth of geographical and industry coverage highlights the increasing awareness and importance being placed on well-designed landscaping particularly in an urban setting, a central theme for the World Urban Park's 2nd Symposium held once again in conjunction with Landscape Istanbul Fair. Boasting an impressive line-up of international and local experts, presentations were delivered on a range of topics including how cities can address the challenges of climate change through green infrastructure and nature-based solutions, reducing water usage and improving collection and storage. Tim Geyer, Deputy Chair of World Urban Parks, kicked off proceedings with his keynote speech titled "The Critical Role of Urban Parks and Green Space in Community Health and Wellbeing", which set the scene and introduced topics that were developed by the other speakers over the following two days.

This year's Symposium program was actively supported by the Istanbul Metropolitan Municipality, Department of Parks, Gardens and Green Areas (IBB) and delegates were able to benefit from hearing about the experiences and recommendations of both Prof. Dr. HANCI, Department Head of IBB and Dr. TEPE, Deputy Manager of Green Istanbul (IBB). A particularly lively panel discussion involving representatives from four of Türkiye's municipalities, namely Istanbul, Antalya, Izmir and Gaziantep, highlighted the passionate nature of debates surrounding the topics of urban greening and public space management. This forthright exchange gave the audience valuable insights into the challenges faced by planners as they seek to drive change to create healthier, greener and more livable cities.

Commenting on the collaboration with Landscape Istanbul Fair 2024, Luis Romahn, CEO of World Urban Parks said, "At World Urban Parks we celebrate the great success of this important event for the landscape industry in Türkiye and the region." He went on to praise the vision and engagement of the IBB team in helping shape this year's program and looking to the future he said, "We reaffirm our commitment to continuing to advance shared agendas that highlight the importance of landscapes, green spaces and urban parks through this partnership. We are confident that in 2025, we will host a new edition filled with exciting learning opportunities."



Landscape Istanbul Fair will return next year from **08-11 October 2025** at the Istanbul Fair Centre, Istanbul Türkiye.



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