

PRESS RELEASE

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Regional Trade Show Attracts Significant Industry Support

Industry support for Landscape Istanbul Fair continues to grow as the Organiser recently announced that this year's show will welcome the official participation of two major industry bodies, The Turkish Ornamental Plant Growers Union (SÜSBİR) and the Turkish Chamber of Landscape Architects (PMO).



Taking place in from 8-11 October, Landscape Istanbul Fair 2025 will be the 4th edition of this regional trade show for the professional landscaping and horticultural community in Central & Eastern Europe, Middle East, Central Asia and North Africa. Official support from both SÜSBİR and PMO are a clear recognition of the importance they place on this event to deliver direct benefits for their members and the wider landscaping and ornamental plants market.

SÜSBİR which represents nearly 1,100 Turkish commercial ornamental plant growers, is a member of the European Nurserystock Association (ENA) and so will provide not only comprehensive coverage of the domestic market but will also offer international perspectives and access. Commenting on their decision to support this year's show, Miray ENGİN, General Secretary of SÜSBİR said, "SÜSBİR's vision is to transform Türkiye into a hub for the production and marketing of ornamental plants by leveraging our ecological and logistical advantages in the future. Landscape Istanbul Fair plays a significant role for us to achieve this vision and it is a valuable opportunity, especially in terms of boosting exports."

Also recently confirming their support for **Landscape Istanbul Fair 2025**, **PMO** is the official representative of over 7,000 of Türkiye's professional landscape architects.

Playing a key role in policy formulation, it is focused on all aspects of landscape architecture including the design, planning and development of urban green spaces. As a member of the **International Federation of Landscape Architects (IFLA)**, the PMO reach and influence extends well beyond the country's own borders.



Commenting on the importance of securing the support of both these organisations, **Mustafa Gültekin GÖKGÜL**, CEO of **Athena Fairs Inc.**, organiser of **Landscape Istanbul Fair 2025** said, “In addition to the obvious benefits of seeing a much greater level of participation at the event from these core groups of buyers and sellers, we are very excited by the added value they will bring to

the event given the extensive international experience and expertise of their members.”

One area where GÖKGÜL expects this expertise to be most influential is during the 3rd World Urban Parks Symposium which is hosted by Landscape Istanbul Fair for the third consecutive year. Taking as its main theme ‘**NEXT: The Next Generation of Cities and Public Spaces**’, World Urban Parks, the Symposium organiser, is inviting industry experts from around the world to submit their presentation proposals on topics such as **nature and climate resilience, water and resource management, inclusivity and innovation in public spaces**. Interested parties can use the link <https://worldurbanparks.org/symposium-2025/> to register their interest in becoming a speaker at this international gathering for knowledge exchange and networking.

When last held in 2024, **Landscape Istanbul Fair** attracted 120 exhibitors who welcomed to their stands nearly 5,000 trade professionals coming from 50 countries, keen to view and compare the latest products and services and to discuss supplying their future needs. GÖKGÜL commented that the positive results from previous years is driving strong demand from suppliers wishing to exhibit this year and he expects **Landscape Istanbul Fair 2025** to be the largest, best attended and most productive edition to date.

Landscape Istanbul Fair 2025 will take place from **8-11 October 2025** at the Istanbul Fair Centre, Istanbul, Turkiye and is open to all landscaping, horticultural and related trade professionals.

Note to Editors

For further information, please contact:



Landscape Istanbul Fair 2025 will take place **08-11 October 2025** at the Istanbul Fair Centre.



If you need any images of **LIF 2024**, please click the link <http://www.peyzajistanbulfuari.com/en/lif-2024-photo-gallery/>



If you would like to use the videos from **LIF 2024** or exhibitors interviews, please visit the youtube channel <https://www.youtube.com/channel/UC827v-SdDht4ZrDEfM9SbUg>

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