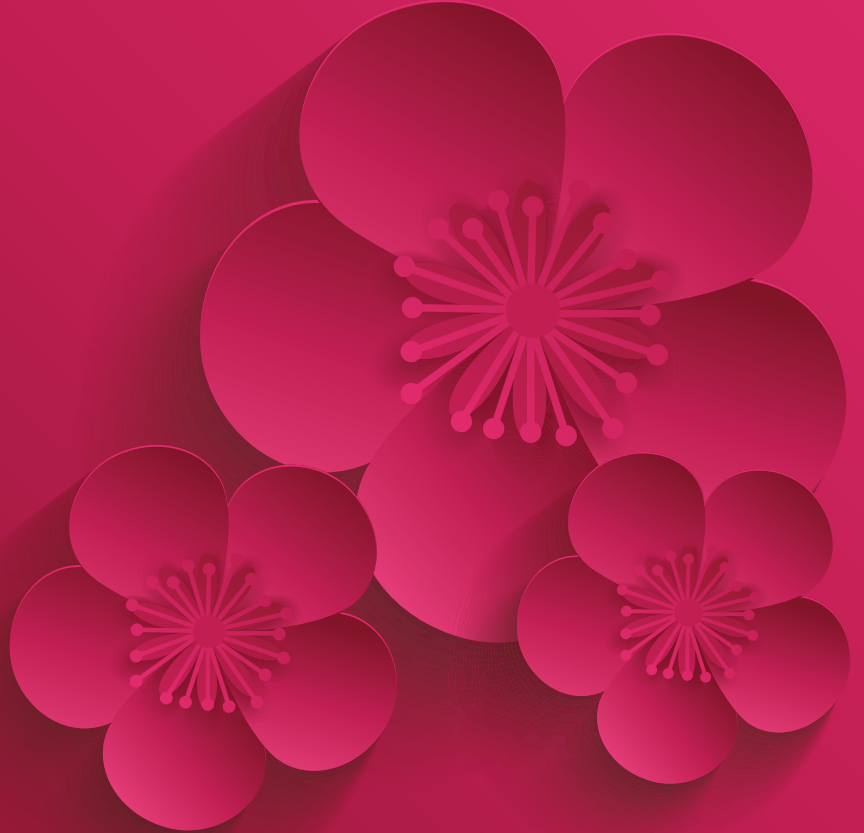


THE ORNAMENTAL PLANTS GROWERS UNION (SÜSBİR)



SÜSBİR is a sub-union of the
Turkish Seed Growers Union.

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Turkish
English



UNION MEANS POWER



The Ornamental Plants Producers' Sub-association (SÜSBİR) has aimed to complete its institutional structure since its establishment in 2008, fostering greater dialogue with its members, seeking solutions to their problems, increasing awareness of the sector in the public eye, and creating a 'Turkish Ornamental Plants' brand in the international market.

Today, the ornamental plant sector boasts a production value of 1 billion dollars, spanning across 57,000 hectares. The sector maintains a foreign trade volume of 170 million dollars and operates as an exporting sector with an export surplus of 72 million dollars.

With our geopolitical position, rich vegetation, and climate conditions suitable for year-round production, Turkey possesses characteristics that make it both a production and logistical hub. SÜSBİR continues its efforts to establish the 'Turkey' brand and promote production by its members in internationally recognized standards.

Turkey possesses twice as many endemic plant species as virtually all of Europe. To commercialize this richness and the unique species, greater emphasis must be placed on research and development activities. Reducing the sector's dependence on external sources for production materials will be feasible through R&D investments.

Despite the adversities experienced both in our country and worldwide, such as the pandemic since 2018, the Ukraine-Russia conflict, earthquakes, and economic crises, our sector has continued to grow and expand.

During this period of the Green Deal, with a focus on creating green areas in cities and urban forests, the ornamental plant sector, the foremost producer, can compete on the world stage. This is possible through measures such as supporting production, removing export barriers, and addressing issues like VAT.

SÜSBİR continues its efforts on behalf of the sector to establish the 'Turkey' brand and ensure that its members engage in production adhering to internationally accepted standards.

The ornamental plant sector in Turkey is relatively new compared to other competing countries. Guiding this developing sector in our country is one of the responsibilities of our Association.

Savaş Akcan
Chairman of the Board



The Ornamental Plants Producers' Sub-association (SÜSBİR) is one of the seven sub-associations affiliated with the Turkish Seed Growers' Association in accordance with the Seed Growers' Law No. 5553.

Following the enactment of the law in 2006, SÜSBİR completed its establishment in 2008 and commenced its activities.

SÜSBİR is the sole public professional organization representing ornamental plant producers in Turkey.

SÜSBİR carries out its activities with the aim of facilitating professional practices by promoting solidarity among its members, safeguarding their economic and social rights, acting as the sector's representative in the formulation of legislation, and fulfilling the duties assigned by the legislation.

Objective: Turkey, with its diverse geography and climatic characteristics, is a highly suitable region for ornamental plant production. Along with favorable production conditions, the advantage of proximity to the market enables the sector to grow and develop consistently each year. With this awareness, SÜSBİR aims to ensure that its members can realize the value of their products in a market where supply and demand are balanced by producing according to recognized standards, increasing product diversity, and achieving the position the sector deserves in the international market.

Vision: To become a production and marketing hub for ornamental plants, leveraging our ecological and logistical advantages.

BOARD OF MANAGEMENT



Savaş AKCAN
Chairman
of the Board



Aytaç KOÇAROĞLU
Vice Chairman
of the Board



Yunus Emre ÖZSOY
Treasurer
of the Board



Ahmet DÜNDAR
Member of the Board



Ahmet Korhan ÇİÇEK
Member of the Board



**İsmail Hakkı
KOCAOĞLU**
Member of the Board



Nayil ŞANVER
Member of the Board

INSPECTORATE BOARD

Ahmet ÖZDEMİR
Chairman

Necati AKKANAT
Member

Umut SAKARYA
Member

DISCIPLINARY BOARD

Kerem BAYTAR
Chairman

Rahmi KANDEMİR
Member

Halit YILDIRIM
Member

Production Areas and Regional Distribution in Turkey

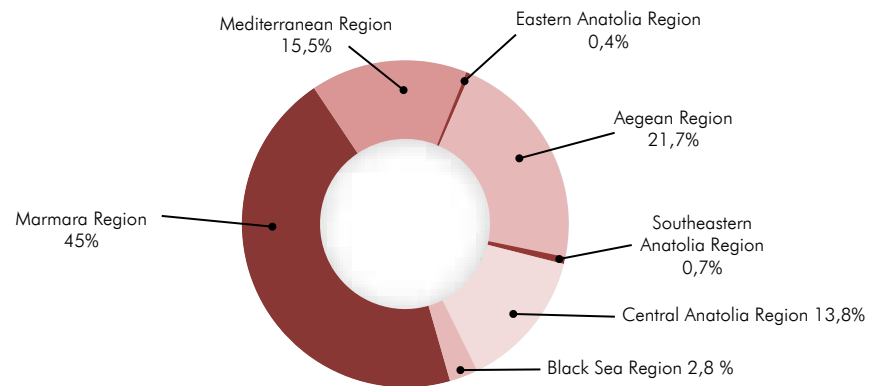
In the distribution of production areas per product groups according to 2022's data;
 "Outdoor Plants" take the first place with a rate of 70%, "Cut Flowers" take the second place with 26%,
 "Indoor Plants" take the third place with 3% and "Flower Bulbs" take the last place with 1%.

Production Areas (da)

Scobe	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Cut Flowers	11.047	11.374	11.826	11.949	11.748	11.920	12.374	12.183	12.652	14.665
Indoor Plants	1.105	1.081	1.465	1.312	1.650	2.081	1.992	1.706	1.794	1.839
Outdoor Plants	32.421	35.996	32.293	34.721	36.263	37.306	37.699	39.739	40.339	39.855
Flower Bulbs	553	568	613	597	426	493	412	499	507	506
TOTAL	45.127	49.019	46.197	48.580	50.089	51.800	52.477	54.127	55.292	56.865

According to the records, the Marmara Region, where approximately the 36,8% of SÜSBİR members are located, holds the 45% of the entire domestic production.

According to the declarations of the members, the area available for production is around the 57% of what was identified by the Ministry of Agriculture and Forestry.

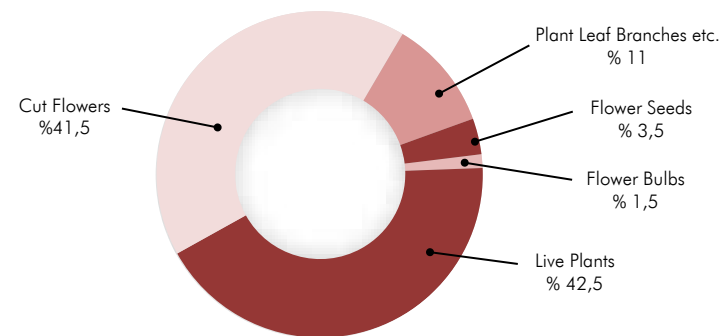


Distribution of Production Areas by Regions

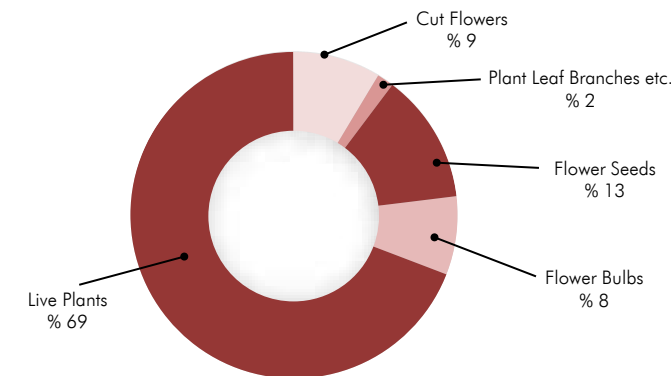
Foreign Trade Figures by Product Groups in Turkey

Ornamental Foreign Trade Values (x1000\$)

HS Code	Product Groups	2017		2018		2019		2020		2021		2022	
		Export	Import	Export	Import	Export	Import	Export	Import	Export	Import	Export	Import
601	Flower Bulbs	1.293	6.846	1.744	5.477	1.371	2.701	1.385	2.523	1.866	4.066	1.621	3.619
602	Live Plants	24.619	66.500	24.957	45.720	31.145	30.981	32.788	29.378	49.935	35.394	50.636	32.320
603	Cut Flowers	28.851	3.529	34.155	3.261	35.859	3.959	36.780	2.861	59.447	3.294	49.498	4.040
604	Plant Leaf Branches etc.	7.221	713	7.820	969	8.203	666	9.781	505	14.578	998	13.112	771
120	Flower Seeds	2.697	6.694	2.562	5.514	3.828	4.729	2.443	4.909	4.346	5.816	4.258	5.977
TOTAL		64.682	84.282	71.239	60.941	80.406	43.036	83.177	40.177	130.172	49.570	119.125	46.728



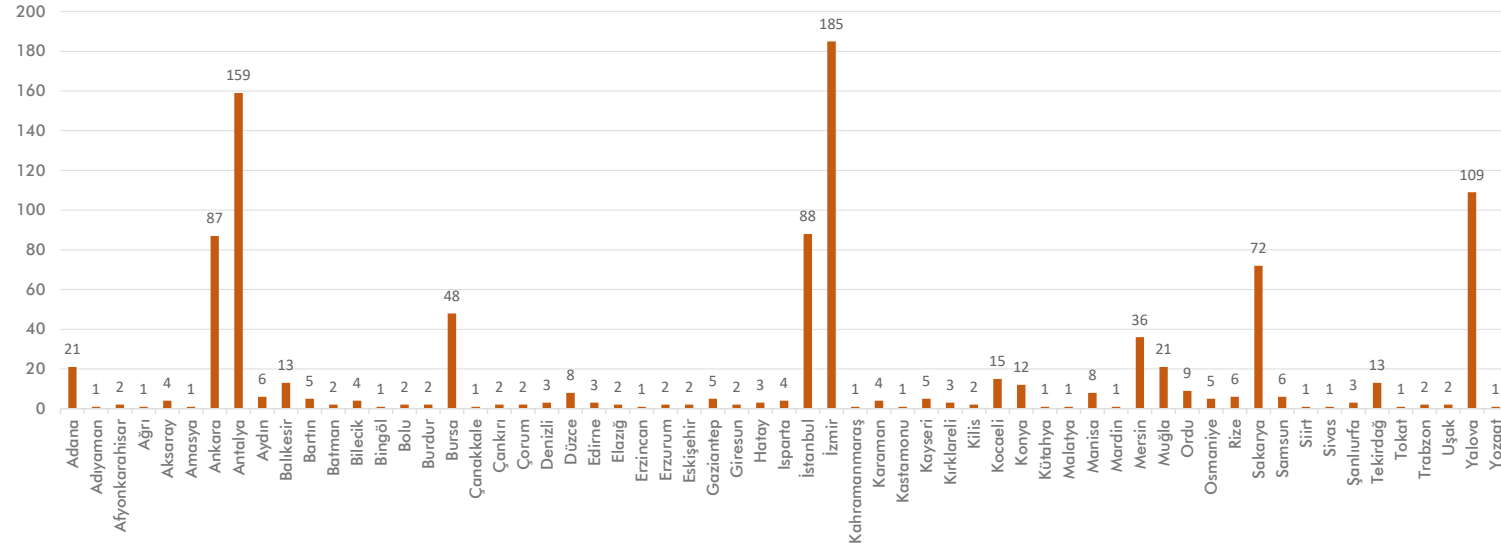
Export Values of 2022 According to the Products Groups (x1000\$)



Import Values of 2022 According to the Products Groups (x1000\$)

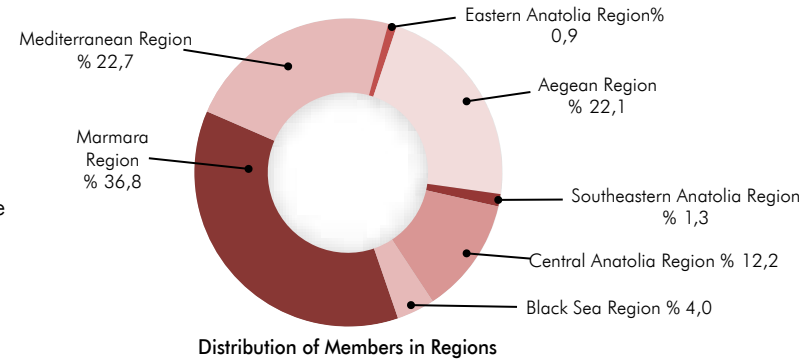
Distribution of Members by Cities and Regions in Turkey

Distribution of Members in Cities



In the distribution of members per cities, a significant majority is located in Ankara, Antalya, İstanbul, İzmir, Sakarya and Yalova.

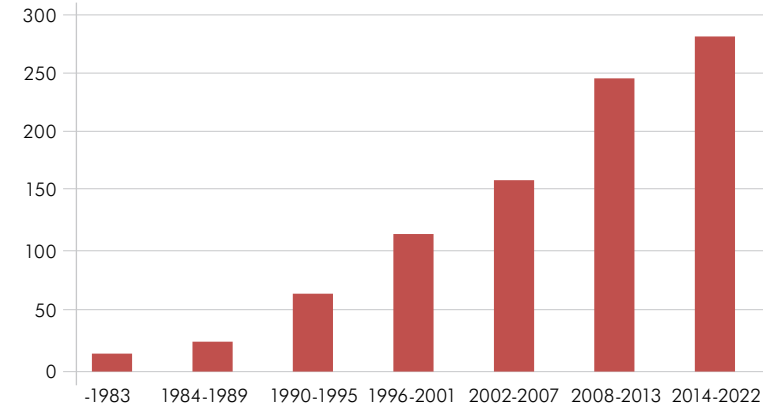
Considering the regional distribution of SÜSBİR members; while it is seen that 36,8% of the Union members are concentrated in the Marmara Region, the low rate of Union membership below 1% in the Eastern Anatolia Region draws attention.



Distribution of Members in Regions

Distribution of SÜSBİR Members by Establishment Dates and Production Groups

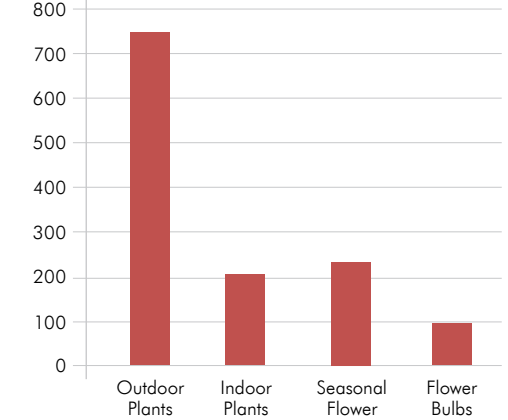
Distribution of Members According to Dates of Foundation



When the members are evaluated in terms of foundation dates, a remarkable increase is observed in the number of companies joining the sector during the last 25 years.

The further road map of the youngest and developing sector of Turkey will be shaped by National Strategy Project.

Distribution of Members According to Production Groups



While 764 of our members produce outdoor ornamental plants, they are followed by 206 companies producing seasonal flowers and 241 companies producing indoor ornamental plants.

The number of members producing flower bulbs is 97..

TURKISH ORNAMENTAL PLANT GROWERS UNION

PORTAL

The SÜSBİR Portal is open for everyone to use. All users can view all companies and their products, except for price information.

The SÜSBİR Product Announcement and Sales Portal, launched by SÜSBİR at the beginning of 2017, is one of the sector's significant projects and is continuously improved based on user requests. It is growing steadily with an increasing number of members.

In the SÜSBİR Portal, our members can showcase their products with images and features.

This portal, which breathes new life into the ornamental plant sector as a marketing channel, allows members to promote their products with minimal expenses, at least for now, throughout Turkey.

Birlik Güçtür

"Üretmek Yetmez, Tanıtmak da Gerek"



PORTAL

**SÜSBİR Portalı kullan ticaretin büyüsün!
Büyüyen Türkiye Ekonomisi'ni
SÜSBİR Portalla Destekliyoruz.**

www.susbirportal.com

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SÜS BİTKİLERİ ÜRETİCİLERİ ALT BİRLİĞİ

PORTAL

SÜSBİR Portal herkesin kullanımına açılmıştır. Tüm kullanıcılar, fiyat bilgisi dışında bütün firmaların ürünlerini görebilmektedir.

SÜSBİR'in 2017 yılı başlarında faaliyete geçirdiği ve süs bitkileri sektörü adına önemli projelerinden biri olan SÜSBİR Ürün Anons ve Satış Portalı, kullanıcıların talepleriyle sürekli iyileştirilmekte ve her geçen gün artan üye sayısıyla büyümektedir.

SÜSBİR Portal'da, üyelerimiz kendi ürünlerini görselleri ve özellikleriyle birlikte sergileyebilmektedir. Pazarlama kanalı olarak süs bitkileri sektörüne yeni bir soluk getiren portalda üyeler ürünlerini en az masrafla, -şimdilik- Türkiye'nin her yerine tanıtmayı mümkün bulabilmektedirler.