

O-52 (161)**FLORICULTURE INDUSTRY IN IRAN: ONE OF THE PROSPEROUS INDUSTRIES IN NEAR FUTURE**

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Iran; a land of sharp contrasts: high mountains, deep valleys, extensive deserts, four seasonal weather, owner of a rich biodiversity of flora and fauna, and floriculture; dynamic, diverse, and a multibillion dollar industry are at the beginning of the way of partnership to achieve effective cooperation in order to generate wealth. As Iran is one of the biggest countries in the world which is located in Middle East, with convenient access routes to all over the world, allocating resources to establish knowledge base trade at floriculture industry have been started and resulted in outstanding achievement. Although, Iran is at the early stages of growth and development, significant rate of growth during recent years in production of trees and shrubs, potted flowers, and cut flowers were observed as valuable indicator on the way of rapid development. Knowing the fact that nowadays there is an inevitable interest in novelties, Iranian scientist have a new look to the vast variety of native flora as a source of innovation. Scientific research, modern breeding and cultivation methods of some famous genus of endemic ornamentals like *Iris*, *Fritillaria*, *Lillium*, *Cyclamen*, *Ornithogalum*, *Eremurus*, *Viola*, *Tulipa*, and some species of Orchids like *Cephalantheracan* pave the way for a deserved position in global floriculture industry in the near future.

Keywords: Development; Floriculture industry; Iran.