**Abstract**

The promoter sequence is the key regulatory region of a gene that controls and regulates gene expression. It has a major importance in the regulation of transcription, i.e. the transfer of the information contained in a DNA coding region into an mRNA transcript. Promoters play an important role in the regulation of gene expression at different locations and times during the life cycle of an organism or in response to internal and external stimuli. Investigating and unravelling the precise function of promoter components and the additional factors associated with their performance revealed new possibilities of genetic engineering. Thus, promoters have a huge influence in follow-on research and development in biotechnology, and a more detailed understanding will certainly further influence the development of GMOs. This review represents a summary of different types of promoters that have identified and characterized for gene transformation in plants.