

## International Horticultural Exhibition 2019 Beijing China

International Horticultural Exhibition 2019 Beijing China (hereinafter referred to as Beijing Expo), which was accredited by AIPH and recognized by BIE, is an A1 international horticultural exhibition hosted by Chinese Government and organized by Beijing Municipal Government. It is the Expo of largest scale and highest level after 1999 Kunming Expo and 2010 Shanghai Expo.

With 'Live Green, Live Better' as the theme and 'Integrating Horticulture into Nature and Touching Souls with Nature' as the philosophy, the expo park covers a total area of 503 hectares in Yanqing district, Beijing. It will not only demonstrate the application of most advanced technologies as well as featured horticultural achievements from all over the world but also showcase the progress China has made in the development of both horticulture (including flowers, fruits, vegetables, medicinal plants and tea) and ecological civilization at large.

With the support of Central Government of China and the Beijing Municipal Government, we have established the Organizing Committee at the national level, Executive Committee at the Beijing municipal level and Coordination Bureau of Beijing International Horticultural Exhibition as the executive body.

Up till now, overall planning and specific planning of the Expo have been fundamentally completed, and integral structural layout has been developed, featuring 'one core, two axes, three belts and multiple zones'. The expo park and supporting facilities are also under construction, and on September 29<sup>th</sup>, the construction of park was officially launched.

Moreover, the promotion of participation is carried out vigorously after the Invitation letters signed by Premier LI Keqiang were sent to 197 countries and 27 inter-governmental organizations through diplomatic channel on August 11<sup>th</sup>, 2016.

In addition, the promotion for the Expo has been implemented effectively. The first news conference where we briefed on the progress of preparatory work for the Expo was held on September 8<sup>th</sup>; the emblem and mascots were released to the public on September 19<sup>th</sup>; the official English website of the Expo has also been put into operation. Upon the completion of the exhibition planning and specific planning of the gardens, we have kicked off the process of choosing partners and sponsors on the basis of extensive promotion campaigns, with other work all set.

Beijing Expo is not only a horticultural exhibition, but also an international platform for economic and cultural cooperation between all the countries.

Beijing Expo is a Platform for Display, where each country can either build an outdoor garden to present its national image, unique gardening style, distinctive culture and finest horticultural achievements, or participate in indoor exhibition to display state-of-the-art horticultural products and technologies as well as featured plant varieties so as to point to the prospect for the horticultural future.

Beijing Expo is a Platform for Communication, where each country can, taking horticulture as a medium, strengthen exchanges with other countries on economy, culture, technology and academy by organizing various activities such as National Day, distinctive cultural shows and specialized forums, with a view to jointly promote the concept of green development and press ahead with the international horticultural communication and cooperation.

Beijing Expo is also a Platform for Transaction, where the participants and exhibitors from different countries can get more opportunities for international cooperation and therefore expand their world market by demonstrating their brand image and promoting advanced horticultural products and technologies in all the B2B events held during the Expo.

The year 2019 marks the 70<sup>th</sup> anniversary of the People's Republic of China. On this special occasion, the Beijing Expo will definitely bring together all the finest horticultural products from across the world and deliver a unique, wonderful, and memorable horticultural event.

For more information, please contact

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