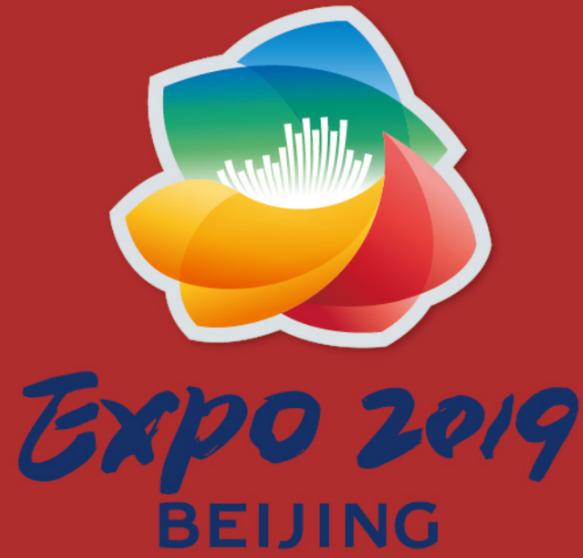


中国北京  
世界园艺博览会

International Horticultural Exhibition 2019 Beijing China



Beijing International Horticultural Exhibition Coordination Bureau

<http://www.horti-expo2019.org>

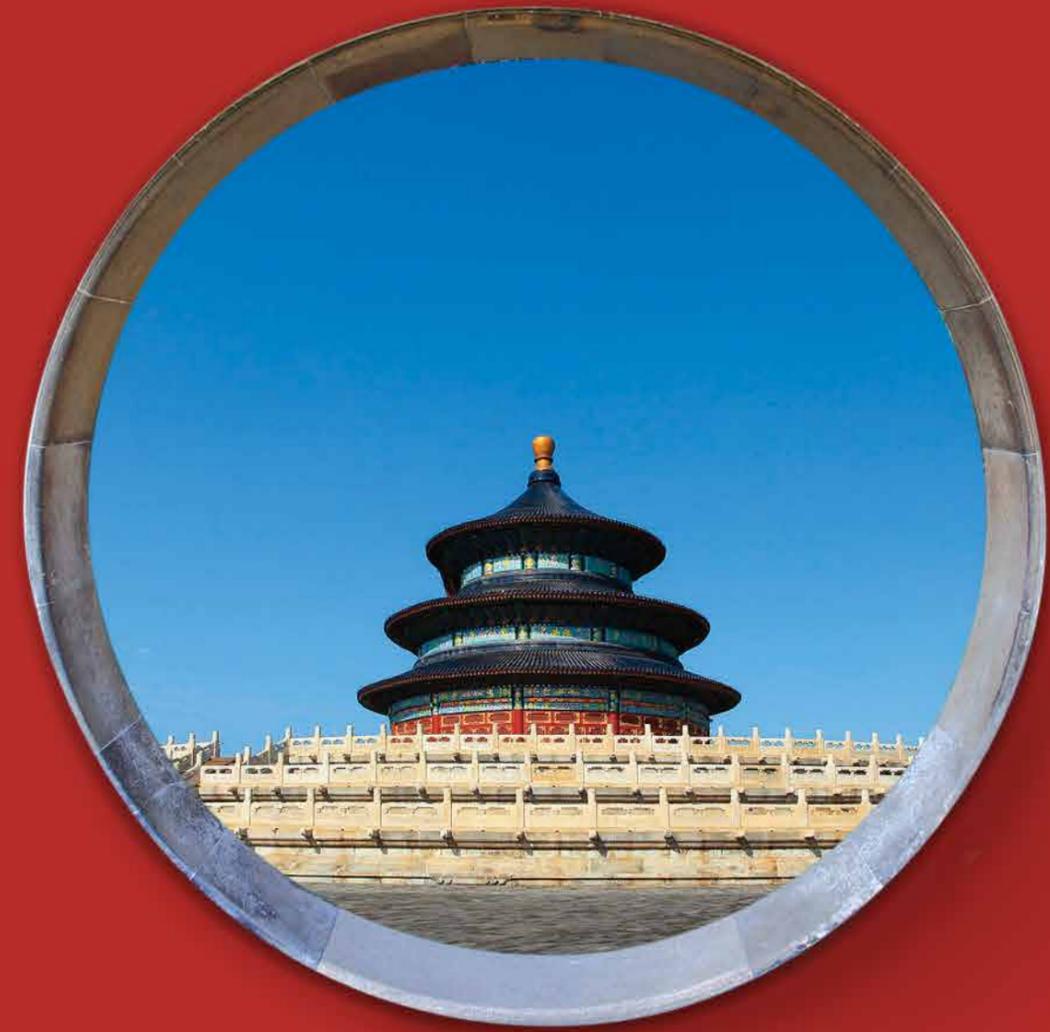
EXPO  
2019  
BEIJING

The Bird's Eye View of the Expo Park





Profile of **北京** 概况  
Beijing



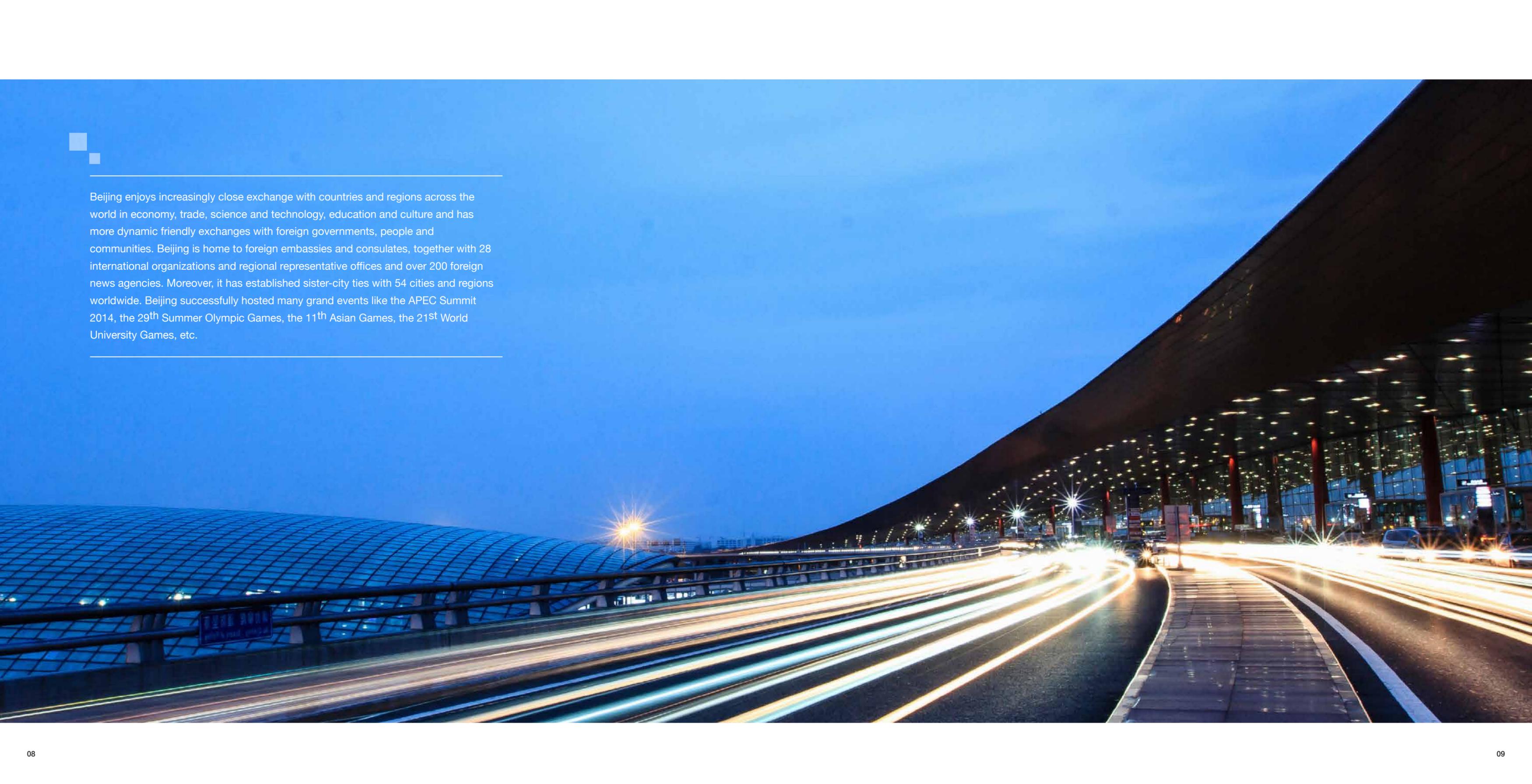


Beijing, the capital city of the People's Republic of China, is the country's political, cultural and international center. Located in the north part of the North China Plain, with the exact latitude and longitude of 39°54' N and 116°25' E, the city is surrounded by highlands on three sides and has four distinct seasons. Beijing city proper covers a total area of 16,400 km<sup>2</sup>, with the downtown area of 1,100 km<sup>2</sup>. There are 16 districts in Beijing and the permanent population is around 20 million, containing all the 56 ethnic groups of China.

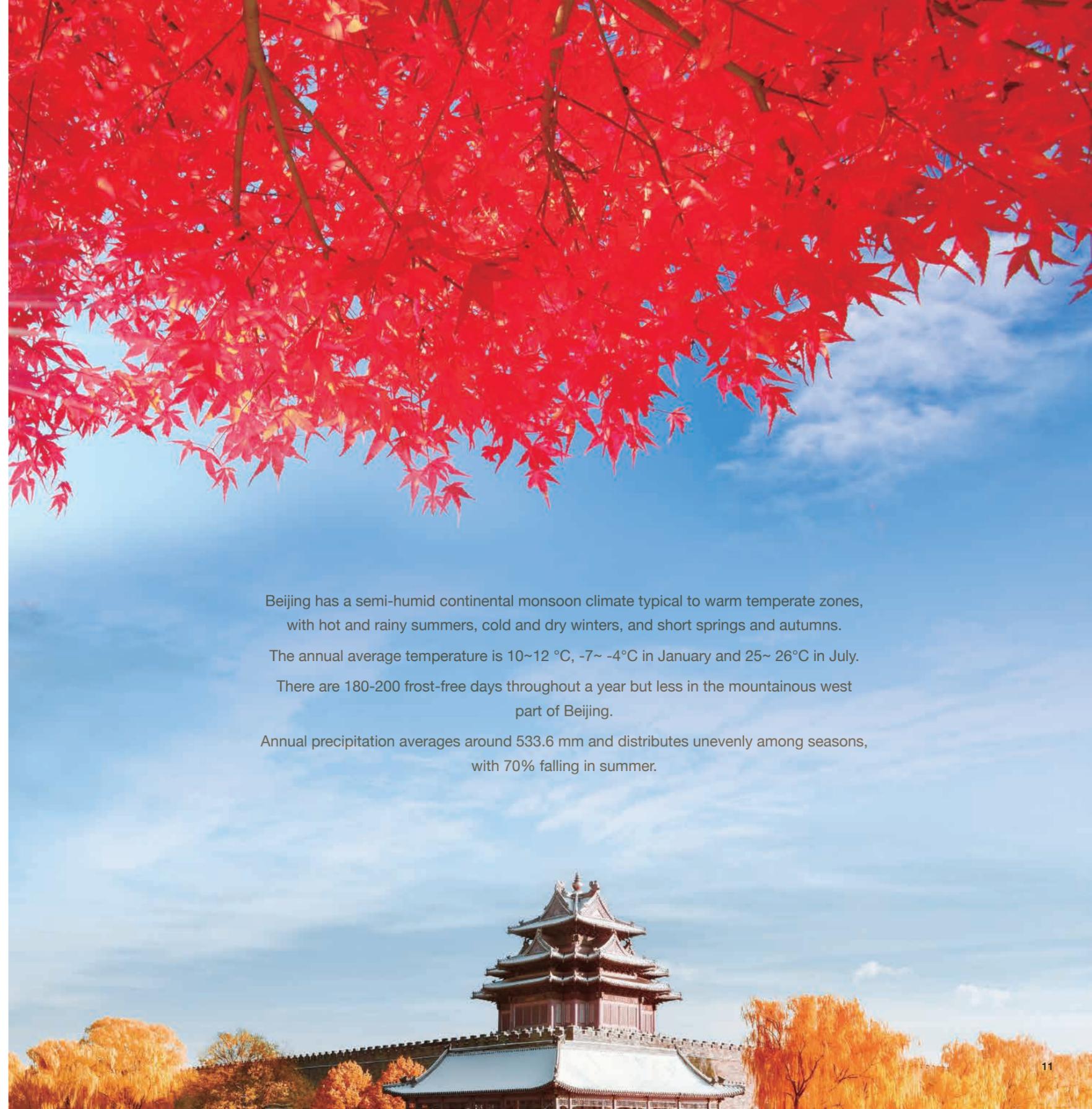
Profile of **北京** 概况  
Beijing

Beijing has a history of over 3,000 years as an established city and 860 as a capital. It used to be the capital city of five dynasties in China's history, which left Beijing abundant historical sites and cultural landscapes. Many of them have been listed as UNESCO World Heritage sites, such as the Forbidden City, the Great Wall, the Peking Man Site at Zhoukoudian, the Temple of Heaven, the Summer Palace and the Ming Tombs. Its traditional arts and artifacts, such as Peking Opera and cloisonné, are renowned throughout the world.





Beijing enjoys increasingly close exchange with countries and regions across the world in economy, trade, science and technology, education and culture and has more dynamic friendly exchanges with foreign governments, people and communities. Beijing is home to foreign embassies and consulates, together with 28 international organizations and regional representative offices and over 200 foreign news agencies. Moreover, it has established sister-city ties with 54 cities and regions worldwide. Beijing successfully hosted many grand events like the APEC Summit 2014, the 29<sup>th</sup> Summer Olympic Games, the 11<sup>th</sup> Asian Games, the 21<sup>st</sup> World University Games, etc.



Beijing has a semi-humid continental monsoon climate typical to warm temperate zones, with hot and rainy summers, cold and dry winters, and short springs and autumns.

The annual average temperature is 10~12 °C, -7~ -4°C in January and 25~ 26°C in July.

There are 180-200 frost-free days throughout a year but less in the mountainous west part of Beijing.

Annual precipitation averages around 533.6 mm and distributes unevenly among seasons, with 70% falling in summer.



世园会  
EXPO  
2019  
Beijing



## The International Horticultural Exhibition by the Great Wall

International Horticultural Exhibition 2019 Beijing China, abbreviated as Expo 2019 Beijing or Beijing Expo, is an A1 Expo accredited by AIPH in 2012 and recognized by BIE in 2014.

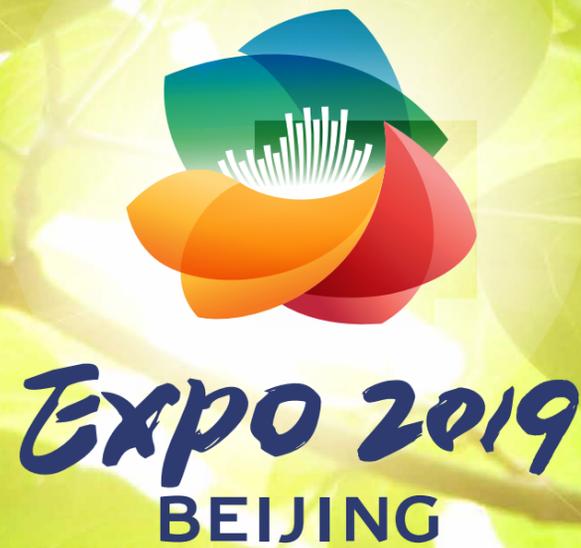
As a miracle created by ancient Chinese people and a witness of China's long history, the Great Wall listed as World Cultural Heritage site in December 1987 has become the symbol of the country.

International Horticultural Exhibition will be, for the first time, held by the Great Wall. Modern horticulture and traditional Chinese culture will be perfectly mixed and different cultures from across the world will meet and flourish.

Host: The People's Republic of China

Organizer: Beijing Municipal Government

Duration: 162 days from April 29<sup>th</sup> to October 7<sup>th</sup>, 2019



## ■ Emblem of the Beijing Expo Blossom of the Great Wall

The Beijing Expo Emblem, 'Blossom of the Great Wall' is majestically and exquisitely designed, featuring six petals of different colors dancing gracefully around the Great Wall. The ingenious integration of stamens and the Great Wall effectively presents all the features of the 'Expo by the Great Wall'.

The blue petal stands as a symbol of an excellent ecological environment represented by green mountains and blue sky; the green one embodies our mother nature and green lifestyle; the overlapping soft and dark red petals foretell the bright future of horticulture featured by seas of flowers; the overlapping faint and deep orange ones have a figurative meaning of an abundant harvest of all kinds of fruits; the deep blue English words at the bottom are designed to symbolize the murmuring Guihe River that flows through the expo park. Mountains, waters, flowers and fruits combined depict the beautiful vision of 'Live Green, Live Better' and the petals in different colors indicate that diverse cultures of different countries will converge and flourish on the platform of the Beijing Expo.

The stamens of the flower look like the winding Great Wall from a distance and the skyline of a modern metropolis for a close look. The Great Wall, stamens and city together add up to a desirable beautiful homeland, implying that the Expo 2019 Beijing will integrate tradition and modernity in an ideal way.



## ■ The Mascots Two Little Cuties in Horticulture

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The mascots of EXPO 2019 Beijing show the image of vivid and lovely horticultural brother and sister with oriental charm, embodying life and hope, diligence and beauty, sincerity and enthusiasm.

The icons of the mascots originate from the Lucky Kids and Hundred-children Picture of the oriental culture, representing people's longing for beauty and happiness. The brother symbolizes courage, health, optimism and energy, while the sister stands for diligence, vigor, beauty and wisdom.

With expressions brimming with delight and joy, one wearing a Chinese scholar tree hatband and the other a Chinese rose garland, the mascots in overalls and boots illustrate the exquisite combination between ethnic culture and the theme of the Expo.

## Theme

### LIVE GREEN LIVE BETTER

The theme derives from the concept of ecological civilization, a new guiding principle in the long history of humankind.

Since ancient times, people's livelihood has never been separated from nature and horticulture. Horticulture is a language for human to communicate with nature, an art of plant production, a culture of green and an extension and essence of life. As the nexus of communication between human and nature, horticulture has also become an illustration of the close relationship between living green and quality life while bringing people material wealth as well as spiritual fulfillment. Beijing Expo, centering on the theme 'Live Green, Live Better', will demonstrate people's common desire for a green lifestyle and help humankind adapt to, respect and integrate into nature rather than merely recognizing it and attempting to change it.



绿色生活 美丽家园

Live Green

Live Better

## Sub-themes

- Green Development • Horticulture in Life
  - Harmonizing with Nature
- Education and the Future • Home of Hearts

## Green Development

Green and sustainable development is an important philosophy and pursuit in the global economic development nowadays and it will stay to be true for the decades to come. Green development involves not only the philosophy of ecological civilization and environmental protection, but also major transformation of development model and production methods. It will press ahead with green practices in production, initiate innovations on existing green technological elements, set up green pillars for growth and boost the green transformation with the permanent driving force of innovation.



## Horticulture in Life

Horticulture plays an important role in material, spiritual and cultural lives of mankind and offers us a vital approach to co-exist with nature in harmony. Horticulture in Life, the sub-theme of the expo, aims to promote the philosophy of harmonious co-existence between human beings, horticulture and nature and give impetus to the green lifestyle. People's engagement of horticulture and green lifestyle in their daily life will make them go further in respecting, caring and returning to nature.

## Harmonizing with Nature

Horticulture, like a bridge that links various cultures, races and religions to each other, enables all parts of the world to be involved in the endeavor of building a better homeland for the mankind. The Organizer hopes that Participants can, through harmonizing with the diverse horticultural cultures, fully demonstrate plant varieties and horticultural features that carry cultural, artistic and folk-life characters of various nations and ethnic groups, thereby to transform the cultural-fusion into a common mission of building a beautiful home on our planet shared by all and, further motivated by that, to unite together people who grow up in different regions and cherish different religious beliefs so that they can share prosperity and make concerted efforts to realize common goals of mankind.



## Education and the Future

Beijing Expo is a platform where people can understand horticulture better and love it more. It will not only push forward education, training and innovation in horticultural sector, but also fulfill imperceptibly its own educational function through interactions between Participants and visitors so as to help young people develop an ecologic philosophy, a respect for natural laws and an enthusiasm for horticulture.

## Home of Hearts

A beautiful homeland should be eco-friendly and nourishing. The concept of spiritual livability is a comprehensive expression of multiple art forms including natural environment, architecture, landscape, poems and paintings, couplets, operas and sculptures. Beijing Expo, an expo by the Great wall, will demonstrate a perfect combination of nature and cultural landscape and provide the premium condition to establish an ideal home of hearts and a livable environment for humanity.





## Philosophy

Integrating Horticulture into Nature and Touching Souls with Nature

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The philosophy of Beijing Expo is to bring together the finest horticultural works from all over the world to show the harmony among horticulture, city, man and nature. Integrated into the surrounding natural landscape, the Expo Park will become part of the beautiful nature.

Let's integrate horticulture into nature, touch our souls with nature and coexist in harmony with nature!

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## Objective

New Stage of World Horticulture, Brand-New Model of Ecological Civilization

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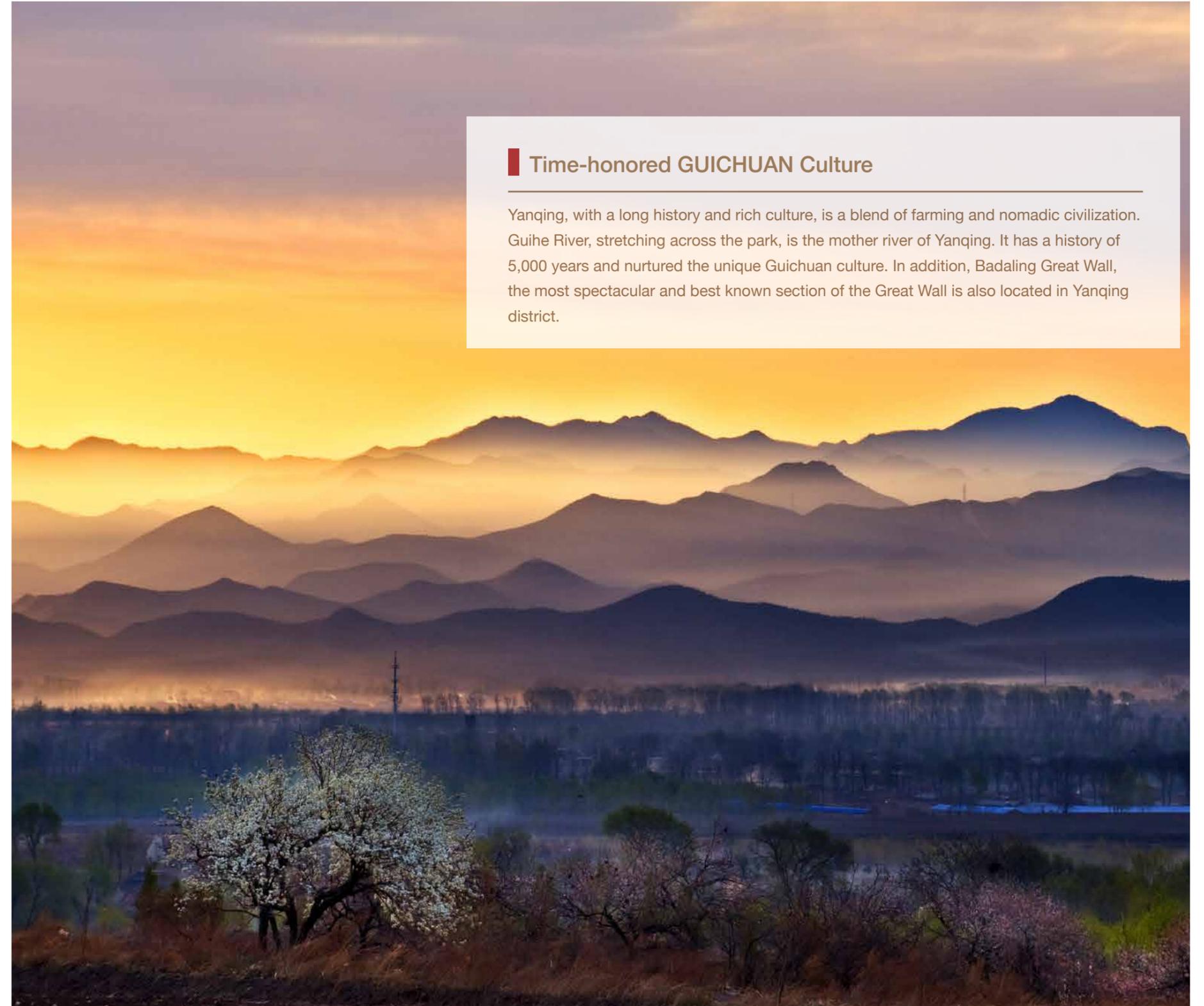
The Beijing Expo will bring the very best of past international horticultural exhibitions together and display the finest horticultural works worldwide. It will also demonstrate China's contribution to the world horticulture with its great plant varieties and horticultural cultures that have been introduced to the world over the past 2000 years. Exhibition of horticultural products from different times and places is made possible through wide application of the latest scientific and technological achievements. The Expo will be hosted on an unprecedented scale with the attendance of numerous participants from all over the world.

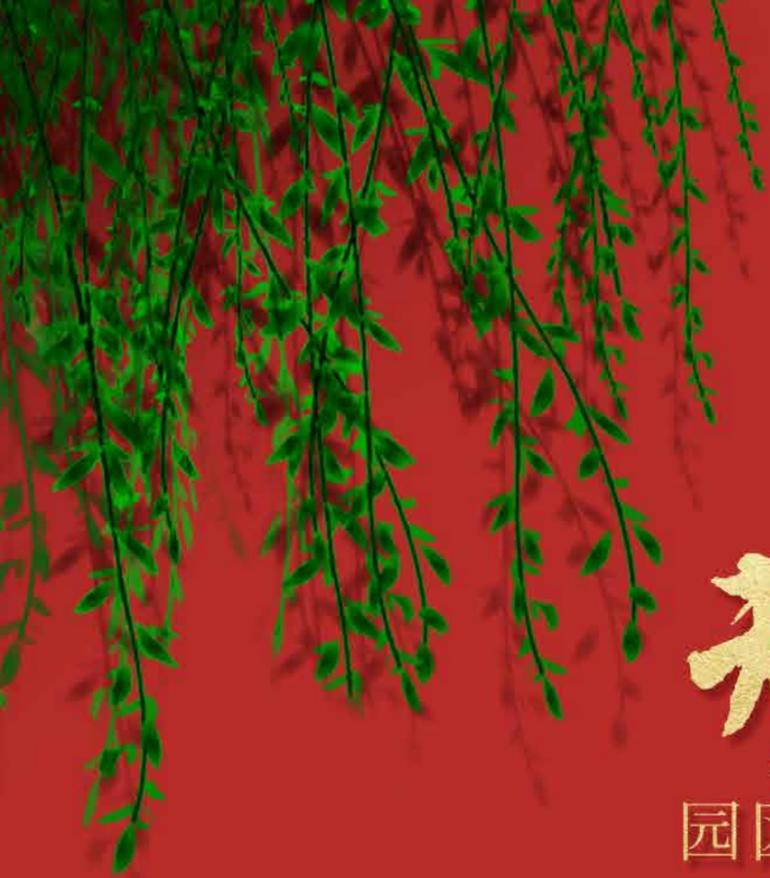
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Yanqing district lies 74 kilometers northwest of downtown Beijing, located at 40°16'~40°47' N, 115°44'~116°34' E.

Yanqing covers an area of 1993.75 km<sup>2</sup>, with 72.8% mountainous, 26.2% plain, and 1% water area. With an average altitude of over 500 meters, Yanqing is cold in winter and cool in summer, thus reputed as the summer capital of Beijing.



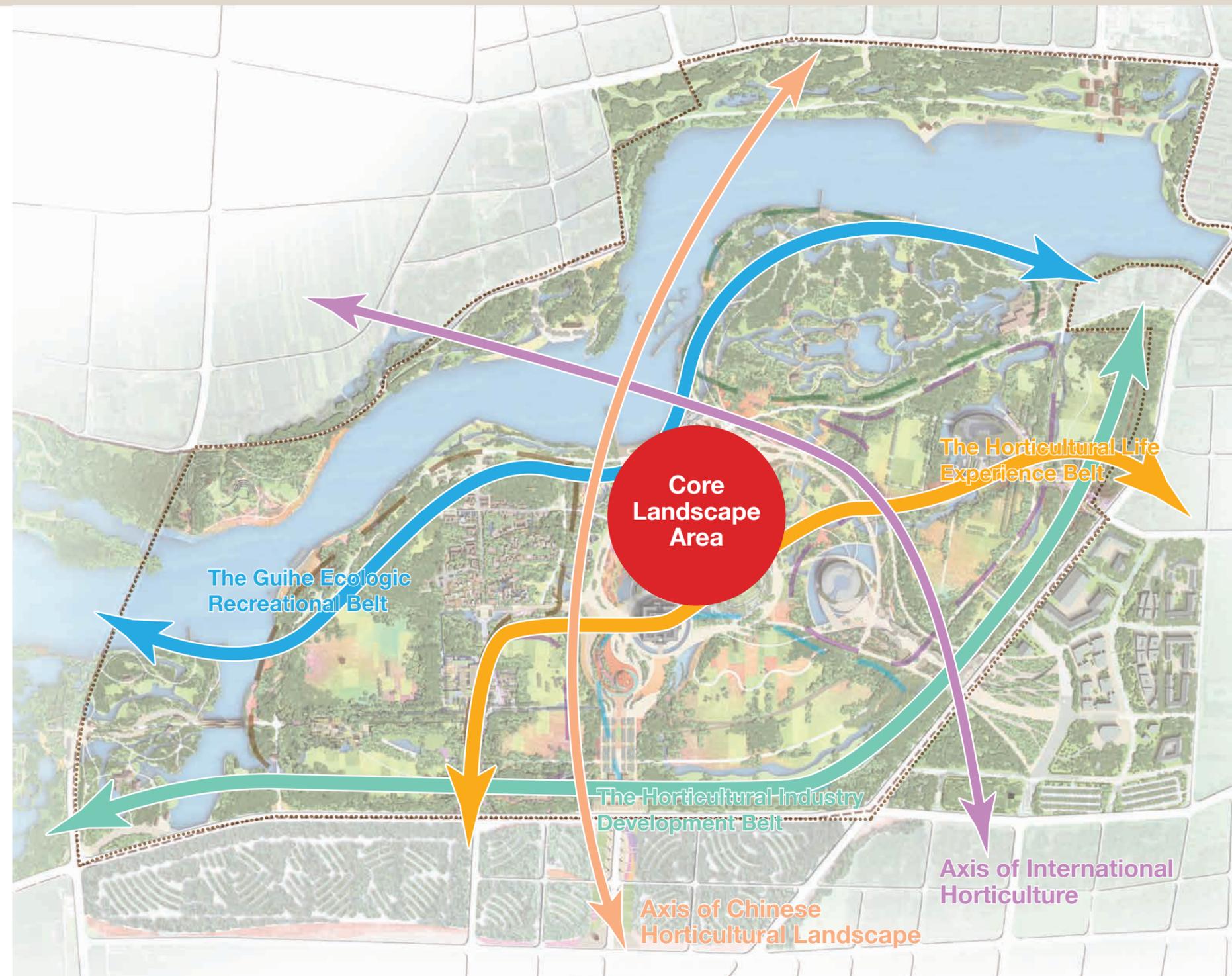


规 Park  
园区 Planning  
划



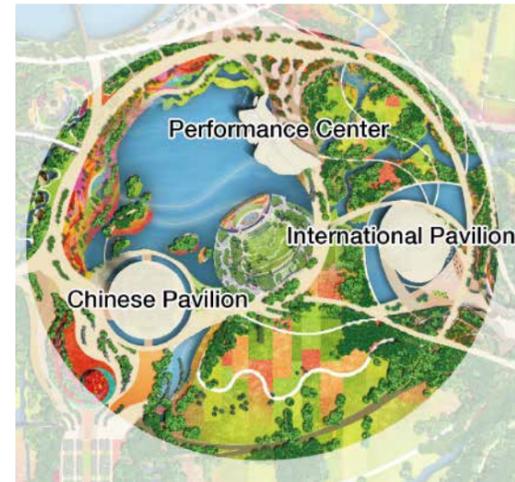
# 规划 Park Planning

The Expo park, in the setting of grand mountains and waters, is embraced by the majesty of Guanmao and Haituo Mountain and the grandeur of the Great Wall in the distance, and endowed with the elegance of Guihe River nearby. Against the backdrop of picturesque countryside, the park develops an integral structural layout featuring **ONE CORE, TWO AXES, THREE BELTS AND MULTIPLE ZONES**



## One Core

One core means a core landscape area, with **PHOENIX WITH PEONIES, BLOSSOMS ALONG GUIHE RIVER** as the main line. Chinese Pavilion, International Pavilion, Performance Center, Lawn Theatre, Flower Terrace and other landscapes are built surrounding the Guirui Lake. Being the symbolic landscape of the park, Yongning Tower is the highest point, on which you can get a panoramic view of the whole Expo park.



Axis of International Horticulture



Axis of Chinese Horticultural Landscape

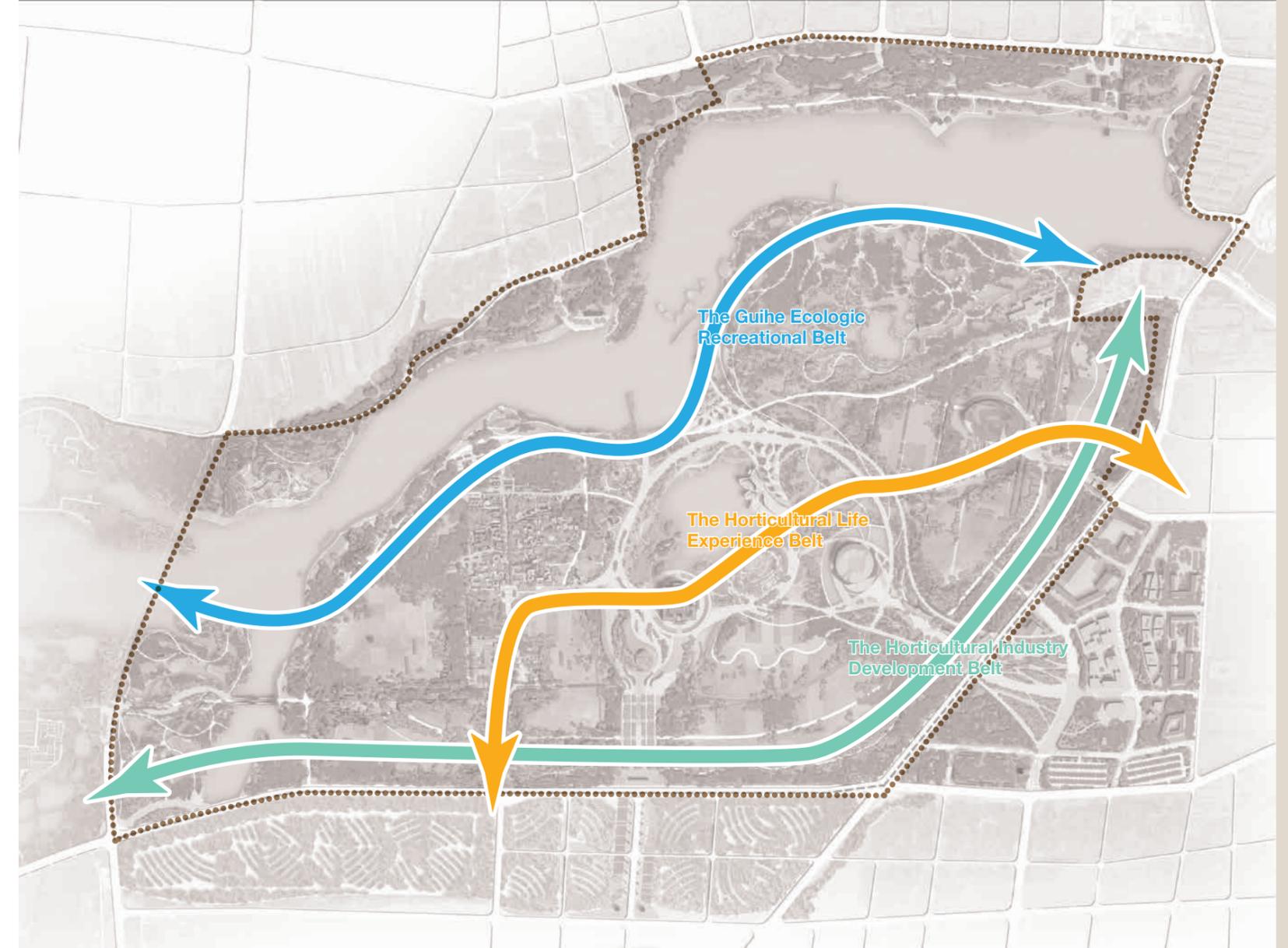
## Two Axes

### Axis of International Horticulture

Space will be designated for Participants to build their national gardens on the theme of **GARDENS, HORTICULTURE, AND HOME**; and the gardens, together with the public space, will form a multicolored painting presenting the dynamic world.

### Axis of Chinese Horticultural Landscape

Gardening and flowering ornaments, set up on the theme of **FENG-YA-SONG** (3 styles of ancient Chinese music summarized in *Book of Songs*), will unfold the floral scenic spots with different colors in accordance with time change.



## Three Belts

The Guihe Ecologic Recreational Belt draws a landscape of verdant forests and chirping birds along Guihe River. You can relax in the pastoral landscape to feel nature.

The Horticultural Life Experience Belt connects all the main exhibition halls. Here you can smell the fragrance of flowers, hear the birdsongs and feel the mysterious process of growth.

The Horticultural Industry Development Belt as a platform to promote transactions of horticultural products, mainly displays new breeds of plants, technologies and techniques of horticulture.

## Multiple Zones

- International exhibition zone covers a land of about 30 hectares, including national gardens, international organization gardens, etc.
- Chinese exhibition zone covers a land of about 30 hectares, including provincial and city gardens, national horticultural association gardens, etc.
- Life horticulture zone includes Family Garden, Master Garden, Fruits and Vegetables Garden, Traditional Chinese Medicine Garden, etc.
- Education and the future exhibition zone includes Science and Technology Garden, Children's Garden and other gardens.
- Ecological exhibition zone includes Wetland Garden, Restoration Garden and other gardens.

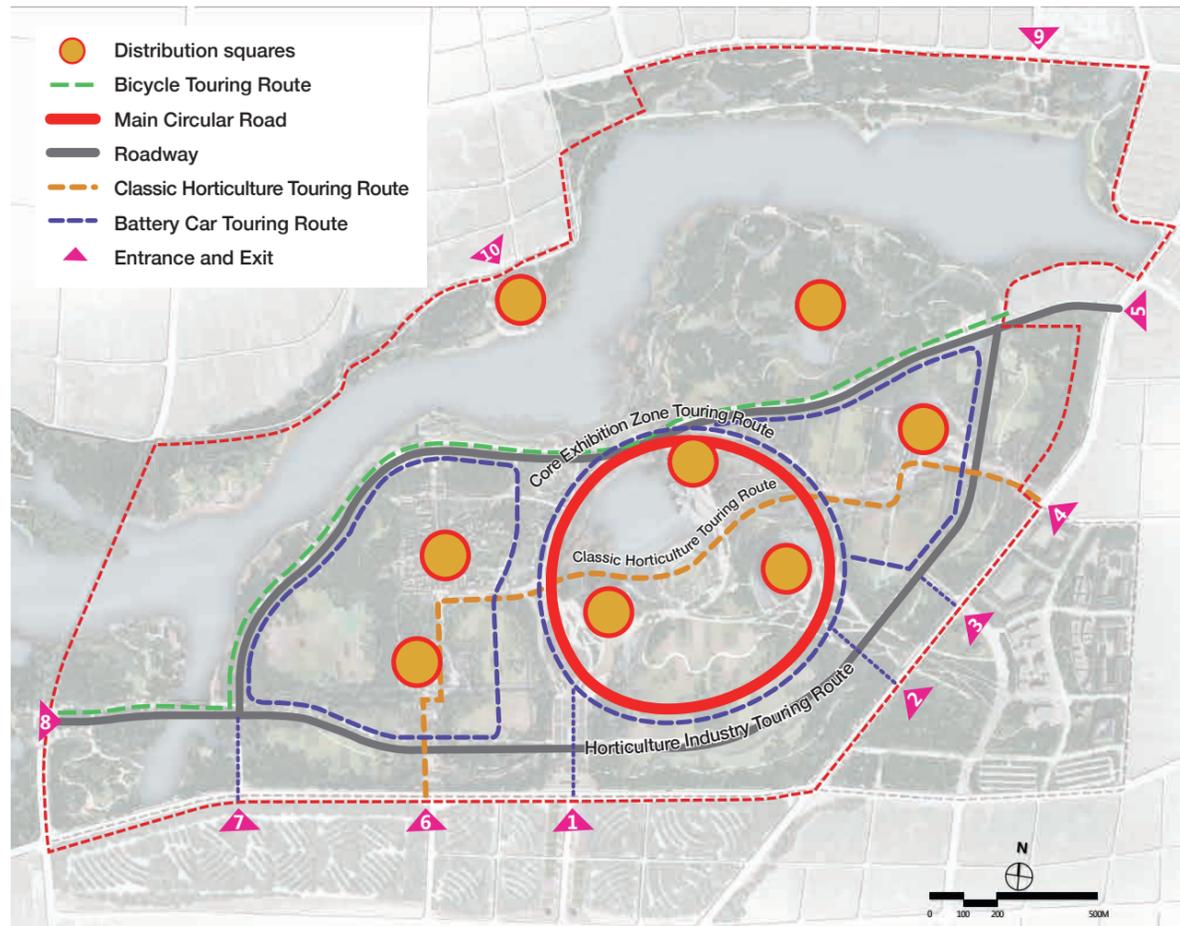


## Transportation in the Park

To provide comfortable and convenient traffic system for visitors

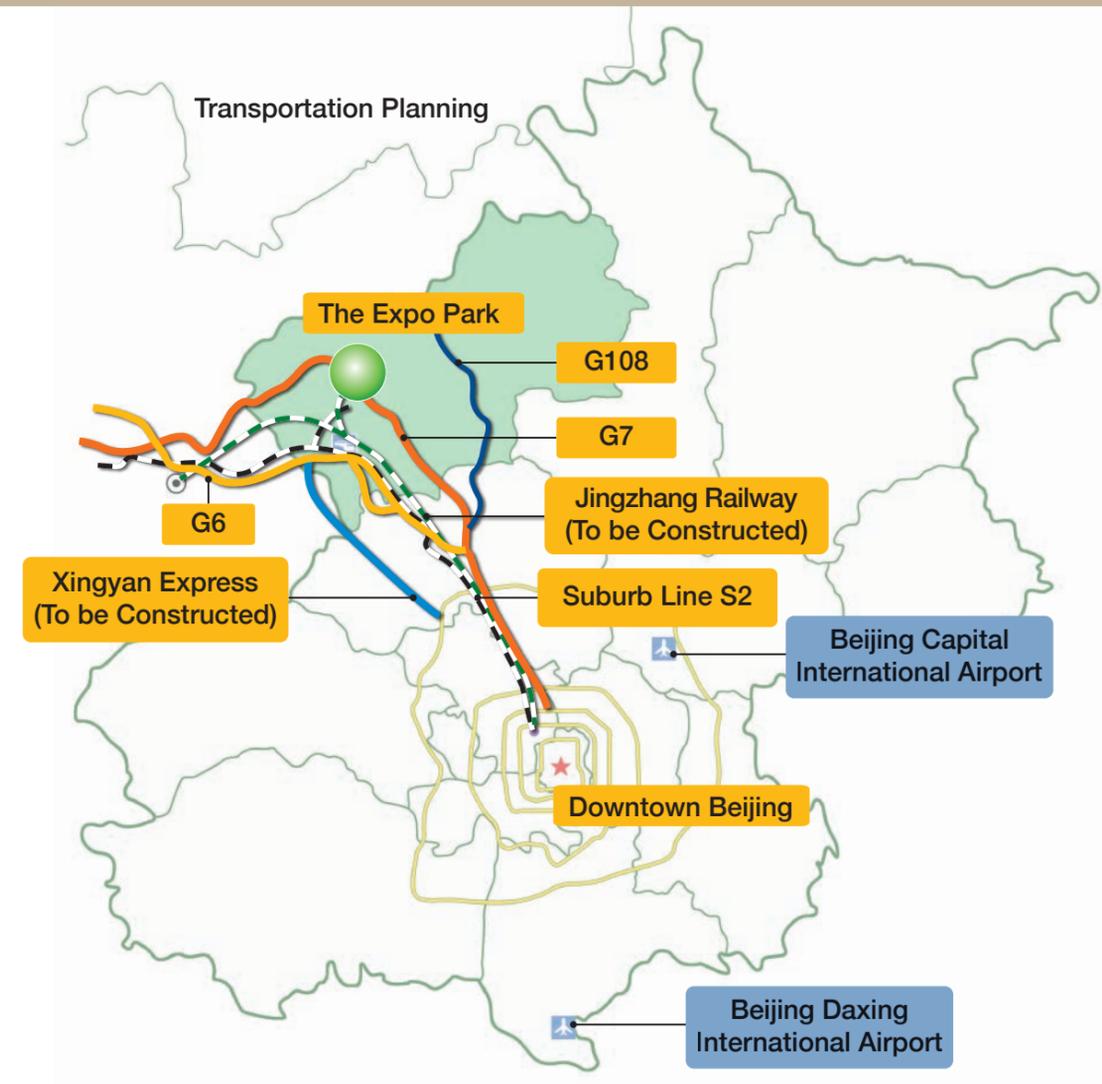
### One core, one ring

- **One core** the main walking route and float parade route centering on the core landscape area
- **One ring** the express way running through the whole park
- Battery car touring route and bicycle touring route



## Transportation to the Expo Park

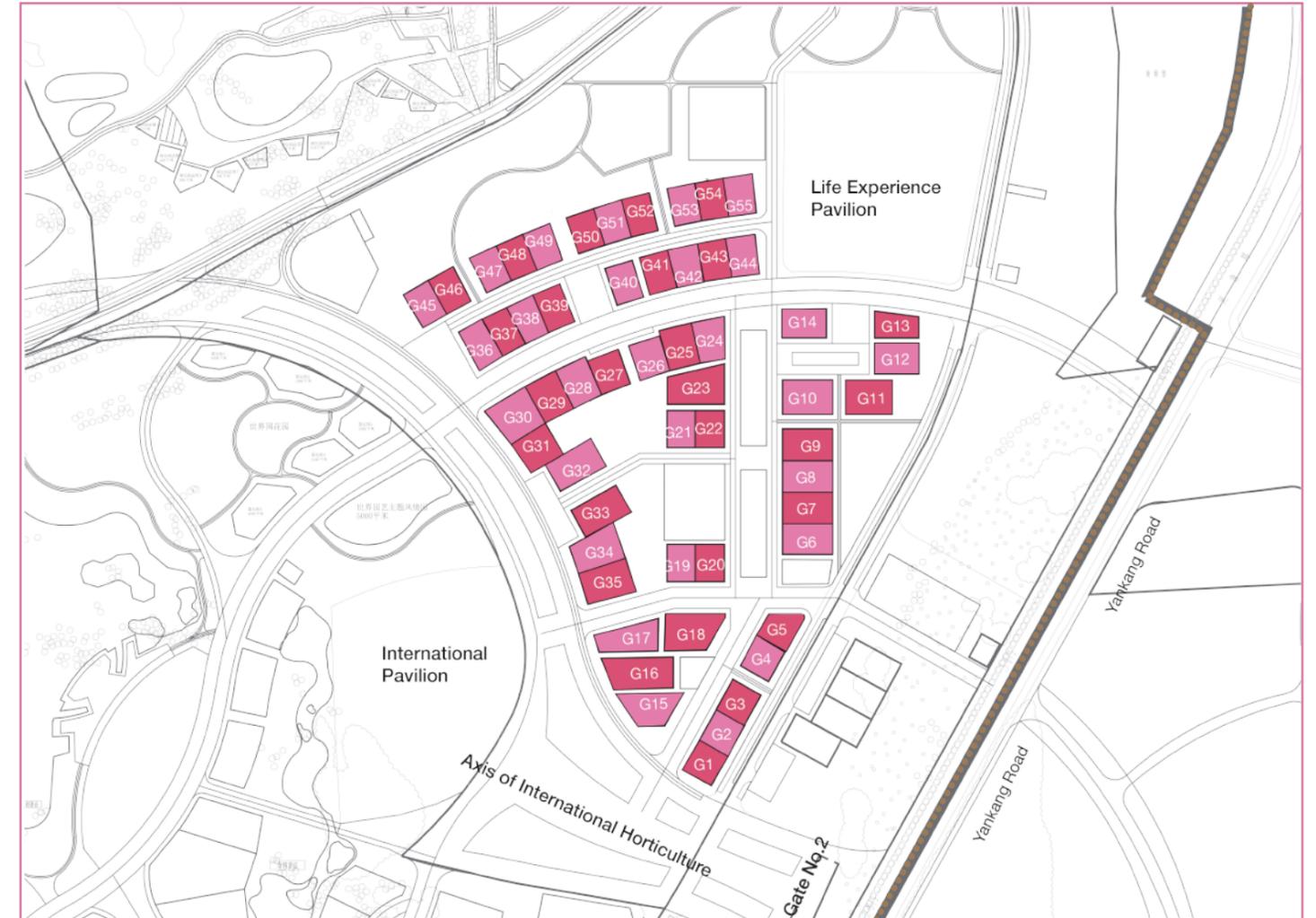
- Beijing-Zhangjiakou Railway, Xingyan Express and other two express ways under construction will form a fast transit network linking Beijing to the Expo Park.
- A huge public transit hub will be built and public buses and shuttle buses will be used.
- The second section of 110 National Highway will function as a freight pathway to separate flow of freight from that of passengers.



■ Domestic Gardens Distribution



■ International Gardens Distribution





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## Exhibition Content

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### Outdoor Garden

Each outdoor garden covering an area of 1,000-3,000 m<sup>2</sup> shall showcase, with its classic design, the unique horticultural style of the participating country. The space devoted to commercial activities (including the kitchen, storage area and sales area) must not exceed 20% of the total area.

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### Indoor Exhibition

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Indoor Exhibition covering an area of 50-300 m<sup>2</sup> shall display the latest horticultural development and achievements, including typical and selected varieties of plants, gardening techniques, facilities and equipment.

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### Construction Time:

**Outdoor Garden:** January 1<sup>st</sup>, 2017 - December 31<sup>st</sup>, 2018

**Indoor Exhibition:** January 1<sup>st</sup>, 2019 - April 20<sup>th</sup>, 2019

The organizer will also present large-scale flower landscape layout, technological achievements of horticulture, and life gardening (fruits and vegetables, flowers, tea and traditional Chinese medicines). International horticultural competitions will also be held during the exhibition session.

Participants are required to replace plants regularly to ensure the exhibits to be in the best condition throughout the exhibition session.



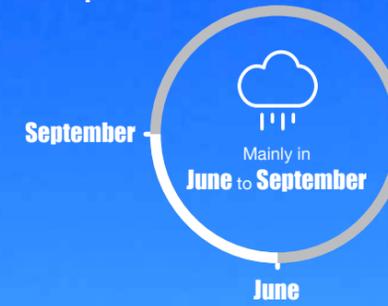
## Technical Information

Yanqing district is located in the continental monsoon climate zone, which is a transition area between the temperate and mid-temperate zone, and semiarid and semi-humid zone. Four seasons are distinct here, with cold winter, rainy summer, and windy and dry spring and autumn.

The land of the park is mainly covered by fluvo-aquic soil, plus some cinnamon soil and brown earth. Soil humus formation and accumulation are relatively weak and the soil has sensible sediment bedding and multiple layers, including humus layer (arable layer), redox layer, parent material layer, etc.

PH value is between **7.3** and **8.6**. Frozen soil is **1m** in depth.

### Precipitation



### Average precipitation



### Frost-free days



### Evaporation

Evaporation off Guihe River surface

**E<sub>20</sub> 1652.3mm**

Park

**400mm**

### Temperature

Annual Average Temperature  
**8°C**



**11.4°C** Apr. Average Temperature

**17.6°C** May Average Temperature

**21.6°C** Jun. Average Temperature

**23.2°C** Jul. Average Temperature

**21.9°C** Aug. Average Temperature

**16.4°C** Sep. Average Temperature

**9.7°C** Oct. Average Temperature

## Participation Procedures

### Official Participants

Official Participants refer to the states and intergovernmental organizations.

#### Confirming participation and Appointing the commissioner General of Section

According to BIE Regulations, upon receiving the official invitation letter, official participants shall submit official documents to Chinese government through diplomatic channels to confirm their participation and at the same moment they shall appoint the Commissioner General of Section and identify the department responsible and its contact information.

#### Specifying Exhibition Planning

Submitting *Application for Exhibition Area*, confirming whether to build an outdoor garden or participate in indoor exhibition or both, and specifying the intended area.

#### Submitting Required Documents

After the approval of exhibition planning and the allocation of space by the Organizer, submitting *Theme Statement* and *Garden/Exhibition Design*.

#### Technical Consultation

The two parties negotiate on participation conditions, including theme statement, garden/exhibition design, commercial activities, financial assistance, etc.

#### Signing of *Participation Contract* and *Financial Assistance Contract*

#### Garden Construction and Exhibition Arrangement

#### Participation in the Expo (April-October, 2019)

#### Exhibition Removal and Premise Restoration

According to the common practice of International Horticultural Exhibition, the Organizer shall make the exhibition area available to Participants free of charge. Participants shall construct and maintain their gardens or exhibition areas for the duration at their own expense. The organizer shall provide financial assistance to the developing countries. (For details, please refer to Special Regulation No. 2)

### Non-official Participants

Non-official Participants include NGOs, domestic provinces and cities, businesses and individuals.

#### Submitting an application

Non-official Participants shall submit an application to the Organizer. Participation of cities, regions, businesses and individuals must be approved by the Commissioner General of Section concerned, or otherwise by the respective government.

#### Confirming participation and Appointing the Director of Section

Upon approval by the Organizer, Non-official Participants shall submit official documents to the organizer to confirm their participation and they shall also appoint the Director of Section at the same moment and identify the supervising department and its contact information.

#### Specifying Exhibition Planning

Submitting *Application for Exhibition Area*, confirming whether to build an outdoor garden or participate in indoor exhibition or both, and specifying the intended area.

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