

AIPH International Horticultural Expo Conference 2015



THURSDAY
19 MARCH

MARRIOTT OPERA AMBASSADOR HOTEL, PARIS

IN ASSOCIATION WITH:

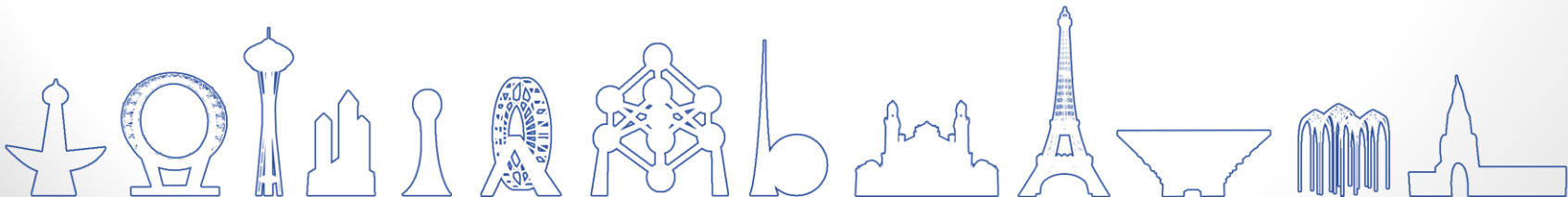


International Association of Horticultural Producers



EXPO STRATEGY

BUREAU INTERNATIONAL DES EXPOSITIONS (BIE)



What makes Expos great

From the perspectives of:

- The hosting country and city
- The participants
- The citizens and the public

FOR THE HOSTING COUNTRY AND CITY

- An Expo is a national project that engages the entire country.
- An Expo is key part of the strategic plan for development.
- An Expo acts as a catalyst for accelerating the transformations of the host city.

FOR THE HOSTING COUNTRY AND CITY

Expos have a tremendous impact on the city in terms of infrastructure:

- The site planned as a future asset for the host city.
- Improvements to public transport, telecommunications, cultural, convention and accommodation infrastructure and the business environment access.

FOR THE HOSTING COUNTRY AND CITY

Expos provide a massive impact on the local economy.

- Opportunities for business and employment
- Substantial tax revenues
- Culture and urbanisation of the city

- Commercial apparatus for tourists
- Impact on transport, tourism and trade
- Expertise acquired by the hosting region in a number of specialised disciplines

FOR THE HOSTING COUNTRY AND CITY

For the city, EXPOs leave behind a lasting **legacy**

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- Physical legacy

- Intangible legacy

FOR THE HOSTING COUNTRY AND CITY

EXPOs are also **vast communication exercises** .

- Promotion of a country's image abroad
- Establishment of a city on the international stage or reinforcement and renewal of its image

FOR PARTICIPANTS

An EXPO is a “unique world meeting place”.

- An EXPO is international in scope due to the many countries participating.

World Expo Shanghai 2010: 246 countries and international organisations

International Expo Yeosu 2012: 104 countries and 10 international organisations

- EXPOs are showcases of cultural diversity and platforms for cross-cultural exchanges.

FOR PARTICIPANTS

- An EXPO is an exercise of global public diplomacy. Governments can showcase their achievements to the world and explain their major policy changes to the general public.
- Opportunity to experience multilateralism in a domain of international life where conflict for power is not dominant and in a non-confrontational environment.

FOR PARTICIPANTS

- For corporate participants, an EXPO is an opportunity to develop a culture of educated and discerning consumers.
- For NGOs and civil society, the theme allows to express their legitimate concerns. EXPOs have shown that citizens, non-profit organisations and NGOs are key actors in society.

FOR CITIZENS AND THE PUBLIC

EXPOs are exciting events that offer memorable experiences .

- EXPOs bring the world to the world and expose visitors to a multitude of cultures, of people, of nations and of practices.
- No other human event has the same force of involvement.

FOR CITIZENS AND THE PUBLIC

Article 1 of the Convention regulating EXPOs gives their purpose as “**the education of the public**”.

- Expo is an “inventory” of what we know and do to meet the challenges of our time.
- At its most successful, an EXPO projects a vision for the future of mankind.

FOR CITIZENS AND THE PUBLIC

EXPOs present progress and have a clear purpose of serving humanity.

- Sustainable development
- Non-formal of the public

EXPOs display issues relating to human development within very different physical, biological and cultural contexts.

FOR CITIZENS AND THE PUBLIC

EXPOs provide a **platform for establishing of global partnerships.**

Solidarity

Participation in person

FOR CITIZENS AND THE PUBLIC

EXPOs provide **entertainment** as well as education to the visitor.

- The theme must appeal not only to the intelligence of its visitors but also to their emotions and their imagination.
- An EXPO is a world “super” event of **emotion and wonder**.

FOR CITIZENS AND THE PUBLIC

High-quality presentations and participation.

The EXPO site must be an event in itself:

- Architectural highlights
- Strong symbolic statements linked to the theme
- Colourful and inspiring programme of cultural entertainment.

UPCOMING EXPOS

EXPO MILAN 2015 “Feeding the Planet, Energy for Life”

2015 will be a time to evaluate the state of the world as it pertains to nutrition issues.

UPCOMING EXPOS

International Horticultural Exhibition ANTALYA
2016

“Children and Flowers: Green Life for Future
Generations”

La Triennale di Milano

“21st Century. Design after Design.”

UPCOMING EXPOS

EXPO Astana 2017 : “Future Energy”

EXPO Dubai 2020: “Connecting Minds, Creating the Future”

International Horticultural Exhibition BEIJING
2019 “Live Green, Live Better”

Expectations of international horticultural exhibitions

- Reflect on sustainability, respect for nature and quality of life
- Stage for the celebration of nature and diversity, of cooperation between participating countries and of learning, education and leisure for visitors.
- Long-lasting impact and legacy

BIE and AIPH

Mandate to continue working together and supporting the organisers.

- Clear focus on the theme, education, innovation and sustainability

Work hand-in-hand through cooperation and mutual support

- Quality participation, communication and EXPO legacy

THANK YOU

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