



AIPH INTERNATIONAL HORTICULTURAL  
EXHIBITION FORUM 2016

29-30 April 2016  
Tangshan Wanda  
Intercontinental Hotel,  
Tangshan, Hebei, P. R. China



**AIPH**



**AIPH**



**中国花卉协会**  
CHINA FLOWER ASSOCIATION



**The International Association of Horticultural Producers (AIPH), China Flower Association (CFA) and the Organising Committee of the 2016 Tangshan International Horticultural Exposition invite you to attend the opening ceremony of the Expo and the first AIPH International Horticultural Exhibition Forum in China to be held from 29-30 April.**

International Horticultural Exhibitions provide a unique opportunity for a city to:

- Stimulate sustainable and environmental city development
- Promote the use of plants
- Create an environmentally led city brand
- Stimulate the local horticulture industry
- Stimulate economic investment through industry and tourism

The AIPH International Horticultural Exhibition Forum 2016 has been developed for any city or organisation that is organising such an exhibition or is considering organising such an exhibition in the future.

The event will provide delegates with:

- Evidence of the benefits to cities and horticulture of hosting an International Horticultural Exhibition
- Inspiration for what they can achieve in their own cities
- The experience from others that have previously organised exhibitions
- Guidance from expo experts
- Innovative ideas for creating an expo
- VIP access to the 2016 Tangshan International Horticultural Exposition
- Attendance at the opening ceremony of the 2016 Tangshan International Horticultural Exposition
- All costs for attendance and hotel accommodation will be covered by Tangshan Municipal People's Government

# PROGRAMME

## THURSDAY 28 APRIL

- Arrival and registration

## FRIDAY 29 APRIL

- Opening Ceremony of the 2016 Tangshan International Horticultural Exposition
- VIP tour of the expo
- Visits to Tangshan Earthquake Relics Park and Kailuan Coal Mine Museum



## SATURDAY 30 APRIL

### ALPH International Horticultural Exhibition Forum

Welcome speeches from representatives of Peoples Government of Tangshan City, China Flower Association as well as ALPH President, Bernard Oosterom.

### Benefits of organising an International Horticultural Exhibition

- **Tim Briercliffe**, Secretary General of ALPH, will use examples of previous International Horticultural Exhibitions to demonstrate the benefits of organising such events to cities, citizens, countries and the horticulture industry as well as the benefits of an environmental legacy.

### Experience and lessons learnt from previous exhibitions

- **Li Fengli**, Former Secretary General of the 2014 Qingdao International Horticultural Exposition, China, will explain what made the expo successful and share the best aspects to inspire future exhibitions and explain the legacy that has been left.
- **Kevin Chung**, Chair of the ALPH Marketing & Exhibitions Committee, will share his own experience of involvement in the organisation of the successful International Horticultural Exhibition in Taipei in 2010.

### Exhibitions to look forward to

- Introduction to **2016 Tangshan International Horticultural Exposition**, China, running from 29 April to 16 October 2016 – Tangshan Municipal Government
- Introduction to **Expo Antalya 2016**, Turkey, running from 23 April to 30 October 2016 – Expo 2016 Antalya Agency
- Introduction to **Taichung World Flora Exposition 2018/19**, Chinese Taipei, running from 3 November 2018 to 24 April 2019 – Taichung City Government
- Introduction to **International Horticultural Exhibition 2019 Beijing**, China – Beijing 2019 Expo Bureau
- Introduction to **Floriade Amsterdam/Almere 2022**, Netherlands – Floriade

### How to make your Expo successful

- ALPH Expo Consultant, **Sven Stimac**, has a wealth of experience in advising expo organisers. He will define how to define and measure success and key aspects to consider when planning and constructing the expo and securing international participation.

## VENUE

The Tangshan Wanda Intercontinental Hotel is in the centre of the city of Tangshan and just 10 minutes' drive away from the expo site. Link to hotel website: <http://intercontinentaltangshan.com/>.

## INTERNATIONAL HORTICULTURAL EXPOSITION 2016 TANGSHAN

Over 7 million people live in the city of Tangshan and the surrounding area. With a history of mining and ceramics this important Chinese industrial city is also well known for the devastating earthquake that killed 242,000 citizens in 1976. The city was almost completely flattened so when you visit now it is remarkable to see such a strong and vibrant place. The new city has risen from the ashes of the old one in accordance with the cities emblem, the Phoenix Nirvana.

This city continues to rebuild and the 2016 Tangshan International Horticultural Exposition is an important part of this 'rebirth'. The exposition has strong support from the city government. The expo covers 540 hectares of which 143 ha is a large lake. The theme of the expo is 'City and Nature, Phoenix Nirvana' as the expo demonstrates the vital role of greening cities. Other aspects to be covered in the expo include fashion gardening, environmental protection, low-carbon lifestyles and harmonious co-existence between nature and humanity. The expo includes eight large exhibition areas including eleven major attractions. The event incorporates competitions and participation from many countries and provinces. The organisers intend to leave a lasting legacy from the expo that will play a vital role in the regeneration of this important city.

The 2016 Tangshan International Horticultural Exposition is an A2/B1 exhibition approved by AIPH.



## PARTICIPATION COSTS

The event is kindly funded by the People's Government of Tangshan City who will cover the following costs for international delegates:

- Conference registration
- Entrance to expo
- Tours to expo and local attractions
- Hotel accommodation for 28 April until 1 May
- Lunch, dinner and refreshments
- Airport transfer

International delegates are advised to fly to Beijing International Airport. Flight costs are to be covered by delegates.

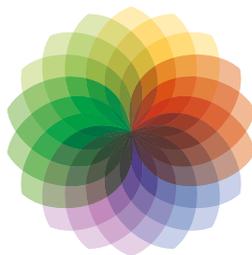
## CONFERENCE REGISTRATION

To register please send completed booking form to Ms. Haiyan Kong at the China Flower Association by **8 April 2016**.

**For booking form visit**

[www.aiph.org/aiph-international-horticultural-exhibition-forum](http://www.aiph.org/aiph-international-horticultural-exhibition-forum)





**AIPH**

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