



10 March 2016

AIPH to hold forum in China on organising an International Horticultural Exhibition

Coinciding with the 2016 Tangshan International Horticultural Exposition, the first AIPH International Horticultural Exhibition Forum will be held in China next month.

The International Association of Horticultural Producers (AIPH), China Flower Association (CFA) and the Organising Committee of the 2016 Tangshan International Horticultural Exposition invite delegates to attend.

The forum, that takes place on 29 – 30 April at Tangshan Wanda Intercontinental Hotel, Tangshan, Hebei, P. R. China, has been developed for any city or organisation that is organising such an exhibition or is considering organising such an exhibition in the future.

It will cover the benefits to cities and horticulture of hosting an International Horticultural Exhibition, inspiration for what can be achieved in cities as well as guidance from expo experts and ideas for creating an expo.

In addition delegates will be entitled to VIP access to the 2016 Tangshan International Horticultural Exposition and attendance at its opening ceremony.

Commenting on the event AIPH Secretary General, Tim Briercliffe, said “This is a wonderful opportunity, for anyone interested in horticultural exhibitions, to learn from those with experience as well and to share ideas for the exhibitions of the future. And, on top of that delegates can join the opening ceremony and get a VIP visit to what will be a truly great exhibition this year. And all this as guests of the City of Tangshan. I hope horticultural and city representatives from all over the world take full advantage of this event.”

Speaking at the AIPH International Horticultural Exhibition Forum is:

Tim Briercliffe, Secretary General of AIPH, who 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.

Li Fengli, Former Secretary General of the 2014 Qingdao International Horticultural Exposition, China, will explain what made the Qingdao Expo successful and share the best aspects to inspire future exhibitions and explain the legacy that has been left.

Kevin Chung, Chair of the AIPH Marketing & Exhibitions Committee, will share his own experience of involvement in the organisation of the successful International Horticultural Exhibition in Taipei in 2010.

AIPH 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.

There will also be several expo introductions: 2016 Tangshan International Horticultural Exhibition, China, Expo Antalya 2016, Turkey, International Horticultural Exhibition 2019 Beijing, China and Floriade Amsterdam/Almere 2022, Netherlands.

All costs for attendance and hotel accommodation will be covered by Tangshan Municipal People's Government. International delegates are advised to fly to Beijing International Airport with flight costs to be covered by delegates.

For more information and to register visit www.aiph.org/aiph-international-horticultural-exhibition-forum

For more information on the expo visit www.tangshanexpo2016.com

Contacts

Tim Briercliffe, AIPH Secretary General

Email: sg@aiph.org Tel: +44 (0) 118 9308956 Mobile: +44 (0) 7885 750324

Website: www.aiph.org

Follow AIPH on Twitter [@AIPHglobal](https://twitter.com/AIPHglobal)

Notes for Editors:

International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next. For further details visit www.aiph.org

With a mandate agreed by an international convention, AIPH has been approving and regulating International Horticultural Expos, with our partners BIE (www.bie-paris.org), since 1960. Enthusiasm for such expos has continued to grow with millions of people visiting expos hosted all over the world. Recent successes in recent years include the horticultural expos in Suncheon 2013 (South Korea) and Qingdao 2014 (China) which each attracted over 4 million visitors. AIPH has already approved five expos between now and 2022 in Europe and Asia. These include A1 category Expos in Antalya, Turkey (2016), Beijing, China (2019) and Almere, The Netherlands (2022), as well as A2/B1 category Expos in Tangshan, China (2016) and Taichung, Chinese Taipei (2018/19). Overall visitor numbers are likely to exceed 30 million people in total. Billions of dollars will be spent on developing these international spectacles that have the ability to stimulate the development of whole cities and transform the international reputation of host cities. Each expo lasts for 6 months and sites range from 50 to over 900 hectares in size. Each one is carefully regulated, steered and monitored by AIPH.

The 2016 Tangshan International Horticultural Exposition, opening on 29 April until 16 October 2016, is an A2/B1 exhibition approved by AIPH. It will demonstrate the vital role of greening cities with a theme of 'City and Nature, Phoenix Nirvana'.

The expo will span 2,260 hectares, consisting of two parts – the core area and experiencing area.

The core area, at 540 hectares, will have eight exhibition areas: Domestic Pavilion, Overseas Pavilion, horticulturists' Pavilion, Low-carbon Lifestyle Pavilion, Youth Exposition Pavilion, Ecological Science & Education Pavilion, Industrial Innovation Pavilion and Specialised Botanic Pavilion. The international and domestic areas will feature 20 countries and regions including the United Kingdom, the United States, France as well as 28 domestic cities including Beijing, Tianjin, Shanghai and Chongqing.

The experience area, at 1,720 hectares, will have four functions including Wetland experience, Agricultural Sightseeing, Forest Recreation and Green land Exercise.