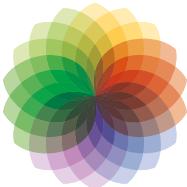




INTERNATIONAL ASSOCIATION OF  
HORTICULTURAL PRODUCERS (AIPH)

'The world's champion for  
the power of plants'

[www.aiph.org](http://www.aiph.org)



**AIPH**



The world's  
champion for the  
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# THE INTERNATIONAL ASSOCIATION OF HORTICULTURAL PRODUCERS (AIPH)

In 1948, amid strained relationships following the end of the Second World War, a group of representatives from the national ornamental grower associations of Western Europe came together in Zurich. They were united by an ambition to mend relations between European horticulturists, to rebuild burnt bridges. That vision inspired them to form the Association Internationale des Producteurs de l'Horticulture (AIPH), laying the foundations for an international community that exists to this day.

Since then, things have changed. The world seemed to start spinning faster. We moved from the countryside into the city. We flew to places we never knew existed. We went to the Moon. We started dreaming bigger but sleeping less. We invented the web, the smartphone and social networks. Slowly, sadly, we detached ourselves from the natural world. Our intimate bond with nature, so pivotal to our health and wellbeing, was weakened. We found ourselves living unnatural lives.

That is why AIPH lives and breathes today: to rekindle and maintain an enduring relationship with plants. Serving the diverse needs of growers in a globalised world. Pushing the boundaries of science and sharing cutting edge research. To make clear the value of plants in the urban setting, and to advance the essential role they play in sustaining our planet. To help all of us rediscover an affinity with our surroundings as old as humanity.

Our mission is clearer than ever: to reignite and uphold an appreciation of plants that we believe is a basic human instinct. As an organisation we strive for a world in which humanity, technology and nature exist in healthy and stable equilibrium. By achieving this we will build a balanced and prosperous future for all, sustaining the planet for this generation and the next.

We support and promote the work of our members – the grower organisations around the world who together form our proud AIPH community. Through the expertise and energy they give to horticulture, they embody everything that we stand for.

Globally we act as the central source of industry information.

[www.aiph.org](http://www.aiph.org)

Our statistical yearbook gives an unrivalled view of industry trends and developments, valued by our community and all who take interest in our rapidly moving sector. We bring members together both physically and digitally, and encourage the sharing of new ideas and techniques so that horticulture never stands still.

We advocate fair and robust plant breeders' rights, encouraging innovation and rewarding quality so that growers too can reap the benefits of their work. We promote the most sustainable, ethical and advanced practices in ornamental plant production, celebrating the most progressive growers and sharing pioneering new approaches. This strengthens the ornamental horticulture industry and is an affirmation of our determination to build a more balanced future from the ground up.

We lead global thinking on the successful integration of nature into the built environment. Our Green City initiative promotes the essential role of plants in creating vibrant urban areas in which people and businesses can thrive. Our environment, human wellbeing, social cohesion and economies are all improved by intelligently designed green space.

Finally, AIPH is responsible for the world's finest horticultural expositions. Upholding the very highest standards, we ensure that approved exhibitions benefit growers and visitors alike by inspiring greater appreciation of ornamental plants. Drawing on experience acquired over generations, we provide organisers with expert guidance to create world class spectacles that live long in the memory.

Our great hope is for a world where the essential value of plants is recognised and reflected in every step forward for humanity. AIPH is, and will always be, the world's champion for the power of plants. Our relationship with nature was pivotal in our past. It is fundamental to our future.

# INTERNATIONAL STATISTICS – FLOWERS AND PLANTS

Access the current available data on the global production and trade of ornamental flowers and plants.

Published by the International Association of Horticultural Producers (AIPH) in association with Union Fleurs, the International Flower Trade Association, International Statistics Flowers and Plants is the result of extensive research and data compiled by Leibniz University of Hannover.

180 pages of extensive research and statistics including tables, diagrams and maps, grouped according to country, product and market and presented as an easy to read PDF.

- Production data from 46 countries
- Detailed country breakdown for 37 countries
- Product comparisons
- Market data and prices
- Global import/export data
- Trade data on excel spreadsheets.

There are three versions of the yearbook available to buy at:  
[www.aiph.org/statistical-yearbook](http://www.aiph.org/statistical-yearbook)

AIPH Secretary General,  
Tim Briercliffe, says:

"International Statistics Flowers and Plants contains the best statistics and overview of the global ornamental horticulture industry. This is a 'must have' report for anyone interested in production and trade in other countries. With new information every year it goes from strength to strength."

[www.aiph.org/statistical-yearbook](http://www.aiph.org/statistical-yearbook)



**Are you one of  
the world's best  
ornamentals  
growers?**

## INTERNATIONAL GROWER OF THE YEAR AWARDS

Enter the AIPH International Grower of the Year Awards and gain global recognition

The AIPH International Grower of the Year Awards recognise best practice in horticultural production by the top ornamental production nurseries from around the globe, celebrating the expertise and energy they give to horticulture. Bronze, Silver and Gold is awarded, where applicable, to each category, with one category winner receiving the final and most prestigious award – the coveted Gold Rose, awarding them the global status of AIPH International Grower of the Year.

Any grower association (not just AIPH members) can nominate growers for each category or growers can nominate themselves.

These Awards are a great opportunity for businesses. As a winner, a company's profile is raised on a global scale, instantly badging it as a leading, high quality grower. An AIPH International Grower of the Year Award is also a priceless marketing tool, supported by global coverage from the International trade media providing winners with maximum coverage.

**AIPH Secretary General,  
Tim Briercliffe, says:**

"The judges look for excellence in five key areas - economic performance, level of innovation, market orientation, environmental standards and human resource policy. Crucially they will also look for the stand out features that elevates the business to be the best grower in its field and the world. I encourage any grower that believes in what they are doing and believes that they are the best, to enter. This is an opportunity of a lifetime."

<http://aiph.org/groweroftheyear>

## GREEN CITY

Since 2008 AIPH has been active in promoting the importance of plants and the green landscape in cities through its Green City Committee. Through annual International Green City Conferences and the publication of the 'Green City Guidelines' AIPH works to promote the environmental, social, economic and health benefits of quality green landscapes to key decision makers. During meetings members share Green City initiatives from their own countries as AIPH becomes the centre of international information on greening cities.

**We lead global thinking on the successful integration of nature into the built environment.**



## NOVELTY PROTECTION

Through the AIPH Novelty Protection Committee members discuss issues relating to plant breeders rights (PBR) including promoting the importance of PBR to growers around the world and arguing for the interests of ornamentals growers in regional and international organisations such as UPOV. AIPH lobbies hard to protect the 'breeders exemption' which enables growers to breed new varieties from any plants in cultivation without further financial obligations.

**We advocate fair and robust plant breeders' rights, encouraging innovation.**

## ENVIRONMENT AND SCIENCE

Through the AIPH Environment & Plant Health Committee members share information, initiatives and best practice on major environmental challenges facing ornamentals growers. Topics include water, plant health, growing media, pesticides and non-native species. AIPH represents growers within international organisations when necessary. AIPH is looking to develop further ways to improve the sharing of scientific research information between growers in different countries to improve global productivity within the sector.

**We promote the most sustainable, ethical and advanced practices in ornamental plant production.**

# EXPOS

AIPH is responsible for approving the world's finest horticultural exhibitions.

Upholding the very highest standards, AIPH ensures that approved exhibitions benefit growers and visitors alike by inspiring greater appreciation of ornamental plants.

With a mandate agreed by an international convention, AIPH has been approving and regulating International Horticultural Exhibitions, with its partner BIE ([www.bie-paris.org](http://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 over the last three years include the horticultural expos in Venlo 2012 (Netherlands), Suncheon 2013 (South Korea) and Qingdao 2014 (China) which between them attracted over 10 million visitors. AIPH has already approved five expos between now and 2022 in Europe and Asia. 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 six months and sites range from 50 to over 900 hectares in size. Each one is carefully regulated, steered and monitored by AIPH. Organisers are required to report progress to AIPH meetings and each expo sends senior officials to the meetings.

Unlike the Business-to-Business exhibitions that are familiar within the trade the exhibitions approved by AIPH are aimed at the end consumer; the people who will buy, plant and benefit from plants. Such expos are highly effective at stimulating demand for flowers and plants and for raising the profile and status of the horticulture industry in the country that hosts them. Critically for the host city, they also improve environmental reputation and leave a green legacy that can be enjoyed for years after.

Drawing on experience acquired over generations, AIPH provides organisers with expert guidance to create world class spectacles that live long in the memory. When AIPH approves an international horticultural exhibition there are numerous benefits for the organiser and these are managed by a set of clear 'Regulations for International Horticultural Exhibitions'. AIPH has also launched a guide that gives expo organisers advice on how to organise International Horticultural Exhibitions as well as useful information, facts, figures, tips and ideas.

[www.aiph.org/events/exhibitions](http://www.aiph.org/events/exhibitions)



**Be a part of  
this growing  
international  
association.**

# MEMBERSHIP

AIPH welcomes the membership of grower organisations that represent professional growers of ornamental plants and landscapers, as well as any business or organisation, with an interest and involvement in ornamental horticulture.

## Full Membership

Open to organisations that represent the interests of growers and/or landscape businesses.

### Benefits of Full Membership:

- Access to a network of associations representing ornamental horticulture from all over the world.
- Sharing of information and best practice between similar organisations at meetings and online.
- Access to the latest developments in the trade.
- Involvement in initiatives for the promotion of flowers, plants and the green landscape worldwide such as the Green City.
- Increasing the benefits from plant breeders rights and working together to protect the industry.
- Joint lobbying of international organisations on subjects including pesticides, plant health, invasive plants and other environmental issues.
- Access to the latest statistical data on worldwide production and trade in ornamental plants and flowers.
- Opportunity to enter candidates for the annual AIPH International Grower of the Year competition.
- Opportunity to seek approval for hosting international horticultural exhibitions.

Annual membership fee: **€1,500 + VAT if applicable**

### AIPH Meetings

Members meet twice a year in different locations to discuss key topics, debate industry challenges, tour nurseries and agree joint initiatives. The fact that members keep coming year after year and take home new information and ideas for their own industries is testament to how highly they value this unique international network.

[www.aiph.org/join-aiph](http://www.aiph.org/join-aiph)

## Affiliate Membership

Open to any business or organisation, with an interest and involvement in ornamental horticulture. Affiliate members can include businesses that supply the horticulture industry like manufacturers, young plant suppliers and breeders, consultants, media, individual grower/landscape businesses, landscape architects/designers, research establishments, horticultural expo participants and many more. Affiliate members share the rights of Full Members except that they do not have the right to vote on association decisions.

### Benefits of Affiliate Membership:

- Access to ornamental plant growers worldwide, offering you insight into international developments in the production and trade of ornamental plants.
- Contact with industry associations and trade bodies in 19 major producing countries and regions in the world creating a global network of knowledgeable and influential parties.
- Invitations to AIPH meetings and discussions on global horticultural industry issues, where you can voice your views on the development of regulations and policies and be heard.
- Opportunities to promote your business/organisation through AIPH meetings, events, and media that will put you directly in front of your target audience.
- Opportunities to attend VIP tours of AIPH approved international horticultural exhibitions, that will inspire and enlighten you on current horticultural trends.
- Discounts on attendance at AIPH events and publications enabling you to utilise valuable resources and information.

Annual membership fee: **€500 + VAT if applicable**



# AIPH MEMBERS



# AIPH

International Association of Horticultural Producers

Horticulture House, 19 High Street, Theale, Reading, RG7 5AH, UK.

Tel: +44 (0)118 930 8956 | Email: sg@aiph.org | Web: www.aiph.org

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