AIPH Secretary General Report

March - August 2016

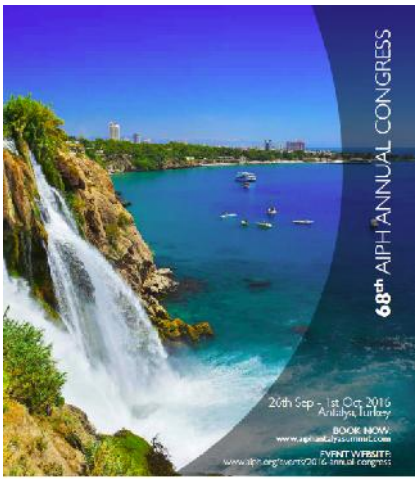
Tim Briercliffe

Spring Meeting 2016 and Green City Conference – Vancouver

- Members and guests enjoyed the AIPH Spring Meeting and Green City conference in Vancouver on 14-18 March. The event included presentations from member countries on their industry as well as the Green City conference which had been organised by Bill Hardy and the CNLA team. The conference included a Green City tour of Vancouver which hopes to be the greenest city in the world by 2020.

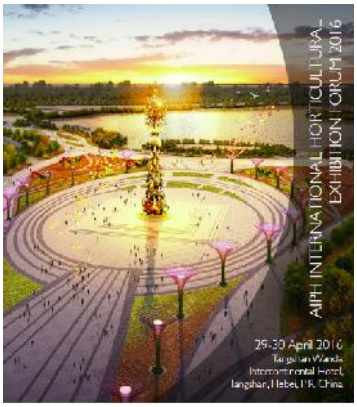
Annual Congress 2016 – Antalya

- There is a very strong programme for what is set to be a great Annual Congress in Antalya, Turkey. The congress will incorporate a Green City Conference and Expo Conference and the programme is below:
    - Monday 26 September – AIPH Board Meeting
    - Tuesday 27 September – AIPH International Green City Conference
    - Wednesday 28 September – AIPH Expo Conference and Marketing Committee meeting
    - Thursday 29 September – Tour of Expo and local area
    - Friday 30 September – Congress, Committee meetings and General Meeting
    - Saturday 1 October – Professional visits



- Meetings on 26 and 30 September will take place in the hotel and the conferences will be at the Conference Centre on the Expo site.
- The original plan was that this would be a joint event with Union Fleurs. However, following the attempted coup in Turkey Union Fleurs decided to change the venue of their meeting.
- AIPH Board and members also discussed the political and security situation in Turkey. At one point it appeared that many AIPH members would not come also. CFA kindly offered to host the Congress instead. Expo 2016 Antalya did more work to convince the AIPH of the security of Antalya and importance of coming and the Board decided to keep the venue as Antalya which means we are able to deliver the exciting programme that has been planned for many months. This period of uncertainty did affect the planning during a critical period but we were able to get back on track and we look forward to the support of members for this congress.
- The full details are at www.aiph.org/events/2016-annual-congress and accommodation will be at the Xanadu Resort Hotel in Belek (http://xanaduhotels.com.tr/en)

Expo Conferences



AIPH

- AIPH International Horticultural Exhibition Forum 2016, Tangshan – 29-30 April 2016 – This event was run in partnership with China Flower Association and Tangshan Expo. We managed to attract delegates from around the world and across China for this promotion of Expos. See AIPH Marketing Committee Report for further details.
- Antalya – 28-29 September 2016 – This Expo Conference will take place in the congress centre at the expo site and will include a tour of the expo and will be part of the AIPH Annual Congress. See www.aiph.org/expo-conference and AIPH Marketing Committee Report for further details. We will also invite the countries that are participating in Expo 2016 Antalya to join the conference to encourage them to participate in future Expos. The former General Manager of Expo 2015 Milano will be a key note speaker.

Exhibitions (see also the AIPH Marketing Committee Report)

- **Antalya 2016** – I visited Antalya to chair the International Honorary Jury on 21 April. As an A1 Expo it is necessary to have three jury rounds. Unfortunately many of the international and national gardens were not completed at the time of opening so a complete assessment of all gardens could only take place during the second jury round which took place on 12-13 July. The final jury round will take place prior to the Closing Ceremony which will be on 30 October. I carried out an Expo inspection visit on 2 June to review progress. I worked with garden designer Nilufer Danis on the AIPH/OAiB Green Oasis garden in Antalya and appointed Ozan Cansever as the AIPH Garden Manager at the Expo. See the AIPH Marketing Committee report for further details.
- **Tangshan 2016** – I visited Tangshan to chair the International Honorary Jury on 26-27 April. The opening ceremony went very well and included a speech from Bernard Oosterom. The final jury round will take place on 13-14 October prior to the closing ceremony on 16 October.

- **Taichung 2018** – Bernard Oosterom and I visited Taichung on 26-27 February 2016 with Kevin Chung. During this visit there was an official ceremony, with the Mayor of Taichung, for the signing of the contract with AIPH.
- **Beijing 2019** – Bernard Oosterom and I visited the organisers in Beijing on 1 March 2016 to review progress.
- **Almere 2022** – Bernard Oosterom and I visited Mrs. Jannewietske de Vries and Mr. Jan Willem Griep, the new Directors of Floriade Amsterdam Almere 2022 on 29 June to review progress.
- **Gold Coast 2020** – See Marketing Committee Report.
- **UK** – I will be giving a presentation at the 'Landscape' show in London, UK on 13 September. This will be focused on the opportunities for the horticulture industry of organising an International Horticultural Exhibition. It will be presented alongside the Chair of the All Party Parliamentary Gardening & Horticulture Group which is made up of politicians with an interest in promoting the cause of horticulture within parliament.
- **Yangzhou, China** – I visited Yangzhou, along with Kevin Chung, Bernard Oosterom, Sven Stimac and CFA on 1 May to conduct a site inspection for their proposed 2021 Expo. This must be one of the greenest cities in China and the authorities are keen to work with us further in promoting the benefits of city greening.

Expo Consultancy

- Following the approval of the AIPH Board in 2015 I have been working with AIPH Senior Expo Consultant, Sven Stimac, in promoting AIPH interests in Expo Antalya as well as identifying other opportunities for expos and supporting organisers.

BIE

- I attended the BIE General Assembly in Paris on 15 June. Updates were given from Antalya and Beijing.

Green City

- I presented the AIPH Green City Awards concept at the AIPH Spring Meeting in Vancouver. This had been prepared as a proposal for the organisers of the Beijing 2019 Expo. They subsequently turned down the opportunity to fund this initiative so at present the concept remains but the funding is not present. We would like to find another international organisation to support the initiative and we are progressing links with UN Habitat and other similar organisations. I have also been in discussion with Simon Clegg, Managing Director of the 2020 World Expo in Dubai to see if this concept would fit within their funding programme.
- We have actively promoted the Green City Conference taking place in Antalya on 27 October and we hope to have representatives from different cities in Turkey attending the conference. The conference will fit well with the Expo theme of 'Children and Flowers' as two of the speakers, Richard Louv (USA) and Agnes van den Berg (Netherlands) are experts in the benefits to children that come from their interaction with nature and horticulture.
- It has been suggested that Beijing could host an AIPH Green City Conference in 2017. This will be discussed with the organisers of the Beijing 2019 Expo.
- I attended a conference on 'Health and Horticulture' organised by the Royal Horticultural Society in the UK on 4 July. The content of this event will be of interest to members interested in Green City and the presentations can be viewed at

https://www.rhs.org.uk/science/Ornamental-Horticulture-Roundtable/Health-and-Horticulture-Conference-2016.

Novelty Protection

- See the Novelty Protection Committee report.

Environment

- We are planning to discuss how Turkey manages environmental issues during the Committee in Antalya.

Statistics

- The 2016 edition of the Statistical Yearbook will be launched at the annual congress. This is published as a PDF but only available for purchase online from the AIPH website.

Science and Education

- A number of companies that supply growers have expressed interest in supporting a growers conference alongside the ISHS congress in Istanbul in 2018. Work is required to identify a possible programme for such an event and to agree any relationship with ISHS. In light of the security situation in Turkey ISHS may consider changing the venue of the Congress to Ljubljana, Slovenia. They will make their decision in March 2017.

International Grower of the Year

- Following the success of the IGOTY awards dinner at IPM Essen in January plans are underway for the next one which will also take place in Essen during the week of IPM. The dinner will be held at a new venue, the Colosseum Theatre in Essen.
- We have actively promoted a call for entries through the spring and summer and the international jury are currently reviewing all entries. They will have their first meeting on 26 September.
- We are pleased to have Royal FloraHolland confirmed again as Headline Sponsors but more work is required to get additional sponsorship which is necessary for the event.
- For further details and to watch the film of the awards dinner go to www.aiph.org/groweroftheyear.

International Vision Project

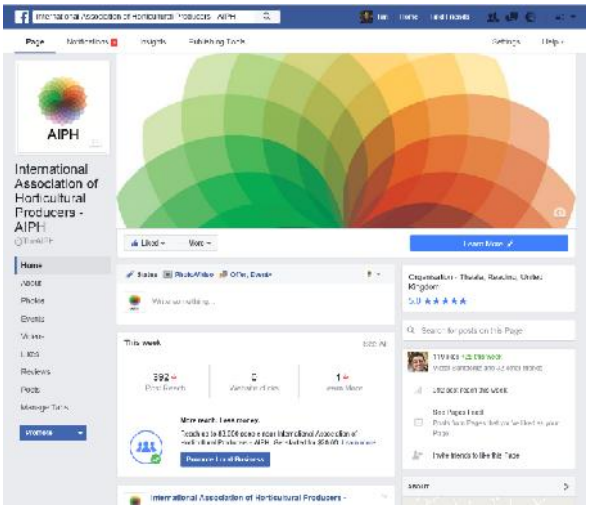
- Joep Hendricks (GYGGA Innoventures BV) has been appointed as the new Project Manager for this project following the departure of Paula Edgington who stepped down from the role.

- A new project plan has been developed and Joep is currently working closely with Royal FloraHolland on identifying information from the key target countries of interest. This is taking the form of desk research at the moment but onsite visits to these countries will start from October.
- During the AIPH Annual Congress in Antalya there will be a session where Joep updates members on the project and where we have talks from two of the countries of specific interest. These will be Colombia and India.

Membership

- The Irish Hardy Nursery Stock Association (IHNSA) was welcomed into membership during the Spring Meeting in Vancouver.
- Wageningen University (Netherlands), GlobalGap (Germany) and Lehei GmbH (Germany) were welcomed into membership as Affiliate Members during the AIPH Spring Meeting in Vancouver.
- A database of prospective members has been developed. Each prospective member is added to the newsletter circulation list and invited to AIPH meetings. Associations from the following countries are on the database: Colombia, Kenya, South Africa, Ecuador, Ethiopia, Sri Lanka, India, Bulgaria, Poland, Serbia, New Zealand, Spain, Russia, Singapore, Guatemala, Chile and Ukraine.
- Karen Tambayong and I visited Singapore on 26-28 July to meet with Landscape Industry Association Singapore (LIAS), the National Parks Board (NParks) and Gardens by the Bay. We hope to receive an Affiliate Membership application from Gardens by the Bay and we hope to gain LIAS as a Full Member in due course. We plan to hold the 2017 AIPH Annual Congress in Singapore to confirm this and to build the AIPH membership base in South East Asia (i.e. Vietnam, Malaysia, Philippines).
- Through our garden presence at Expo 2016 Antalya we are using the Garden Manager, Ozan Cansever, to make contact with the participants to identify potential new members for AIPH.

Website



- AIPH has strengthened its social media activity. The @AiphGlobal twitter account now has 615 followers. We have launched a new Facebook page at @TheAIPH and worked to promote this. All posts on Twitter, Facebook and LinkedIn are now shared between these social media sites to extend our reach further. We would be grateful if all members could 'like' and 'share' posts of interest from these sites. We can also help members promote their own activities through these pages too.
- We have carried out an analysis of website usage using Google Analytics. The key findings are shown below:
  - If we compare July 2016 to July 2015 (one month) then sessions (visits) are up 63.92% with 2,490 vs 1,519. Page views are up 53.49% with 6,471 vs 4,216.
  - Over the last year (August 2015 – July 2016) AIPH has had 32,621 sessions (visits). On average visitors looked at 3 pages over 2 minutes.
  - Top 10 pages are:

1. /home
2. /aiph_event/antalya2016turkeya1/
3. /groweroftheyear/
4. /statisticalyearbook/
5. /aboutaiph/
6. /latestnews/
7. /aiph_event/tangshan2016chinaa2b1/
8. /currentevents/
9. /events/exhibitions/
10. /members/aiphmemberorganisations/

- Sessions originated via Organic Search (13,745), Direct (11,893), Referral (5,932), Social (1,034)
  - Of visits by Referral the top 5 were from - floraculture.eu, bie-paris.org, enews, floraldaily.com, ipm-essen.de
  - Of visits from social media the top 3 were - Facebook, Linkedin, Twitter
- Top 10 visits by country were from United States (please note that the bounce rate for US is very high), United Kingdom, Netherlands, Turkey, China, Chinese Taipei, Russia, Germany, Canada and Japan.

Office

- Maria Wallin (AIPH Business & Events Manager) has been very busy in working with OAiB and Expo 2016 Antalya in the preparations for the Annual Congress. Also she has been focusing on plans for the next IGOTY awards dinner and has been managing entries and jury communications.
- Amanda Wallace (AIPH Communications Manager) is continuing to provide PR support for AIPH on a one day/week basis.
- Finn Stimac worked in the AIPH office from 31 August to 9 September as an intern. During this time he enhanced AIPH social media activity and assisted with IGOTY preparations.
- The AIPH accountants, Kirkpatrick & Hopes, continue to provide bookkeeping services for AIPH. This continues to be the most cost effective solution for AIPH although we continue to assess alternative mechanisms including the use of the HTA Finance Team.
- The AIPH office will move from around 17 October to a new address about 20 miles north west from the current location. The new address will be: Horticulture House, Chilton, Didcot, Oxfordshire, OX11 0RN, UK. The move is due to the closure of the existing office by HTA and the relocation of HTA to this new location. Larger and improved office accommodation will be provided for AIPH at the same rate as currently paid.

Misc

- The legal case against Auxon has now concluded and AIPH have now received €85,601.22 as the final figure.
- On 24 May I entertained a delegation from Expo 2019 Beijing in London including a tour of Chelsea Flower Show and a meeting with UK industry and government representatives.
- I gave a presentation at a meeting of EPPO that was held at Expo Antalya on 31 May. This was on the topic of non-native invasive species.
- I met with the Dutch Minister of Foreign Trade, Liliane Pouman, at the Dutch Embassy in London on 15 July. The purpose was to discuss the implications of Brexit on trade between UK and Netherlands. Also, on the topic of Brexit I prepared an article evaluating the implications of the UK decision to leave the EU. This can be viewed at http://aiph.org/aiph_new/implications-of-brexit-for-ornamental-horticulture/ and has been published in the latest edition of FloraCulture International.
- Bernard Oosterom visited the AIPH office in the UK on 21-22 July where a meeting was held, with Tim Edwards, to discuss AIPH matters, including strategy.
- I visited Singapore on 25-28 July with Karen Tambayong to try to identify a member there and to visit the Singapore Garden Festival. We met with LIAS, NParks and Gardens by the Bay and we are following up with each of those. It is intended to propose to members that AIPH hold its 69th Annual Congress in Singapore in 2017. During this visit contact was also made with growers from Malaysia.
- Former AIPH Executive Committee member and UK representative, Lionel Mills, passed away in September. His funeral will take place on 23 September.

Other Organisations

- ISHS – Rob Bogers has discussed with the ISHS Board the potential for running a AIPH growers conference alongside the 2018 ISHS Congress in Istanbul. They are delaying a decision on whether to proceed with Istanbul as a venue until 2017 and they will await contact from AIPH regarding collaboration.
- iVerde – No update.
- ELCA – The AIPH Board met with the ELCA Board during the AIPH Board meeting on 14 March in Vancouver. Proposals are yet to be developed that define ways of working together on Green City issues.
- IFLA – no update.
- BIE – see above.
- Union Fleurs – Union Fleurs decided not to hold their meeting in Antalya alongside the AIPH Congress. This is because of security concerns. However, UF President Herman de Boon will attend to represent UF.
- ENA – ENA is supporting a bid to the EU for funding a Green City promotional project.
- IPM – AIPH is hoping to have a small stand at IPM 2017.
- CIOPORA – AIPH is working closely with CIOPORA as part of a European lobby group. Edgar Kreiger of CIOPORA will speak at the Novelty Protection Committee in Antalya. A joint meeting is planned between AIPH, CIOPORA, Union Fleurs and Florint at IFTF in November 2016.
- Fleuroselect – We have promoted the Fleuroselect winning varieties in the AIPH newsletter.

Media Activity

- AIPH has issued 15 press releases since the Spring Meeting. These have been widely covered by AIPH members and the international trade media. They can be viewed in full at http://aiph.org/latest-news/.