Exhibitions Report: September 2019 – January 2020

Summary

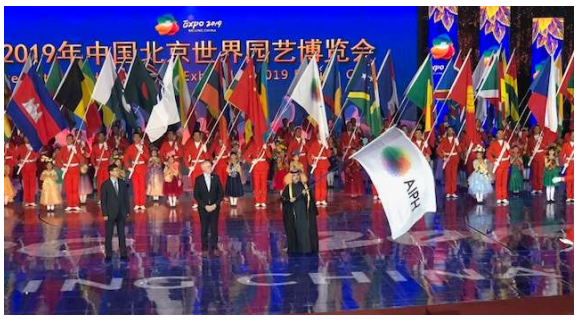
Since the Meeting in Beijing there has been the Closing of Expo 2019 Beijing. The expo welcomed around 10 million visitors and achieved huge media exposure. Yokohama (Japan) received approval to host an A1 Expo in 2027 and a number of other cities are considering or preparing application including in Korea, Turkey, Thailand, Italy, China and Myanmar. So far there will be at least four AIPH-approved D category exhibitions in 2020 with more likely to follow.

Work is underway to strengthen the AIPH Expo Support programme and also to prepare a video as a further promotional tool. A project has been commissioned to define the value of hosting an A1 or B expo to assist members and in cities in promoting the Expo concept.

Section 1 – Exhibitions

1.1 International Horticultural Exposition Beijing China 2019 (A1)

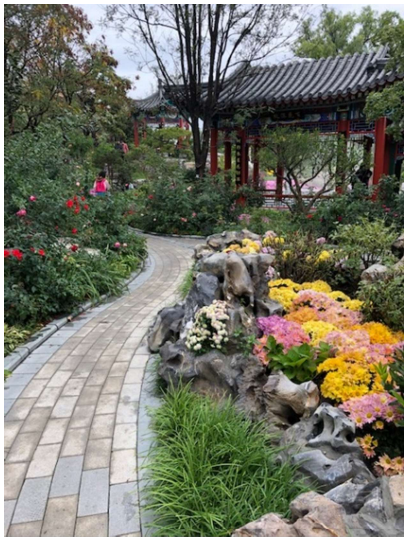
The Closing Ceremony of Expo 2019 Beijing took place on 9 October with speeches from Bernard Oosterom alongside Chinese Premier, Li Keqiang and BIE Secretary General, Vicente Loscertales. The ceremony included the handover of the AIPH and BIE flags to Qatar. See http://aiph.org/aiph_new/expo-2019-beijing-sets-new-high-for-horticulture-expos/ for further details.



The Grand jury included AIPH representatives, Bernard Oosterom, Tim Edwards, Kevin Chung, Tim Briercliffe, Qixiang Zhang and Bill Hardy. In total there were five AIPH Grand Prizes presented at the awards ceremony, organised by CFA, on 8 October. These went to UK and Qatar for outdoor gardens and Shanghai and Beijing for Domestic gardens and Beijing for indoor gardens. AIPH was also awarded a special award for its garden. For details of all winners see http://aiph.org/aiph_new/five-gardens-win-aiph-grand-awards-at-expo-2019-beijing/.

During the awards ceremony AIPH also presented the outgoing Secretary General of CFA, Ms. Liu Hong with the AIPH Silver Medal in recognition for her support for the industry and AIPH.

Chinese gardens at Expo 2019 Beijing:



For further information, images and video see http://aiph.org/aiph_event/beijing-china-2019-a1/.

1.2 International Horticultural Exhibition Yangzhou China 2021 (B)

An inspection visit was conducted on 6-7 October by Tim Edwards, Tim Briercliffe, Kevin Chung, Bill Hardy and CFA representatives.

One half of the site has been completed but the half for the international participants had not started during the visit. Delays had occurred while the government negotiated the post-expo use of the site so now work is having to proceed very quickly to catch up lost time.

1.3 Expo Hatay 2021 – Turkey (B)

Following concerns about delays in the construction and organisation of this Expo an inspection visit was carried out by Sven Stimac and Treve Evans in August. Subsequently contracts have been awarded and construction work has commenced on site. The organisers are required to submit monthly reports to demonstrate progress and a further inspection visit will take place in February 2020 ahead of a more detailed review of progress by the AIPH Board on 1 March.

The Mayor of Hatay and a delegation visited IPM Essen in January and Hatay also sponsored the International Grower of the Year Awards.

1.4 Expo 2021 Doha Qatar (A1)

Tim Briercliffe visited Doha on 3-5 December and met with the Minister of Municipality & Environment and the newly appointed Secretary General of the Expo, Mr. Mohammed Ali Alkhoori.

Construction planning is at an advanced stage and is contracted to DAR. British company Trivandi has been appointed to develop the full plan for operations. Invitations have been sent and some responses received. The role of Commissioner General has not yet been appointed. The masterplan is available and countries can select the location for their garden.

New branding has been launch and promotional videos can be seen at http://aiph.org/aiph_event/doha/. The Expo website is https://www.dohaexpo2021.gov.qa/.

Bernard Oosterom and Tim Briercliffe received an update from the Minister during a visit to the Qatar Pavilion at Expo 2019 Beijing on 9 October and Tim Briercliffe also met with the Doha delegation during the BIE General Assembly in Paris on 27 November.

AIPH is in discussion with Doha to run projects together in support of the Expo and the AIPH Green City initiative.

1.5 Floriade Amsterdam Almere – Netherlands 2022 (A1)

The Floriade team have been active in securing international participation in the Expo and on developing the Expo site.

1.6 Australis 2022 – Sydney, Australia (B – Provisional)

Following a failure to pay the required financial guarantee, within the stated timescale, the Provisional Approval of Australis has been withdrawn. A new application will be required for this to be further considered.

1.7 Kahramanmaras 2023 (B) - Turkey

An inspection visit was carried out in Kahramanmaras on 22 October by Bernard Oosterom, Kevin Chung, Ismail Yilmaz, Tim Briercliffe and Elena Terekhova.

Construction work is underway. Some of the buildings are completed, as is the base for the lake. Further work is underway to create Expos features. More focus is required on horticultural elements and linking the Expo theme with all activities. The Expo has been active in international promotion, including at Expo 2019 Beijing and many international visits have been carried out, including attendance at AIPH International Grower of the Year Awards.

1.8 Expo Łódź 2024 (A1) – Poland

The organisers have been active in promoting their Expo locally and internationally, including within the AIPH Garden at Expo 2019 Beijing. Tim Briercliffe met with the organisers on 27 November in Paris to review the masterplan. The Expo organisers have also been given responsibility for all green areas in the city to ensure that the Expo benefits the whole city. There is still no news regarding approval from the Polish government.

1.9 Yokohama 2027 (A1) – Japan

The City of Yokohama was formally granted AIPH approval during the 71st AIPH Annual Congress in Beijing on 9 September. The City has been focusing on securing Japan government approval and this is expected imminently.

1.10 Other potential B Category Expos

Suncheon, Republic of Korea (2023) – AIPH will carry out a site inspection in Suncheon on 11-14 February and the full application will be presented to the AIPH Expo Conference on 2 March.

Gaziantep, Turkey (2024) – AIPH team conducted a site inspection on 23-24 October and met with the Mayor and other senior city leaders. A report has been provided. Subsequently, Gaziantep has opted not to make a full application as they consider a later date and potentially an A1 application.

Genoa, Italy (2025) – A team is working with the Mayor of Genoa to develop an Expo application.

Izmir, Turkey (2026) – Plans are in development to prepare an application.

Myanmar – considering an application

Thailand (2026) – following their interest in Beijing we are awaiting further news.

Chengdu, China (2024) – CFA have indicated that we should expect to receive an application.

1.11 Potential C category Expos

AIPH is in discussion with the International Orchid Show in Tainan (Chinese Taipei) and Goyang show in Korea regarding possible applications. Interest has also been received from the organiser of Radicepura in Sicily regarding their next show in 2021 and the organisers of Euroflora in Genoa, Italy.

AIPH members have also been invited to attend the Floralien, the Belgian Floralies which is like to seek AIPH approval for their following edition.

1.12 D category approvals

The following exhibitions in 2020 are now approved by AIPH:

- IPM Essen, Germany (January 2020)
- Greentech, the Netherlands (June 2020)
- Flowers Expo Moscow, Russia (September 2020)
- Flormart, Italy (September 2020)

Application for approval has been received from Green is Life, Poland (September 2020).

AIPH is also in discussion with the following exhibitions regarding AIPH approval: HPP exhibitions (including IFTF Netherlands and other HPP events in Ethiopia, Kenya, Ecuador and USA), Salon du Vegetal and CIVAL in France and My Plant and Garden in Italy.

Section 2 – Strengthening the value in AIPH exhibition approval

2.1 AIPH Expo Conferences

The next AIPH Expo Conference will be held in Beijing on 9 September 2019. Due to time constraints this will only include presentations from expos in preparation.

2.3 Expo Support Programme

Revising Regulations, Annexes and Questionnaires

Annexes and Questionnaires to different Expo categories were produced in line with the revised regulations, approved September 9, 2019.

Further work is required in creating more annexes and supporting guidance for the Regulations on matters like policies (environmental, ethical, etc), site inspections and details required during the application stage.

Expo Support Programme (A1 and B)

According to the Expo Support Programme presented in September 2019, aimed at giving greater clarity to AIPH approval processes and enhancing the quality of applications, AIPH has developed / initiated the development of the following:

- FAQs for potential Expo Organizers at the Initial Interest stage – completed
- Updated Guide for Expo Organisers – in progress
- Professional promotionsl video on AIPH Expos with the objective to showcase the benefits of Expo organization, encourage potential Expo organizers to apply and reassure them in our expertise and support – in progress
- Together with MI Associates, an Australian consultancy specialized in host city bidding processes and rights holding organizations' strategic positioning, AIPH has initiated a project to showcase the value Expos can potentially bring to the host city/country. Its expected outcome is a document that demonstrates the value of hosting an Expo using information that can be gathered from previous Expos and appropriate modelling. This will provide a more compelling case for potential Expo hosts and AIPH members looking to promote the concept. In the second stage, it is possible to extend this work to review our bidding process, fees and regulations.

Section 3 – Other organisations and partners

3.1 BIE

Tim Briercliffe attended the BIE General Assembly in Paris on 27 November. A final report was presented by Beijing and updates were provided by Floriade Almere and Expo 2021 Doha Qatar.

3.2 Other Organisations

Tim Briercliffe, Treve Evans and Elena Terekhova attended the Host City conference in Glasgow (Scotland) on 26-27 November. The conference participants include city representatives from around the world and companies offering services to event organisers. This was a very useful event for AIPH making contacts for potential partners as well as interest from cities in Expos.

Bernard Oosterom and Treve Evans will present AIPH Expos at the Association of Global Event Suppliers (AGES) conference in Amsterdam on 17 March with a view to identifying more preferred partner companies.

See the Secretary General Report for further details about AIPH work building partnerships with commercial companies that have an interest in Expos.