HORTICULTURAL EXPO

EXPO 2022 FLORIADE AMSTERDAM - ALMERE, NL

AIPH

Progress Report Expo 2022 Floriade Amsterdam-Almere

AIPH Spring meeting, Miami 2020

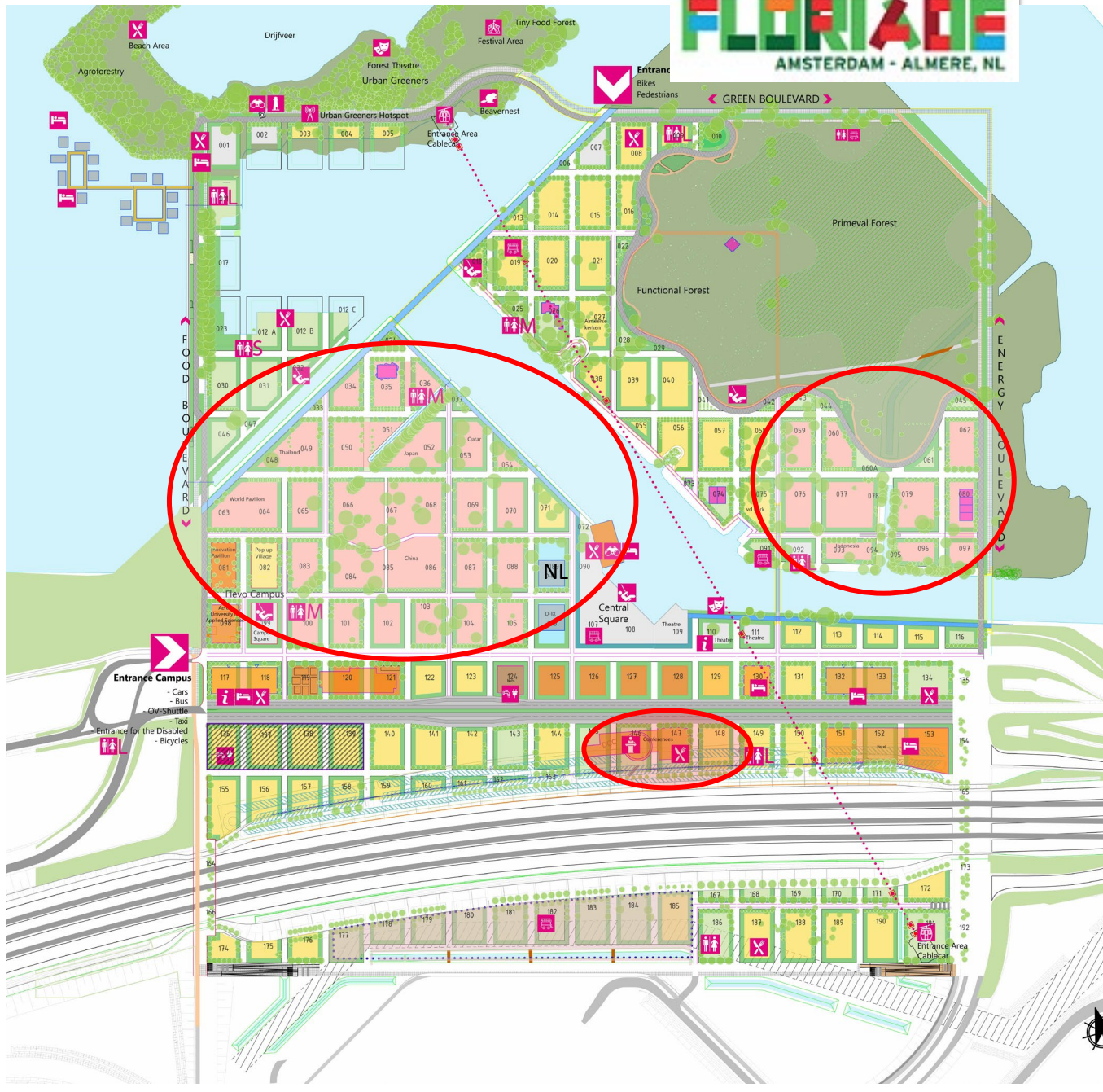
2 March 2020

Expo 2022 Floriade Almere

- Masterplan & Construction
- Regulations
- Participants
- Events Programme
- Knowledge Exchange
- Operations
- Visitor services
- Marketing & Communication
- Ticketing
- Planning

Masterplan & Construction

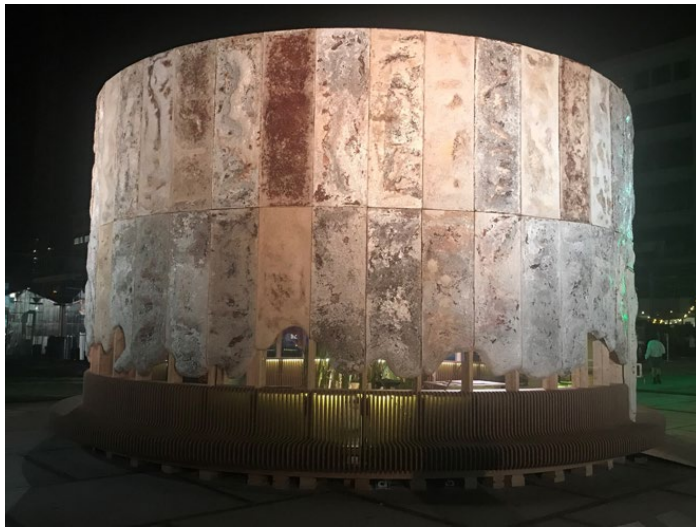
- Construction Highway A6
  - Completed
- Planting phase 3
  - On going
- Planning and development infrastructure
  - On going
- Real Estate Development
  - Deadline, 1 April 2020
- Start construction Real Estate Q1/2020
  - Pavilion Province of Flevoland
  - Entrance building, Aeres university of applied sciences



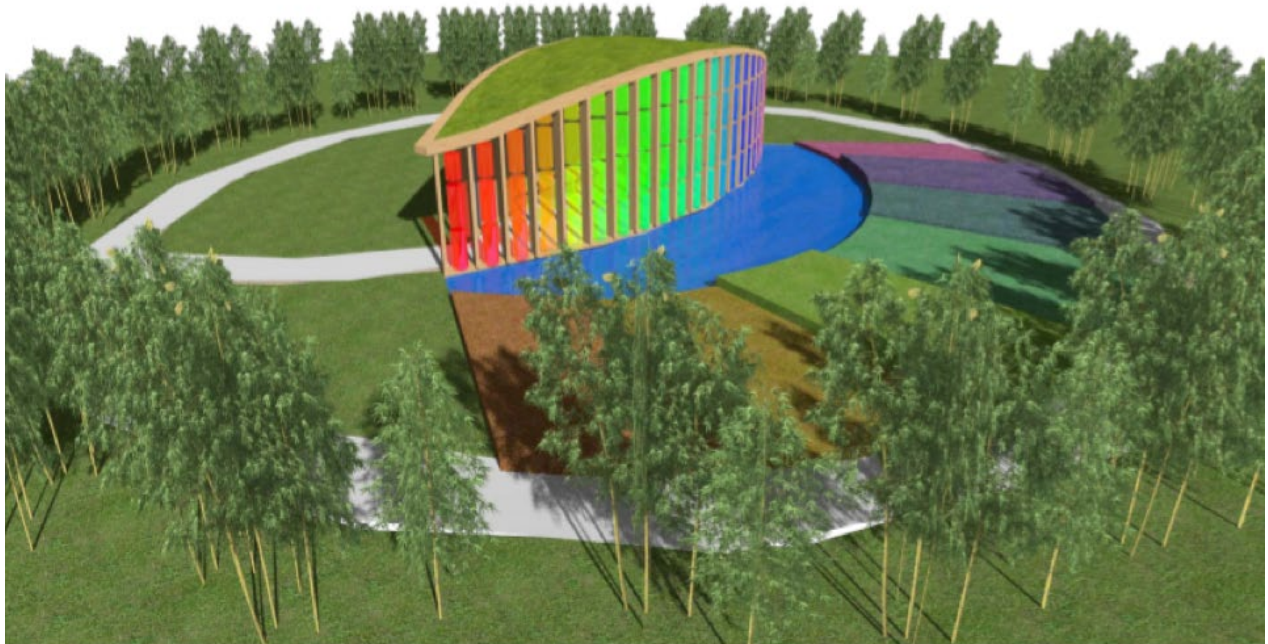
Aeres University of Applied Sciences

‘Innovation Pavilion’, Province of Flevoland

‘Self Growing’ Pavilion



‘Green Embassies’ to be built at Floriade Expo site



Regulations

- New opening and closing date
  -> 14 April 2022 - 9 October 2022, 178 days
- Special regulations BIE:
  -> 6 Approved in November 2019
  -> 5 Submitted for approval in May 2020
- Participation Guide
  -> Version 1.0, March 2020

Participants – International

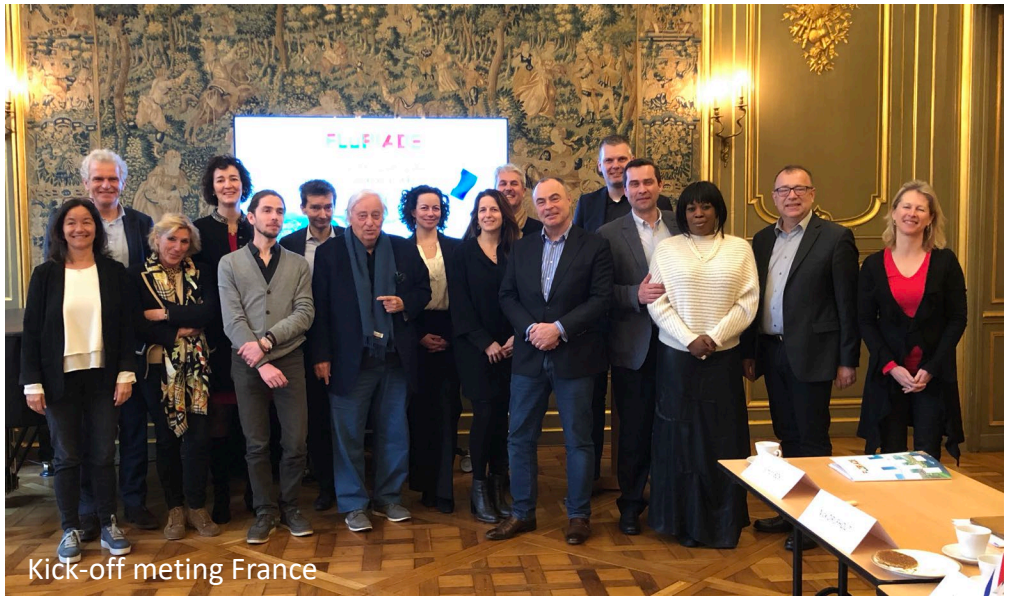
Registrations (February 2020)

- Official participants — 09 confirmed
  06 to be confirmed
- Non-Official participants — 01 confirmed
- World pavilion — 15 confirmed
- In progress — 20 of which 6 assured

International Information Day:

1st Information day with 70 representatives from foreign embassies, 28th of October 2019.

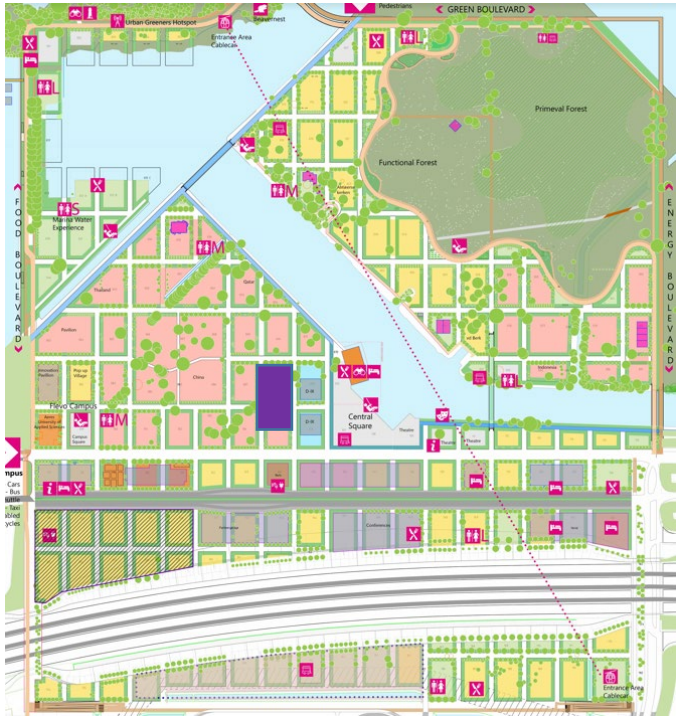
Bhutan


Kick-off meting France

Dutch Pavilion

“Dutch Innovation Experience” (DI-X)

- Showcase and innovation lab for citylife in the (near) future
- Contribution of horticulture to urban development
- In collaboration with Dutch universities, knowledge platforms and companies in the field of sustainable innovative solutions.



Participants – National

National Participants

- Horticulture: 20 confirmed, 18 in progress
- Food: 13 confirmed, 19 in progress
- Others: approximately 20 in progress

Indoor Exhibition

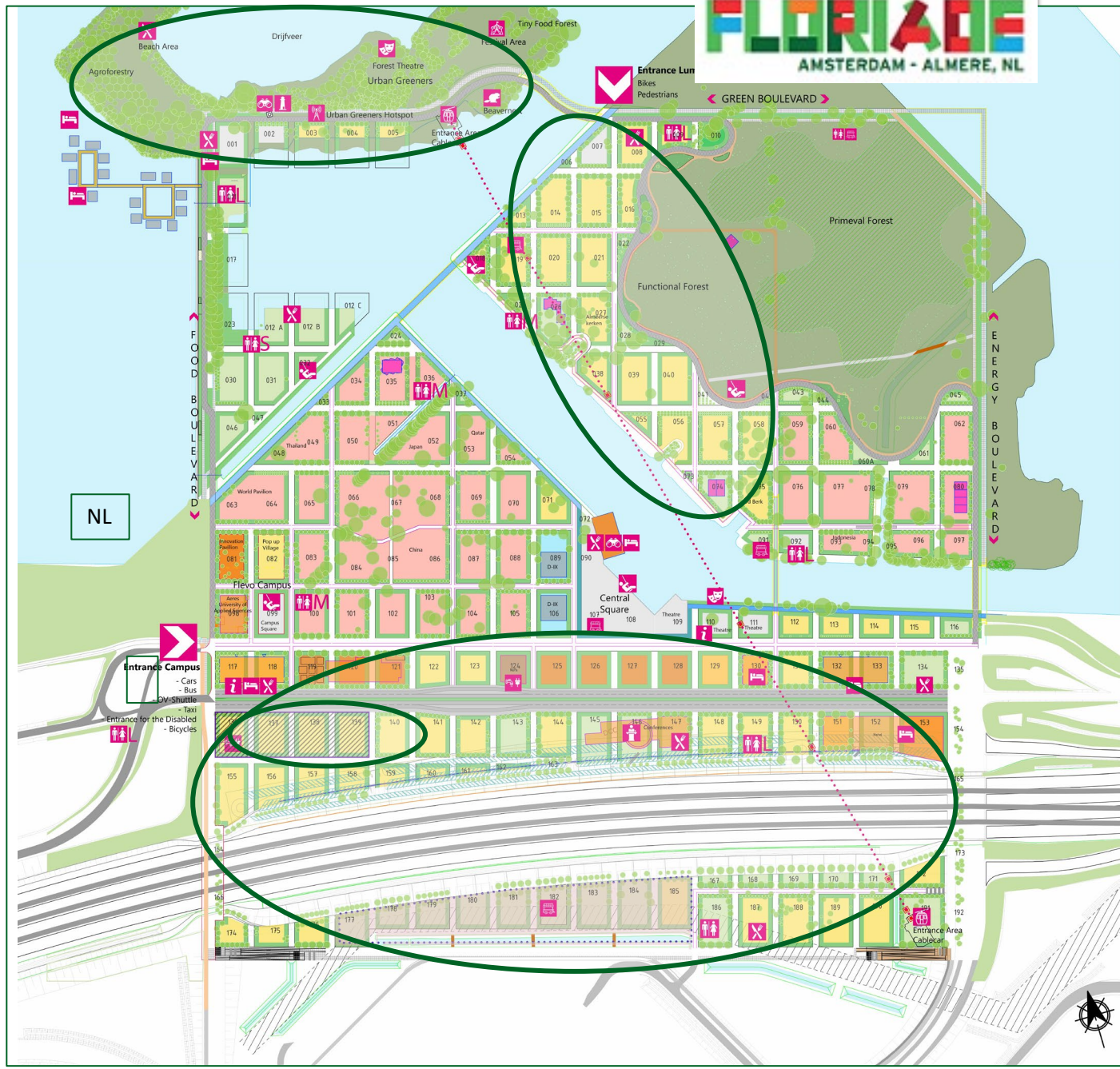
- 5000 m^2 Food & Ornamental plants

High Tech Greenhouse

- 1000 m^2

Best Practice area

- 500m^2



Events Programme

Walking, orientation, information	1.5 hrs
Exhibition	3 hrs
Events Programme	**1.0 hr**
Lunch & Break	1.0 hr
Arrival / Shopping / Departure	0.5 hrs
	7.0 hrs

Events Programme

Entertainment & Education

- Opening & Closing Ceremony
- Theme Days
  - Ornamental Plants
  - Food
  - Growing Green Cities
- National Days (Main Stage)
- Basic Program
  - Welcome Act (Entrances: Street Entertainment)
  - Lunch Time Entertainment (Restaurants)
  - Afternoon Stroll (Street Entertainment)
  - Floriade Show (Main Stage)
  - Good Bye Act (Exits)
- Specials/High Lights
- Education
  - Demonstrations & Presentations
  - Kids Programme

Art

- Landart
- AR / Insta / Selfie

Knowledge Exchange, B2B, G2G

- Opening & Closing Ceremony
- Nation Days
- Media Events
- Floriade Dialogue Programme
- Match Making B2B Events Floriade
- Competitions (Award Ceremonies')
- Third Party Events:
  Congresses, Symposia, Workshops, …

Knowledge Programme

Floriade Dialogues 2018 – 2022 (15x)

- International seminars on Floriade themes
- Theory working towards solutions
- 4 times / year

Three Special Editions

- Expo 2019 Beijing, June 2019
- Expo 2020 Dubai, November 2020
- Expo 2021 Doha, Qatar

Floriade Innovation Partner Programme

- Stimulate partnerships on innovations and sustainability

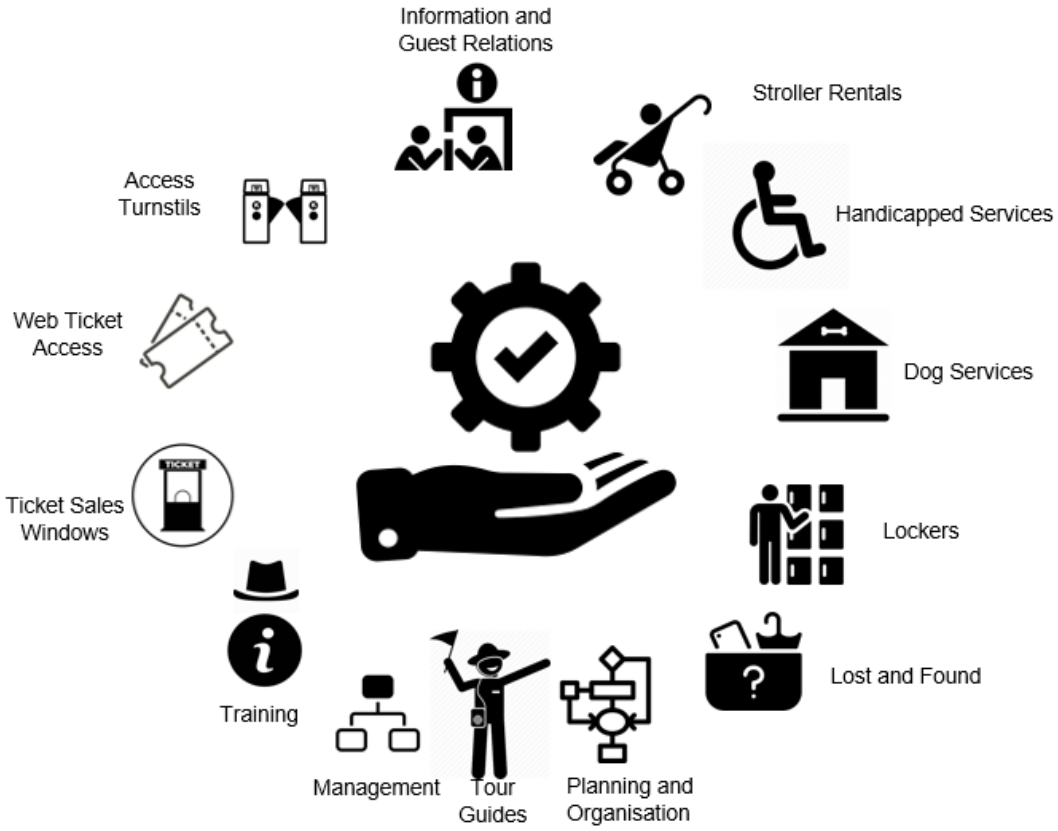
Floriade B2B Platform

- B2B program & Trade Missions
- Matchmaking-on-Demand

Aeres University of Applied Sciences

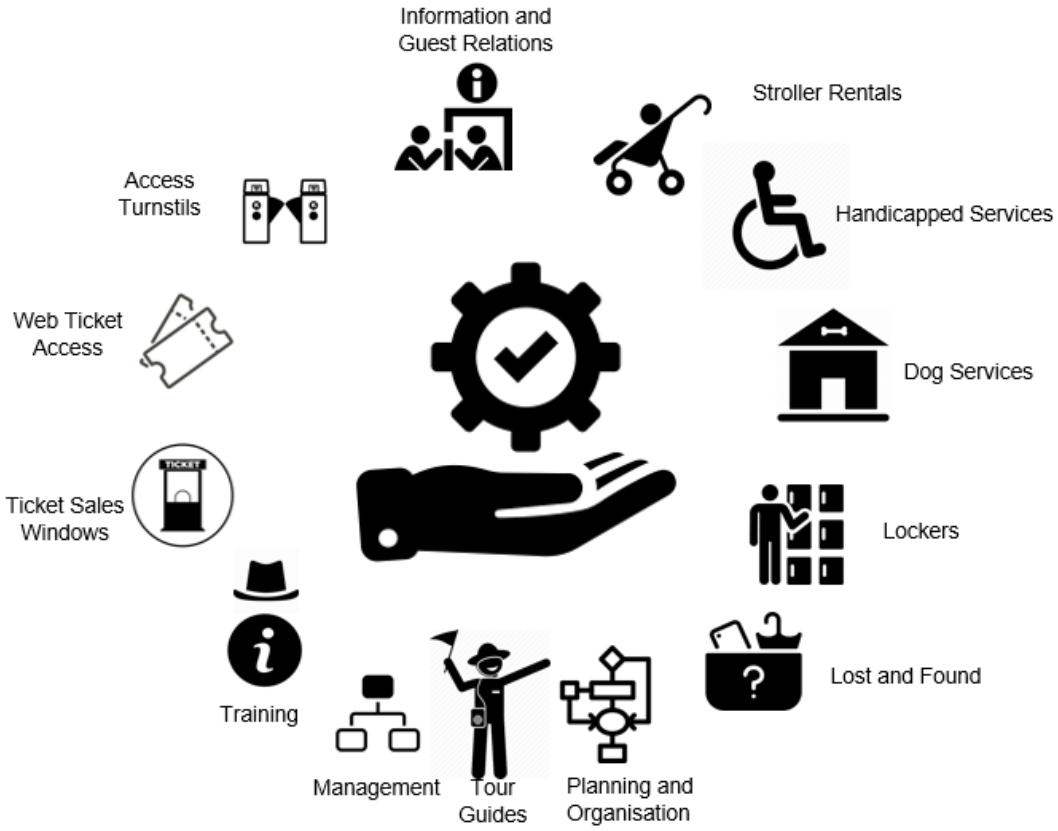
Operations & Security

- Tendering Procedure
  -> Established
- Cable Car
  -> Licensing phase, build starts in October 2020
  -> Opening in April 2021
- Strategic plan Safety & Security
  -> Eventpermit under preparation, ready 1.1.2021
- Park Management
  -> Concept ready
- Traffic Management
  -> Public Transport plan completed.
  -> Dynamic traffic model for accessibility of parking
  -> Nitrogen problem Netherlands, solution developed



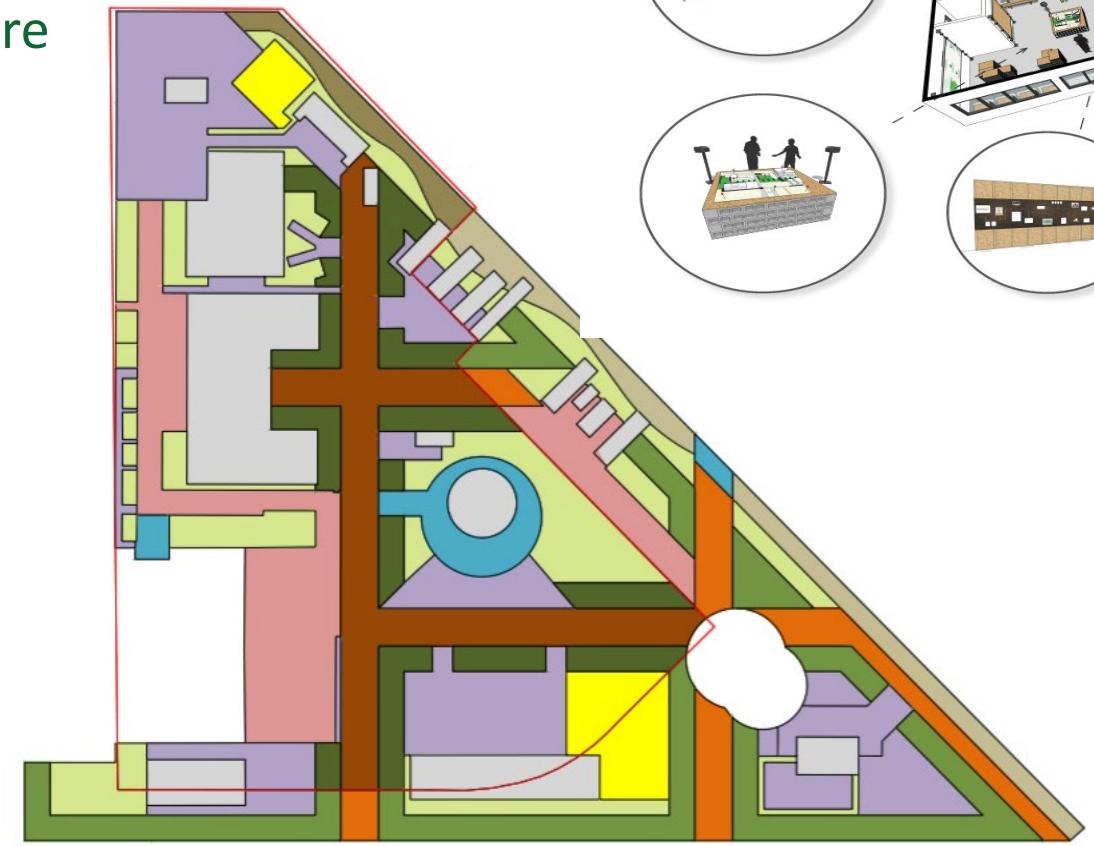
Operations / Visitor Services

- Visitor Service Concept
  - 2nd Draft
- Staffing
  - 2nd draft
  - Implementation of recruitment and training due for Preview Centre
- Food & Beverage Concept
  - 2nd Draft
  - Selection of F&B partners ongoing
- Merchandising & Retail
  - MOU drafted



Preview Centre

- Opening Friday – Sunday 12:00 – 17:00
- Opening 3 April 2020
- Boat from city centre
- Train ride
- 2 pavilions
- 2 labs
- Arboretum



Marketing & Communication

- Floriade Preview
- Events
  - Participating at Dutch Design Week *(Oct 2020)*
  - Floriade Dialogues *(4x in 2020)*
  - Floriade Festival *(Jun 2020)*
  - Town Hall Meetings *(3x in 2020)*
- Social media
  - Increase in followers and interactions
  - Paid activity to start Q2 2020
- Citizens Participating Programme

Branding

Brandbook development

Ticketing

- Ticketing
  - Pricing strategy

    -> Final check pending, procedure almost completed
  - Ticket sales Concept

    -> Completed
  - Ticketing & accreditation system

    -> MOU signed with ticketing system supplier
- Traveltrade Sales

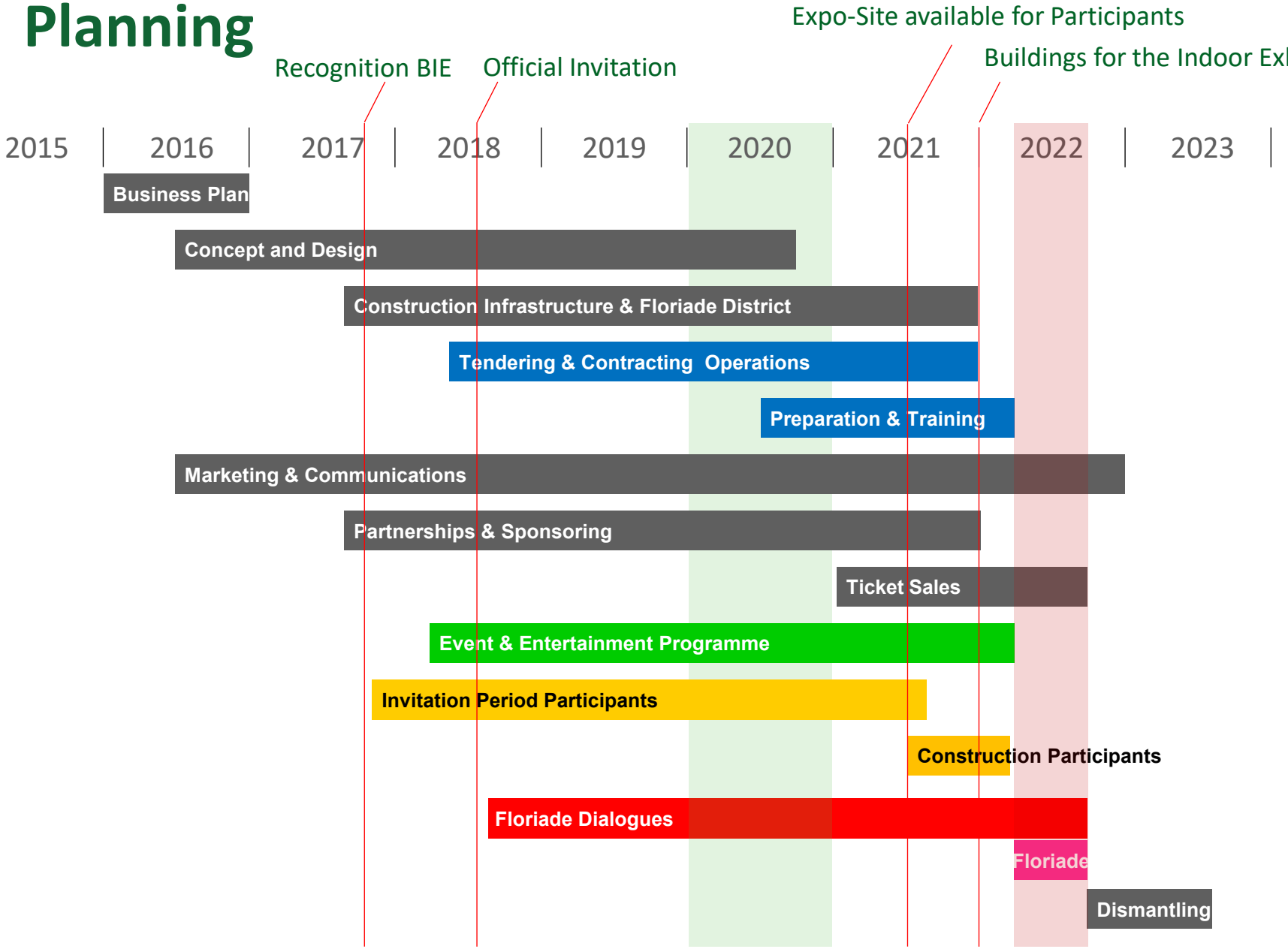
wtm LONDON 4–6 November 2019

ITB BERLIN The World's Leading Travel Trade Show® 4. – 8. März 2020

RDA GROUP TRAVEL EXPO KÖLN DIE REISEMESSE DER BUS- UND GRUPPENTOURISTIK

wtm LONDON 2–4 November 2020

Planning



2020:

- Construction Infrastructure
- Start Construction Real Estate
- Public Design
- Information & Orientation System
- Planting Phase 3 and 4
- Construction Logistics Plan

- PT / Shuttle Service Contract
- Tender Waste Management
- Tender Cleaning
- Tender Security Services

- Invitation intl. Participants
- Invitation national Participants
- Tender Indoor Exhibition
- Contract Floriade Forwarder

- Events & Entertainment Plan
- Floriade Dialogue 4x

- Ticket Sales Partner

EXPO 2022 FLORIADE AMSTERDAM - ALMERE, NL

HORTICULTURAL EXPO | AIPH | NTUIN BOUW RAAD

Gemeente Almere

Ministerie van Landbouw, Natuur en Voedselkwaliteit

Provincie Flevoland

URBAN GREENERS

AMVEST

Witteveen Bos

DURA VERMEER

MVRDV

AMS AMSTERDAM INSTITUTE FOR ADVANCED METROPOLITAN SOLUTIONS

FLEVO CAMPUS

AERES HOGESCHOOL

DE GROENE STAD

GROWING GREEN CITIES

FLORIADE BUSINESS CLUB

uwv

randstad

HORTICULTURAL EXPO

EXPO 2022
FLORIADE
AMSTERDAM - ALMERE, NL

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Thank you for your attention!