



让生活走进自然
From the earth. for the Earth

International Horticultural Exposition 2014 Qingdao China

presented by Mr. Li Fengli,
Secretary-General of Executive Committee of
The Expo 2014 Qingdao

Bureau of International Horticultural Exposition 2014 Qingdao China

2014.09



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中国花卉协会
CHINA FLOWER ASSOCIATION





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1

Our Working Team

2

Master Plan & Design

3

Horticultural Design

4

Scientific Highlights

5

Platform for Intl. & Regional Exchange

6

Promotion & Marketing

7

Tourist Services



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1. Our Working Team



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1. Our Working Team



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Expo 2014

3 Principal Lines

Construction

Participants

Operation

1. Our Working Team



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During the Period of Construction and Preparation

Organizing Committee of the International Horticultural Exposition 2014 Qingdao

Expert Committee

Executive Committee

Supervisory Committee

General
Department

Human
Resource
Department

Finance
Department

Media &
Promotion
Department

Planning &
Design
Department

Construction
Department

Land Resource
Department

Horticulture
Department

Marketing
Department

Exhibitor
Department

Operation
Department

Protocol
Department

Event
Department

Security
Department

Investment
Group

1. Our Working Team

Staffs during preparation period



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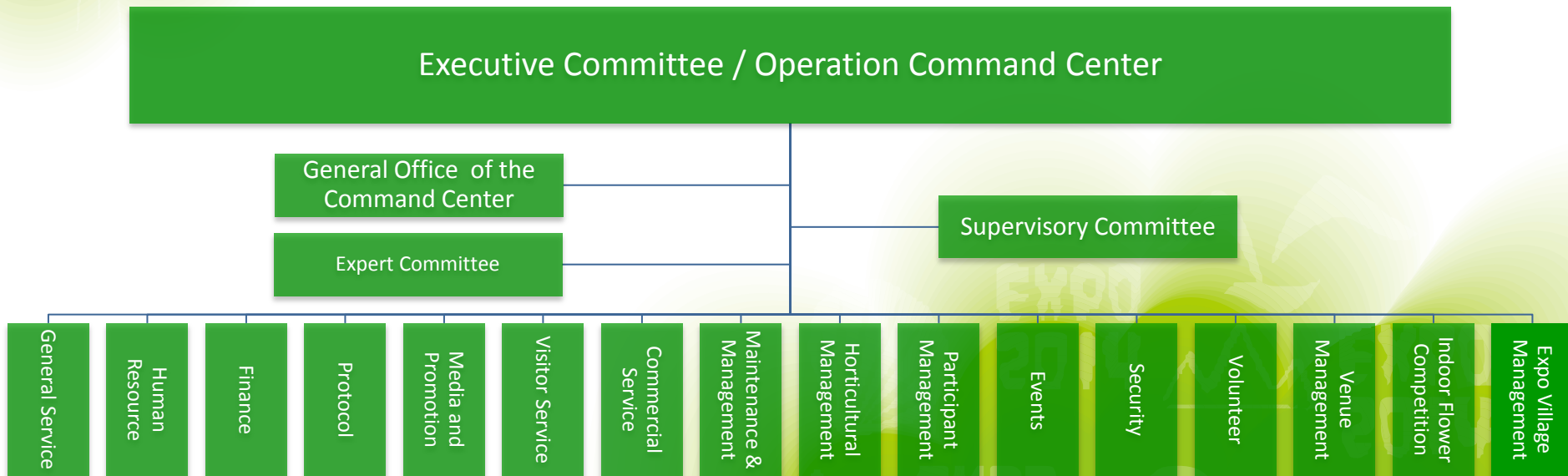
EXPO
2014

1. Our Working Team

During the Period of Operation



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1. Our Working Team



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2010 → 2011 → 2012 → 2013 → 2014

May

Foundation of the Executive Committee

Sep.

Adjustment of the organization structure of the Executive Committee

Sep.

Foundation of the Organizing Committee

Oct.

Transfer to the operational structure

Apr.

Establishment of the city operation command system

1. Our Working Team

Staffs during operation period:

300 management staffs; **600** contractors/day; **470** volunteers/day



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2.Master Plan & Design

Theme



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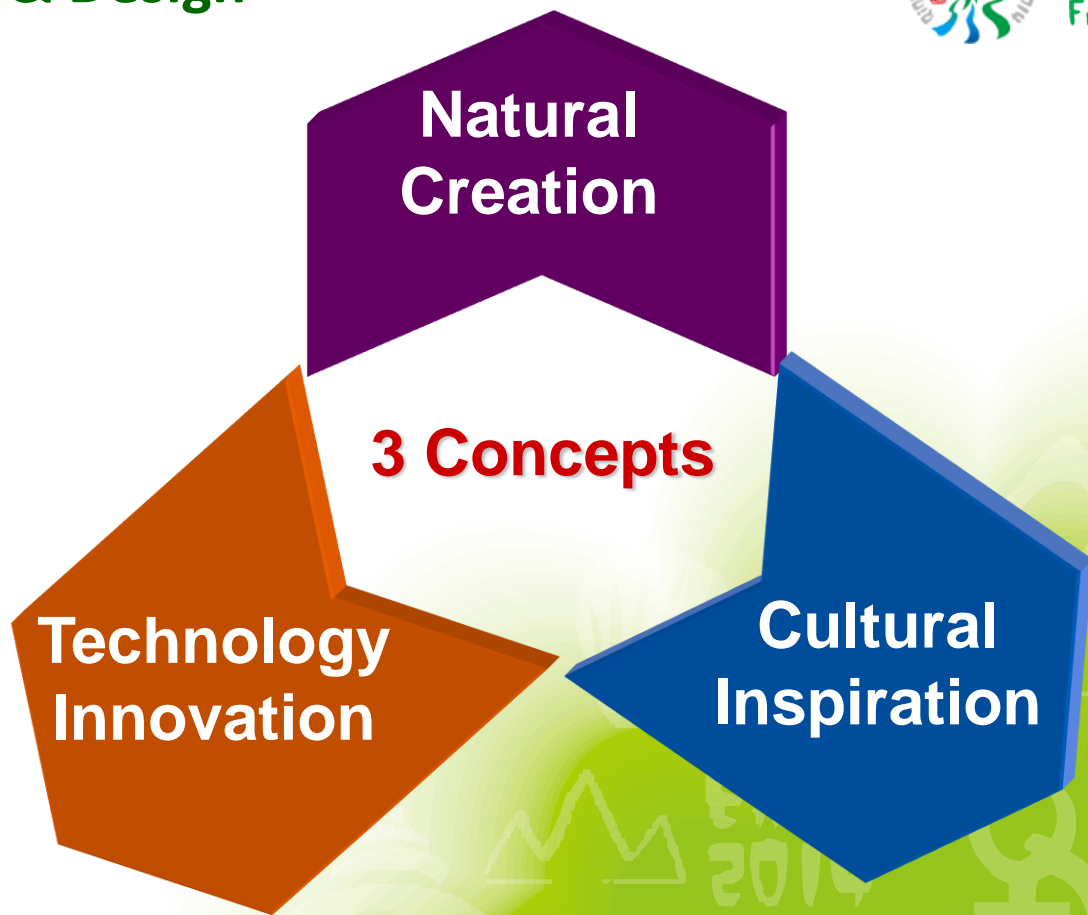


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2.Master Plan & Design



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2.Master Plan & Design

Masters from over 30 domestic and international designing institutes involved



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Prof. Wu Zhiqiang:

Chief planner of Expo 2014 Qingdao
Chief planner of Expo 2010 Shanghai
Vice President of Tongji University



Stephan Rewolle:
GMP Architekten

2.Master Plan & Design

Master Plan

◆ **Total Areas: 241 ha**

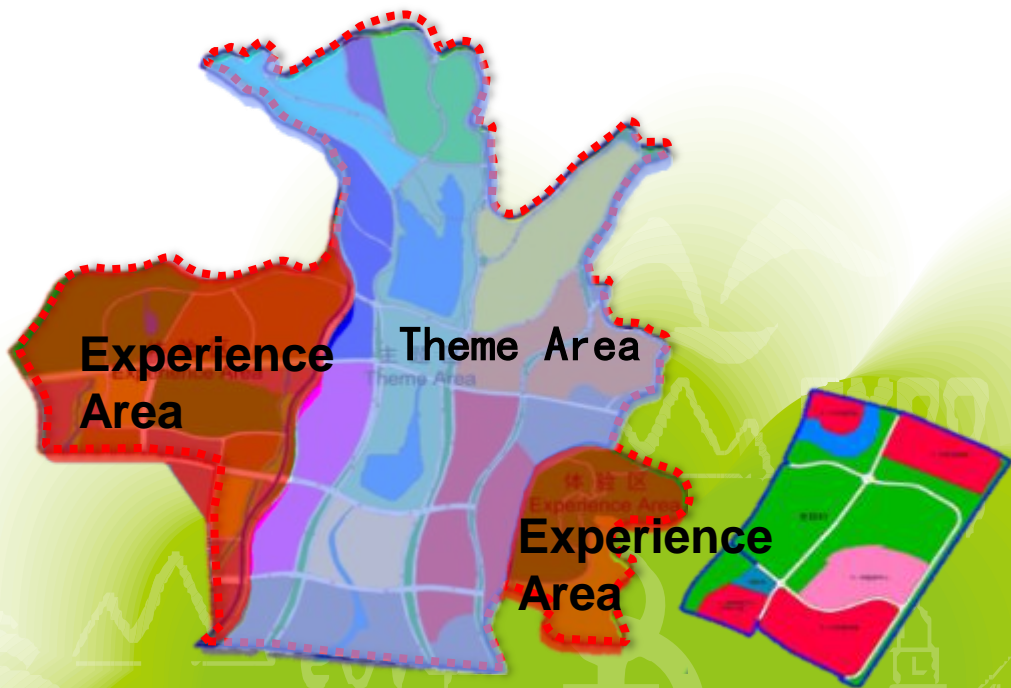
- Theme Area: **164 ha**

(including **15.6 ha** water area)

- Experience Area: **77 ha**

◆ **Logistics Center:**

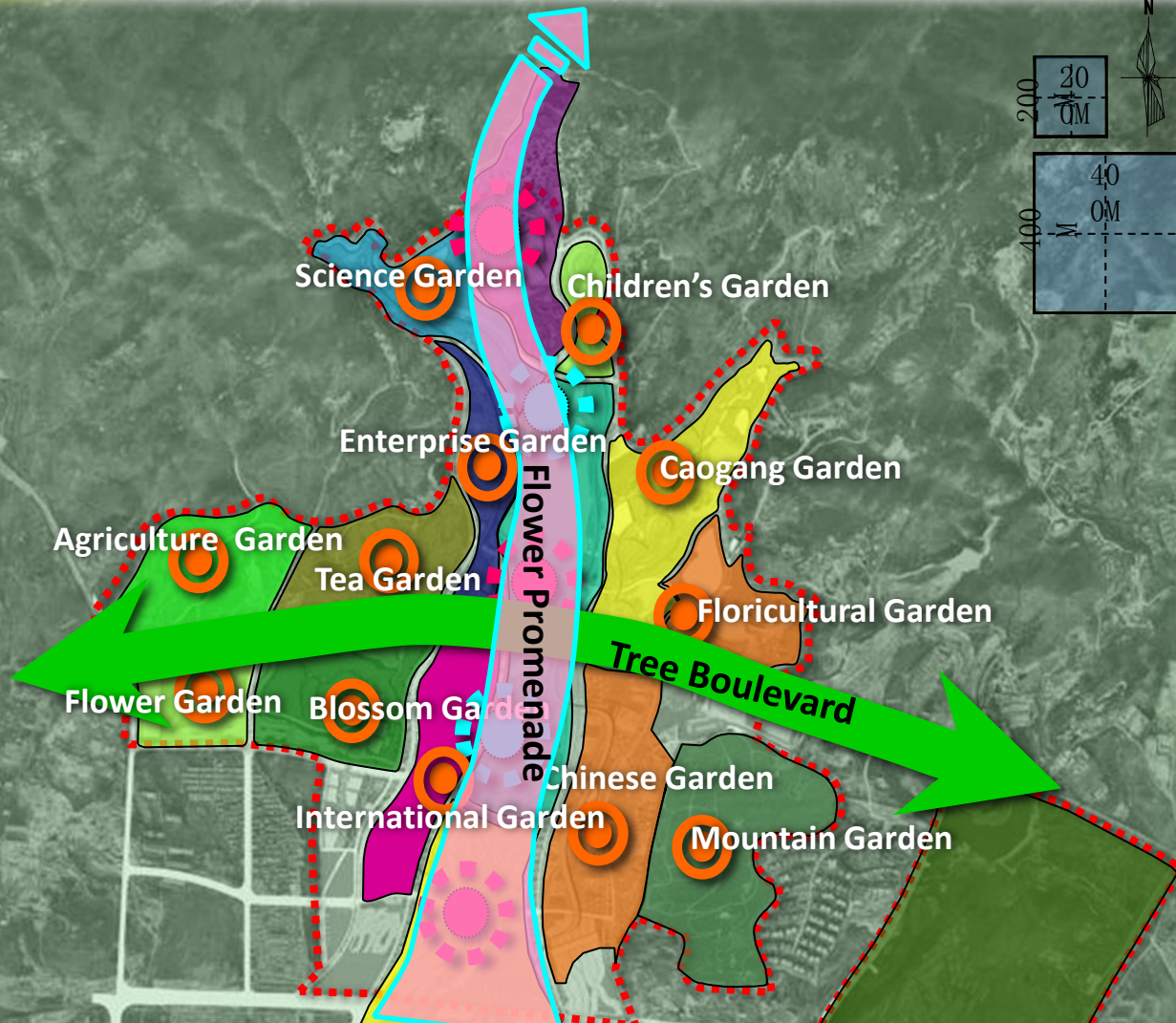
- Expo Village (**55 ha**)



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2.Master Plan & Design



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Master Plan Concept:
Fairies scattering flowers



Walking System:
Colorful ribbons



2.Master Plan & Design



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Landmark Viewing Platform

2.Master Plan & Design



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The construction of the landmark viewing platform for ecology restoration

2.Master Plan & Design



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The construction of the landmark viewing platform for ecology restoration



2.Master Plan & Design

April, 2012



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When Construction of Theme Pavilion starts

When Construction of Botanical Pavilion starts

2.Master Plan & Design

May, 2012



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Earthwork Construction- Theme Pavilion



Pouring Cushion- Botanical Pavilion

2.Master Plan & Design



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October, 2012



Theme Pavilion



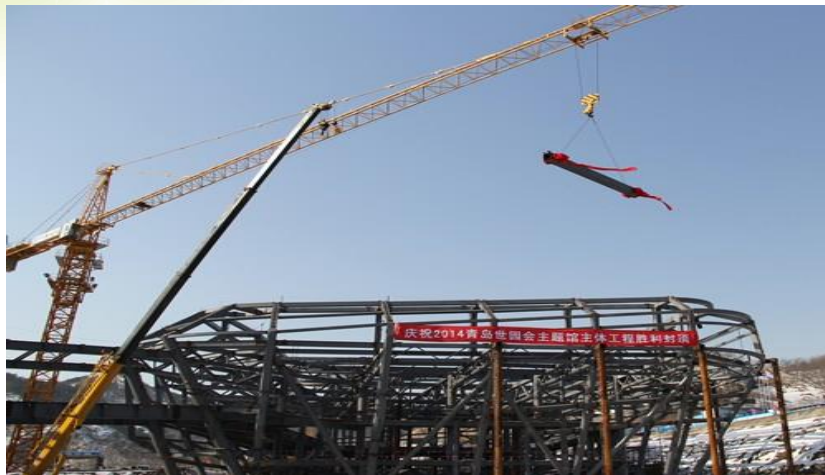
Botanical Pavilion

2.Master Plan & Design



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January, 2013



Both the Theme Pavilion and the Botanical Pavilion are topped in January, 2013.

2.Master Plan & Design



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Theme Pavilion

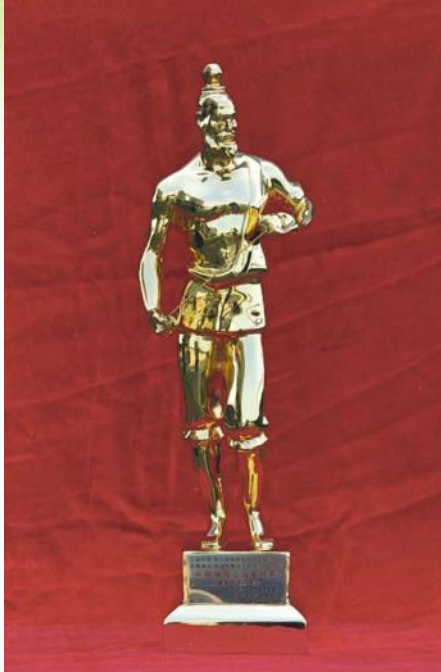


Botanical Pavilion

2.Master Plan & Design



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Luban Awards-China's top awards for construction quality is under application for the Expo construction project.



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3. Horticulture Design



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3. Horticulture Design



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General survey on the animals and plants originally existing in the area



On-site Survey with Qingdao Agriculture University



Survey on the existing animals

3. Horticulture Design



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Newly planted plants over **1500** species ;

Newly planted **109,000** trees and shrubs;

Newly construction green field system **172.3** ha.;

Greenery coverage rate up from 52% to **71%**.

3. Horticulture Design



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3. Horticulture Design



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Flower Configuration guided by Mr. Niek Roozen



Flower trial cultivation

3. Horticulture Design



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3. Horticulture Design



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Over 800 species of plants displayed in the Botanical Pavilion









3. Horticulture Design



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Musella



Mysterious fruit



Pereskia nemorosa



Konjac



Plumeria

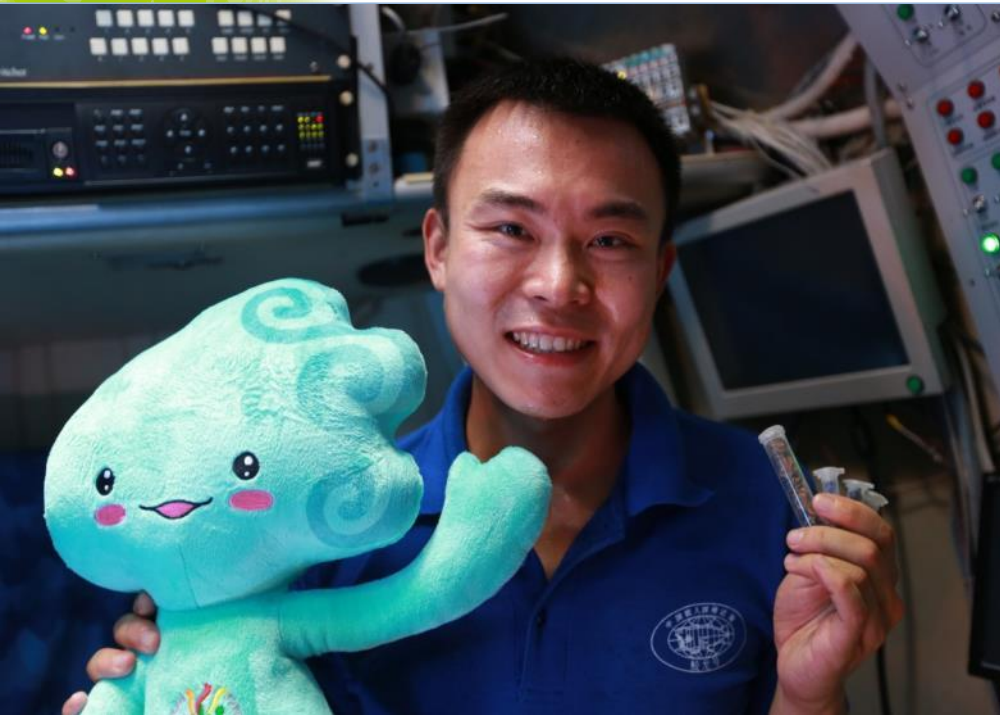


Nepenthes

3. Horticulture Design



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Flower and vegetable seeds cultivated in the deep sea device

3. Horticulture Design

Vegetable seeds cultivated in the spacecraft



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Space Pumpkins

3. Horticulture Design

Vegetable seeds cultivated in the spacecraft



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Space Ornamental Peppers



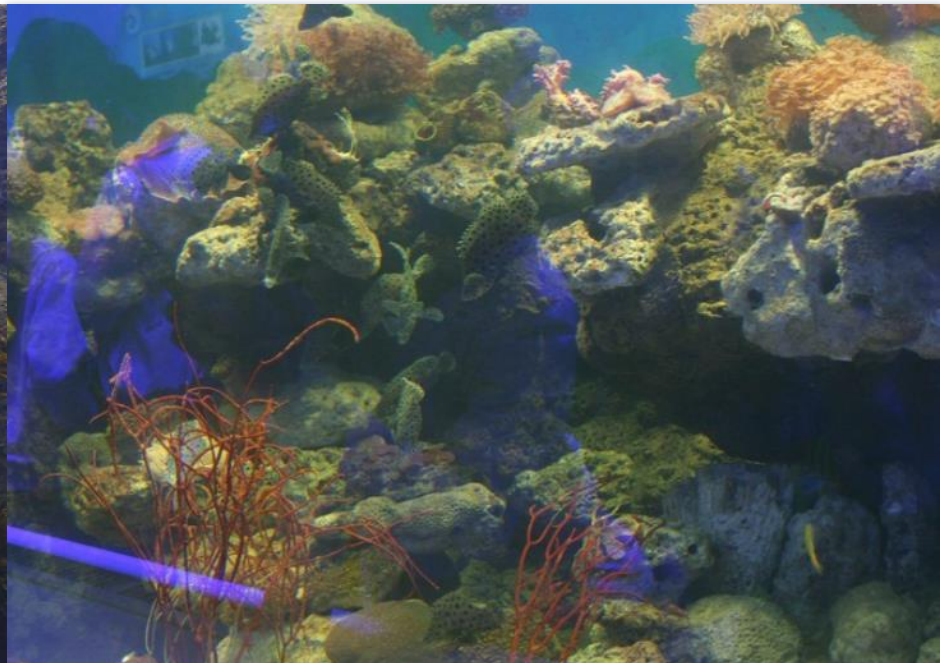
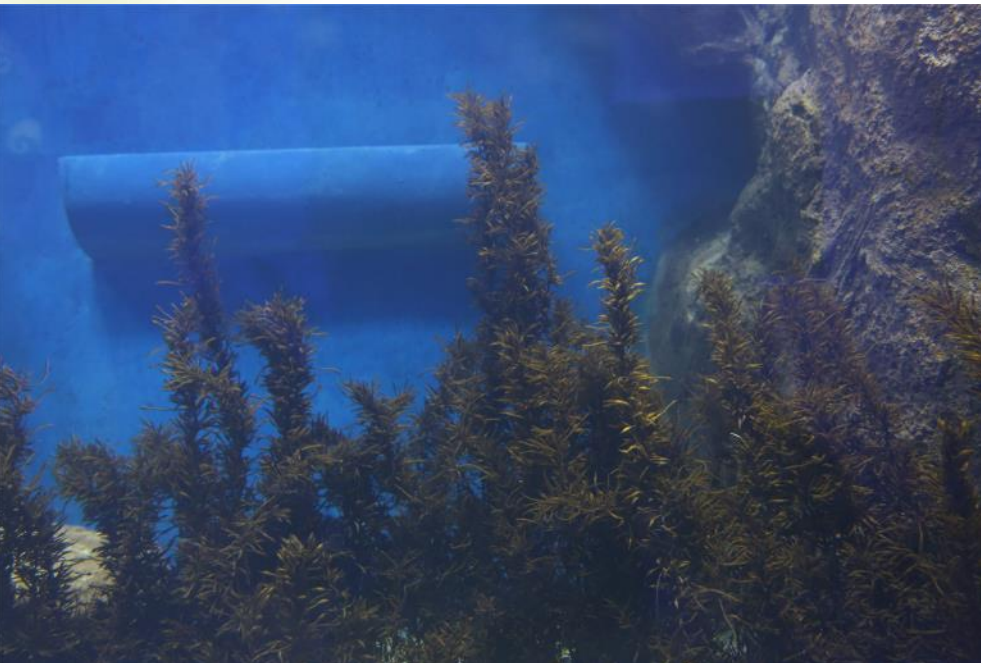
Space Tomatoes

3. Horticulture Design

Display of marine plants for the first time in the history of Intl. Horticultural Expo



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3. Horticulture Design



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Display of marine plants for the first time in the history of Intl. Horticultural Expo



3. Horticulture Design

Indoor flower competition: over 2,500 works



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3. Horticulture Design

Indoor flower competition: over 2,500 works



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3. Horticulture Design

Indoor flower competition: over 2,500 works



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3. Horticulture Design

Indoor flower competition: over 2,500 works



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3. Horticulture Design



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Indoor flower competition: over 2,500 works



3. Horticulture Design



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Indoor flower competition: over 2,500 works



3. Horticulture Design

The merging of horticulture and culture



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2014青岛世界园艺博览会
International Horticultural Exposition 2014 Qingdao

Guinness World Record-World's biggest 360° 3D Painting themed on Ocean and Horticulture

3. Horticulture Design

The merging of horticulture and culture



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Painting made with toasts

3. Horticulture Design

The merging of horticulture and culture



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Flowers made with chocolates and candies

3. Horticulture Design

The merging of horticulture and culture



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Flowers made with chocolates and candies





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4. Scientific Highlights

On Energy Conservation



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Wind-Solar Hybrid Road Lamp



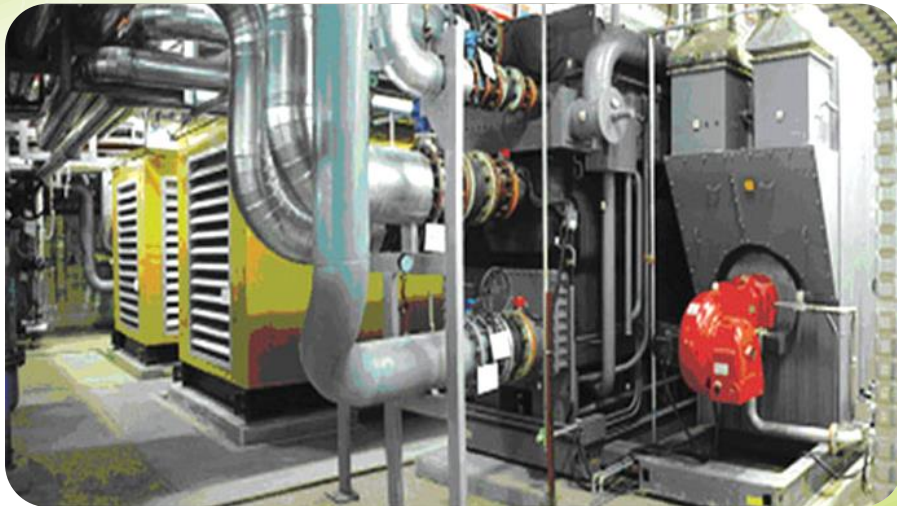
Tubular Daylight Devices

4. Scientific Highlights

On Energy Conservation



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Combined Cooling, Heating and Power system for the energy consumption in the Theme Pavilion

4. Scientific Highlights

On Energy Conservation



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Other clean energy technologies: Air Source Heat Pump, Soil Source Heat Pump, Solar Energy, etc.

4. Scientific Highlights

On New Construction Techniques



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Warm Mix Asphalt



Rain Collection Pavement

4. Scientific Highlights

On Horticultural Techniques



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Biological pest control

4. Scientific Highlights



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Application of pollution-free sludge fertilizer and algae fertilizer

4. Scientific Highlights

On Ecology Restoration



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Before



After

4. Scientific Highlights

On Ecology Restoration



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Restoration Techniques: vegetation concrete, vegetation bag

4. Scientific Highlights

On Water Resource Conservation



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Rain collect system



Roof irrigation system

4. Scientific Highlights

On Water Resource Conservation



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System for water extraction from air

4. Scientific Highlights

Online Expo Mimic Demonstration



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游园推荐

附近的人

我的分享

植物园巡演Content10

今日14:30植物园将举行大型巡演, 会有各地区精心制作的花车……Content10

植物园巡演Content11

今日14:30植物园将举行大型巡演, 会有各地区精心制作的花车……Content11

植物园巡演Content12

今日14:30植物园将举行大型巡演, 会有各地区精心制作的花车……Content12



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5. Platform of Intl. & Regional Exchange

Participants:

- 35 international gardens from 37 countries and 1 international organization (INBAR);
- All the provinces and province-level cities from China;
- All the cities from Shandong Province.



5. Platform of Intl. & Regional Exchange



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Holland Garden



Nepal Garden

2014青岛世界园艺博览会
International Horticultural Exposition 2014 Qingdao

5. Platform of Intl. & Regional Exchange



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Quebec (Province) Garden, Canada



INBAR Garden

5. Platform of Intl. & Regional Exchange



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UK Garden

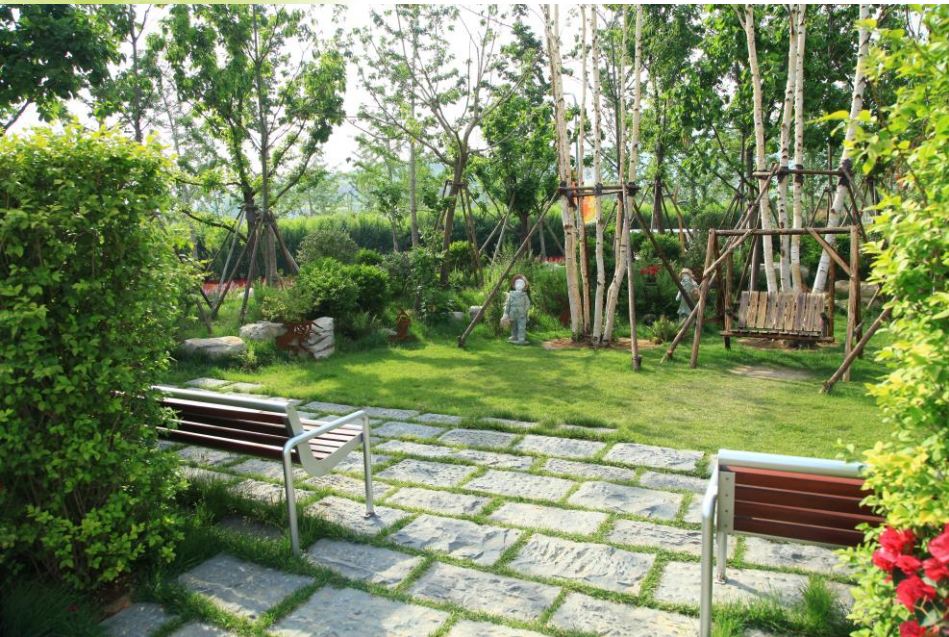


Sweden Garden

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Brest Garden, France



Pays de la Loire Garden, France

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Valencia Garden, Spain



Turkey Garden

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Long Beach (California) Garden, USA



Oldenburg Garden, Germany

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Kyoto Garden, Japan



Gunsan Garden, Korea

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Thailand Garden



New Zealand Garden

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Perm Garden, Russia



Africa Garden

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Mexico Garden



DPRK Garden

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Jiangsu Province



Yunnan Province



Guizhou Province



Beijing City

5. Platform of Intl. & Regional Exchange



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Technical exchange with international participants on construction

5. Platform of Intl. & Regional Exchange

Opening Ceremony



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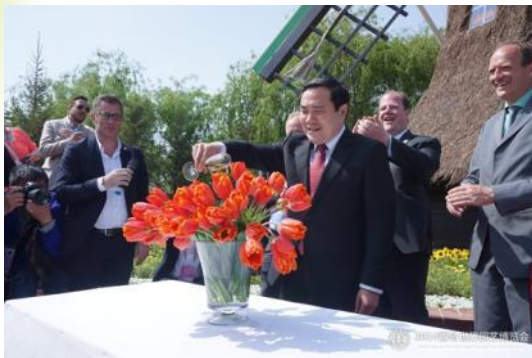


5. Platform of Intl. & Regional Exchange

Events from different regions



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'Qingdao' Tulip Baptizing Ceremony



Flower Arrangement Master from Kyoto



Mannheim Week



Georgia (USA) Day

5. Platform of Intl. & Regional Exchange

Events from different regions



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Opening of Brest
Garden



Chinese
Taipei



Ice Sculpturing in Sweden Garden

5. Platform of Intl. & Regional Exchange

Events from different regions



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Guangxi



Korea



Xinjiang



Dezhou
Acrobatics,
Shandong

5. Platform of Intl. & Regional Exchange

Events from different regions



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Bagpipe performance from Bretagne, France



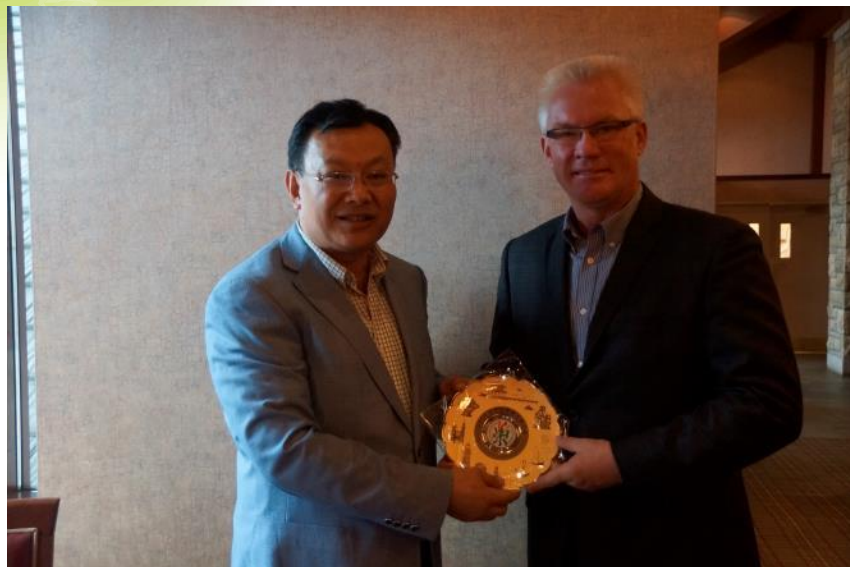
Acapella performance from Hong Kong

5. Platform of Intl. & Regional Exchange

Cooperation and Exchanges in various areas are boosted



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On the 65th AIPH Annual Congress



Vice Minister of the Netherlands
Ministry of Economy, Agriculture &
Innovation on the opening of
Holland Horticultural Day

5. Platform of Intl. & Regional Exchange

Sculptures from all over the world



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5. Platform of Intl. & Regional Exchange

Sculptures from all over the world



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5. Platform of Intl. & Regional Exchange

Sculptures from all over the world



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Sculptures from all over the world



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5. Platform of Intl. & Regional Exchange

Sculptures from all over the world



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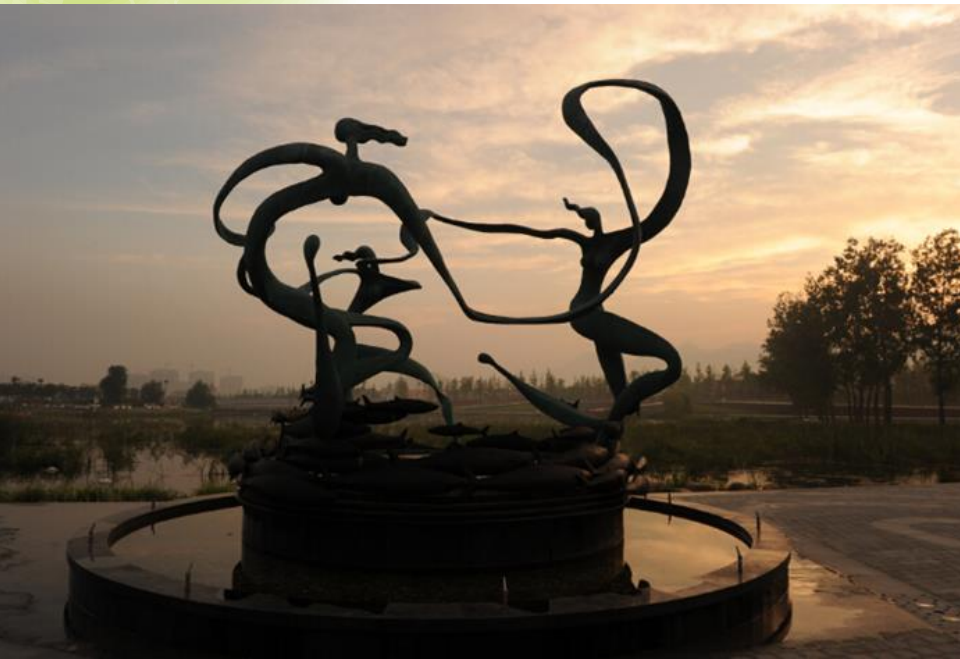


5. Platform of Intl. & Regional Exchange

Sculptures from all over the world



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5. Platform of Intl. & Regional Exchange

Sculptures from all over the world



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6.Promotion & Marketing



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Advertisement in the air with Shandong Airline



Promotion on the sea with the ocean expedition vessel

6.Promotion & Marketing

24 qingdaospecial

WEDNESDAY, JULY 13, 2012 中国日报 CHINA DAILY



Artia's conceptualization of an aerial view of the proposed layout for the 2014 Qingdao International Horticultural Expo.



Artia's rendition of the Theme Pavilion, one of the two landmark buildings of the 2014 Qingdao International Horticultural Exposition. Its design inspired by the Crane rose, the pavilion's main theme.

Qingdao gets chance to shine on world stage

Exhibition is the biggest event the coastal city has held since hosting the 2008 Olympic Regatta

Editor's Note: Qingdao is a coastal city in East Shandong province, just 100 km from the international airport when it hosted the Olympic Sailing Regatta and Joo/Jeon/Sa Games in 2008, and it will once again go world-wide when it hosts the Qingdao International Horticultural Expo in 2014, when the city will demonstrate its identity through a series of events and a sustainable environment to an ever-growing world.

BY XIE CHUANJIAO

CHINA DAILY

Qingdao is now faced with an unparalleled chance to elevate its development level and raise its profile by hosting such an international event."

LI QUN

CHINA DAILY

Six years after hosting the Olympic and Paralympic sailing events, the city of Qingdao is now again going world-wide when it hosts the Qingdao International Horticultural Expo in 2014, when the city will demonstrate its identity through a series of events and a sustainable environment to an ever-growing world.

As a professional non-trade

elements to demonstrate local characteristics," said Li. "We will also take the chance to improve the city's environment and functions and upgrade its quality to build an international modern city."

"The expo should be unique in its culture," said Wang Jintao, deputy mayor of Qingdao. "We have paid much attention to how to display and integrate culture into the expo."

Wang said the expo will be "aerial land in the world in at least 10 aspects."

For example, the garden-model buildings will appear at the expo for the first time, and the WPA average area will be the widest," he said. "And, we will have the largest mountain-top fountain in the world."

One of the parks in the venue has been set aside for cities in Shandong province to showcase their rich culture.

The plan also includes the introduction of Chinese concepts of harmony between heaven and earth with latest architecture technology.

The seven parks in the site are themed on the sun, the moon, wind, water, fire and earth, the seven elements in Chinese philosophy.

The construction of the expo is located in the Baiguo Mountain Forest Park, a forest park that is a 30-minute drive from downtown Qingdao. It is also far from the Laoshan Mountain, which is one of the best-known tourism destinations in the city.

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The plan also includes the introduction of Chinese concepts of harmony between heaven and earth with latest architecture technology.

City preps for 2014 horticultural expo

BY XIE CHUANJIAO

CHINA DAILY

Inspired by a tale of heavenly maidens, the blueprint of the 2014 Qingdao International Horticultural Exposition features elements both ancient and

ing flowers and exploring the most beautiful places on earth, when they were deeply impressed by the beauty of Jiaozhou Bay and the splendors of Baiguo Mountain. They decided to stop and see the flowers, seven hands of distinctive colors began to fall," said

exhibition sections, mainly for relative international organizations, countries, foreign sister provinces and cities as well as professional institutions who have frequent supporters for the expo in the past," Li said.

The green park consists of two main parts: a hill, botanical hill and horticultural hill, which are waiting to take shape but are still very much in the early stages.

The theme hall has four pavilions, which resemble petals. The first and second pavilions feature the local culture of Qingdao and



Art rendering of the Botany Pavilion, which will provide science, culture, entertainment and leisure activities in theme sections, such as marine plants, bamboo, reeds, and temperate plants.

Aerial view of the 2014 Qingdao International Horticultural Expo site.

GLOBAL TIMES

By Chen Dujuan

CHINA DAILY

The coastal city Qingdao, a pearl in the East China's Shandong Province, will present a brilliant green world during the 2014 International Horticultural Exposition.

Seven color zones The construction of the expo park, surrounded on three sides by green hills, is expected to be completed as of October 2014. A trial run will then begin ending at the end of March 2015, followed by the official opening of the expo from April to October 2015.

The expo park, located on Baiguo Mountain to the north of the city, will see flowers spread along the main road, extending from the mountain-top at the north end of the park to the entrance at the south.

The seven color zones of the park are all linked to the main theme. The red zone will be exhibition displays from China's municipalities as well as cities from Shandong Province.

The orange zone aims to bring green concepts to visitors, the yellow zone will display how plants fight against pollution, the green zone will offer a park for children, the light green area will display nature through advanced technologies, the blue area will aim to highlight low-carbon technologies, the purple area will see cities from Shandong Province to showcase their rich culture.

The plan also includes the introduction of Chinese concepts of harmony between heaven and earth with latest architecture technology.

The seven parks in the site are themed on the sun, the moon, wind, water, fire and earth, the seven elements in Chinese philosophy.

The construction of the expo is located in the Baiguo Mountain Forest Park, a forest park that is a 30-minute drive from downtown Qingdao. It is also far from the Laoshan Mountain, which is one of the best-known tourism destinations in the city.

Wang said the expo will be "aerial land in the world in at least 10 aspects."

For example, the garden-model buildings will appear at the expo for the first time, and the WPA average area will be the widest," he said. "And, we will have the largest mountain-top fountain in the world."

One of the parks in the venue has been set aside for cities in Shandong province to showcase their rich culture.

The plan also includes the introduction of Chinese concepts of harmony between heaven and earth with latest architecture technology.

The 2014 Qingdao Horticultural Exposition

Qingdao to present a brilliant green world



objective of the expo, according to Wang.

"World class" means world-class planning, designing, architecture and management, "Chinese features" means the expo will show Shandong's history, culture, horticultural art and unique mountainous parks, "Qingdao brand" means the expo will become a new brand for Qingdao to help it form a new tourism pattern with the "olympic sailing center in the south and expo zone in the north."

Compared with previous horticultural expos held in China, Qingdao is the first coastal city to hold the expo and one of the few cities hosting it in mountainous areas and we hope to offer the best experience to visitors, said Wang.

Located close to Laoshan Mountain, the expo park has Lushan Mountain, which has excellent landscape, according to Wang. "A combination of the unique coastal scenery and mountains management," Chinese features means the expo will show Shandong's history, culture, horticultural art and unique mountainous parks, "Qingdao brand" means the expo will become a new brand for Qingdao to help it form a new tourism pattern with the "olympic sailing center in the south and expo zone in the north."

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QINGDAO SPECIAL

Beyond the expo

The 2014 Horticultural Expo will be the largest horticultural exhibition hosted by Qingdao and even Shandong since 1949 when the people's republic of China was established, and also an international fest with highest grade hosted by Qingdao after it successfully held the 2008 Olympic sailing race.

"It presents a brilliant horticultural expo to the world while providing precious opportunities to accelerate Qingdao's development," Wang said.

In the key period of scientific development, Qingdao is able to continue the following effects of the 2008 Olympic sailing race and enhance participation from all citizens to advance sustained and sound growth of its economy and society, Wang said with confidence.

The environment in the northern part of Qingdao where the expo park is built and a new economic zone of the city is developed will be improved to enhance the living standards of citizens, according to him.

Hosting the expo adds new impetus to the tourism industry in Qingdao. Lasting for a year, the horticultural expo is expected to attract at least 10 million visitors from home and abroad.

The expo park will be a new high-end horticulture-themed scenic spot for Qingdao and transfers the city from sightseeing to leisure resorts.

The expo also provides a new platform for Qingdao's further opening up to the world, as the city's cooperation and cooperation between Qingdao and the world, which is good to create Qingdao as an international city, to improve investment in the environment and to attract capital from home and abroad.

For example, it will see all buildings with red greening for the first time, full coverage of wireless network for the first time, the world's first horticultural experiment zone and world's largest mountain fountain, he introduced. "More innovative ideas and technologies will be used in the following projects, and I believe this expo will be an innovative one."

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Planning layout of the expo park of Qingdao International Horticultural Exposition. The expo park is located in the northern part of Qingdao, near Laoshan Mountain.

6.Promotion & Marketing

Promotion in different kinds



New York



Qingdao



Shanghai



Beijing



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Shanghai Metro

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Promotion in Shandong Province



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Place to have fun



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Children's Dream Garden



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Place to have fun



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Angry Birds Amusement Park



Brazil Garden

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Bird Garden



Carnival

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Paul Frank Activity Park



Hot Balloon

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Place to have fun



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Costume Parade



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1

Our Working Team

2

Master Plan & Design

3

Horticultural Design

4

Scientific Highlights

5

Platform for Intl. & Regional Exchange

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Promotion & Marketing

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Tourist Services



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Tourist Services

7.Tourist Service



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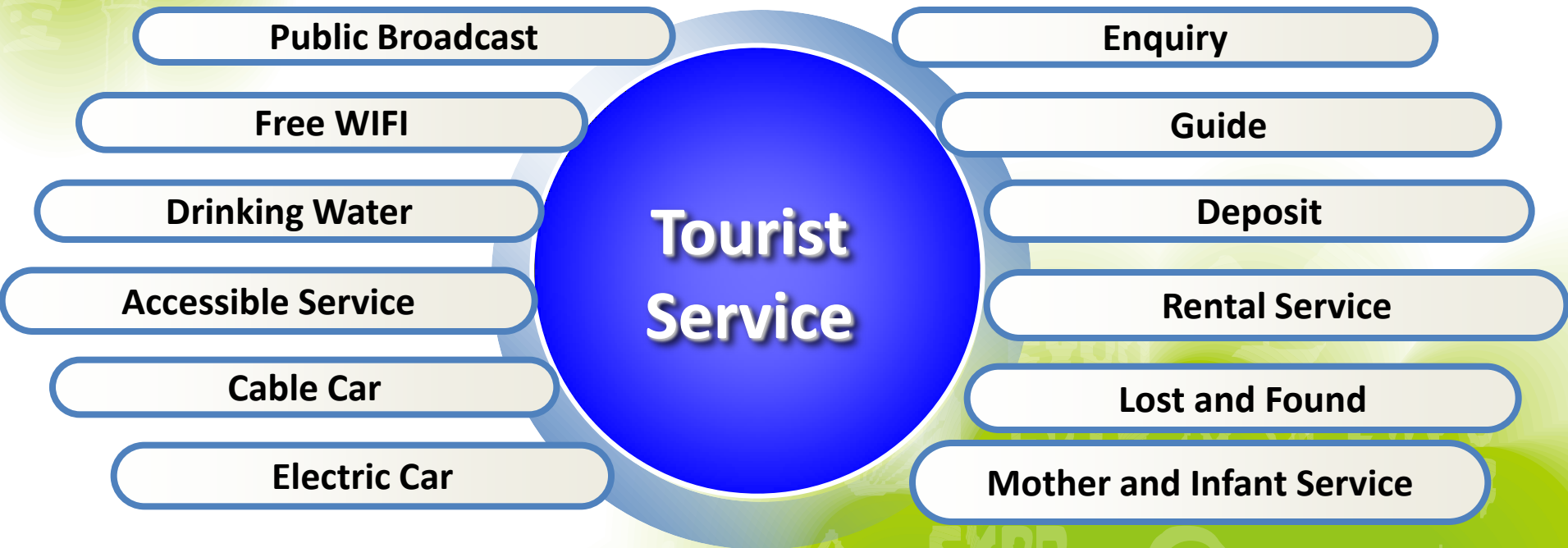
YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION



7.Tourist Service



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7.Tourist Service



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13 Tourist Service Centers; **62** guide spots scattered ; **16** volunteer service booths



7.Tourist Service



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Service Facilities

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Public Facilities

Bank

Medical Service

Insurance Service

Post

Telecom

Weather Forecast

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7.Tourist Service

Over 40 contractors to provide services in 6 categories:
transport, catering, ticketing, licensed products, logistics, retail



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7.Tourist Service

Services relied on contractors



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Entrance Service



Securities



Tour Guides

7.Tourist Service



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Maintenance Team- Players behind the curtain



7.Tourist Service

Maintenance Team- Players behind the curtain



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7.Tourist Service

Night Opening



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Night Opening



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7.Tourist Service

Night Opening



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7.Tourist Service

Contingency Plans



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• Production Safety

• Construction Safety

• Flood Prevention

• Fire Control

• Public Security

• Tourist Security

Remarks from our visitors



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Wang Yang- Vice Prime Minister of China:

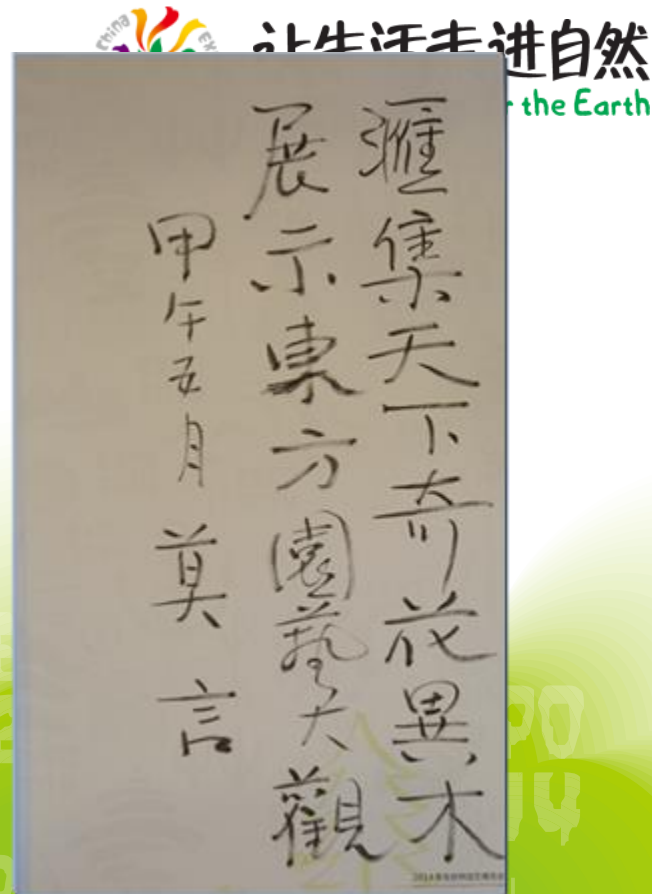
“The Expo is beyond my imagination. It is a festival for the citizens, where people can enjoy the blue sky and great environment.”

Remarks from our visitors

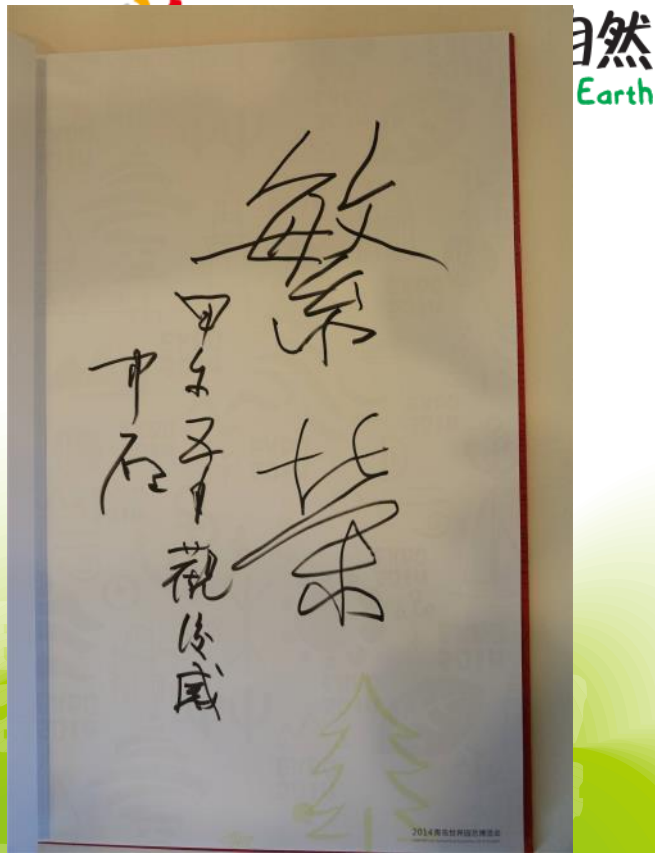


Mo Yan- Nobel Prize Winner in Literature in 2012:

“The Expo 2014 gathers exotic flowers and rare trees in the world and showcases the greatness of oriental horticulture!”



Remarks from our visitors



Ouyang Zhongshi- China renowned calligrapher wrote “繁荣” (Prosperity) after visiting the Expo.

Remarks from our visitors



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H.E. Mr. Manuel Valencia
Ambassador of Spain to China

“The viewing platform of Expo 2014 designed by Spanish designer includes many advanced technologies to reduce the energy consumption of the architecture with all kinds of recycled resources.”

Remarks from our visitors



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“As the coordinator of Mannheim Garden and the honorary citizen of Qingdao, I organized a huge delegation consist of 90 persons for the Mannheim Week of Expo 2014. I think this is a achievement of my long-time work to promote the friendship between Mannheim and Qingdao. It is an effort that should be made by the ‘citizen’ of Qingdao.”

Mr. Norbert Egger,
Former vice mayor of Mannheim, Germany
Honorary citizen of Qingdao:

Spring, 2012



Summer, 2013



Autumn, 2013



Winter, 2013



Spring, 2014



Summer, 2014



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Right history , Write future



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Reserve the history



Right history , Write future



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Reserve the history



The Reception Center was renovated from a preliminary school in the area.

Right history , Write future



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Memorial Wall of the Constructors

Right history , Write future



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蓝天白云汇碧海
Huangshan Bay under the blue sky and white clouds

Right history , Write future



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Expo Legacy: the Expo park will be reserved as a space for sustainable development for recreation .



Right history , Write future



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Expo Legacy: the surrounding areas will be further developed to a livable place for residents.





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Thank you !