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
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
1. Our Working Team

- Targets
- Standards
- Requirements
- Principals
- Concepts

Action Guideline
1. Our Working Team
1. Our Working Team

During the Period of Construction and Preparation

Organizing Committee of the International Horticultural Exposition 2014 Qingdao
1. Our Working Team

Staffs during preparation period
1. Our Working Team

During the Period of Operation
1. Our Working Team

- **May 2010**: Foundation of the Executive Committee
- **Sep. 2011**: Adjustment of the organization structure of the Executive Committee
- **Sep. 2012**: Foundation of the Organizing Committee
- **Oct. 2013**: Transfer to the operational structure
- **Apr. 2014**: Establishment of the city operation command system
1. Our Working Team

Staffs during operation period:

300 management staffs; 600 contractors/day; 470 volunteers/day
1. Our Working Team
2. Master Plan & Design
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6. Promotion & Marketing
7. Tourist Services
2. Master Plan & Design

Theme

让生活走进自然
From the earth, for the Earth
2. Master Plan & Design

- Natural Creation
- Technology Innovation
- Cultural Inspiration

3 Concepts
2. Master Plan & Design

Masters from over 30 domestic and international designing institutes involved

Prof. Wu Zhiqiang:
Chief planner of Expo 2014 Qingdao
Chief planner of Expo 2010 Shanghai
Vice President of Tongji University

Stephan Rewolle:
GMP Architekten
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)
2. Master Plan & Design

Master Plan Concept:
Fairies scattering flowers

Walking System:
Colorful ribbons
2. Master Plan & Design

Landmark Viewing Platform
2. Master Plan & Design

The construction of the landmark viewing platform for ecology restoration
2. Master Plan & Design

The construction of the landmark viewing platform for ecology restoration
beautiful EXPO flower.
2. Master Plan & Design

April, 2012

When Construction of Theme Pavilion starts

When Construction of Botanical Pavilion starts
2. Master Plan & Design

May, 2012

Earthwork Construction - Theme Pavilion

Pouring Cushion - Botanical Pavilion
2. Master Plan & Design

October, 2012

Theme Pavilion

Botanical Pavilion
Both the Theme Pavilion and the Botanical Pavilion are topped in January, 2013.
2. Master Plan & Design

Theme Pavilion

Botanical Pavilion
2. Master Plan & Design

Luban Awards—China’s top awards for construction quality is under application for the Expo construction project.
1. Our Working Team
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3. Horticulture Design
3. Horticulture Design

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

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
3. Horticulture Design

Flower Configuration guided by Mr. Niek Roozen

Flower trial cultivation
3. Horticulture Design
3. Horticulture Design

Over 800 species of plants displayed in the Botanical Pavilion
3. Horticulture Design

Musella

Mysterious fruit

Pereskia nemorosa

Konjac

Plumeria

Nepenthes
3. Horticulture Design

Flower and vegetable seeds cultivated in the deep sea device
3. Horticulture Design

Vegetable seeds cultivated in the spacecraft

Space Pumpkins
3. Horticulture Design
Vegetable seeds cultivated in the spacecraft

Space Ornamental Peppers
Space Tomatoes
3. Horticulture Design

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

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
3. Horticulture Design

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Indoor flower competition: over 2,500 works
3. Horticulture Design

The merging of horticulture and culture

Guinness World Record-World’s biggest 360° 3D Painting themed on Ocean and Horticulture
3. Horticulture Design
The merging of horticulture and culture

Painting made with toasts
3. Horticulture Design

The merging of horticulture and culture

Flowers made with chocolates and candies
3. Horticulture Design

The merging of horticulture and culture

Flowers made with chocolates and candies
Our Working Team

Master Plan & Design

Horticultural Design

Scientific Highlights

Platform for Intl. & Regional Exchange

Promotion & Marketing

Tourist Services
4. Scientific Highlights

On Energy Conservation

Wind-Solar Hybrid Road Lamp

Tubular Daylight Devices
4. Scientific Highlights
On Energy Conservation

Combined Cooling, Heating and Power system for the energy consumption in the Theme Pavilion
4. Scientific Highlights
On Energy Conservation

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

On New Construction Techniques

Warm Mix Asphalt

Rain Collection Pavement
4. Scientific Highlights

On Horticultural Techniques

Biological pest control
4. Scientific Highlights

Application of pollution-free sludge fertilizer and algae fertilizer
4. Scientific Highlights
On Ecology Restoration

Before

After
4. Scientific Highlights
On Ecology Restoration

Restoration Techniques: vegetation concrete, vegetation bag
4. Scientific Highlights
On Water Resource Conservation

Rain collect system

Roof irrigation system
4. Scientific Highlights
On Water Resource Conservation

System for water extraction from air
4. Scientific Highlights

Online Expo Mimic Demonstration
1. Our Working Team
2. Master Plan & Design
3. Horticultural Design
4. Scientific Highlights
5. Platform of Intl. & Regional Exchange
6. Promotion & Marketing
7. Tourist Services
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

Holland Garden

Nepal Garden
5. Platform of Intl. & Regional Exchange

Quebec (Province) Garden, Canada

INBAR Garden
5. Platform of Intl. & Regional Exchange

UK Garden

Sweden Garden
5. Platform of Intl. & Regional Exchange

Brest Garden, France

Pays de la Loire Garden, France
5. Platform of Intl. & Regional Exchange

Valencia Garden, Spain

Turkey Garden
5. Platform of Intl. & Regional Exchange

Long Beach (California) Garden, USA

Oldenburg Garden, Germany
5. Platform of Intl. & Regional Exchange

Kyoto Garden, Japan

Gunsan Garden, Korea
5. Platform of Intl. & Regional Exchange

Thailand Garden

New Zealand Garden
5. Platform of Intl. & Regional Exchange

Perm Garden, Russia

Africa Garden
5. Platform of Intl. & Regional Exchange

Mexico Garden

DPRK Garden
5. Platform of Intl. & Regional Exchange

Jiangsu Province

Guizhou Province

Yunnan Province

Beijing City
5. Platform of Intl. & Regional Exchange

Technical exchange with international participants on construction
5. Platform of Intl. & Regional Exchange

Opening Ceremony
5. Platform of Intl. & Regional Exchange

Events from different regions

‘Qingdao’ Tulip Baptizing Ceremony

Flower Arrangement Master from Kyoto

Mannheim Week

Georgia (USA) Day
5. Platform of Intl. & Regional Exchange

Events from different regions

- Opening of Brest Garden
- Chinese Taipei
- Ice Sculpturing in Sweden Garden
5. Platform of Intl. & Regional Exchange

Events from different regions

Guangxi

Korea

Xinjiang

Dezhou

Acrobatics, Shandong
5. Platform of Intl. & Regional Exchange

Events from different regions

Bagpipe performance from Bretagne, France

Acapella performance from Hong Kong
5. Platform of Intl. & Regional Exchange
Cooperation and Exchanges in various areas are boosted

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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Sculptures from all over the world
Our Working Team
Master Plan & Design
Horticultural Design
Scientific Highlights
Platform for Intl. & Regional Exchange
Promotion & Marketing
Tourist Services
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6. Promotion & Marketing

Advertisement in the air with Shandong Airline

Promotion on the sea with the ocean expedition vessel
6. Promotion & Marketing

Reports on Washington Post

Coverage on overseas Chinese Media
6. Promotion & Marketing

Qingdao gets chance to shine on world stage

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

Qingdao is one of the focal points of promotional activities and strategy development of the global market. The Qingdao Horticultural Exposition will be the world’s largest event this year. Qingdao is also trying hard to attract more overseas visitors and boost tourism. The event will open in May 2014.

City preps for 2014 horticultural expo

24 Apr 2014

Global Times
6. Promotion & Marketing
Promotion in different kinds

New York

Qingdao

Shanghai

Beijing
6. Promotion & Marketing
Promotion in different kinds

Shanghai Metro
6. Promotion & Marketing
Promotion in Shandong Province
6. Promotion & Marketing

Image Ambassadors
6. Promotion & Marketing
Over 30 sponsors at different levels

Global Partners

China Taiping
Haier
Bank of Qingdao
Reyslee
Broad Group
China Mobile
6. Promotion & Marketing

Over 30 sponsors at different levels

Senior Sponsors

- China Post
- China Golddeal
- AUCMA
- Jowin
- NVC
- Zhongtong Group
6. Promotion & Marketing

Licensed Products
6. Promotion & Marketing

Place to have fun

Children’s Dream Garden
6. Promotion & Marketing

Place to have fun

Angry Birds Amusement Park
Brazil Garden
6. Promotion & Marketing

Place to have fun

Bird Garden

Carnival
6. Promotion & Marketing

Place to have fun

Paul Frank Activity Park

Hot Balloon
6. Promotion & Marketing

Place to have fun

Costume Parade
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Promotion & Marketing
Tourist Services
YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION
7. Tourist Service

- Public Broadcast
- Free WIFI
- Drinking Water
- Accessible Service
- Cable Car
- Electric Car
- Enquiry
- Guide
- Deposit
- Rental Service
- Lost and Found
- Mother and Infant Service

Tourist Service
7. Tourist Service

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

Service Facilities
7. Tourist Service

Public Facilities

- Bank
- Medical Service
- Insurance Service
- Post
- Telecom
- Weather Forecast
7. Tourist Service
7. Tourist Service

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

Services relied on contractors
7. Tourist Service

Maintenance Team - Players behind the curtain
7. Tourist Service

Maintenance Team - Players behind the curtain
7. Tourist Service

Night Opening
7. Tourist Service

Night Opening
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Night Opening
7. Tourist Service

Contingency Plans

- Production Safety
- Construction Safety
- Flood Prevention
- Fire Control
- Public Security
- Tourist Security
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.”
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!”
Ouyang Zhongshi- China renowned calligrapher wrote “繁荣“（Prosperity） after visiting the Expo.
Remarks from our visitors

“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.”

H.E. Mr. Manuel Valencia
Ambassador of Spain to China
Remarks from our visitors

“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:
Reserve the history
Reserve the history

The Reception Center was renovated from a preliminary school in the area.
Memorial Wall of the Constructors
Expo Legacy: the Expo park will be reserved as a space for sustainable development for recreation.
Expo Legacy: the surrounding areas will be further developed to a livable place for residents.