



Minutes (Final)

Committee	:	General Meeting
Date	:	Wednesday 30 th September
Time	:	13.00 hours -15.00 hours CEST
Place	:	Virtual meeting via Zoom
Reference	:	Minutes_2020_Virtual_GeneralMeeting
Chairman	:	Mr Oosterom (AIPH)
Secretary	:	Mr Briercliffe (AIPH)

Members Attending:

1. Mr Bernard Oosterom, AIPH
2. Prof. Qixiang Zhang, CFA, China
3. Mr Anders Haglund, LRF Tradgard, Sweden
4. Mr Bill Hardy, Canadian Nursery Landscape Association, Canada
5. Ms Daniela Aeschliman, Jarden Suisse, Switzerland
6. Mr Enrique Arias, OPF, Mexico
7. Mr George Franke, NTR, Netherlands
8. Mr Gerardo Cerda, OPF, Mexico
9. Mr Gijs Kok, NTR/ RFH, the Netherlands
10. Ms Haiyan Kong, China Flower Association, China
11. Mr Hongkyun An, KAFC, Korea
12. Mr Jack Goossens, RFH, the Netherlands
13. Mr Jamie Aalbers, Canadian Nursery Landscape Association, Canada
14. Mr Tetsu Nomura, JLCA, Japan
15. Ms Karen Tambayong, ASBINDO, Indonesia
16. Ms Katarzyna Radzis, Polish Nurserymen Association, Poland
17. Mr Kevin Chung, TDFA, Chinese Tapei
18. Mr Leonardo Capitanio, ANVE, Italy
19. Ms Maja Persson, LRF Tradgard, Sweden
20. Mr Markus Guhl, BdB, Germany
21. Mr Mike Rimland, American Hort, USA
22. Mr Peter Vaughan, Greenlife Industry Australia, Australia
23. Mr Takuhiro Yamada, JLCA, Japan
24. Mr Tim Edwards, HTA, UK
25. Mr Umut Sakarya, Gardensa, Turkey
26. Mr Wojciech Wroblewski, Polish Nurserymen Association, Poland
27. Mr Ismail Yilmaz, OAIB, Turkey
28. Ms Gulsen Bay, OAIB, Turkey

Others attending:

1. Mr Tim Briercliffe, AIPH
2. Mr Treve Evans, AIPH
3. Ms Elena Terekhova, AIPH
4. Dr Audrey Gerber, AIPH
5. Ms Rachel Wakefield, AIPH
6. Ms Angie Duffree, AIPH
7. Mrs Gill Ormrod, AIPH
8. Ms Mia Buma, AIPH

The meeting was held online using Zoom. Voting was carried out using the 'polls' function and the results of each poll was immediately shared with attendees.

1. Opening and confirmation of the agenda by the Chairman, AIPH president Mr Bernard Oosterom.

B Oosterom opened the meeting and welcomed members that joined the meeting on Zoom.

2. Minutes

2.1 Minutes of the General Meeting in Miami, USA, March 03, 2020 (Annex 1).
The minutes had already been approved and this was noted.

3. Incoming items, announcements, correspondence.**3.1 Open membership fees.**

T Briercliffe reported that a few affiliate members had been lost across the year but all full members remained with the exception of the NFU in the UK, who have resigned their membership. The UK will continue to be represented by the HTA.

3.2 Membership (Active) applications –

LRF Trädgård, Sweden ([Annex 2](#))

All members voted in favour of accepting the application.

Ornamental Creature Association, Vietnam ([Annex 3](#))

The majority of members agreed to this application, subject to receiving further financial information and the application coming from the national association rather than the provincial one.

Ornamental Plants and Flowers (OPF), Mexico ([Annex 4](#))

All members voted in favour of accepting the application.

3.3 Membership enquiries

Discussions continue with a number of prospective members, including Kenya Flower Council.

3.4 New Affiliate Members.

Members were informed of a new affiliate member – EPIC – an association of companies in the photonics industry

4 Finances.**4.1 Report Annual Accounts 2019 ([Annex 5a and 5b](#))**

T Briercliffe presented the annual accounts. It was noted that whilst the gate fee incomes from Expo 2019 Beijing and 2018 Taichung World Flora Expo were lower than expected they were still manageable. A change to payment

of licence fees in advance will apply to future Expos (except Floriade 2022) instead of a gate fee. This provides a more secure income than relying on the gate fees on completion.

4.2 Assurance Report on 2019 accounts ([Annex 6](#)).

An Assurance Report had been requested by the Board and this was found all to be in order.

All members voted in favour of accepting the Annual Accounts 2019.

4.3 2021 AIPH Budget ([Annex 7](#)).

T Briercliffe presented the 2021 Budget as recommended by the Board. AIPH is now in a stronger cash flow position going into the future. A few key areas of activity were highlighted including research and feasibility studies around plant health, a project to understand how to develop partnerships for expos and the development of Green City Awards. Taking a cautious approach, the budget assumes the approval of one expo next year also plans for one Spring meeting and one Congress. It was noted that advertising sales for FCI had been impacted by the COVID-19 situation, as much of this comes from trade exhibitions which aren't currently taking place. The budget includes provision for an extra member of staff to assist in the communication of the activities being undertaken.

All members voted in favour of accepting the 2021 AIPH Budget

4.4 Finance Report and Long term forecast ([Annex 8](#)).

T Briercliffe presented an overview of this. B Oosterom commented on the progress made so far which meant that AIPH is in a much stronger financial position. This looks encouraging for the association to meet the 2022 reserve target of 300,000 Euros (excluding financial guarantees held).

5 AIPH Governance

5.1 Elections ([annex 9](#))

The following positions were open for election/re-election:

- Chair of Ornamentals Production Committee
 - Candidate - Mr. Tim EdwardsMembers approved the appointment of Mr. Tim Edwards
- Chair of Exhibitions Committee
 - Candidate - Mr. Kevin ChungMembers approved the appointment of Mr. Kevin Chung
- Representative of Region I (Europe I)
 - Candidate - Mr. Tim Edwards (UK)Members approved the appointment of Mr. Tim Edwards
- Representative of Region III (Europe III)
 - Candidate - Mr. Andras Treer (Hungary)Members approved the appointment of Mr. Andras Treer
- Representative of Region IV (North & Central America)
 - Currently Mr. Mike Rimland (USA)

It was agreed that this position would remain vacant currently but there are ongoing discussions regarding a suitable candidate from AmericanHort coming forward.

Ms Karen Tambayong asked a question regarding representation on the Board and Committees identifying the need to attract new people into roles and potentially splitting the South East Asia/Oceania region. T Briercliffe

confirmed that succession planning was something the Board was aware of and this would be on the agenda for the next meeting.

T Briercliffe informed members that B Oosterom would be stepping down as President during the 73rd Annual Congress in September 2021. The Board of AIPH had reviewed this upcoming position during recent meetings and have confirmed that their recommended candidate to take over the role is T Edwards (UK). The election will take place in September 2021 but if there are other candidates from the membership then they should make themselves known.

B Oosterom took the opportunity to thank those that had been re-elected.

5.2 Membership subscriptions 2021

Members approved the proposal to retain current membership rates (€1,500 per Full member and €500 per Affiliate Member) for 2021.

6 Report of the Secretary General, ([Annex 10](#)).

Mr. Tim Briercliffe highlighted key developments over the past year, as presented in the written report. It was noted that at the start of the year no one was expecting the situation that followed with the global COVID-19 pandemic. AIPH stepped in and provided members with a host of resources including factsheets, surveys, updates and webinars. These provided members with resources to make a case for support to their respective governments.

The Spring Meeting 2020 was held in Miami in March and Mr Mike Rimland and the American Horticulture team were thanked for hosting the event.

The decision was taken by the Board to cancel the International Grower of the Year Awards for 2021 as it was felt to be inappropriate given the challenging year that growers have faced.

FloraCulture International continues to be published every two months and members were encouraged to distribute through their own channels ensuring that it meets as many growers worldwide as possible.

Two webinars have been held, in association with Jungle Talks. One on the impact of COVID on the industry and the other on the Russian market. These each attracted over 100 participants and there are plans for more in the future as FCI develops its digital activities.

The 'Recovery from crisis' and Expo conferences have taken place on a new 3D virtual platform. This has entailed substantial input from the team but has built capability moving forward.

A successful Flower Auction Market Group meeting was held in Holambra, Brazil in March.

A new AIPH website incorporating Green City and FCI is under development and the Green City Guidelines are being refreshed.

B Oosterom took the opportunity to thank T Briercliffe and the AIPH team for all their efforts over the past year.

7 AIPH Strategic Plan 2020-2023 (Annex 11)

Mr. Tim Briercliffe presented the Strategic Plan which reflected on achievements as well as the future direction for the association. It was noted that an additional objective has been added in – to strengthen national grower associations. A focus on delivering member value was also highlighted.

B Oosterom concluded that AIPH was the place to be for the international industry and comments made reflected strong support for the direction of the association for the next three years.

Members approved the Strategic Plan for 2020-2023

8 Report – Green City Committee

8.1 AIPH Green City Report (Annex 12)

Committee Chair, Mr Bill Hardy highlighted that core activity had been around the update of the Green City Guidelines. New case studies have been produced and the number of contributing experts has been expanded. This will be available in digital format – on the new look website by the end of the year. K Tambayong requested to have sight of the Green City Committee report in future ahead of publication to members to ensure Green City aspects from Asia were included.

9 Report – Ornamentals Production Committee

9.1 AIPH Environment and Plant Health Report (Annex 13)

Committee Chair, Mr Tim Edwards spoke about the importance of plant health on a global scale as well as changes to the regulations in Europe. 2020 was designated the International Year of Plant Health and this has been extended for six months to allow for some of the planned activity to take place. A Plant Health Conference is also planned for the future.

L Capitanio noted that there have been recent changes to EU plant health rules and he shared the details of these with members. See <https://eur-lex.europa.eu/legal-content/IT/TXT/?uri=CELEX:32020R1201>.

9.2 AIPH Novelty Protection Report (Annex 13)

Mr. Tim Edwards will presented the report. Members were continued to be kept informed of developments which are often detailed and technical in nature. Members were asked to ensure that the relevant people in their organization were aware of the work of this important group.

10 Report – Exhibitions Committee

10.1 AIPH Exhibitions Report (Annex 14)

T Briercliffe reported that this has been a difficult time as over the past six months. The usual site visits had not been able to take place due to COVID-19. This has also meant some changes to expos with the Qatar expo being moved to 2023. At the Spring Meeting the Suncheon expo 2023 was approved. Expos in Hatay, Turkey and Yangzhou, China are still planned for 2021. The Expo planned for Lodz, Poland for 2024 can no longer take place in this year and the city will be looking to move to a later date.

10.2 AIPH Regulations for International Horticultural Exhibitions

Proposals were outlined for the revision of Exhibition Regulations as recommended by the Board.

10.2.1 A1 World Horticultural Exhibitions (annex 15a)

10.2.2 B International Horticultural Exhibitions (annex 15b)

A series of revisions to the AIPH Regulations for International Horticultural Exhibitions were outlined – the majority reflecting operational updates and lessons learned.

A point was raised by Mr George Franke on the terminology around the Commissioner General, which was accepted. Investigations will be made on a further point regarding intellectual property ownership. If subsequent changes need to be made these will be presented at the next meeting.

Regarding the B category expos one key change is around timings. Currently the regulations state that no more than two B category exhibitions can take place per year. The proposal is to change this to say that no more than two B category exhibitions can take place at the same time.

Members approved the proposed changes – subject to the points made above.

10.3 Expo 2019 Beijing (A1) Final Report ([Annex 16](#))

Mr. Tim Briercliffe explained that additional information had been requested from the organisers but that the report so far was available to members.

11 New Member Presentation

12.1 LRF Trädgård, Sweden

Members received a short presentation on their activities.

12.2 OPF, Mexico

Members received a short presentation on their activities.

12 Preparation of future meetings.

12.1 Spring Meeting 2021 – Invitation from Bali, Indonesia

A provisional date of the w/c 15 March. This is under review with regard to COVID-19 and a decision on this will be made and communicated by the end of the year so that members can plan.

12.2 Annual Congress 2021 – Invitation from Belgium

This is likely to be in mid-September – but subject to final confirmation

12.3 Spring Meeting 2022 – Invitation from Doha, Qatar

This may now be moved given that the Doha Expo is now in 2023.

12.4 Annual Congress 2022 – Invitation expected from Almere, the Netherlands

Members will be updated in due course.

It was also noted that the Mayor of Kahramanmaras, Turkey had expressed his desire to host an AIPH meeting in 2022 or 2023.

13 Other business and Closure

Mr. Bernard Oosterom thanked Mr. Mike Rimland for his support, expertise and time in fulfilling his role as AIPH Board member, representing Region IV. B Oosterom also thanked Mr. George Franke for his many years of service to AIPH, especially in supporting the Ornamentals Production Committee and his time as interim Secretary General in 2012/13. G Franke will be retiring but it is hoped we can meet him again in person in 2021.

P Vaughan expressed his view that the new Strategic Plan for AIPH was well laid out and a good step forward.

Closed Session for AIPH Full/Active Members only

14 Decisions on Applications for International Horticultural Exhibitions

It was noted that the usual site inspections that would take place have not been made. This would be reviewed with a view to carrying them out in Spring 2021 or carrying them out virtually.

- 14.1 Quang Binh, Vietnam 2023/24 (B) ([Annex 1](#))
Members approved the application for this expo subject to a satisfactory site inspection.
- 14.2 Chengdu, P. R. China 2024 (B) ([Annex 18](#))
Members approved the application for this expo subject to a satisfactory site inspection.
- 14.3 Izmir, Turkey 2026 (B) ([Annex 19](#))
Members approved the application for this expo subject to a satisfactory site inspection.
- 14.4 Euroflora, Genoa, Italy (C) ([Annex 20](#))
Members approved the application.
- 14.5 OPF, Mexico (D)
Members approved the application.

15 Other business

Mr. Tim Briercliffe concluded the meeting by thanking members for their support and input over the year, especially in supporting the recent virtual conferences. He also extended thanks to the AIPH team in carrying out all of the activities on behalf of members.

16 Closure

Mr B Oosterom closed the meeting and thanked members for their attendance and support.