



Exhibitions Report: September 2020 – January 2021

Summary

The second wave of the COVID-19 has further impacted Expo activities with Expo 2021 Hatay having delayed its opening to December 2021. The pandemic has continued to prevent international travel and therefore the site inspection for Chengdu 2024 had to be carried out online. The same procedure is likely to be carried out for Quang Binh Vietnam 2023/24 and Izmir 2026.

The Expo in Yangzhou (China) is still planning to proceed according to schedule and will open in April 2021, but AIPH will need to make arrangements for remote jury work as travel to China will not be easy for the opening.

Work in securing partners has continued as well as research into the potential for global Expo partners that could bring benefits to both Expos and AIPH.

Interest from potential host cities has continued following active promotion and discussions are ongoing with cities in the UK, Italy, Thailand and Russia.

Section 1 – Exhibitions

1.1 International Horticultural Exhibition Yangzhou China 2021 (B)

Yangzhou is committed to delivering a successful Expo in 2021, taking into account the necessary measures for controlling COVID-19.

AIPH secretariat is looking to set up an online meeting with the organisers to review progress during March 2021.

It seems unlikely that AIPH can provide jury members, due to the restrictions on travel. Work is underway to plan for carrying out the jury work remotely.

1.2 Euroflora – Italy (C)

The organisers of Euroflora have decided to postpone the event for one year due to the pandemic. The new dates will be 23 April to 8 May 2022. Full details are at <https://euroflora.genova.it/en/>.

1.3 Expo Hatay 2021 – Turkey (B)

The second wave of the COVID-19 pandemic hit Turkey and the Hatay region hard and this caused delays in preparation and concerns about the ability of international participants to fulfil their obligations. Following lengthy discussions with Hatay (and neighbouring Kahramanmaraş that will host Expo in 2023) it was agreed to delay the opening of Expo 2021 Hatay. The new dates are 10 December 2021 to 30 May 2022.

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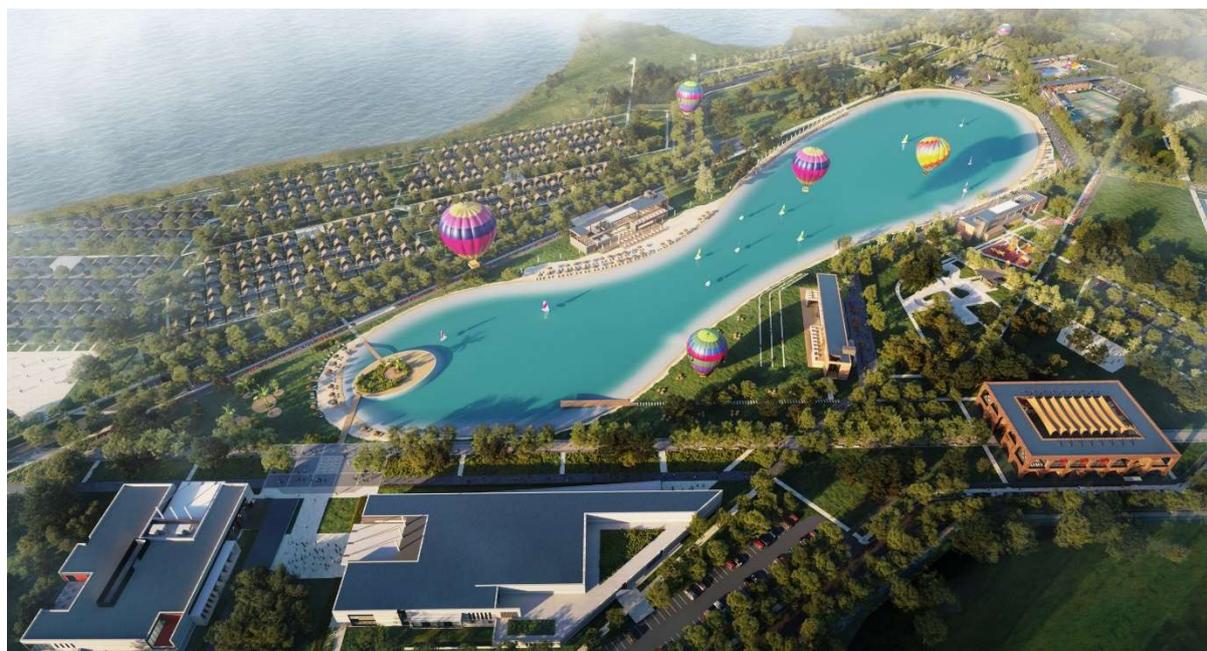
1.4 Floriade Amsterdam Almere – Netherlands 2022 (A1)



Full details of the upcoming Floriade are available at <https://floriade.com/en/>. Work is continuing to complete the site and secure international participants. For participation information visit <https://floriade.com/en/participate-at-the-expo/>.

1.5 Kahramanmaras 2023 (B) - Turkey

An overview of the site is shown below and work is progressing. Media promotion and activity has been strong and more details can be seen at <https://expo2023.org/en/>. A virtual inspection visit will be organised after the Spring Meeting.



1.6 Suncheon International Garden Expo 2023 (B) – South Korea

The application for Suncheon to host this Expo was approved by AIPH members during the AIPH Spring Meeting in Miami in March. One year later preparations have been continuing. An online inspection meeting is planned for April 2021.

1.7 Expo 2023 Doha Qatar (A1)

In light of the COVID-19 pandemic it was agreed with Qatar that their Expo should be moved to 2023/24. This change was ratified during the summer, following the extraordinary vote by AIPH members. The new dates are 2 October 2023 to 28 March 2024. The renamed Expo 2023 Doha Qatar received formal recognition from the BIE in December 2020.



1.8 Quang Binh 2023 (B) – Vietnam (Provisional)

Following provisional approval during the General Meeting in September 2020 a virtual inspection is due to be carried out in March 2021 and will be reported to members.

1.9 Expo 2024 Chengdu (B) – China

Following provisional approval during the General Meeting in September 2020 a virtual inspection was carried out to the satisfaction of AIPH inspectors and approval was confirmed subject to signing of the contract.

1.10 Expo 2026 Izmir (B) – Turkey (Provisional)

Following provisional approval during the General Meeting in September 2020 a virtual inspection is due to be carried out in March 2021 and will be reported to members.

1.11 Yokohama 2027 (A1) – Japan

Yokohama is continuing with its planning procedures and an inspection meeting is expected during 2021.

1.12 Applications

There are no applications for this current meeting although further applications are expected at the annual congress.

1.13 D category approvals

Discussions are underway with Greentech (Netherlands) and Flormart (Italy) for D category approval in addition to the already approved OPF Mexico to take place in November 2021.



Section 2 – Strengthening the value in AIPH exhibition approval

2.1 AIPH Expo support programme – Elena Terekhova

Updated Guide for Expo Organisers

- The guide was updated with expert contributions collected from Transport Management Systems, our Preferred Partner
- The following Preferred Partners will also be providing content for the guide: Losberger De Boer (temporary buildings), Enabling Abilities (disability access), Biosecurity Systems (biosecure expos)

Partnership & network development

- Conversations are under way with AFEX Global, a global payment solutions and foreign exchange risk management company
- Participated at Host City virtual summit to promote the benefits of hosting Expos

Expo Monitoring

- [WeTrack](#), a project management software company with track record in the Olympics, is onboard to provide us with an Expo monitoring solution as a preferred partner on a value-in-kind (VIK) basis. This solution will benefit both AIPH, for better tracking Expos progress, and the Expo Organisers to receive timely updates and guidance. A special offer is reserved for Expo Organisers if they decide to adopt the system internally.

Expos area on the new website

Within the new AIPH website there is a specific area for Expos at <https://aiph.org/expos/>. This now includes more detail on past Expos and guidance for organisers and interested cities. 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. Further work on setting up the system of Expo monitoring process is planned.

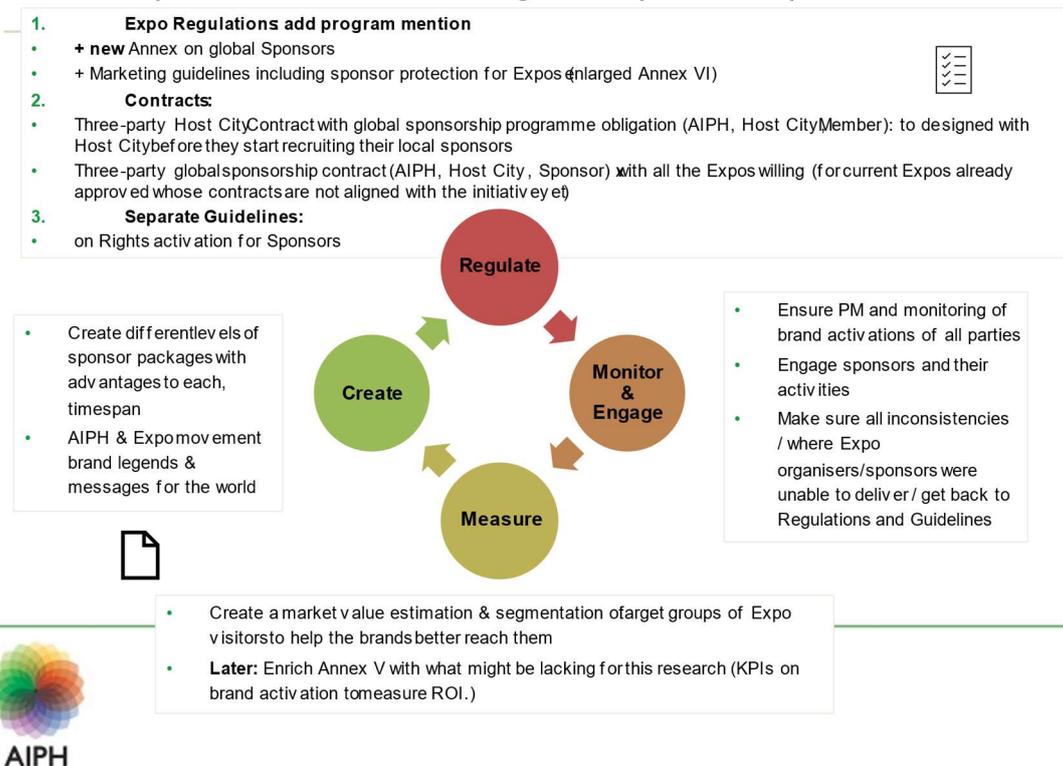
AIPH-led Global Partnerships Programme

An AIPH led global programme of Expo Partnerships will be further developed in 2021 in order to diversify revenue streams for Expo Organisations, make the Horticultural Expo movement more widely known and support sustainable initiatives. By establishing long term private partnerships, we hope to get major players actively involved in solving the challenges our planet is facing today to preserve its green for the future generations.

The following roadmap was adopted for development of the program:

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A roadmap to create an efficient global sponsorship framework



As part of the development of this initiative the following activities were performed:

- “Create” part: the overall framework of the programme was designed, including general overview, levels, target industries, asset register, funds distribution scheme.

Experts from the following companies and organisations were consulted:

- The International Paralympic Committee
- PwC
- National Exhibitions Center (UK company operating as a rights holder for venues and events)
- Bocconi university faculty
- Selected past and future Expo Organisers
- Global sponsor engagement companies: [IMG Group](#) and [BDS](#); with a possibility of one of them becoming a partner to a) adjust our strategy and marketing documents b) roll out the program in terms of partner attraction
- “Measure” part: 3 main narratives for partner engagement were selected, characteristic of our Expos and unique in the world:
 1. Visitors & Expo experience
 2. Education and Inspiration
 3. Sustainability: the only global sustainability property

These narratives are under development with supporting data collected from the Expo organisers and compared with other world mega events and tourism trends.

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Further work on regulation, legal review, Communication & operational plan, as well as monitoring Expos and engaging partners is expected.

We expect the following outcomes from the development and roll-out of this program:

Short-term:

1. Attraction of private sector partners
2. Better sustainability incentives for Expo organisers
3. Better integration of our Green City prog into Expo activities
4. More monitoring on sustainability from AIPH; adjustment of our own strategy in this regard
5. Regulation of broadcast rights
6. Other functional area developments in Expo regulation
7. Strengthening of AIPH brand and worldwide awareness

Long-term:

1. Expo organization to get to a higher level in terms of sustainability, economic and social contribution
2. Additional economic benefits for Expo host economies
3. Possibility to mobilize international organisations for investment into an Expo as a development project for developing countries and notably countries in Africa and Latin America

Sustainability

- Sustainability consultant, David Stubbs has been contracted to develop sustainability criteria for Expos and partners.

Next Steps

It is proposed that AIPH will:

- Continue with the development of the Expo Support Programme
- Enact the Global Partnerships Scheme and develop all supporting documentation and mechanisms as outlined above
- Promote the benefits of hosting Expos through international event forums (e.g. Host City)
- Develop a new Expo Contract to tighten the agreement between the organiser and AIPH
- Review the annual site inspection template

2.2 AIPH Expo Conferences

The next AIPH Expo Conference will be held online on 16th March 2021 (<https://aiph.org/event/the-expo-conference/>).

Section 3 – Other organisations and partners

3.1 BIE

BIE approved the change in date of Expo 2021 Doha Qatar to 2023/24 during an online General Assembly.

3.2 Preferred Partners – Report from Treve Evans

Our current list of Preferred Partners is below with links to their website in blue.

[PERA Event](#) is an international service agency for special events, M.I.C.E. entertainment and event counselling. Based in Istanbul, Turkey, the group offers solutions, support and services to participants in the development and implementation of International Horticultural Exhibitions. *Already an established partner who sponsor various events.*

[Enabling Abilities](#) works with clients from around the world to help them with their accessibility and diversity and disability policies internally and, externally with their clients. The organisation works with world-renowned broadcasters, five-star hotels, banks and international sporting governing bodies. *Contributing to guidelines.*

[Transportation Management Services'](#) mission is to move people safely and reliably while delivering a personal and positive experience that aligns with clients' goals. With 25 years' experience managing transportation for thousands of events worldwide, they take great pride in serving as an extension of a clients' team. They understand the unique challenges of each city and convention centre and can provide in-depth local expertise regardless of your event's location. At TMS, it's about both the journey and the destination. *Contributing to guidelines.*

[Losberger De Boer](#) is a leading global provider of temporary to permanent buildings. It is known for delivering top of class space solutions for events, as well as for commercial and public use. Setting the standard in event space for decades, all Losberger De Boer structures are modular, quick-to-build and tailor-made to ensure maximum client satisfaction. *Contributing to guidelines.*

[Taylor Bridges](#) helps companies to prevent and manage major incidences in the workplace – no matter the industry. They offer niche training & consultancy that will cover any safety, security, compliance or traffic management related needs. *Contributing to guidelines.*

[G4S](#) is a security market leader and providing a broad range of products and services across more than 90 countries. They provide people and systems to help make events safe. *Contributing to guidelines.*

[WeTrack](#) improves the planning and operations of the best events, venues, federations and organisations in the world. *Value in kind arrangement – WeTrack will supply AIPH secretariat with event management software.*

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IGMPR is a project development and design firm based in The Netherlands and China specialized in creating themed floral and horticultural attractions and destinations. IGMPR combines its creativity and fascination for flowers and their use across cultures, art and history, with the practical approach of an engineer and investor. The projects IGMPR is involved in typically attract hundreds of thousands to millions of visitors each year. IGMPR supports the growing global flower and garden tourism industry with a comprehensive package of services ranging from planning, creative design to implementation. *Gold Sponsor at Expo Conference March 16th 2021.*

Biosecurity Systems delivers integrated technology and services to diminish the risk of COVID-19 and other epidemic infections in the workplace. Founded in Australia by an international group of technologists, manufacturers, health experts and security experts, Biosecurity Systems analyzes, manufactures, supplies and implements global best practice in risk minimization, technologies, threat intelligence and operations. *Contributing to guidelines.*

CSM Live is a global, integrated, branding, and live experience agency working across sport, entertainment, culture, corporate, retail and more. They create extraordinary experiences with impact, through everything from event look and feel, to overlay wayfinding, traditional and digital signage solutions, and innovation and creative, experiences, tech and 3D build. *Contributing to guidelines and document design.*

Supplier associations and bodies

AIPH has formed good relationships with organisations that support suppliers to major events. Discussions have followed with some of these companies and a number have become Preferred Partners. AIPH have or will be speaking at these organisations' conferences. These organisations are also event partners for AIPH Expo Conferences. Further work is being done to forge such relationships with others.

[Association of Global Events Suppliers \(AGES\)](#)

[Major Events International](#)

[Department for International Trade \(UK\)](#)