

# **Final Report of Expo 2021 Yangzhou**



**China Flower Association**

**Expo 2021 Yangzhou Preparatory Work Committee Office**

**December, 2021**

# Content

<b>1. Basic Information.....</b>	<b>1</b>
<b>2. The Preparatory and Organizing Organs of Expo 2021 Yangzhou .....</b>	<b>2</b>
<b>3. The Idea and concept of Expo 2021 Yangzhou .....</b>	<b>3</b>
<b>4. Post Expo Concept .....</b>	<b>4</b>
<b>5. Exhibition Zones .....</b>	<b>5</b>
5.1 Overall Planning .....	5
5.2 Landscape & Plants.....	5
5.3 Infrastructure.....	8
5.4 Buildings .....	9
5.5 The Area of Exhibition Pavilions, Parks and Areas .....	11
5.6 The Design of Public Space .....	13
5.7 Construction Projects in Yangzhou .....	16
<b>6. Participants.....</b>	<b>17</b>
6.1 The Exhibitors of International Exhibition Parks (25) .....	17
6.2 The Exhibitors of China Exhibition Parks (40) .....	18
6.3 The Exhibitors of Indoor Exhibition Areas (27) .....	18
<b>7. Competitions.....</b>	<b>19</b>
7.1 Competition Organizing Organs .....	19
7.2 Awards.....	20
<b>8. Cultural and Artistic Events .....</b>	<b>24</b>
8.1 Opening Ceremony .....	24
8.2 Modern Horticultural Series Activities in Jiangsu Province.....	26
8.3 Other Exhibitions & Displays.....	27
8.4 Themed Week and Themed Day .....	28
8.5 Cultural and Artistic Activities.....	29
8.6 Publicity & Promotion Activities.....	29
8.7 Highlights (B2B).....	30
8.8 Closing Ceremony .....	30
<b>9. Operation &amp; Guarantee .....</b>	<b>30</b>
9.1 Facility management.....	30
9.2 Security guarantee.....	31
9.3 Internal and external traffic in Expo 2021 Yangzhou Park .....	32
9.4 Catering and retail in Expo 2021 Yangzhou Park .....	32
9.5 Visitor information service.....	33
9.6 Media Services.....	34



<b>10. Marketing &amp; Communication, Public Relations &amp; Media .....</b>	<b>35</b>
10.1 Slogan, Theme Song, Emblem and Mascot .....	35
10.2 Media & Public Relations .....	36
10.3 Ticket sales .....	36
<b>11. Responding to and Coping with Problems.....</b>	<b>37</b>
11.1 Highlights.....	37
11.2 Visitor survey .....	38
11.3 Complaints .....	38
11.4 Solving problems .....	38
<b>12. Budget and Revenue &amp; Expenditure.....</b>	<b>39</b>
<b>13. The Achievement of Goals .....</b>	<b>39</b>
<b>14. The Benefits from Hosting Expo 2021 Yangzhou.....</b>	<b>40</b>
14.1 Specifying customer source to precisely set goals of regional development .....	40
14.2 Summing up local experience to upgrade all-regional level.....	41
14.3 Implementing green development to build a new model for urban construction of Yangzhou.....	41
<b>15. Acknowledgments .....</b>	<b>42</b>
<b>16. Appendices .....</b>	<b>42</b>
Appendix 1 .....	43
Appendix 2.....	54
Appendix 3.....	57
Appendix 4.....	60
Appendix 5.....	71

Approved by International Association of Horticultural Producers (AIPH), the International Horticultural Exposition 2021 Yangzhou (hereinafter referred to as Expo 2021 Yangzhou) is the first International Horticultural Exposition held in the Yangtze River Delta. The Expo was co-hosted by National Forestry and Grassland Administration, China Flower Association and Jiangsu Provincial People's Government, and organized by Yangzhou Municipal People's Government. Under the theme of "Green City, Healthy Life", Expo 2021 Yangzhou is sited at Zaolinwan, Yizheng, Yangzhou City. Expo 2021 Yangzhou Park covers an area of 230 hectares. With an overall layout of "One Axis, Two Wings, Five Centers and Eight Zones", it consists of 64 outdoor gardens, i.e. 26 for Chinese cities and enterprises (excluding these in Jiangsu Province), 25 for foreign cities and international organizations, and 13 for cities in Jiangsu Province. In Expo 2021 Yangzhou Park, 12 public gardens are constructed, such as *Rong* (Harmony) Garden, Rock Garden and Canoe Garden. From April 8 to October 8, 2021, Expo 2021 Yangzhou was successfully staged, in which a variety of exhibitions and competitions on horticulture and flower were presented. Totally, Expo 2021 Yangzhou Park welcomed 2.2 million online and offline visitors, boasting a world extravaganza that embodied "international standard, contemporary trend, Chinese elements and Yangzhou characteristics".

## 1. Basic Information

**Location:** Zaolinwan Tourism Resort, Yizheng, Yangzhou, Jiangsu Province

**Dates of opening and closing and operation hours:**

**Start date:** April 8, 2021

**End date:** October 8, 2021

**Operation hours:** 8:30 a.m. - 17:30 p.m., 9 hours a day

**Opening days in total:** 126 (due to the outbreak of the COVID-19 in Yangzhou, Expo 2021 Yangzhou Park was temporarily closed for 58 days from August 1 to September 27).

**The Organizers:** Expo 2021 Yangzhou is co-hosted by National Forestry and Grassland Administration, China Flower Association and Jiangsu Provincial People's Government, and organized by Yangzhou Municipal People's Government.

**AIPH Category:** B

**The Theme of Expo 2021 Yangzhou:** Green City, Healthy Life

**The Total Number of Visitors:** Around 1.6 million

**The Total Area of Expo 2021 Yangzhou Park:** 230 hectares

**The Utility of Expo 2021 Yangzhou Park after Its Close (i.e. Expo 2021 Yangzhou Park Heritage):** It will be built into a culture & tourism complex.

**The Area of Indoor Pavilions:** Indoor pavilions cover International Pavilion, China Pavilion and Biyun Village Mountain House, with a total area of 17,008 square meters. Specifically, International Pavilion occupies 8,130 square meters, China Pavilion occupies 6,638 square meters, and Biyun Village Mountain House occupies 2,240 square meters.

**The Type & Number of Activities:** Exhibitors (cities) and international organizations partake in approximately 1,800 cultural activities, like various exhibitions, themed weeks, themed days and performances in Expo 2021 Yangzhou Park. In detail, there are more than 200 activities in pavilions, 5 international flower & horticulture competitions, more than 10 modern agricultural and horticultural activities in Jiangsu Province, 46 themed weeks and themed days among foreign and Chinese exhibitors (including cities in Jiangsu Province), 35 exhibitions of Intangible Cultural Heritage Weeks and "100 Pictures of Ecological Culture & Beautiful Villages", 189 monthly themed activities, 69 welcoming performances, 88 street-art performances, 264 LIVE music stops, 270 Chinese-dance flash mobs, 267 foreign-dance flash mobs, 170 acrobatic performances and 62 float parades.

## **2. The Preparatory and Organizing Organs of Expo 2021 Yangzhou**

At the national level, Expo 2021 Yangzhou Organizing Committee is jointly established by National Forestry and Grassland Administration, China Flower

Association and Jiangsu Provincial People's Government, which functions as the highest decision-making body. At the provincial level, Jiangsu Provincial People's Government sets up Leading Group for the Preparatory Work of Expo 2021 Yangzhou, headed by a vice governor of Jiangsu Province who takes charge of agriculture and horticulture. Involving more than 10 provincial departments (as member units), the Leading Group works in Jiangsu Provincial Department of Agriculture and Rural Affairs, which strengthens the organization, leadership and coordination at the provincial level. At the municipal level, CPC Yangzhou Municipal Committee and Yangzhou Municipal People's Government give priority to the successful hosting of Expo 2021 Yangzhou. In 2016, Yangzhou became the host city of the International Horticultural Exposition. In line with the guidance of "Government-Centered Operation, Stage-Oriented Construction, Goal-Measured Evaluation, Multi-Level Guarantee and High-Quality Service", "Expo 2021 Yangzhou & Jiangsu Provincial Expo Preparatory Work Committee" was established in 2017, which was renamed "Expo 2021 Yangzhou Preparatory Work Committee" in 2019. Secretary of CPC Yangzhou Municipal Committee undertook the post of director and Mayor of Yangzhou Municipal People's Government undertook the post of executive director. With 28 member units, it includes "One Office and One Headquarters" (Yizheng Construction Headquarters), which are responsible for the specific work of preparation and construction.

### **3. The Idea and concept of Expo 2021 Yangzhou**

Expo 2021 Yangzhou is based on the idea of "Green drives development, Horticulture embellishes life". As a National Garden City, Yangzhou has been extolled as "a city circled by poplar and willow" since ancient times. In recent years, Yangzhou strives to promote the construction of green city and build new driving force for green development, which agrees with AIPH's commitment to displaying the best practices in green cities in the world and disseminating the idea of green city by hosting International Horticultural Exposition. Horticulture stems from nature and closely relates to human life, playing an important part in modern people's pursuit of high

living standard. In International Horticultural Exposition, the hosting city shows the charm of plants and horticulture, so that the public can approach horticulture, which helps to publicize the idea of green production, green consumption and green life, and instill the importance of green life into the public.

Expo 2021 Yangzhou fully presents outstanding horticultural products, technologies and cultures in China and the world. Through hosting Expo 2021 Yangzhou, Yangzhou improves the surrounding environment and infrastructure near Expo 2021 Yangzhou Park, creates beautiful and pleasant living environment, robustly boosts the development of green industry, and fully implements the idea of “Green drives development, Horticulture embellishes life”. Taking the opportunity of hosting Expo 2021 Yangzhou, Yangzhou vigorously promotes the construction of green city, innovates developmental outlook, inherits traditional crafts, builds modern park city, advances the popularization of garden & horticulture, and forges “Yangzhou Model” for “Beautiful China”.

#### **4. Post Expo Concept**

Expo 2021 Yangzhou upholds the principle of sustainable utilization, i.e. “a platform for exhibition in the Expo, an open space for the public after the Expo”, and considers the high-quality sustainable utilization after Expo 2021 Yangzhou. At the very beginning, Yangzhou takes into account the overall design of the layout, construction, earlier operation and later operation of Expo 2021 Yangzhou Park. Wanyou Group is invited to join the construction and operation, which funds and constructs four major buildings, i.e. International Pavilion, Opening & Closing Ceremonies Pavilion, main entrances and Panda Pavilion (landscape island). With flexible design and complete function, they can undertake other functions after having been slightly transformed. Forest zones, supporting road network and 25 art-landscape bridges are particularly planned for the re-use of Expo 2021 Yangzhou Park (as scenic area), which effectively reduces the waste of investment and resources, and provides a solution for the common problem that most parks will lie idle. After Expo 2021 Yangzhou, Yangzhou carries out

Wanyou (Yangzhou) International Tourism Resort Project, which centers on the site of Expo 2021 Yangzhou Park, and effectively integrates various tourism resources near Jujube Bay. As a result, a world culture & tourism complex that combines scenic area, themed resort-hotel group, cultural entertainment and leisure-resort town will be built, so as to maintain the charm of Expo 2021 Yangzhou Park.

## 5. Exhibition Zones

### 5.1 Overall Planning

Expo 2021 Yangzhou Park covers an area of 230 hectares as planned. It consists of East Zone and West Zone. West Zone is the original site of Jiangsu Provincial Horticultural Exposition, with an area of 120 hectares. The 10th Jiangsu Provincial Horticultural Exposition was successfully held in West Zone in 2018.

East Zone is newly constructed, covering an area of 110 hectares. Spatially, the overall layout includes East Zone and West Zone and forms “One Axis, Two Wings, Five Centers and Eight Zones”. One Axis is the core landscape axis that runs through Expo 2021 Yangzhou Park from the south to the north. It connects the southern entrance scenic area, central scenic area and the northern entrance scenic area. Two Wings is a water-landscape sightseeing loop line that comprises Cloud-Egret Lake and Jujube Forest River. It connects three horticultural exhibition areas and two pavilions from the east to the west, forming a land-tour line. Five Centers are five functional buildings. It includes Yuanye Garden, Biyun Village (both of original appearance), China Pavilion (former Jiangsu Provincial Horticultural Exposition), International Pavilion and Representation Pavilion (both newly constructed). Eight Zones are eight functional zones, i.e. entrance service zone, China horticultural exhibition zone, international horticultural exhibition zone, horticulture in life exhibition zone, Jiangsu horticultural exhibition zone, enterprise horticulture exhibition zone, ecology & leisure zone and forest & rest zone.

### 5.2 Landscape & Plants

**Design principles.** In the planning of plants, Yangzhou follows the values and

ideas in ecological civilization, i.e. “green, environmental protection, symbiosis, harmony, diversity and adaptability”, and builds Expo 2021 Yangzhou Park into a green space that advocates and displays human wisdom and achievement on ecological civilization. Yangzhou focuses on forming horticultural garden to comprehensively showcase and popularize scientific knowledge on improved horticultural plants from various continents. Besides, traditional local ones are chosen, which helps to forge a diverse garden with Yangzhou flavor, global standard and sustainable landscape.

**Innovation.** Firstly, Yangzhou coordinates the reality after Expo 2021 Yangzhou, and designs multi-level plants to meet the requirements for the re-use of Expo 2021 Yangzhou Park. In specific, the plants in Expo 2021 Yangzhou Park are categorized into four types, i.e. Reserve Zone, Re-planting Zone, Peripheral Zone and Jiangsu Provincial Horticultural Exposition Upgraded Zone, which are designed and protected according to different conditions. In Reserve Zone, the central landscape and main venues will be retained after Expo 2021 Yangzhou. Accordingly, plants are designed meticulously to avoid re-planting after Expo 2021 Yangzhou. Re-planting Zone is the site for most exhibition parks, and is mostly reconstructed. Street trees and big trees are hard to move and are left intact as far as possible. Peripheral Zone serves as the matrix for the park environment. There are no exhibitions. In order to create the ideal effect for exhibition, annual and biennial herbaceous flowers are planted. On the edge, cluster-form open forests are planted to create an undulating belt. In Jiangsu Provincial Horticultural Exposition Upgraded Zone, some parts are improved according to the conditions to restore the design effect. Secondly, Yangzhou optimizes the greening structure in Expo 2021 Yangzhou Park and controls the visual layout for sightseeing. Expo 2021 Yangzhou Park covers Exhibition Parks and Public Landscape Zone, which are naturally combined with the space of featured plants, forming a comfortable and innovative visual layout for sightseeing. In Exhibition Parks, in zones with high design density of plants, a simple and relaxing atmosphere is preferred; in zones with low design density of plants, featured plant garden and flower landscape are newly constructed. Special gardens are planned, like Sage Garden, Flowers in Shady Environment Garden, Herbs Garden, 12-Constellation & Chinese Rose Themed Garden,

Iris Garden and Water Lily Garden. Thirdly, Yangzhou grows distinctive plants in accordance with creative design. Expo 2021 Yangzhou Park is mainly divided into China Horticultural Exhibition Area and International Horticultural Exhibition Area. The former covers six regions, i.e. Northern China, Southern China, Eastern China, Northeastern China, Southwestern China and Northwestern China. The latter covers six continents, i.e. Asia, North America, Europe, Africa, South America and Oceania. In addition, the design of plant fuses with spatial feature. For instance, in Northeastern China Pavilion, silvery white plants are used to simulate the scenery of snow through pure plant landscape and to highlight the theme of “melting snow and ice”. In Southern China Pavilion, subtropical plants with large leaves that are adaptable to Yangzhou are interspersed with subtropical flowers with diverse colors and shapes, to display the abundance of trees in Southern China. In Asia Pavilion, the entire plant environment tallies with the taste and elegance of classical garden and expresses the aesthetic pursuit of the East. Modeling trees and large flowered plants are often used, like *Magnolia grandiflora* L., *Osmanthus fragrans* (Thunb.) Lour., bamboo, *Armeniaca mume* Sieb., *Acer palmatum* Thunb., modeling *Pinus tabulaeformis* Carr., peony, Chinese rose, rhododendron, *Hedera nepalensis* var. *K. Koch var. sinensis* and *Hydrangea paniculata* Sieb. Europe Color Pavilion mainly presents delicate and colorful flowers and reflects the exquisite taste of European gardens. Plants are *Platanus acerifolia*, *Cupressus glabra*, *Ilex purpurea* Hassk., *Viburnum tinus* L., *Lavandula angustifolia* Mill., *Verbena bonariensis* L., *Rosa rugosa* Thunb., *Hyacinthus orientalis* L., *Matthiola incana* (L.) R. Br., *Iris tectorum* Maxim., *Iris ensata* var. *hortensis* Makino et Nemoto, ornamental grass, *Rosmarinus officinalis* L., and *Centaurea cyanus* L. In Africa Pavilion, sandy and xerophytic cover plants are chosen to create a dry life garden with African flavor, like *Ilex cornuta*, cactus, *Euphorbia milii* Ch. des Moulins, *Yucca gloriosa* Linn., *Euphorbia royleana* Boiss., orpine, *Imperata cylindrical* Rubra and succulent plant. Fourthly, Yangzhou foregrounds the horticulture in life, considers the daily needs of Yangzhou citizens, and provides a model garden for citizens who hope to improve their tastes on floriculture in daily life. In the design of Expo 2021 Yangzhou Park, elements of family life are extracted and integrated with floriculture, forming a colorful garden space,



including Reading Garden, Welcome Garden, Bubble-Shaped Garden, Garden Post, San Wei Theater and Rainbow Flower Path. Fifthly, Yangzhou popularizes and displays scientific knowledge on horticultural plants, and buys many types of new and excellent plants. In Expo 2021 Yangzhou, around 27,800 varieties of high-forests are grown, in which various flowers for sightseeing account for over 48%. Around 77,000 square-meter low-forests are planted, in which various flowers for sightseeing account for *c.* 57% and lawn accounts for *c.* 35%, with around 1,500 types of plants. Taking joint efforts with large nursery stock dealers, Yangzhou displays nearly all horticultural types that are adaptable to Jiangsu and Zhejiang, and builds a “grand garden” where flower and horticulture are fully represented.

**Plant maintenance.** According to the growth of various greening plants as well as specific requirements, Yangzhou takes technological measures such as fertilization, irrigation, tillage weeding, pruning, and the prevention & control of diseases and insect pests in a timely way, to ensure their normal growth. In particular, in terms of trees and shrubs, lawns and cover plants that are transplanted earlier, Yangzhou attaches great attention to protection measures in winter. Measures like supporting tree trunks, treating auxin, enwrapping tree trunks, protecting root system and pruning are taken to ensure a smooth overwintering. In order to produce an ideal effect in Expo 2021 Yangzhou (in six months) and reduce the construction cost, Expo 2021 Yangzhou Park uses a large number of annual or biennial grasses & flowers. In Expo 2021 Yangzhou, herbaceous flowers are changed promptly according to florescence and season, which guarantees that all the plants remain the best state in Expo 2021 Yangzhou.

### 5.3 Infrastructure

**Earthwork:** Totally, over one million-square meter ground & dirt clearing is completed, and over one million-cubic meter earthwork is allocated and filled.

**Pipe Network Project:** Totally, *c.* 20,000-meter rainwater & sewage pipeline, 10,000-meter water supply pipeline, 10,000-meter communication pipeline and 10,000-meter power supply pipeline are laid. Smart Garden & Expo Project is advanced simultaneously.

**River Course Project:** Around 1,200-meter river course is transformed, and 11 bridges are constructed.

**Road Paving:** Totally, *c.* 270,000-square meter road is paved. Specifically, the road in major parks connects most scenic spots in East Zone and West Zone, covering an area of *c.* 150,000 square meters and a total length of *c.* 9,000 meters. Driveway is paved with asphalt, and sidewalk is cemented with permeable concrete. The road in other parks is sidewalk that connects various scenic spots and covers an area of *c.* 120,000 square meters. In line with the landscape that will be created in various sites, a variety of materials like permeable brick, permeable concrete, permeable stick stone, granite, green flagstone, green brick and antiseptic wood are chosen.

**Parking Lot:** In Expo 2021 Yangzhou Park, there are four parking lots, i.e. P1, P2, P3 and P4, with a total area of *c.* 564,000 square meters. Among them, P1 and P4 are hardened with concrete, P2 and P3 (bottom) are renovated with soil-lime and gravel, and the surface is covered with cobblestone.

**Lighting Project:** Over 20,000-meter municipal and landscape lighting is completed.

## **5.4 Buildings**

### **(1) Permanent Buildings:**

China Pavilion: It lies to the east of Jiangsu Provincial Horticultural Exposition. With the image of Dongyuan Garden, a famous Qing-Dynasty lakeside garden in Yangzhou, it is drawn by Yuan Yao, a well-known painter, and inscribed by Cheng Mengxing, a great poet, as *Bie Kai Lin He (A Fresh Outlook of Forest and Valley)*. It is designed and constructed by Wang Jianguo, academician of Chinese Academy of Engineering and professor of Southeast University. China Pavilion covers a total area of over 30,000 square meters (modern timberwork structure) and a construction area of 12,000 square meters. Well-spaced, Floor 1, Floor 2 and Floor 3 form a yard-like pattern, looking like an undulating mountain in its entirety. In Expo 2021 Yangzhou, famous Chinese flowers, special plants in Jiangsu Province and classic Intangible Cultural Heritage are exhibited or sold there.

**Biyun Village:** It lies to the west of Expo 2021 Yangzhou Park, with a total construction area of *c.* 24,000 square meters. Constructed with the technique of “two passageways & winding corridor”, it combines multiple patterns like architecture, lane, courtyard and square, and forms a slow-life village with four-season experience of natural beauty, where one can “appreciate flowers in spring, enjoy refreshing breeze in summer, watch full moon in autumn and see snow scenery in winter”. It covers five parts, i.e. Yun Lou (Cloud Building), Shui Yuan (Water Yard), Shan Fang (Mountain House), Hua Fang (Flower Lane) and Jin Yuan (Brocade Garden), where local Intangible Cultural Heritage is showed.

**Shan Fang (Mountain Boat) Room:** It lies to the northwest of Expo 2021 Yangzhou Park, with a construction area of *c.* 2,600 square meters. The building co-exists with tour-boat wharf. The roof forms a huge “green hill” by under-soil greening and pattern-like planting, and creates huge visual impact, giving fresh experience to visitors who come to Expo 2021 Yangzhou Park.

**Hua Ying (Flower Shadow) Garden:** It lies to the north of Expo 2021 Yangzhou Park, with a construction area of *c.* 810 square meters. In a limited space, it designs fun tour lines and explores a new way of organizing building space. In Expo 2021 Yangzhou, it is used as visitor center, exhibition center for rare plants, youth education center, teahouse and management room.

**Mu Hua (Wood & Flower) Room:** It lies to the southwest of Expo 2021 Yangzhou Park, with a construction area of *c.* 1,105 square meters. Timberwork spherical roof is innovatively adopted, which explores the innovative use of prefabricated timberwork in modern garden-architecture.

**International Pavilion:** With a total construction area of 12,000 square meters, it boasts the largest pavilion in East Zone of Expo 2021 Yangzhou Park. It serves as the site for the exhibition or sale of products with international flavor, competitions on flower and horticulture, horticultural and agronomical activities, themed activities and supporting services. It is designed according to the idea of “The Harmony between Finless Porpoise and Dolphin”, which is represented by a membrane-structured finless porpoise and a hilling-shaped dolphin in the form of Chinese Tai Chi. International

Pavilion uses the same spatial grid structure and ETFE membrane as Beijing Water Cube.

Opening & Closing Ceremonies Pavilion: With a total construction area of c. 7,480 square meters, it embodies the flavor of African desert. It is mainly used for the opening ceremony and daily performance in Expo 2021 Yangzhou.

Buildings near Main Entrances: With a construction area of 10,000 square meters, they lie near main entrances of East Zone of Expo 2021 Yangzhou Park. They provide supporting services in Expo 2021 Yangzhou Park, including business, catering, office and enquiry.

## **(2) Temporary Buildings**

Panda Pavilion: It lies in the central Landscape Island. With a construction area of c. 2,200 square meters, it covers Panda Pavilion and other sites for activities.

Container-Shaped Service Facilities: In consideration of the utility of Expo 2021 Yangzhou Park after its close, eight light and flexible container-shaped buildings are arranged in East Zone, which are used for supporting services, catering and enquiry in Expo 2021 Yangzhou.

## **5.5 The Area of Exhibition Pavilions, Parks and Areas**

**International Horticultural Exhibition Area:** It includes 25 outdoor international gardens, like WGDO Garden, INBAR Garden, WCCO Garden, Saint-Petersburg (Russia) Garden and Master's Garden, with a total area of 41,500 square meters.

**China Horticultural Exhibition Area:** It includes 20 outdoor chinese gardens, likes Beijing Garden, Shanghai Garden, Taiyuan Garden, Shenyang Garden and Harbin Garden, with a total area of 45,000 square meters.

**Jiangsu Horticultural Exhibition Area:** With a total area of 100,800 square meters, it is upgraded based on 13 Jiangsu city gardens, in Jiangsu Provincial Horticultural Exposition. It displays the unique features of Jiangsu gardens and four sites of land art, and expresses the inheritance and development of traditional garden art.

**Qiong Hua Xian Ji (Jade Flower and Heavenly Pearl) · Yuanye Garden:** It is

designed by Meng Zhaozhen, academician of Chinese Academy of Engineering, a master in Chinese landscape architecture, to commemorate Ji Cheng, a master on *Die Shi* (multiple ranges of rocks) art, who wrote *Yuan Ye (On the Construction of Gardens)*, the earliest garden-building classic in the world, in Yizheng in late Ming Dynasty. Covering a total area of 60,000 square meters, it is inspired by the image of Chinese snowball in Yangzhou. It connects several scenic spots like Cloud Egret Lake, Heavenly Pool, Deep Willow and Thin Reed and Watching Cloud Terrace. Watching Cloud Terrace fully crystalizes the essence of Yangzhou famous gardens and vividly displays the ideas and techniques of garden-building in *Yuan Ye*.

**Horticulture in Life Exhibition Area:** Centering on the idea of “family”, elements of family life are extracted and integrated with the colorful garden space of floriculture. Meanwhile, it provides sightseeing, rest and services, including Reading Garden, Welcome Garden, Bubble-Shaped Garden, Flower Garden, San Wei Theater and Rainbow Flower Path, with a total area of 38,000 square meters.

**Enterprise Horticultural Exhibition Area:** Enterprises are these that engage in local upstream and downstream garden-greening industries and sponsor Expo 2021 Yangzhou. In the Exhibition Area, the features and advantages of brand enterprises are displayed, which promotes industrial communication. It includes Yangzijiang Group Yechun Garden, Xiayi Flowers and Trees Market and Hong Cai Garden, with a total area of c. 9,000 square meters.

**China Pavilion:** It covers Intangible Cultural Heritage projects and cultural creativity products of Yangzhou School horticulture, demonstrating how ancient and modern horticultural cultures integrate and develop. In China Pavilion, culture & art exhibitions are held, including Intangible Cultural Heritage Themed Week, Taiwan Joytech Computer Miniature Landscape Exhibition, “100 Pictures of Ecological Culture & Beautiful Villages”, Co-Exhibition of Chinese Painting and Yangzhou School Bonsai Art, Themed Week for Cities in Jiangsu Province and Themed Day for Chinese Cities. Its indoor exhibition area is 6,638 square meters.

**International Pavilion:** It fully displays the representative horticulture of five continents in the world and vividly reveals the harmony and symbiosis between man

and nature. In International Pavilion, several indoor exhibitions and 13 activities are organized, like Jiangsu Province Excellent Orchid Exhibition, International Chinese Rose Competition, International Peony Competition, *Ikebana* (stage play), themed activities of international exhibitors, and calligraphy & painting performances. Its indoor exhibition area is 8,130 square meters.

**Biyun Village Mountain House:** It fully embodies the charm of Intangible Cultural Heritage and presents the elegance of traditional culture. In Biyun Village Mountain House, 7 indoor exhibitions and 16 activities are held, like National Invited Exhibition of Painting & Calligraphy Masters, Exhibition of Works of Intangible Cultural Heritage Masters, Puppet Drama Performance and Yangzhou (Hanjiang) Intangible Cultural Heritage Special Performance. Its indoor exhibition area is 2,240 square meters.

## **5.6 The Design of Public Space**

Expo 2021 Yangzhou bears international vision and considers the utility in the future. Expo 2021 Yangzhou Park extends in time and space, which illustrates the organizing ideas of Yangzhou, i.e. “open & inclusive and green & conservation-oriented expo”. As it is planned, public space plays a leading role in Expo 2021 Yangzhou Park. In the meantime, Yangzhou forges a horticultural event that embodies the spirit of “harmony in diversity”, in accordance with the features of various regions, cities and countries. Based on themes and overall requirements in & after Expo 2021 Yangzhou, public space and exhibition parks are well planned, which provide the best platform for the exhibition of garden and horticulture. The design of spatial detail diversifies spatial level, strengthens touring experience, leaves space for the follow-up operation, ensures the smooth butt-joint after Expo 2021 Yangzhou, and establishes a new model for the construction and re-use of International Horticultural Exposition Park.

### **(1) Intensive Design: The Core Idea of Sustainable Green Space**

The ecological treatment of spatial terrain. While basically retaining the original Jiangsu Provincial Horticultural Exposition Park, in the construction of new park, the balance of local earthwork is maximized and the timescale for the early-stage project is

minimized via intensive design, in accordance with the vertical layout of original park and the requirements of follow-up operation, as well as the overall layout of pavilions, exhibition parks, roads and water systems. Simultaneously, by applying such sponge-city techniques as permeable pavement, sunken green space, rainwater retention wetland, ecological grass ditch and seepage canal, the park realizes the storage, infiltration and purification of rainwater to the largest extent.

Smooth butt-joint of landscape space. Expo 2021 Yangzhou plans the available spatial framework, road network & water system and municipal infrastructure in the future in advance, and achieves the organic continuity and smooth butt-joint in & after Expo 2021 Yangzhou, with parties who undertake follow-up operation deeply involved and early arranged. On both sides of the south and north entrances near the axis of Expo 2021 Yangzhou Park, ecological techniques are used to create a sightseeing space of forest and flower and arrange temporary landscape facilities, so as to facilitate the quick butt-joint of land use after Expo 2021 Yangzhou. Rockery & Waterfall Dreamland lies in the central axis of Expo 2021 Yangzhou Park. It not only serves as a landmark and blocking view, but also naturally divides China and International Exhibition Areas, leaving space for the layout of operation facilities behind it after Expo 2021 Yangzhou. The landscape around International Pavilion is designed according to the long-term plan after Expo 2021 Yangzhou and themed on “The Harmony between Finless Porpoise and Dolphin”. In Expo 2021 Yangzhou, the dolphin-shaped open lawn space harmoniously co-exists with the finless porpoise-shaped building, which meets the needs of visitors to gather and rest, saves the cost of construction, and reserves space for buildings after Expo 2021 Yangzhou.

The innovative use of module elements. In order to advocate and implement the idea of green development, Expo 2021 Yangzhou actively explores the fast design and construction system of landscape paving and auxiliary & service facilities, by substantially using renewable materials and modular and prefabricated landscape. This ensures the schedule of construction and embodies the features of garden-building in Expo 2021 Yangzhou.

## **(2) Life-Oriented Design: On-the-Scene Experience of Featured Space**

Theme-centered layout of public space. Taking the space with special themes as the core cluster in Expo 2021 Yangzhou Park, various sightseeing areas are formed, which highlight the features and themes, strengthen the entirety of these areas and the recognition among visitors, and reflect the human-oriented idea of design.

Jiangsu Horticultural Exhibition Area integrates four typical land arts (tidal-flat area, water network, plain and hill in Jiangsu Province) and five regional cultures (Suzhou-Wuzi-Changzhou Taihu Lake Culture, Nanjing-Zhenjiang Yangtze River Culture, Middle-Jiangsu Canal Culture, Coastal Culture and Jiangsu-Shandong Yellow River Culture). China Horticultural Exhibition Area focuses on six different geographical styles and special land arts. Specifically, they are Northeastern China Rong Garden that displays natural harmony and pure beauty, Northern China He Garden that displays traditional courtyard and garden art, Northwestern China Qi Garden that displays Red Culture and ecological governance, Eastern China Xin Garden that displays technological progress and modern fashion, Southwestern China Tai Garden that displays natural landform and varied land art, and Southern China Run Garden that displays water charm and fashionable life. International Horticultural Exhibition Area mainly presents regional and cultural features in six continents in the world. Specifically, they are Asia Carpentry Garden that presents *Sun-Mao* (Mortise-Tenon) technique and wooden joint, Europe Block Garden that presents the integration of rational thinking and artistic imagination, North America Building Block Garden that presents the pleasure in building blocks, South America Rock Garden that presents the interesting rock art, Oceania Canoe Garden that presents the charm of navigation culture, and Africa Woodcarving Garden that presents the re-use of the waste.

The multi-dimensional display of horticulture in life. The design of public space centers on the theme of Expo 2021 Yangzhou and takes into account the multi-dimensional display of life elements, indoor & outdoor gardens and horticulture. Themed on horticulture, the design breaks traditional static-display model, and implants recreational facilities like swing, beach, building block and slide that embody pleasure in life and contain education in amusement. In the meantime, the design concentrates on life and popularizes horticultural knowledge and displays horticulture products to



visitors, so that horticulture beautifies life. The design of Horticulture in Life Exhibition Area is closely related to public life. Taking household items as design elements, family space (e.g. courtyard, dining room, bathroom and study) as background, model rooms of family horticulture are decorated, in which diverse family garden-space is integrated with floriculture, with functions of sightseeing, rest and service.

### **(3) Natural Design: Comfortable and Pleasant Quality of Space Environment**

Landscape shaping of interactive space. In accordance with citizen's new expectation for healthy life, Yangzhou builds several garden spaces with life atmosphere. By shaping interactive space like Children's Paradise and Constellation Garden, natural scenes in urban life are displayed, which provides a typical model for the construction of mini-green space in cities.

Practice & innovation of technologies and materials. Yangzhou chooses modern gardening technology that integrates environmental protection, green, low carbon and wisdom, to explore the use of natural materials like waste, bark and bamboo joint. To construct Africa Woodcarving Garden, more than 600 waste tires are collected from Yizheng and Yangzhou. After ingeniously designed, they form unique landscape of *Adansonia digitata* L. and tire flowerpot in the Garden. Besides, giraffe modelling is woven with waste *Glabrous Greenbrier Rhizome*. These convey the ecological idea of low carbon, environmental protection and conservation to visitors.

The inheritance and representation of Chinese traditional garden culture. Yangzhou takes full advantage of regional culture, follows the traditional idea of garden-building, and expresses traditional garden in contemporary era. The layout of landscape in Yuanye Garden represents classical garden-building theories in *Yuan Ye*, e.g. "Gardens come from manual work, yet look like marvelous creation excelling nature", "Its subtlety lies in following the form of the raw material; Its beauty lies in the moderation of size". This highlights the rich cultural significance and high artistic value of Chinese garden.

### **5.7 Construction Projects in Yangzhou**

While promoting internal construction in Expo 2021 Yangzhou Park, Yangzhou

takes efforts to improve auxiliary facilities and transform overall environment in the surrounding area, in order to fully support Expo 2021 Yangzhou. **In external traffic**, Yangzhou High-Speed Railway Station was officially completed and opened in December 2020. The transformation of National Highway 328 Yizheng Section was quickened and completed, and the mainline was opened before March 2021. These make it more convenient and smoother for the external traffic of Expo 2021 Yangzhou Park. **In internal traffic**, the circular road network around Expo 2021 Yangzhou Park, i.e. “Seven Roads & One Card” is upgraded, which ensures smooth traffic in Expo 2021 Yangzhou. **In landscape improvement**, Yangzhou launches landscape greening & improvement projects around Expo 2021 Yangzhou Park, plants more than 100,000 varieties of shrubs and trees, and establishes multiple-site landscape highlights with the features of Yangzhou garden and horticulture. **In tourism supporting facilities**, Yangzhou comprehensively upgrades catering and accommodation around Expo 2021 Yangzhou Park, and implements the construction of cultural tourism projects like Tongshan Sports Town and Phase-II Tianle Lake, so that they are grouped together with the Park.

## 6. Participants

### 6.1 The Exhibitors of International Exhibition Parks (25)

**Foreign cities or international organizations (23)** : Orleans (France), Breda (the Netherlands), Nara (Japan), Fukuoka-ken (Japan), Philadelphia (United States), Sydney (Australia), Chios (Greece), North Korea International Exchange Association, Suncheon-si (South Korea), San Antonio (United States), Panama City (Panama), World Federation of Rose Societies, Bologna (Italy), Barcelona (Spain), Rome (Italy), International Network for Bamboo and Rattan, St. Petersburg (Russia), Bangkok (Thailand), World Green Design Organization (WGDO), Portugal-China Tourism Association, South Korea-China Cultural Friendship Association, Djibouti City (Djibouti), and World Historic and Cultural Canal Cities Cooperation Organization (WCCO).

**Global Renowned Landscape Architects (2):** Eva Castro and He Fang.

## **6.2 The Exhibitors of China Exhibition Parks (40)**

**Chinese cities (20):** Beijing, Shanghai, Shenyang, Shenzhen, Xi'an, Xiamen, Qingdao, Hefei, Zhengzhou, Hong Kong, Yulin, Taiyuan, Lhasa, Chengdu, Sanya, Harbin, Jiaxing, Jinan, Macao and Ili.

**Enterprises & Colleges (7):** Shanghai SAIC Volkswagen Automotive Co., Ltd, Nanjing Hong Cai Flower Co., Ltd, Nanjing Hong Yue Flower Co., Ltd (sharing one enterprise park with Nanjing Hong Cai Flower Co., Ltd), Jiangsu Huajian Construction Co., Ltd, Yangzijiang Group, Jiangsu College of Tourism and Jiangsu Xiayi Flowers and Trees Market Management Co., Ltd.

Cities in Jiangsu Province (13): Yangzhou, Nanjing, Suzhou, Wuxi, Changzhou, Nantong, Taizhou, Huai'an, Yancheng, Lianyungang, Suqian, Zhenjiang and Xuzhou.

## **6.3 The Exhibitors of Indoor Exhibition Areas (27)**

### **International Pavilion • Flavors of Five Continents (13) :**

Rimini, Italy

Stuttgart Region, Germany

New Silk Road Association, Spain

UK Russell

Addis Ababa City, Ethiopia

South Africa Association of Industry and Commerce in Shanghai

Agung Rai Museum of Art, Bali, Indonesia

Association for Jiangsu Investment Promotion in Vietnam

Pakistan Global Horticulture Association

International Innovation Centre, Auckland, New Zealand

Jiangsu Association of Industry and Commerce in Australia

PROPANAMA

Sudanese Horticulture Asso Co. Ltd

**China Pavilion • Jiangsu Indoor Exhibition Areas (13):** Yangzhou, Nanjing, Suzhou, Wuxi, Changzhou, Nantong, Taizhou, Huai'an, Yancheng, Lianyungang,

Suqian, Zhenjiang and Xuzhou.

**China Pavilion • Flower Charm Corridor (1):** Taiwan Zhuoyue Design Company.

## 7. Competitions

According to *Rules of International Horticultural Exhibition and Organization* and under the guidance of AIPH and China Flower Association, Yangzhou compiles and formulates *Master Plan of International Competitions in Expo 2021 Yangzhou*.

International competitions in Expo 2021 Yangzhou mainly consists of three parts: Competition in Outdoor Garden, Competition in Indoor Area and Flower & Horticulture Competition. Among them, Outdoor Garden includes Outdoor International Garden, Outdoor Chinese Garden, Jiangsu City Garden and College and Enterprise Garden. Indoor Area includes International Indoor Area and Jiangsu Indoor Area. Flower & Horticulture Competition mainly includes five international competitions: floriculture (ikebana), Chinese rose, peony, gardening mini-landscape and lotus.

### 7.1 Competition Organizing Organs

Competition organizing organs of Expo 2021 Yangzhou consist of International Competition Organizing Committee and International Competition Judges Committee.

#### (1) International Competition Organizing Committee

Its responsibility is to prepare and coordinate the affairs of international competitions and communicate with AIPH. It has two branches, International Competition Organizing Committee Office and International Competition Organizing Committee Supervision Committee. Located in the secretariat of China Flower Association, International Competition Organizing Committee Office has member units of National Forestry and Grassland Administration, China Flower Association, Expo 2021 Yangzhou Preparatory Work Leading Group and Expo 2021 Yangzhou Preparatory Work Committee. International Competition Organizing Committee Supervision Committee has member units of China Flower Association, Jiangsu

Provincial Flower Association and Expo 2021 Yangzhou Preparatory Work Committee.

## **(2) International Competition Judges Committee**

It includes Jury and Judges Group for Special Competitions. Its responsibility is to evaluate competition in Outdoor Garden, competition in Indoor Area and Indoor Flower Competition.

Jury is mainly responsible for the collective evaluation of competitions in Outdoor International Garden, Outdoor Chinese Garden, Jiangsu City Garden and Indoor International Area. It comprises seven experts with high popularity and wide influence in China and the world, including four AIPH judges and three Chinese judges, who are recommended by International Competition Organizing Committee and approved by AIPH.

Jury Members:

Chairman: Tim Briercliffe, General Secretary of AIPH

Members: Bernard Oosterom, AIPH

Zhang Qixiang, Vice AIPH

Zhong Guocheng, Director of Exhibition Department of AIPH

Peng Hongming, Chief Expert at Garden Flower and Landscape Research Institute of International Center for Bamboo and Rattan

Hu Yonghong, Director of Shanghai Chen Shan Botanical Garden

Zhao Bing, Professor at College of Landscape Architecture, Nanjing Forestry University

Judges Group for Flower Competition is mainly responsible for the evaluation of Indoor Flower Competition. It sets up five groups, i.e. floriculture (ikebana), Chinese rose, peony, gardening mini-landscape and lotus, which are responsible for the evaluation of competitions respectively. Judges are selected and approved by International Competition Organizing Committee.

## **7.2 Awards**

### **(1) AIPH Grand Awards**

AIPH Grand Awards are evaluated and decided by Jury. There are three AIPH

Grand Awards in Expo 2021 Yangzhou, each for Outdoor International Garden, Outdoor Chinese Garden and Jiangsu City Garden.

No.	Category	AIPH Grand Award
<b>1</b>	<b>Outdoor International Garden</b>	INBAR Garden
<b>2</b>	<b>Outdoor Chinese Garden</b>	Shanghai Garden
<b>3</b>	<b>Jiangsu City Garden</b>	Yangzhou Garden

## (2) Expo 2021 Yangzhou Organizing Committee Awards

### Outdoor Garden

Outdoor International Garden: 2 grand awards, 5 gold awards, 7 silver awards, 8 copper awards; Outdoor Chinese Garden: 2 grand awards, 4 gold awards, 6 silver awards, 8 copper awards; Jiangsu City Garden: 1 grand award, 3 gold awards, 4 silver awards, 5 copper awards; College and Enterprise Garden : 1 grand award, 1 gold award, 2 silver awards, 2 copper awards.

No.	Category	Grand Award	Golden Award	Silver Award	Copper Award
<b>1</b>	Outdoor International Garden	1.INBAR Garden 2.Fukuoka Garden, Japan	1.Four Seasons of Nara, Japan 2.WCCO Garden 3.Korea-China Yuan Garden 4.Sunchon Garden, ROK 5.Hortus Romani, Italy	1.Breda Landscape Garden, the Netherlands 2.Chios Garden, Greece 3.Bangkok Garden, Thailand 4.Saint-Petersburg Garden, Russia 5.Panama City Garden, Panama 6.The Garden of Cultural Heritage, Bologna, Italy 7.Garden of Orléans, France	1.Portugal-China Tourism Garden 2.Kaesong Cultural Garden, DPRK 3.San Antonio Garden, USA 4.Djibouti Garden 5.WGDO Garden 6.Sydney Landscape Garden, Australia 7.“Window of Philadelphia” Garden 8.Dragon’s Garden, Barcelona, Spain

No.	Category	Grand Award	Golden Award	Silver Award	Copper Award
2	Outdoor Chinese Garden	1.Shanghai Garden 2.Beijing Garden	1.Jiaxing Garden 2.Harbin Garden 3.Qingdao Garden 4.Chengdu Garden	1.Taiyuan Garden 2.Xiamen Garden 3.Shenzhen Garden 4.Jinan Garden 5.Sanya Garden 6.Xi'an Garden	1.Shenyang Garden 2.Zhengzhou Garden 3.Hefei Garden 4.Hong Kong Garden 5.Yulin Garden 6.Tibet Garden 7.Macao Garden 8.Yili Garden
3	Jiangsu City Garden	Yangzhou Garden	1.Changzhou Garden 2.Nanjing Garden 3.Nantong Garden	1.Wuxi Garden 2.Xuzhou Garden 3.Taizhou Garden 4.Suzhou Garden	1.Lianyungang Garden 2.Suqian Garden 3.Zhenjiang Garden 4.Huai'an Garden 5.Yancheng Garden
4	College and Enterprise Garden	Hongcai Garden	Huajian Garden	1.Yangtze Yechun Garden 2.Xiaxi Flower & Tree Market Garden	1.SAIC Volkswagen Garden 2.JSTC Garden

### Indoor Area

International Indoor Area: 13 honorary certificates; Jiangsu Indoor Area: 1 grand award, 4 gold awards, 5 silver awards, 3 copper awards.

Category	Certificate of Honor
International Indoor Area	1.Rimini, Italy 2.Stuttgart Region, Germany 3.New Silk Road Association, Spain 4.UK Russell 5.Addis Ababa City, Ethiopia 6.South Africa Association of Industry and Commerce in Shanghai 7.Agung Rai Museum of Art, Bali, Indonesia 8.Association for Jiangsu Investment Promotion in Vietnam 9.Pakistan Global Horticulture Association 10.International Innovation Centre, Auckland, New Zealand 11.Jiangsu Association of Industry and Commerce in Australia 12.PROPANAMA 13.Sudanese Horticulture Asso Co. Ltd

Category	Grand Award	Golden Award	Silver Award	Copper Award
Jiangsu Indoor Area	Yangzhou Area	1.Nanjing Area 2.Nantong Area 3.Lianyungang Area 4.Zhenjiang Area	1.Suqian Area 2.Wuxi Area 3.Changzhou Area 4.Taizhou Area 5.Huai'an Area	1.Xuzhou Area 2.Yancheng Area 3.Suzhou Area

### **Flower & Horticulture Competition**

It includes awards for floriculture, Chinese rose, peony, gardening mini-landscape and lotus. Among 1,180 works, grand awards for 42, gold awards for 115, silver awards for 176, copper awards for 225 and winning awards for 20, with special prize for International Flower & Horticulture Competition.

### **Contribution Awards**

1 Outstanding Contribution Grand Award, 1 Outstanding Contribution Award, 1 Remarkable Contribution Award, 3 Special Contribution Awards, 10 Best Contribution Awards.

- **Outstanding Contribution Grand Award:** Yangzhou Municipal People's Government
- **Outstanding Contribution Award:** Department of Agriculture and Rural Affairs of Jiangsu Province
- **Remarkable Contribution Award:** Yizheng People's Government
- **Special Contribution Award:**
  - 1) Ecological Protection and Restoration Department of the National Forestry and Grassland Administration
  - 2) Secretariat of China Flower Association
  - 3) General Office of the People's Government of Jiangsu Province
- **Excellent Contribution Award:**
  - 1) Department of Housing and Urban-Rural Development of Jiangsu Province
  - 2) Jiangsu Provincial Department of Culture and Tourism
  - 3) Jiangsu Provincial Department of Finance
  - 4) Forestry Bureau of Jiangsu Province



- 5) General Promotion Station of Agricultural Technology Jiangsu Province
- 6) Jiangsu Flowers and Trees Association
- 7) Yangzhou Municipal Bureau of Housing and Urban-Rural Development
- 8) Yangzhou Municipal Bureau of Agriculture and Rural Development
- 9) Foreign Affairs Office of Yangzhou Municipal People's Government
- 10) Management Office of Zaolinwan Tourism Resort, Yizheng City

### Other Awards

3 Themed Interpretation Awards, 5 Featured Creativity Awards, 3 Outstanding Garden Awards, 1 Outstanding Indoor Area Award, 11 Cultural Exchange Awards.

Theme Interpretation Award	Featured Creativity Award	Outstanding Garden Award	Outstanding Indoor Area Award	Cultural Exchange Award
1.Yulin Garden 2.Wuxi Garden 3.SAIC Volkswagen Garden	1.Shenzhen Garden 2.Zhengzhou Garden 3.Hefei Garden 4.Sanya Garden 5.Taizhou Garden	1.Yangzhou Box 2.Folding Corner 3.International Rose Garden	Taiwan Zhuoyue Design Company	1.“Window of Philadelphia” Garden 2.Chios Garden, Greece 3.Kaesong Cultural Garden, DPRK 4.Hortus Romani, Italy 5.Saint-Petersburg Garden, Russia 6.Bangkok Garden, Thailand 7.WGDO Garden 8.Portugal-China Tourism Garden 9.Korea-China Yuan Garden 10.Djibouti Garden 11.WCCO Garden

## 8. Cultural and Artistic Events

### 8.1 Opening Ceremony

The opening ceremony of Expo 2021 Yangzhou was launched on the morning of April 8, 2021. Cao Jianming, Vice Chairman of the Standing Committee of National People's Congress; Zhang Meiying, Vice Chairman of the 11th National Committee for Chinese People's Political Consultative Conference and Honorary President of China

Flower Association; Lou Qinqian, Secretary of CPC Jiangsu Provincial Committee and Chairman of the Standing Committee of Jiangsu Provincial People's Congress; Wu Zhenglong, Deputy Secretary of CPC Jiangsu Provincial Committee and Governor of Jiangsu Province; Li Wei, Director of the Committee of Population, Resources and Environment of CPPCC National Committee; Jiang Zehui, Co-chairman of International Network for Bamboo and Rattan Board and President of China Flower Association; and Peng Youdong, Deputy Director of National Forestry and Grassland Administration attended the opening ceremony and jointly started Expo 2021 Yangzhou. Cao Jianming announced the opening of Expo 2021 Yangzhou. Wu Zhenglong delivered speech on behalf of CPC Jiangsu Provincial Committee and Jiangsu Provincial People's Government. Jiang Zehui and Peng Youdong delivered speeches on behalf of China Flower Association and National Forestry and Grassland Administration respectively. Bernard Oosterom, President of AIPH, delivered video speech. Relevant leaders from CPC Jiangsu Provincial Committee, the Standing Committee of Jiangsu Provincial People's Congress, Jiangsu Provincial People's Government and CPPCC Jiangsu Provincial Committee, relevant leaders from Beijing and Shaanxi, Consuls General of six countries in Shanghai, diplomatic envoys of some countries in China and representatives of international organizations (in total more than 700 people) attended the opening ceremony. The opening ceremony was simple and solemn, joyous and peaceful, with wide influence and attention.

**Opening-Ceremony Performance: *Happiness Like Blooming Flowers*.** With immersive artistic technique, opening-ceremony performance combines horticultural symbols like flower and bamboo with Yangzhou cultural symbols like flower and moon in a close and harmonious way. Horticulture and culture are mutually expressed and fully integrated with the theme of "Happiness like blooming flowers". Centering on green, flower and horticulture, the performance crystallizes cultural elements like Wooden Cane Puppet (Yangzhou Intangible Cultural Heritage), Yangzhou Qing Qu and Yangzhou City Flower, and adopts Chinese and Western styles. In particular, popular performing form like Acappella is used to present diversity and fashion.

## **8.2 Modern Horticultural Series Activities in Jiangsu Province**

In Expo 2021 Yangzhou, Jiangsu Provincial Department of Agriculture and Rural Affairs plays a leading role in organizing more than 10 agronomical and horticultural activities with diverse form, distinctive feature and great significance, to exhibit and introduce agricultural products, which is highly rated and well received among visitors.

On April 8-11, Jiangsu Province Excellent Orchid Exhibition was held, under the theme of “Fragrance of Orchid in Expo 2021 Yangzhou”. Yangzhou organized around 300 units and individuals, including orchid enterprises, professional cooperatives, orchid gardens and planting households to select and send high-quality orchid, with a total number of more than 500 flowerpots. A series of famous and special excellent orchids were displayed, which fully demonstrated scientific level and strength of orchid production in Jiangsu, in terms of efficient cultivation and precise florescence-control.

On April 21-22, Jiangsu Province Edible (Medicinal) Fungi Health Forum & The First Jiangsu Province “Good Fresh Mushroom” Tasting and Promotion was held, to boost the development of green agriculture and benefit the health of citizens. More than 300 people from edible fungi research and production institutes and enterprises attended.

On May 11-13, 2021 Jiangsu Province Tea Processing Worker’s Vocational Skills Competition in Tea Industry & The Sixth Jiangsu Province Hand-Made Tea Making Vocational Skills Competition was held. By “taking competition as training”, skilled tea-making talents in Jiangsu were selected and trained, which accelerated the construction of tea-processing-skill talent team in tea industry.

On June 5-6, The Third Jiangsu Province “Good Melon (Watermelon) Tasting and Promotion & Melon (Watermelon) Industry Development Forum was held, to publicize and display the innovative achievements and further enhance brand reputation and industrial influence of melon (watermelon) industry in Jiangsu, through the platform of Expo 2021 Yangzhou.

On June 25-July 5, Jiangsu Province Leisure Tourism & Excellent Agricultural Products Series Exhibitions were held, like “Flavor of Jiangsu Villages” Rural Leisure Tourism & Agricultural Products Promotion and Blackberry Cultural Festival, to introduce enterprises on leisure tourism & excellent agricultural products (park) in

Jiangsu Province, advance and upgrade industrial consumption, and promote the development of leisure agriculture and rural tourism.

On July 9-10, Jiangsu Province Peach Industry Development Seminar & Jiangsu Province High-Quality Peach Tasting and Promotion was held. Experts on peach industry were invited to give advice for the development of Jiangsu peach industry and to enlarge the brand influence of “Jiangsu Peach”. Besides, activities like enterprise exhibition & promotion and peach live-stream sales were held.

On September 27-October 8, or National Day Golden Week, a series of wonderful events were organized to attract visitors. In particular, The Second Jiangsu Province Group Bonsai Competition was held, under the theme of “Charm of Expo 2021 Yangzhou, Diversity of Floriculture”. With exquisite form and superb skill, the 74 exhibited works stood for the latest development of group bonsai in Jiangsu Province in recent years. Themed on “Diversity of Beauty”, 2021 Jiangsu Province Tea Mat Design Competition was held. Competitors grouped and re-organized such elements as tea, teacup, tea mat, flower in vase and hanging picture, which wonderfully displayed the practical use, artistic value, unique beauty and overall layout of tea mat culture. Other activities were held, such as Jiangsu Province Grape Industry Development Conference & Jiangsu Province High-Quality Grape Tasting and Promotion, China Pear Industry Development Conference & “China Good Pear” Tasting and Promotion, in which high-quality fruits from China were exhibited in International Pavilion of Expo 2021 Yangzhou.

### **8.3 Other Exhibitions & Displays**

International Pavilion: In International Pavilion, Flavor of Five Continents Exhibition was established, where tourism & cultural creativity products and special goods were introduced and sold. In Horticultural Exhibition Area of International Pavilion, Excellent Bonsai Exhibition was planned and organized by Slender West Lake Yangzhou School Bonsai Museum. 50 collections of the museum were selected to show the exquisite skills of Yangzhou School bonsai.

China Pavilion: 13 prefecture-level cities in Jiangsu Province were invited to

organize local horticultural and agronomical exhibitions. According to local cultures, exhibition stands were carefully designed to display rare flowers and green plants, horticultural products and agricultural products in various regions. Exhibits and plants were regularly changed to ensure the best condition. Special activities were held on weekends and holidays to attract visitors. In China Pavilion, Intangible Cultural Heritage Exhibition Area was especially set up. Cities with representative intangible cultural heritage in Jiangsu or other provinces were invited to display their works. In line with the theme of Expo 2021 Yangzhou, activities were organized to diversify exhibitions, including Mini-Landscape Exhibition, Excellent Azalea Exhibition, 100 Pictures of Ecological Civilization, Chinese Painting & Yangzhou School Bonsai Art Exhibition, National Painting & Calligraphy Master's Works Exhibition, and Yizheng Cultural Creativity Products Exhibition.

Biyun Village: "Yangzhou, a Marvelous Place: National Painting and Calligraphy Masters Invitational Exhibition" was held, in which 21 contemporary calligraphers and painters displayed 92 works. Special performances on intangible cultural heritage were organized in Biyun Village on weekends and holidays, which echoed with intangible cultural heritage exhibition in China Pavilion.

In addition, in St. Petersburg (Russia) Garden, Joint Exhibition of Chinese and Russian Artists' Calligraphy and Painting Works was held; in Djibouti Garden, Zhu Tong Ink Sketch Exhibition was held; in Korea-China Yuan Garden, Korean special products were displayed with interactive experience. These actively promoted cultural exchanges.

#### **8.4 Themed Week and Themed Day**

Yangzhou took the initiative in inviting exhibitors from China and the world to hold themed day and themed week activities in Expo 2021 Yangzhou, in order to promote urban tourism and propagate their cultural images. In international gardens like INBAR Garden, WGDO Garden, Chios (Greece) Garden, Bangkok (Thailand) Garden, Portugal-China Tourism Garden, Hortus Romani (Italy) Garden, Korea-China Yuan Garden and WCCO Garden, themed days were opened. In Chinese gardens like

Beijing Garden, Sanya Garden, Chengdu Garden and Yulin Garden, themed days were opened. In Jiangsu city gardens like Yangzhou Garden, Nanjing Garden, Wuxi Garden, Xuzhou Garden and Changzhou Garden, themed weeks were opened. These activities totaled 46. Taking horticulture as medium, exhibitors communicated in economy, culture, technology and academy in an all-round way, displayed brand images, popularized superior products and technologies, expanded cooperation space and promoted industrial cooperation and multi-cultural exchanges.

### **8.5 Cultural and Artistic Activities**

From April 8 to July, in Expo 2021 Yangzhou Park, there were totally 93 welcoming performances, 147 acrobatic performances, 229 LIVE music stops, 503 flash mobs and 92 float parades.

On April 8: Miss Tourism World in Yangzhou

On May 1-2: Special Performance of Ding Jianzhong, champion of CCTV's *The Great Magician* at Baihua Theater

On May 6-31: 72 performances of clowns and magicians at Baihua Theater

In June: 60-time performances in Ancient Charm Art Festival

In July: Yan Weiwen, a famous Chinese singer, sang at China Pavilion. World Red Song Performances were organized 60 times.

### **8.6 Publicity & Promotion Activities**

To publicize Expo 2021 Yangzhou, a total of 83 street performances were held.

Expo 2021 Yangzhou National Promotion & "Heading East to Yangzhou among Hazy Vernal Hues" was firstly launched in Zhengzhou, and in Shanghai, Hangzhou, Guangzhou, Wuhan and Xi'an afterwards.

On January 6: "Hello, Expo 2021 Yangzhou" Children Recital Competition was held.

On March 13: Blooming Flower in Spring: Ancient Style Music Performance at Baoneng Square.

On March 20: Expo 2021 Yangzhou mobile greenhouse and street performance were staged firstly in Nanjing, and in Hefei, Hangzhou, Yangzhou and other cities

afterwards.

On March 21: Flash Mob among Yangzhou College Student Volunteers at Sanwan Park to welcome Expo 2021 Yangzhou.

On March 22: 100-Motorcycle Parade in Yizheng to welcome Expo 2021 Yangzhou.

From March to May: “Flowers Bloom towards the Sun: 2021 Paintings Drawn by Children from Yiqi School” Themed Painting Competition was held to welcome Expo 2021 Yangzhou.

On June 18: “Yangzhou Summer” Tourism Product & Creative Market was started. Expo 2021 Yangzhou sent invitation letters.

### **8.7 Highlights (B2B)**

On May 8: “Meeting at Youyuan Garden” China Peony Festival

On June 5-6: “Cross-Yangtze River Development Pioneering Zone”: Nanjing-Zhenjiang-Yangzhou Integrated Development Summit Forum was held at Jujube Bay.

On July 16: Practice & Education Base of School of Foreign Languages of Peking University was inaugurated.

### **8.8 Closing Ceremony**

The closing ceremony of Expo 2021 Yangzhou was held on the afternoon of October 8, in online form in Beijing and Yangzhou. Relevant leaders of hosting organs of Expo 2021 Yangzhou, National Forestry and Grassland Administration, China Flower Association and Jiangsu Provincial People’s Government, attended the closing ceremony. Jiang Zehui, President of China Flower Association, announced the closing of Expo 2021 Yangzhou. Tim Briercliffe, General Secretary of AIPH, delivered video speech.

## **9. Operation & Guarantee**

### **9.1 Facility management**

In the early stage, Yangzhou counts up all the infrastructure and public landscape in Expo 2021 Yangzhou Park, gathers the information of equipment and facility in

relation to the security of Expo 2021 Yangzhou Park, and makes emergency plan. Simultaneously, Yangzhou formulates and implements management measures on facilities in key areas in the trial operation and formal operation, and conducts 24-hour monitoring of facility and equipment based on Expo 2021 Yangzhou Park Commanding Center. Yangzhou regularly organizes capable staff to overhaul equipment in areas with potential danger or accident, find and report problems in a timely way so as to tackle them and ensure the stable and orderly operation of Expo 2021 Yangzhou Park.

## **9.2 Security guarantee**

In the opening times of Expo 2021 Yangzhou Park, **in terms of order management of the entrances**, Yangzhou organizes security personnel to conduct drills in each entrance, deploys security forces at key nodes according to the on-site situation, reasonably arranges routes of the queuing areas, and strictly controls the order in entrances and exits to ensure the order of visitors. **In terms of security of visitors**, Yangzhou collects relevant service information and checks dangerous areas according to the reality, with signboards put to remind visitors not to trespass or touch. Besides, Yangzhou arranges security personnel (as special post for control and management) at major dangerous areas. **In terms of maintenance of the order of on-site activities**, Yangzhou carefully plans the maintenance of the order of daily performances, and guarantees the security of activities and performances according to the number of audience, performance site, performance time, float-tour route, etc. **In terms of extreme-weather countermeasures**, Yangzhou considers natural factors like local weather condition and takes countermeasures in the face of extreme weather. Facilities like tent, billboard and sunshade are reinforced in advance, visitors and outdoor workers are taught on safety, and trees and low-lying areas are monitored, in order to prevent accidents and ensure the on-site traffic flow. **In terms of the prevention and control of the COVID-19**, to strictly implement the requirements of Jujube Bay Management Committee, information review and entry control of the staff are carefully done, and registration & access management is conducted for motor vehicles and non-motor vehicles entering Expo 2021 Yangzhou Park.



### **9.3 Internal and external traffic in Expo 2021 Yangzhou Park**

Totally, 105 sightseeing buses are used to welcome exhibitors and visitors. There are 25 buses (14 seats each) for exhibitors, with professional guides and receptionists who accompany exhibitors. There are 80 buses for visitors (added in the peak hours), including 65 buses with 14 seats and 15 buses with 23 seats. According to various needs of visitors, a variety of tickets are provided for choice, including RMB20 yuan/person/time, RMB40 yuan/person/unlimited times and RMB30 yuan/person/two-time small train.

### **9.4 Catering and retail in Expo 2021 Yangzhou Park**

In Expo 2021 Yangzhou, 78 enterprises undertake catering and retail services at catering areas like Biyun Village, No. 2 Entrance Landscape Square and Hanjin Road Garden Food Street, which meet the dining needs of visitors. To guarantee food safety, market regulators use scientific means and send 50 kinds of food samples for laboratory test every day, by combining quick test with laboratory test of food raw & auxiliary materials. In total, over 23,143-time food fast tests are conducted, covering several physical-chemical-testing projects like pesticide residue, nitrite, borax and free mineral acid, and eliminating over 22 kinds of food raw and auxiliary materials with food safety risks. In the normal prevention and control of the COVID-19, high-risk food is strictly forbidden to enter Expo 2021 Yangzhou Park. In particular, every item of foreign trade food and frozen goods is verified and inspected to ensure the freshness, safety and harmlessness of food raw materials. The whole process of food processing is tracked and supervised, and the pollution to food in food processing is strictly controlled. Food must be processed or cooked thoroughly and the repeated use of leftovers is prohibited, in order to guarantee the personal hygiene of cooks, minimize the time of food processing and reduce food safety risks. In Expo 2021 Yangzhou, no collective accident or complaint on catering service and food safety occurs in the commercial areas under the jurisdiction of Operation & Management Department. Catering service and food safety remain stable and controllable.

## 9.5 Visitor information service

In the early stage, Yangzhou compiles *Working Plan for Tourist Services* according to the construction of Expo 2021 Yangzhou Park and the daily travelling habits of local visitors (e.g. Yangzhou, Nanjing and Zhenjiang). In the meantime, personnel-post allocation, working procedure and emergency plan are adjusted in accordance with the trend of visitors, holidays (ordinary days, ordinary peak days and extreme peak days) and relevant guidelines on the prevention and control of the COVID-19 as well as the changes of policies. In addition, relevant documents like *Visitor Services Manual: 100 Questions*, *Working Manual for Visitor Service Staff* and *Park Broadcasting Manual* are compiled according to on-site operation experience, which are updated immediately as the reality in Expo 2021 Yangzhou Park requires.

*Plan for the Functions of Entrance-Exit Area* is drawn up according to the construction of Expo 2021 Yangzhou Park and the trend of visitor. Three entrances and one exit for visitors and one standby entrance-exit area are opened. Four full-function service centers are organized, among which three are outside entrance-exit area and one is inside full-function service center. In Expo 2021 Yangzhou Park, 18 service centers are set up, which provide visitors with free services like drinking hot water, enjoying the cool under shade and taking rest according to various conditions, e.g. time interval, season and temperature. More than 40 outdoor guiding stations (flexibly adjusted in line with ordinary days, ordinary peak days and extreme peak days) are set up to provide visitors with various consulting and guiding services at all times. Besides, one radio station and one hotline room are set up to provide services for visitors and ensure the effect of their experience in Expo 2021 Yangzhou Park.

From April 8 (opening date) to October 8 (closing date), according to statistics, Expo 2021 Yangzhou Park welcomed c. 1.6 million visitors offline (including over 20,000 VIP group visitors in over 1,300 batches), answered questions from visitors over 1.1 million times, distributed over 200,000 copies of guide map, helped visitors over 300,000 times, found over 300 objects and returned over 100 objects, helped 38 lost persons meet their family members, finished over 1,100-time object renting and over 1,700-time object depositing, played a supporting role in over 55 medical rescue events

and handling complaints 19 times (all appropriately handled), received 334 letters of commendation and 4 silk banners, broadcast over 2,700-time news, and answered over 1,200-time hotline calls.

## **9.6 Media Services**

Yangzhou lays down *Plans for News & Propaganda of Expo 2021 Yangzhou* and *Propaganda Plan for the Opening Ceremony of Expo 2021 Yangzhou*. Yangzhou signs strategic cooperation agreements with more than 20 online platforms, including national, provincial and municipal official media, Hong Kong and Macao media, representatives of overseas Chinese media, Sina and Tik Tok, so as to achieve precision communication among targeted customers in the Yangtze River Delta. CCTV sent a large live broadcast team to Yangzhou and broadcast more than 70 pieces of various news, among which the Opening Ceremony on April 8, volunteer services on May 23 and the report “Expo 2021 Yangzhou Promotes Rural Revitalization” were broadcast on CCTV News many times. Xinhua News Agency releases the reports on the opening ceremony to Europe, the United States and the Asia-Pacific Region in three languages, which are retransmitted more than 220 times by local media. *People’s Daily* and its subordinate *People’s Daily Online* publish and introduce Expo 2021 Yangzhou in the headline or home page for nine times. On Tik Tok, the topics on Expo 2021 Yangzhou are played more than one billion times.

Provincial, municipal and county official newspapers and TVs set up special edition or column entitled *Expo 2021 Yangzhou On-Site*, *Reporters See Expo 2021 Yangzhou* and *A Panoramic View of Expo 2021 Yangzhou*, to publicize and promote Expo 2021 Yangzhou in an all-round way (media convergence). Expo 2021 Yangzhou Construction Headquarters establishes five independent platforms on Weibo, WeChat, News Client, Tik Tok and *Xue Xi Qiang Guo*. It cooperates with professional media and organizes “Expo 2021 Yangzhou News Center”, which provides media with supporting services like information integration, network cable transmission and tea break, as well as special news release services for many cities. It works closely with media, completes the production of nearly 10 videos like the image publicity video, documentary and

opening & closing ceremony feature film related to Expo 2021 Yangzhou, and finishes the editing and production of two propaganda albums, *Green Jujube Bay* and *An Admirable City*.

## 10. Marketing & Communication, Public Relations & Media

### 10.1 Slogan, Theme Song, Emblem and Mascot

On November 25, 2019 (500 days before the opening of Expo 2021 Yangzhou), Yangzhou posted the announcement to collect the theme song, emblem and mascot of Expo 2021 Yangzhou. Many famous colleges and professional institutions in China participated in the five stages, i.e. online release, targeted manuscripts, works collection, preliminary evaluation and final evaluation. Totally, Yangzhou received 295 valid works for theme song, 1,369 valid works for emblem and 752 valid works for mascot. On May 30, 2020, *Meeting for Expo 2021 Yangzhou* was chosen as theme song in final evaluation. On September 7, 2020, the emblem of “Green Willow & Double Flowers” and the mascot of “Kang Kang” & “Le Le” were unveiled.

In particular, in the emblem of “Green Willow & Double Flowers”, Yangzhou city flowers peony and Chinese snowball were used as design elements. Chinese snowball feels like jade and looks like the gathering of eight immortals, symbolizing purity, harmony and beauty. It embodies the urban spirit of “No other cities can rival Yangzhou in Chinese snowball”. Peony stood for love-promise between men and women in ancient China. It was extolled as “the first love flower in the East”, signifying good luck and wealth. In Song Dynasty, peony in Yangzhou enjoyed equal popularity with peony in Luoyang. Chinese snowball and peony present the beauty of harmony in the form of circle and express the idea of “symbiosis between man and nature” in Expo 2021 Yangzhou and human’s pursuit of jointly building a Community of Shared Future for Mankind. The Mascot “Kang Kang” & “Le Le” uses the group image of two lovely babies. With lively face and vivid shape, it harmoniously integrates Yangzhou elements like traditional national costumes, the Grand Canal and peony, represents “Green City, Healthy Life” (the theme of Expo 2021 Yangzhou) and the common concern with

children's health and happy growth, and conveys the vision of co-building Yangzhou Model for "Beautiful and Healthy China".

## **10.2 Media & Public Relations**

(1) Expo 2021 Yangzhou Yizheng Construction Headquarters Office provides over-30,000-word news materials and over-50-piece wire copies, closely interacting with media. It regularly communicates with local We Media, clears up public doubts and actively resolves various kinds of public opinion.

(2) On May 25-June 15, 2020, "Green City, Healthy Life" Tik Tok Themed Competition was held, in which more than 300 works were played 11.66 million times, with one first prize, three second prizes and eight third prizes.

(3) "Kang Kang & Le Le" Tik Tok Online & "Hello, the Yangtze River Delta" World (China) Chess Open Championships was held to welcome Expo 2021 Yangzhou and enhance the relationship with target audience.

## **10.3 Ticket sales**

According to different needs of visitors, Expo 2021 Yangzhou Park adopts the model of booking tickets with real names and provides three kinds of tickets: weekday ticket, special day ticket and through ticket. It signs cooperative contracts with three first-class travel agencies, relies on online OTA platforms like TravelGo and My Yangzhou App, and opens up various channels for visitors to choose independently. In late July, 2021, under the impact of the COVID-19 in Yangzhou, Expo 2021 Yangzhou Park was officially listed in lockdown area from August 1 and temporarily closed to the public from August 8. The COVID-19 broke out in summer travel season and had a great impact on ticket sales. In the open time of Expo 2021 Yangzhou, 718,379 tickets were sold, with a total revenue of RMB39.71 million *yuan*. In specific, 50,897 tickets were sold through online OTA or other online platforms, accounting for 7.08% of the total sales; 152,929 tickets were sold through first-level travel agencies, accounting for c. 21.29%; 32,734 tickets were sold through corporate customers, accounting for 4.56%; 160,870 tickets were sold on-site, accounting for 22.39%; and 19,337 tickets were free, accounting for 2.69%.

## 11. Responding to and Coping with Problems

### 11.1 Highlights

**Firstly, modular working model is used, in which all departments perform their duties to ensure the daily operation of Expo 2021 Yangzhou Park.** Considering the facts that there are trivial works or tasks in Expo 2021 Yangzhou Park and there are specific situations of suppliers and service providers in the preparatory stage, Yangzhou carefully sorts out the operating work of Expo 2021 Yangzhou Park, so that modular works are clearly stated and divided, and all departments are independently informed, by which they jointly finish the operation.

**Secondly, personnel services are optimized to provide top-quality support.** In the opening time of Expo 2021 Yangzhou Park, as it is large in area, the quality of personnel service is stressed to improve visitor's experience. In the meantime, to respond to the needs of visitors in a timely way, information and guidance centers are set up, and the ways of taking electro mobile and selling tickets are changed, in order to ensure the needs of visitors to enter the Park.

**Thirdly, themed interactive activities are held in festivals to increase the fun of sightseeing.** In addition to the daily operation, themed-day activities are added to strengthen festive atmosphere and diversify operating model, by which visitors would experience the festive atmosphere and the fun of sightseeing, in consideration of the large number of visitors in holidays.

**Fourthly, data-based operating model is adopted to experiment new model of smart operation.** In the operation of Expo 2021 Yangzhou Park, big-data model is used to establish data-analysis model of visitor flow, visitor destination and staying time and to build data-analysis platform. These supervise the real-time number of visitors in Expo 2021 Yangzhou Park to avoid traffic congestion, and record operation database to provide new example for the follow-up operation of expositions in other industries.

**Fifthly, a variety of distinctive games are designed to create new ways to attract visitors.** To ensure the number of visitors in the opening time of Expo 2021

Yangzhou Park, featured sightseeing sites like hot air balloon and panda-image park are built, and more games and more funny experience are added for visitors.

### **11.2 Visitor survey**

In order to immediately know the feelings of visitors and actively improve the management and service level, a survey of visitor satisfaction is conducted in the operation of Expo 2021 Yangzhou, which covers visitor's satisfaction in park environment, landscape resources, traffic smoothness, commercial services, auxiliary facilities and personnel services.

### **11.3 Complaints**

To provide visitors with comfortable and pleasant touring experience, as well as the accessible feedback channels, Expo 2021 Yangzhou Park opens on-site complaint and hotline complaint, forming a linkage mechanism with Mayor's Hotline (12345). Daily work orders from Expo 2021 Yangzhou Park are investigated or verified immediately and solved or informed visitors of feedback after communication. So far, all the complaints are appropriately handled, which are highly recognized by visitors.

### **11.4 Solving problems**

In the operation of Expo 2021 Yangzhou, in-session scheduling and commanding system is formed among Yangzhou municipal leaders, Preparatory Work Committee Office and Yizheng City, whose responsibility is to summarize, analyze and schedule all the daily work, and coordinate and tackle relevant problems immediately. In terms of daily operation and management in Expo 2021 Yangzhou Park, *Operation Daily* is compiled to strengthen the horizontal communication among the operation lines, venues and zones. Information collection and quality inspection are conducted to check the reality of operation and find the existing problems. Operation summary meetings are held to comprehensively evaluate operation situation, coordinate and solve operation problems, ensure daily clearance and daily completion of operation problems, and continuously improve operation & service quality.

## 12. Budget and Revenue & Expenditure

As budgeted, the total expenditure for Expo 2021 Yangzhou is RMB492 million *yuan*.

The Revenue of Expo 2021 Yangzhou: By October 8, 2021, the revenue of Expo 2021 Yangzhou reached RMB56.57 million *yuan*, including RMB39.71 million *yuan* from ticket sales (gross), RMB10.74 million *yuan* (gross) from electro mobile services, RMB5.6 million *yuan* from commercial services (gross) and RMB520,000 *yuan* from house renting.

The Expenditure of Expo 2021 Yangzhou: RMB302 million *yuan* in contract cost.

## 13. The Achievement of Goals

Yangzhou satisfactorily achieves the goals and tasks in invited exhibitions. It successfully invites Chinese cities and enterprises (including Beijing, Shanghai, Shenzhen, Hong Kong, Macao, Shanghai SAIC Volkswagen and Nanjing Hong Cai Co., Ltd.) to participate in the construction of 26 China Exposition Parks, foreign cities and international organizations (including Orleans of France, Breda of the Netherlands, San Antonio of United States and Nara of Japan, as well as international well-known masters of landscape architecture) to participate in the construction of 25 International Exposition Parks, 13 cities in Jiangsu Province to upgrade and transform their parks based on the theme of Expo 2021 Yangzhou, and 13 international cities and organizations (including Rimini of Italy, Agung Rai Museum of Art in Bali of Indonesia, Panama Trade Promotion Bureau and New Zealand Auckland International Innovation Center) to co-build “International Pavilion • Flavors of Five Continents” in International Pavilion. In this way, Yangzhou gathers rare and exotic plants and wonderful works of design masters all over the world, displays 64 outdoor exhibition parks with diverse styles, and presents an extravaganza of world culture.

Yangzhou successfully completes the construction of Expo 2021 Yangzhou Park. In the face of many adverse conditions like high temperature in summer, severe cold in



winter, and the outbreak of the COVID-19, Yangzhou takes positive and effective preventive measures. On condition that work safety is guaranteed, Yangzhou ensures the construction schedule and project quality, creates a long-scroll picture as suggested by “Gardens come from manual work, yet look like marvelous creation excelling nature”, and builds a 230-hectare park and around 5-kilometer ecological-wetland corridor (with less-than-15% permanent buildings), so as to minimize human intervention and maximize original ecological-protection.

Expo 2021 Yangzhou attracts wide attention among media. Mainstream media like *People's Daily*, Xinhua News Agency and China Media Group continually report Expo 2021 Yangzhou, and publicity media like China News Service, Phoenix Satellite Television and *China Minutes* pay special attention to Expo 2021 Yangzhou. Famous online media and We Media play an active role in Expo 2021 Yangzhou. On Tik Tok, topics on Expo 2021 Yangzhou are viewed more than one billion times, which are well received and highly praised from all walks of life.

## **14. The Benefits from Hosting Expo 2021 Yangzhou**

### **14.1 Specifying customer source to precisely set goals of regional development**

In the light of the big-data analyses of more than three million-time visitor flows in 2018 Jiangsu Provincial Expo and Expo 2021 Yangzhou, 80% of them come from the one-hour circle of Nanjing Metropolitan Circle, and self-driving and family travel become the first choice for traveling model. With the opening of Lianyungang-Huai'an-Yangzhou-Zhenjiang High-Speed Railway and the construction of Nanjing-Yizheng-Yangzhou Light Rail and North Yangtze River High-Speed Railway, the Yangtze River Delta becomes the largest target market. Yangzhou centers on the goal of building major new-height demonstration zone for cultural tourism and cultural creativity industries in the Yangtze River Delta, and clarifies the different and unique roles of Expo 2021 Yangzhou Park and its surrounding areas. Taking the advantages of urban outskirts and low hills in landform, Yangzhou improves the immersion and experience in Expo 2021 Yangzhou Park by means of wisdom and technology, lengthens the staying time of

visitors, enlarges the available value of space, and truly transforms the dividends of Expo 2021 Yangzhou into the sustainable endogenous driving force for the development of cultural tourism industry.

#### **14.2 Summing up local experience to upgrade all-regional level**

In the surrounding areas (with a radius of 2 km) of Expo 2021 Yangzhou Park, the largest Peony Cultivation & Display Base in China, the sole China Famous Tea Cultivation Base in North Yangtze River, Organic Agriculture Base, Blackberry Berry Cultivation Base, and Lotus, Plum and Snow Sightseeing Base are constructed. The hosting of Expo 2021 Yangzhou endows vitality into the regional development of Jujube Bay, enlarges its reputation, attracts commercial investment, improves supporting facilities in the surrounding areas, and boosts the leapfrog development of regional characteristic rural industries at Jujube Bay. Driven by the hosting of Expo 2021 Yangzhou, green industries like travel, fitness, health and leisure are upgraded, which gradually form a sharing pattern of “One Center & Multiple Peripheries” and become a tourism destination in the Yangtze River Delta. This greatly enhances the ecological-tourism image of Jujube Bay, strengthens the role of western Yangzhou as ecological tourism & leisure area, forges great tourism pattern of “East Water & West Mountain” in Yangzhou, and promotes high-quality economic and social development of Yangzhou.

#### **14.3 Implementing green development to build a new model for urban construction of Yangzhou**

In accordance with the theme of Expo 2021 Yangzhou, i.e. “Green City, Healthy Life”, Yangzhou will utilize and expand favorable economic, social and ecological benefits from Expo 2021 Yangzhou, give full play to market in the distribution of resources, improve governmental role, and take efforts to transform developmental model. With ecological environment playing a fundamental and strategic role, Yangzhou will turn the idea of “harmonious co-existence between man and nature” into individual action and the inner spirit of urban development, so as to maintain the everlasting beauty of Expo 2021 Yangzhou Park and make green production & life to be new normal of urban development in Yangzhou, in which Yangzhou plays a leading role and serves as an

example.

## **15. Acknowledgments**

Expo 2021 Yangzhou cannot be successfully organized without the close cooperation and joint efforts of relevant parties. Sincere thanks are hereby expressed to relevant parties and individuals. Special thanks are given to:

AIPH

International and Chinese exhibitors

Global partners and sponsors

Designers and constructors of Expo 2021 Yangzhou Park, Exhibition Parks and Exhibition Areas

Management & operation and safety guarantee units

News media

Volunteers

## **16. Appendices**

Appendix 1: Participation Rules of Expo 2021 Yangzhou

Appendix 2: Master Plan for International Competitions

Appendix 3: Working Plan for Organizing Flower and Horticultural Activities

Appendix 4: Evaluation Plan for International Competitions

Appendix 5: Pictures

## **Appendix 1**

### **Participation Rules of Expo 2021 Yangzhou**

#### **Chapter One General Rules**

##### **Article 1 Name, Theme and Duration**

(1) Name: International Horticultural Exposition 2021 Yangzhou (hereinafter referred to as Expo 2021 Yangzhou).

(2) Theme: Green City, Healthy Life

(3) Duration: From April 8, 2021 to October 8, 2021, totally 184 days.

##### **Article 2 The Hosting Parties**

National Forestry and Grassland Administration, China Flower Association and Jiangsu Provincial People's Government.

##### **Article 3 The Organizing Parties**

Expo 2021 Yangzhou Preparatory Work Committee (Preparatory Work Committee for short) includes Expo 2021 Yangzhou Preparatory Work Committee Office and Expo 2021 Yangzhou Yizheng Construction Headquarters (The Headquarters for short). Preparatory Work Committee and The Headquarters as well as their designated organizations are responsible for the specific organizing work.

##### **Article 4 The Exhibitors**

Chinese and foreign cities, enterprises, colleges, institutions, associations and individuals subject to the approval of the Hosting Parties or the Organizing Parties.

##### **Article 5 Exhibition-Related Activities**

Exhibition-Related Activities include participating in the construction of outdoor exhibition parks, exhibitions & displays and other activities in respective exhibition parks, as well as other activities organized by the Hosting Parties or the Organizing Parties of Expo 2021 Yangzhou. The exhibition time covers the whole process from the entry of the Exhibitors to the completion of cleaning and handing over of Expo 2021 Yangzhou Park after the closing date, including preparation, construction, maintenance & operation and cleaning.

##### **Article 6 The Agreements on Participation**

The Agreements on Participation include all kinds of agreements signed by the

Hosting Parties, the Organizing Parties and the Exhibitors in the light of the requirements of various exhibitions. The Agreements on Participation shall conform to the principles and spirit of General Rules. Any inconsistencies in specific operation shall be subject to the Agreements among the Hosting Parties, the Organizing Parties and the Exhibitors.

#### Article 7 The Laws, Regulations and Rules on Participation

All kinds of exhibition-related activities shall abide by relevant laws, regulations and policies of the People's Republic of China, and accord with *Guide to Hosting International Horticultural Exposition* and *Rules of Organizing International Horticultural Exposition* formulated by Association Internationale des Producteurs de l'Horticulture, as well as rules made by the Hosting Parties and the Organizing Parties of Expo 2021 Yangzhou.

### **Chapter Two Common Rules**

#### Article 8 The Provision and Management of Space

##### (1) The Provision of Space

The Headquarters shall be responsible for providing limited space for the Exhibitors to construct outdoor exhibition parks and hold exhibitions & displays and other activities in their parks, on condition that the requirements and time limit are clearly stated. The Headquarters shall have the right to decide the final sites and areas of the space to be provided.

##### (2) The Use of Space

The Exhibitors must use the exhibition space within the specified time in line with specified purposes. Without the consent of the Headquarters, the Exhibitors shall not transfer the space to others for use. After all kinds of exhibition-related activities are finished, the Exhibitors must complete the space cleaning within the specified time, and any overdue actions shall be regarded as a waiver of ownership which will return to the Headquarters.

##### (3) The Management of Space

I. In the opening time of Expo 2021 Yangzhou, the Exhibitors shall be responsible

for the maintenance and security of their space, and the Headquarters shall raise corresponding technological standards and management requirements.

II. In the opening time of Expo 2021 Yangzhou, the Headquarters shall provide free services like water & electricity supply to the Exhibitors, and take charge of the maintenance and management of public areas, as well as the overall maintenance and management of Expo 2021 Yangzhou Park in the closing time.

III. The Exhibitors have the rights to arrange promotional signboards and logos and distribute promotional materials in their respective space, which needs to be reported to the Headquarters in advance. Without the approval of the Headquarters, the Exhibitors cannot place any items outside the designated space.

#### Article 9 Commercial Activities

The Exhibitors can sell characteristic commodities from their own countries or organizations, including (but not limited to) characteristic horticulture, agricultural products and new-type horticulture, agricultural tools and cultural tourism products with regional features. It is prohibited to sell any commodities that are considered poisonous, harmful, vulgar and illegal or may cause any kinds of pollution or easily cause personal injury.

(1) The Exhibitors shall conduct commercial activities according to the laws, regulations and rules stated in General Rules. In case that any commercial activities run counter to the laws and regulations, the Exhibitors shall immediately rectify and undertake the responsibilities and losses arising therefrom.

(2) The Exhibitors shall submit written applications to the Headquarters one month earlier if they plan to organize commercial activities in the opening time of Expo 2021 Yangzhou, which can be carried out after the approval of the Headquarters. The Exhibitors shall bear all the commercial risks and expenses related to these activities.

(3) The commercial activities organized by the Exhibitors shall be subject to the unified arrangement and management of the Headquarters, and shall not interfere with the normal operation of Expo 2021 Yangzhou. Any commercial activities shall be held centrally in the areas designated by the Headquarters. For any commercial activities that must be held in the Exhibitor's parks, the Exhibitors shall submit written

applications to the Headquarters with detailed plans, which can be carried out after the approval of the Headquarters.

(4) When the Exhibitors participate in the exhibition & display activities, the area for commercial activities (including production, storage and sales ) shall not exceed 50% of the total exhibition area.

(5) If the commercial activities of the Exhibitors include food sales, the processing and cooking of food raw materials are forbidden. In such case, the Exhibitors shall abide by *Food Safety Law of the People's Republic of China* and other laws and regulations in relation to food safety, and carry out relevant activities under the supervision of local governmental departments, to ensure that the food sales comply with the requirements for food safety raised by Chinese government. For any accidents on food safety that arise from the food sold by the Exhibitors, the Exhibitors shall bear all the legal liabilities.

(6) In Expo 2021 Yangzhou Park, for any commercial activities of the Exhibitors that infringe relevant regulations, the Headquarters shall have the right to stop these activities of the Exhibitors according to relevant rules, and the Exhibitors shall bear all the legal liabilities caused thereby.

#### Article 10 Imported Materials

(1) For the entry of relevant materials (including plants, exhibits, building materials, goods for sale, daily necessities, etc.), foreign Exhibitors shall provide the lists of these materials to the Organizing Parties two months in advance, and handle the customs-clearance procedures of materials in accordance with Chinese laws and regulations. The Organizing Parties shall assist the Exhibitors to handle the formalities.

(2) After Expo 2021 Yangzhou, the imported materials shall be returned or destroyed on site according to the requirements of Yangzhou Customs.

#### Article 11 Security Management

##### (1) The Responsibilities of the Headquarters

I. The responsibility of the Headquarters is to secure Expo 2021 Yangzhou Park in an all-round way and establish comprehensive security systems and security measures, including various security matters: the propaganda and organization of security-related

activities, the guarantee of communication-network security, the guarantee of personal-property security, the security of project construction in public areas, the maintenance of public order and the management of security at night and in the closing time.

II. The Headquarters shall regularly or irregularly conduct security inspection of all the exhibition-related activities, and have the right to prevent the Exhibitors from installing facilities with security risks or organizing activities with security risks.

(2) The Responsibilities of the Exhibitors

I. The responsibility of the Exhibitors is to ensure the security of materials, exhibits and other properties in their space in the opening time of Expo 2021 Yangzhou and assist the Headquarters in related security work.

II. The Exhibitors shall perform their duties in security management of the project construction, the arrangement of the exhibitions & displays and the organization of activities in their respective exhibition parks, take management measures to maintain the security and order, and designate persons for security affairs. In the opening time of Expo 2021 Yangzhou, the Exhibitors shall take necessary measures to avoid fire hazards caused by human factors like the use of electrical equipment.

III. In the opening time of Expo 2021 Yangzhou, for the staff of the Exhibitors who will enter and exit Expo 2021 Yangzhou Park, they must get the valid certificates from the Headquarters uniformly, and comply with the management.

IV. If the Headquarters has other security regulations on the construction, management and operation of Expo 2021 Yangzhou Park, the Exhibitors shall strictly abide by them. If the Exhibitors violate these regulations, the Headquarters has the right to deal with it accordingly.

### **Chapter Three Participation in the Construction of Outdoor Exhibition Parks**

#### **Article 12 Definition**

The construction of outdoor exhibition parks refers to the construction activities in which the Organizing Parties provide designated outdoor areas and the Exhibitors build by themselves or entrust the Organizing Parties to build for them to display various horticultural spaces.



### Article 13 Construction Models

(1) The Exhibitors shall design and construct outdoor exhibition parks independently and maintain the exhibition parks in the opening time of Expo 2021 Yangzhou.

(2) The Exhibitors shall provide the design idea or the complete construction drawing if they entrust the Headquarters to construct the exhibition parks, and the design plans provided by the Exhibitors shall be reviewed and approved by the Organizing Parties who have the right to modify and optimize the design plans aforementioned.

(3) Authorized by the Exhibitors, the Headquarters shall design and construct the exhibition parks. The Exhibitors shall sign the naming certificates of authorization of the exhibition parks and provide design elements with urban features. The Headquarters shall have the right to design and construct the exhibition parks independently.

### Article 14 Planning and Design

(1) The planning and design of the exhibition parks shall take horticulture as the theme, and display the representative landscape, culture and architectural achievements.

(2) In layout and style, the exhibition parks shall accord with the overall planning of Expo 2021 Yangzhou Park and coexist harmoniously with the surrounding exhibition parks and public environment.

(3) The Exhibitors shall submit the design plans of their exhibition parks to the Organizing Parties within the specified time, and the Organizing Parties shall review and confirm the plans of the Exhibitors.

### Article 15 Project Construction

(1) The Headquarters shall guarantee the infrastructure for the construction of outdoor exhibition parks of the Exhibitors (access to water & electricity, road and site leveling), and provide free supporting offices, accommodation, cars, meals, material supplies and other affairs.

(2) The Exhibitors shall enter the sites for construction within the time specified by the Organizing Parties, by August 31, 2020 at the latest.

(3) The Exhibitors shall abide by *Expo 2021 Yangzhou Park Project Construction*

*Management Regulations* formulated by the Headquarters, take charge of the construction quality, safety, schedule control and other work, and comply with the overall arrangement and unified management of the construction areas in the exhibition parks from the Headquarters.

(4) The construction of the exhibition parks shall be completed before March 8, 2021.

## **Chapter Four Participation in Exhibition & Display Activities**

### **Article 16 Definition**

Exhibition & Display Activities refer to the activities in which the Organizing Parties provide designated indoor and outdoor areas for the Exhibitors to display horticultural products, agricultural products, Intangible Cultural Heritage products, special cultural products, plants and technologies as well as other exhibits related to the theme of Expo 2021 Yangzhou. The exhibits should accord with the theme of Expo 2021 Yangzhou and must not contain vulgar and illegal subjects.

### **Article 17 Design and Use**

The Headquarters shall construct the supporting facilities (water, electricity, communication network, etc.) and public areas and allocate the exhibition stands in the exhibition & display space. The Exhibitors shall complete the design, construction and arrangement of their exhibition stands within the specified time.

(1) The design of the exhibition stands shall be in harmony with the overall design style of the exhibition & display space, with focus on the use of new horticultural technologies and new concepts, as well as green, energy saving and environmental protection. The Exhibitors shall submit the design plans of the exhibition stands to the Headquarters within the specified time, and the Headquarters shall review and approve them.

(2) The exhibits and the displays should conform to the theme of Expo 2021 Yangzhou, with emphasis on the display of superior horticultural products, new and excellent plants and special plants.

### **Article 18 Exhibition Arrangement & Maintenance**

(1) The Exhibitors shall keep their stands orderly in the opening time of Expo 2021 Yangzhou, duly clean or replace the exhibits that cannot meet the exhibition requirements, and clean and maintain their stands.

(2) The Headquarters shall take charge of the overall management, security and public-area maintenance in the exhibition & display space, purchase insurance for the exhibits, and provide free water, electricity, communication network and garbage disposal services for the stands of the Exhibitors.

## **Chapter Five Participation in Park-Related Activities**

### **Article 19 Definition**

Park-Related Activities refer to the artistic performances, cultural displays, academic forums, skill competitions and other activities that are organized by the Exhibitors according to the arrangement of the Organizing Parties and the theme of Expo 2021 Yangzhou. These activities should comply with the theme of Expo 2021 Yangzhou, and must not contain immoral or vulgar contents and violate laws and regulations.

### **Article 20 Drawing up Plans**

For the park-related activities organized by the Exhibitors, detailed plans (including the theme, time arrangement, site, participants, etc.) shall be drawn up, and the plans shall be submitted to the Headquarters at least one month earlier, and can only be implemented with the approval of the Headquarters.

### **Article 21 The Use of Sites**

In the park-related activities, the Headquarters shall provide the Exhibitors with relevant support in terms of site, water & electricity, personnel access, etc. If the Exhibitors need to build stages or use lighting and sound equipment, they shall meet the relevant quality & safety requirements, undertake safety responsibilities and obey the relevant regulations on the management of Expo 2021 Yangzhou Park.

### **Article 22 On-Site Management**

The Exhibitors shall formulate on-site management plans and emergency evacuation plans, and the Headquarters shall assist the Exhibitors in on-site

management in the park-related activities.

## **Chapter Six Relevant Rights and Interests**

### **Article 23 The Returns for Participation**

In the opening time of Expo 2021 Yangzhou, the Organizing Parties shall present visiting tickets of Expo 2021 Yangzhou to the Exhibitors and provide them with VIP reception except for the opening and closing ceremonies, including free admission, tour cars and guide services.

(1) In case that the Exhibitors independently design and construct outdoor exhibition parks with the construction investment of over RMB10 million *yuan*, 600 visiting tickets shall be given for free, and VIP reception service shall be provided for not more than 60 persons; with the construction investment of RMB5-10 million *yuan*, 300 visiting tickets shall be given for free, and VIP reception service shall be provided for not more than 30 persons; with the construction investment of less than RMB5 million *yuan*, 200 visiting tickets shall be given for free, and VIP reception service shall be provided for not more than 20 persons.

(2) The Exhibitors shall provide the design plans or authorized names of outdoor exhibition parks and give 100 visiting tickets for free.

(3) 100 visiting tickets shall be given for free to Exhibitors who participate in the exhibitions & displays.

(4) When the Exhibitors participate in the park-related activities, the Headquarters shall assist them to coordinate and solve services like accommodation according to the requirements of the Exhibitors, and provide the reception service of not more than 30 lunches every day.

### **Article 24 The Subsidies for Participation**

After Expo 2021 Yangzhou, the Organizing Parties shall grant the Exhibitors a special fund, which can be applied for in accordance with *Measures for the Use and Implementation of Special Funds for Participating in Expo 2021 Yangzhou*.

### **Article 25 Award Evaluation**

When the Exhibitors participate in the award evaluation established by the Hosting

Parties, the Organizing Parties and Association Internationale des producteurs de l'Horticulture, the Exhibitors shall abide by the rules of award evaluation and share the awards or achievements according to relevant agreements.

#### Article 26 The Rights and Interests of Promotion

The Exhibitors can apply for free promotion of their main exhibits on the website and WeChat account of Expo 2021 Yangzhou. In the opening time of Expo 2021 Yangzhou, the Exhibitors can independently hold themed promotional and marketing activities in the designated area by the Headquarters.

#### Article 27 Other Rights and Interests

The Exhibitors shall have the copyrights of the design of exhibition-related activities and the right to name outdoor exhibition parks. Without the consent of the Exhibitors, the Organizing Parties cannot use the designs for other purposes. The Organizing Parties can use the designs for free, and have the right to organize and preserve the designs of the Exhibitors and use them for the publicity of Expo 2021 Yangzhou.

#### Article 28 The Rights and Interests of the Organizing Parties

(1) After Expo 2021 Yangzhou, if the Exhibitors participate in the construction of outdoor exhibition parks, the ownership of the designs, buildings, structures, plants on the ground, decoration (except exhibits and commercial products) and other attached objects shall belong to the Organizing Parties.

(2) The Organizing Parties shall reserve the rights to reproduce and sell the photographs or other pictures and video materials related to Expo 2021 Yangzhou as a whole or in part, to which the Exhibitors shall not object. The Exhibitors waive any claims of the rights to profit from the sale of the photographs, pictures and video materials as stated in this Article.

(3) If the Exhibitors use the name, emblem, mascot, song, theme, slogan and other identification elements of Expo 2021 Yangzhou, they shall obtain written documents and agreements approved by the Organizing Parties.

(4) The Organizing Parties shall inform the Exhibitors of the contents of the rules in this Article prior to their participation, which must be confirmed by the Exhibitors.

#### Article 29 Other Rules

(1) Any disputes arising from the Exhibitors or the authorized or hired individuals or organizations engaged in relevant activities shall be subject to the jurisdiction of local people's court of the hosting city of Expo 2021 Yangzhou and shall be governed by the laws, regulations and relevant rules of the People's Republic of China.

(2) The right of interpretation of these Rules belongs to the Organizing Parties.

(3) These Rules shall be implemented as of the date of promulgation.

## Appendix 2

### Master Plan for International Competitions in Expo 2021 Yangzhou

International competitions play an important part in *Rules of International Horticultural Exhibition and Organization* made by Association Internationale des Producteurs de l'Horticulture. *Master Plan for International Competitions in Expo 2021 Yangzhou* is hereby formulated to organize the evaluation of international competitions in Expo 2021 Yangzhou .

#### I. A Survey of Expo 2021 Yangzhou

Expo 2021 Yangzhou is ratified by Association Internationale des Producteurs de l'Horticulture (AIPH), co-hosted by National Forestry and Grassland Administration, China Flower Association and Jiangsu Provincial People's Government, and organized by Yangzhou Municipal People's Government. As a Type-B International Horticultural Exposition, under the theme of "Green City, Healthy Life", Expo 2021 Yangzhou was held from April 8 to October 8, 2021, at Jujube Bay Tourism Resort, Yangzhou, lasting for 184 days. Expo 2021 Yangzhou Park covers an area of 230 hectares.

#### II. A Survey of International Competitions in Expo 2021 Yangzhou

International competitions play an important role in International Horticultural Exposition and serve as a stage for horticultural organizations and individuals from various countries and regions to display horticultural technologies and exchange horticultural cultures. In international competitions in Expo 2021 Yangzhou, official and unofficial exhibitors as well as high-level competitors are invited. Through displaying and exchanging the most advanced horticultural technologies and cultures in the world, Expo 2021 Yangzhou promotes international horticultural level, provokes the enthusiasm for participation among organizations and the public, and boosts the development and progress of world flower and horticultural industries.

International competitions in Expo 2021 Yangzhou mainly consist of two parts: Competitions in Outdoor Exhibition Park and Competitions in Indoor Exhibition Area. Among them, Outdoor Exhibition Park includes International Exhibition Park, China Exhibition Park and Enterprises Exhibition Park. Indoor Exhibition Area includes

International Exhibition Area, China Exhibition Area and Chinese Enterprises (Associations and Colleges) Exhibition Area. In Indoor Exhibition Area, Indoor Flower & Bonsai Competition Area and Exhibits Competition Area in China Exhibition Area are set up.

### III. The Organizing Organs of International Competitions in Expo 2021 Yangzhou

The organizing organs of international competitions in Expo 2021 Yangzhou consist of International Competition Organizing Committee and International Competition Judges Committee.

#### **1. International Competition Organizing Committee**

Its responsibility is to prepare and coordinate the affairs of international competitions and communicate with AIPH. It has two branches, International Competition Organizing Committee Office and International Competition Organizing Committee Supervision Committee.

Located in the secretariat of China Flower Association, International Competition Organizing Committee Office has member units of National Forestry and Grassland Administration, China Flower Association, Jiangsu Provincial Department of Agriculture and Rural Affairs and Expo 2021 Yangzhou Preparatory Work Committee. Its responsibility is to communicate with AIPH on international competition affairs, formulate competition events as well as rules for evaluation and award, and invite experts from China and the world to establish evaluation committee and evaluation groups at various stages, to ensure the success of the evaluative work.

International Competition Organizing Committee Supervision Committee has member units of China Flower Association, Jiangsu Provincial Flower Association and Expo 2021 Yangzhou Preparatory Work Committee. Its responsibility is to supervise and promote the preparatory work prior to international competitions, supervise the practice of disciplines on site and examine & approve the evaluative work of judges.

#### **2. International Competition Judges Committee**

It includes Jury and Judges Group for Special Competitions. Its responsibility is to evaluate the competitions in Outdoor Exhibition Park and the competitions in Indoor Exhibition Area.



(1) Jury is mainly responsible for the two-time collective evaluation of the competitions in Outdoor Exhibition Park (International Exhibition Park and China Exhibition Park). It comprises seven horticulturists with high popularity and wide influence in China and the world, including four foreign judges and three Chinese judges, who are recommended and approved by Association Internationale des Producteurs de l'Horticulture and China Flower Association respectively.

(2) Judges Group for Special Competitions is mainly responsible for the evaluation of Indoor Special Competitions. It sets up five groups, i.e. bonsai, peony, lotus, floriculture (ikebana) and horticultural design, and each group consists of 3-11 judges and several supervisory committee members, who are responsible for the evaluation of competitions respectively. Judges are selected and approved by International Competition Organizing Committee.

## Appendix 3

### Working Plan for Organizing Flower and Horticultural Competitions in Expo 2021 Yangzhou

In line with the requirements of Association Internationale des Producteurs de l'Horticulture (AIPH), flower and horticultural competitions will be held in Expo 2021 Yangzhou. In order to effectively improve the organization of flower and horticultural competitions and present professional level and high standard, *Working Plan for Organizing Flower and Horticultural Competitions in Expo 2021 Yangzhou* is therefore formulated.

#### I. A Survey of Flower and Horticultural Competitions in Expo 2021 Yangzhou

In Expo 2021 Yangzhou, six-type flower and horticultural competitions will be staged, i.e. varieties of Chinese rose, varieties of peony, varieties of gardening mini-landscape design, varieties of lotus, bonsai and floriculture (ikebana).

Among them, the site of lotus competition is located in Yangzhou Park, and the sites of the other five competitions are all located in International Pavilion, with an available area of 2,100 m<sup>2</sup>. International Pavilion uses grid structure and ETFE membrane.

#### II. Organs & Responsibilities

No.	Competitions	Time (Suggested)	Organs
1	Varieties of Chinese Rose	April 20-May 5, 2021	Yangzhou Municipal Housing and Urban-Rural Development Bureau
2	Varieties of Peony	May 7-31, 2021	Yizheng Municipal People's Government
3	Varieties of Gardening Mini-Landscape Design	June 2021	College of Horticulture and Plant Protection, Yangzhou University
4	Varieties of Lotus	July 2021	Yangzhou Municipal Housing and Urban-Rural Development Bureau
5	Bonsai	August 2021	Shugang-Slender West Lake Scenic Area Management Committee
6	Floriculture (Ikebana)	September 2021	Yangzhou Municipal Bureau of Agriculture and Rural Affairs

The six-type competitions are significant events on flower and horticulture in Expo 2021 Yangzhou. The responsible organs should take organizing a horticultural competition with “international standard, contemporary trend, Chinese elements and Yangzhou characteristics” as overall goal, designate working teams, draft plans for competitions, and play a leading role throughout the competitions after they submit their plans to Expo 2021 Yangzhou Preparatory Work Committee Office that approves the plans based on specified procedures. Plans for competitions include holding time, qualification & organization, evaluation criteria, awards setting and expenditure & budget. Besides, members in judge groups should be determined, which consist of 3-11 judges and several supervisory committee members, who are responsible for the evaluation of competitions respectively. Experts are determined and invited by China Flower Association in accordance with the schedule.

### III. Organization & Coordination

The responsibility of Expo 2021 Yangzhou Preparatory Work Committee Office is to coordinate and contact China Flower Association, Jiangsu Provincial Preparatory Work Committee Office, responsible organs of the six-type competitions and Yizheng Construction Headquarters, and assist the responsible organs to communicate with local branches of China Flower Association for professional guidance, so as to better ensure the standardization, professionalism and influence of the organization of competitions.

The responsibility of Yizheng Construction Headquarters is to provide sites and facilities and guarantee logistics coordination for the competitions. For the arrangement of sites, the responsible organs can directly contact relevant persons in charge from Yizheng Construction Headquarters.

### IV. Expenditure Guarantee

The expenditures of Yangzhou municipal departments and College of Horticulture and Plant Protection, Yangzhou University are covered in the special funds in Yangzhou municipal financial budget for Expo 2021 Yangzhou. The expenditures of Yizheng Municipal People’s Government and Shugang-Slender West Lake Scenic Area Management Committee are independently guaranteed. The responsible organs are advised to lay down plans and list budgets, which are submitted to Expo 2021 Yangzhou

Preparatory Work Committee Office for review.

#### V. Other Affairs

The responsible organs shall specify one leader in charge and one liaison in their plans, and submit the electronic version of the competition plans to Expo 2021 Yangzhou Preparatory Work Committee Office. The deadline is October 9.

Expo 2021 Yangzhou Preparatory Work Committee Office (Yangzhou): Guo Lu, Tel: 18651161932, Email: 332172516@qq.com.

Yizheng Construction Headquarters: Chen Hongzhen, Tel: 15861398460, Email: 549487292@qq.com.

## Appendix 4

### **Evaluation Plan for International Competitions in Expo 2021 Yangzhou**

International competitions play an important part in *Rules of International Horticultural Exhibition and Organization* made by Association Internationale des Producteurs de l'Horticulture. *Evaluation Plan for International Competitions in Expo 2021 Yangzhou* is formulated to organize the evaluation of international competitions in Expo 2021 Yangzhou.

#### I. A Survey of Expo 2021 Yangzhou

Expo 2021 Yangzhou is ratified by Association Internationale des Producteurs de l'Horticulture (AIPH), co-hosted by National Forestry and Grassland Administration, China Flower Association and Jiangsu Provincial People's Government, and organized by Yangzhou Municipal People's Government. As a Type-B International Horticultural Exposition, under the theme of "Green City, Healthy Life", Expo 2021 Yangzhou was held from April 8 to October 8, 2021, at Jujube Bay Tourism Resort, Yangzhou, lasting for 184 days. Expo 2021 Yangzhou Park covers an area of 230 hectares.

#### II. A Survey of International Competitions in Expo 2021 Yangzhou

International competitions play an important role in International Horticultural Exposition and serve as a stage for horticultural organizations and individuals from various countries and regions to display horticultural technologies and exchange horticultural cultures. In international competitions in Expo 2021 Yangzhou, exhibitors and high-level competitors are invited. Through displaying and exchanging the most advanced horticultural technologies and cultures in the world, Expo 2021 Yangzhou promotes international horticultural level, provokes the enthusiasm for participation among organizations and the public, and boosts the development and progress of world flower and horticultural industries.

International competitions in Expo 2021 Yangzhou mainly consist of three parts: Competition in Outdoor Exhibition Parks, Competition in Indoor Exhibition Areas and Flower & Horticulture Competitions. Among them, Outdoor Exhibition Parks include International Exhibition Parks, China Exhibition Parks, Cities in Jiangsu Province

Exhibition Parks and Enterprises & Colleges Exhibition Parks. Indoor Exhibition Areas mainly include International Indoor Exhibition Areas. Flower & Horticulture Competitions mainly include six international competitions: floriculture (ikebana), Chinese rose, peony, gardening mini-landscape, lotus and bonsai.

### III. Organizing Organs of International Competitions in Expo 2021 Yangzhou

Organizing organs of international competitions in Expo 2021 Yangzhou consist of International Competition Organizing Committee and International Competition Judges Committee.

#### 1. International Competition Organizing Committee

Its responsibility is to prepare and coordinate the affairs of international competitions and communicate with AIPH. It has two branches, International Competition Organizing Committee Office and International Competition Organizing Committee Supervision Committee.

Located in the secretariat of China Flower Association, International Competition Organizing Committee Office has member units of National Forestry and Grassland Administration, China Flower Association, Expo 2021 Yangzhou Jiangsu Preparatory Work Leading Group and Expo 2021 Yangzhou Preparatory Work Committee. Its responsibility is to communicate with AIPH on international competition affairs, formulate competition events as well as rules for evaluation and award, and invite experts from China and the world to establish evaluation committee and evaluation groups at various stages, to ensure the success of the evaluative work.

International Competition Organizing Committee Supervision Committee has member units of China Flower Association, Jiangsu Provincial Flower Association and Expo 2021 Yangzhou Preparatory Work Committee. Its responsibility is to supervise and promote the preparatory work prior to international competitions, supervise the practice of disciplines on site and examine & approve the evaluative work of judges.

#### **Members of International Competition Organizing Committee**

##### **(1) Members of International Competition Organizing Committee**

##### **Directors:**

Zhang Yinchao, Secretary General of China Flower Association

Huang Zhengqiu, Deputy Director (leading role of Director) of Department of Ecological Protection and Restoration, National Forestry and Grassland Administration

Yang Shiyun, Director of Jiangsu Provincial Department of Agriculture and Rural Affairs

Zhang Baojuan, Mayor of Yangzhou Municipal People's Government

**Deputy Directors:**

Peng Hongming, Vice Secretary General of China Flower Association

Liu Xuemei, Vice Secretary General of China Flower Association

Tang Mingzhen, Chief-Agronomist of Jiangsu Provincial Department of Agriculture and Rural Affairs

Zhang Jianyong, Chairman of Jiangsu Provincial Flower and Tree Association

Zhao Qinghong, Deputy Mayor of Yangzhou Municipal People's Government

**Members:**

Pan Bing, Director of Division of the Management of Ancient and Famous Tree & Bamboo, Rattan and Flower, Department of Ecological Protection and Restoration, National Forestry and Grassland Administration

Guan Yongxiang, Director of Jiangsu Agricultural Technology Promotion Center

Tao Bolong, Director of Yangzhou Municipal Housing and Urban-Rural Development Bureau

Sun Jiannian, Mayor of Yizheng Municipal People's Government

Other persons from Expo 2021 Yangzhou Preparatory Work Committee.

**(2) Members of International Competition Organizing Committee Office**

**Directors:**

Peng Hongming, Vice Secretary General of China Flower Association

Liu Xuemei, Vice Secretary General of China Flower Association

Tang Mingzhen, Chief-Agronomist of Jiangsu Provincial Department of Agriculture and Rural Affairs

Zhao Qinghong, Deputy Mayor of Yangzhou Municipal People's Government

**Deputy Directors:**

Guan Yongxiang, Director of Jiangsu Agricultural Technology Promotion Center

Lin Baorong, Vice Secretary General of Yangzhou Municipal People's Government

**Members:**

Gu Lutong, Secretary General of Jiangsu Provincial Flower and Tree Association

Chen Jian, Deputy Director of Office of Yangzhou Municipal People's Government

Tang Hongjun, Deputy Director of Yangzhou Municipal Bureau of Garden Administration

Wu Yonghong, Third-Level Consultant of Yangzhou Municipal Bureau of Agriculture and Rural Affairs

Zhang Guomin, Director of Yizheng Jujube Bay Tourism Resort Management Office

**(3) Members of International Competition Organizing Committee Supervision Committee**

**Director:**

Liu Xuemei, Vice Secretary General of China Flower Association

**Members:**

Gu Lutong, Secretary General of Jiangsu Provincial Flower and Tree Association

Gu Jian, Deputy Consultant of Yangzhou Municipal Housing and Urban-Rural Development Bureau

**2. International Competition Judges Committee**

It includes Jury and Judges Group for Special Competitions. Its responsibility is to evaluate competitions in Outdoor Exhibition Park, competitions in Indoor Exhibition Area and Flower & Horticulture Competition.

(1) **Jury** is mainly responsible for the two-time collective evaluation of competitions in International Exhibition Park, China Exhibition Park, Cities in Jiangsu Province Exhibition Park and Indoor International Exhibition Area. It comprises seven horticulturists with high popularity and wide influence in China and the world, including four AIPH judges and three Chinese judges, who are recommended by International Competition Organizing Committee and approved by AIPH.

(2) **Judges Group for Flower & Horticulture Competition** is mainly responsible



for the evaluation of Indoor Flower & Horticulture Competition. It sets up six groups, i.e. floriculture (ikebana), Chinese rose, peony, gardening mini-landscape, lotus and bonsai, and each group consists of five judges, who are responsible for the evaluation of competitions respectively. Judges are selected and approved by International Competition Organizing Committee.

#### IV. The Evaluation of International Competitions

##### 1. Jury

##### **(1) Exhibition Parks**

A total of 61 Outdoor Exhibition Parks participating in Expo 2021 Yangzhou.

(i) 22 Outdoor International Exhibition Parks

(ii) 20 Chinese Cities Exhibition Parks

(iii) 13 Cities in Jiangsu Province Exhibition Parks

(iv) 6 Enterprises & Colleges Exhibition Parks

A total of 13 Indoor Exhibition Areas participating in Expo 2021 Yangzhou.

(i) Indoor Exhibition Areas constructed by 13 foreign cities and international organizations.

##### **(2) The Theme of International Competitions**

Green City, Healthy Life

##### **(3) The Principles of Evaluation**

(i) 100-mark scoring method is used. The average of the total score of all judges determines the final score of each event.

(ii) If two or more entries are equally scored, the Jury has the right to re-score.

(iii) The Competition Scoring Form shall be valid only with the signatures of the judges.

(iv) The scores shall not be published until the evaluative work is completed.

(v) Chairman of the Jury shall have the right to handle any disputes arising in the evaluative work.

##### **(4) Awards Setting**

(i) AIPH Awards

There are three AIPH top awards in Expo 2021 Yangzhou, each for Outdoor

International Exhibition Park, Outdoor China Exhibition Park and Indoor International Exhibition Area. AIPH award winners will be evaluated and determined by the Jury after two-round evaluation. AIPH will provide certificates and trophies for winners.

(ii) Organizing Committee Awards

There are Organizing Committee top award, gold award, silver award and bronze award for International Exhibition Park, China Exhibition Park, Cities in Jiangsu Province Exhibition Park, Enterprises & Colleges Exhibition Park and Indoor International Exhibition Area, with the proportion of 10%, 20%, 30% and 40% respectively. Awards will be evaluated and determined by the Jury after two-round evaluation. Organizing Committee will provide certificates and trophies for winners.

Expo 2021 Yangzhou Organizing Committee Awards for International Exhibition Park

Top Award	10%
Gold Award	20%
Silver Award	30%
Bronze Award	40%

Expo 2021 Yangzhou Organizing Committee Awards for China Exhibition Park

Top Award	10%
Gold Award	20%
Silver Award	30%
Bronze Award	40%

Expo 2021 Yangzhou Organizing Committee Awards for Cities in Jiangsu Province Exhibition Park

Top Award	10%
Gold Award	20%
Silver Award	30%
Bronze Award	40%

Expo 2021 Yangzhou Organizing Committee Awards for Enterprises & Colleges Exhibition Park

Top Award	10%
-----------	-----

Gold Award 20%

Silver Award 30%

Bronze Award 40%

Expo 2021 Yangzhou Organizing Committee Awards for Indoor International Exhibition Area

Top Award 10%

Gold Award 20%

Silver Award 30%

Bronze Award 40%

Meanwhile, Most Welcomed Exhibition Park & Area Award and Excellent Exhibition Park Award will be set up according to the reality.

#### **(5) The Criteria for Evaluation**

Table 1 Scoring Criteria for Outdoor Exhibition Parks

No.	Evaluation Criteria		Score
1	Overall Effect	1. Form of overall effect (plan and design sketch)	5
		2. Design description	5
		3. Clear function and reasonable layout	5
		4. Effectively coordinating and harmonizing the different types of landform, with tidy buildings on the ground (except for special requirements)	5
2	Coordination in Design	1. Proper use of various landscape elements (e.g. plant, architecture, decoration and color)	5
		2. The harmony between landscape units (landscape node, entrance & exit, road, landscape element, landscape complementarity, etc.)	5
3	Representation of the Theme	1. The idea and theme of exhibition parks in line with the theme and sub-theme of Expo 2021 Yangzhou (with textual description)	10
		2. Design elements fully representing the theme of exhibition parks, with high construction quality and advanced technology	5

No.	Evaluation Criteria		Score
4	Innovativeness	1. Novel design form and ingenious conception	5
		2. Integrating new ideas, new technologies and new materials, and emphasizing sustainability, environmental protection and energy saving	10
5	Arrangement of Plant & Material (Variety & Quality)	1. According with the theme of exhibition parks, appropriately choosing and using plants and materials, properly determining the number of plants and materials, harmonizing color arrangement, and reflecting the seasonal changes or features of plants	10
		2. Plants growing robustly, with no quarantinable diseases and insect pests (or sign of them), no diseased leaves and yellow leaves	5
		3. No newly-grown or re-grown plants, plants with normal flowering and leaf developing in beautiful shape, presenting the distinctive features of plants	5
		4. Plants staying at the best stage for sightseeing (including flowering stage, fruiting stage, leaf-viewing stage and branch-viewing stage), with few withered flowers and leaves	5
		5. Appropriately choosing new and excellent plant species, including local plants and new varieties of horticulture (forthcoming)	5
6	Practical Value as Models	1. Integrating ecology, landscape, culture and leisure, illustrating the use of horticulture in daily life	5
		2. Meeting children's interest, with communicative and educational significance	5

Table 2 Scoring Criteria for Indoor Exhibition Areas

No.	Evaluation Criteria		Score
1	Overall Effect	1. Form of overall effect (plan and design sketch)	5
		2. Proper function and reasonable layout	5
		3. Good lighting effect and strong aesthetic atmosphere	5
2	Coordination in Design	1. Proper use of various landscape elements	5
		2. Reasonably and skillfully using limited indoor space to create harmonious layout	5
3	Representation of the Theme	1. The conception and theme of landscape in line with the theme and sub-theme of Expo 2021 Yangzhou (with textual description)	5
		2. Landscape elements properly used with distinct theme, high construction quality and advanced technology	5
4	Innovativeness	1. Novel design form and ingenious conception	5
		2. Integrating new ideas, new technologies and new materials, and emphasizing sustainability, environmental protection and energy saving	5
5	Arrangement of Plant & Material (Variety & Quality)	1. According with the theme of Expo 2021 Yangzhou, appropriately choosing and using plants and materials, displaying plants with the features of the exhibitors and stands, in harmonious and uniform appearance	10
		2. Plants & materials adapting to the indoor environment, growing robustly and presenting their features, with no obvious diseases and insect pests	10
		3. Plants staying at the best stage for sightseeing, with no withered flowers and leaves (except special requirements of floriculture)	5
		4. Plants & materials well arranged in a scientific, reasonable and beautiful way, with appropriate proportion, in harmony with the cultivation & storage containers (in color, size, quality, etc.)	5
		5. Maintenance & management measures having no impact on the indoor environment, no odors	5
		6. Uses of new varieties and new indoor cultivation methods	5
6	Practical Value as Models	1. With strong horticultural and cultural characteristics	5
		2. Embodying the educational and enlightening role of horticulture, popularizing scientific knowledge on horticulture	5
		3. Interesting and interactive	5

## 2. Judges Group for Flower & Horticulture Competition

### (1) The Events

Indoor Flower & Horticulture Competition mainly includes six international competitions: floriculture (ikebana), Chinese rose, peony, gardening mini-landscape, lotus and bonsai. According to the exhibition form and feature, each international competition includes different competitive genres.

## **(2) Competition Time**

<b>Events</b>	<b>Time</b>
Floriculture (Ikebana) International Competition	April 8-18, 2021
Chinese Rose International Competition	April 21-May 5, 2021
Peony International Competition	May 8-23, 2021
Gardening Mini-Landscape International Competition	May 26-June 15, 2021
Lotus International Competition	July 10-31, 2021
Bonsai International Competition	September 10-21, 2021

## **(3) The Principles of Evaluation**

- (i) 100-mark scoring method is used. The average of the total score of all judges determines the final score of each event.
- (ii) If two or more entries are equally scored, the Jury has the right to re-score.
- (iii) Entries for Excellent Exhibition Park & Area Awards are not scored.
- (iv) The Competition Scoring Form shall be valid only with the signatures of the judges and the leaders of expert teams.
- (v) The scores shall not be published until the evaluative work is completed.

## **(4) The Procedures of Evaluation**

- (i) Each member of Judges Group scores the entries one by one according to 100-mark scoring method.
- (ii) All the scoring sheets shall be collected to calculate the average scores of all entries, so as to determine various awards from high to low.

## **(5) Awards Setting**

There are Organizing Committee top award, gold award, silver award and bronze award. Trophies and certificates are awarded by Expo 2021 Yangzhou Organizing Committee according to competitive genres, and prizes will be awarded to the winners according to the practices and standards of previous international competitions.

Meanwhile, Excellent Exhibition Park & Area Award will be set up according to the reality, only with certificates.

List of Evaluation Plan for International Competitions in Expo 2021 Yangzhou

Competitive Genre		Evaluation Time		Evaluation Committee	Awards Setting
Exhibition Area	Competition	The First-Round	The Second-Round		
Outdoor Exhibition Park	International Exhibition Park	April 5-6, 2021	October 6-7, 2021	Jury	AIPH Top Award, Expo 2021 Yangzhou Organizing Committee Top Award, Gold Award, Silver Award, Bronze Award, etc.
	China Exhibition Park				
	Cities in Jiangsu Province Exhibition Park				
	Enterprises & Colleges Exhibition Park				
Indoor Exhibition Area	International Pavilion	International Exhibition Area			AIPH Top Award, Expo 2021 Yangzhou Organizing Committee Top Award, Gold Award, Silver Award, Bronze Award, etc.
		Floriculture (Ikebana)	April 7, 2021	Judges Group	Expo 2021 Yangzhou Organizing Committee Top Award, Gold Award, Silver Award, Bronze Award, etc.
		Chinese Rose	April 20, 2021		
		Peony	May 7, 2021		
		Gardening Mini-Landscape	May 26, 2021		
		Lotus	July 9, 2021		
		Bonsai	September 9, 2021		

## 照片 Pictures

### 1、重要活动 Key activities

#### 1.1 开幕式 The opening ceremony









## 1.2闭幕式The closing ceremony











## 2、主体建筑Main Buildings



国际馆International Pavilion  
中国馆China Pavilion







开闭幕式馆Opening & Closing Ceremonies Pavilion  
主入口Main Entrance







园冶园Yuanye Garden  
碧云村Biyun Village Mountain House





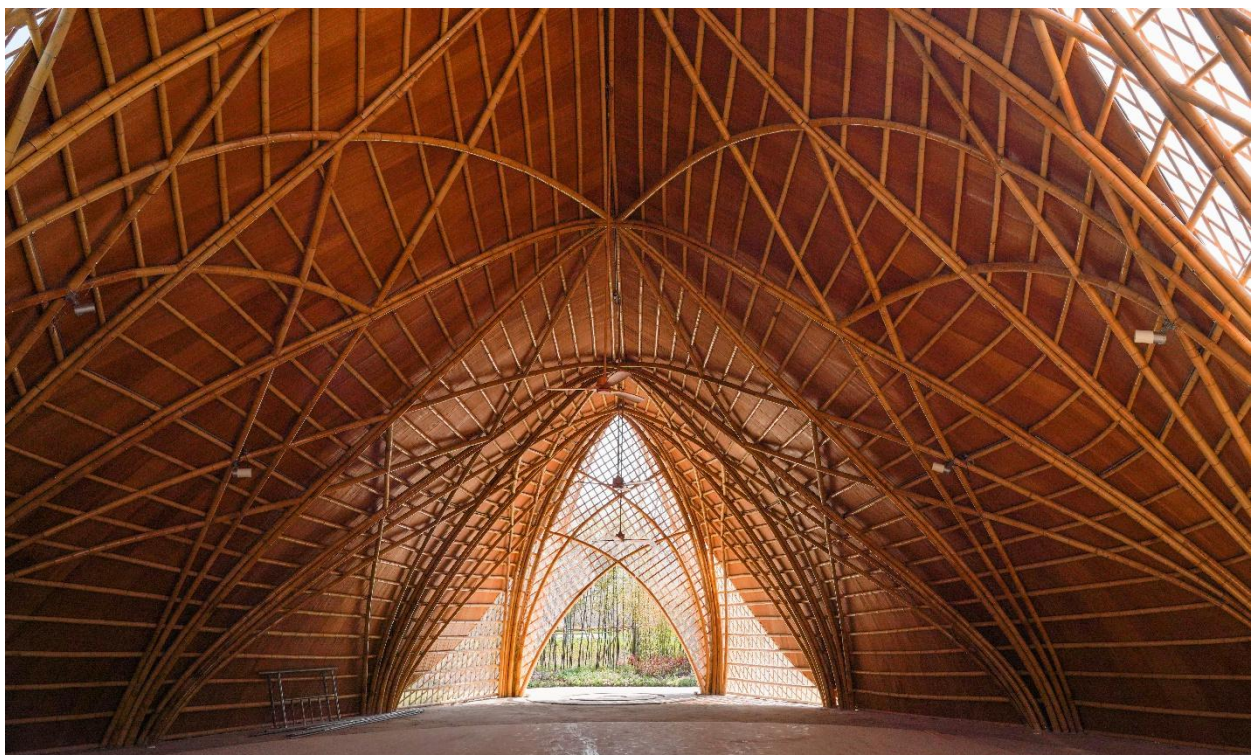
### 3、展园展区国际竞赛大奖Award winners of outdoor gardens and indoor exhibition areas competition

#### 3.1 AIPH和组委会大奖Winners of AIPH and Organizing Committee Grand Awards

##### 3.1.1 国际展园Outdoor International Gardens



国际竹藤组织园INBAR Garden





### 3.1.2 中华展园Outdoor Chinese Gardens



上海园Shanghai Garden





### 3.1.3江苏城市展园Jiangsu City Gardens



扬州园Yangzhou Garden





## 3.2组委会大奖Winners of Organizing Committee Grand Award

### 3.2.1 国际展园Outdoor International Gardens



日本福岡园Fukuoka Garden, Japan





### 3.2.2 中华展园Outdoor Chinese Gardens



北京园Beijing Garden

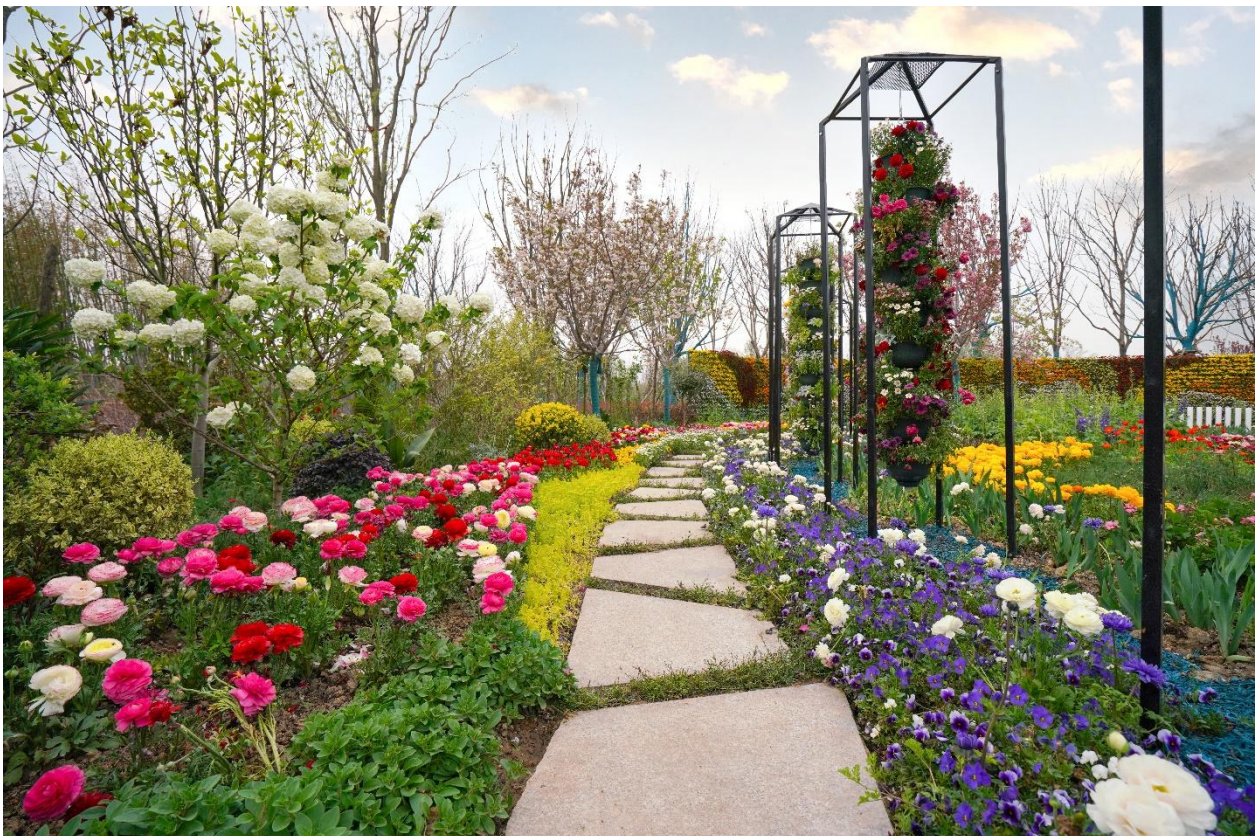




### 3.2.3院校企业展园College and Enterprise Gardens



虹彩园Hongcai Garden





### 3.2.4江苏室内展区Jiangsu Indoor Areas



扬州展区Yangzhou Area





## 4、其他室外展园Other Outdoor Gardens

### 4.1 国际展园Outdoor International Gardens



日本奈良园Four Seasons of Nara, Japan  
世界运河历史文化城市合作组织园WCCO Garden







韩中缘馆KoreaChina Yuan Garden  
韩国顺天园Sunchon Garden, ROK







意大利罗马园Hortus Romani, Italy  
荷兰布雷达园Breda Landscape Garden, the Netherlands







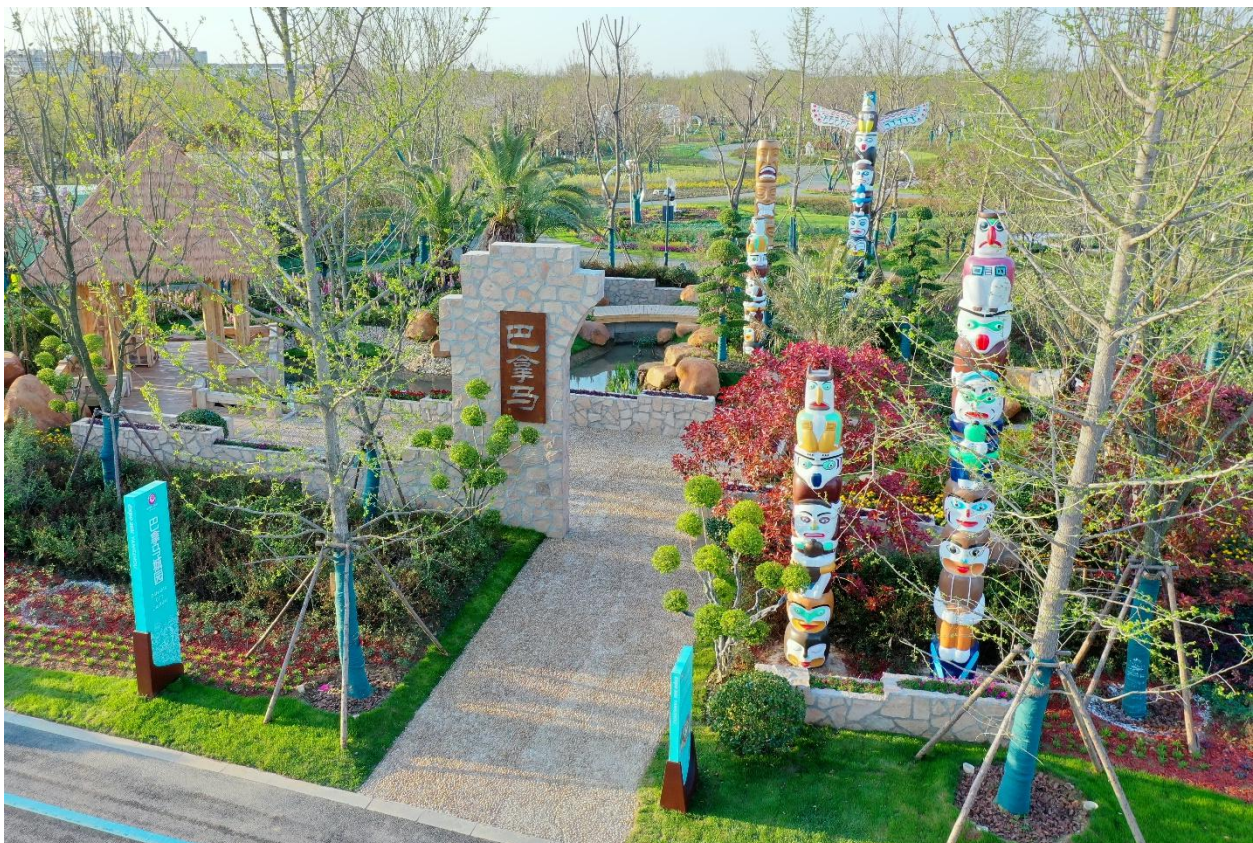
希腊希俄斯园Chios Garden, Greece  
泰国曼谷园Bangkok Garden, Thailand







俄罗斯圣彼得堡园Saint Petersburg Garden, Russia  
巴拿马城园Panama City Garden, Panama







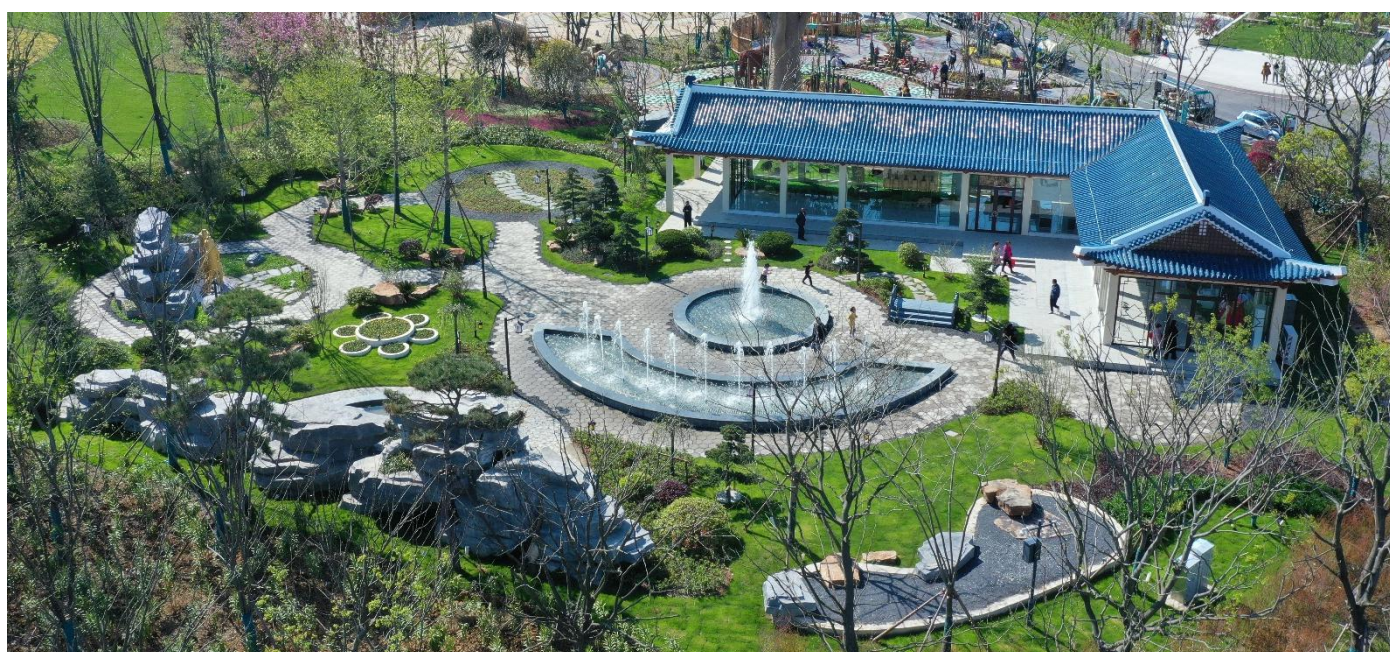
意大利博洛尼亚园The Garden of Cultural Heritage, Bologna, Italy  
法国奥尔良园Garden of Orléans, France







葡中旅游园PortugalChina Tourism Garden  
朝鲜开城文化园Kaesong Cultural Garden, DPRK







美国圣安东尼奥园San Antonio Garden, USA  
吉布提园Djibouti Garden







世界绿色设计组织园WGDO Garden  
澳大利亚悉尼风情园Sydney Landscape Garden, Australia







“费城之窗” 园 “Window of Philadelphia” Garden  
西班牙巴塞罗那园 Dragon’s Garden, Barcelona, Spain





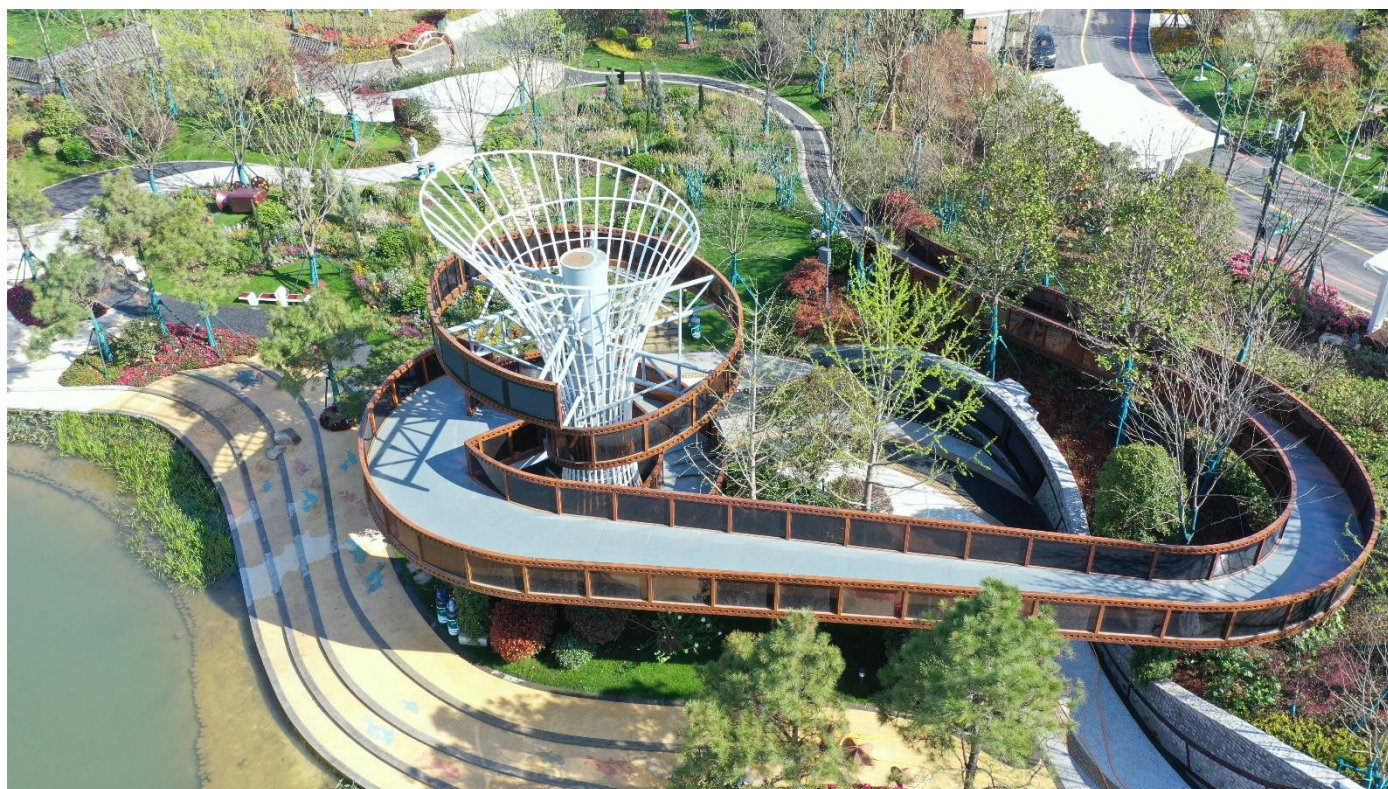
## 4.2 中华展园 Outdoor Chinese Gardens



嘉兴园Jiaxing Garden  
哈尔滨园Harbin Garden







青岛园Qingdao Garden  
成都园Chengdu Garden







太原园Taiyuan Garden  
厦门园Xiamen Garden







深圳园Shenzhen Garden  
济南园Jinan Garden







三亚园Sanya Garden  
西安园Xi'an Garden







沈阳园Shenyang Garden  
郑州园Zhengzhou Garden







合肥园Hefei Garden  
香港园Hong Kong Garden







榆林园Yulin Garden  
西藏园Tibet Garden







澳门园Macao Garden  
伊犁园Yili Garden





### 4.3江苏城市展园Jiangsu City Gardens



常州园Changzhou Garden  
南京园Nanjing Garden







南通园Nantong Garden  
无锡园Wuxi Garden







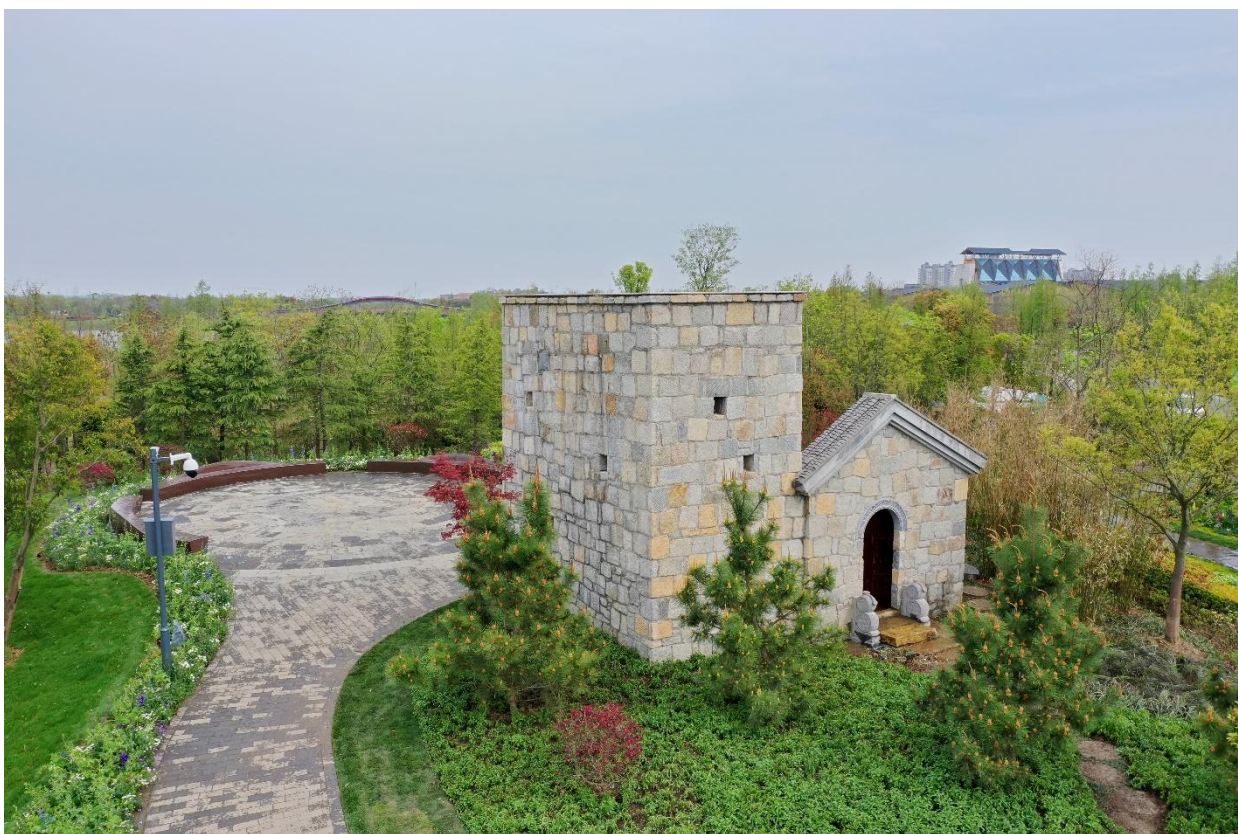
徐州园Xuzhou Garden  
泰州园Taizhou Garden







苏州园 Suzhou Garden  
连云港园 Lianyungang Garden







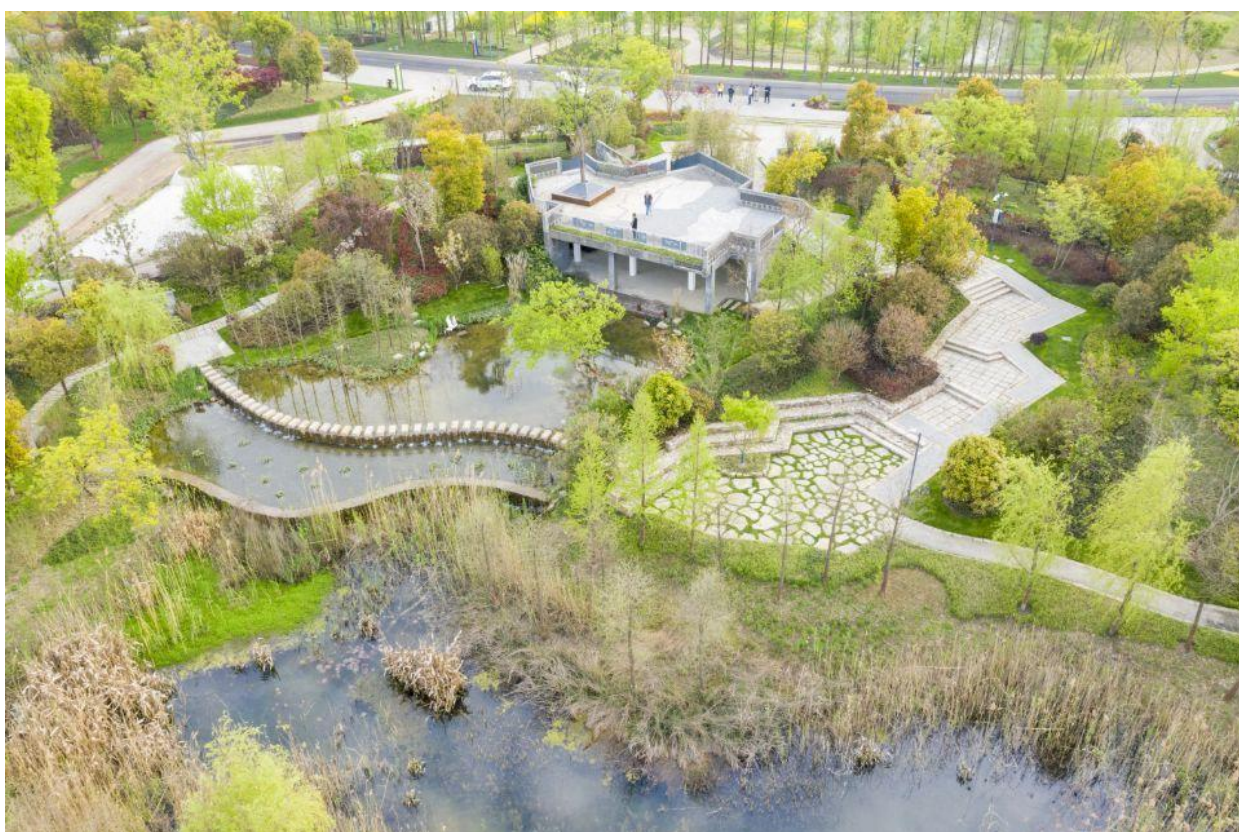
宿迁园Suqian Garden  
镇江园Zhenjiang Garden







淮安园Huai'an Garden  
盐城园Yancheng Garden





## 4.4院校企业展园College and Enterprise Gardens



华建园Huajian Garden  
扬子江冶春园Yangtze Yechun Garden







夏溪花木市场园Xiaxi Flower & Tree Market Garden  
上汽大众园SAIC Volkswagen Garden







江苏旅院园JSTC Garden



## 4.5大师园Designer Gardens



扬州盒子（何昉） Yangzhou Box (He Fang)  
折隅花园（伊娃·卡斯特罗） Folding Corner (Eva Castro)





## 4.6专类园specialized Gardens



国际月季园International Rose Garden





## 5、室内花卉专项竞赛Indoor International Competitions

### 5.1插花花艺竞赛Flower Arrangement Competition



## 5.2月季竞赛Chinese rose Competition





## 5.3 芍药竞赛 Chinese Herbaceous Peony Competition





## 5.4 园艺微景观竞赛 Creation of Horticultural Microlandscape Competition





## 5.5荷花竞赛Lotus Competition





## 6、其他室内展区Other Indoor Areas

### 6.1 国际展区International Areas



美洲展区Americas Area







大洋洲展区Oceania Area







亚洲展区Asia Area







欧洲展区Europe Area







非洲展区Africa Area





## 6.2江苏城市展区International Areas



南京展区Nanjing Area  
南通展区Nantong Area







连云港展区Lianyungang Area  
镇江展区Zhenjiang Area







宿迁展区Suqian Area  
无锡展区Wuxi Area







常州展区Changzhou Area  
泰州展区Taizhou Area







淮安展区Huai'an Area  
徐州展区Xuzhou Area







盐城展区Yancheng Area  
苏州展区Suzhou Area





## 7、文化活动Cultural Activities

### 7.1主题日Themed Days



国际竹藤组织INBAR  
世界绿色设计组织WGDO







拉萨Lhasa  
西安Xi'an







世界运河历史文化城市合作组织WCCO  
葡中旅游协会PortugalChina Tourism Association





## 7.2主题周Themed Weeks



扬州Yangzhou







南京Nanjing





成都Chengdu







榆林Yulin





## 7.3其他活动Other Activities

















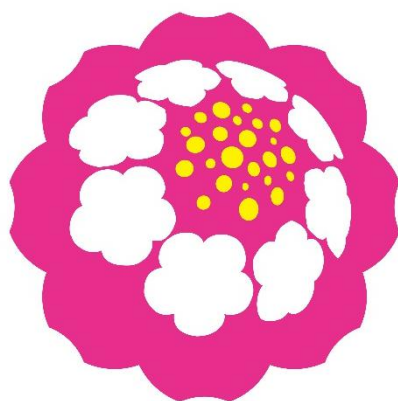
## 8、相关图片Related Pictures



总体规划图Master Plan  
鸟瞰图Aerial View







expo 2021  
YANGZHOU

会徽Emblem  
吉祥物Mascot

