



AIPH Exhibitions Committee

Exhibitions Report: October 2021 – February 2022

Summary

There is not long to go now until the opening of Expo 2021 Hatay (B), Expo 2022 Floriade Amsterdam Almere (A1) and Euroflora (C), all in April this year. Following huge efforts, preparing through the pandemic, the organisers are prepared for the big day. AIPH will be involved in the juries for each of these.

It has remained challenging to complete inspection visits, due to Covid restrictions, but site inspections were completed in Izmir and Sakarya in Turkey although Sakarya later withdrew its bid to host an A1 Expo in 2029. With a new application from Udon Thani in Thailand for 2026 and other countries expressing interest the calendar continues to fill.

The Global Partnerships Programme is almost ready to launch and we look forward to finding partners to invest in the future of Horticultural Expos.

Section 1 – Exhibitions

1.1 International Horticultural Exhibition Yangzhou China 2021 (B)

Expo 2021 Yangzhou (China) closed on 8 October. In the end it attracted 2.2 million in-person and online visitors, despite having to close for the final period due to an outbreak of COVID in the city. The International Bamboo and Rattan Organization (INBAR) Garden, Shanghai Garden, and Yangzhou Garden won the AIPH Awards. For all other awards and details of the Expo read the report at <https://aiph.org/latest-news/expo-2021-yangzhou-showcases-natures-beauty-in-the-middle-of-adversity/>. From this link you can also view a video of each garden at the Expo. During the closing ceremony, which included a recorded speech from AIPH Secretary General, Tim Briercliffe, the AIPH flag was transferred to Chengdu, which will be the next Chinese city to host an AIPH-approved Expo. The draft Final Report can be downloaded at <https://aiph.org/wp-content/uploads/2022/01/Final-Report-Expo-2021-Yangzhou-to-AIPH-20220108.pdf>.



1.2 Expo Hatay 2021 – Turkey (B)

Following approval at the last meeting, the opening date has moved to 1 April 2022 and the closing date to 30 June 2022. Treve Evans carried out an inspection visit in December 2021. Preparations are good and there has also been significant promotional activity.



1.3 Floriade Amsterdam Almere – Netherlands 2022 (A1)

Full details of the upcoming Floriade are available at <https://floriade.com/en/>. The Floriade will open on 14 April 2022 and close on 9 October 2022. The first jury meeting will take place on 11-12 April and this will include from AIPH: T Briercliffe, B Oosterom, L Capitanio, K Chung and B Hardy.

1.4 Euroflora – Italy (C)

The dates for Euroflora are 23 April to 8 May 2022. T Briercliffe joined a conference in Genoa on 8 October 2022 and he will also join the jury. Full details are at <https://euroflora.genova.it/en/>.

1.5 Kahramanmaras 2023 (B) - Turkey

Following the inspection visit in September 2021, the organisers are responding to the recommendations made and will be re-developing the masterplan in accordance with AIPH requests. Media promotion and activity has been strong and more details can be seen at <https://expo2023.org/en/>.



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

It is hoped to have an inspection meeting during the summer in Suncheon to review progress.

1.7 Expo 2023 Doha Qatar (A1)

T Briercliffe met with the Secretary General during a visit to Expo 2020 Dubai and accompanied the Qatar delegation on visits to pavilions of prospective participating countries. The Expo has now appointed a Commissioner General and are actively recruiting participants. The Expo has agreed to support a promotional programme proposed by AIPH. This includes a webinar programme, research symposium and Green City Conference.



1.8 Expo 2024 Chengdu (B) – China

Preparations are underway and the AIPH contract is close to signing.

1.9 Expo 2026 Izmir (B) – Turkey

A site inspection was conducted by B Oosterom, E Terekhova and L Capitanio in November 2021. Izmir is proposing a new site for the Expo and will present this to members during the Expo Conference on 7 March. The contract with AIPH was signed.



1.10 Yokohama 2027 (A1) – Japan

Yokohama is continuing with its planning procedures although no inspection meeting has taken place recently.

1.11 Applications

The application from Sakarya (Turkey) for an A1 Expo in 2029 was withdrawn by the city due to financial constraints. This followed a site inspection carried out by B Oosterom, L Capitanio and E Terekhova.

We have received an application from Udon Thani (Thailand) for a B Expo in 2026/27. This will be presented at the Expo conference on 7 March and will follow a site inspection taking place on 13-16 February. The inspection team is B Oosterom, K Chung, K Tambayong, T Yamada, T Briercliffe and E Terekhova.

Currently there are no live applications for the A1 Expo in 2029 although interest has been expressed from China, Thailand and Poland.

1.12 C category exhibitions

We are expecting an application soon from Florales Internationales Nantes (France) for 2024.

1.13 D category approvals

The following exhibitions are approved by AIPH in 2022: Greentech (Netherlands), Flowera (Turkey), Hatay (Turkey), Plantarium (Netherlands) and applications are expected from Flormart (Italy) and OPF Mexico.

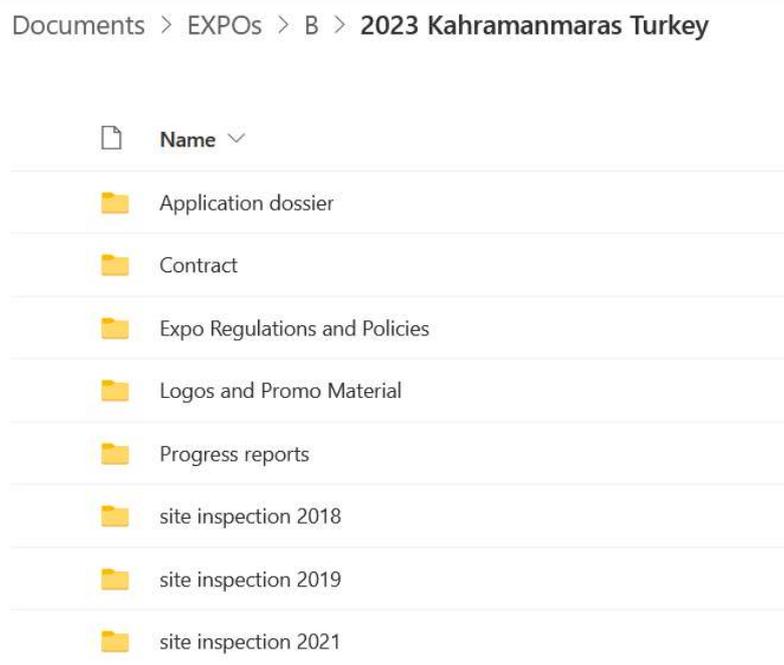
Section 2 - Expo Support Programme – Elena Terekhova

Issued First Site Inspection Protocol for future Expo Organisers

- The guideline explains the expectations of AIPH on organisation of the first site inspection. It contains an overview of all the activities to help potential Expo Organisers in successful organisation of the first AIPH site inspection and facilitate their understanding of AIPH and its activities.

Knowledge Management

- We have introduced key account managers for each Expo project and agreed rules on organisation of the Expo Library. The following file management structure is reproduced across all Expos (that will happen from 2022):



- Further work is expected on Expos' Image Library.

Sustainability policies and strategy

- AIPH Sustainability strategy with Measures of Success in all areas of AIPH activity, has been defined. In this strategy AIPH commits to publish every two years a

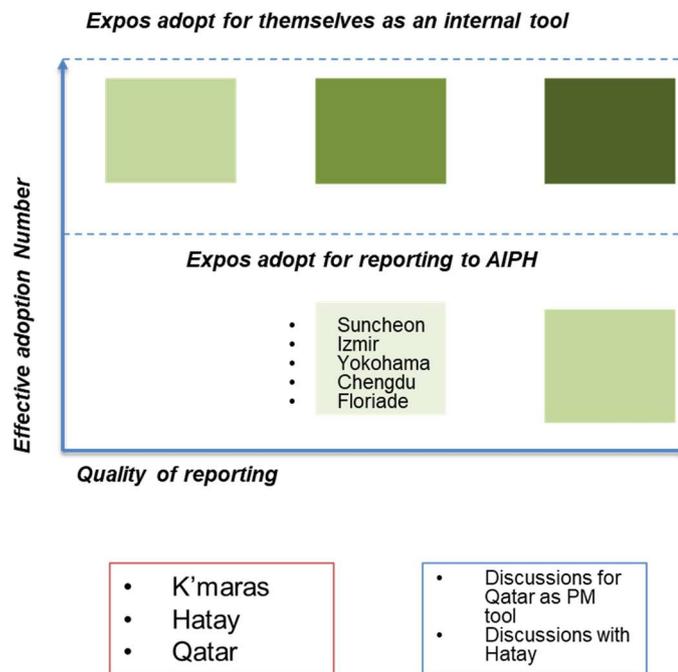
detailed AIPH Sustainability Report, which will account for progress against our objectives. The first Report is scheduled for 2024.

- We are working with [Wisdrome](#) on sustainability guidance for Expo Organisers and an audit system to assess their progress. This guidance will supplement Annex X of the Regulations and provide more detail on AIPH expectations as well as point out best practices to the Expo Organisers.
 - Formulation of Expos' sustainability policies and implementation plans remain the responsibility of the Expo Organisers.
 - The audit system will allow AIPH officers to assess Expos' sustainability action and justify attribution of funds resulting from the Global Partnerships programme.
- Sustainability Communications. Weekly social media posts feature our commitment to sustainability agenda when related to Expos.

Expo Monitoring

- All Expo Organisers have been invited to join WeTrack (our Expos' monitoring system); questions on the use of the system were addressed; and 71% are using it
- The system now reflects the progress of each Expo and automatic reminders are sent out to Expo Organisers when their preparation milestones are due.
- We are working further on user engagement and on the promotion of our Preferred Partnership with WeTrack

Effectiveness Assessment



Expo communications

- Created a web page on [Forthcoming Expos](#), where each Expo has a dedicated feature with its overview and most recent progress report
- First Expos' Newsletter was issued in January 2022. These newsletters will be issued monthly to our contacts having demonstrated interest to the Expos. This includes all

potentially interested cities, governments, businesses, Commissioners General of Pavilions from previous World and Horticultural Expos, members & consultants. A database of contacts was consolidated and input to our CRM. Should you have interested contacts please communicate those to Rachel.wakefield@aiph.org

- Further work on the website is required in animating [application area](#) with links to supporting materials by Expo development stage and link to Wetrack project management system for approved Expos.

Partnership & network development

- Elena Terekhova and Treve Evans visited Expo 2020 Dubai in November 2021. They hosted two days of presentations of AIPH Expos and visited 20+ country pavilions to promote AIPH, Green City and Expo work. High-level contacts were established with the following countries: Mexico, Ukraine, Azerbaijan, Egypt, Angola, Oman, Slovenia, Brazil, Ghana and conversations are ongoing for further introductions in these countries.
- Tim Briercliffe visited Expo Dubai in January 2022. Many meetings were held with Commissioner General's, organised with the support of AIPH Affiliate Member and Commissioner General for Myanmar, Ms. Levi Sap Nei Thang.



- We are discussing a preferred partner agreement with [Mancini Worldwide](#), a specialized consultancy for Expos international liaison support. We believe they can support us in securing more Expos and establishing relationships with governments / international organisations
- We are considering cooperation with [GK Nordic](#) who can support AIPH in securing more B category Expos for the years to come and establish a fuller Expo calendar till 2035. This becomes a critical success factor for the roll-out of our Global Partnerships Programme.

Other initiatives

- We have started consulting experts on regulation of Expos' media rights such as video production / broadcast. It is possible to create a pilot project with an Expo Organiser, to position their video content with international media companies, collect business insights and create a scheme for additional revenue generation. Conversations on this were started with Expo Izmir.

AIPH-led Global Partnerships Programme

We have completed the design phase of the Global Partnerships Programme.

An AIPH led global programme of Expo Partnerships will be rolled out in 2022 in order to diversify revenue streams for Expo Organisations, make the Horticultural Expo movement more widely known and support sustainable initiatives.

The following activities were performed, according to the initial plan (see below simplified chart; see attached the Gantt with all activities of the design stage performed April 2021-March 2022):

Roll-out: *readiness by March 2022*



- We have conducted negotiations with approved Expo organisers to know their willingness to be part of this program and give access to their physical and digital assets to AIPH. (Participation is not mandatory for Expos with whom contracts have been signed before 2021). Prior agreement was reached with Qatar and Izmir. Other conversations are in progress.
- Our marketing agency, [Mongoose](#) delivered an assessment of AIPH potential assets and a commercial strategy for AIPH; designed sales materials and started conversations with potential partners.
- We have started the process of registration of our trademark in the UK, with the objective to proceed to Turkey, China, EU, Japan, South Korea and Qatar. Searches were conducted by our lawyers on similar registered trademarks and no exact result was found in any of the specified regions. The projected timeline for this in the UK is of 40 working days, and varies internationally, with an estimate of 1 to 2 years to be completed in all listed countries.

Further work on future partner management, funds distribution model, requirements and audits of Expo Organisers, as well as monitoring Expos and engaging partners is expected (see timeline below, dark beige is AIPH secretariat activity)

Global Partnerships: April 2021 till March 2022

Process to deliver this proposal



Next Steps

It is proposed that AIPH will:

- Kick-off the roll-out the Global Partnerships Scheme, and conduct its first efficiency review in December 2022
- Continue with the development of the Expo Support Programme and further work on supporting guidance for the Regulations on matters like policies
- Continue AIPH sustainability agenda work and create Expo audit system
- Continue engaging Expo Organisers in the Expo Monitoring System, updating the system with requirements and monitoring progress achieved by each Expo
- Promote the benefits of hosting Expos through international event forums (e.g. Host City) and continue working with prospective Expo Organisers to fill the Expo calendar

Attachments

- Global Partnerships design phase completion: Gantt chart
- Wetrack Expos Monitoring Report