APPLICATION GUIDE

AIPH INTERNATIONAL HORTICULTURAL EXPOS

AIPH
Introduction

The International Association of Horticultural Producers (AIPH) was founded in 1948 in Zurich by a group of representatives from the national grower associations of Western Europe.

AIPH has been given international responsibility for the approval of international horticultural exhibitions by the International Convention Relating to International Exhibitions of the BIE.

Since the 1960s, we are proud to have approved over 50 Horticultural Expos and have supported the Expo movement worldwide.

We work closely with Expo organizers to help them succeed and ensure high standards for the Expo.

This Application Guide will provide you with an overview of AIPH Expo Approval process and reference all the documents AIPH provides and requires from Expo applicant cities.

Today, as the world challenges of climate change, health and economy intensify, we are seeing the increase of interest towards Horticultural Expos. A vast body of scientific research shows us that greening our cities and our lives with plants genuinely tackles these global problems.

Hosting an International Horticultural Exhibition will change a city forever. Although the exhibition itself is relatively short-lived, the legacy can leave lasting benefits for generations to come. Hosting an International Horticultural Exhibition creates greener cities that become the pride of a nation and the envy of the world as well as attracting millions of visitors.

Hosting an International Horticultural Exhibition gives the opportunity for your city to lead the world in creating greener cities for the future.

We hope that this guide will help you make the first steps towards a successful application and implementation of your Expo project.

You are welcome to raise any question and start a dialogue with us.

Tim Briercliffe, Secretary General, AIPH
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# AIPH – A1 and B Expos: overview*

<table>
<thead>
<tr>
<th>Category A1</th>
<th>Category B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expo classification</strong></td>
<td>World Horticultural Exhibition</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td></td>
</tr>
<tr>
<td>• Not more than one at any time</td>
<td>• Not more than three opening per year</td>
</tr>
<tr>
<td>• Not more than five per decade</td>
<td>• Not more than two running at the same time</td>
</tr>
<tr>
<td>• Not more than one per country per decade</td>
<td>• 3 months interval between opening dates if on same continent</td>
</tr>
<tr>
<td></td>
<td>• 3 weeks interval if on different continents</td>
</tr>
<tr>
<td></td>
<td>• Opening and closing dates must not clash with A1 and B exhibitions</td>
</tr>
<tr>
<td><strong>BIE approval</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>Invitations to international participants by diplomatic channels</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>3-6 months</td>
</tr>
<tr>
<td><strong>Application period</strong></td>
<td>6-12 years before opening date</td>
</tr>
<tr>
<td><strong>Specific Provisions</strong></td>
<td>• Support and guarantees from national government are required</td>
</tr>
<tr>
<td></td>
<td>• 50+ hectares</td>
</tr>
<tr>
<td></td>
<td>• &lt;10% area for buildings</td>
</tr>
<tr>
<td></td>
<td>• 5%+ area for international participants</td>
</tr>
<tr>
<td></td>
<td>• 10+ international “official” participants (countries/ international governmental organisations)</td>
</tr>
<tr>
<td></td>
<td>• Other international participants (regions, cities, NGOs, private sector)</td>
</tr>
</tbody>
</table>

* Please refer to general [Frequently Asked Questions](#) and the [Expo Organiser’s Guide](#) for more information.
Application Calendar, Timeline and Process
Application calendar and timeline:
A1 World Horticultural Expos

The bidding process to host an A1 World Expo begins 12 years before the expected opening. The BIE Paris convention guides the regulations. An up-to-date bidding calendar with available dates can be found online at Expo Bidding Dates. The timeline diagram below will help explain the process.

Once your Expo project becomes more concrete, and national Expo support is secured, and an open date is selected, we will invite you to consider the requirements of the Application Stage.
Application calendar and timeline: B International Horticultural Expos

Bidding to host a B International Expo begins ten years before the expected opening. An up-to-date bidding calendar with available date slots can be viewed online at Expo Bidding Dates. The timeline diagram below will help explain the process.

Once the Expo project becomes more concrete, and city/regional Expo support is secured, and an open date is selected, we will invite you to consider the requirements of the Application Stage.
Application
Process with AIPH (A1 and B category Expos)

AIPH members consider Expo Applications at the General Meetings and after the Expo Conference meeting, which both occur twice a year in March/April and September/October. The next meeting is announced on the AIPH website. AIPH members vote for or against the Expo Applicant City in a closed session, based on the Expo Application documents.

Your Expo Application must be submitted to AIPH Secretariat General at least six weeks before the next AIPH Exhibitions Committee and General Meeting. The Secretariat General reserves the right not to put forward for approval any Expo Application received later than this.

An Expo Application should consist of the following documents:

<table>
<thead>
<tr>
<th>Category A1</th>
<th>Category B</th>
</tr>
</thead>
<tbody>
<tr>
<td>• AIPH Application questionnaire with Annexes</td>
<td>• AIPH Application questionnaire with Annexes</td>
</tr>
<tr>
<td>• Feasibility study</td>
<td>• Feasibility study</td>
</tr>
<tr>
<td>• AIPH Site inspection report (provided by AIPH within 6 weeks of inspection)</td>
<td>• AIPH Site inspection report (provided by AIPH within 6 weeks of inspection)</td>
</tr>
<tr>
<td>• Formal letter of support from the AIPH member (if applicable)</td>
<td>• Formal letter of support from the AIPH member (if applicable)</td>
</tr>
<tr>
<td>• Formal letter requesting approval from the organization or authority making the application. This should be signed by the most senior person in that organization</td>
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</tr>
<tr>
<td>• Confirmation that the necessary finance will be provided to deliver the proposed exhibition</td>
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</tr>
<tr>
<td>• Confirmation of support from national government. Letter(s) to be signed at least on ministerial level.</td>
<td>• Formal letter of support from the host city/region</td>
</tr>
</tbody>
</table>

The relevant financial guarantee must be paid to AIPH 30 days prior to the AIPH meeting, where the application will be considered or before an AIPH Site Inspection, whichever is sooner. The documents will be circulated to all AIPH members prior to the next Exhibitions Committee and General meeting. The applicant will be invited to make a presentation of the application during the meeting of the AIPH Exhibitions Committee.

The following pages explain each required document and provide links to relevant resources.
Approval by AIPH (A1 and B category Expos)

The approval process is different for A1 and B category Expos.

Given a small number of slots available for A1 Expos and growing interest to host Horticultural Expos, a separate procedure applies.

**A1 Expos**

- A full application is submitted at least 6 weeks prior to the next AIPH Exhibitions Committee and General Meeting.
- A presentation at the Expo Conference is made.
- AIPH members are informed. Other countries, if interested to host an Expo the same year, have 6 months to submit competing applications.
- Competing full applications are submitted in due time and presentations made at the Expo Conference.

- The final decision to approve one of the Expo projects is reached at the General Meeting (6 months after the first application was received).

**B Expos**

- A full application is submitted at least 6 weeks prior to the next AIPH Exhibitions Committee and General Meeting.
- A presentation at the Expo Conference is made.
- The final decision to approve the Expo project is reached at the General Meeting (immediately).
Application documents
AIPH Application questionnaire

AIPH Application Questionnaire consists of three parts: questionnaire and two Annexes. Responses to questions in the Annexes are necessary to plan promotion of the Expo project in case it is approved by the members. They do not affect the application.

More guidance on the Expo name and communication plans is available in the Annex VI of Expo Regulations.
Feasibility study

A feasibility study is an integral element of the application and affects its outcome. The list of subjects to be covered in the feasibility study is available in Annex IX of the Expo Regulations.

When covering these subjects, please consider the following questions:

- **Host City**
  - Area, population, location. Why is the Host City an excellent candidate to become Expo city? History, tourism, attractions, natural environment, motivation for the Expo project.

- **Masterplan**
  - Site selection: natural characteristics, resources, existing built infrastructure, traffic, quality of air, soil and water.
  - Site design: planning strategies, general design, zone planning. Vision on: Planting; Visitor attractions; Sustainable site management; Architecture Planning, Water and sanitation planning, Energy, Service zones planning.

- **Participants**
  - National and international participants plans to attract. Existing city networks and relations.

An example of a feasibility study can be found [here](#).

An example of a masterplan can be found [here](#).

More on Expo planning: [Expo Organisers’ Guide](#).

- **Visitors**
  - What are the projected numbers of visitors? How was the calculation conducted? Projected demographics and plans on attraction of different demographics, including families, children and young people.
  - Ticket sales forecast.
  - Peak visiting times forecast.

- **Business plan and financing**
  - Investment and its sources. Fund use planning.
  - Expo benefits forecast: expected direct and ripple effects on the economy.

- **Legal matters**
  - Expo territory land ownership.
  - Expo Organisation: plan and timeline on establishment.

- **Post Expo Concept**
  - Expo Venue and Infrastructure Legacy plan: projected use, ownership, responsible bodies, timescales, business plan.

Please refer to the Expo Regulations Chapter 14.1 for list of items to be covered.
Letters of support

Formal letter of support from the AIPH member

Application for AIPH approval must be supported by a Full Member organisation of AIPH in the country where the exhibition will be held.

In the case of a country where there is no Full Member of AIPH an application can be submitted without the support of a Full Member of AIPH but the financial guarantee will be increased by 100% and AIPH may require further investigative work which will be at the cost of the applicant.

Example: here. AIPH does not expect any particular format of this letter.

Formal letter requesting approval from the organisation or authority making the application.

This letter should be signed by the most senior person in that organisation.

AIPH does not expect any particular format of this letter.

A confirmation that the necessary finance will be provided to deliver the proposed exhibition may be included into that letter or letter of support from the national government / host city / region.

Examples: here and here.

A1 Expos:
Formal letter of support from national government.

This letter should be signed at least on ministerial level. We recommend it to be signed on higher level, such as President/Prime Minister if possible.

Example: here

B Expos:
Formal letter of support from the host city/region.

This letter should be signed by the city mayor / governor of the region.

Example: here
Presentation for the Expo Conference

Once the full application is submitted and received by AIPH no later than 6 weeks before the next General Meeting, the applicant will be invited to make a presentation of the Expo application during the meeting of the AIPH Exhibitions Committee.

A successful presentation will run 15-20 minutes and include video and speech. It will provide an overview of the Expo project, covering aspects contained in the Feasibility study as well as speeches from the city’s distinguished representatives, Expo project team and other important stakeholders.

Some examples of Expo applicants' presentations:

- Expo Chengdu 2024 (B)
- Expo Yokohama 2027 (A1)

More instructions on the presentation (format, resolution, technical requirements) will be available closer to the Expo Conference from AIPH Secretariat General.
Site inspection
Site inspection

A site inspection is a visit of AIPH representatives to provide their appreciation of the Expo project and recommendations on its development.

The first site inspection should be organized at least 6 weeks prior to the next AIPH General Meeting. The number of inspectors within the AIPH inspection team will be determined by AIPH.

Following the first inspection a report will be produced by the AIPH inspection team. This report will be made available to the Expo applicant and to AIPH Members. It will constitute an important element in the Expo application that will influence the members’ decision on Expo approval.

In case of approval, Expo Organiser will be subject to regular (at least annual) on-site inspections. Requirements prior to site inspections are available in the Annexes I-IV of Expo Regulations. Following each inspection, a report will be produced by the AIPH inspection team. This report will be made available to the Expo Organiser and to AIPH Members.
Finance
Fees and guarantees — A1 Expos

Application fees consist of a **financial guarantee** and **license fee**. Please refer to Annex VIII of [Expo Regulations](#) for full conditions.

**Financial guarantee**
Applicants are obliged to provide a financial **bank guarantee** or **payment to AIPH** directly as the application is submitted or before the site inspection, whichever is soonest, in the amount of:

- €150,000, in case the application is **supported by a Full Member Organisation of AIPH** in the country where the exhibition will be held.
- €300,000, in case there is **no Full Member Organisation of AIPH from that country**.

AIPH reserves the right not to consider any application submitted without this guarantee.

**License fee**
For all exhibitions, the Expo Organiser is bound to pay to AIPH the specified license fee.

The fee structure incentives early bid submission and reflects the increased risk and monitoring required for later approved Expos. Please find below fixed license fees depending on the time of your application as related to proposed opening:

<table>
<thead>
<tr>
<th>Before proposed opening</th>
<th>Category A1</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-10 years before opening</td>
<td>€500,000</td>
</tr>
<tr>
<td>10-8 years before opening</td>
<td>€550,000</td>
</tr>
<tr>
<td>8-6 years before opening</td>
<td>€600,000</td>
</tr>
<tr>
<td>6-4 years before opening</td>
<td>€650,000</td>
</tr>
<tr>
<td>Less than 4 years before opening</td>
<td>€750,000</td>
</tr>
</tbody>
</table>

Payment of the license fee starts from 3 years ahead of the opening of the exhibition for A1 Class exhibitions.

Find out more on payment schedules, gate fee, refund and penalties in the Annex VIII of [Expo Regulations](#).
## Fees and guarantees — B Expos

Application fees consist of a **financial guarantee** and **license fee**. Please refer to Annex VIII of [Expo Regulations](#) for full conditions.

### Financial guarantee

Applicants are obliged to provide a financial **bank guarantee** or **payment to AIPH** directly as the application is submitted or before the site inspection, whichever is soonest, in the amount of:

- €100,000, in case the application is **supported by a Full Member Organisation of AIPH** in the country where the exhibition will be held.
- €200,000, in case there is **no Full Member Organisation of AIPH** from that country.

AIPH reserves the right not to consider any application submitted without this guarantee.

### License fee

For all exhibitions, the Expo Organiser is bound to pay to AIPH the specified license fee.

The fee structure incentives early bid submission and reflects the increased risk and monitoring required for later approved Expos. Please find below fixed license fees depending on the time of your application as related to proposed opening:

<table>
<thead>
<tr>
<th>Before proposed opening</th>
<th>Category B</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-7 years before opening</td>
<td>€350,000</td>
</tr>
<tr>
<td>6-4 years before opening</td>
<td>€375,000</td>
</tr>
<tr>
<td>3 years before opening</td>
<td>€400,000</td>
</tr>
<tr>
<td>Less than 3 years before opening</td>
<td>€450,000</td>
</tr>
</tbody>
</table>

Payment of the license fee starts from 3 years ahead of the opening of the exhibition for B Class exhibitions.

Find out more on payment schedules, gate fee, refund and penalties in the Annex VIII of [Expo Regulations](#).
Financial guarantee

The relevant financial guarantee must be paid to AIPH 30 days prior to the AIPH meeting, where the application will be considered or before an AIPH Site Inspection, whichever is sooner.

AIPH Secretariat can provide you with an invoice related to the payment of your financial guarantee.

Please contact sg@aiph.org to obtain AIPH bank account details and an invoice with your reference to insert while making your payment.

Parts of the financial guarantee are refundable upon fulfilment of the Expo Organiser's obligations. Please refer to Annex VIII of Expo Regulations for more detail.
Approximative Expo Budget

What is the budget an Expo organiser should foresee to implement an Expo project?

It is always a difficult question because it varies a lot, depending on factors such as:

- the economy of the region
- the Expo site: ownership, size, quality of soil and water, available energy, intended construction and landscape project, existing infrastructure inside the site, sustainable operations
- surrounding infrastructure: necessity to construct new roads and means of transport, coordination of transportation, post-Expo use of built infrastructure
- Expo concept and content
- expected number of visitors
- post-Expo plan of demolition, conservation and use

A sample typical budget for an Expo in Europe that attracts about 2 million people, is available [here](#).

This can be a guide, but you will also need to consider your own specific circumstances.
Approval and Next Steps
Approval and next steps

When an Expo is approved, the Expo organiser is informed with an official letter from AIPH Secretary General;
The Expo Organiser’s AIPH Liaison Officer is connected to AIPH Expo Monitoring System (Wetrack) for timely reporting and document exchange with AIPH.
The Expo Organiser’s Communications Head is introduced to AIPH Communications Executive to plan communication activities.

The milestones for the following year will apply:

- **Application approved**
  - Signed host city contract within 3 months of AIPH’s provision of contract

- 
  - Signed Global Partnerships Agreement within 3 months of AIPH’s provision of the Agreement

- **+6 months**
  - Website and logo submitted to AIPH for approval

- **+1 year**
  - Submitted detailed Expo Milestones plan to specify intended dates for all Expo operations

- **+1 year**
  - Expo website in English is live

- **+1 year**
  - Expo logo is made public

AIPH Secretariat General will be in touch with the Expo Organiser to introduce them to AIPH monitoring system, AIPH Partners, inform of next conferences and events, and cooperate in many ways to help the Expo Organiser prepare and stage a successful Expo.
Questions? Contact us at AIPH:
Secretary General sg@aiph.org
Your key contact / International Relations Managers:
Treve Evans treve.evans@aiph.org
Elena Terekhova elena.terekhova@aiph.org