



## Three AIPH Expos open in April



Expo 2022 Floriade CEO Hans Bakker warmly welcomes His Majesty King Willem-Alexander of the Netherlands.



Distinguished guests, including Mr Uğur Poyraz, of the IYI Party, stand for the National Anthem at Expo 2021 Hatay (Türkiye).



His Serene Highness Prince Albert of Monaco attends Euroflora 2022 (Italy), receiving an honour from organisers and people of Genoa.

This month has been very exciting and busy for AIPH in supporting the opening of **Expo 2022 Floriade Amsterdam Almere (Netherlands)**, **Expo 2021 Hatay (Republic of Türkiye)** and **Euroflora 2022 (Italy)**. In this April's newsletter we explain more about our role in World Horticultural Expos.



AIPH President Bernard Oosterom, speaking at the opening of Expo 2022 Floriade on 13 April.



AIPH President Bernard Oosterom, speaking at the opening of Expo 2021 Hatay on 31 March.



AIPH Secretary General Tim Briercliffe, speaking at the opening of Euroflora 2022 on 23 April.

### A1 WORLD HORTICULTURAL EXPOS NEWS

## Expo 2022 Floriade is ready to showcase a greener future today.



His Majesty King Willem-Alexander was guest of honour at the formal opening ceremony of Expo 2022 Floriade Amsterdam Almere. The International Association of Horticultural Producers (AIPH) attended the opening on 13 April. For the next six months until 9 October, this AIPH Approved World Horticultural Exhibition will demonstrate the theme of Growing Green Cities...

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### B INTERNATIONAL HORTICULTURAL EXPO NEWS

## Expo 2021 Hatay welcomes everyone at its opening ceremony.



After a postponement due to the global pandemic, Expo 2021 Hatay finally opens in Türkiye with a stunning ceremony to showcase the Garden of Civilisations.

[Read More](#)

### C INTERNATIONAL HORTICULTURAL SHOW NEWS

## Nature's beauty and 'panorami mozzafiato' at Euroflora 2022



The open-air stage for Euroflora 2022 is ready for audiences seeking and appreciating the beauty and wonder of an Italian flower show...

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A WORLD OF RARE BEAUTY

EUROFLORA 2022

April 23<sup>rd</sup> – May 8<sup>th</sup>  
Genoa, Parchi di Nervi

### THE WORK OF AIPH

AIPH is responsible for the world's finest horticultural Expos. Upholding the very highest standards, we ensure that approved exhibitions benefit growers and visitors alike by inspiring a greater appreciation of ornamental plants. Drawing on experience acquired over generations, we provide organisers with expert guidance to create world-class spectacles that live long in the memory.

AIPH executive's role is to monitor and steer the Expo Organisers towards different deadlines and milestones. The following sections below highlight what we have been involved in during April.

[Expo Organiser's Guide - best practice](#)

[information](#)

### AIPH COMPETITION EVALUATIONS

## Good examples of gardens at this year's Expos





AIPH Jury team in hard hats at Expo 2022 Floriade with Nederlandse Tuinbouwraad (Dutch Horticultural Council).



AIPH Jury team at Expo 2021 Hatay, were driven around the sites of Antakya and Iskenderun in a golf cart.



The AIPH Jury team joining the 103 experts to judge the gardens in the three historical parks of Nervi.

The landscape architecture, gardens, flowers, and plants are the primary motivation for visiting a Horticultural Expo for visitors. Many of the garden installations visitors see are from international and national participants invited to present their region or country's horticulture, and best represent the objectives and themes of the Expo.

The horticultural qualities, the coherence with the Expo theme, and visitor experience of the national and international pavilions are evaluated before the opening ceremony by AIPH members alongside horticultural experts.

The announcement of winners occurs at the closing ceremony. For A1 category Expos, three rounds of judging are involved: before opening, during Expo, and before closing. AIPH and Nederlandse Tuinbouwraad (Dutch Horticultural Council) judged the theme of Growing Green Cities at Expo 2022 Floriade Amsterdam Almere.

At Expo 2021 Hatay, the national and international pavilions in the event's two sites of Antakya and Iskenderun were evaluated for the theme of Gardens of Civilisations.

At Euroflora 2022, AIPH members took their place alongside 103 highly qualified experts in botany, agronomy, landscape design, composition and art to evaluate more than 90 gardens and 256 competitions, divided into honorary, design and technical for the theme World of Rare Beauty.

Our May horticultural trade publication, ***FloraCulture International***, features reports about some of the gardens at current AIPH-approved Expos.

#### AIPH SITE INSPECTIONS



Expo 2023 Doha Qatar



Expo 2023 Kahramanmaraş, Republic of Türkiye.



Expo 2026 Izmir, Republic of Türkiye.

Expo site inspections reported by AIPH are an important part of preparing for a World Horticultural Expo.

The AIPH delegation visited Izmir to oversee progress of **Expo Izmir 2026** project on 4-6 April. Izmir Mayor Tunç Soyer said: "Our aim to achieve the Expo 2026 is only a starting point. We are keen to transform Turkey, and Izmir will pioneer it. It is not just the Expo project, but a transformative project of Izmir and of our country."

AIPH also visited Kahramanmaraş to overview preparation for **Expo 2023 Kahramanmaraş**, and also Qatar for **Expo 2023 Doha Qatar**.

The team held successful meetings with the city administration and counsellors on key strategic aspects.

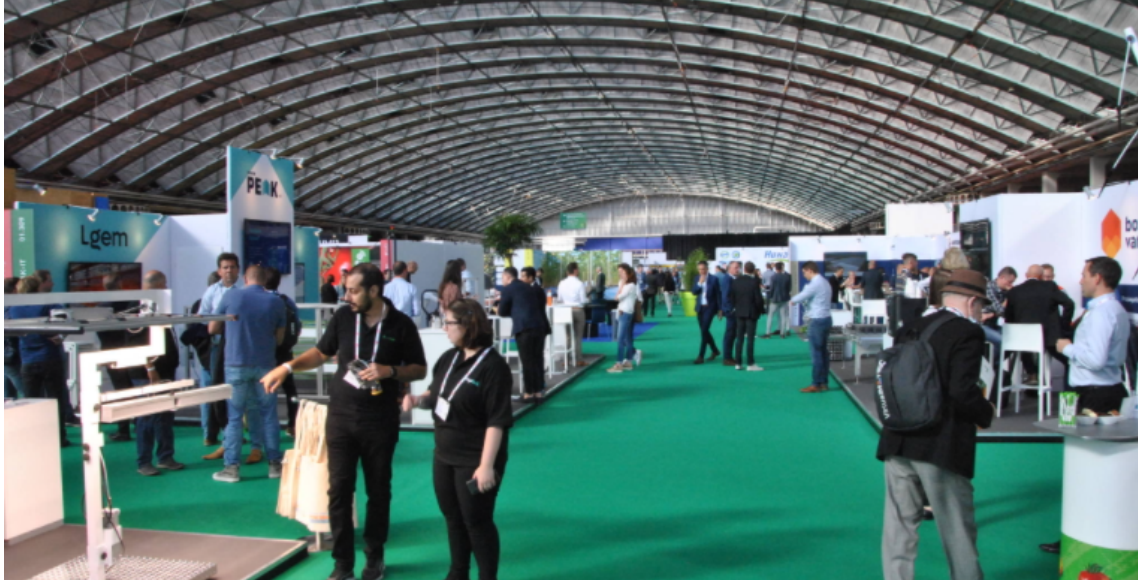


AIPH delegates in Izmir.

Expo progress reports from AIPH Expo

Conference 2022

#### D INTERNATIONAL HORTICULTURAL TRADE EXPO NEWS



Online and in-person at the AIPH Spring Meeting in March, members approved future D Category International Horticultural Trade Expos in 2022. These include **OPF Mexico, Greentech, Amsterdam, Flowera, Izmir, Turkey, Plantarium Groen-Direkt, Netherlands** and **Hatay International Horticultural Trade Expo**.



**VISIT GREENTECH 2022**  
**REGISTER NOW!**

#### Join us at the International Grower of the Year Awards



Our trade Expos play an essential role in stimulating interest in the horticultural industry. The first trade Expo will be GreenTech in Amsterdam **from 14 to 16 June**. AIPH will be hosting its International Grower of the Year awards event at GreenTech on the evening of 14 June. Some outstanding finalists will be awarded, so please come and experience this great international industry networking experience.

Book Ticket



**24 & 25<sup>th</sup>**  
**OF AUGUST 2022**  
**BOOK YOUR STAND NOW**  
and take advantage of the  
early bird discount (until 15 May!)

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