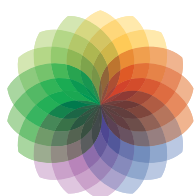


PREFERRED PARTNERS



AIPH

The world's
champion for the
power of plants

Promotional exclusivity in your
sector for business development,
brand exposure and networking
with organisers of major
International Horticultural Expos.



ABOUT AIPH

AIPH - The International Association of Horticultural Producers is an international non-profit organisation which supports and promotes ornamental horticulture around the world.

Our members make up a proud AIPH community. Established in 1948, our great hope is for a world where the essential value of plants is recognised and reflected in every step forward for humanity. AIPH is, and will always be, the world's champion for the power of plants. Our relationship with nature was pivotal in our past. It is fundamental to our future.

With a mandate agreed by international convention, AIPH has been approving and regulating International Horticultural Expos with our partners, Bureau International des Expositions (BIE), the organisation that approves World Expos, since 1960.

AIPH is responsible for the world's finest International Horticultural Expos. Upholding the very highest standards, we ensure that approved exhibitions benefit growers and the millions of visitors they attract, by inspiring a greater appreciation of plants and 'living green'.

Drawing on experience acquired over generations, we provide organisers with expert guidance, and regulate, steer and monitor them towards creating world-class spectacles that live long in the memory.

Each Expo lasts for up to six months and the Expo sites range from 50 to over 500 hectares in size. AIPH approved exhibitions help to green cities across the globe in order to enhance the environment as well as local and national economies. With every exhibition, further awareness is created surrounding sustainability and environmental issues as well as the horticultural and landscaping industry.

AIPH approved Expos are years in the planning. Millions of dollars are spent on developing these international spectacles that have the ability to stimulate economic and social development and transform the international reputation of host cities. As much as to create a showcase for national and international attention, these Expos are often staged as part of a development, re-development or regeneration strategy of the host city.

LARGE SCALE AIPH-APPROVED EXPOS

A1 CATEGORY Though lead by the host city, they involve central government and allow invitations through diplomatic channels (in accordance with an international convention) to countries around the world to take part and build their pavilions and gardens to promote their countries.

B CATEGORY These are managed by the host city who invite international participants through their city to city contacts. They can be as large in scale as A1 Expos.



His Majesty King Willem-Alexander
opens Expo 2022 Floriade Amsterdam Almere



Expo 2019 Beijing, People's Republic of China.



Expo 2018 Taichung Chinese Taipei



Expo 2016 Antalya Republic of Türkiye

CALENDAR OF AIPH-

Organisers of AIPH Approved Expos seek quality suppliers of goods and services.

Examples of major requirements are ticketing, visitor experience, events management, entertainment, logistics, courier services, landscape design, utilities, sanitation, glass constructions, temporary constructions, trees and plants, horticultural machinery, food and beverage, entertainment, staging, lighting and many more.

AIPH is looking to partner with quality suppliers on an exclusive basis (globally or a defined geographical region) in all these categories and others.

On this page and opposite is a calendar of forthcoming AIPH-approved International Horticultural Expos from 2023 until 2027.

Future Expo applications will be approved at the next Expo Conference taking place at AIPH's 74th Annual Congress. It will be hosted at the AIPH-approved World Horticultural Expo 2022 Floriade Almere-Amsterdam, the Netherlands, from 26-30 September 2022.

A1 WORLD HORTICULTURAL EXPO

2023 Expo 2023 Doha Qatar

Qatar

Theme: Green Desert,

Theme: Better Environment

(3 million visitors 70 hectares)

**EXPO
2023
DOHA
QATAR**
Green Desert
Better Environment



2027 The World Horticultural Exhibition Yokohama 2027

Japan

Theme: Scenery of the Future for Happiness

(15 million visitors 100 hectares)



THE WORLD HORTICULTURAL
EXHIBITION YOKOHAMA 2027

-APPROVED EXPOS

B INTERNATIONAL HORTICULTURAL EXPO

2023 Expo 2023 Kahramanmaraş

Republic of Türkiye

Theme: Nature-Friendly City and Sensitivity

(2 million visitors 74 hectares)



Kemal Kılıçdaroğlu, Chairman of the Republican People's Party, opens Expo 2021 Hatay

2023 Expo 2023 Suncheonman International Garden

South Korea

Theme: The Garden of the Earth

(8 million visitors 185 hectares)



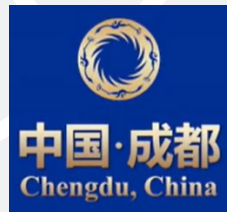
Expo 2019 Beijing, People's Republic of China.

2024 Expo 2024 Chengdu

China

Theme: City in Parks and Life in Poetries

(8 million visitors 161 hectares)



Expo 2019 Beijing, People's Republic of China.

2026 Expo 2026 İzmir

Republic of Türkiye

Theme: Living In Harmony

(4.7 million visitors 25 hectares)



2026 Udon Thani International Horticultural Expo 2026

Thailand

Theme: Diversity of life connecting

Theme: people, water and plants for sustainable living

(4 million visitors 164 hectares)



Expo 2022 Floriade Amsterdam Almere, the Netherlands.



Happy visitors at Expo 2021 Hatay, Republic of Türkiye



AIPH Secretary General Tim Briercliffe at 2022 AIPH Spring Meeting at Expo 2020 Dubai, UAE.



Expo 2018 Taichung Chinese Taipei



Welcoming Expo 2026 Udon Thani, Thailand

PREFERRED PARTNER

AIPH is offering an opportunity for suppliers to major events to partner with our global association to support our organisers of International Horticultural Expos. In return, our Preferred Partners will enjoy the following:

- AIPH recognition and recommendation as a Preferred Partner for our International Horticultural Expos.
- Introductions from AIPH to our approved Expo organisers, seeking quality products and service providers to ensure the successful delivery of Expos, which attract many international participants and millions of visitors.
- Brand prominence, presentation, networking and sponsorship opportunities at our twice-yearly Expo conferences and exposure through AIPH's media and newsletter.
- Exclusivity in your sector – globally or regionally

AIPH EXPO CONFERENCES

AIPH hosts two Expo conferences annually in different parts of the world where AIPH approved Expo organisers present their plans and progress and share best practice and ideas.

Preferred Partners can attend and sponsor these events, which can include the opportunity to make a presentation to the delegates.

Our Expo Conferences offer the perfect opportunity for being introduced to and networking with decision makers in Expo organising committees and for promoting your company to this key audience.

Opportunity to sponsor gala dinners at these events.

BENEFITS

PROMOTION OF YOUR COMPANY

- Promote the Business as a 'Preferred Partner' on the AIPH website.
- Provide advertising opportunities for the Business through the AIPH website and newsletter.
- Invitations to attend twice-yearly Expo Conferences.
- Provide Headline or dinner sponsorship opportunities with speaker slots at AIPH Expo Conferences with attractive discounts off published rates.
- Provide the opportunity to place a table stand/roller banner at AIPH Expo Conferences, or linked branding at online events.
- Permit the Business to promote themselves as a 'Preferred Partner' of AIPH, including use of the AIPH logo, accompanied with the term 'Preferred Partner'.
- Recommend the Business following an enquiry for that service.
- Introduce the Business to Expo Organisers at AIPH's twice-yearly Expo Conferences and at other times during the course of the agreement.
- Recommend the Business to the Expo organisers during AIPH inspection visits to Expos.
- Use reasonable endeavours to respond to questions and queries from the Expo organisers regarding the Business following such visits and encourage the process of discussion and negotiation with the Business wherever possible.
- Commercial arrangement of an annual fee plus agreed commission for AIPH on the conclusion of any business gained.



Press conference with Mayor of Taichung, Chinese Taipei at Expo 2018



Approval of Udon Thani Expo 2026 at AIPH 2022 Spring Meeting in Dubai, UAE.



Site inspection of Expo 2023 Suncheonman International Garden, South Korea



Expo 2021 Yangzhou, People's Republic of China.



Expo 2021 Yangzhou, People's Republic of China.



Opening ceremony of Expo 2019 Beijing, People's Republic of China.



Governments executives visiting Expo 2021 Hatay before the Opening Ceremony, Republic of Türkiye



AIPH team cutting the ribbon at Expo 2019 Beijing, People's Republic of China.

CURRENT **AIPH** PREFERRED

The following companies have been endorsed by AIPH as Preferred Partners for International Horticultural Expos.

Biosecurity Planning and Operations

Biosecurity Systems

Biosecurity Systems delivers solutions for integrated technology and services to diminish the risk of COVID-19 and other public health risks at Expo events.

www.biosecurity-systems.com



Event Branding

CSM Live

CSM Live is a global, integrated, branding, and live experience agency working across sport, entertainment, culture, corporate, retail and more.

www.csmlive.com



Project Development and Design

IGMPR

IGMPR is a project development and design firm specialising in creating themed floral and horticultural attractions with the practical approach of an engineer.

www.igmpr.nl



Temporary Constructions

Losberger De Boer

Losberger De Boer is a leading global provider of temporary to permanent buildings. All structures are modular, quick-to-build and tailor-made.

www.deboer.com



PREFERRED PARTNERS

Diplomatic Networking

Mancini Worldwide

Biosecurity Systems delivers solutions for integrated technology and services to diminish the risk of COVID-19 and other public health risks at Expo events.

www.manciniworldwide.com



Event management

PERA Event Solutions

PERA Event is an international service agency for special events, M.I.C.E. entertainment and event counselling. It offers solutions, support and services to Expo participants.

www.pera.com.tr



Safety & Security Training

TaylorBridges Consultancy

TaylorBridges understand exactly what Expos require from a safety & security training standpoint, with 30-years' experience and-qualified international standards.

www.taylorbridgesconsultancy.com



Transport Management Services

Transportation Management Services

Transportation Management Services mission is to move people safely and reliably while delivering a personal and positive experience that aligns with clients' goals.

www.tms.com



Planning and Operations Software

WeTrack

WeTrack's planning and operations software support the operations of the best events, venues and organisations in the world. It began at the London 2012 Olympic Games.

www.wetrack.com



Mascots at Expo 2019 Beijing, People's Republic of China



AIPH team on the stage of Expo 2021 Hatay, Republic of Türkiye



Expo 2022 Floriade Amsterdam Almere, the Netherlands.



Expo 2021 Yangzhou, People's Republic of China.



AIPH

AIPH – International Association of
Horticultural Producers
www.aiph.org

To discuss how your company can be considered for
AIPH's Preferred Partner Programme, please contact:

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