



AIPH

AIPH Newsletter | June 2022

A1 WORLD HORTICULTURAL EXPO NEWS



Inside the Glasshouse at Floriade Expo 2022 on 22 June.

170th General Assembly of the BIE

AIPH Secretary General, Tim Briercliffe, and International Relations Manager, Elena Terekhova attended the Bureau International des Expositions' (BIE) 170th General Assembly in Paris on 20-21 June 2022.

Delegates representing the 170 Member States of the BIE attended this meeting - held physically for the first time since 2019 - to listen to the progress reports of approved Expos. The Member States were also informed about the progress of AIPH-approved Horticultural Expos.

The General Assembly was given a video update from [Floriade Expo 2022 Amsterdam-Almere](#), by the CEO of the Expo Organiser, Hans Bakker.



Member states were also informed about [Expo 2023 Doha, Qatar](#). The Ambassador of Qatar to France H.E. Ali Bin Jassim Al Thani emphasised that the Expo will “address the challenges that hot desert countries face in the field of desertification and sustainability, and will constitute a new opportunity for the development of agriculture and greening cities”.

Providing further information on the preparations, the Secretary General of Expo 2023 Doha, Mohamed Ali AlKhoori says that a guide to develop the “Green Desert, Better Environment” topic has been developed to support maximum engagement with the theme.

[Learn more about Expo 2023 Doha Qatar, here.](#)



Expo 2023 Doha presentation at the BIE General Assembly

Finally, Junichi Ueno representing Japan's Ministry of Land, Infrastructure, Transport and Tourism notified the General Assembly that the Government of Japan has submitted its application to the BIE for the recognition of Horticultural Expo 2027 in Yokohama under the theme “Scenery of the Future for Happiness”. The Under-Secretary General of the Japan Association for the International Horticultural Expo 2027 Yokohama, Hayami Sato, then briefly presented the theme and concept for the Expo.

[Learn more about International Horticultural Expo 2027 Yokohama here.](#)

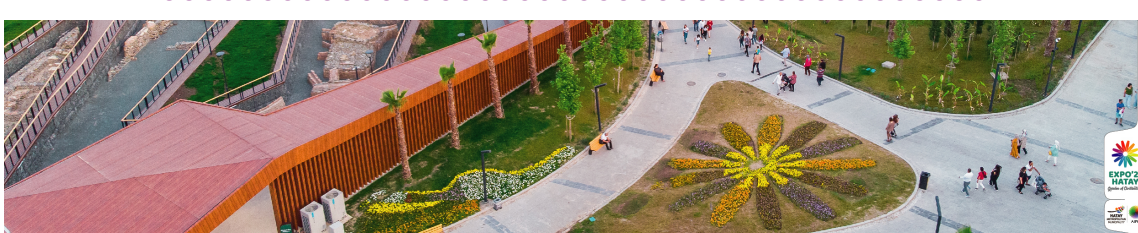


B INTERNATIONAL HORTICULTURAL EXPO NEWS

Expo 2021 Hatay's Award Ceremony.



Expo 2021 Hatay has welcomed more than a million visitors in a little over three months. It will be drawing to a close on Saturday 2 July, with an Award Ceremony. Our next newsletter will look back at its success despite the challenges. [Read more here.](#)



Expo 2026 İzmir promises to connect its past with a ‘nature-based’ future

The AIPH-approved International Horticultural Expo 2026 İzmir has the central theme of “Living in Harmony”, and it will take place in, Türkiye between 1 May and 31 October 31, 2026. The Expo aims to attract 4.7million visitors and will include more than 200 events and more than 100 conferences and workshops. The Expo will open the door to international trade for all producers in the sector, from seed to tree and contribute to the development and international recognition of İzmir. Its legacy will be part of a comprehensive urban revitalisation project for İzmir using nature-based solutions.

[Read more about İzmir's ten local goals following the 17 Sustainable Development Goals of the United Nations in İzmir's Strategy.](#)

Italian floriculture and nursery gardening in the spotlight after a successful Euroflora 2022



Despite the often unfavourable weather conditions during the 16 days of the show, 240,000 visitors came to see the fantastic displays at Euroflora 2022. With this edition, Euroflora has regained its title as a leading European event promoting the highest quality of Italian and international plants and flowers. Chairman Mr Mauro Ferrando says: "Porto Antico di Genova worked intensely for four years and achieved our objectives through the additional challenges posed by the pandemic crisis."

[Read more about Euroflora 2022 here.](#)

AIPH EXPO UPDATES

Final Reports on past AIPH approved Horticultural Expos



The stadium in Beijing Expo 2019.

AIPH is responsible for the world's finest horticultural expositions. 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. Visit our [Past Expos](#) page for final reports of events since 1960.

We have recently uploaded Final Reports: A1 Category - [Beijing 2019 in English and Chinese](#); C Category - [Florales Nantes 2019, France](#), and [Hamanako Flower & Garden Fair Shizuoka 2009, Japan](#).

AIPH supports Expo Organisers for sustainable delivery of Horticultural Expos



AIPH has the ambition for World Horticultural Expos to gain recognition as being the world's most sustainable major events, promoting site biodiversity conservation and creating green legacies. Having a programme that can support the realisation of sustainability goals is an exciting opportunity for the association.

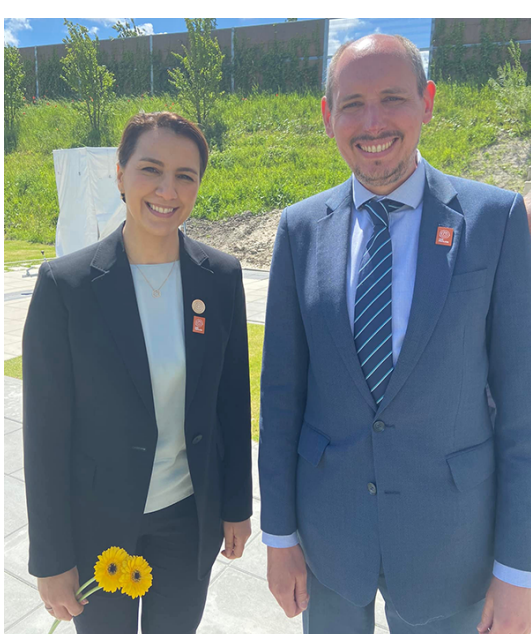
In early 2021 we analysed our purpose, objectives, and activities to determine how best we can demonstrate and improve our contribution to sustainability. We believe there is a responsibility for Horticultural Expos to be planned and staged as sustainably as possible and an opportunity through this approach to impress, inspire and influence millions of people. For this reason, in 2021 we have introduced [Sustainability requirements](#) in our Expo Regulations. They outline an imperative for each Expo Organiser to produce Sustainability strategy & implementation plan, Sustainability communication & engagement plan, Sustainability education plan, as well as set up a management system.

To support Expo Organisers on this journey we have produced [Sustainability Guidance documents](#). These guidance documents include minimal expectations of AIPH, best practice advice as well as management tools that Expos can use while developing them.

Expo 2020 Dubai 'The Road to a successful Expo'

Expo 2020 Dubai was host to the AIPH Spring Meeting this year. Dina Storey, Director of Sustainability at Expo 2020 Dubai, gave a presentation about "The Road to A Successful Expo." She explains how Expo 2020 Dubai integrated sustainability into its planning five years before opening. How it has been dealing with the challenges of a global pandemic when it could not open, the policies and procedures that drive its supplier's environmental footprint, and how they capture and measure the impact of the visitors to the Expo now. More importantly, how the area is to become the a residential site known as District 2020. ([Watch on-demand here](#)).

AIPH meet the United Arab Emirates Minister of Climate Change at Expo 2022 Floriade



UAE Minister of Climate Change and Environment, HE Mariam Almheiri Bindt with AIPH Secretary General, Tim Briercliffe.



AIPH Secretary General, Tim Briercliffe, met with UAE Minister of Climate Change and Environment, Her Excellency, Mariam Almheiri Bindt as part of a visit by the Minister to Expo 2022 Floriade in the Netherlands. The Minister was accompanied by a delegation looking to expand business links between UAE and the Netherlands in the horticultural field.

To receive more news about AIPH, [subscribe on this link](#).

Floriade's Act-Now Events

Floriade has a special programme to contribute to the Sustainable Development Goals (SDGs) of the United Nations. These are 17 goals to make the world a better place by 2030. Floriade organises act-now events regularly in which visitors can take part. There is also an SDG route at the Expo which educates people there about the goals.



'The long term social benefits are priceless'

BBC Business Daily reporter Matthew Kenyon paid a visit to Floriade Expo 2022 to hear about the challenges of putting it together during the pandemic and the costs and benefits to the local area. Listen to his report here [BBC Business Daily Podcast](#)

AIPH Preferred Partner Programme

The AIPH Preferred Partner Programme is an excellent business opportunity for suppliers to major events to meet Expo organisers from around the world.



Current Preferred Partners



HOSTCITY AMERICAS

Digital Conference & Expo
29 June 2022

THE ROLE OF EVENTS IN PROMOTING PEOPLE AND PLACES

ANITA DEFRANTZ
MEMBER, INTERNATIONAL OLYMPIC COMMITTEE AND BOARD MEMBER, LA 28 OLYMPIC & PARALYMPIC GAMES

JIMENA SALDAÑA
VICE PRESIDENT PANAMSPORTS ORGANIZATION

TIM BRIERCLIFFE
SECRETARY GENERAL AIPH - INTERNATIONAL ASSOCIATION OF HORTICULTURAL PRODUCERS

GRANT MACDONALD
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