



INTERNATIONAL HORTICULTURAL AIPH EXPO NEWS | AUGUST

Exploring NFTs' potential for International Horticultural Expos

'Influencing Change in a Digital World' is the theme of AIPH 74th Annual Congress which is taking place between 27th to 30th September at the Floriade Expo 2022 Horticultural World Exhibition in Almere, Amsterdam, in the Netherlands.



[AIPH Expo Conference on Tuesday, 27 September](#), is part of the AIPH 74th Congress. Concentrating on the theme of the Congress, we welcome Mr Karl Nowak, Online Business Developer, [WWF Germany](#), to talk about Non-Fungible Tokens. His recent "[NFA – Non-Fungible Animals campaign](#)" for WWF Germany is worldwide the most successful NFT campaign by an NPO, raising over \$300,000 for endangered species. It was presented and honoured numerous times, from The Webby Awards to the Cannes Lions International Festival of Creativity.

Mr Nowak will explain how Expos can create their digital legacies with Non-Fungible Tokens (NFTs).

Mr Nowak says: "The digital age moves into the next generation of the Internet, the Web3. Supported by buzzwords and technologies like Blockchain, NFTs and the Metaverse, this new era of digital cohabit will create massive impact on our real-life environmental behaviour. Let's understand the basics and use this potential for good causes."

[Book Today](#)



THANK YOU TO AIPH EXPO CONFERENCE SPONSORS



A1 WORLD HORTICULTURAL EXPO NEWS

Book your VIP tours of Floriade Expo



As part of AIPH 74th Congress, we have scheduled [VIP tours of Floriade Expo on Thursday, 29 September](#).

[Book Here](#)

World Horticultural Expos to report on progress

Japan showcasing 'Satoyama' at the Floriade and beyond



On 7 September, Japan will celebrate its [National Day at Floriade Expo 2022](#). The concept of *Satoyama* inspires the Japanese pavilion.

Satoyama (里山) is a Japanese term for the border zone or area between mountain foothills and flat arable land. Sato (里) means village, and Yama (山) means hill or mountain.

Today the term Satoyama is often used to describe good practices where appropriately human-influenced natural environments are well-balanced and sustainable for the benefit of both biodiversity and human well-being.

Satoyama's concept has also influenced the theme and vision of Yokohama Expo 2027, which aims to transition towards an environmentally sustainable society and create "Scenery of the Future for Happiness".

• [The World Horticultural Exhibition Yokohama 2027 will provide a progress report at the AIPH Expo Conference on 27 September.](#)

Celebrating Qatar at the Floriade

On 2 September, the National Day of Qatar will take place at the Floriade. The Qatar pavilion demonstrates traditional shapes combined with modern techniques and materials. Qatar's vision for the pavilion is also in line with the organisation of the Doha Expo 2023, which will highlight developments and innovations to transform the desert into the perfect place for green and sustainable cities.

The Desert Nest is a 12.1-metre and 56tonnes replica of a traditional Qatari pigeon tower which takes centre stage here.



The Guinness Book of World Records has recognised it as 'the world's tallest freestanding 3D printed concrete tower'. At the end of the Floriade, the Desert Nest will be transported and become a permanent legacy fixture at Expo Doha Qatar 2023.

On Qatar's National Day, the visitors will enjoy a folk dance performance, musical performance, traditional sweets and art, and a presentation of the Doha Expo 2023.

• [Expo 2023 Doha Qatar will provide a progress report at the AIPH Expo Conference on 27 September.](#)



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



İzmir Expo 2026, with its theme ‘Living in Harmony,’ is a mega project that is part of the longer-term city strategy. The third biggest city in Türkiye, İzmir, aims to integrate spatial, cultural and economic assets of urban and rural landscapes in the spirit of becoming a circular city. Traditional city planning results in urban rigidity, whereas İzmir deliberately facilitates healthy diffusion between urban and ecological sediments of life. The 2026 Expo is key in connecting the city’s districts and restoring urban green.

• [Learn more about the Nature-Based Living Strategy of İzmir and Expo İzmir 2026.](#)

[Read More](#)

QUALITY, SAFETY AND SUSTAINABILITY FOR EXPOS

Association of Global Event Suppliers to support AIPH Expo Conference



Mr Daniel Cordey, Chairman of the Association of Global Event Suppliers, is our guest speaker at the upcoming Expo Conference. AGES is a globally acknowledged primary representative of the global events suppliers’ industry and is our Expo Conference Partner. For his presentation, Mr Cordey will share his understanding of the quality, safety and sustainability needed to plan and deliver a world-class Expo.

AIPH Sustainability guidance for Expo organisers

Sustainability is an integral part of AIPH philosophy; we support Expo organisers by creating managerial tools and guidelines for organisers in developing a comprehensive sustainability strategy and plan. In this framework, in September, we are running a Sustainability Webinar designed for AIPH Expo Organisers, supported by Ms Valeria Pini of Wisdrome, an Italian network of consultants accompanying businesses and the public sector for a sustainable tomorrow.

AIPH PREFERRED PARTNERS PROGRAMME

AIPH Preferred Programme brings quality suppliers across all categories to support its Expo organisers. Representatives from the scheme will be available for discovery discussions at AIPH Expo Conference.

Thank you to PERA for being the headline sponsor of the 74th Annual Congress.

[Read more about our current Preferred Partners here.](#)

Current Preferred Partners



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