



## **AIPH Exhibitions Committee**

### **Exhibitions Report: March 2022 – September 2022**

#### **Summary**

There is not long to go now until the opening of Expos 2023 Kahramanmaraş (B), and Suncheon International Garden Expo 2023 (B) both in April 2023. We redoubled our efforts in monitoring and advising them in this crucial period before the opening.

Many site inspections were completed after covid, so we could attend openings and see progress in Floriade, Hatay, Izmir, Kahramanmaraş, Doha and Suncheon. With a new application from Malatya in Turkey for 2028 and other countries expressing interest the calendar continues to fill.

We are strengthening commercial monitoring of Expo Organisers, alongside the roll-out of the Global Partnerships Programme and exploration of different revenue streams for AIPH and Horticultural Expos.

#### **Section 1 – Exhibitions**

##### **1.1 Floriade Amsterdam Almere – Netherlands 2022 (A1)**

The Floriade was opened on 14 April 2022 and will close on 9 October 2022. See <https://aiph.org/latest-news/expo-2022-floriade-is-ready-to-showcase-a-greener-future-today/>. Three jury rounds with AIPH and Dutch Jury were organised. AIPH jury members included Bernard Oosterom (NL), Tim Briercliffe (UK), Leonardo Capitanio (Italy), Kevin



Chung (Chinese Taipei) and Wojciech Wróblewski (Poland).

The opening took place in the presence of King Willem Alexander who was presented with a tree by Bernard Oosterom.

This Expo was

affected by many external factors out of control such as post-covid behaviour change and inflation in Europe, as well as those representing work areas for the organiser such as city &

business partnerships, marketing, media, and public opinion. This led the organisers to revise visitor number predictions to less than half of what they planned for.

AIPH organised a tour of the Floriade for Expos Udon Thani 2026 and Floralies de Nantes 2024, as well as assisted other requests of Expos' and governments' representatives to visit the Floriade.

AIPH had a series of meetings with Floriade Organisers on subjects related to: commercial management, marketing, and intellectual property rights transfer to AIPH. We are still awaiting response from the organiser's legal team on asset transfer as this was not in the contract and is subject to the organiser's agreement.

## 1.2 Expo 2023 Doha Qatar (A1)

Tim Briercliffe visited in March 2022 to inspect progress with the site and to meet with the Secretary General and newly appointed Commissioner General. Construction is progressing



but other aspects, including securing international participation, need to be speeded up. The Expo has now appointed contractors to cover marketing, communications, operations and management.

The organisers have agreed to run a series of projects with AIPH, including webinars, Green City conference, R&D symposium and media promotion.

## 1.3 Yokohama 2027 (A1) – Japan

Yokohama is continuing with its planning procedures and the contract between AIPH and Yokohama is in final stage of negotiations. A site inspection is to take place in 2023, dates are to be defined.

## 1.4 Expo Hatay 2021 – Turkey (B)

Expo Hatay opened on 1 April 2022 and closed on 30 June 2022.

In three months, the Expo achieved a record million visitors, registered a Guinness World Record with its Co-Existence Mosaic as the largest marble stone mosaic, and received delegations of international participants, national participants and international organisations, such as UNICEF and UN World Food Programme. See <https://aiph.org/latest-news/rewarding-achievements-and-a-record-million-visitors-in-three-months-at-expo-2021-hatay/>.

The organiser ensured successful representation of AIPH brand at its Ceremonies and in the Expo Park.

The AIPH jury included Bernard Oosterom, Leonardo Capitanio, Tim Briercliffe, Kevin Chung and Ismail Yilmaz. The AIPH Prize was awarded to the garden of Antalya.



## 1.5 Expo Kahramanmaraş 2023 (B) - Turkey



Following the inspection visit in April 2022, monitoring was reinforced, and organisers required to take action to comply with AIPH regulations. The main concerns include construction, landscape, management organisation (recruitment), Expo operation, programming, marketing and ticketing. An additional letter to the Mayor was issued in August 2022 (attached), and additional site inspection conducted on September 17-18.

## 1.6 Suncheon International Garden Expo 2023 (B) – South Korea

A site inspection was conducted by T Briercliffe, B Oosterom, E Terekhova, K Chung, K Tambayong and AIPH members in Korea in July 2022. This included a conference about Expos which included presentations from T Briercliffe, K Tambayong and H K An. Landscape development, construction and transportation solutions seem satisfactory; points of concern were raised in relation to: international participation, international promotion, marketing and communications, commercial strategy and sustainability documentation. We expect to receive a progress report at the upcoming Expo Conference and have a series of meetings with the Organiser this autumn.



The organisers requested to change the date of the opening to 1 April 2023 (three weeks earlier than previously) in order to make the most of the cherry blossoms at this time. The inspection team agreed the change as long as the closing date also moved and the full duration did not exceed six months.

### 1.7 Expo 2024 Chengdu (B) – China

Preparations are underway and the AIPH contract was signed in July 2022. Monitoring is being undertaken by CFA as it is still not possible for AIPH to enter China due to the ongoing COVID restrictions.

### 1.8 Expo 2026 Izmir (B) – Turkey

Preparations are underway in Izmir. A site inspection was conducted by T Briercliffe, E Terekhova, K Chung and I Yilmaz in April 2022 followed by several letters to the mayor and city senior managers covering subjects such as: Expo Masterplan, Management Organisation, Budget, Sustainability and Legacy, International Participation, Expo Marketing and Communications.



The site has many challenges, including a highway running through it and an existing housing area that requires the relocation of some residents. The visit has been followed by Zoom update meetings. A renewed version of Expo Masterplan will be presented at the Expo Conference, 27 September.

### 1.9 Udon Thani Expo 2026 (B) – Thailand



This Expo was approved by AIPH during the Spring Meeting in Dubai in March 2022. The contract with Udon Thani Expo is under discussion.

T Briercliffe and E Terekhova have conducted a coordination meeting with Udon Thani Expo in the Netherlands, following which Udon Thani expressed willingness to be supported by AIPH consultants and partners in development of their sustainability strategy, commercial strategy and Expo readiness assessment, at additional fees. We believe contracting of services early on in the preparation process is a good way towards raising Expos' quality.

### 1.10 Euroflora – Italy (C)

Euroflora was open from 23 April to 8 May 2022. T Briercliffe represented AIPH in the jury and L Capitanio and E Terekhova also attended. It has achieved 240.000 visitors, record figures on social networks (901,000 single visits of website; 3 million 120 thousand page views; 4 million 700 thousand video views; Instagram followers soared by 300% from 3,000 in 2018 to today's 9,235) The case of Euroflora's best practices is available at AIPH website.



### 1.11 Applications

#### Malatya – Turkey (B)

We have received an application from Malatya (Turkey) for a B Expo in 2028. This will be presented at the Expo conference on 27 September and will follow a site inspection taking place on September 17-22. The inspection team is L Capitanio, K Chung, T Briercliffe, I Yilmaz and T Evans.

#### A1 Expo 2029

Currently there are no live applications for the A1 Expo in 2029 although interest has been expressed from China, Thailand and Poland. AIPH provided consultancy support (K Tambayong and John Boon from ARCADIS) for the city of Korat in Thailand in September to assist in deciding on a possible Expo site.



**Floralies de Nantes – France (C)**

Floralies Internationales Nantes 2024, 17-26 May (France) will apply for AIPH approval at the upcoming Expo conference on 27 September. The 13th edition of the Floralies will take place at Chabotterie Estate, a vast wooded landscape surrounded by trees and flowers. Between 200.000-300.000 visitors are expected.

**1.12 D category approvals**

AIPH-approved D category exhibitions in 2022 are: GreenTech (Netherlands) and Hatay (Turkey)

For 2023 MyPlant and Garden (Italy) and IPM Essen (Germany) are seeking AIPH approval.

## **Section 2 - Expo Support Programme – Elena Terekhova**

### **Sustainability Guidance Documents**

- [Sustainability Guidance documents](#) were issued to support Expo Organisers in their sustainability action. They supplement Annex X of the Regulations and provide more detail on AIPH expectations as well as point out best practices to the Expo Organisers. They consist of a set of 4 documents, each corresponding to the expected plans that Expo Organisers must submit to AIPH during their preparation, namely:
  - Sustainability Strategy
  - Sustainability Implementation Plan
  - Sustainability Education Plan
  - Sustainability Communications & Engagement Plan
- We are working on the audit documents that will allow AIPH officers to easily assess Expos' sustainability action

### **Sustainability Webinar for Expo Organisers**

- On September 15, we will deliver a webinar on Sustainability requirements and Guidance for Expo Organisers to clarify any questions and reinforce the importance of AIPH Sustainability agenda with them.

### **Expos' Masterplans Project**

- Some of our Expo Organisers find it difficult to come up with an Expo Masterplan as they start developing their projects. We have decided to formalize our requirements for masterplans and provide initial guidance on those. Elena Terekhova found volunteers for this project: first, from May to August, we welcomed an intern from Beijing Forestry University to collect and analyse different masterplans and provide some conclusions on form, subjects to be covered and contents. Our intern Yunlin Li has also translated some materials we received from CFA. After this, the project was handed over to John Boon and his team from Arcadis. The intended outcome is a Guideline publication on Masterplans, expected by spring 2023.

### **Knowledge Management**

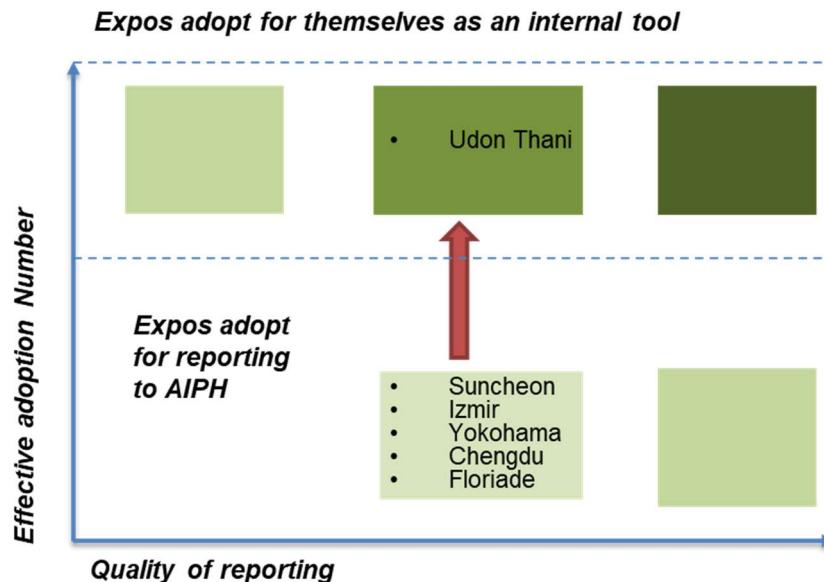
- We have started creation of an Expos' Image Library: a digital catalogue containing media assets from Expos, that can be made available to the press, consultants, and partners upon request. Further work is expected to centralize all existing video & photo materials.

### **Expo Monitoring**

- All Expo Organisers have been reminded to join Wetrack (our Expos' monitoring system)
- The system reflects the progress of each Expo and automatic reminders are sent out to Expo Organisers when their preparation milestones are due.
- Ongoing further work on user engagement is expected

- The first Expo to shift to internal adoption of Wettrack is Udon Thani 2026. Following our coordination meeting held at the Floriade this July, they have decided to progress with additional services, including a Readiness module from Wettrack. This is the first Preferred Partnership to lead to a commercial agreement with an Expo Organiser and AIPH.

## Effectiveness Assessment



## Expo communications

- Coherent communications on all Expo openings in 2022 were delivered (Expo Hatay, Floriade, Euroflora) with: press releases, news stories on the website, social media communications. This has created spikes of engagement & follower growth.
- Expos' Newsletters were issued monthly starting January 2022. The database of contacts was consolidated and input to our CRM, including mostly institutional contacts: interested cities, governments, businesses, Commissioners General of Pavilions from previous World and Horticultural Expos, members & consultants. The database now counts 1109 contacts. Should you have interested contacts please communicate those to [Rachel.wakefield@aiph.org](mailto:Rachel.wakefield@aiph.org)
- Further work on the website is required in animating the [application area](#) with links to supporting materials by Expo development stage and link to Wettrack project management system for approved Expos.

## Regulations review

- Following our Expos' progress and monitoring activity we realized that many Expos may benefit from our closer supervision and support in several areas. In May we visited the Floriade and had meetings with its Commercial Director and Sponsorships Manager. The Organiser encountered many problems in this area, and it became clear that their commercial strategy could have been reinforced, including on: marketing partnerships, ticketing, local sponsorship, Expo merchandise and concessions.
- We have implemented A1 and B category Expo regulations' review related to commercial aspects of Expos' organisation.

- We have introduced possibility of AIPH stepping in with mandatory services in case the annual site inspection decides those are needed for the successful delivery of an Expo. Those services will come at an additional cost for Expo Organiser and would ensure quality delivery of Expos.
- More information is available in the attachment: A1 and B Expo Regulations: changes presentation.

## **Partnership & network development**

- Following our Spring Meeting 2022, AIPH President and members of Secretariat General held a meeting with Mr Maher Nasser, Commissioner General of the UN at Expo Dubai and Director of the Outreach Division for the Department of Global Communications, United Nations. AIPH was introduced to UN Habitat. Further discussions with the UN and related institutions are expected.
- We continued exchange with professionals from Expo Dubai, including their commercial team, international participants' team, Media Director, Sustainability Director and Commissioners General of official participants to Expo Dubai. Max Pipino, Senior Manager - Business Development, Marketing & Operations of Expo Dubai, was engaged as consultant for review of commercial strategy of AIPH and further roll-out of Global Partnerships Programme.
- In May Elena Terekhova and Tim Briercliffe attended a conference organised by the Association of Global Event Suppliers (AGES). We had a chance to present AIPH Expos and opportunities of partnership with AIPH to global event suppliers.
- In June Tim Briercliffe and Elena Terekhova attended the Bureau International des Expositions' (BIE) 170th General Assembly in Paris
- In June HostCity Americas took place online, and was attended by Treve Evans, joined by Tim Briercliffe who was a guest panel speaker on the role of events in promoting people and places
- In July AIPH facilitated a knowledge exchange trip to the Floriade for Udon Thani Expo 2026 and Floraliées de Nantes 2024. This was an occasion to hold a coordination meeting with Udon Thani Expo 2026. Following this meeting, Udon Thani Expo expressed willingness to be supported by AIPH consultants and partners in development of their sustainability strategy, commercial strategy and Expo readiness assessment, at additional fees.
- In August AIPH had a meeting with Dubai World Trade Center, in the context of their “Future Urbanism” forum that is being developed to connect high level officials, policy-makers, business and institutions around the topic of future cities. Further discussions on AIPH participation to this forum are expected.

## **Expos' IP and media rights**

- Expos produce multiple IP elements and so far, AIPH has been capturing a very small number of those. When Expos are over, very often succession plans are not established, and AIPH can no longer access IP assets. We have started working with an expert in media rights, Daphne Chan, and have created a checklist of media assets and rights that can be used with each Expo to ensure transfer of the necessary elements to AIPH. This has legal implications, and we are currently exploring a possibility to do a pilot transfer of assets from the Floriade.
- Daphne is equally working on the potential AIPH broadcast approaches and broadcast relationships with AIPH Expo Organisers.

- Further development will require investment from an Expo Organiser willing to produce legacy media elements. It may later become a potential new revenue stream for both AIPH and Expo Organisers.

## Other Initiatives

- We connected with Karl Nowak, Online Business Developer, WWF Germany. His recent “NFA – Non-Fungible Animals campaign” for WWF is worldwide the most successful NFT (non-fungible tokens) campaign by an NPO, raising over 300.000\$ for endangered species. We see potential for NFT to become a part of “virtual merchandise” offer of Expo Organisers and a fundraising instrument for AIPH. While discussing this idea, we have learnt that Expo 2020 Dubai team has also created its collection of limited-edition NFTs available for purchase.
- Karl Nowak will do a presentation at the upcoming Expo Conference and further individual discussions about potential NFT projects will take place with Expo Organisers.

## AIPH-led Global Partnerships Programme

- In March 2022 we had to decide on further partners to ensure the program roll-out. We have analysed several agencies' proposals and were in touch with sponsorships professionals from Expo Dubai. As a result of this process, we agreed on an organisational development scenario where we divide the risks between an appointed agency, AIPH consultant who would act like internal resource, and AIPH core staff in charge of this project: SG and International Relations Managers.
- In July 2022 we appointed external resources:
  - Reg&Co, a UK-based sponsorship and brand partnership agency with over 25 years of experience
  - Max Pipino, International Business Development and Operations professional with 13+ years' experience of strategic sales, business development, and Expos
- Work of our previous agency was integrated, and simplified go-to-market proposal is being developed
- A shortlist of 120+ companies to be contacted was established and we are approaching them
- We have completed the process of registration of AIPH trademark in the UK. Registrations in Turkey, China, EU, Japan, South Korea and Thailand are in progress. This may take up 1 to 2 years to be completed in all listed countries.

Further work on future partner management, funds distribution model, requirements and audits of Expo Organisers, as well as monitoring Expos and engaging partners is expected.

## Next Steps

It is proposed that AIPH will:

- Progress with approaching potential sponsors
- Conduct an efficiency review of appointed external resources in January 2023; and if it is satisfactory, extend the agreement for a further 12-month term
- Continue with the development of the Expo Support Programme and further work on supporting guidance for the Regulations on matters like policies
- Continue AIPH sustainability agenda work

- Continue engaging Expo Organisers in the Expo Monitoring System, updating the system with requirements and monitoring progress achieved by each Expo
- Promote the benefits of hosting Expos through international event forums (e.g. Host City) and continue working with prospective Expo Organisers to fill the Expo calendar