



Minutes (Final)

Committee : **General Meeting**

Date : Tuesday 8th March 2022
Time : 9:00 – 12:00 hrs GST
Place : Crowne Plaza Dubai Marina, Dubai, UAE
Reference : Minutes_2022_March_GeneralMeeting_DRAFT
Chairman : Mr. Oosterom, AIPH
Secretary : Mr. Briercliffe, AIPH

Members Attending:

1. Mr Bernard Oosterom, AIPH
2. Mr Bill Hardy, CNLA, Canada
3. Mr Anthony O'Neill, CNLA, Canada
4. Mr Alan White, CNLA, Canada
5. Mr Robin Godfrey, CNLA, Garden Centres Canada, Canada
6. Mr Jack Goossens, RFH, the Netherlands
7. Mr Leonardo Capitanio, ANVE, Italy
8. Mr Takuhiro Yamada, JLCA, Japan
9. Mr Martin Brijs, HTA, UK
10. Mr İsmail Yilmaz, OAIB, Turkey
11. Mr Esra Arpinar, OAIB, Turkey
12. Ms Gulsen Bay, OAIB, Turkey
13. Mr Umut Sakarya, OAIB, Turkey
14. Ms Rotsy Ratsimbarison, La Mira Garden, Madagascar

In attendance:

1. Mr Tim Briercliffe, AIPH
2. Ms Elena Terekhova, AIPH
3. Dr Audrey Timm, AIPH
4. Ms Hannah Pinnells, AIPH
5. Ms Nicola White, Seren Events
6. Ms Nicola Williams, Seren Events

Apologies

Apologies had been received from a number of members unable to attend due to regulations or concerns surrounding COVID-19.

1. Opening and confirmation of the agenda by the chairman, AIPH president Mr. Bernard Oosterom.

B Oosterom welcomed members to the meeting and T Briercliffe reminded attendees of plans for the AIPH International Green City Conference later in the day.

2. Minutes

2.1. Minutes of the General meeting held virtually, October 21, 2021 (Annex 1). It was noted that minutes were already approved.



3. Incoming items, announcements, correspondence.

3.1. Open membership fees. SG reported that full member TAHA from Tanzania had not paid fees and their membership has been discontinued.

3.2. Membership (Active) applications - Cámara de Plantas Flores y Follajes de Costa Rica - CPFF CR (annex 2), Associazione Floricoltori e Fioristi Italiani -AFFI Italy (annex 3), South African Nursery Association, SANA (annex 4)

T Briercliffe explained that these members are joining at a reduced fee to experience the benefits of an association with AIPH. It is planned to increase to the standard fee in the second year. ANVE is supportive of AFFI to become a second member in Italy. T Evans visited SANA in South Africa to progress their application. Members approved these new members. B Oosterom stated that they will be invited to the next meeting to present their organisations.

3.3. Membership enquiries

T Briercliffe explained that AIPH will be holding online regional meetings to invite potential members to join.

3.4. New Affiliate Members. Members were informed of new Affiliate Members Rabobank (Netherlands) and Floritec (Netherlands).

4. Finances.

4.1. Financial update. T Briercliffe presented the provisional accounts for 2021. Currently there is a shortfall due to some agreed unbudgeted expenses and the application from Thailand came in 2022 rather than 2021. In 2022, there is expected to build up reserves due to gate fees from Floriade and other Expo license fee income. In the previous meeting AIPH was waiting for the repayment of VAT by UK government. All outstanding VAT has now been repaid.

5. AIPH Governance

5.1. Elections

The following positions are open for election/re-election during the next General Meeting in September 2022:

- President
- Representative of Region V (South America) – currently Roberto Okubo (Brazil)
- Representative of Region VI (West Asia & Middle East) – currently Ismail Yilmaz (Turkey)
- Representative of Region VII (Asia) – currently Haiyan Kong (China)
- Representative of Region IX (Africa) – vacancy

B Oosterom explained that R Okubo is up for re-election, but may not be able to fill the role. An alternative may need to be found. He also stated that I Yilmaz and H Kong are available for re-election.

B Oosterom informed the members that the Board has proposed L Capitanio to be his successor and his candidature would be recommended to members for the vote at the



next General Meeting. B Hardy is recommended by the Board for Vice-President, in place of L Capitanio.

6. Report of the Secretary General, (Annex 5).

T Briercliffe highlighted that AIPH are holding face-to-face events again, but the plan is to make content available afterwards online when events can be filmed. AIPH plans to build an archive of recordings for people to access information when they are available.

The 74th Annual Congress will take place in Almere and will include the World Ornamental Horticulture Summit. Delegates will have the chance to visit Expo 2022 Floriade Almere. Many members who were unable to attend this meeting have expressed their intention to attend the Annual Congress. The World Green City Awards may also be held at the same time but this has not been decided finally.

International Grower of the Year (IGOTY) will take place at GreenTech in Amsterdam on the 14th June. Following this event, we will be starting a new approach to obtain entrants. AIPH will call for nominations, then contact nominees to gather information for entry.

Plans are underway to establish quarterly online meetings for the Flower Auction Market Group. A physical meeting is due to take place in June in the Netherlands. There is interest in creating an information sharing space for members of this group.

T Briercliffe encouraged members to share the FCI magazine. In the last 18 months, the website has been redesigned and features a translation function. FCI also has a webinar programme, starting this year with a webinar on Ornamental Production in Turkey. There are plans to create a series of webinars focussed on Growing Media. Costs for FCI have been reduced by bringing design work in-house, now completed by R Wakefield.

AIPH produces 1-2 press releases a week, targeting different audiences. T Briercliffe encouraged members to share these with their network. AIPH also launched the AIPH Community Platform where information will be shared and discussions can be held. T Briercliffe encouraged members to join and to invite key people in their organisations to join. R Wakefield and E Terekhova have worked together to improve communications about Expos and to build an archive of information about Expos.

7. AIPH Strategic Plan 2020-2023 (Annex 6)

T Briercliffe gave an overview of the Strategic Plan 2020-2023 and updated members on progress. Green City progress is on track – the World Green City Awards is proceeding well, but AIPH is still seeking a major sponsor.

Expos are on track, with a minor setback due to the agency for the Global Partnerships Programme pulling out. Plant Health and Novelty Protection plans are underway. The Flower Auction Group goals are behind. The Global Industry Intelligence Centre is not on track and needs more attention. FCI is behind on finances and getting advertisements, but output is on track. Membership growth is going well and more focus will be given to producing content to support members.



Discussion with HAS University has taken place to run a programme to attract entrants into the industry. A follow-up meeting needs to be arranged. A O'Neill raised a question about the cost of sending someone to a programme in the Netherlands and if organisations would be willing to take this on. A Timm explained that AIPH has some data on international interest in supporting education programmes from the Sustainability Survey. It was suggested to conduct a survey of members on this issue. The role of AIPH should be to connect and facilitate rather than to 'own'.

No progress has been made in the 'Science' section of the strategic plan. M Brijs stated that there are no scientific programmes for the growing side of horticulture in universities in the UK – he saw a benefit of AIPH helping to establish these programmes. J Goossens highlighted the need to focus resources on priorities, and perhaps this is not a priority. A O'Neill suggested issuing a survey to gain insight into whether countries would see value in establishing these programmes, A White noted that AIPH could serve as a champion for the programmes that do exist and encourage young people to get involved in the larger picture of horticulture e.g. Green Cities.

8. Report – Green City Committee

8.1. AIPH Green City Report (Annex 7). Mr. Bill Hardy (Chair of Green City Committee) and Dr. Audrey Timm (AIPH Technical Advisor) presented the Green City Report.

B Hardy introduced the Green City Committee report. He thanked the team involved in the Green City Initiative. The Green City Reports from individual countries will be made available at a later date. Additions are being made to the Green City Guidelines, including new case studies. Focus has been on the inaugural World Green City Awards – A Timm commented that many entrants are compiling information offline, so number of entrants are uncertain at this point. Partners are helping to promote the awards and attract entrants.

There are plans to host a Green City Conference at Expo 2023 Doha – the theme will likely match the Expo's theme of Greening the Desert. Expo 2023 Doha have also funded a second series of 12 Green City Briefings in the 18 months leading up to the Expo. The Worshipful Company of Gardeners will also be involved again.

There will be an AIPH Green City garden at Expo 2023 Doha. B Hardy highlighted the impact Expos are having on Green City initiatives.

Plant Profile has been added to FCI alongside Green City Post. There are plans to produce a monthly Green City newsletter.

A Timm spoke about work being undertaken to bring Expo Regulations in line with Green City Principles.

A O'Neill commented that there are other Green City Awards out there and asked if there is conflict with this. A Timm explained that the other awards are project focussed, while AIPH's World Green City Awards focusses on city level planning and larger scale initiatives.

9. Report – Ornamentals Production Committee



9.1. AIPH Environment and Plant Health Report (Annex 8) Mr. Jack Goossens presented the Ornamentals Production Report with input from Dr. Audrey Timm.

J Goossens thanked T Edwards, his predecessor, and the team involved in supporting this Committee.

9.2. Next steps for AIPH Plant Health activity

A Plant Health survey was held in early 2021. The next steps have been approved and there will be something to present to the board at the next meeting. A presentation will take place at the International Plant Health Conference in September 2022.

9.3. AIPH Sustainability Report and next steps

The Sustainability Report is in production. The take away from this report is that the industry is already active in improving sustainability, but this is not being communicated outside. A Timm suggests an annual survey of members to understand sustainability trends. J Goossens commented that there are a lot of developments in sustainability – as much trade goes through Europe, this is not just an EU issue. L Capitanio commented that many political figures are campaigning to plant more trees, but he questions the viability and sustainability of this. This may be a subject AIPH should investigate further as to whether there was a role for us in this.

9.4. AIPH Novelty Protection Report (Annex 8)

A Timm gave an overview of Novelty Protection and spoke about breeding in the changing climate. She reported that T Edwards spoke at a CIOPORA webinar about the need to improve climate resilience in novelties. A virtual SPG meeting was held in October 2021.

10. Report – Exhibitions Committee

10.1. AIPH Exhibitions Report (Annex 10)

T Briercliffe updated the members about Expo 2021 Yangzhou, which finished in 2021. Expo 2021 Hatay is due to open on 1st April – they have experienced some difficulties, but things are on track now. Floriade 2022 and Euroflora open in April. There are concerns about Kahramanmaras and work needs to be done to ensure they meet AIPH regulations. T Briercliffe stated that it has been difficult to comment on Suncheon International Garden Expo 2023 due to communication challenges through the pandemic. Visits cannot be made to Expo Chendu 2024 due to the Covid-19 restrictions, but T Briercliffe is hopeful that this will happen next year. The Mayor of Izmir is keen and engaged in the process for Expo Izmir 2026 – they have changed sites. Discussions about the contract are taking place with World Horticultural Exhibition Yokohama 2027.

E Terekhova explained the Expo Support Programme. Expo lifecycles are divided into stages and support is offered at each stage. Key account managers are assigned to each Expo so knowledge can be gathered and archived more effectively. AIPH has partnered with WeTrack to assess each Expo's progress. Significant progress has been made on Expo communications, including the Expo section on the website and the Expo Newsletter.



Mancini Worldwide are now a preferred partner for supporting Expos in securing international participants.

10.2. Exhibition Applications

There have been fewer applications than expected and Sakarya has withdrawn their application for 2029.

10.2.1. Application for B Expo in 2026/27 – Udon Thani, Thailand (Annex 11) See Feasibility study at <https://anyflip.com/caapr/nkgn/>. Members approved the Expo.

11. Preparation of future meetings.

11.1. Annual Congress 2022 – 26-30 September – Almere, the Netherlands

11.2. Spring Meeting 2023 – Invitation from Kahramanmaras, Turkey

11.3. Annual Congress 2023 – Invitation from Suncheon, Korea

11.4. Spring Meeting 2024 – Invitation from Doha, Qatar

11.5. Annual Congress 2024 – No invitation

11.6. Spring Meeting 2025 – No invitation – possibly Bali

12. Other business

Izmir requested a site change for their Expo. B Oosterom expressed concern that the new site is very narrow, but it is an important area of land close to the city. Members approved the change, but requested more detailed information on how they proposed to manage the challenges presented by this new site.

13. Closure

B Oosterom thanked members for participating in the meeting and the meeting was closed.

Summary of Actions:

3.2 Invite newly approved members to give a presentation of their organisation at the upcoming Congress – TE

7 Survey members regarding access to training programmes - TB