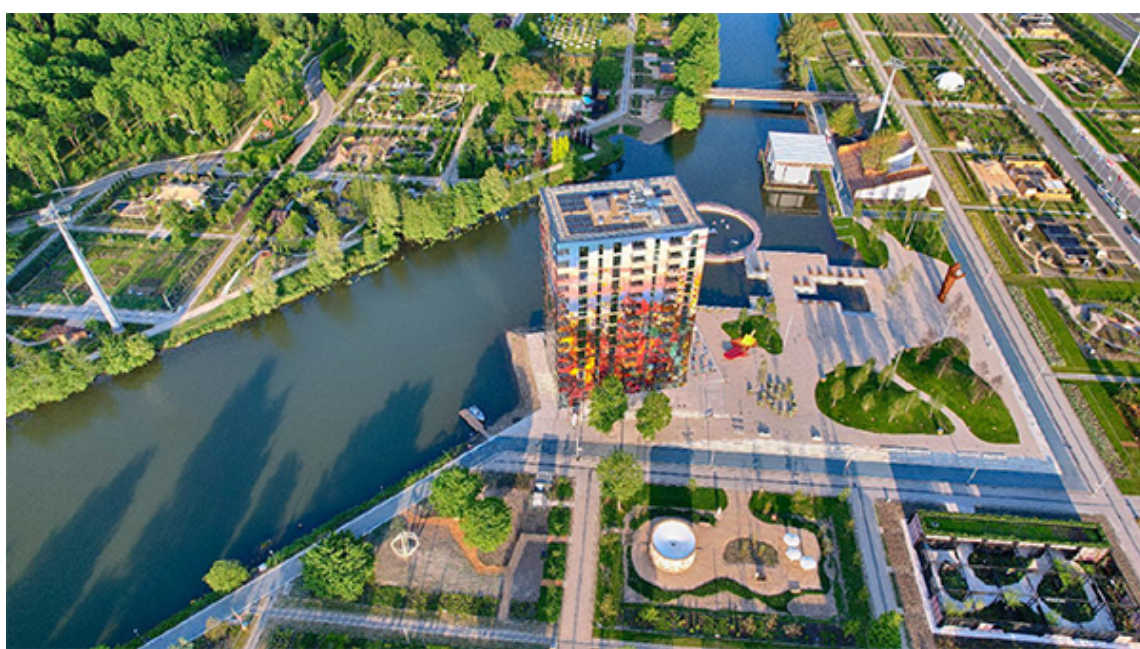




INTERNATIONAL HORTICULTURAL AIPH EXPO NEWS | November 2022



Floriade Expo 2022 continues to flourish

After six months of inspiring and educating visitors with horticultural displays on the theme of Growing Green Cities, Expo 2022 Floriade Almere, the AIPH-approved A1 World Horticultural Expo, closed with an official ceremony on Sunday, 9th October.



EXPO 2022 FLORIADE CLOSING CEREMONY



Floriade Award Ceremony

The Award Ceremony was part of the Official Closing Ceremony. In line with the regulations of AIPH, prizes were awarded to those participants that have contributed the most to the success of the Expo and that have shown the best use of horticulture to communicate the theme of the Expo: Growing Green Cities.



A total of 22 awards were handed out. The winners were decided by the jury members consisting of AIPH executive members, BIE representation, and the Dutch Horticultural Council (NTR) the license holder and co-organiser of the Floriade Expo 2022. The jury visited Floriade three times during the Expo's six months, spending two days each time to assess the horticulture in the 160-hectares park.

Jury Chairman Tim Briercliffe (Secretary General AIPH), said: "The competitions are of great importance to the AIPH, because they stimulate participants to focus on high horticultural standards, to spark new thinking and ideas for the future and to create a beautiful visitor experience."



Japan's Satoyama Farm Garden won the grand AIPH Prize and another Gold for the Floriade Expo 2022 theme Indoor Garden.

[Read More](#)

Floriade pavilion donated to Dutch urban farming project

Most of the Floriade's exhibits, buildings and plants will see a second life around Almere, in business, municipal and community initiatives. To follow are a few stories realising Floriade Expo's positive sustainability legacy.

Japan's Ministry of Agriculture has donated the award-winning Satoyama Japanese pavilion to Oosterwold. Oosterwold is a new district of Floriade's host city Almere, where a massive and revolutionary urban farming project is taking shape.



Floriade plants brighten the neighbourhood

Floriade was especially unique with its Arboretum of 3,000 trees, which will remain part of the urban district 'Hortus'. About 2,000 remaining perennial plants from the Floriade are given a second life in a neighbourhood in Almere. [Find out how the plants have been bringing joy to residents.](#)



A1 WORLD HORTICULTURAL EXPO NEWS

Marketing and communications team created for Expo 2023 Doha Qatar

Structure



International Horticultural Expo 2023 Doha Qatar will be the second-largest global event in the country after the World Cup. It will happen for six months, from October 2023 to March 2024, with a theme of 'Green Desert. Better Environment'.

Participants from over 80 countries will bring their know-how, experiences, solutions, and innovations in horticulture, water management, and energy solutions to the 170-hectare Expo area in the Al Bidda Park. The Expo focus is also on the participation of international universities and national universities, to showcase their experiences in preserving the environment, reducing the irrigation requirement, and ultimately achieve a difficult goal, to turn the desert green.

A new marketing communications team has been assembled to help deliver these important messages - in less than 12 months. The team includes the Omnicom Group - a global media, marketing, and corporate communications company, with the support of Doyle Dane Bernbach, a leading creative agency; PHD, a global media and marketing communications agency, and Portland international PR consultancy. Greenland International Enterprises, a well-known trading and contracting company in Qatar, leads the team, ensuring that all audiences B2B, B2C, and global participation will bring success to the Expo.



AIPH EXPO CONFERENCE

Expo progress reports available to watch



Organisers from forthcoming AIPH-approved Expos presented their progress reports at the Expo Conference during AIPH's 74th Annual Congress in September. The recordings are now ready to watch on-demand.

[Watch now](#)

B INTERNATIONAL HORTICULTURAL EXPO NEWS

Two AIPH-approved Expos reach the finals of AIPH World Green City Awards 2022



The AIPH World Green City Awards 2022 ceremony took place at a special gala dinner at the International Union for the Conservation of Nature - IUCN Leaders Forum in the Self-Governing Province of Jeju, Republic of Korea on 14th October 2022. The AIPH World Green City Awards 2022 was designed to champion ambitious nature-orientated approaches to city design and operation. Specifically, it recognises initiatives relying on greater use of plants and nature to create better city environments – helping to fulfil local aspirations for improved economic, social and environmental resilience. Two of the 18 finalists were from cities that will be hosting AIPH-approved B International Horticultural Expos.



For the Living Green for Social Cohesion Award, Suncheonman in South Korea was a finalist for its Suncheonman Bay Wetland Conservation Project. Suncheon Bay Wetland area is adjacent to the Expo Park of Expo 2023 Suncheonman, which will open on 1 April 2023.

The Turkish city of İzmir was a finalist for Living Green for Climate Change Award. İzmir has a vision for a sustainable, zero-carbon emission city. Its goals are covered in a nature-based living strategy. The Peynircioglu Stream Ecological Corridor in Mavisehir, Halk Park, in the very heart of İzmir City, is the beginning of their action. Expo 2026 İzmir will continue the green transformation of the city, with a theme of Living in Harmony. [Read more.](#)

AIPH AT HOST CITY 2022

AIPH to present at Host City 2022 in Glasgow



AIPH is a silver sponsor for Host City which occurs in Glasgow, UK, from 15 until 16 November. AIPH Secretary General Tim Briercliffe is a guest speaker for the panel discussion on Cities of the future: How can urban design impact health and wellbeing? How can events bring economic diversification and increase participation? For more information, visit the [Host City website](#).



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