

World Horticultural Expos in Review 2022



In 2022, the world saw...

- 288 days of AIPH-approved Horticultural Expos
- 2,008,757 people visited the Expo parks
- 15,000,000 people read about them on social media and websites
- 101 hectares of lush green areas were created
- 29,928 trees were planted in urban areas



A WORLD HORTICULTURAL EXPO NEWS

Flashback to Expo 2022 Floriade



Expo 2022 Floriade began on Wednesday, 13 April 2022, in Almere, Amsterdam, the Netherlands. This AIPH-approved A1-category World Horticultural Expo was opened by His Majesty King Willem-Alexander. With the theme Growing Green Cities, Floriade showed perspective for a sustainable and liveable future.

The Floriade closed on 9 October. The Expo site is currently being dismantled and will be turned into a colourful, green and sustainable city district that will be known as Hortus - a valuable legacy for Almere's citizens of Floriade Expo 2022.

[Read More](#)

International participants at Floriade

An essential part of Floriade is the gardens and pavilions built by the Expo participants. Floriade had four main sub-themes, and the participants were asked to focus on one or more of the following criteria:

- Greening the City
- Feeding the City
- Healthyng the City
- Energising the City

The following countries showcase how as participants they developed and interpreted Floriade's themes.

United Arab Emirates



Germany



B INTERNATIONAL HORTICULTURAL EXPO NEWS

Flashback to Expo 2021 Hatay



Expo 2021 Hatay opened on Thursday, 31 March 2022, in Antakya, Hatay, Türkiye. This AIPH-approved B-category International Horticultural Expo was the first mega-event in the region. The Expo park was split in the municipality of Hatay between two sites: one in the Kiseçik area of Antakya and the other in the Nardüzü area of the Karaağaç district of İskenderun.

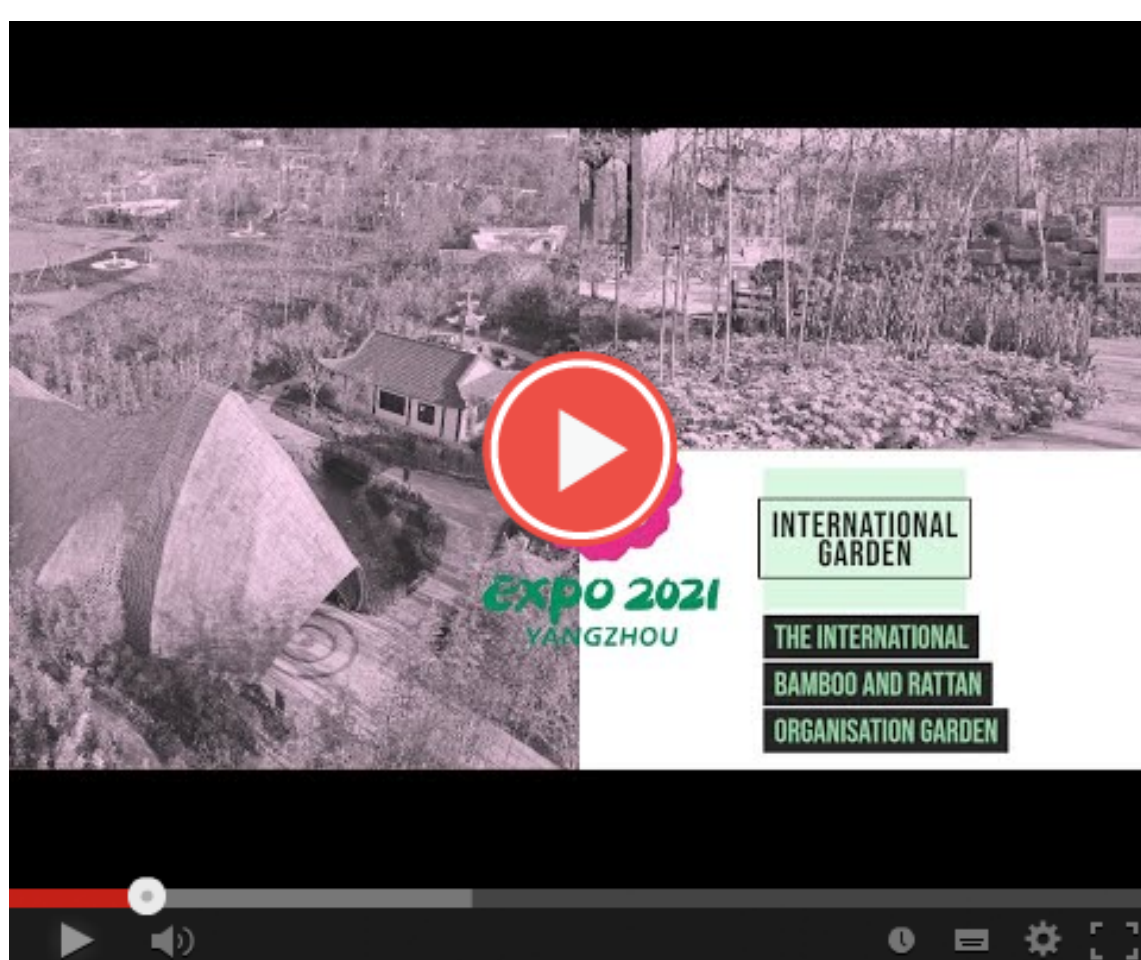
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Final Report of Expo 2021 Yangzhou



Expo 2021 Yangzhou opened on Thursday, 8 April 2021, in the Zaolinwan Tourism Resort, Yizheng, Yangzhou, Jiangsu Province, China. This AIPH-approved B-category International Horticultural Expo took place during the Covid-19 pandemic. The Expo park was 230 hectares, and the total number of visitors was 1.6 million.

Watch a playlist of participating gardens at Expo 2021 Yangzhou.



C INTERNATIONAL HORTICULTURAL SHOW

Flashback to Euroflora 2022



The 12th edition of **Euroflora**, the International Flower and Ornamental Plant Show held in the Parks and Museums of Nervi, in Genoa, Italy, attracted 240,000 visitors, reaching record figures on social networks and had an increased presence of businesses, institutions, and investors.

Euroflora 2022 will be remembered for its elegance, standing, and grandeur and this was down to the vision of the dedicated communications team coordinating the core branding activities through online marketing to visual retail campaigns on national media, to customised mobility solutions.

AIPH recognises Euroflora's success for its short horticultural show and asked the Expo organisers to put together a Best Practices document that could be useful for other Expo organisers to reference.

[Euroflora Best Practices](#)

AIPH IN 2022

The Year of Reaching to the World

The Secretariat represented AIPH and International Horticultural Expos outside our usual networks. We were present in many international conferences and partnered with their organisers:

- **Expo Dubai 2020**, where we created links with Commissioners General, hosted AIPH Spring Meeting and networked with the Expo professionals and Organisers
- **Host City Americas and Glasgow**, a global Host City Conference & Exhibition, brings together leading destinations, rightsholders, organising committees, venues and suppliers. We spoke at Host City twice and were present as exhibitors.
- **IUCN, the International Union for Conservation of Nature**, was our partner for **World Green City Awards**. At IUCN Leaders Forum in Jeju, we hosted a seminar called "World and International Horticultural Expos: mega events for the Power of Plants"
- **AGES, Association of Global Event Suppliers**, where we spoke about International Horticultural Expos and raised awareness of AIPH
- **BIE, Bureau International des Expositions**, where we were present at the General Assembly twice and supported our approved Expo Organisers



AIPH PREFERRED PARTNERS FOR EXPOS



Focus on Event management Preferred Partner

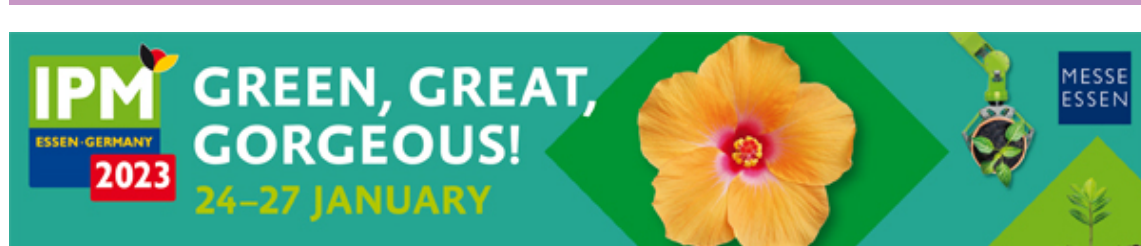
PERA Event is an international service agency for special events, M.I.C.E. entertainment and event counselling. Based in Istanbul, Türkiye, the group offers solutions, support and services



to participants in the development and implementation of International Horticultural Exhibitions.

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D INTERNATIONAL HORTICULTURAL TRADE EXPO



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