



# AIPH

## AIPH News | December 2022

We wish you all a merry Christmas and a happy, healthy, peaceful, and blooming 2023!

### Overview by the Secretary General



The world's champion  
for the power of plants

International Association of Horticultural Producers

### Review of 2022





**AIPH INTERNATIONAL  
GROWER OF THE YEAR  
2023**

24 January 2023,  
Essen, Germany

**BOOK  
NOW!**

#### THE PEOPLE OF AIPH

### New president eager to support the industry



**Leonardo Capitanio is the newly appointed President of AIPH**, unanimously elected by members at the General Meeting during AIPH's 74th Annual Congress in Almere, Netherlands. At 33, he is the youngest AIPH President to take on this preeminent role, but no one can doubt his commitment.

He is head of his family nursery stock business Vivai Capitanio in Monopoli in Southern Italy. Before taking on his international role, he held the position of President of the Italian Nursery Stock Exporters Association (ANVE).

Commenting on his election, Mr Capitano said, "Horticulture is my life. My father was a nurseryman; I was eight when I began to follow in his footsteps. I aim to help the ornamental horticulture sector pass through this challenging time."

Mr Capitano replaces Bernard Oosterom from the Netherlands, who served as AIPH President since 2015. He vows to continue the work of his predecessor as a thought leader that inspires and educates, stimulates increased demand for ornamentals worldwide, and protects and promotes interest in global ornamental horticulture. During the Congress in September, Mr Oosterom was presented with the prestigious AIPH Gold Medal in recognition of his services to AIPH over many years.

Members also voted Bill Hardy from Canada as the second AIPH Vice-President alongside Jianping Zhou from China.

*FloraCulture International will feature an in-depth interview with Mr Capitanio in the next edition out on 9 January 2023.*

### Three new full members and ten affiliates

In 2022 AIPH welcomed new members from grower organisations that represent professional growers of ornamental plants and landscapers, as well as enterprises with an interest and involvement in ornamental horticulture.

#### Full Members:

- Associazione Floricoltori e Fioristi Italiani, Italy
- Plantas Flores y Follajes de Costa Rica, Costa Rica
- South African Nursery Association (SANA), South Africa

#### Affiliate Members:

- |                         |                                      |
|-------------------------|--------------------------------------|
| • Chrysal, Netherlands  | • Lowe Rental, UK                    |
| • Direct Access, UK     | • MyPlant & Garden, Italy            |
| • Floritec, Netherlands | • National Horticulture Board, India |
| • Heliospectra, Sweden  | • Rabobank, Netherlands              |
| • IPM Essen, Germany    | • SYS Consulting Services, Türkiye   |



**The GGN label makes responsible  
floriculture visible to consumers**

Found on cut flowers, potted plants, and  
Christmas trees, the GGN label stands for  
certified, responsible farming and transparency

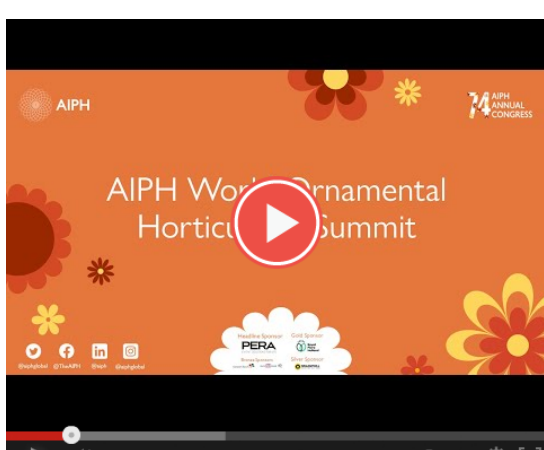
[Join the initiative →](#)

#### TWELVE MONTHS OF GLOBAL PROMOTION FOR THE POWER OF PLANTS

### Leading global thinking and boosting the ornamental horticulture industry

Twelve months ago, many countries were in partial lockdown due to the Covid-19 pandemic. Still, as trade began to pick up in January, by the end of February more challenges threatened our industry once Russia invaded Ukraine. Now, we face exorbitant commodity prices, including an energy crisis. AIPH's mission is clearer than ever: to reignite and uphold an appreciation of plants that we believe is a basic human instinct, and will sustain the planet for this generation and the next. We organised many events to facilitate the sharing of ideas and boosting the industry in 2022.

**Spring Meeting - AIPH International Green City Conference.** High-profile speakers presented the activities and programmes that cities and countries are making to achieve the UN SDGs and other global initiatives (such as the Paris Agreement), with a specific focus on the contribution that 'living green' makes to meeting the stated objectives.



**The International Grower of the Year (IGOTY) Awards** recognise outstanding achievement in the sector - Metrolina Greenhouses, won IGOTY 2022, hosted at GreenTech Amsterdam.

Ten finalists are currently being judged



**Autumn Congress - AIPH World Ornamental Horticultural Summit.** The theme of this summit was 'Influencing change in a digital world'. Speakers from around the world joined to offer their insight into how the horticultural industry can utilise digital tools. It was hosted in September at Floriade Expo 2022 in Almere, the Netherlands.



for the crown of **IGOTY 2023**. The announcement will take place at The Atlantic Hotel, Essen, Germany, on Tuesday 24 January.



[Book Tickets](#)



[Read More](#)

**AIPH Sustainability Strategy** - Our commitment to sustainability is expressed through five thematic areas, which are material to what we do and where we believe we can make the most positive impact:

- Climate action
- Biodiversity conservation
- Sustainable sourcing and resource management
- Equity & inclusion
- Education & awareness raising

AIPH Sustainability Strategy sets out how we intend to achieve our objectives in this field. Visit the [website](#).

**AIPH World Green City Awards 2022** - The city of Hyderabad, India, took home the award for their winning initiative titled: *Green Garland to the State of Telangana*.

The inaugural AIPH World Green City Awards ceremony took place at a dedicated gala dinner held at the IUCN Leaders Forum in the Self-Governing Province of Jeju, Republic of Korea.



The world's champion for the power of plants



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74<sup>th</sup> AIPH ANNUAL CONGRESS

**AIPH Annual Review** - providing an overview of all activities. It was first distributed at the 74th AIPH Annual Congress.

It contains information on the AIPH Strategic Plan; the results of an Ornamentals Production Energy Survey; a review of AIPH's interaction at the first International Plant Health Conference; messages from our members, and much more.

[Read More](#)

**International Statistics – Flowers and Plants 2022** - is annually launched in association with Union Fleurs, the International Flower Trade Association. The importance of this publication to the ornamental horticultural industry is invaluable.



This year was the 70th version and it was officially launched at Trade Fair Aalsmeer. It is available to purchase or free to download for AIPH Members.

[Read More](#)



## WORLD HORTICULTURAL EXPOS IN REVIEW 2022

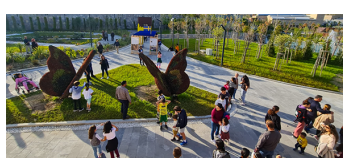
### Three Expos in 2022 and three approvals

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



Expo 2022 Floriade



Expo 2021 Hatay



Euroflora 2022

AIPH is proud to have approved and supported over 50 World Horticultural Expos since 1960. In 2022 we approved two B Category and one C Category.



Expo 2026



Expo 2028



Expo 2024



## FORTHCOMING AIPH ACTIVITIES

### What's on the agenda for 2023?

Three more AIPH-approved Expos happen in 2023



[Progress Report](#)



[Progress Report](#)



[Progress Report](#)



**Free Novelty Protection Webinar and virtual SPG Meeting on Wednesday, 11 January 2023.**

[Book Place](#)

The first presentation is by Marien Valstar on Developments and Challenges within UPOV. The second presentation is by Dr Edgar Krieger on The obliged use of variety denomination in the industry (Article 20 UPOV/ art 17 EU regulation 2100/94). The webinar will be followed by an update on the Plant Breeders' Rights field concerning the growers' and producers' position in the sector given by Ms Mia Buma.

**Green City Briefings** - AIPH, in collaboration with the Worshipful Company of Gardeners, proudly presents another series of Green City Briefings, sponsored by Expo 2023 Doha, Qatar. It is even more global, featuring cities around the world that demonstrate



significant progress in including plants and nature in their city's form and function.



Register



**PLANTARIUM | GROEN-Direkt**  
THE GREEN RETAIL FAIR

**7&8  
FEBRUARY 2023**

**CLICK  
FOR MORE INFO**



**MYPLANT  
& GARDEN**  
International Green Expo

**FIERA MILANO, RHO**

**22- 23 - 24  
FEBRUARY  
2023**

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