

Host cities to meet in Lisbon, Portugal for the AIPH Spring Meeting



The Estufa Fria is a greenhouse with gardens, ponds, plants and trees located in Eduardo VII Park, Lisbon, Portugal.

The host cities for AIPH-approved Horticultural Expos will be providing progress reports on 13 March, at AIPH Spring Meeting 2023 in Lisbon, Portugal.

The AIPH Expo Conference is a great opportunity to meet major event suppliers and government decision-makers.

[Register Today](#)

A1 WORLD HORTICULTURAL EXPO NEWS

AIPH site inspection in Doha Qatar



When the FIFA World Cup Qatar 2022 ended on 18 December, the final preparations for **Expo 2023 Doha Qatar** began. At the beginning of the year, AIPH delegation met with the Commissioner General and Expo organisers to check on the progress.

Members of the AIPH team included the President, Mr Leonardo Capitanio, Chair of the Expo Committee, Mr Kevin Chung, Board Member, Mr Ismail Yilmaz, Secretary General, Mr Tim Briercliffe, Senior International Relations Manager Mr Treve Evans and International Relations Manager Ms Elena Terekhova. Expo 2023 Doha Qatar is the first AIPH-approved World Horticultural Expo in a desert climate.

The Expo will open on 2 October 2023 for six months until 28 March 2024, in Al Bidda Park. The Expo park covers 170 hectares and expects to attract more than three million visitors. Expo 2023 Doha Qatar will look at climate change, water, soil and endangered resources, focusing on 'Greening the Desert' and improving the environment.

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The Master Plan is live for Expo 2027 Yokohama



The **Master Plan for Expo 2027 Yokohama** was published on the 10 January, after a major consultation period with citizens and experts from July to August 2022. Now public, the Master Plan specifies the milestones of this major event in Japan, from now until its opening on 19 March 2027. The organisers can now proceed with the next steps of preparation by inviting exhibitors, supporters, and visitors. The theme is Scenery of the Future for Happiness and the aim of the Expo is to reaffirm the value of nature and how to create a sustainable future and society.

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B INTERNATIONAL HORTICULTURAL EXPO NEWS

Revisiting the Bridge of Dreams in Suncheon



In 2013, Suncheon Garden Expo featured a unique project: a bridge connecting two parts of the Expo park featuring 140,000 drawings of dreams created by children from 16 countries.

The **2023 Suncheon Garden Expo** Organising Committee reunited 70 of the young artists who participated in the Bridge of Dreams project for a special commemoration event. The young adults enjoyed looking for their three-inch drawings of childhood dreams and talking about their memories ten years on.

Artist Kang Ik-Joong created the installation, and it has become a landmark legacy element that will remain part of this year's 2023 Garden Expo in Suncheon, which opens on **1 April**.

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Participants invited to showcase best practices in nature



EXPO 2023 Onikisubut/ Kahramanmaraş organisers want the participating cities and organisations to promote the Turkish Expo's theme of a Nature-Friendly City and Sensitivity. The Urban Best Practice Area (UBPA) initiative encourages national and international participants to share knowledge or experiences with visitors on how

ornamental horticulture is used in their projects to increase the quality of urban life. EXPO 2023 opens on 23 April, and as well as providing a platform to address global environmental issues; it is also providing networking opportunities. The Turkish Ornamental Plants and Products Exporters Association is keen to build business relations in this unexplored corner of Anatolia with national and international organisations working in the green industry (whether as a grower, breeder, exporter, or supplier).

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Lunar New Year celebrations at past AIPH-approved Expos



Many activities were organised, including a flower fairy dice-throwing competition, cultural shows and parades, and charity events where people were invited to donate and begin a new year with love.

At **Chiang Mai Expo 2011**, the lion and 20-metre-long golden dragon drew the attention of many visitors. More than 60 Chao Phraya Dragon Team performers from Nakhon Sawan Province performed the lion and dragon dances.

[Past Expos](#)

AIPH would like to extend our congratulations on the Lunar New Year to all celebrating.

Here is how the Lunar New Year were celebrated in the past at AIPH-approved Expos?

Ninety thousand visitors participated in the festivities at **Taipei Expo in 2010**, receiving red envelopes.



AIPH JANUARY ACTIVITIES

A strategic approach for Expo sustainability

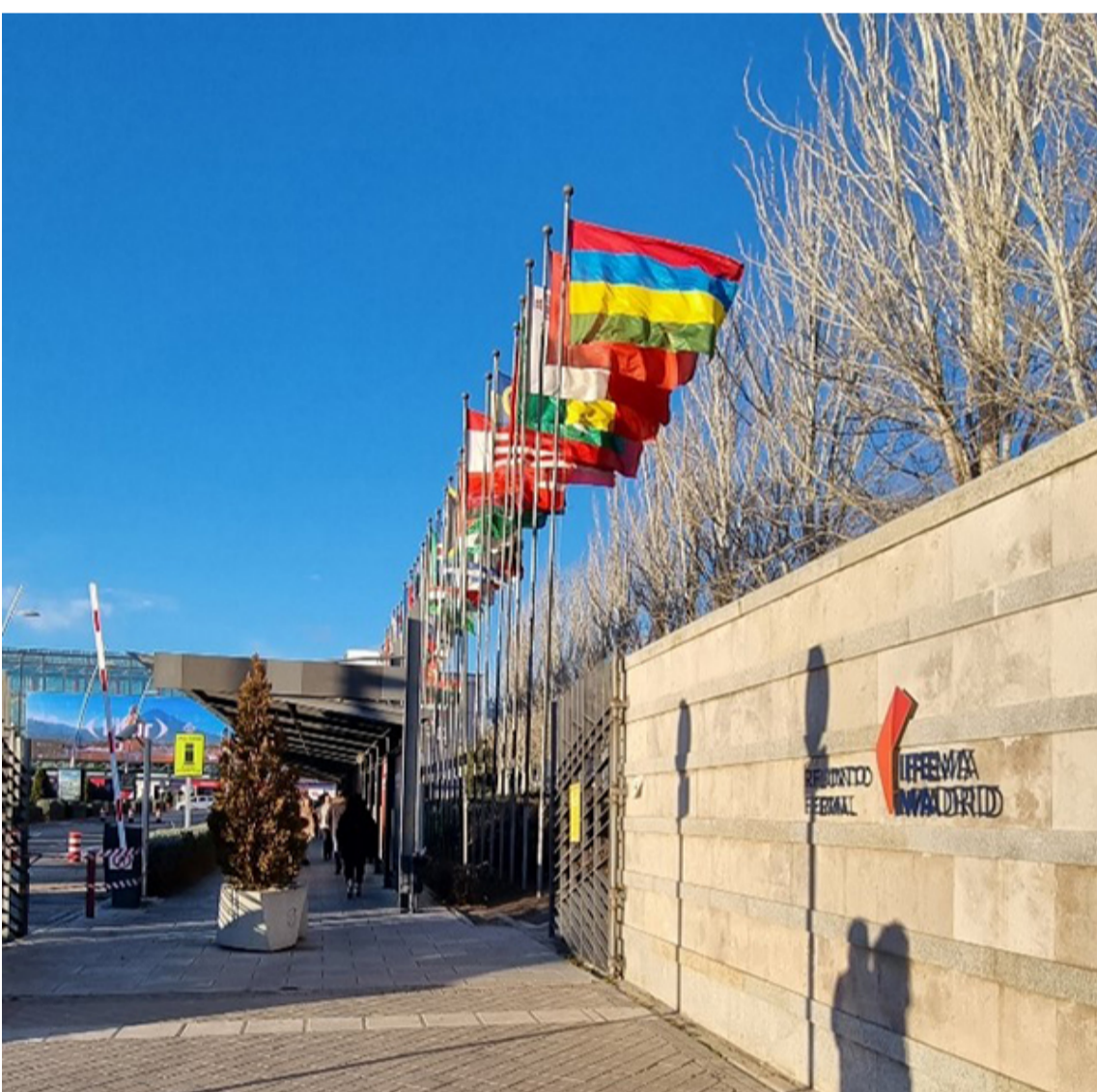


Our series of large-scale World Horticultural Expos are enormous opportunities to stimulate demand for flowers and plants and for raising the profile and status of the horticultural industry in the country that hosts them. We recognise the enormous opportunities and at the same time are conscious that the staging of these major events needs to align with **AIPH Sustainability Strategy**, as the world champion for the power of plants.

Sustainability is a shared responsibility requiring close coordination and collaboration within the organising body, and with a variety of delivery partners, suppliers, public authorities and external organisations from the earliest stages of the application process onward through to the legacy phase. We aim to help organisers make this a reality and achieve a truly sustainable Expo with a programme of sustainable support. In January, we hosted a webinar for our forthcoming Expo organisers on delivering a sustainable World International Horticultural Expo.

[View Sustainability Strategy](#)

Horticultural Expos and Tourism Trends in 2023



On January 18-20, AIPH visited **FITUR**, the international tourism fair in Madrid, counting 8500 exhibitors representing 131 countries in an exceptional showcase of 66.900 m2. On our visit, we met representatives of national tourism administrations and cities and talked about AIPH, International Horticultural Expos and the Green City initiative. We also participated in the conference organised by **UN WTO** on “*Trends in the Travel Industry in 2023*”. According to research performed by Tripadvisor, “Outdoor, Nature and Parks,” experiences remain the most popular category of attractions for visitors.

Fantastic news for AIPH-approved International Horticultural Expos!

AIPH PREFERRED PARTNERS FOR EXPOS



Focus on Planning & Operations Software Partner

WeTrack’s planning and operations software support the operations of the world’s best events, venues and organisations. It’s recent success was supporting the smooth operations of FIFA World Cup Qatar 2022.

WeTrack was born out of the London 2012 Olympic and Paralympic Games by project and venue managers who wanted to improve how event operators plan and deliver major events.



Since the first client in 2014 – the Ryder Cup at Gleneagles – they have grown to serve major sporting events, venues and organisations, including Wimbledon, the ICC Cricket World Cup 2019, Royal Ascot, the FIA and the International Triathlon Union.

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D INTERNATIONAL HORTICULTURAL TRADE EXPO



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International Association of Horticultural Producers, AIPH.
Our mailing address is AIPH, Horticulture House, Chilton,
Didcot, Oxfordshire, OX11 0RN, UK
For more information, please contact:
Secretary General: sg@aiph.org | Content: rachel.wakefield@aiph.org; van.tran@aiph.org
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