



AIPH reports a successful International Horticultural Expo Conference

Expo organisers from future **AIPH-approved International Horticultural Expos** travelled from across the globe to the Portuguese Iberostar Selection Lisboa hotel in Lisbon to present progress reports regarding their mega events at the International Horticultural Expo Conference for the **AIPH Spring Meeting** on 13 March. Recordings of the Expo Conference progress reports will be available to watch soon on **AIPH YouTube**.



Expo Organisers and some AIPH Members at AIPH Expo Conference on 13 March as part of the AIPH Spring Meeting 2023 in Lisbon, Portugal.

A1 WORLD HORTICULTURAL EXPO NEWS

Expo 2023 Doha, Qatar is gaining popularity on social media sites



Expo 2023 Doha, Qatar, presentation at the AIPH Expo Conference during the Spring Meeting in Portugal.

The first AIPH-approved horticultural desert Expo, **Expo 2023 Doha, Qatar**, which will open in October, is in the last stages of preparation. The multi-functional building and site work is completed on time. Expo Organisers are in the final stages of confirming all international participants, allocating plots and commencing pavilion and garden construction. Concerning communication, the Expo Organisers are working harder to reach a larger audience, build relationships with communities, and increase media coverage.

Expo 2023 Doha is gaining popularity on social media platforms, with the Expo Organisers actively reaching out to connect with communities using the message of the Expo's theme of "Greening the Desert". They are also reaching the media and have been travelling to several venues and events with the Expo's message, including The Arab Centre for Research and Policy Studies – Tarsheed; OTM - a creative marketing agency in London; and they were present at the 10th edition of the Qatar International Agricultural Fair, hosted at the Doha Exhibition and Convention Centre.

Expo 2023 Doha organisers are using Agriteq as a platform to launch a campaign titled: 'Which side are you on'. It uses powerful visual language; the campaign highlights the consequences of the rampant desertification, showcasing the dry land next to the green and fresh grass and encouraging everyone to choose the right side in the battle against desertification.

Expo 2027 Yokohama, Japan, completing milestones



Expo 2027 Yokohama, Japan, presentation at the AIPH Expo Conference during the Spring Meeting.

On January 10, 2023, the **Expo 2027 Yokohama** Master Plan was published in Japanese, indicating the projects and tactics required to conduct the Expo and to incorporate the four sub-themes complementing the central topic of "Scenery of the Future for Happiness": "Co-Adaptation", "Co-Existence", "Co-Creation", and "Co-Operation".

The Expo park site and the Land Readjustment Project Plan have approval, and pre-construction work will begin soon, followed by work on the park and development of the Expo Site in 2024.

The Expo organisers are beginning communication work, too, by attending and presenting at many international, national and local events.

B INTERNATIONAL HORTICULTURAL EXPO NEWS

Expo 2023 Onikişubat Kahramanmaraş discuss rescheduling an opening date



Expo 2023 Onikişubat Kahramanmaraş, Türkiye presentation at the AIPH Expo Conference.

Expo 2023 Onikişubat Kahramanmaraş was due to open on 23 April 2023, but will now open later this year. The host city was at the epicentre of the devastating earthquake that hit Türkiye in February. The Expo Organisers told the delegates at the Spring Meeting that they are putting all their efforts into supporting the city and citizens. In the first few weeks of this natural disaster, they were offering the hobby houses as emergency shelter accommodation.

2023 Suncheon International Garden Expo, South Korea, opening this Saturday 1 April



2023 Suncheon International Garden Expo, South Korea, presentation at the AIPH Expo Conference.

Anticipation is rising for the first AIPH-approved Expo of this year. The **2023 Suncheon International Garden Expo** officially opens this Saturday 1 April. For six months, national and international visitors will experience the celebration of green plants and flowers with the theme of 'We Live In The Garden'.

This second edition of the Suncheon Garden Expo will build on the legacy of the 2013 Expo and will surprise visitors with ten big changes. The edition of 2023 will inherit and promote the value that the predecessor developed. The area of the Expo is 193 hectares, about twice as big as the first time. About 2.5 million plants of 120 species of newly planted or existing flowers will be presented to the visitors. Fourteen countries (17 cities) will participate to showcase their gardens and hold cultural and traditional performances during the National Day event, and 12 gardens worldwide will be at the fairgrounds.

The citizens of the host city Suncheon have shown their passion for this Expo with more than 2,000 volunteers, 116 social media supporters, and 34 citizen public relations group 'first class planners' who are voluntarily promoting and communicating. The Expo park for 2023 Suncheon International Garden Expo will be a festival venue during the Expo. Afterwards, its design will demonstrate the use of nature in planning a future city.



One million trees to be planted for Expo 2026 Udon Thani, Thailand



Expo 2026 Udon Thani, Thailand, presentation at the AIPH Expo Conference.

The one million tree planting project of **Expo 2026 Udon Thani** was approved by Udon Thani municipality and seven local government organisations in August 2022. The marketing strategy, the meeting presents and delivers marketing strategy plans and logo usage guides to communicate in organising Expo 2026 Udon Thani was held in January 2023. The new logo and symbolic framework of the Expo were also updated. According to the timeline, the construction and landscaping of the Expo site will start in 2023. Furthermore, the Expo Organisers have created an experience map to add to the visitors' experience.

AIPH RECENT ACTIVITIES

AIPH Site Inspection at Expo 2024 Chengdu, China



Expo Organisers for Expo 2024 Chengdu, with members of China Flower Association, and AIPH delegates including: Mr Leonardo Capitanio, Mr Kevin Chung, Ms Karen Tambayong, and Ms Elena Terekhova.

On March 27-28, an AIPH delegation visited **Chengdu** with a site inspection, supported by our member in China, China Flower Association. The site inspection team was impressed with the level of preparation for the Expo due to open next year.



Expo 2024 Chengdu site plan.

The Expo also features sub-venues, which will not be ticketed but will enhance the Expo effects throughout the city and target professionals and the public, as well as boost the Horticultural industry in Sichuan province on a world stage.

AIPH President, Leonardo Capitanio, commented on the visit: "After three years of restrictions, we were so impatient and excited to revisit China and oversee the progress of Chengdu Expo 2024 in person. We have found here a hard-working team and determined leadership ready to succeed. There is much work to do with only one year left until the opening. Still, we are confident Chengdu can achieve an amazing Expo supported by CFA, local authorities and national administrations."



Expo 2024 Chengdu site model replica.

The Expo Site is located in the Eastern new area of Chengdu city and integrates with future city development highlighting the Expo theme "*City in parks, life in poetries*". Above 100 gardens and six pavilions are planned at the site with seasonal itineraries and various attractions to impress a wide range of visitor profiles.

A guide to Expo Master Planning



At the heart of a great Expo is the Master Plan, which is the most challenging part for Expo organisers. To help with the complexity of planning these mega-events, AIPH has created the **Expo Master Planning Guide**, headed by AIPH International Relations Manager Elena Terekhova and in collaboration with ARCADIS - a global design, engineering, and management consulting company. The guide was launched at the Expo Conference on Monday, 13 March.

[READ MORE.](#)

On the 24 March, AIPH Senior International Relations Manager Treve Evans introduced the Expo Master

Planning guide, with Arcadis Director of Landscape Architecture and Urban Design, John Boon, to delegates participating in the ISIE's Second Annual Online Symposium 'Best Practices in International Exposition Design'.



[Download Expo Master Planning](#)

AIPH PREFERRED PARTNERS FOR EXPOS

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The risks we face as Expo Organisers responsible for event management are significant. We have seen that globally, terrorist attacks can happen at any time. Everyone working in major events must play a role in this effort by taking steps to help boost their protective security — before, during and after.



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D INTERNATIONAL HORTICULTURAL TRADE EXPO



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