



**BLOOMING ECONOMIES &  
CITIES TO INSPIRE THE WORLD**  
*2ND EDITION*

AIPH INTERNATIONAL  
HORTICULTURAL EXPOS



**AIPH**





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# Introduction

The International Association of Horticultural Producers (AIPH) was founded in 1948 in Zurich by a group of representatives from the national grower associations of Western Europe.

After the impact of the Second World War on many countries' diplomatic relations, the AIPH was created with the purpose of mending these relationships by using horticulture as a common means for rebuilding trust, increasing open dialogue and trade opportunities.

To this day, AIPH continues to organise international exhibitions (Expos) and promotes horticultural producers, aiming to increase worldwide industry awareness, interest and appreciation.

The largest exhibitions organised by AIPH are its A1 and B horticultural Expos, which are held internationally on a regular basis for a period of between 3 to 6 months.



“

*After the resounding success of the inaugural edition of 'Blooming Economies and Cities', AIPH is thrilled to introduce the second edition. In an era dominated by digital and technology, we find ourselves gradually disconnecting from both one another and the world around us. Genuine connections and tangible sensory experiences are truly irreplaceable. International Horticultural Exhibitions offer remarkable encounters where visitors can immerse themselves in a fulfilling life, forge meaningful bonds with nature, the community, and even themselves.*

*While the exhibitions themselves may be short-lived, their legacy can leave enduring benefits for future generations and fundamentally transform the host city. In line with the original Valuation Study's objectives, this second edition continues to spotlight the diverse advantages that International Horticultural Shows bring to their host cities and countries.*

*The organisation of International Horticultural Exhibitions serves as a catalyst for creating greener urban environments, establishing optimal living spaces for residents, and becoming a global nexus for the host city.*

*AIPH is proud to have approved and supported more than 50 International Horticultural Exhibitions globally since 1960. We have much more on the way and we hope that the second edition of this Valuation Study will encourage many others to take up the challenge.*

”

*You can ask any questions and start a dialogue with us..*

*Tim Briercliffe, Secretary General, AIPH*





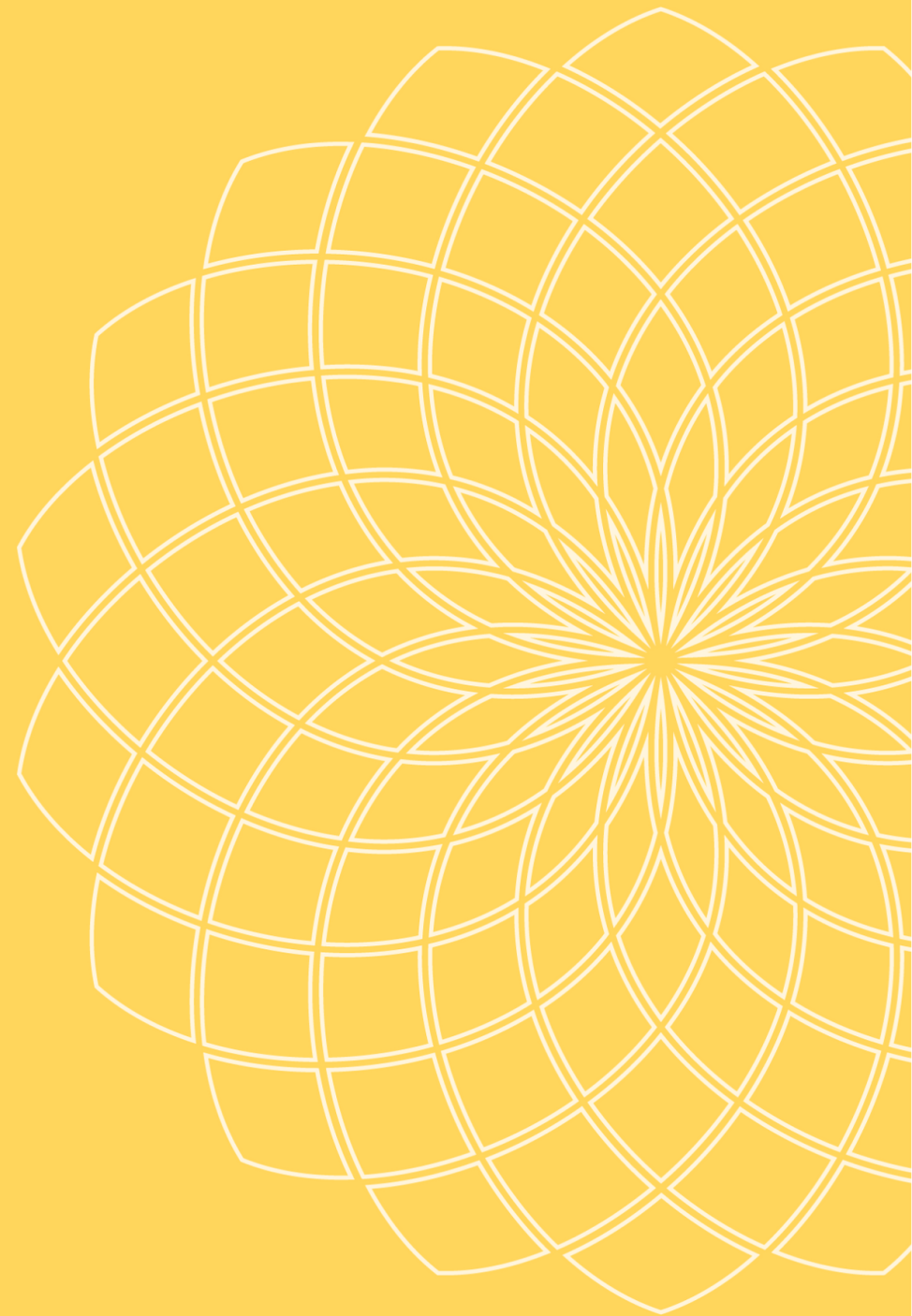
# AIPH – A1 and B Expos



Category A1		Category B
<b>Expo name</b>	World Horticultural Exhibition	International Horticultural Exhibition
<b>Frequency</b>	<ul style="list-style-type: none"> <li>• Not more than one at any time</li> <li>• Not more than five per decade</li> <li>• Not more than one per country per decade</li> </ul>	<ul style="list-style-type: none"> <li>• Not more than two at any one time</li> <li>• Not more than two per year</li> <li>• 3 months interval between opening dates if on same continent</li> <li>• 3 weeks interval if on different continents</li> <li>• Opening and closing dates must not clash with A1 exhibitions</li> </ul>
<b>BIE approval</b>	Required	Not Required
<b>Duration</b>	3-6 months	3-6 months
<b>Application period</b>	6-12 years before opening date	3-10 years before opening date
<b>Specific Provisions</b>	<ul style="list-style-type: none"> <li>• 50+ hectares</li> <li>• &lt;10% area for buildings</li> <li>• 5%+ area for international participants</li> <li>• 10+ countries participating</li> <li>• Invitations through diplomatic channels</li> </ul>	<ul style="list-style-type: none"> <li>• 25+ hectares</li> <li>• 3%+ area for international participants</li> <li>• 10+ international participants</li> </ul>
<b>Countries held</b>	<ul style="list-style-type: none"> <li>• Austria – 1964, 1974</li> <li>• Canada – 1980</li> <li>• China – 1999, 2019</li> <li>• France – 1969</li> <li>• Germany – 1963, 1973, 1983, 1993, 2003</li> <li>• Japan – 1990</li> <li>• Netherlands – 1960, 1972, 1982, 1992, 2002, 2012, 2022</li> <li>• Poland – 2024</li> <li>• Qatar – 2021</li> <li>• Thailand – 2006</li> <li>• Turkey – 2016</li> <li>• United Kingdom – 1984</li> </ul>	<ul style="list-style-type: none"> <li>• Canada – 2008 (2)</li> <li>• China – 2006, 2011, 2014, 2016, 2021</li> <li>• France – 2004, 2005</li> <li>• Germany – 2005, 2007, 2009, 2011</li> <li>• Italy – 2006, 2011</li> <li>• Japan – 2004, 2009</li> <li>• Korea – 2009, 2013, 2023</li> <li>• Chinese Taipei – 2010, 2018</li> <li>• Thailand – 2011</li> <li>• Turkey – 2021, 2023</li> </ul>



# Economic Impact







# Economic Impact Expo Yangzhou 2021

Hosting an Expo is a venture that demands a substantial initial investment, yet its repercussions on the economy are often considerably more pronounced. Expo Yangzhou 2021, a case in point, underscores this economic dynamic. This study delves into the financial aspects of the event, shedding light on its economic impact through revenue generation and trade activities, while also examining the influx of foreign capital.

## Revenue Generation: A Multifaceted Approach

### 7,38M USD

Expo Yangzhou 2021 witnessed substantial revenue from various sources. The total revenue generated from ticket sales, accommodations, merchandise and retail transactions, as well as food and beverage sales during the Expo.



# Economic Impact

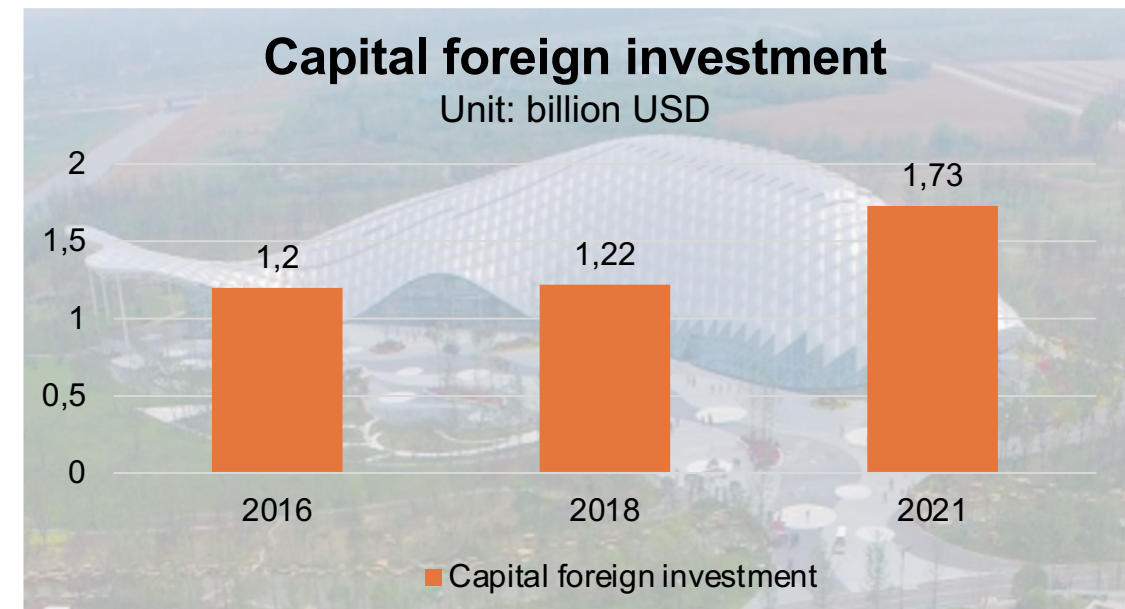
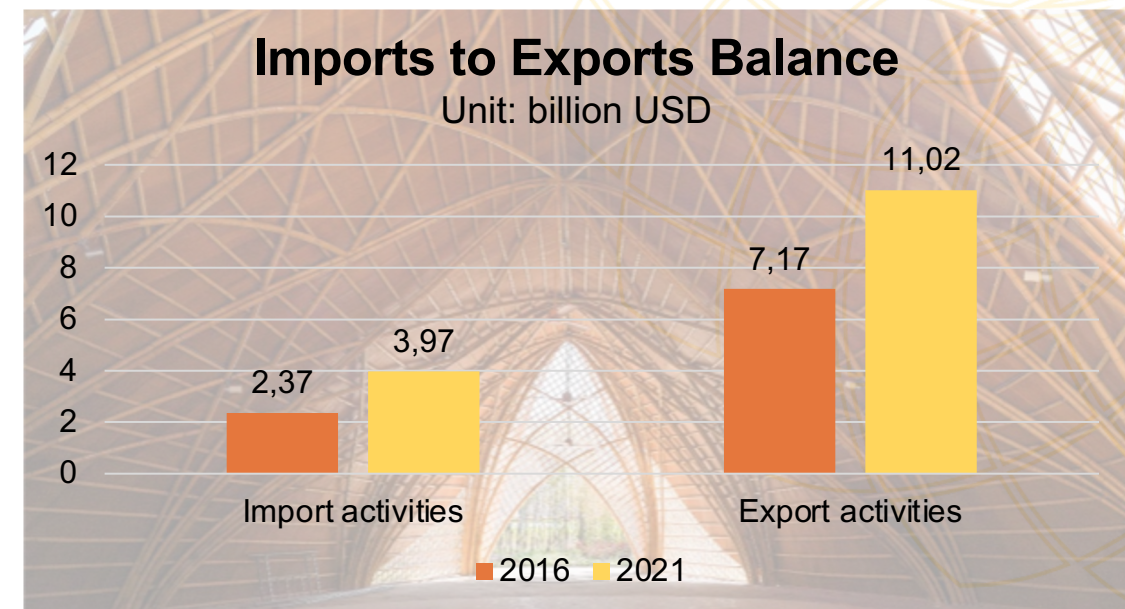
## Expo Yangzhou 2021

### Trade Activities: Propelling Economic Growth

In the case of Expo Yangzhou 2021, the value of import activities during the event reached a remarkable \$3.97 billion USD and the value of export activities surged to an impressive \$11.02 billion USD. These considerable growths signify not only an expansion in the scale of commerce but also the event's efficacy in propelling regional industries to a higher global prominence.

### Foreign Capital Inflow: A Positive Trajectory

Expo Yangzhou 2021 attracted foreign capital at a noteworthy scale. The actual utilised foreign capital during the event amounted to \$1.73 billion USD, comparing this to 2016 and 2018, it's evident that the Expo serves as an increasingly attractive platform for foreign investments.



# Economic Impact: Jobs & Youth workplace integration

Apart from direct economic benefits, Expo cities' and countries' economies often receive a development boost. Jobs creation and workplace transition of the young people are important indicators of a positive economic dynamics an Expo creates.

**24,577 jobs**

were created by Flora  
Expo 2018 in Taichung

**20,000 jobs**

were created during  
Expo Beijing 2019

**7,000**

**volunteers**

contributed to Expo 2021  
Hatay

**23,244 jobs**

were created by TIFE  
2010 in Taipei

**13,497**

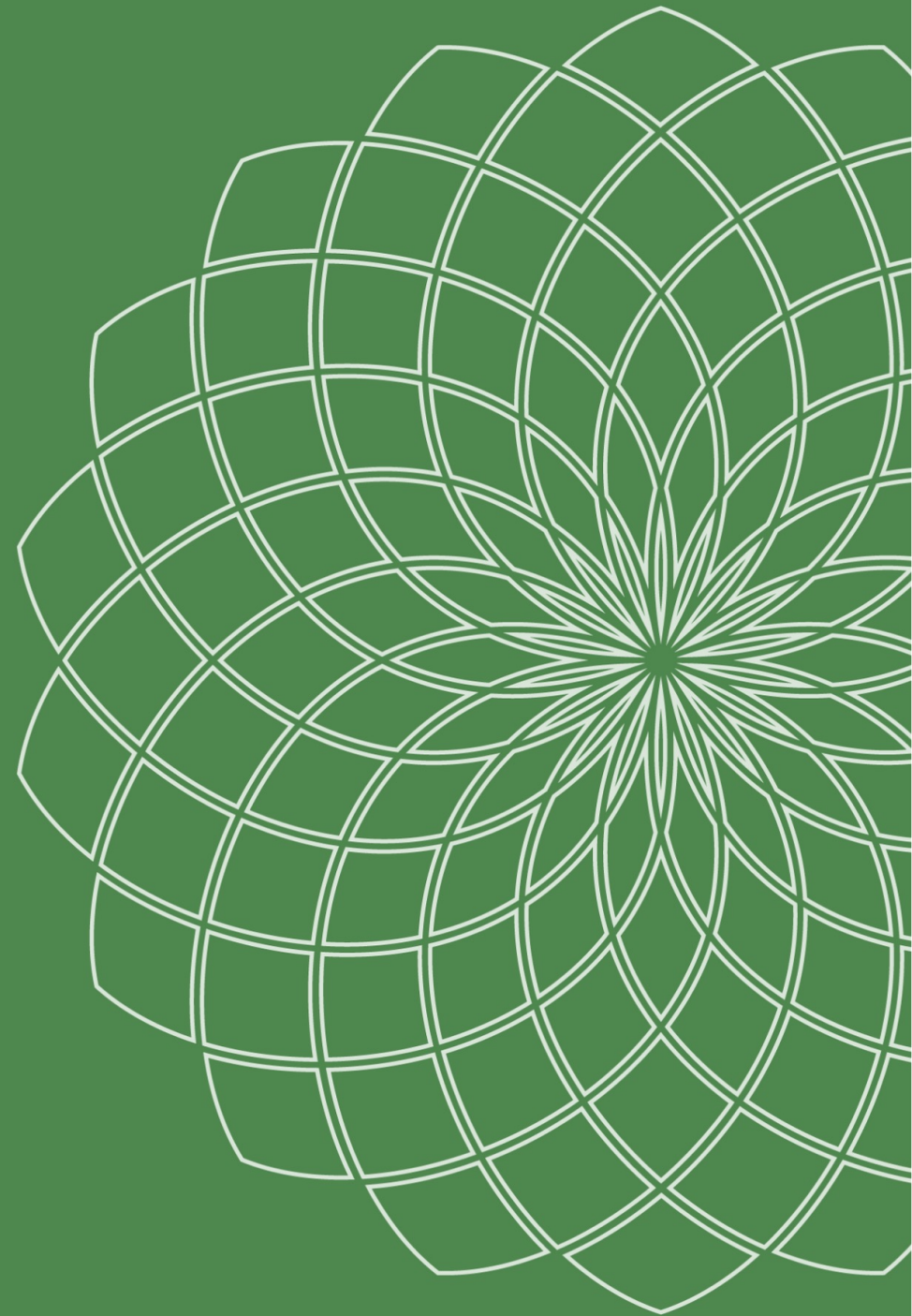
**volunteers**

were engaged in  
Expo 2016 Antalya





# Sustainability





# Sustainability: nature conservation case in Suncheon

In early 2021 AIPH analyzed our purpose, objectives, and activities to determine how best we can demonstrate and improve our contribution to sustainability. Following this exercise, AIPH members have approved the overarching AIPH [Sustainability Strategy](#). This strategy sets out how we intend to embed sustainability into all our activities, with a **primary focus** on the planning and delivery of our **horticultural Expos**.

There is a responsibility for Horticultural Expos to be planned and staged as sustainably as possible and an opportunity to influence millions of Expo visitors. Thus, we are continuously supporting our Expo Organisers in their sustainability action, by providing [guidance](#), learning opportunities and advice. Our Sustainability requirements are reflected in our Expo Regulations and supported by our [Green City research](#).

The [Case of Suncheonman Bay Wetland](#) is the finest illustration of the Expos' impact on preservation and sustainable management of an area. It tells the story of a transition of the forgotten Suncheonman to a site recognized by Ramsar Wetland convention, designated a National Garden, and finally, a UNESCO World Heritage site. Today Suncheonman Bay is a habitat for **239** bird species and a global ecological tourist destination. Discover the timeline of Suncheonbay wetland conservation on the following page.



[Suncheon, Republic of Korea: Suncheonman bay wetland conservation project](#)

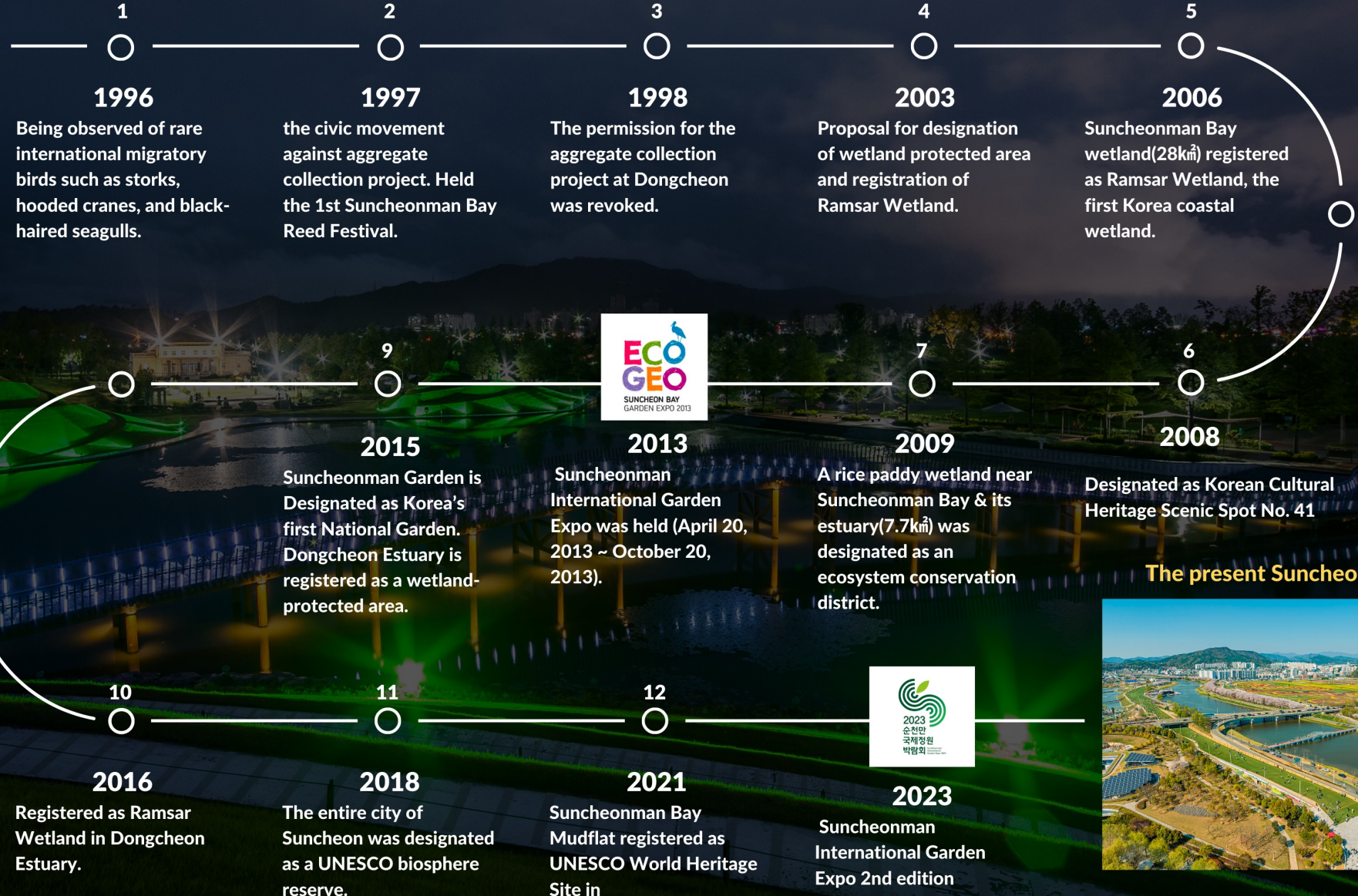


[AIPH webpage for 2023 Suncheonman International Garden Expo](#)



# SUNCHEONMAN BAY WETLAND CONSERVATION

## The forgotten Suncheonman



## The present Suncheonman





# Sustainability

## Expo Yangzhou 2021: Access to green areas

Since ancient times, the Yangzhou people have attached great importance to a love of growing ornamental plants. **Expo Yangzhou 2021** demonstrated its rich cultivating history, spanning **230 hectares** and **100 gardens** in the Yangtze River Delta Region. It contained **1,500 plant species**, including **27,800 trees** and **770,000 square metres of shrubs**. The flower borders were regularly maintained and innovatively changed for each season – spring, summer, and autumn.

Expo 2021 Yangzhou's theme was 'Green City, health life', and this sentiment permeated the Expo with over **1.31 million m<sup>2</sup>** of **total outdoor green area in Expo Yangzhou 2021**. This contributed to the increase of public parks and open spaces in Yangzhou City by 63% and 15% respectively.



[Expo 2021 Yangzhou showcases nature's beauty in the middle of adversity](#)

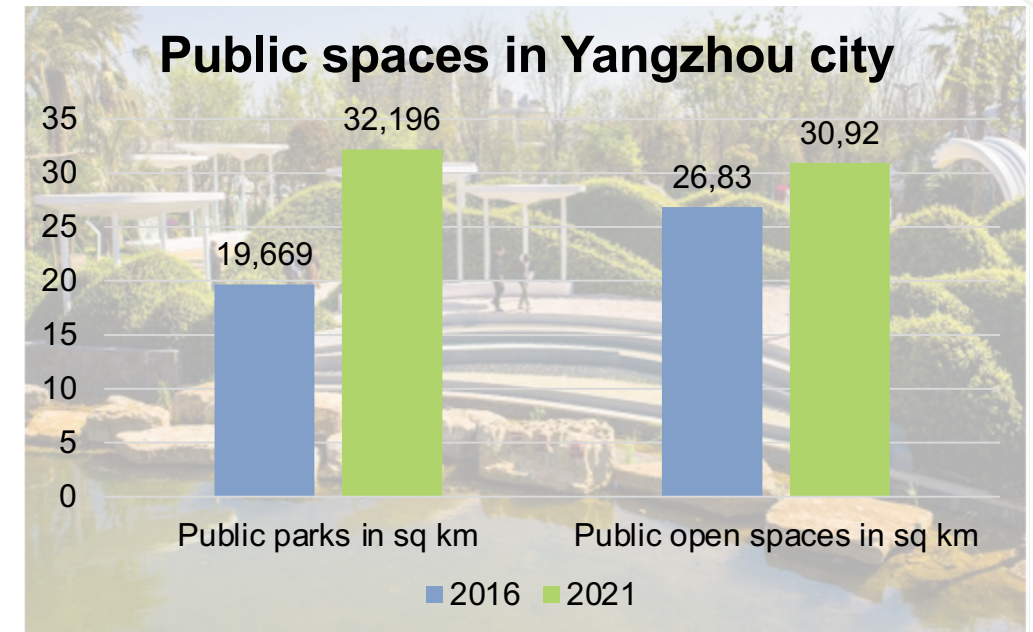
**~ 1.31 million m<sup>2</sup>**  
of Total outdoor green area in Expo Yangzhou 2021

**41,500m<sup>2</sup>**  
of International Gardens

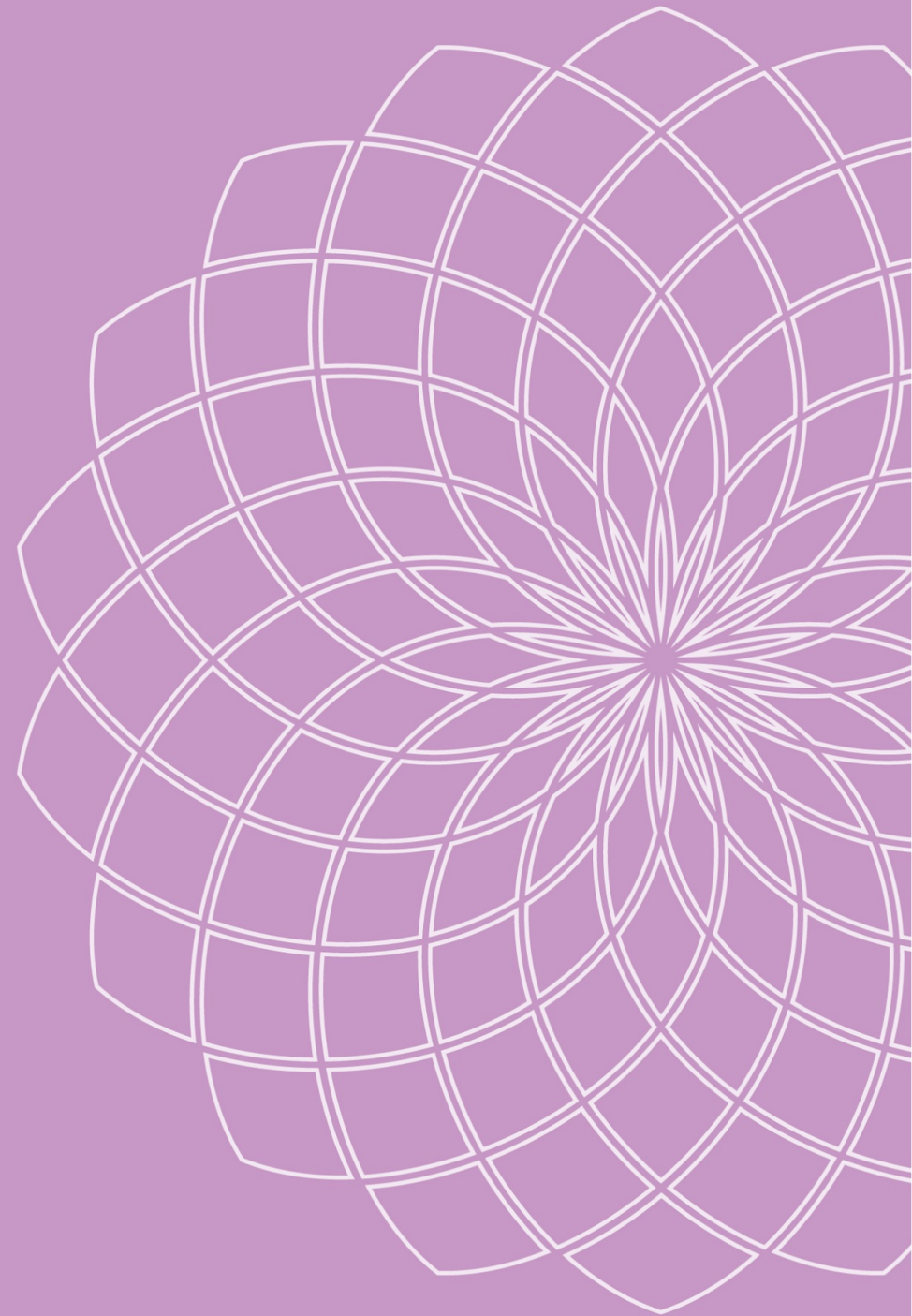
**145,800m<sup>2</sup>**  
of National Gardens

**67,000m<sup>2</sup>**  
of Other Gardens

**24,600m<sup>2</sup>**  
of Thematic Gardens



# Enhancing Reputation





# Enhancing Reputation: record numbers of visitors, participants and supporters at Euroflora

**Location:** Parks and Museums of Nervi, Genova (Italy)  
**Duration:** April 23, 2022 - May 8, 2022



[View the Best Practice report of Euroflora here.](#)

AIPH Expos contribute to enhancing the host city's reputation in their country and beyond. **Euroflora 2022, Genova, Italy**, is a smaller Expo (category C) approved by AIPH. With its duration of only 16 days, it attracted 240,000 visitors, reached record figures on social networks and had an increased presence of businesses, institutions, and investors.

We have selected Euroflora as a case study for Enhancing city reputation, as despite its ephemeral character, the Show left an impressive imprint on the city's identity, with all the region's businesses, media and political figures working in synergy.

*HRS Prince Albert of Monaco visited the show. The Grimaldi family has historical ties with Euroflora and on the occasion, The Prince was gifted with a picture of his parents visiting Euroflora in 1966 and with the Rose of Genoa, the new rose variety in the colours of the Genoa flag, which was presented as a world première in Nervi*



Prince Albert II at Euroflora 2022





**3,120,00** page views  
**9,235** followers on Instagram

**240,000** visitors  
**901,000** single visits on website

**300** national and international  
 Participants

**257** garden competitions





**Aerial view on  
Euroflora 2022**

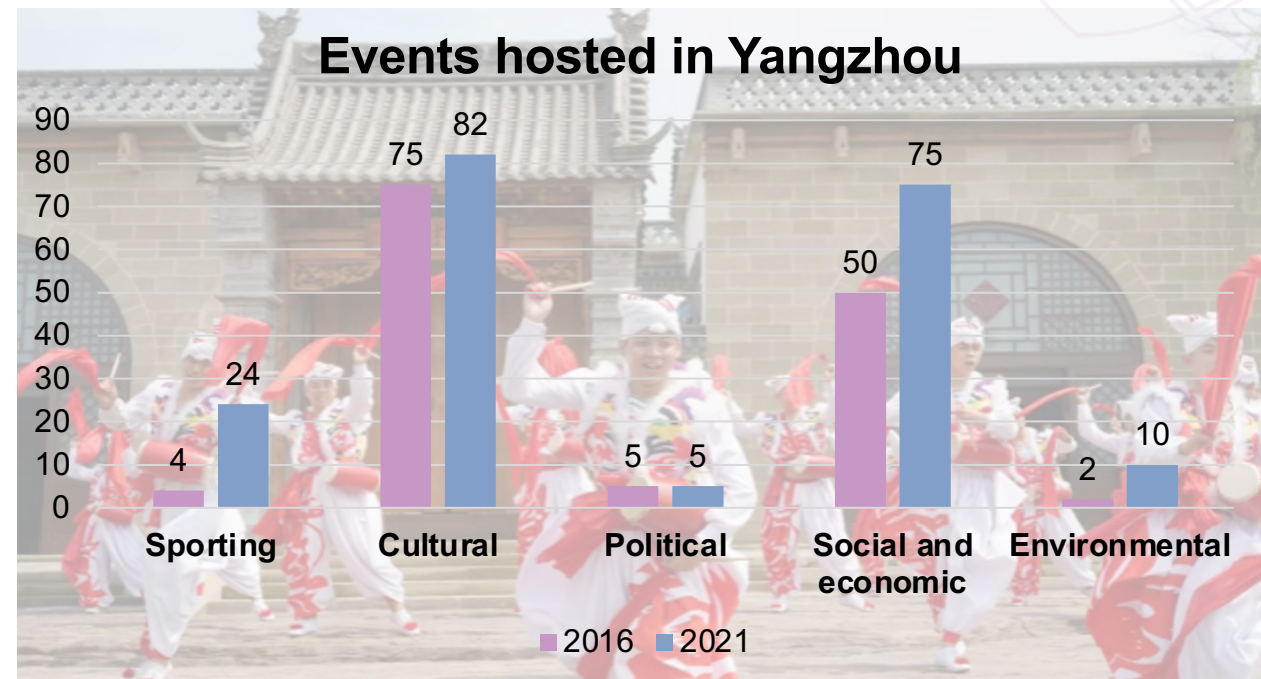
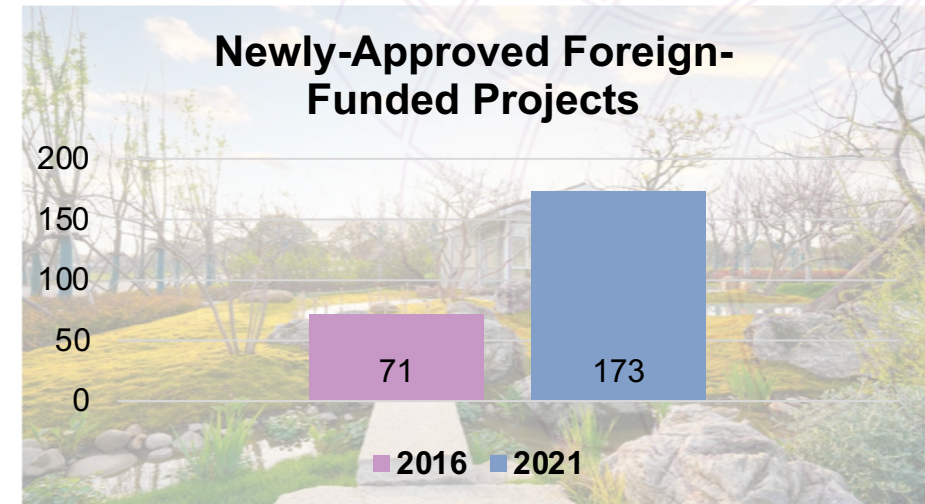


# Enhancing Reputation: Yangzhou's competitiveness get boosted by Expo Yangzhou 2021

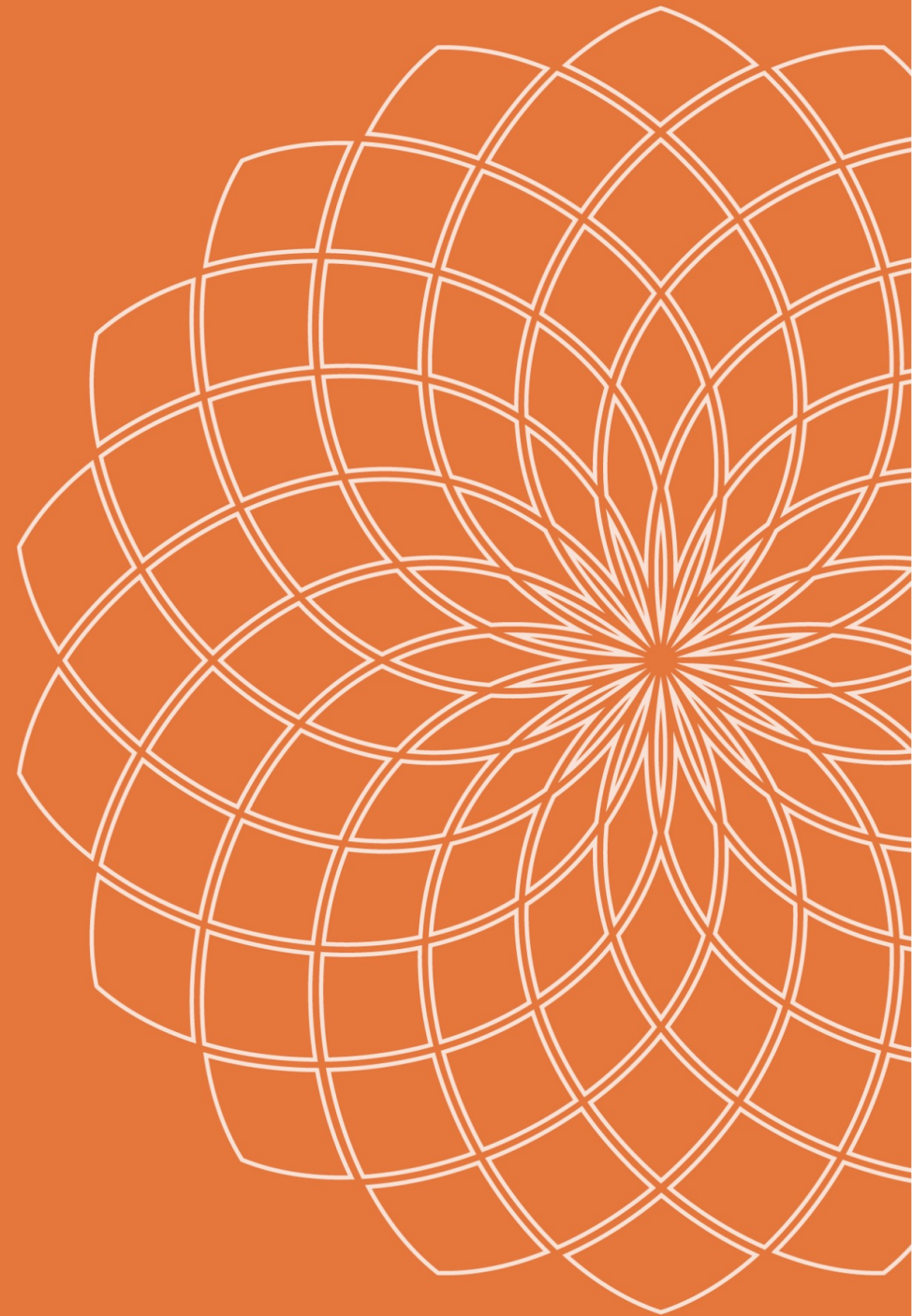
**Expo Yangzhou 2021** not only garnered substantial media attention but also had a multifaceted impact on the city. It boosted Yangzhou's competitiveness, led to significant increases in sporting, social, economic, and environmental events, and attracted a surge of foreign investment, signifying its importance as a catalyst for positive change and development in the region.

Expo Yangzhou 2021 was highlighted by the traditional mainstream media (**People's Daily**, **Xinhua News Agency** and **China National Radio**), foreign-publicity oriented media (**China News Service**, **Phoenix Satellite Television** and **China Minutes**).

Five years before the Expo, Yangzhou held the 41st position in the China City Competitiveness Ranking, which then improved to the **31st** position during the Expo year.



# Developing Cities

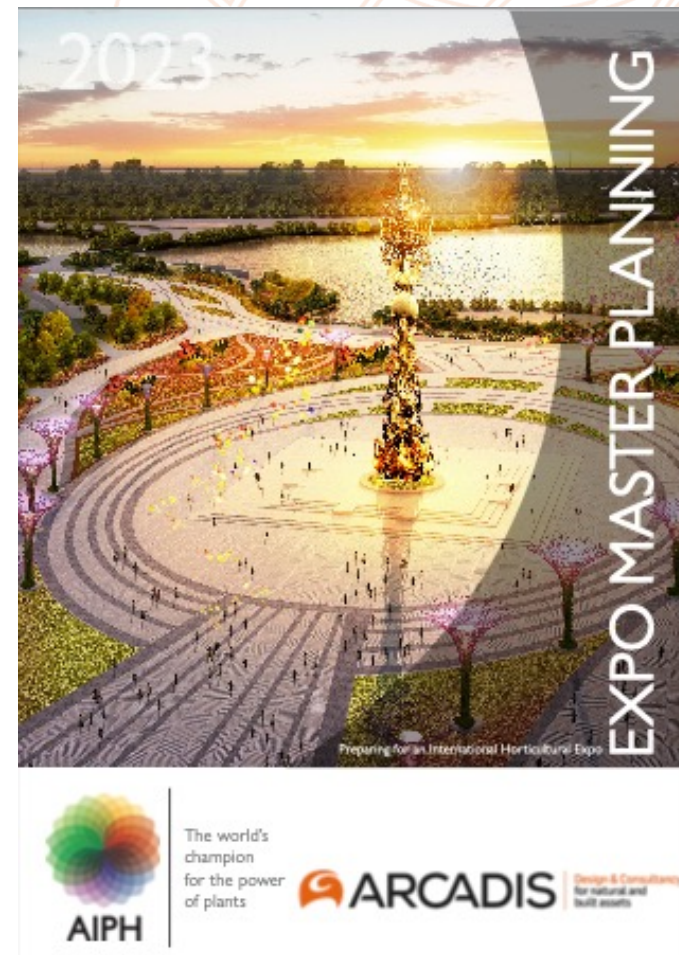
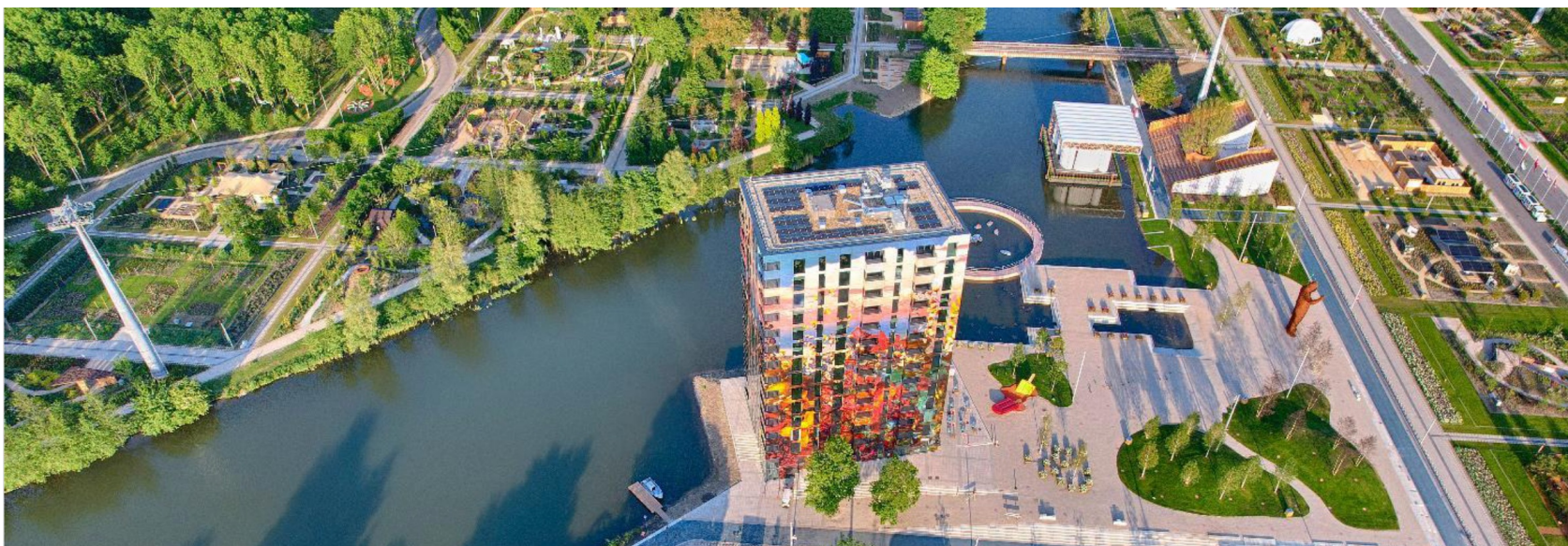




# Developing Cities: AIPH Masterplanning Guidelines

Horticultural Expos shape entire city areas for many decades, not just for the Expo duration. One of the primary requirements for a successful Expo project is its integration with the city and region and the positive impact it can have on city development, mobility, land regeneration.

To support future Expo Organisers in planning their Expo sites, we have partnered with leading landscape architecture firm ARCADIS and collected knowledge and best practice from previous Expos. Together we created the Expo [Master Planning guide](#). It contains Expo case studies, examples of Masterplans and their pros and cons, and consideration of broader urban integration; this work will interest every urbanist, landscape architect, city planner, developer or Expo Organiser.



[Download Expo Masterplanning Guide here.](#)



# Developing Cities: Floriade 2022 creates Almere's Green Heart

The Floriade took place in the Netherlands, from 14 April to 9 October, 2022. The Expo park is located in Almere city, within the Flevoland Polder, on a site known as the "Green Heart." The masterplan for the Floriade 2022 was designed to serve as both a framework for the Expo and a blueprint for a sustainable city district. After the Expo, **the park is being transformed into a residential area.**

A total area of 60 hectares, the site featured different transportation modes for future cities: cable car, boat, cycling and highway access.

A prominent feature of Floriade was the **Green City Arboretum**, designed by architect Winy Maas. It was created on top of existing natural elements such as woodland, water, an island, and a highway, arranged in an 800 by 800-meter square grid.

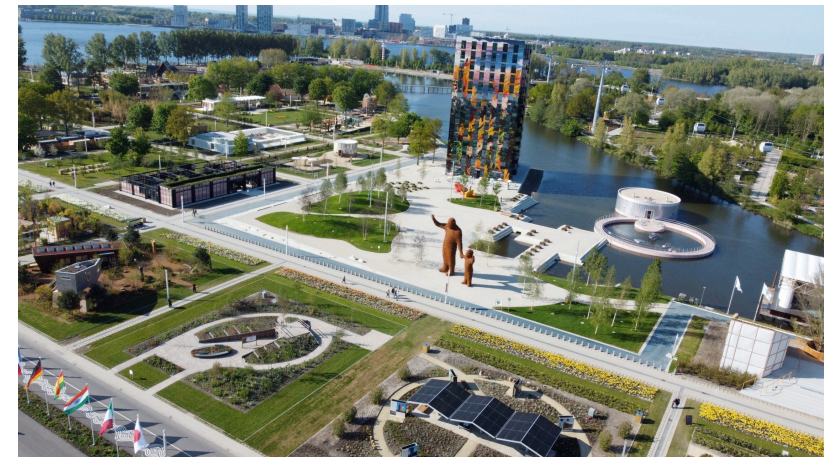
Landscape designer Niek Roozen implemented a bold planting scheme with an alphabetical arrangement of 3,000 trees, 90,000 shrubs, and 200,000 perennials, which remain as part of the legacy of Expo 2022 Floriade. These plantings contribute to the urban district called 'Hortus,' which is expected to accommodate the projected population increase from 215,000 to 300,000 in the next decade.



[Flashback: Floriade Expo 2022](#)



*Flevo Campus of the Aeres University of Applied Science in Almere is located at the former Floriade Expo site. It was open before the Expo (in 2021) and throughout its duration, and continues inspiring students, researchers and citizens with its lush green facade. Flevo Campus is a scientific knowledge hub on urban food issues for the future.*





# Developing Cities: Floriade 2022 creates Almere's Green Heart

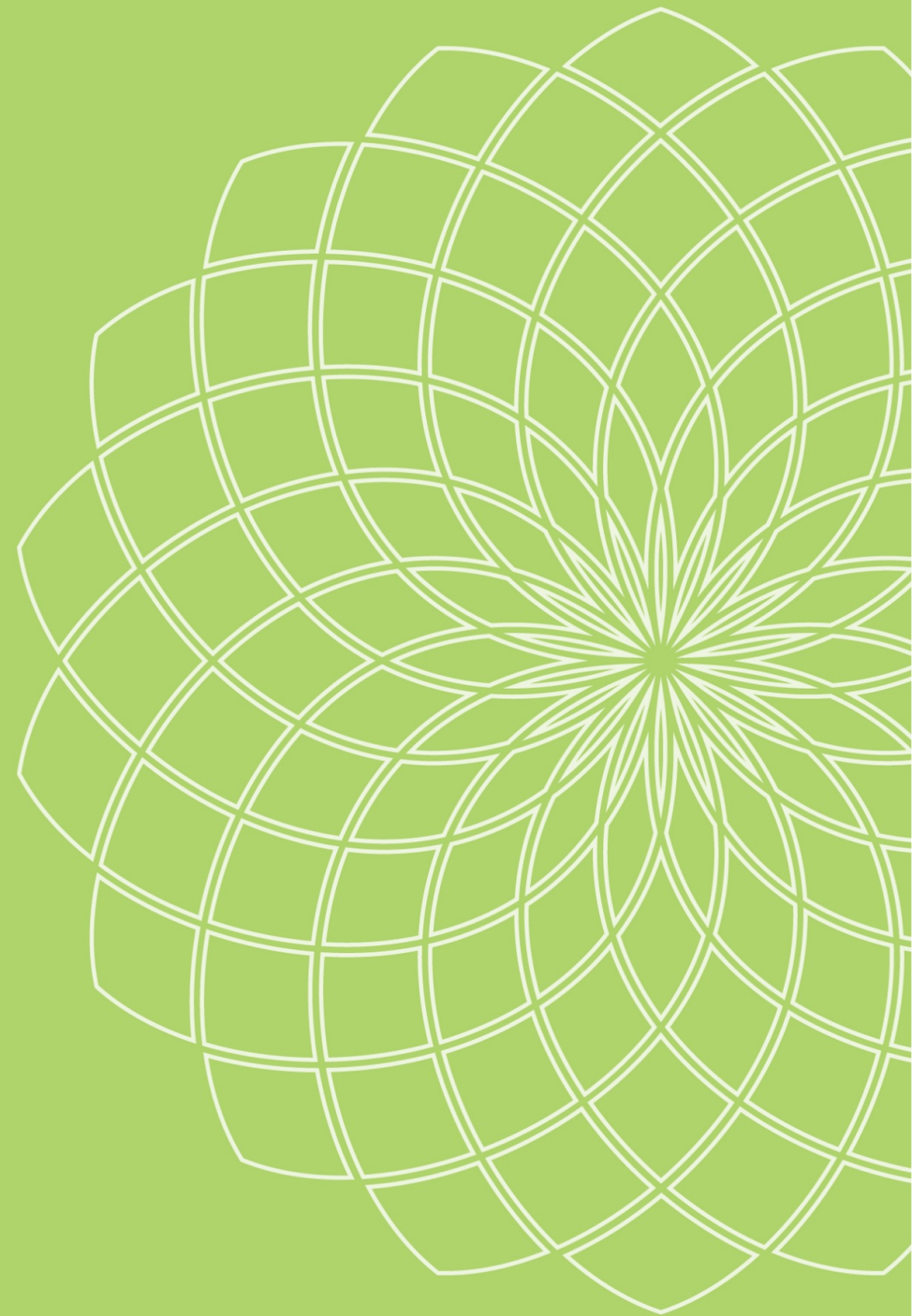
Floriade Expo  
2022 site



Hortus future  
Neighbourhood



# Driving Tourism





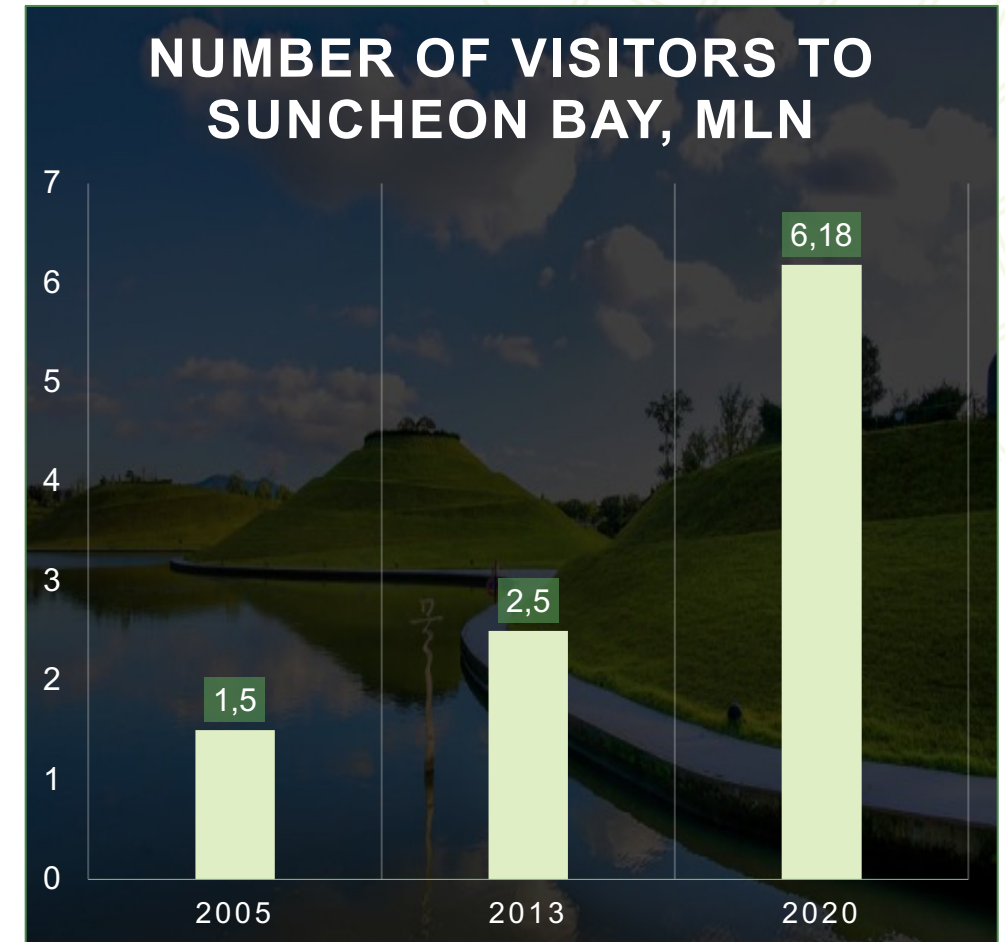
# Driving Tourism: Suncheon Expos 2013 and 2023

Horticultural Expos have a significant impact on tourism in the host city and country. Those effects, as the Expo city reputation increases, may last much longer than the Expo itself. AIPH Expos leave a special asset as a legacy - the Expo park, which impacts greatly a visitor experience in a new destination.

Outdoor experiences are amongst the most popular categories amongst travelers\* and ecotourism trend is on the raise with a predicted annual growth of 13.4%.\*\*

Suncheon city recorded a rise in visitors and income throughout the years after hosting the Suncheon Garden Expo 2013.

**Suncheon Garden Expo 2023** has already attracted **5,9 mln visitors** by August 2023 and the number of city visitors is likely to reach over 8 mln by the end of the year.



\* Source: Tripadvisor and WTO conference at FITUR, Madrid, 2023.

\*\* Source: Ecotourism Global Market Report 2023.

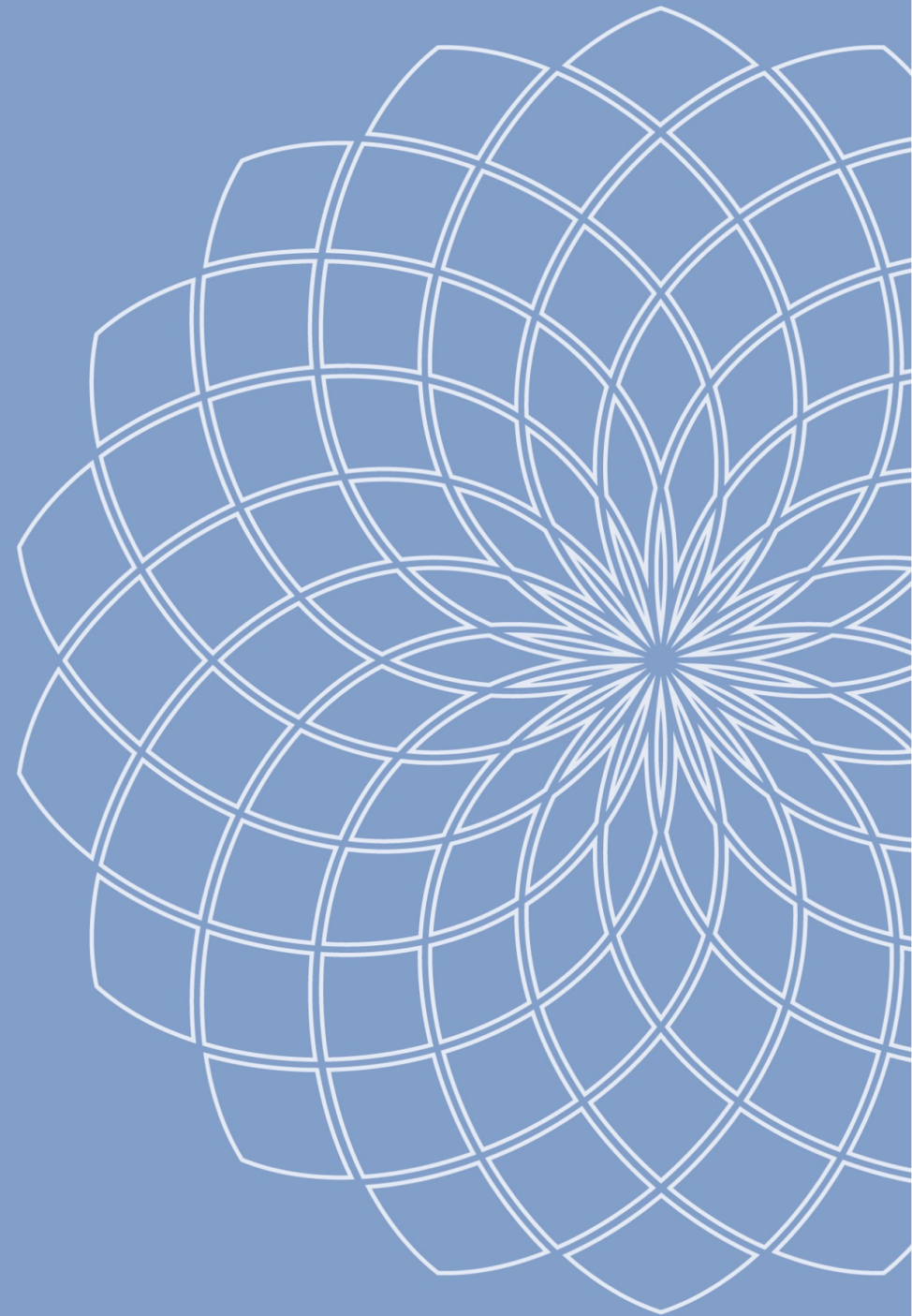
<https://www.thebusinessresearchcompany.com/report/ecotourism-global-market-report>







# Education and inspiration





# Education and Inspiration: Discover the magic of ecosystem restoration at Utopia island, Floriade 2022

Utopia Island designed a special route for the children with interactive activities, nature discovery and garden inspiration.



Source: <https://utopiaeiland.nl/ontdek/schoolplein/>



**Utopia Island**, which spans **four hectares of land**, is the heart of Almere. Open water alternating with secluded spots, vistas, a bay, and three very special landscapes.

Farming with trees and bushes that are not felled every year but are given the chance to expand over several years. This can be used from fields to **urban green spaces** so that it's woven into the very fabric of the city. Perhaps the solution to the problem of this generation.

After the expo, Utopia Island continues welcoming visitors, volunteers, educational institutions, programme creators, and entrepreneurs.



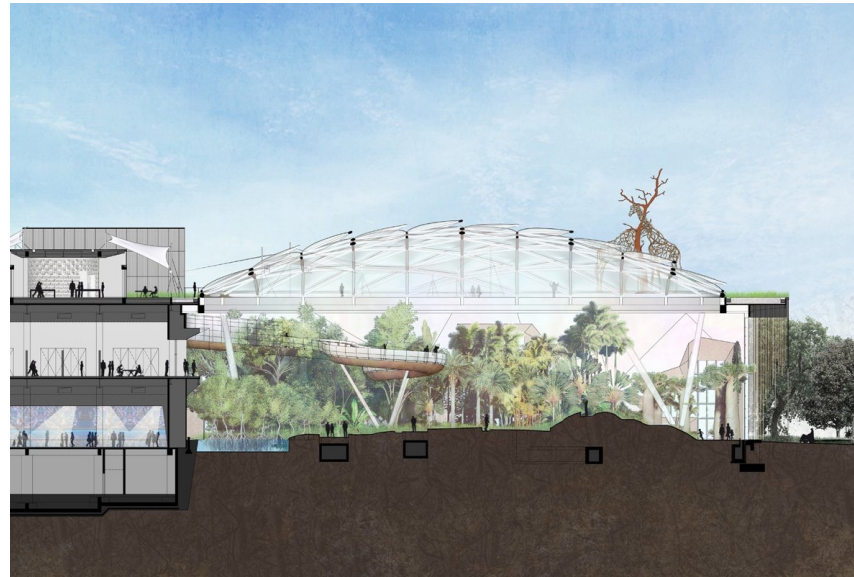
# Education and Inspiration: The Botanical Garden of Expo Beijing 2019

Botanical Garden at Expo Beijing 2019 is a **9,600** square meters' structure with four floors above the ground, equipped with Teamlab digital exhibition hall and thematic greenhouse.

**It concentrated 1,001 kinds of over 20,000 precious plants.**

Botanical Garden in Yanqing area of Beijing is still a popular attraction today. The facility is intended for year-round activities and daily scientific education, emphasizing its long-term goals and commitment to ongoing environmental education and engagement.

*The building's exterior is distinguished by the impression of a "rising horizon" with pendant metal tubes representing plant roots. The pendant roots on the façade are also an analogy to the mangroves' roots. This spectacular theme calls public attention to ecological protection.*





# Education and Inspiration: Cultural Program and activities for kids at Expo Hatay 2021

Expo Hatay 2021 offered visitors **20,000 cultural activities** in different categories such as **Concerts, performances, musical festivals, art and exhibitions, workshops** and especially a series of **activities for kids**.

For over **250 groups of kids**, tours were organised to the Expo sites with **100 activities, events, and workshops** were held successfully.



[The success story of Expo 2021 Hatay](#)

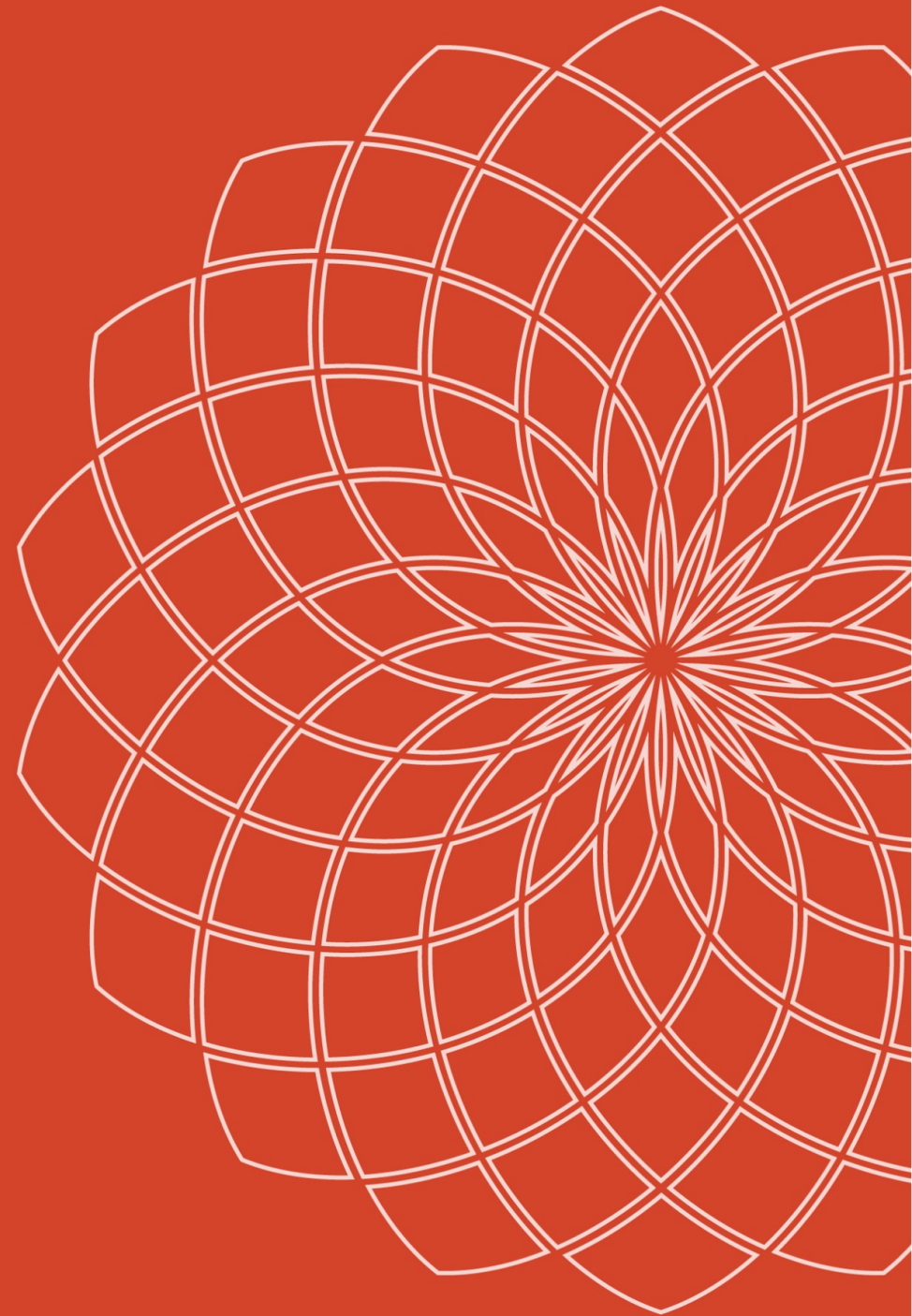


[Flashback: Expo 2021 Hatay](#)





# **Institutional Capacity Legacy**





# Institutional Capacity Legacy: Thailand's institutional model for successful bidding for and staging mega-events



As the Senior Vice President of the Thailand Convention & Exhibition Bureau (TCEB), my focus lies in steering our strategic marketing and business development initiatives. The primary goal is to secure events that not only elevate Thailand's strategic positioning but also attract vital investments. My belief in the prowess of expos as potent and expansive marketing tools underscores their potential to establish a lasting imprint on the global stage. Their capacity to contribute significantly to economic growth, social advancement, and sustainability remains undeniable.



**Mrs Nichapa Yoswee- Senior Vice President of TCEB**



## TCEB's multifaceted approach to promoting and facilitating MICE activities in Thailand

The TCEB's mission is to boost Thailand's economy through **MICE (Meetings, Incentives, Conventions, Exhibitions, and Festivals)**. To win more event bids, we launched a support program, enhancing planning and operations. We've raised event management standards, introduced professional certifications, and implemented ISO standards nationwide.

TCEB has initiated the MICE Cities project to maximize economic, social, and sustainability impact. Through provincial MICE committees, we guide, educate, and support cities, aiming to make them premier event destinations, improving ecosystems and logistics.

To diversify events, TCEB offers financial and non-financial support to encourage cities to host international events. Many now plan to host such occasions. Early engagement with TCEB is essential for valuable insights and assistance throughout the event journey.



# Institutional Capacity Legacy: Thailand's institutional model for successful bidding for and staging mega-events



## Ministry of Agriculture and Cooperatives, TCEB and Host Cities unite for Expo Success

- **TCEB** functions as the national bidder, strategically formulates the overarching concept and master plan, which subsequently receive cabinet endorsement.
- **The Ministry of Agriculture and Cooperatives** operates as the co-host in partnership with the cities. It focuses on the composition of exhibits, marketing endeavors, activity planning, and promotional strategies.
- **Host Cities** concentrate on logistical arrangements, infrastructure enhancements, and ensuring an unparalleled visitor experience extending beyond the expo site. In a coordinated approach, each party contributes funding specific to their domain, thereby collectively manifesting a potent and cohesive team.



*AIPH would like to thank Ms Nichapa Yoswee and TCEB team for the interview and advice to local governments.*

## Advice to Local Governments

While the synergy among institutions in Thailand has led to the successful staging of mega-events, the process does come with complexities. To bolster their ability to host expos with distinction, local governments can take strategic actions:

1. **Determination and Alignment:** Local governments should have a clear intent to host an expo, grounded in a deep understanding of the comprehensive benefits such events can bring. Alignment of stakeholder goals is crucial.
2. **Project Planning:** Develop an exhaustive project plan that delineates timelines, budget allocations, and responsibilities for all stakeholders.
3. **Capacity Building:** Invest in training and capacity-building programs for staff and stakeholders to ensure they possess the necessary skills and knowledge for successful event execution.





# Institutional Capacity Legacy: Public-private partnership post-Floriade 2022



Agroforestry project is the innovative project located at the former Expo Floriade 2022 site. It is now part of the bigger government-invested project that continues thanks to public and private support.



*For more information on Agroforestry Experience, visit the [Utopia Island website](#).*

The 1.4-hectare Agroforestry Experience was part of the visitor experience of the 2022 Floriade Expo in Almere. Its objective is to show to the visitors an agroforestry's potential for sustainable food production.

The project showcases different models of farming, different products and how biodiversity can significantly help agriculture. One of the ideas behind an agroforestry consists of returning trees and shrubs to fields and meadows used for agricultural production. Ornamental plants are also functional!

After the Expo, the Dutch central government created a national network connecting Agroforestry entrepreneurs around the Netherlands. The network has 3 working groups and 2 practice-oriented networks. The working groups focus on important topics to facilitate the realization of agroforestry in practice. The central government's ambition is to have 25,000 hectares of agroforestry plots of which at least 1,000 hectares are food forests by 2030.





“We wanted to share the beauty of Hatay. Despite the shadows of a pandemic and war near our borders, we wanted to develop Hatay. We chose to instil hope even on the most difficult days. That’s why we are hosting this Expo. We thought about Hatay’s agriculture, trade, tourism, peace, and welfare. We did not give up when facing challenges because we focused on the goal. We had to start and carry on for the people of Hatay, Türkiye, and the world. Against the odds, we have made it a success with more than one million people visiting in three months.”

- Hatay Metropolitan Municipality (HBB) President Dr Lütü Savaş





# Credits

The current report is a combination of case studies, statistical data and external academic research. We have analyzed Expos' final reports, conducted interviews with representatives of Expo Organisers, government bodies and private sector projects continuing as Expos' legacy.

The report was created by:

Elena Terekhova, MA in Management of International Organisations, SDA Bocconi. Elena is AIPH International Relations Manager since 2019, working to advance International Horticultural Expos, sustainability and the power of plants worldwide. She oversees monitoring of Horticultural Expos, develops services, advice and resources for Expo Organisers as well as partnerships with other major events and organizations to represent AIPH and the Horticultural Expo Movement.



Van Tran, Master in Marketing Management, IÉSEG School of Management. Van is AIPH Exhibitions Officer since 2023, supporting and monitoring International Horticultural Expos to promote sustainability, green cities and power of plants. She collaborates with Expo Organisers to advance communication, elevate awareness of AIPH-approved Expos, ensure regulatory adherence, and contribute to the growth of the Expo Support Programme.



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## Image credits:

p. 1 Suncheon, Suncheon International Garden Expo 2023, taken by Expo organiser  
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p.10 <https://aiph.org/aiph-sustainability-strategy-2022/>  
p.10 <https://aiph.org/green-city/>  
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