

Final Report on International Horticultural Exhibition 2024 Chengdu

(Enclosed: Evaluation Questionnaire I)

International Horticultural Exhibition 2024 Chengdu

Executive Committee Office

February, 2025

I. Abstract

International Horticultural Exhibition 2024 Chengdu (hereinafter referred to as Expo 2024 Chengdu) was successfully held in Chengdu from April 26 to October 28, 2024, with a duration of 186 days. Expo 2024 Chengdu focused on the theme of “Park City, Beautiful Habitat”, pioneering the “multi-location synchronization at one Main Venue and four sub-venues” model for the event. It comprehensively showcased the vibrant practice of Chengdu’s Park City development and the rich achievements of China’s ecological civilization in the new era. The Main Venue was located in the green heart of Chengdu Eastern New Area, along the main axis of Chengdu-Chongqing development, covering a planned area of approximately 242 hectares. Expo 2024 Chengdu invited 114 cities (regions, enterprises, associations, etc.) to participate, resulting in the establishment of 113 gardens. Expo 2024 Chengdu witnessed comprehensive participation across five major continents. The four Sub-venues in Wenjiang, Pidu, Xinjin, and Qionglai highlighted the characteristics of Sichuan penjing, flower industry, agronomy exhibitions, and biodiversity, respectively, presenting a vivid picture of the harmonious coexistence of humanity and nature in a Park City. During Expo 2024 Chengdu, more than 3000 garden-related events were held, which attracted a

total of 10.23 million visitors from home and abroad and offered the world a high-caliber horticultural expo with “features of the times, international standard, elements of China, and characteristics of Chengdu”.

II. Basic Information

(A) Location, Opening and Closing Dates, Duration, Responsible Organizations, Expo Category, Theme, Concept, and Vision

1. Location (Chengdu City, Sichuan Province, China)

(1) Main Venue: Core area of Tianfu International Airport New Town of Chengdu Eastern New Area, in the central part of Jiangxi River Ecological Corridor

(2) Sub-venues: Wenjiang District’s Golden Wenjiang Expo Garden, Pidu District’s Spring Garden Wonderland, Xinjin District’s Tianfu Agri-Expo Garden, and Qionglai City’s Longmen Mountain Biodiversity Expo Park

2. Opening and Closing Dates and Duration: Expo 2024 Chengdu opened on April 26, 2024, and closed on October 28, 2024, with a duration of 186 days

3. Responsible Organizations: Expo 2024 Chengdu was hosted by National Forestry and Grassland Administration and China Flower Association, and was undertaken by the People’s Government of

Security and Support Staff		Opening Ceremony: 2840; Closing Ceremony: 508
Press and Photographers	869	1500
Ticketed Visitors		1409618 (Number of Visits)
Non-ticketed Visitors		1960382 (Number of Visits)
Any Other Essential Stakeholder Not Included in This Table, That You Would like to Specify	Garden Builders and Operators	

(B) Visitor Numbers

During Expo 2024 Chengdu, the total number of visitors was approximately 10.23 million, with 3.37 million at the Main Venue in Chengdu Eastern New Area; 2.188 million at Wenjiang Sub-venue; 2.1 million at Pidu Sub-venue; 1.81 million at Xinjin Sub-venue; and 0.76 million at Qionglai Sub-venue.

Of the total 3.37 million visitors at the Main Venue, local visitors accounted for 17.84%, domestic visitors (excluding locals) accounted for 82.124%, and international visitors accounted for 0.036%. The average visit duration was one day.

(C) Site Area

Main and Sub-venues	Total Site Area (Hectares)	Post-Exhibition Use Area, i.e., Expo Legacy (Hectares)	Area for Temporary/Indoor Exhibitions (Square Meters)
Eastern New Area	242.2	242.2	18395
Wenjiang	33.63	33.63	12500
Pidu	40	40	25900
Xinjin	270	270	6800

Qionglai	80	80	6200
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(D) Event Overview

Number of Temporary/Indoor Exhibitions: The Main Venue hosted 258 exhibitions; Wenjiang Sub-venue 42; Pidu Sub-venue 40; Xinjin Sub-venue 27; Qionglai Sub-venue 68.

Number of Cultural Activities: More than 3,000 various activities were held.

III. Preparation and Organization of International Horticultural Exhibition 2024 Chengdu

In September 2020, Chengdu was awarded the right to host Expo 2024 Chengdu. In August 2021, Expo 2024 Chengdu Preparatory Committee was established, chaired by Mayor of Chengdu Municipality, with an office responsible for the daily work of Expo 2024 Chengdu Preparatory Committee and the overall progress of Expo 2024 Chengdu. In September 2023, Expo 2024 Chengdu Organizing Committee (OC) was jointly established by the hosts and undertakers of Expo 2024 Chengdu, serving as the highest decision-making body for Expo 2024 Chengdu; it was responsible for reviewing the preparation strategy and action plan, coordinating the formulation and implementation of related policies, reporting major matters to the central government of China during the preparation and

hosting process, and guiding international exhibition invitation efforts. In June 2023, Expo 2024 Chengdu Executive Committee(EC) , as the implementing body for Expo 2024 Chengdu OC, was established based on Expo 2024 Chengdu Preparatory Committee, with 64 entities included. It has an office (comprising seven working departments) chaired by Vice Mayor of Chengdu Municipality, which was responsible for implementing the resolutions of Expo 2024 Chengdu OC, regularly reporting to Expo 2024 Chengdu OC, reflecting issues arising during the preparation process, guiding and coordinating the work of relevant Chengdu institutions, and undertaking matters entrusted by Expo 2024 Chengdu OC. In February 2024, the preparation for Expo 2024 Chengdu entered the final sprint phase, with Expo 2024 Chengdu EC operating a specialized team (one office + six working departments) to advance work on the venue front, city front, foreign affairs front, and visitor front.

Five venue-specific construction headquarters were established to coordinate the preparation and organization of each venue, responsible for overall planning and construction, element assurance, activity organization, investment promotion, operation management, and guest reception, collaborating with the various working

departments of Expo 2024 Chengdu EC in daily operations.

IV. Exhibition Areas

(A) Masterplan

Main Venue: The masterplan was positioned as “Tianfu Flower Valley, Expo New City, and Green Axis Engine”. “Tianfu Flower Valley” signified that Expo 2024 Chengdu was the first of its kind in Sichuan, the Land of Abundance, focusing on flowers as the main feature of the horticultural event, with the Main Venue located on both sides of Jiangxi River Valley. “Expo New City” follows the concept of leveraging sports games to drive urban development, with a view to building a new Chengdu at the occasion of Expo 2024 Chengdu through integration of Expo 2024 Chengdu with the overall planning and urban functional layout of Chengdu Eastern New Area. “Green Axis Engine” aimed to implant a post-Expo industrial layout centered on flowers and seedlings, supplemented by leisure tourism, enterprise services, and educational popularization, boosting the development of Chengdu Eastern New Area. The masterplan layout was “Seven Zones, Six Pavilions, and One Hundred-plus Gardens”. The seven zones include Comprehensive Service Zone, Future Horticulture Zone, Tianfu Habitat Zone, Chinese Horticulture Zone, International Horticulture Zone, Lifestyle Horticulture Zone, and

Fairyland Zone. The six pavilions include Comprehensive Service Pavilion, Main Pavilion, Jinyun Pavilion, Tianfu Habitat Pavilion, Botanic Pavilion, and Chengdu International Friendship Pavilion. The one hundred-plus gardens include 113 gardens.

Wenjiang Sub-venue: The layout included Floriculture Garden, Garden Art Axis, and Penjing Art Pavilion, known as “One Garden, One Axis, and One Pavilion”. It aimed to create a quality consumption area for garden ecology, showcasing Sichuan penjing, Floriculture and Horticulture, as well as weaving art products. “One Garden” displays new flower varieties and fosters new forms of horticulture, featuring the layout of “one Flower and Tree Expo Area + three Horticulture Gardens + one Characteristic Floral Path”; the space was designed to function as a hub for cultural creativity, a haven for coffee and tea enthusiasts, a serene spot for garden camping, a vibrant flower market, a showcase for rare and innovative floral species, and a demonstration area for the refined art of penjing. “One Axis” follows Chenghua-Qingbaijiang Expressway, adopting a “front shop, rear factory” approach, transforming gardens into scenic spots and the venue into scenic areas, and creating new business forms along a 2.2-kilometer Idyllic Greenway. “One Pavilion”, the Penjing Art Pavilion, exhibits fine penjing-specific works and intangible

cultural heritage, hosts professional penjing competitions, and served as a venue for exhibitions and cultural exchanges.

Pidu Sub-venue: With the theme of “Answer Sheet for Future Development of Modern Flower Industry”, it planned a core area of 1.8 square kilometers and a demonstration area of 21.5 square kilometers. It upgrades the 80-kilometer Pidū District’s Splendid Flower Ring slow traffic system, enhancing the 12 scenic gardens along the ring and the hundreds of quality flower shops, forming a spatial structure of “One Core, One Area, One Ring, Twelve Gardens, and Hundred Points”, and showcasing the unique expression of the flower industry at Expo 2024 Chengdu. Spring Garden Center, centered around Buildings 1 to 4 and Building 9, was designed with a layout that included four key functional zones: International Flower Brand Zone, Flower Economy Zone—Industry Engagement Hub, Floriculture Zone—Horticulture Center, and Flower Vessel Zone—Contemporary Flower Vessel Art Center. Additionally, it incorporates a commercial complex that blends seamlessly with the garden scenery.

Xinjin Sub-venue: Centered on the theme of “Beautiful Countryside—Colorful Agronomy”, relying on Tianfu Agri-Expo Garden, the venue created an exhibition scene of “One Field, Two

Belts, Three Museums, and Four Areas”. Outdoors, there was a 200-hectare agricultural art field exhibition area and two landscape belts for agronomy exhibitions and tours, which were interconnected with four major agricultural experience zones. Indoors, three major pavilions have been established: Tianfu Granary featuring special agricultural product sales, a modern agricultural technology exhibition, and Tianfu Agricultural Civilization Museum, forming a rural characteristic scene that links the inside and outside of the venues, mutually echoing each other.

Qionglai Sub-venue: With the theme of “Biodiversity Conservation”, it creates a multi-functional Expo Garden integrating recreation, study tour, and sightseeing in the “Garden + Pavilion” format. It served as an “ecological pivot” for the Main Venue of Expo 2024 Chengdu, creating a landmark for showcasing Tianfu ecological civilization and Tianfu culture. It reveals the secrets of the “lost world” of Longmen Mountain, the magic of present life forms, and the epic of the evolution of Tianfu civilization, demonstrating the ecological, social, economic, and scientific values of Qionglai section of Longmen Mountain.

(B) Landscape & Planting

The Main Venue’s trees were primarily native species, with the

design adhering to the principles of suitability, natural diversity, thematic enhancement, and highlight prominence. Incorporating other excellent garden species from Sichuan and elsewhere, the design showcased different landscapes for different thematic functions to form themed forest areas. The overall plant design in public areas was configured through a combination of “lines” and “plots” to present a simple and clean viewing interface. The upper layer of plants featured tall and straight trees along the primary garden paths to highlight the landscape’s skeleton, while the lower layer used various species, colors, and postures of flowers to create different themed spaces, enhancing the scale effect of the plants. This ultimately achieved a landscape structure connected by lines, linking various exhibition gardens and nodes. Considering the long duration (across multiple seasons) of Expo 2024 Chengdu, the design extended the viewing sequence by changing the frequency of seasonal flowers and configuring long-lasting, low-maintenance flower borders along the primary garden paths and at important nodes. On the main entrance plaza, large camphor trees were planted on both sides, with a lower layer of vibrant seasonal flowers that were replaced during Expo 2024 Chengdu to extend the viewing sequence; such layout created a warm and welcoming atmosphere. Through Comprehensive Service

Pavilion, the sides of Expo Axis feature *Zelkova* avenues, providing summer shade and autumn red-ribbon-like scenery. The area of International gardens combined the characteristics of various countries, creating a global plant fusion scene. Harmony Garden featured Canary Island date palms, silver date palms, fountain palms, and yellow butterfly palm, combined with ground covers like agaves, dragon fruit, and columnar cactus to create an exotic tropical plant landscape. The dry stream area featured *Taxodium distichum* combined with soapberries, red maples, and Chinese tallow trees. In Western Sichuan Landscape there were Moreton Bay pines, begonias, cherries, and American red maples, complemented by shrubs like peonies and hollyhocks. This area was integrated with extensive meadow flowers to create a distinctive Sichuan botanical landscape. In Garden of Sichuan Bamboo Charm, varieties such as *Phyllostachys violascens*, golden bamboo, sulphur bamboo, and *Phyllostachys aureosulcata* were selected. These were combined and planted pursuant to the characteristics of different bamboo species at various nodes, alongside ground cover flowers to craft a serene bamboo environment, showcasing the essence of Sichuan bamboo. The shrub design aligned with the themes and original topography of each area, primarily using bold linear patterns to create a simple, airy, and

well-structured understory shrub space. The selection of shrub species considers long-term effectiveness and low maintenance costs, as well as the style themes of different regions. Woody shrubs take precedence with herbaceous flowers as a complement, with shrubs of various colors creating an understory space that was visually appealing throughout the four seasons. The entrance area, Hydrangea Avenue, and Low Carbon Garden create a warm and welcoming atmosphere with vibrant shrub varieties. Future Theater, featuring ball-shaped shrubs paired with newly improved species, showcased a futuristic style. Azalea Valley, Bougainvillea Garden, and Ornamental Grass Slope, leveraging the terrain, blend azaleas, bougainvilleas, and ornamental grasses to craft themes with distinct impressions. The waterside landscape artfully combined the colors and lines of the shrubs with their reflections in the water, presenting a picture of mutual enhancement. The open woodland meadows, public area landscapes, and the garden connection belt predominantly feature simple shrub layers or expansive lawns, displaying a minimalist and pure plant habitat. Meadow in Oils area was divided into sections ranging from ten to 200 square meters, with flowing segments that interconnect. It was adorned with colorful, low-maintenance meadow flower seas, carefully selected with

varieties such as eastern purple coneflower, Shasta Daisy, garden cosmos, garden verbena, and *Tulbaghia violacea*.

Wenjiang Sub-venue integrated the existing on-site plant resources of seven garden enterprises to revitalize characteristic garden scenes: South China Sea Garden showcased a Southeast Asian tropical ambiance through the strategic use of plants such as *Podocarpus macrophyllus* and various palm species; Xinlin Tree Zone focused on creating a consumption scene with volcanic rocks and forest understory space, mainly featuring tall trees such as hackberries and *Homalium hainanense*; Min's Horticulture Zone utilized the space under banyan trees to create a resting area, with banyan trees as the main feature; Jianhua Garden offered a variety of penjing (truncated trees) and flowering trees for appreciation, mainly featuring *Podocarpus macrophyllus*, ginkgo, black poui, and osmanthus; Southern Senkang Garden combined penjing, small trees, and pastoral architecture to design a wild and fun area, with *Podocarpus macrophyllus*, black poui, and crape myrtles as the main plants; Jingcheng Garden featured an arboreal landscape predominantly crafted with begonia, red maple, and crape myrtle, creating a serene and picturesque woodland setting; Ancient and Modern Forest Hotpot Park combined potted plants, penjing, and

trees with the venue's water featured to create a Chinese-style courtyard dining manor, mainly featuring plum, ginkgo, and osmanthus. Each enterprise was responsible for planting, transplanting, and maintaining the plants in their own zones, while the community took charge of the creation and maintenance of the landscape along the "One Axis" greenway, with regular repairs and planting each month.

Pidu Sub-venue highlights the "flowers and nursery stock" theme, with the "city + flowers" concept guiding the layout of Main Pavilion and Flower Magic Cube Pavilion. Main Pavilion housed five international zones representing continents and 31 exhibition areas including provincial regions and Chengdu-Chongqing regional cooperation, creating nearly 22,000 square meters of floral landscapes, presenting the world's first garden building with a 360-degree view. Flower Magic Cube Pavilion featured three themes: "Sprouting", "Budding", and "Blossoming", with a total of 17 exhibition areas that showcase the local characteristics of Pidun District and the district's flower and nursery stock. The peripheral area, under the "park + life" concept, included 23 exhibition gardens such as floral borders, installation art, and plant green sculptures, creating an immersive outdoor experience theme park and a 3,500-square-meter indoor

creative space. It was complemented by creative blocks like “Flower Market” and “Spring Wild Market”, connecting the flower trading area, outdoor gardening area, and potting material area, forming a cluster that featured the integration of industry and commercialization in unique landscape experiences. The venue also boasts ten thematic scenes including rainwater, rock, natural water landscapes, and lawns, as well as a plant-specific science education base.

Xinjin Sub-venue employed the “agriculture + horticulture + art” approach to present a beautiful rural landscape that balanced production and aesthetics. Its outdoor exhibition area mainly included Expo 2024 Chengdu-themed paddy field landscape display area, chrysanthemum landscape display area, and experience area that integrated research, education, picking, and planting. The colorful paddy field paintings on the ground feature the logo of Expo 2024 Chengdu, the characters “Chengdu”, “Beautiful Countryside, Colorful Agriculture” through the seasonal rotation of colorful rapeseed and rice. “Earth’s Symphony” Chrysanthemum Exhibition used six color schemes, composing pictures in the form of “keyboard + staff + notes”, using roads as frames and chrysanthemums as paint. Unique Melons and Fruits Exhibition showcases peculiarly shaped fruits and various three-dimensional cultivation methods, displaying

modern agricultural high-tech planting techniques such as tree-like cultivation, soilless cultivation, and pipe cultivation.

Qionglai Sub-venue, based on the rich species resource repository of Longmen Mountain, extracts over 200 species of trees mainly featuring protected species such as *Davidia involucrata*, *Taxus chinensis*, *Cyathea spinulosa*, *Eurycorymbus cavaleriei*, *Ormosia hosiei*, and *Camellia nitidissima*, over 100 species of shrubs mainly featuring *Philadelphus pekinensis* and plants of the *Ericaceae* family, and over 200 species of medicinal plants such as the Chinese plants that have made an impact worldwide—*Ceratostigma willmottianum* (commonly known as Chinese plumbago), along with *Lilium regale* (otherwise referred to as Royal Lily), *Bletilla striata*, *Paris polyphylla*, *Panax notoginseng*, *Saxifraga stolonifera*, *Prunella vulgaris*, and *Lysimachia christinae*. It also included over 800 species of highly ornamental plants of the *Orchidaceae* and *Camellia* family, and about 200 species of bamboo in the *SubFam. Bambusoideae* of *Poaceae* family. In total, thousands of plant species were incorporated into the approximately 289,000 square meters of specialized gardens, including the Fragrant Herb Garden, Medicinal Herb Pavilion, Bamboo Art Garden, Shrub Habitat Viewing Area, Rock Habitat Viewing Area, and Berry Picking Area. The venue was

designed to create six distinct ecological habitats: Dense Forested Valley Habitat, Mountainous Dense-Thin Forest Shrub (Meadow) Habitat, Warm Mountainous Bamboo Forest Habitat, Mountaintop Rocky Habitat, Farmland Habitat, and Artificial Habitat. To ensure the preservation and vitality of these environments, a dedicated greenery maintenance team has been established. This team conducted daily cleaning and inspection routines, periodically pruned the vegetation, and engaged in the regular maintenance of the green landscape to sustain its beauty and health.

(C) Infrastructure and Transport inside the Expo Site

Main Venue: The internal transport of the venue was managed under a closed system. The primary modes of transport were tourist electric shuttle buses (110 units) and intelligent companion cars (170 units), with access denied to private vehicles and other tools of transport. The operating hours for electric shuttle buses and the scan-to-share Panda-shaped cars were from 9:00 to 18:00. Ticket sales and stations for electric cars were set up at ten locations, namely, Gate 1, Chengdu Garden, Jinyun Pavilion, Tianfu Habitat Pavilion, Tianfu Eye, Fujin Service Station, International Gourmet Avenue, Hibiscus City Featured Street, Fairyland Zone, and Magic Forest, with line A/B bi-directional travel enabled. The parking spots for

scan-to-share Panda cars were located at Gate 1, Tianfu Eye, and Gate 2 Station, with a total of six parking lots providing 7,211 parking spaces.

Wenjiang Sub-venue: A total of 119 guide signs and introduction boards, 28 traffic signs, 11 automatic vending machines, 19 shared charging bank rental stations, 15 newly built or renovated tourist toilets, and two dedicated traffic lines have been installed. Due to narrow roads within the venue, tourist cars were not in use for safety reasons, and visitors may only walk.

Pidu Sub-venue: There were 16 parking areas with a total of 3,098 parking spaces. Spring Garden Wonderland was equipped with seven parking areas with 1,355 spaces, and Butterfly Village had nine parking areas with 1,743 spaces. Additionally, fifty new energy charging stations have been established, thirty-one tourist restrooms have been constructed and renovated, three specialized transport routes have been designated, and ten new energy sightseeing shuttles have been introduced. These efforts managed to meet the parking needs for guests, special service vehicles, exhibitors, media, property, freight, private, and work group vehicles.

Xinjin Sub-venue: The main thoroughfare within this sub-venue was Agronomy Avenue, with four parking lots and over 2,100

parking spaces, and 26 new energy charging stations. The primary modes of transport were shuttle buses and shared electric cars, with 14 shuttle buses capable of carrying up to 230 people at once, and 70 shared electric cars with a capacity of up to 210 people.

Qionglai Sub-venue: There were six parking areas with 20 new energy shuttle buses available for continuous free service during the venue’s opening hours. The roads within the venue operate on a one-way traffic system.

Expo 2024 Chengdu Infrastructure and Transport Table

Main Venue:

Expo 2024 Chengdu Infrastructure and Transport Assets	Total Number of Units	Out of Which, Number of Accessible for Reduced Mobility	Total Transport Capacity in Number of People, If Applicable	Total Parking Lots/Bus Depots/Areas for Transport in Square Meters, inside the Expo Territory
Roads	Total Length of 40,447 Meters			Six Parking Lots, Total Traffic Area of 420,763.16 Square Meters (Open to the Public)
Outdoor Stairs	10	1		
Outdoor Elevators	1	1		
Indoor Stairs	22			
Indoor Elevators	11	3		
Bridges	6			
Underground Areas	4	2		
Transport inside the Expo Site: Please Specify:				
Electric Cars	110			
Others (Intelligent Companion Cars)	170			

Expo 2024 Chengdu Energy	Capacity (MVA)	Distribution Line Type (Underground, Overhead, Mixed)	Percentage Used, When Related to Other Categories	Percentage to Be Used in the Framework of Expo Legacy Plan
Provided with Existing Fixed Utility/Grid Power	41760	Cable		100%

Wenjiang Sub-venue:

Expo 2024 Chengdu Infrastructure and Transport Assets	Total Number of Units	Out of Which, Number of Accessible for Reduced Mobility	Total Transport Capacity in Number of People, If Applicable	Total Parking Lots/Bus Depots/Areas for Transport in Square Meters, inside the Expo Territory
Outdoor Stairs	5	5		
Indoor Elevators	5	5	10	
Underground Areas				93837.76
Expo 2024 Chengdu Energy	Capacity (MVA)	Distribution Line Type (Underground, Overhead, Mixed)	Percentage Used, When Related to Other Categories	Percentage to Be Used in the Framework of Expo Legacy Plan
Provided with New Fixed Utility/Grid Power	0.63	Mixed		

Pidu Sub-venue:

Expo 2024 Chengdu Infrastructure and Transport Assets	Total Number of Units	Out of Which, Number of Accessible for Reduced Mobility	Total Transport Capacity in Number of People, If Applicable	Total Parking Lots/Bus Depots/Areas for Transport in Square Meters, inside the Expo Territory
Road	Total Length of 3,000 Meters			Parking Lots of 52,000 Square Meters; Bus Depots of 100 Square Meters; Total Traffic Area of 20,000 Square Meters
Outdoor Stairs	12			
Outdoor Elevators	12			
Indoor Stairs	12			
Indoor Elevators	4			

Underground Areas	1			
Transport inside the Expo Site: Please Specify:				
Shuttle Buses	10		120	
Expo 2024 Chengdu Energy	Capacity (MVA)	Distribution Line Type (Underground, Overhead, Mixed)	Percentage Used, When Related to Other Categories	Percentage to Be Used in the Framework of Expo Legacy Plan
Provided with Existing Fixed Utility/Grid Power	8	Overhead		100%
Provided with New Fixed Utility/Grid Power	8	Mixed		100%

Xijin Sub-venue:

Expo 2024 Chengdu Infrastructure and Transport Assets	Total Number of Units	Out of Which, Number of Accessible for Reduced Mobility	Total Transport Capacity in Number of People, If Applicable	Total Parking Lots/Bus Depots/Areas for Transport in Square Meters, inside the Expo Territory
Streets	1			
Pathways	21			
Outdoor Stairs	7			
Outdoor Elevators	10	2		
Indoor Stairs	19			
Indoor Elevators	43	10		
Bridges	1			
Underground Areas	2	30		
Transport inside the Expo Site: Please Specify:				
Shuttle Buses	14			
Electric Cars (Shared Electric Cars)	70			
Expo 2024 Chengdu Energy	Capacity (MVA)	Distribution Line Type (Underground, Overhead, Mixed)	Percentage Used, When Related to Other Categories	Percentage to Be Used in the Framework of Expo Legacy Plan
Provided with Existing Fixed Utility/Grid Power	12500	Underground	50%	60%

Qionglai Sub-venue:

Expo 2024 Chengdu Infrastructure and Transport Assets	Total Number of Units	Out of Which, Number of Accessible for Reduced Mobility	Total Transport Capacity in Number of People, If Applicable	Total Parking Lots/Bus Depots/Areas for Transport in Square Meters, inside the Expo Territory
Pathways	27	12		Internal Roads of 34,846 Square Meters; Parking Lots of 6801 Square Meters
Outdoor Stairs	3	1		
Indoor Stairs	10			
Bridge	1	1		1819.72
Underground Areas	1			
Transport inside the Expo Site: Please Specify:				
Shuttle Buses	20			
Expo 2024 Chengdu Energy	Capacity (MVA)	Distribution Line Type (Underground, Overhead, Mixed)	Percentage Used, When Related to Other Categories	Percentage to Be Used in the Framework of Expo Legacy Plan
Provided with New Fixed Utility/Grid Power	3.125	Mixed	76%	100%
Temporary Electrical Cable and Electrical Distribution	1	Overhead	24%	0%

(D) Buildings

Permanent Buildings: The Main Venue included Investment and Display Center, Comprehensive Service Pavilion, Main Pavilion, Jinyun Tower, Botanic Pavilion, Tianfu Habitat Pavilion, International Friendship Pavilion, and Hibiscus City Featured Street; Wenjiang Sub-venue included Pavilion 1, 2, and 3; Pidun Sub-venue included Phase I of Spring Garden Center; Xinjin Sub-venue included

Agronomy Main Pavilion; and Qionglai Sub-venue included Longmen Mountain Biodiversity Expo Park and Longmen Qiyuan Village.

Temporary Buildings: Wenjiang Sub-venue included a temporary toilet and a forward command post, which total 126.6 square meters.

Functional Buildings: The Main Venue was equipped with seven permanent stations, namely Liuyun Terrace, Tingzhu Service Station, Mufang Service Station, Fujin Service Station, Xiehua Service Station, Tianfu Eye, and Gate 2, which provided comprehensive services for visitors including reception, sanitation (restrooms), catering services, and office spaces; XinJin Sub-venue consisted of eleven buildings in the Sichuan-Western style that served as a commercial back street, offering catering, agricultural experiences, and leisure and entertainment, creating a “front exhibition, rear commercial street” layout in conjunction with the main exhibition pavilion; near Qionglai Sub-venue, Longmen Qiyuan Village provided catering and commercial services.

(E) Exhibition Areas

Main Venue: **Chinese Horticulture Zone** showcased the horticultural characteristics of 30 Chinese cities, including Chengdu

Garden, Beijing Garden, Shanghai Garden, and Nanjing Garden, covering all major garden schools and displaying the profound cultural heritage of gardens. **Tianfu Habitat Zone** showcased 20 garden exhibits representing cities (autonomous prefectures) within Sichuan Province, each displaying unique cultural landscapes and green ecological concepts, with Tianfu Habitat Pavilion as the core building. **International Horticulture Zone**, centered around Chengdu International Friendship Pavilion, included 31 gardens covering the main garden styles of the UK, France, Italy, the Middle East, and Southeast Asia, integrating new concepts, technologies, and materials in global floral horticulture development. **Future Horticulture Zone**, mainly participated in by renowned domestic universities, explored the trends and directions of future garden design, providing venues for educational activities such as plant recognition and nature exploration. **Lifestyle Horticulture Zone**, exhibited by leading companies in the gardening design industry, showcased new flower varieties, ecological technologies, and landscape design and management, creating an integrated practice center for “production, education, and research”. Each garden had an information display board.

Wenjiang Sub-venue: The “One Garden” (Floriculture Garden)

featured a flower and tree exhibition area and a horticulture pavilion, highlighting Sichuan penjing, family gardening, and functional flower plants, to showcase new flower varieties. The “One Pavilion” (Penjing Art Pavilion) exhibited fine penjing works and penjing-specific intangible cultural heritage.

Pidu Sub-venue: The main area was Spring Garden Wonderland, with the core exhibition hall located at Spring Garden Center, comprising five venues: International Flower Brand Center Zone, Regional Flower Industry Achievement Pavilion, Floriculture and Horticulture Scene Pavilion, Contemporary Flower Vessel Art Pavilion, and Flower-specific Lifestyle Experience Pavilion.

Xinjin Sub-venue: The outdoor exhibition area mainly included Expo 2024 Chengdu-themed paddy field landscape display area, chrysanthemum landscape display area, and experience area that integrated research, education, picking, and planting; the indoor exhibition area was an agricultural art museum, featuring a display of exotic fruits and vegetables, showcasing modern agricultural planting technologies.

Qionglai Sub-venue: The biodiversity-themed expo park included four exhibition pavilions (displaying the geology and environment of Longmen Mountain, rare plants and insects, rare birds,

fish and other animals, and species diversity conservation practices) and one experience pavilion (providing natural knowledge and cultural and creative experiences, suitable for academic reports, conferences, and forums).

Expo 2024 Chengdu Areas Table

Main Venue:

Expo 2024 Chengdu Areas	Total Number of Units	Total Area in Square Meters
Entrances/Exits (Expo Gates)	6	87,459 (Including Gate Area and Square)
Offices	1	1245.4 (Second Floor of Investment and Display Center)
Media Work Area	1	280
International Gardens	39	51448
National Gardens	74	138054
Thematic Pavilions	5	48261
Business Gardens	23	31108
Business Pavilions	2	16319
Other Pavilions, Not Included into Any Other Category	/	/
Water Areas	2	275,800 (Including 236,300 Square Meters of Riverways and 39,500 Square Meters of Lakes)
Cultural Artefacts, Monuments, Landmarks, and Art Installations	28	350
Theaters, Stages, and Performance Areas	5	1678
Playgrounds and Areas Specifically for the Use of Children	1	66600
Restaurants, Food and Drink Vendors	194	8100
Water Fountains	3	1176
Medical and First Aid	2	300

Points		
Hygiene, Facilities	1,234 Toilet Seats; Nine AED Defibrillators	
Total Permanent constructions	15 (Eight Permanent Buildings + Seven Functional Buildings)	74654.66
Total Outdoor “Green” Area (Including All Gardens, Planted Open Air Areas)	1	1,283,223 (Excluding the Area within the Building Red Line)

Wenjiang Sub-venue:

Expo 2024 Chengdu Areas	Total Number of Units	Total Area in Square Meters
Entrances/Exits (Expo Gates)	2	937
Offices	1	152
International Indoor Pavilions	1	100
National Gardens	5	8323
National Indoor Pavilions	6	3448
Thematic Gardens	5	17215
Thematic Pavilions	6	3448
Business Pavilions	3	1578
Water Areas	1	1787
Theaters, Stages, and Performance Areas	2	4060
Restaurants, Food and Drink Vendors	2	294
Medical and First Aid Points	1	80
Hygiene, Facilities	3	162
Total Permanent Constructions	7	2216
Total Outdoor “Green” Area (Including All Gardens, Planted Open Air Areas)		66439

Pidu Sub-venue:

Expo 2024 Chengdu Areas	Total Number of Units	Total Area in Square Meters
Entrances/Exits (Expo Gates)	1	30
Offices	1	400
International Indoor Pavilions	1	3850
National Outdoor Gardens	25	11150

National Outdoor Pavilions	4	16100
Thematic Outdoor Gardens	1	150
Thematic Indoor Pavilions	1	4000
Open Air Recreational Areas, Not Included into Any Other Category	1	10000
Water Areas	2	150
Cultural Artefacts, Monuments, Landmarks, and Art Installations	4	
Theaters, Stages, and Performance Areas	2	17000
Amusement Park Elements, Attractions, If Any	1	1800900
Playgrounds and Areas Specifically for the Use of Children	1	5000
Restaurants, Food and Drink Vendors	20	5870
Water Fountains	2	
Medical and First Aid Points	1	
Hygiene, Facilities	31 Restrooms	456 Toilet Seats
Total Permanent Constructions	1	21900
Total Outdoor “Green” Area (Including All Gardens, Planted Open Air Areas)	2	31150

Xinjin Sub-venue:

Expo 2024 Chengdu Areas	Total Number of Units	Total Area in Square Meters
National Indoor Pavilions	1	6800
Total Outdoor “Green” Area (Including All Gardens, Planted Open Air Areas)		2000000

Qionglai Sub-venue:

Expo 2024 Chengdu Areas	Total Number of Units	Total Area in Square Meters
Entrances/Exits (Expo Gates)	2	21
Offices	8	730
Thematic Pavilions	4	3076
Other Pavilions, Not Included into Any Other Category	1	227
Open Air Recreational Areas, Not Included into Any Other Category	9	5254
Water Areas	1	3667
Cultural Artefacts, Monuments, Landmarks, and Art Installations	1	20

Theaters, Stages, and Performance Areas	3	400
Playgrounds and Areas Specifically for the Use of Children	1	502
Restaurants, Food and Drink Vendors	4	1000
Medical and First Aid Points	1	28
Hygiene, Facilities	17	320
Total Permanent Constructions	2	10578
Total Outdoor “Green” Area (Including All Gardens, Planted Open Air Areas)	1	226749

(F) Public Design

Main Venue: The overall spatial structure of the venue was defined by “one belt, one ring, three axes, and four clusters”. The “one belt” referred to Jiangxi River Ecological Belt; the “one ring” was Expo Leisure Ring. The “three axes” were Future Tianfu Axis, Oriental Habitat Axis, and Colorful World Axis. The “four clusters” comprise Future Cluster (situated on the venue’s southern side, including Comprehensive Service Zone and Future Horticulture Zone , with Comprehensive Service Pavilion and Main Pavilion planned, housing core landscapes such as the Main Entrance of Expo 2024 Chengdu, Jinyun Flower Valley, Jiangxia Lake, Expo 2024 Chengdu Waterfall, and Future Theater), Chinese Cluster (located on the venue’s eastern side, encompassing Chinese Horticulture Zone and Tianfu Habitat Zone, with Jinyun Pavilion and Tianfu Habitat Pavilion as the primary exhibition venues, featuring core landscapes like Secluded Bamboo Residence, Western Sichuan Landscape, and

Tianfu Eye Ferris Wheel), International Cluster (on the northern side of the venue, including International Horticulture Zone and Lifestyle Horticulture Zone, with Botanic Pavilion and Chengdu International Friendship Pavilion as the primary exhibition venues, showcasing core landscapes such as Five Continents Garden and secondary entrance of Expo 2024 Chengdu), and Fairyland Cluster (a children's park themed around world horticulture, located on the west side within the venue). The public area landscapes were primarily divided into the "Ten Scenic Spots of Expo 2024 Chengdu": Meeting of Bosom Friends, Jinyun Flower Valley, Jiangxia Lake Splendor, Waterfall on Hanging Lake, Jiangxi River Scroll, Secluded Bamboo Residence, Crescent Beach, Western Sichuan Landscape, Five Continents Garden, and Feather of the Ancient Shu Immortal Bird.

Wenjiang Sub-venue: The design of the public area aimed to create an open outdoor space that integrated outdoor exhibitions, a flower market, and expansive lawns, perfectly interpreting the warmth and comfort of family gardening life.

Pidu Sub-venue: The public area was mainly a square. It featured 13 flower borders covering over 1,400 square meters, with 4,500 square meters of seasonal flowers planted, six new characteristic flower columns, 75 flower boxes, one music water

feature, and seven soft art installations.

Xinjin Sub-venue: Galaxy Agricultural Park, with a construction area of about 10,000 square meters, served as an outdoor activity space that can accommodate more than a thousand people at once; Twenty-Four Solar Terms Tower, the highest point within the venue, stood at 24 meters tall, constructed with a spiral staircase, providing visitors with the best view to overlook the venue.

Qionglai Sub-venue: The public design was completed in conjunction with the overall planning of the venue, with Longmen Qiyuan as the theme, the magnificent landscape as the foundation, integrating the simple and rustic architectural style of Western Sichuan. It was complemented by facilities such as hotels built in Western Sichuan Linpan Settlements and Traditional Rural Communities as well as characteristic restaurants, launching a new way of resort living that combined “ecology + tourism + vacation + well-being + living” in five dimensions, creating an aesthetic experience of embracing nature.

(G) Post-Expo Utilization of the Venues (Expo Legacy)

Starting from October 29, 2024, the **Main Venue** was open to the public free of charge; adhering to a market-oriented operation logic, it maximized the use of existing scenes and green landscapes to

carry out various thematic activities. At the same time, efforts have been made to establish a national botanic garden, transforming and utilizing the value of the Main Venue of Expo 2024 Chengdu. **Wenjiang Sub-venue** was planned to be developed into a hub for Western Sichuan travel weddings, a 318 digital industry park integrating agriculture, tourism, and innovation, and an economy zone focused on hydrangea viewing, while Penjing Art Museum continues to open to the public as a museum of Sichuan penjing art. **Pidu Sub-venue** was to be enhanced pursuant to 4A-rated scenic area standards, focusing on the core exhibition area. It has improved the quality of 100 hectares of surrounding farmland and the landscape of Western Sichuan Linpan Settlements and Traditional Rural Communities. Utilizing the previously idle collectively-owned construction land, it planned to build Butterfly Whispering Pavilion, Flower Island Homestay, Spring Splendour Commercial Street, and supported the establishment of a wedding industry service chain with Lily Pavilion, Star and Moon Hall, and Maternity Center, creating the “Flower Garden Wonderland—Butterfly Village” characteristic tourism area. The area connected with the two 4A-rated scenic areas of Qinggangshu and Sandaoyan, forming an industrial cluster that integrated floriculture, agricultural tourism, study tours, and wedding

culture; **Xinjin Sub-venue** integrated resources such as agricultural-themed exhibitions and characteristic consumption scenes to achieve a fusion of landscape + experience + consumption, creating an immersive rural tourism landmark and new internet-famous consumption scenes. **Qionglai Sub-venue** was planned to promote the creation of a demonstration base for research and study across the southwest region and even the entire China, as well as a collaborative innovation platform for “government, industry, education, research, and application”.

(H) Transport Infrastructure of Areas Surrounding Expo 2024 Chengdu Venues

Chengdu Eastern New Area featured a highly convenient overall transportation network. Its external traffic was facilitated by the airport, railway, and expressways, while its internal traffic was managed by municipal roads. The area was served by two high-speed railway stations: Sancha Lake Station and Tianfu International Airport Station. Sancha Lake Station was about four kilometers away from the Main Venue in a straight line. Chengdu Tianfu International Airport, a 4F class civil aviation airport, was approximately 10 kilometers away from the Main Venue in a straight line. The area was also equipped with the Chengdu Second Ring Expressway, Tianfu

International Airport Expressway, and Chengdu-Yibin Expressway. The municipal road network surrounding the Main Venue consisted of “two horizontal and three vertical” roads, with the two horizontals being Jiangyun North Road and Gongyuan Avenue, and the three verticals being Jiangxi Third Line Road, Jiangxi Fourth Line Road, and Jiangxi Fifth Line Road. Visitors from different directions can quickly and conveniently reach the Main Venue through a combination of various transportation modes.

Wenjiang District, located in the western part of Chengdu, enjoys convenient transport with smooth internal and external connections. The district was served by Metro Line 4, Line 19, and Chengdu-Pujiang Railway, with three expressways and five main channels running through the area, offering a 17-minute direct route to Chengdu Shuangliu International Airport and a one-hour direct route to Chengdu Tianfu International Airport and the starting station of the CHINA RAILWAY Express, which made it the locus of Chengdu western traffic gateway hub.

Pidu District, located in the northwestern part of Chengdu, was equipped with five rail transit lines, five parallel expressways, three ring expressways, and urban rapid roads that provided access in all directions. The district has achieved integration of high-speed

railway, subway, and tram services, offering convenient access to the international airport and international railway port.

Xinjin District, situated in the southern part of Chengdu, has formed a diversified transport system including high-speed railway, subway, expressways, and national highways, making it an important node of the national “Belt and Road” railway port. The district has constructed an external transport network of “four rails, four expressways, and five fast routes” and an internal “dual circulation” traffic system, aiming to build itself into a “gateway hub city” in southern Chengdu.

Qionglai City was located in the southwestern corner of Chengdu, neighboring the central urban area of Chengdu to the north and Sichuan Tianfu New Area to the east, with Sichuan-Xizang Railway to the west and Ya’an to the south. The city has opened “one rail, four expressways, and two fast routes”, including Chengdu-Pujiang Railway, Third Ring Expressway, Chengdu-Mianyang Expressway, Chengdu-Ya’an Expressway, and Tianfu-Qionglai Expressway; as well as Chengdu-Wenjiang-Qionglai and Chengdu-Xinjin-Pujiang fast routes, forming a comprehensive transport network that was accessible in all directions. The total length of roads in Chengdu City reached 2,819 kilometers, of which

87 kilometers were high-speed roads.

V. Official Exhibitors

(A) Exhibitors

1. Domestic Exhibitors (75)

(1) Cities and Prefectures in Sichuan Province (21): Chengdu, Mianyang, Zigong, Panzhihua, Luzhou, Deyang, Guangyuan, Suining, Neijiang, Leshan, Ziyang, Yibin, Nanchong, Dazhou, Ya'an, Aba Tibetan and Qiang Autonomous Prefecture, Ganzi Tibetan Autonomous Prefecture, Liangshan Yi Autonomous Prefecture, Guang'an, Bazhong, and Meishan.

(2) Chinese Cities Outside Sichuan Province (28): Beijing, Tianjin, Shanghai, Chongqing, Hong Kong, Macau, Shenyang of Liaoning Province, Changchun of Jilin Province, Nanjing of Jiangsu Province, Ningbo of Zhejiang Province, Xiamen of Fujian Province, Jinan of Shandong Province, Qingdao of Shandong Province, Wuhan of Hubei Province, Shenzhen of Guangdong Province, Xi'an of Shaanxi Province, Taiyuan of Shanxi Province, Yangzhou of Jiangsu Province, Xuzhou of Jiangsu Province, Hefei of Anhui Province, Nanchang of Jiangxi Province, Fuzhou of Fujian Province, Zhengzhou of Henan Province, Changsha of Hunan Province, Haikou of Hainan Province, Kunming of Yunnan Province, Lanzhou of

Gansu Province, and Yinchuan of Ningxia Province

(3) Domestic Enterprises (17): Zhejiang Humanities Landscape Co., Ltd. (a leading enterprise in the industry), Sichuan Tianyi Ecological Garden Group Co., Ltd., Chengdu Puhe National Landscape Architecture Landscape Planning and Design Co., LTD, The Rose of May, Sichuan Meijing Shanjiang Construction Co., Ltd., Zhushan&Fuxing Bougainvillea Dream Co., Ltd., Chengdu Manshidi Horticulture Co., Ltd., Sichuan Qianshan FlowerBorder Garden Co., Ltd., Shangfang Habitat Co., Ltd., Shanghai YuanYi Seedling Co., Ltd., Chengdu Pengding Garden Cultural Creativity Co., Ltd., SAKATA Seed (Suzhou) Corporation, JZFZ Architectural Design Co., Ltd., Syngenta Flowers Co., Ltd., Denziger, Chengdu Design Consulting Group, and Chengdu Xingcheng Investment Group. It was noteworthy that Chengdu Puhe National Landscape Architecture Landscape Planning and Design Co., LTD, in joint efforts with The Rose of May, constructed one garden.

(4) Domestic Associations (three): Flower Landscape Branch of CFA, International Garden Centre Association (IGCA), and Taiwan Orchid Breeders Society

(5) Domestic Higher Learning Institute and Masters (six): Peking University Garden (Prof. Wang Zhifang Team), Tsinghua

University Garden (Prof. Li Shuhua Team), Beijing Forestry University (Prof. Zheng Xi Team), Northwest A&F University, Sichuan Conservatory of Music, and Chengdu Agricultural College

2. International Exhibitors (39)

(1) International Cities (16): Flemish Brabant of Belgium, Montpellier of France, Ulaanbaatar of Mongolia, Daegu of South Korea, Incheon of South Korea, Kofu of Japan, Chiang Mai of Thailand, Mandalay of Myanmar, Bogotá of Colombia, Recife of Brazil, San José of Costa Rica, Viña del Mar of Chile, Maputo of Mozambique, Fez of Morocco, Manchester of the United Kingdom, and County of Fingal of Ireland

(2) International Associations (12): Czech-Chinese Educational Exchange Association; Orticola di Lombardia, Italy; World Green Design Organization; Global Horticulture Association of Pakistan; Horticulture Society of Pakistan; Central Committee of Flower and Plant Association of Korea; Horticultural Science Society of Thailand; International Bamboo and Rattan Organization; Cornell Botanic Gardens; Elizabeth's Garden, United Kingdom; Sudanese Horticulture Association; and Egyptian Horticulture Association

(3) International Enterprises (seven): Ball Horticultural Company, Meilland International, Lalit Mandap Art & Architect PTY

Ltd., Bhutan BME, Prespace Architekten of Germany, Horticultura Cantalops of Spain, and Woods Bagot of Australia

(4) International Masters (four): Toru Mitani (Japan), James Hitchmough (UK), Tom Leader (US), and West 8 (Netherlands)

(B) Total Area of Gardens

The total area of gardens for international exhibitors was 51,448 square meters; the total area for domestic exhibitors was 138,054 square meters.

VI. Competition

Were regulations for the organization of competitions and the award of prizes sent to AIPH-members and the General Secretariat?

Yes.

Was Grand Jury appointed in accordance with the AIPH Guidelines?

Letters of Appointment have been issued to the AIPH judges, appointing them as members of Grand Jury for International Competition of Outdoor Gardens at Expo 2024 Chengdu.

Members of Grand Jury for International Competition of Outdoor Gardens

Leonardo Capitanio, President of AIPH

Bill Hardy, Vice President of AIPH

Peng Hongming, Vice President of AIPH, Chief Expert at Institute of Garden Flowers and Landscapes of International Center for Bamboo and Rattan

Tim Briercliffe, Secretary General of AIPH

Takuhiro Yamada, Chair of AIPH Exhibition Committee

Tim Edwards, Former Member of AIPH Board

Zhang Qixiang, Professor at Beijing Forestry University,
Director of National Engineering Research Center for Floriculture

Hu Yonghong, Executive Director and Senior Engineer
(Professor Level) at Shanghai Chenshan Botanical Garden

Xia Yiping, Professor and Doctoral Supervisor at Zhejiang
University

Zhao Bing, Professor at Nanjing Forestry University, Director of
National Park Research Center at Nanjing Forestry University

Were Technical Juries or Panels appointed?

An Appraisal Committee has been set up for International Competition at Expo 2024 Chengdu, consisting of Grand Jury, Jury for International Competition of Gardens of Chinese Industry Associations and Enterprises, and Jury for Floriculture and Horticulture Competition.

What was the total value of money prizes awarded?

There was no money prizes set for International Competition for Outdoor Gardens, International Garden Construction Competition, and International Hibiscus Flower Competition. The remaining six competitions have a total prize fund of RMB 447,600.

What total sum was paid to exhibitors in compensation for the depreciation of their plant material? Have these sums been paid to exhibitors entitled to them?

Compensation has been provided in the form of money prizes, which has been paid out.

VII. Workshops / Business to Business

As the platform for the exchange within the industry, Expo 2024 Chengdu has connected experts and practitioners in the fields of garden horticulture, floriculture, and agriculture from multiple countries and regions. Activities included the Third Sino-European Floriculture Industry Forum, Sino-Dutch Floriculture Industry Exchange Conference, International Floriculture Brand Exhibition and Exchange, “Belt and Road” International Agricultural Industry Exchange Conference, Sino-Korean Art Diversity Academic Lecture, National Flower Shop Industry High-Quality Development Exchange Conference, National Vertical Greening Public Training, the Sixth China Cup Flower Arrangement Competition, Smart Agriculture

Development and Industry Cooperation Seminar, “Horticultural Innovation and High-Quality Development” Thematic Sharing Session, Chengdu Horticultural E-commerce Industry Exchange Conference, 2024 Chengdu International Horticultural Exhibition Plant Maintenance Public Technical Training, and Smart Agriculture Entrepreneur Dialogue, among other industry events. During Expo 2024 Chengdu, Asia Florists’ Association, Horticultural Therapy & Landscape for Well-being Professional Committee of Chinese Society of Landscape Architecture, Forest Park and Forest Tourism Branch of Chinese Forestry Society, and various provincial/municipal flower associations have conducted in-depth visits, academic discussions, and promoted industry development at Expo 2024 Chengdu.

Collaborating with travel agencies, scenic spots within Chengdu, and surrounding cities, Expo 2024 Chengdu has launched concessionary package tickets and travel products. In conjunction with the Sichuan section of Giant Panda National Park, Expo 2024 Chengdu has organized ecological agricultural product promotion activities; it has gathered key penjing enterprises from Chinese provinces and cities to hold a penjing market; focused on the “Flower+” economy, showcasing renowned international flower

brands and new “Sichuan Native Flower” varieties to expand flower sales; Chengdu Women’s Federation has organized a cultural and creative market, promoting products created by women entrepreneurs; Expo 2024 Chengdu has carried out brand market activities at Tianfu Dongshan Farm, promoting characteristic agricultural products and agricultural by-products from Chengdu Eastern New Area; and hosted city value promotion conferences, inviting real estate companies to explore and understand Chengdu Eastern New Area.

VIII. Cultural Program & Art

With the theme of “Flowers blossom in the City of Brocade, Expo 2024 Chengdu empowers the city”, and centering on the four themes of “Fun travel in Chengdu, Flowers blossom in City of Hibiscus, Dynamic City of Brocade, and Clustering in Tianfu”, Expo 2024 Chengdu coordinated resources and strengths from municipal departments, districts (cities) and counties, industry associations, and enterprises. Through a combination of creative planning and embedded promotion, A “1+4+13+N” system has been formulated for Expo 2024 Chengdu (one theme, four modules, 13 series, and N events), organizing over 3000 events. This guided the public, industry associations, and corporate entities to pay attention to, understand, and participate at Expo 2024 Chengdu.

(A) Countdown Series of Events

Taking the anniversaries of Expo 2024 Chengdu's Opening Ceremony Countdown, such as those of two years, one year, 200 days, 60 days, 50 days, and 30 days in advance, Expo 2024 Chengdu has held offline warm-up activities at Chengdu's famous landmarks, streets, parks, and the Main Venue, promoting Expo 2024 Chengdu to the public.

(B) Nationwide Collection Series of Events

To attract a wide range of participants from different ages and industries, Expo 2024 Chengdu has planned three collection activities: "Expo Promotion Ambassadors" program, "Curator of the Most Beautiful Garden" program, and "Flowers Reflecting Tianfu, Lens Capturing Expo" Expo 2024 Chengdu National Photography Contest. These enhance in-depth interaction, strengthen the bond between Expo 2024 Chengdu and its audience, and collectively boost the brand influence of Expo 2024 Chengdu. The "Expo Promotion Ambassadors" program selected 12 ambassadors who actively participated in 12 online and offline events at the Main Venue and Sub-venues during Expo 2024 Chengdu, as well as four thematic offline sharing sessions. "Curator of the Most Beautiful Garden" program selected ten curators who took turns managing themed

activities at the Main Venue’s plant museum, planning ten different interactive experience activities. The “Flowers Reflecting Tianfu, Lens Capturing Expo” photography contest was divided into two major sections: the Expo 2024 Chengdu side, which focused on scenes, gardens, pavilions, and filming activities of Expo 2024 Chengdu, and the Chengdu City side, which focused on the city’s beautiful scenery that echoed Expo 2024 Chengdu, capturing the beauty of Chengdu City. Winning entries were exhibited at the Main Venue of Expo 2024 Chengdu and Park City Forum.

(C) Opening Ceremony

Main Venue: The Opening Ceremony activities were divided into three stages: “Garden Tour for Important Guests”, “Opening Ceremony”, and “Garden Tour for Other Guests”. With the main tone of “Blossoms in Tianfu: A Myriad of Scenes”; the overall duration was about 40 minutes, integrating international culture from Sichuan, China, and the five continents, as well as artistic elements and forms such as dance, opera, and chorus. The program included a welcome ceremony “Blossoms in Tianfu” and a cultural performance “Beauty in Diversity and Harmony”, showcasing China’s achievements in ecological conservation, particularly Sichuan’s biodiversity and Chengdu’s Park City characteristics. Approximately 1000

representatives from 54 countries and regions witnessed the event, with over 31 million online viewers watching the live broadcast of the “one Main Venue and four Sub-venues” opening ceremonies (and opening of gardens). While the Main Venue’s Opening Ceremony was taking place, the four Sub-venues in Wenjiang, Pidu, Xinjin, and Qionglai also hosted their unique garden opening ceremonies.

Wenjiang Sub-venue: The Opening Ceremony of the venue focused on the theme “Happy Golden Wenjiang, A Healthy Garden City”. By engaging in dialogues with masters of Sichuan penjing and representatives of the emerging enterprises in the industry, as well as involving the public in the opening, the ceremony highlighted the philosophy of “using flower events as a medium to make friends through exhibitions”.

Pidu Sub-venue: The “Chengdu’s Flower Garden Wonderland, An Everlasting Expo 2024 Chengdu” opening event was held. The event was divided into three phases: “Viewing the Main Venue Opening Ceremony”, “Garden Opening Ceremony”, and “Guests Touring the Gardens”. The opening ceremony included the signing ceremony for the “collective prosperity of Sichuan’s five regions” and “Chengdu-Chongqing Twin Cities” joint construction projects, promoting coordinated development of the five regions (led by the

Chengdu Plain Economic Zone), deepening twin cities cooperation (between Chengdu and Chongqing), and bolstering the flower industry in both cities, achieving resource sharing and mutual benefit. The event also awards the winning enterprises of the first Chengdu Flower and Plant Art Competition. The event invited 400 guests and attracted 18,000 visitors.

Xinjin Sub-venue: The opening ceremony announced the annual featured activities and the entire cultural and tourism itinerary of Xinjin, while also connecting with the May Day holiday, featuring exhibitions, competitions, consumption, and experiences such as “Tongmeier Leading the Rapeseed Harvest” and “Tongmeier Leading the Excavator Operation” experience activities, the Tianfu Agricultural Expo—Spring Sugar Season series of events, 2024 China Greenway Sports and Life Carnival, and the second Sichuan Province Harmonious and Beautiful Villages (Village BA) event.

Qionglai Sub-venue: With the theme “Colorful Expo, Blossoms in Qionglai”, the ceremony combined Qionglai’s magnificent natural landscapes and rich biodiversity, showcasing Qionglai’s ecological civilization development through situational performances, exploration of six scenarios, and flower parade tours.

(D) Street Entertainment

Main Venue: “The Twelve Movements” themed music flash mob show, themed concerts; Jinhe Night Tour featuring intangible cultural heritage performances, Hanfu (Han-style clothing) travel photo bus activity, “Twelve Monthly Fairs” series of themed markets, Ancient Praying-for-cleverness Garden Party, Hanfu-themed story—Qixi Festival Night Tour, river lantern blessing, and more.

Pidu Sub-venue: The Begonia Flower Viewing and Kite Festival, Spring Garden Wonderland—World Music Festival, “Fairytale Spring: Ode to Spring” fairy tale stilt walking street art performance, “King’s Day” Dutch Pavilion merchant roadshow, Sharing Expo 2024 Chengdu—The 41st Wangcong Song Contest and Garden Tours, “Melodies of the Butterfly—Joy of the Autumn Dew” themed music festival, and more.

(E) Stage Program

Main Venue: Ferris Wheel Beach Music Season, Peking Opera performances, June Incense Market Northern Song Music Workshop performance—Ancient music concert, “Great Music Tide East” 2024 Chengdu Eastern New Area Beer Music Carnival Night, Chengdu in the Marketplace—“Sichuan Baba Tea Party”, Beer Music Season Dopamine Dance Show, Good Planet & Expo Planet Music Season, Beach Music Party, Dreamy Carnival Performance, and more.

Pidu Sub-venue: The opening activities of Pidū Sub-venue for Expo 2024 Chengdu, the second Ziwei Calligraphy and Wisdom Cultural Arts Activity, “Restarting Expo 2024 Chengdu Together—Creating a New Chapter for Pidū’s Flower and Horticulture”, and more activities.

(F) “Theme” and “Promotion” Series of Special Activities

Twenty-one exhibitors from Beijing, Changsha, and other cities successively launched “Theme Day” activities during Expo 2024 Chengdu to showcase the characteristics of their gardens and promote diverse cultures. Chengdu Tianfu New Area, Chengdu High-Tech Zone, Wuhou District, and 22 other districts (cities) and counties carried out “Promotion Day” activities to display the cultural and ecological charm of each area.

Chengdu Thematic Week Series were meticulously planned, featuring one opening performance and six “Meet Expo 2024 Chengdu” thematic activities at the Main Venue. The launch ceremony was held at Tianfu Eye, where the “All-region Boutique Travel Electronic Map” and the “Carbon Floret” were released, encompassing performances such as song and dance, acrobatics, musicals, and Sichuan opera. “Pandas Meet Expo 2024 Chengdu” utilized the giant panda symbol for flash mobs, flower parades,

thematic exhibitions, and face painting activities. “Music Meets Expo 2024 Chengdu” showcased five types of music performances, including “Drum Rap”, “Ancient Music and National Style”, “Shu Rhythm Waves”, “Thousand-year Shu Music”, and “Blossoms in Brocade City”. “Folklore Meets Expo 2024 Chengdu” provided visitors with six intangible cultural heritage art performances and interactive experiences, such as “Brocade City Folkways”, “Sparkling Chengdu”, “Bamboo Flute Melodies”, “Sichuan Opera Face Changing”, “Traditional Ear Cleaning”, and “Bronze Pot Tea Art”. “Cuisine Meets Expo 2024 Chengdu” created three food consumption scenes, “Flavors of Sichuan”, “Eating in Nature”, and “Nostalgic Market Streets”, highlighting the charm of Chengdu’s culinary delights. “Sports Meet Expo 2024 Chengdu” set up a sports interaction area, offering archery, frisbee, and bowling, among other competition elements and interactive displays. “Cultural and Creative Product Meets Expo 2024 Chengdu” focused on the roots of Tianfu culture, planning activities like “Splendor of Tianfu”, “Twelve Flower Deities”, and “Hanfu National Style”, allowing visitors to experience the vitality, openness, and prosperity of Chengdu’s cultural and creative industry in diverse aesthetic scenarios.

(G) Highlight Activities

A large-scale holographic projection live performance—waterfall Light and Shadow Show/“Chengdu” Time and Space Musical. Using high-definition projection equipment on the lake surface, images and videos were cast onto a nearly 20-meter water screen, displaying the grandeur of Expo 2024 Chengdu, Sichuan culture, and humanism. Actors danced and recited poetry on bamboo rafts in front of the water screen, presenting a perfect fusion of visual and auditory, art and technology, virtual and reality, light and horticulture.

“Flowers’ Whispers in Chengdu” Thematic Alternate Poem Citing Program: Through eight events such as street poetry recitals, celebrity poem citing relays (online), poetry challenges (offline), and immersive poetry performances (offline), visitors experienced the beauty of Chinese poetry culture through interaction.

The national intangible cultural heritage folk performance “Da Tiehua” (literally “striking iron flowers”) transformed molten iron into a shower of dazzling sparks that burst into the night sky, only to fall like scattered stars. This ancient art, discovered by craftsmen during the iron-casting process, illuminates the night at the Main Venue, creating a romantic spectacle that has been passed down for millennia, captivating visitors with its timeless charm.

Establishment of Tongmeier Low-carbon Popular Science Interactive Station—A site integrating intelligent recycling of low-carbon items, showcasing the low-carbon construction achievements of the Main Venue, and educating about carbon-sequestering plants. Visitors could recycle items like plastic bottles, aluminum cans, and paper cups to receive a “Carbon Floret” (a cartoon character), and based on the number collected, they could claim different low-carbon gifts.

(H) Youth Activities

Recruitment of 300 “Expo 2024 Chengdu Young Reporters” in three batches from primary and secondary school students nationwide. From March to October, a series of 18 activities were held, including training for Expo 2024 Chengdu Young Reporters, exploration tours by the reporters, a creative works collection campaign titled “Expo 2024 Chengdu in My Eyes” for primary and secondary school students, guided tours by Expo 2024 Chengdu Young Reporters, release of Expo 2024 Chengdu study curriculum, and National Expo 2024 Chengdu Young Reporters Conference across 20 cities.

At the Main Venue and Sub-venues, youth-themed activities were organized, such as “Returning to Age 12”, “Little Gardener Sketching Activities”, “100 Young Artists Visit Suining Garden”,

“Panda Reporters Experience Expo 2024 Chengdu”, summer study promotion events, parent-child potted planting activities, a children’s painting exhibition titled “Expo 2024 Chengdu in My Eyes”, the opening of “Blossoms on the Path” Study Camp & the First Kite Art Festival, parent-child study tours titled “Exploring Expo 2024 Chengdu and Sharing the Beauty of Plants”, summer study tours titled “Summer Tales and Floral Studies”, and the “Season of Renewal: Longmen Mountain Eco-Learning Program”.

(I) Exhibitions

Main Venue: Entries exhibitions covering International Rose Competition, International Penjing Competition, International Orchid Competition, International Chrysanthemum Competition, International Competition of Garden Construction, International Flower Arrangement Competition, and International Hibiscus Flower Competition, were held; fifteen professional flower exhibitions, including AoF Floristmeister International Work Exhibition, and 11 cultural activities including flower arrangement art and flower science popularization were held; eight events like International Orchid Competition and Garden Micro-landscape Competition were held.

Wenjiang Sub-venue: International Penjing Competition Exhibition held an award ceremony for its sub-category—Penjing

Entries Competition, showcasing 32 award-winning penjing entries.

Pidu Sub-venue: Activities include butterfly orchid sales, a floriculture salon titled “Welcoming Expo 2024 Chengdu with Spring’s Brilliance”, and International Flower Brand Exhibition and Exchange Program.

Xinjin Sub-venue: featured an exhibition of exotic melons and fruits, displaying giant pumpkins cultivated with new technology (the heaviest weighing up to 200 kg), a green agriculture smart machinery exhibition, a southwest China dairy exhibition, and an exhibition exploring farming civilization and lantern riddle culture.

Qionglai Sub-venue: There were “Legends of the Rooftop: Thematic Longmen Mountain Biodiversity Exhibition” and Qionglai Flower and Penjing Exhibition, among others.

(J) Closing Ceremony

Main Venue: The Closing of Expo 2024 Chengdu was divided into three parts: “Closing Ceremony”, “Industrial Promotion Activities”, and “Guests’ Garden Tour”. The Closing Ceremony integrated performance, featuring Chengdu-themed artistic programs such as *Ginkgo* and *The Enduring Charm of Sichuan*, along with garden awards, fully showcasing the beauty of horticulture, humanity, and global harmony. The industrial promotion activities, themed

“Post-Expo, New Excitements”, were conducted across “one Main Venue and four Sub-venues”, presenting through visual and immersive methods how Chengdu leverages the post-Expo benefits, unleashes city value, promotes industrial development, and advances post-Expo operations and Park City construction. The four Sub-venues carried out curtain call activities themed around “Honoring the Builders” and “Looking Forward to a Bright Future”.

Wenjiang Sub-venue: The Closing of Expo 2024 Chengdu at the venue and the Opening Ceremony of China National Highway G318 (Chengdu) Self-drive Tourist Center was held at Floriculture Garden of Golden Wenjiang Expo Garden, marking the beginning of the “Post-Expo, New Excitements” chapter in Wenjiang.

Pidu Sub-venue: The closing event, “Restarting Expo 2024 Chengdu—Creating a New Chapter for Pidú’s Flower and Horticulture”, was held at Spring Garden Wonderland, consisting of a warm-up with a summary documentary of Pidú Sub-venue, speeches by leaders, recognition of outstanding contributions, and a post-Expo restart ceremony.

Xinjin Sub-venue: The closing event theme was “Glorious Chapter of Expo 2024 Chengdu, Anticipation of the Future”, including activities such as “Xinjin’s Green Scroll Painted for Expo

2024 Chengdu, Reflecting the Splendid Past”, “Interactive Chrysanthemum Music Chapter—A Horticultural Audio-Visual Feast”, and “A Giant Painting Connecting Xinjin, Forever Capturing the Four Seasons of Expo 2024 Chengdu”.

Qionglai Sub-venue: The closing event was held in the form of a performance of Linqiong Hanfu dance and music, inviting representatives of the venue’s constructors to tour the venue, and hosting penjing art exhibitions and a “Paradise of Flying Birds” photography exhibition.

Organization and Scope of Ceremonies

Main Venue:

	Opening Ceremony	Closing Ceremony
Please Indicate Venue	Tianfu Eye, Expo 2024 Chengdu Main Venue	Main Pavilion Multi-Function Hall, Expo 2024 Chengdu Main Venue
Total Spectator Capacity	980	402
Number of Ceremony Performers	622	98
Number of Ceremony Volunteers	/	/
Number of Production Staff	456 (Including Directors, Producers, Broadcast Recording Team, Stage Setup, Costume/Makeup Team, Logistics)	111 (Including Directors, Producers, Broadcast Recording Team, Stage Setup, Costume/Makeup Team, Logistics)
Number of Security and Auxiliary Staff	2840	508
Number of Heads of States Who Attended	1	/
Number of High-level Officials Who Attended	15	3
Number of International	108	8

Organizations' Representatives Who Attended		
Number of Foreign Countries' (Diplomatic) Representatives Who Attended	55	10
Number of Other Foreign Delegations Who Attended	21 Delegations Totaling 95 People	Seven Delegations Totaling 17 People
Number of National Sponsors and Partners Who Attended	Six Companies Totaling 14 People	Seven Companies Totaling 13 People
Number of Worldwide AIPH Sponsors Who Attended	/	/
Duration	40 Minutes	45 Minutes

Wenjiang Sub-venue:

	Opening Ceremony	Closing Ceremony
Please Indicate Venue	Golden Wenjiang Expo Garden	Golden Wenjiang Expo Garden
Total Spectator Capacity	500	200
Number of Ceremony Performers	30	10
Number of Ceremony Volunteers	30	0
Number of Production Staff	20	10
Number of Security and Auxiliary Staff	10	10
Duration	100 Minutes	60 Minutes

Pidu Sub-venue:

	Opening Ceremony	Closing Ceremony
Please Indicate Venue	Spring Garden Wonderland	Spring Garden Wonderland
Total Spectator Capacity	400	300
Number of Ceremony Performers	30	5
Number of Ceremony Volunteers	40	0
Number of Production Staff	20	10
Number of Security and Auxiliary Staff	150	150
Duration	90 Minutes	60 Minutes

Stage Performances Table

Main Venue:

	Main Pavilion	Jinyun Pavilion	Tianfu Habitat Pavilion	Crescent Beach	Lakeside Theater
Total Number of Stage Performances in This Venue	121	33	581	36	554
Total Number of Spectators Who Attended	15390	19300	225500	54000	656600
Total Number of Performers	350	100	20	286	65
Total Number of Production Staff	300	150	10	100	30
Total Number of Security and Other Auxiliary Staff	500	500	15	80	30 per Performance
Total Duration of All Stage Performances, in Number of Hours	286	6	145	54	345

IX. Operation

(A) Traffic Management

Main Venue: To enhance traffic organization and management around the venue, a hierarchical control system has been implemented, dividing the venue into “Peripheral Diversion Zone, Near-end Distribution Zone, and Core Control Zone”. A multi-departmental joint effort managed various traffic orders around the venue, categorizing them into off-peak, peak, and extreme peak scenarios. In response to holidays and important events during the exhibition period, traffic situations were thoroughly analyzed. Temporary traffic control measures, reasonable deployment of police

forces at key nodes for on-site command and dispatch, and other methods were employed to achieve rational control and efficient traffic distribution. The parking areas and traffic flow lines around the venue were planned according to the principle of “separate paths for pedestrians and vehicles on non-intersecting flow lines” to ensure parking efficiency and safety. Additional remote parking areas were established during extreme peak periods, guiding visitors to park and reducing traffic pressure around the Main Venue. The establishment of Expo 2024 Chengdu Main Venue traffic command and research platform allowed for real-time monitoring of traffic situations and parking lot operations. Traffic congestion, parking lot saturation, and traffic control information were released in real-time through navigation software and LED guidance screens, facilitating visitors’ timely planning of travel routes. During the opening of the Main Venue, 16 public transport routes were planned, with a maximum vehicle deployment of 156, personnel investment of over 350, and the highest number of vehicles online reaching 105. Throughout the venue’s operation, transport organizations were optimized and adjusted in-depth and meticulously based on daily passenger flow trends. By October 28th, the closing day, the number of routes was optimized and reduced to five, with 33 vehicles on weekdays and 55

during weekends and public holidays. This included two metro shuttle lines, responsible for transporting visitors to and from the Main Venue of Expo 2024 Chengdu along metro lines 18 and 19; one external circulation line, responsible for transport between multiple social parking lots and the Main Venue; and two direct lines to the Main Venue from Chengdu East Railway Station and Tianfu International Airport. A total of 9,300 vehicle trips were made, sending 76,500 bus trips (including both directions), serving 895,900 visitors. The average daily passenger flow was 3,600 on weekdays, 5,300 on weekends, 6,600 on short holidays like Dragon Boat and Mid-Autumn Festivals, and 15,700 on major holidays like Labor Day and National Day. In response to nighttime activities within the venue and extended closing times, the schedule for the last buses was dynamically adjusted. Additionally, during Expo 2024 Chengdu, the rail transit system enhanced its services by optimizing capacity and backup vehicle arrangements, improving customer service guidance and order management, and beautifying station environments. Taxis (including ride-hailing services) improved the convenience of visitor travel by setting up special pick-up areas near metro stations around the Main Venue and increasing transport capacity. The availability of slow transport options was facilitated by increasing the number of

shared bicycles and setting up parking areas.

Wenjiang Sub-venue: The surrounding area was accessible via major roads such as Chengdu Second Ring Expressway, Chengdu-Wenjiang-Qionglai Expressway, Chunyun South Road, Shengtai Avenue, Tianxiang Road, and Jiangning South Road. Visitors can also take Metro Line 19 to Huangshi Station and walk approximately 300 meters to the venue. Two new Expo bus shuttle lines were opened, and seven Expo bus routes were optimized.

Pidu Sub-venue: Public transport organization was optimized, with the addition of Spring Garden Wonderland bus line, deploying 100 buses. Remote vehicle distribution was strengthened, with six LED screens added at key traffic nodes to display parking and traffic information in advance. Focusing on the “parking difficulty” issue, three new parking lots were constructed in the core area, and surrounding parking lots were coordinated, increasing the number of available parking spaces to 3,098.

Xinjin Sub-venue: The core control area of Tianfu Agri-Expo Garden had six duty points, with three road diversion points in the surrounding area. During Expo 2024 Chengdu, nine regular bus routes were operated for shuttle services (including seven routes connecting to subway stations), with 40 public transport vehicles and

20 standby emergency transport vehicles deployed. Additionally, three direct shuttle buses ran between the Main Venue and Sub-venues of Expo 2024 Chengdu. Expo 2024 Chengdu has released detour routes for traffic congestion on the roads near Tianfu Agri-Expo Garden, optimized the arrival points for seven parking lots; as a result, there were 19 no-entry warning signs and detour route signs provided.

Qionglai Sub-venue: There were six parking areas set up, with shuttle buses provided during peak times for the more distant parking lots. A dedicated line from the high-speed railway station and urban area to the venue was established, opening up Expo bus stations. During Expo 2024 Chengdu, motor vehicles were prohibited within the venue, which also featured sightseeing bus stations. The sightseeing buses operated a one-way loop from 8:30 AM to 4:30 PM daily, offering free transport for visitors.

(B) Food & Beverage / Retail

Main Venue: There were a total of 47 business establishments within the venue, including various types of catering (formal meals, casual dining, specialty snacks, unique beverages, etc.), retail, licensed cultural and creative products, and cultural experiences. A professional team was responsible for the business recruitment and

operational work, providing services to the merchants.

Wenjiang Sub-venue: During Expo 2024 Chengdu, there were nine business entities operating within the “One Axis” zone, with an average daily revenue of RMB 120,000. By integrating the characteristics of garden enterprises, the venue created consumption scenarios offering hotpot, coffee, tea, snacks, and retail, fully embodying the horticultural characteristics and enhancing the visitor experience.

Pidu Sub-venue: A high-quality lifestyle consumption area was established, with four bookstores renovated and more than 40 local specialty catering establishments introduced, including famous Chengdu snacks and Pidú gifts. By blending horticulture, ecological experiences, and food culture, the venue provided comprehensive services for catering, accommodation, touring, shopping, and entertainment.

Xinjin Sub-venue: The venue introduced merchants offering specialty snacks, agricultural and sideline products, and trunk markets, creating a weekend market throughout the year to enhance the consumer experience.

Qionglai Sub-venue: The venue houses five establishments offering Chinese cuisine, hotpot, fast food, and beverage shops, as

well as one store for cultural and creative products.

(C) Visitor Information and Services

Main Venue: Visitor services were managed by a single entity. High-quality services were provided for the preparation period, trial operation period, and operation period, including information and guidance, lost and found, broadcast hotlines, broadcast content creation, hotline setup, and guide map design.

Wenjiang Sub-venue: A visitor service center was set up to provide on-site consultations, point explanations, public transport support, luggage storage, and lost and found services, among others.

Pidu Sub-venue: A visitor center and a distribution plaza were constructed, with three medical points and 16 sets of urban furniture added. Thirty-one new or renovated tourist toilets were built. The venue's broadcasting system was optimized, and guide signs, plant nameplates, and other signage were installed, with professional companies conducting comprehensive checks and verifications. Two guest visiting routes were organized, with 75 tour guides and over 1,000 venue staff trained, significantly improving the service level of the staff.

Xinjin Sub-venue: Twelve visitor service centers were set up at various entrances and key areas of the venue, providing services such

as directions and guidance.

Qionglai Sub-venue: The venue implemented online reservation for free entry, with visitor information service points available inside.

(D) Media Services

All venues provided exemplary services to the media, ensuring the smooth progression of media activities. The Main Venue was equipped with a Main Media Center and a Media Work Area. The Main Media Center was able to accommodate over 300 journalists at a time, providing information consultation, networking, and refreshment services for more than 800 journalist visits over a 10-day period during the opening and closing ceremonies. Approximately 800 media kits were distributed to journalists from around the world, and five press conferences and exclusive interviews were organized. During the operation of Main Media Center, there was a daily allocation of 120 emergency medical vehicles and three medical staff; at the same time, public security patrols and comprehensive law enforcement personnel were stationed in the surrounding areas for regular patrols to ensure the safety of life and property for media journalists. Media Work Area at the Main Venue included one consultation area, two mixed zones, 16 rest areas, and 40 workstations, ensuring media consultation, visitor reception, dining,

transport guidance, office work, and coverage of important events during the operation of Expo 2024 Chengdu. The operational period spans from May to October 2024, a total of 180 days.

During the opening and closing ceremonies, 68 hotel rooms were booked for the media; 1,229 meals were provided during the opening ceremony and 143 meals during the closing ceremony. A total of five buses were allocated as dedicated media transport vehicles, making 29 trips and transferring 520 media personnel. A complimentary dining hall was set up for the media during the event, providing over 2,000 meals.

(E) Participant Services

Comprehensive services were provided to exhibitors throughout the process. Dedicated teams were assigned at each stage—invitation, garden selection, garden construction, Opening and Closing Ceremonies, and other stages during Expo 2024 Chengdu—to ensure smooth communication, meet various reasonable demands, and guarantee the successful presentation of gardens and the smooth progression of activities. Services include consultation, logistics, storage, security, entry, tour buses, and guided tours.

(F) Facility Management and Security

Main Venue: A specialized company provided fundamental

facility support during the construction, pre-operational trial, defect repair, and operational phases. Property management units were responsible for security services, maintaining visitor order, vehicle management, logistics, safety during important events, and reporting emergencies, ensuring the safe operation of the venue.

Wenjiang Sub-venue: Nine specialized teams, including on-site security and fire safety, have been established. District-level departments conduct joint stress tests and emergency drills, formulating 15 emergency response plans for medical aid, food hygiene, and public order, rectifying potential hazards on-site.

Pidu Sub-venue: Specialized plans such as “Security and Traffic”, “Emergency Management”, and “Medical Care” have been developed; 11 emergency response plans for production safety and emergency handling have been refined. Inspections and rectifications have been carried out for fire safety, traffic, and gas, and risk assessments have been conducted in key areas around the venue. A site command center and a video conferencing dispatch center have been established, with video surveillance linked to the sub-venue, maintaining coordination with the Main Venue.

Xinjin Sub-venue: The *On-site Operational Management Work Plan* has been formulated, covering an overview of operational

management, field displays, exhibition activities, and park operations. The focus was on “exhibition organization, marketing collaboration, business management, visitor services, and property management”, with a 200-person property team for daily management.

Qionglai Sub-venue: An on-site engineering team conducted daily inspections of the venue’s facilities to ensure normal operations. Security personnel were stationed at major entrances and exits, conducting regular safety patrols. Additional temporary security staff were employed during periods of high visitor traffic to ensure safety.

X. Marketing and Communications, PR and Media-Statistics

(A) Visitor Structure

Main Venue visitors aged 20 and below accounted for 6% of the total; those aged 21-30 made up 8%; the 31-40 age group constituted 22%; the 41-60 age bracket accounted for 39%, and visitors over 61 years old represented 25%.

(B) Theme, Key Visuals, Claims, and Anthem

The theme of Expo 2024 Chengdu was “Park City, Beautiful Habitat”. The global solicitation for 2024 Chengdu’s slogan, emblem, mascot, flower, and anthem was initiated in 2022, resulting in a total of 2,604 submissions (1,430 for slogans, 714 for emblems, 280 for

mascots, 68 for flower recommendations, and 112 for anthems). After expert review and online voting, the emblem, mascot “Tongmeier”, flower “Hibiscus”, and anthem *Chengdu Time* were officially unveiled in Beijing on September 20, 2023. The claim “Park City, Beautiful Habitat” was confirmed for 2024 Chengdu. Based on the fundamental elements of the emblem and mascot, the key visuals for 2024 Chengdu were designed.

(C) Marketing/Advertisement

Joint marketing initiatives were undertaken to drive traffic. Offline promotions at key locations such as metro stations, high-speed railway stations, airports, star-rated hotels, and large commercial complexes were combined with online releases by television and radio stations, KOLs, and influential microbloggers. Expo 2024 Chengdu collaborated with Hunan Satellite TV and Mango TV to film a reality show within the venue, attracting 12 A-list celebrities to promote the event, which garnered over 140 million online views. The “Explore Expo 2024 Chengdu, Enjoy Life” campaign in 2024 distributed consumption vouchers in Chengdu Eastern New Area by partnering with 70 businesses.

(D) Media & PR

Over 10,000 articles related to Expo 2024 Chengdu were

published online, achieving a readership of 550 million views. *CCTV News* on the News Broadcast featured Expo 2024 Chengdu nine times at a high frequency. *People's Daily*, Xinhua News Agency, and National Geographic published multiple in-depth reports. Agence France-Presse, Japan's *Asahi Shimbun*, Canada's *Globe and Mail*, Brazil's *South American Overseas Chinese Newspaper*, and media outlets from the Czech Republic, Germany, and other countries produced over 40 multilingual reports. For online dissemination, a full-media matrix including the official website, WeChat, Weibo, and Douyin was established, releasing over 8,000 pieces of information. More than 3,000 reports were published on key online platforms, with Expo-related topics achieving over 120 million views. Five press conferences were held, completing over 42 overseas guest interviews and 12 media tours of the venue. The organizers prepared 52 text drafts totaling over 100,000 words, nearly 2,000 images, and 1,589 video clips for media use. During the event, three airlines played Expo 2024 Chengdu promotional video and anthem on over 1,000 flights, integrating rich and colorful elements of Expo 2024 Chengdu and allowing more than four million passengers to experience the unique charm of Expo 2024 Chengdu firsthand.

(V) Sponsoring / Partner

Expo 2024 Chengdu had two sponsors: China Agricultural Bank and Taizhou Meishier Electric Appliance Co., Ltd.

Several brands provided collaborative resources: China Eastern Airlines, Sichuan Airlines, JD Logistics, Hangzhou Antwork Technology, BOE, XGIMI Technology, Chengdu Rail Transit, LAVAZZA, among others. The forms of cooperation included product/service procurement, promotional campaigns, and resource exchanges.

(VI) Ticket Prices and Sales

A total of ten types of tickets were set, with a policy allowing “one ticket valid for entry in two consecutive days”. The sales distribution was as follows:

Standard day tickets (RMB 120) accounted for 14% of sales;

Concessionary standard day tickets (RMB 60) accounted for 35% of sales;

Ordinary designated day tickets (RMB 150) accounted for 8% of sales;

Concessionary designated day tickets (RMB 75) accounted for 11% of sales;

“Summer Visit” special concessionary tickets (RMB 60) accounted for 9% of sales;

“Autumn Elegance” special concessionary tickets (RMB 60) accounted for 4% of sales;

Night tickets (RMB 30) accounted for 16% of sales;

Unlimited entry tickets (RMB 540) accounted for 1% of sales;

Standard emergency tickets (RMB 120) accounted for 1% of sales;

Concessionary emergency tickets (RMB 60) accounted for 1% of sales;

XI. Reactions & Corrections

(A) Highlights

Firstly, a multi-channel feedback mechanism was established. To facilitate visitor feedback, various channels such as a hotline and mini-program were set up. Secondly, efficient issue disposal was implemented. Problems reported through different channels were addressed according to departmental functions and responsibilities, with immediate actions taken and timely responses provided to visitors. Thirdly, efforts were made to enhance publicity and promotion. For frequently reported issues, news releases were published on the website and WeChat public account, turning solutions into promotional content for Expo 2024 Chengdu. Fourthly, a continuous improvement mechanism was adopted. Based on

collected feedback and suggestions, the quality of services was regularly assessed, processes were optimized, and service levels were enhanced.

(B) Visitor Surveys

To understand visitor experiences and improve management and service levels, visitor surveys were conducted during the half/full-load pressure tests before the event and during daily operations. Visitor opinions and suggestions were collected through offline survey questionnaires, an online “Your Suggestions” column, and the hotline within the venue.

(C) Visitor Opinions

During Expo 2024 Chengdu, feedback was received on ticket policies, venue management, visitor services, electric vehicles management, and merchant management, which was promptly incorporated into operational adjustments. The main opinions, as summarized from visitor comments, were as follows:

Visitors’ Praise:

1. The numerous gardens, grand scale, beautiful scenery, and rich content provided a great opportunity to see the horticultural characteristics of various regions, making Expo 2024 Chengdu an excellent spot for visits. Each pavilion had its unique features,

offering outstanding design concepts and viewing experiences.

2. The staff were enthusiastic and professional, providing comprehensive explanations and patient responses, offering practical advice for visitors. The recommended tour routes were highly experiential and saved visitors time. The venue was clean, hygienic, and well-ordered.

3. The venue's internal and external transport was convenient, with easy access from the subway to the venue, whether traveling by private car or public transport. There were multiple dining areas and food vendors, offering a wide range of choices.

Visitors' Criticisms:

1. The process of purchasing tickets for sightseeing shuttles was inconvenient, with too few intermediate boarding points. The number of companion robots was insufficient, making them unsuitable for group travel.

2. Rest areas, toilets, shaded and air-conditioned areas were difficult to find, especially during hot weather.

3. There were too few signs and direction boards, making some locations hard to find. Some gardens lacked detailed background information, which made it difficult to understand the design connotations without staff explanations.

Visitors' Suggestions:

1. Increasing the number of electric shuttle ticket booths and boarding points (stops), and adding more types of electric companion vehicles.

2. Enhancing infrastructure, such as adding more restrooms, rest areas, and shaded areas for sun and rain protection.

3. Adding more signboards within the venue to guide visitors, including direction boards and route maps at intersections, as well as descriptions of plants and designs in each garden.

4. Increasing the promotional efforts for Expo 2024 Chengdu.

5. Maintaining plants regularly and providing more information about the unique featured plants.

(IV) Complaints

To facilitate the channel for visitor feedback, the venue installed suggestion boxes and established a hotline, while also integrating complaints from the 12345 hotline. These were categorized, promptly addressed, and verified to continuously improve visitor satisfaction. During Expo 2024 Chengdu, there were 891 online administrative complaints and seven letters and visits, mainly concerning the following issues:

Ticketing Policy Inquiries and Refunds: In total, 223 complaints

were received, mainly focusing on slow refund processing by third-party ticketing platforms, ticket policy consultation needs, and suggestions for policy optimization.

Sightseeing Shuttles: 201 complaints were received, mainly related to incomplete route planning, inflexible vehicle scheduling, and long waiting times.

Business Establishments within the Venue: 158 complaints were received, mainly about substandard product quality, questionable pricing, and poor service attitudes.

Venue Services: 96 complaints were received, involving unclear park guidance, delayed responses to visitor inquiries, insufficient safety measures, and the need for improvement in environmental and sanitation conditions.

(E) Media Feedback

Information on ticket policies, discounts, event details, post-Expo operational strategies, and transport was released in a timely manner through mainstream media and official channels before and during Expo 2024 Chengdu. In-depth reports on the economic transformation effects after Expo 2024 Chengdu were also published, promoting communication and interaction between Expo 2024 Chengdu, visitors, and citizens.

(VI) Corrections to Operations

A dedicated team was responsible for the daily operations of the venue, promptly identifying and resolving issues. The following areas were improved and optimized: Upgrading ticket policies and optimizing the refund process; Improving transport facilities by adding more stops within the venue, effectively alleviating the pressure on visitors using the venue's transport; Increasing charging stations for sightseeing vehicles to ensure their efficient operation; Optimizing dining environments and the quality of food services, and standardizing the external display areas for merchants; Strengthening staff training to comprehensively enhance service quality; Intensifying management and maintenance efforts by promptly replacing signage, optimizing parking lot management, and adding mobile restrooms, significantly improving the operation of supporting facilities.

XII. Budget / Financial Balance

The operation project of Expo 2024 Chengdu (Main Venue) was expected to generate an income of approximately RMB 82.6 million from ticket sales, transport tickets, and sponsorships over the 186-day event period, with commercial revenue (sales of merchandise within the venue) amounting to approximately RMB 15.57 million.

The venue expended about RMB 81 million on visitor services, about RMB 58.7 million on property management (including utilities such as water, electricity, and gas), and about RMB 23.47 million on venue transport operations.

XIII. Benefits of Organizing Expo 2024 Chengdu

The Main Venue drove comprehensive tourism income both inside and outside the venue to exceed RMB 5.055 billion. Along with the four sub-venues, it presented a high-level horticultural event with “features of the times, international standard, elements of China, and characteristics of Chengdu”. **Wenjiang Sub-venue** attracted 18 floriculture and horticulture enterprises to set up operations, with surrounding businesses using Expo 2024 Chengdu to promote “production base + family horticulture life center” for selling horticultural products. More than a hundred garden enterprises in the district participated in transformation projects, creating a sales belt for Sichuan penjing and garden plants along Chengqing Road, a family horticulture industry belt along Tianxiang Road, and a high-end nursery stock and weaving art consumption scene belt along Futong Road. **Pidu Sub-venue** achieved a flower sales revenue of RMB 920 million, an increase of 18% year-on-year, with operational income exceeding RMB 5.6 million, driving the comprehensive tourism

income of the entire region to over RMB 10 billion. **Xinjin Sub-venue**'s revenue exceeded RMB 50 million, leveraging the region's cultural and tourism resources to attract 10.58 million visitors, with a total tourism income exceeding RMB 4 billion. **Qionglai Sub-venue**'s revenue during Expo 2024 Chengdu was about RMB 13.85 million, driving the city's horticulture and flower industry sales to over RMB 12.48 million. Longmen Mountain Biodiversity Expo Park was designated as a provincial-level long-term research base by Sichuan Provincial Bureau of Forestry and Grassland and as a "Popular Science Panda—Encounter Chengdu 2024" scientific beauty space by the Chengdu Science and Technology Association, and it was selected as one of the "Typical Chengdu—New Scenes of Life Aesthetics" for 2024.

XIV. Post-Expo Concept

Main Venue: Starting from October 29, 2024, the Main Venue was open to the public free of charge; adhering to a market-oriented operation logic, it intended to maximize the use of existing scenes and green landscapes to carry out various thematic activities. Concurrently, efforts were made to apply for the establishment of a national botanical garden, transforming and utilizing the value of the Main Venue of Expo 2024 Chengdu. This is expected to create an

ever-lasting post-Expo atmosphere to inject new vitality into regional development.

Wenjiang Sub-venue: Utilizing state-owned cultural and tourism facilities, and in partnership with the main operating entities, the sub-venue intended to attract social capital to jointly build Western Agricultural, Cultural, and Tourism Industrial Park. With the “Garden+” concept, the initiative encourages garden enterprises to independently integrated into market-oriented development and explored the transformation of traditional engineering nurseries into innovative consumer scenarios. Following the “Culture+” approach, with the theme of “Song Dynasty Life Aesthetics”, the sub-venue aimed to integrate the penjing production base with new consumer formats and groups.

Pidu Sub-venue: Combining the district’s specialized flower and seedling industry with regional ecological advantages, the sub-venue planned to orderly advance the startup area of HanKang Rural Revitalization Demonstration Corridor—the “Flower Garden Wonderland—Butterfly Village”. This was planned to integrate business, agriculture, culture, tourism, and sports. Marked by “Chengdu’s Flower Garden Wonderland, An Everlasting Expo 2024 Chengdu”, the focus was on the flower gardening industry, merging

ecological resources with the flower industry, cultural tourism, education, and new retail to transform into new business formats, scenarios, and consumption, driving the high-quality development of Pidu District's modern flower industry.

Xinjin Sub-venue: The sub-venue planned to continuously refine the market-oriented operation mechanism, giving full play to the role of the main enterprise in the chain. It integrated resources such as agricultural-themed exhibitions and unique consumer scenarios, relying on agricultural practices and rural resources tied to the solar terms. This was expected to achieve a fusion of landscape, experience, and consumption, creating an immersive rural tourism landmark and new internet-famous consumption scenarios. The sub-venue intended to increase industrial support, introduce policies that back private enterprises, support the building of livable and business-friendly beautiful villages, and promote the development of cultural, sports, and tourism industries, cultivating new growth points for the regional economy.

Qionglai Sub-venue: Empowering marketing and promotion with the “Platform + Technology” approach, the sub-venue seeks to link primary and secondary schools and related institutions to drive the creation of a research and learning demonstration base in the

southwest region and even nationwide. It actively collaborates with professional research institutions and colleges to establish a collaborative innovation platform featuring deep integration of “government, industry, university, research, application, and capital”, exploring applied technologies for the scientific protection and value transformation of biodiversity. The “Scenic Area + Park + Community” model was expected to revitalize the post-Expo economy. Longmen Mountain Biodiversity Expo Park was designed to boost the creation of a 5A-rated tourist area for Chengdu’s Tiantai Mountain. The sub-venue made efforts to introduce leading enterprises in park operations, enriching cultural and creative markets, ecological wellness, and research tourism industries. It also endeavored to explore the integration of folk intangible cultural heritage and geographically indicated agricultural and tourism products within the Pingle Ancient Town—Tiantai Mountain scenic area, fostering new business formats.

XV. Conclusions and Acknowledgments

We extend our heartfelt gratitude to International Association of Horticultural Producers (AIPH), National Forestry and Grassland Administration, and China Flower Association for their trust and guidance. With the care and support of all sectors of society, Expo

2024 Chengdu, by offering unique horticulture, rich cultural activities, and a complete visitor experience, conveyed the concept of green development, enhanced the ecological quality of Chengdu City, and presented to the world the practice of Park City and the achievements of ecological civilization construction.

The successful hosting of Expo 2024 Chengdu was inseparable from the close cooperation and joint efforts of all relevant units. We extend our sincere gratitude to all individuals and organizations involved!

Special Thanks To:

International Association of Horticultural Producers

International Exhibitors

National Exhibitors

Designers and Constructors of the Venues and Gardens

Units Responsible for Management, Operation, and Security

Partners and Sponsors

The Media

Volunteers

Appendix: Evaluation Questionnaire I

Appendix

Evaluation Questionnaire I

I. Economic Impact

(A) Direct Economic Impact

1. Revenues from Ticketing

Ticket Category, Including Free Tickets	Number of Tickets Sold/Distributed in Category	Amount Received in RMB	Amount Received in USD
Standard Day Tickets	102018	9364850.15	1282856.18
Concessionary Standard Day Tickets	83038	4639380.69	635531.60
“Summer Visit” Special Concessionary Tickets	15467	874149.50	119746.51
“Autumn Elegance” Special Concessionary Tickets	16144	625368.00	85666.85
Night Tickets	49295	1381974.60	189311.59
Unlimited Entry Tickets	37	61938.00	8484.66
Ordinary Designated Day Tickets	58027	7478701.95	1024479.72
Concessionary Designated Day Tickets	40800	2852767.51	390790.07
Standard Emergency Tickets	22	2640.00	361.64
Concessionary Emergency Tickets	98	5880.00	805.48
Public Welfare Experience Ticket	2062000	0.00	0.00
Observation Ticket	120000	0.00	0.00
Event Ticket (Marketing Activities, Artisans, Model Workers, Hundred People	32098	0.00	0.00

Hundred Scenic Areas, Hundred Travel Agency Hundred People Activities, etc.)			
Total	2579044	27287650.40	3738034.30

Explanation: An independent professional organization is currently conducting the ticket revenue audit, and the process is still ongoing. The final figures will be determined based on the audit results.

2. Revenues from Sponsorship

Sponsors	Amount Contributed in RMB	Amount Contributed in USD	Assets Provided
Agricultural Bank of China	31.694 Million	4.3748 Million	/

Sponsors Contributing with Value in Kind	Estimated Amount Contributed in RMB	Estimated Amount Contributed in USD	Assets Provided
Taizhou Meishier Electric Appliance Co., Ltd.	200,000	27,000	

3. Revenues from Expo Visitation

Category	Main Venue	Pidu Sub-venue	Xinjin Sub-venue	Qionglai Sub-venue
Hotels	RMB 297.28 Million (Boutique Hotels across Chengdu Eastern New Area)	RMB 1.682 Billion (Entire Pidu District)	RMB 3.4345 Million (within the Venue)	/
Retail Purchases at Expo 2024 Chengdu	RMB 3.57 Million	RMB 5 Million	RMB 539,000	RMB 200,000
Retail Purchases outside Expo 2024 Chengdu	RMB 208.43 Million	RMB 1.6 Billion (Entire Pidu District)	/	/
Food and Drinks at Expo 2024 Chengdu	RMB 12 Million	RMB 7.6 Million	RMB 6.1721 Million	RMB 400,000
Food and Drinks outside Expo 2024 Chengdu	RMB 268 Million	RMB 1.2 Billion (Entire Pidu District)	/	/
Tickets, Entertainment, and Other Tours outside	RMB 3.209 Billion (Boutique	RMB 5.426 Billion (Entire Pidu District)	/	/

Expo 2024 Chengdu	Hotels across Chengdu Eastern New Area)			
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(B) Employment Impact

1. Number and Size of Companies in the Host City of Expo 2024 Chengdu

Category	Number of Enterprises (As of November 2024)
Micro Companies (0-9 FTE Jobs)	1158783
Small Companies (10-49 FTE Jobs)	96831
Medium-sized Companies (50-249 FTE Jobs)	7360
Large Companies (250+ FTE Jobs)	986

2. All Jobs Related to Expo 2024 Chengdu, Host City and Regions

Main and Sub-venues	Number of Staff Related to Expo 2024 Chengdu
Chengdu Eastern New Area	6460
Wenjiang	396
Pidu	1053
Xinjin	760
Qionglai	250

3. Estimated Tax Revenue Generated for the Government, Including VAT

Category	Number
Tax Revenue Generated by Expo 2024 Chengdu, Including VAT	Approximately RMB 27.445 Million (during the Year 2023-2024, Including Property Tax, Land Use Tax, Deed Tax, Stamp Duty, Water Resource Tax, and VAT)

4. Businesses Attracted to the Host City and Region, in Direct Relation to Expo, Host City and Region

Wenjiang Sub-venue:

Category	Number
Micro Companies (0-9 FTE Jobs)	15
Small Companies (10-49 FTE Jobs)	1
Medium-sized Companies (50-249 FTE Jobs)	1
Large Companies (250 or More FTE Jobs)	/

5. Impact on the Horticultural Industry, Expo Region

Sales of plants and flowers primarily involve Wenjiang District and Pidu District.

Wenjiang District: Garden enterprises near the sub-venue have leveraged Expo 2024 Chengdu to adopt a “Production Base + Family Gardening Lifestyle Center” model to market horticultural products, develop new forms of garden leisure and catering, and integrate the production of potted plants and garden landscape design into family study tours and characteristic science popularization activities. This has encouraged garden owners to proactively make market-oriented moves, creating new integrated consumption formats, spaces, and scenes such as Xinlin Tree Zone and Min’s Horticulture Zone, driving villagers to operate spontaneously, breaking through industry bottlenecks for local garden production bases, and successfully transforming and generating revenue on-site. The “front shop, rear factory” demonstration effect has been expanded, with garden enterprises across the district participating in transformation, giving

rise to a sales belt for Sichuan penjing and garden plants along Chengqing Road, a family horticulture industry belt along Tianxiang Road, and a high-end nursery stock and weaving art consumption scene belt along Futong Road, accelerating the transformation of traditional engineering garden formats to high-value chain segments such as family gardening and landscape design. The Sichuan Penjing Art Museum has gathered industry artisans like Hu Shixun, promoting the cultural heritage of penjing and leading a new wave of industry talent.

Pidu District: The venue achieved a floral sales revenue of RMB 920 million, an increase of 18% year-on-year. The *Chengdu Pidū District Flower and Nursery Stock Industry Development Plan (2023-2027)* was compiled, and the *Chengdu Pidū District Policies to Promote the High-Quality Development of the Modern Flower Industry* were issued, covering subsidy projects in eight areas including production facilities and R&D breeding. A list of 46 project opportunities was released, including green organic planting and primary processing at the origin, with a total investment of approximately RMB 5.2 billion, effectively stimulating the vitality of the flower market entities and cultivating over 4,000 flower and seedling production and operation entities (including 420 market

entities with sales revenue of over RMB 5 million), driving employment for more than 37,000 people. The first smart information platform for the flower industry in southwest China was established, facilitating the sale of over 30,000 categories of flowers, green plants, flower containers, and materials to more than 30 provinces and cities across the country, with a daily transaction value of over RMB 5 million. The “Spring to Home” e-commerce platform was created, covering 98% of the provinces and cities of China, with an annual sales volume exceeding RMB 10 million. Relying on the largest flower and nursery stock trading market in southwest China, Spring Garden Wonderland, the integration of flower, gardening, and flower culture industries has been enhanced with the addition of functions such as new retail and live-stream e-commerce, building two major destinations for garden literature and art consumption and flower-themed cultural tourism.

II. Enhancing Reputation

(A) Hosting of International Events, Host City and Region

Category	Number: Five Years Before Expo 2024 Chengdu (Annual Average)	Number: During Expo 2024 Chengdu
Cultural	About Ten Large Cultural and Tourism Events	Five Large Cultural and Tourism Events

(B) Imports to Exports Balance, Host City

Category	Number: Five Years Before Expo 2024 Chengdu (Chengdu, 2019)	Number: During Expo 2024 Chengdu (May-Oct 2024 Chengdu)
Total Export	RMB 330.98 Billion	RMB 229.686 Billion
Total Import	RMB 251.29 Billion	RMB 203.826 Billion

(C) Media Image of the Host City of Expo 2024 Chengdu

Through Expo 2024 Chengdu, Chengdu City showcased its achievements and efforts in green development and ecological civilization construction, drawing the attention of numerous domestic and international tourists and media outlets, further enhancing its international reputation and prestige. During the preparation and hosting of Expo 2024 Chengdu, various media outlets focused on Chengdu, providing comprehensive and in-depth coverage of Expo 2024 Chengdu's preparation progress, exhibition highlights, and cultural exchange activities. These reports not only covered the fascinating content of Expo 2024 Chengdu itself but also extended to various aspects of Chengdu's urban development, ecological environment, and cultural tourism, enriching the dimensions and depth of media coverage. With the successful hosting of Expo 2024 Chengdu, more enterprises and institutions have recognized the immense value and potential of Chengdu's flower and horticulture market through diverse media reports, actively seeking cooperation opportunities with Chengdu in the green ecological industry sector.

(D) Image of the Host City in the Expo Country

Expo 2024 Chengdu demonstrated Chengdu's accomplishments and concepts in ecological construction, showcasing to the public Chengdu's unwavering pursuit of green development and its firm commitment to building a demonstration area for a new type of Park City. Despite Chengdu's solid natural ecological foundation, the city's ecological advantages were not prominently featured in its image, and the public's comprehensive understanding and deep insight into Chengdu's ecological construction were fairly limited. Many tourists, especially international visitors, had a static perception of Chengdu, limited to "City of Gastronomy" and "Home of the Giant Panda". Through the hosting of Expo 2024 Chengdu, exquisite garden and horticulture works from around the world were brought together, with gardening designs and cultural displays from different cultural backgrounds blending and enriching each other, allowing Chengdu's local cultural elements to be fully explored and innovatively presented. For instance, the Pidu Sub-venue used Expo 2024 Chengdu as an opportunity to deepen international industry cooperation, engaging in breeding and nursery stock cultivation with more than 20 internationally renowned companies such as Netherlands' Armada Young Plants and France's Meilland

International, supplying over 2000 types of seeds and nursery stocks and securing exclusive rights for more than 300 varieties. The sub-venue hosted more than 20 world industry dialogue activities, including Sino-Dutch Floriculture Industry Exchange Conference and International Flower Brand Exhibition and Exchange Program, promoting the “Sichuan Native Flower” to the world.

III. Sustainability Practices at the Main Venue and Sub-venues

Main Venue: The construction of the buildings adhered to the principle of “aligning with the natural terrain and building in harmony with the mountains”, thus minimizing earth displacement. Existing stood of trees and vegetation were maintained to preserve the integrity of the native forest. The original soil layer was kept intact and reused for planting, which cut down on construction expenses. Local ecological stone was utilized for decorative walls and landscape features. Additionally, the venue employed recycled water for the irrigation of the venue’s greenery. The umbrella structure of Comprehensive Service Pavilion collected rainwater for recycling. After Expo 2024 Chengdu, the pavilions were permanently retained as public spaces in the city, transforming into functional spaces based on practicality and sustainability: Comprehensive Service Pavilion

becomes a community service center, Main Pavilion was converted into an art and culture center, Tianfu Habitat Pavilion was transformed into Chengdu Expo Waterfall Hotel (MGallery Collection), Botanic Pavilion becomes a center for plant display and science education, and Chengdu International Friendship Pavilion was transformed into a space for displaying and exchanging international sister city relations in Chengdu. The *Low-carbon Management Plan* was compiled, integrating the concepts of green, low carbon, and sustainable development throughout the entire process of Expo 2024 Chengdu. “Hibiscus Petal” at the Main Venue’s Gate 1 has a rainwater collection function, with an expected annual collection of 2500 tons, sufficient for the daily irrigation of two hectares of green spaces; Zero-carbon Garden was equipped with photovoltaic panels on its roof, providing clean energy for the building; there was extensive use of bionic humanoid robots, drone food delivery, autonomous buses, hydrogen fuel bus lines, and 3D photo studios; through Sichuan United Environment Exchange, the first carbon emission reduction trade in Chengdu Eastern New Area was completed, actively absorbing carbon sink transactions while promoting green and low-carbon construction, realizing carbon sequestration and increased carbon sinks through ecological value.

Wenjiang Sub-venue: The original “One Garden” site has been developed into the 318 industry park integrating agriculture, tourism, and innovation; the space under the native tall trees within the venue has been utilized to create consumption scenarios such as coffee shops and casual dining, with shipping containers transformed into kitchens and restrooms to provide visitors with more high-quality services; the use of agricultural fertilizers and pesticides has been reduced, thereby decreasing methane and nitrous oxide emissions.

Pidu Sub-venue: Making full use of the existing facilities at Spring Garden Wonderland, while preserving the surrounding flower market, the venue featured four major functional groups and supporting commercial services. Adhering to the principles of green and low-carbon development, the venue utilized clean energy comprehensively. Some streetlights and facilities within the venue and surrounding areas, as well as nighttime scenery creation, was powered by photovoltaic systems. The venue’s shuttle vehicles was powered by new energy, and 95% of the venue’s electricity and fire protection needs was met through clean energy sources. Additionally, the venue organized 57 green and low-carbon activities, such as volunteer services and “Most Beautiful Balcony” contest, and promoted relevant news topics 300 times. Strict control was exercised

over event budgets, performance duration, and the number of participants.

Xinjin Sub-venue: The venue made full advantage of the existing venues to protect the ecological resources of the original site within Tianfu Agri-Expo Garden and prepared for Expo 2024 Chengdu with a minimal intervention principle. All buildings were retained as the permanent venue for Sichuan Agricultural Expo after Expo 2024 Chengdu. By implementing measures such as rainwater absorption, storage, infiltration, and purification, a comprehensive sponge system has been established in the venue, efficiently utilizing rainwater and reducing the use of tap water. The use of container seedlings, controlled-root seedlings, and new planting technologies and techniques were encouraged to minimize the use of topped trees and broken-stem seedlings, avoiding increased carbon emissions due to replanting. Wetlands and multi-layered community structures that mimic natural ecosystems have been built, with plant species chosen for their carbon sequestration capabilities, reducing hard pavement in the venue, and increasing green coverage. Smart monitoring and control systems have been installed to conduct itemized and zoned measurement of energy consumption for building facilities such as air conditioning, elevators, and lighting. The venue has fully adopted

clean energy; for example, the venue has embraced the “Fish-Photovoltaic Integration” project, which occupies an area of approximately 1.4 hectares. It consisted of a “Fish-Photovoltaic Integration” demonstration area, a circular agriculture and aquaculture zone, a “Fish-Photovoltaic Integration” exhibition center, and an energy storage equipment section. This initiative was designed to establish a model of “Digital Aquaculture + Smart Photovoltaics” for a three-dimensional, circular ecological aquaculture system. It showcased new technologies, equipment, and models in both aquaculture and photovoltaic power generation.

Qionglai Sub-venue: Upholding the principle of environmental sustainability, Longmen Mountain Biodiversity Expo Park has been established, covering an area of approximately 80 hectares. Adhering to the United Nations’ *Convention on Biological Diversity*, the venue was themed around the conservation of biodiversity and was designed as a multi-functional expo park integrating leisure, study tours, and sightseeing, in the format of “One Village, One Museum, Six Scenarios”. The design concept focuses on “environmental protection, low carbon, sustainability”, with “nature education” as the starting point, considering the project’s core value for the future—“to be a region where humans coexist with biodiversity”. Utilizing building

envelope materials with excellent thermal insulation and environmental friendliness, along with modular construction techniques, the venue constructs a multi-functional museum to reduce energy consumption. The buildings were designed to meet green and low-carbon, energy-saving, and emission-reduction standards, with strict calculations for moisture proofing, thermal insulation, sound insulation, lighting, and wind data. High-strength, environmentally friendly materials were used, along with thermally efficient and eco-friendly building envelope materials, paired with modular construction technology, to meet the industry requirements for green building construction.

IV. Developing Cities

(A) Public Transport Infrastructure Evolution, Host City

Transport Type	Indicator	Total Existing
Railway	Length of Road Network	1,011 KM
	Total Number of Stations	35
Public Transit	Length of Road Network	20,823.12 KM
	Total Number of Vehicles	14,844 Vehicles
Tram	Length of Road Network	39.3 KM
	Total Number of Vehicles	36 Trams
	Total Number of Stations	35 Stations
Metro (excluding the Ziyang section of Metro Ziyang line)	Length of Road Network	582.385 KM
	Total Number of Vehicles	716 Trains
	Total Number of Stations	353 Stations

(B) Road Infrastructure Evolution in the Host City

Road Type	Number of Roads Constructed for Expo 2024 Chengdu or in Connection with Expo Projects	Total Kilometers of Roads Constructed for Expo 2024 Chengdu or Ror in Connection with Expo Projects
High-speed Road	None	0
Others, Please Specify:	Rural Roads in Wenjiang: 2	2.4 KM

(C) Hotel Accommodation Cost Evolution in the Host City

Hotel Type	Average Base Price Average Cost per Room (RMB) Three Years before Expo 2024 Chengdu	Average Base Price Average Cost per Room (RMB) from May to October 2024	Percentage Change
Two-star	293.54	244.43	-16.73%
Three-star	285.49	293.92	2.95%
Four-star	316.88	308.84	-2.54%
Five-star	558.62	537.16	-3.84%

(D) Number of Tourists to the Host City

Indicator	Three Years before Expo 2024 Chengdu (Visitors per Year)	During Expo 2024 Chengdu (May to October 2024)	Numbers Evolution in Percentage, Compared to Value in Column One
Number of Tourists per Year	The Year 2021: 205 Million Visits The Year 2022: 164 Million Visits The Year 2023: 289 Million Visits	164 Million Visits	/

(E) Gardening Associations, Community Gardens and Other Garden-related Centers, Host City and Region

Pidu District:

Type	Number of Institutions (Five Years before Expo 2024 Chengdu)	Number of Institutions (The Year When Expo 2024 Chengdu Was Held)	Percentage Change from Column One
Gardening Association	5	5	/
Community Gardens	20	50	+150%
Amateur Florists Association	2	2	/
Other Garden and Plant-related Establishments	20	120	+500%

Qionglai City:

Type	Number of Institutions (Five Years before Expo 2024 Chengdu)	Number of Institutions (The Year When Expo 2024 Chengdu Was Held)	Percentage Change from Column One
Gardening Association	3	3	/
Community Gardens	17	41	+141%
Amateur Florists Association	0	0	/
Other Garden and Plant-related Establishments	0	0	/

V. Education and Inspiration

Over the course of nearly six months during Expo 2024 Chengdu, Chengdu Municipal Education Bureau, Expo 2024 Chengdu Executive Committee Office, and Chengdu Eastern New Area jointly implemented study tours at Expo 2024 Chengdu. Through “school-organized activities + family interaction +

market-oriented group customization”, more than 170,000 students, teachers, and parents visited the Main Venue of Expo 2024 Chengdu, experiencing its charm and highlighting its educational value. Chengdu Municipal Education Bureau, in collaboration with various departments, focused on the theme “Seeing the World through Expo 2024 Chengdu—Growing with the City”, and followed the work standards of “having planned for activities, records before departure, and emergency plans”. By managing key aspects such as curriculum, locations, routes, transport, catering, interpretation, medical care, and safety, they organized a safe and orderly in-depth experience of Expo 2024 Chengdu for more than 170,000 primary and secondary school students, teachers, and parents. Among them, school-based study tours accounted for 45,356 visits (students 38,837 visits, teachers 6,519 visits), family study tours 78,037 visits, and market-oriented study tours 4,425 visits.

Customized study tour routes and courses were designed for different groups, taking into account the physical and psychological characteristics of the students; this made the “Expo at Our Doorstep” into a “walking classroom”. Through major promotional activities such as “Little Expo Ambassador” recruitment, “Expo 2024 Chengdu in My Eyes” themed event, and “My Study Tour Achievements”

showcase, the Main Venue of Expo 2024 Chengdu was actively planned for study tours, enhancing the participation and interactivity of the study tours.

Post-Expo exploration of sustainable education: The Main Venue was actively investigating the feasibility of conducting horticultural, nature-based, and intangible cultural heritage handicraft study tours within the venue; Qionglai Sub-venue continues to connect with primary and secondary schools and related institutions, striving to establish Qionglai Sub-venue as a leading study tour demonstration base in the Southwest region and even across the nation, playing a role in sustainable education.