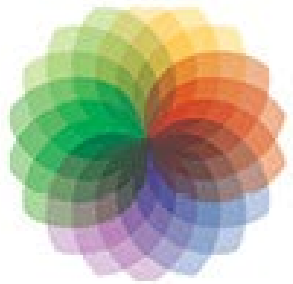




APPLICATION GUIDE

AIPH INTERNATIONAL
HORTICULTURAL EXPOS



AIPH

Introduction

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

AIPH has been given international responsibility for the approval of International Horticultural Exhibitions by the International Convention relating to International Exhibitions of the BIE.

Since the 1960s, we are proud to have approved over 50 Horticultural Expos and have supported the Expo movement worldwide.

We work closely with Expo Organisers to help them succeed and ensure high standards for the Expo.

This **Application Guide** will provide you with an overview of AIPH Expo Approval process and reference all the documents AIPH provides and requires from Expo applicant cities.



“ Today, as the world challenges of climate change, health and economy intensify, we are seeing the increase of interest towards Horticultural Expos. A vast body of scientific research shows us that greening our cities and our lives with plants genuinely tackles these global problems.

Hosting an International Horticultural Exhibition will change a city forever. Although the exhibition itself is relatively short-lived, the legacy can leave lasting benefits for generations to come. Hosting an International Horticultural Exhibition creates greener cities that become the pride of a nation and the envy of the world as well as attracting millions of visitors.

Hosting an International Horticultural Exhibition gives the opportunity for your city to lead the world in creating greener cities for the future.

We hope that this guide will help you make the first steps towards a successful application and implementation of your Expo project.

You are welcome to raise any question and start a dialogue with us.

Tim Briercliffe, Secretary General, AIPH



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AIPH – A1 International Horticultural and International Green Exhibitions: overview*



	A1 International Horticultural Exhibition	International Green Exhibition
Expo classification	International Horticultural Exhibition	International Green Exhibition
Frequency	<ul style="list-style-type: none"> • Not more than one at any time • Not more than four per decade • Not more than one per country per decade 	<ul style="list-style-type: none"> • Not more than three opening per year • Not more than two running at the same time • 3 months interval between opening dates if on same continent • 3 weeks interval if on different continents • Opening and closing dates must not clash with the A1 International Horticultural and the International Green Exhibitions.
BIE approval	Required	Not Required
Invitations to international participants by diplomatic channels	Yes	No
Duration	3-6 months	3-6 months
Application period	6-12 years before opening date	3-10 years before opening date
Specific Provisions	<ul style="list-style-type: none"> • Support and guarantees from national government are required • 50+ hectares • <10% area for buildings • Minimum indoor exhibition space of 1,500 sqm for international participants. • 5%+ area for international participants • 10+ international “official” participants (countries/ international governmental organisations) • Other international participants (regions, cities, NGOs, private sector) 	<ul style="list-style-type: none"> • Support from national government is not required • 25+ hectares • 3%+ area for international participants • Minimum indoor exhibition space of 500 sqm for international participants. • 10+ international participants (countries, regions, cities, NGOs, private sector)

* Please refer to general [Frequently Asked Questions](#) and the [Expo Organiser’s Guide](#) for more information.

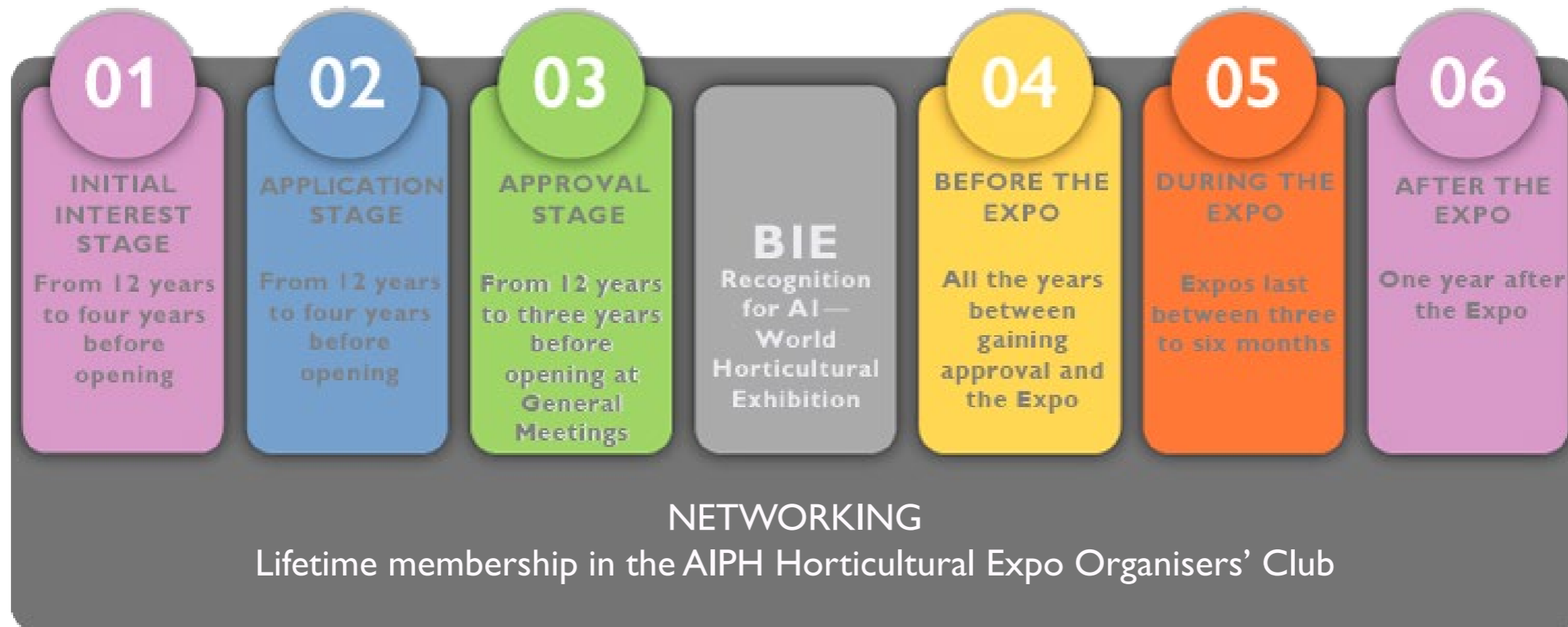


Application Calendar, Timeline and Process

Application calendar and timeline: A1 International Horticultural Expos



The bidding process to host an A1 International Expo begins 12 years before the expected opening. The BIE Paris convention guides the regulations. An up-to-date bidding calendar with available dates can be found online at [Expo Bidding Dates](#). The timeline diagram below will help explain the process.



Once your Expo project becomes more concrete, and national Expo support is secured, and an open date is selected, we will invite you to consider the requirements of the Application Stage.

Application calendar and timeline: International Green Expos



Bidding to host an International Green Expo begins ten years before the expected opening. An up-to-date bidding calendar with available date slots can be viewed online at [Expo Bidding Dates](#). The timeline diagram below will help explain the process.



Once the Expo project becomes more concrete, and city/regional Expo support is secured, and an open date is selected, we will invite you to consider the requirements of the Application Stage.

Application

Process with AIPH (A1 International Horticultural and International Green Exhibitions)



AIPH members consider Expo Applications at the General Meetings and after the Expo Conference meeting, which both occur twice a year in **March/April and September/October**. The next meeting is announced on the [AIPH website](#). AIPH members vote for or against the Expo Applicant City in a closed session, based on the Expo Application documents.

Your Expo Application must be submitted to AIPH Secretariat General **at least six weeks before the next AIPH Exhibitions Committee and General Meeting**. The Secretariat General reserves the right not to put forward for approval any Expo Application received later than this.

An Expo Application should consist of the following documents:

A1 International Horticultural Exhibition	International Green Exhibition
• AIPH Application questionnaire with Annexes	• AIPH Application questionnaire with Annexes
• Feasibility study	• Feasibility study
• AIPH Site inspection report (provided by AIPH within 6 weeks of inspection)	• AIPH Site inspection report (provided by AIPH within 6 weeks of inspection)
• Formal letter of support from the AIPH member (if applicable)	• Formal letter of support from the AIPH member (if applicable)
• Formal letter requesting approval from the organization or authority making the application. This should be signed by the most senior person in that organization	• Formal letter requesting approval from the organization or authority making the application. This should be signed by the most senior person in that organization
• Confirmation that the necessary finance will be provided to deliver the proposed exhibition	• Confirmation that the necessary finance will be provided to deliver the proposed exhibition
• Confirmation of support from national government. Letter(s) to be signed at least on ministerial level.	• Formal letter of support from the host city/region

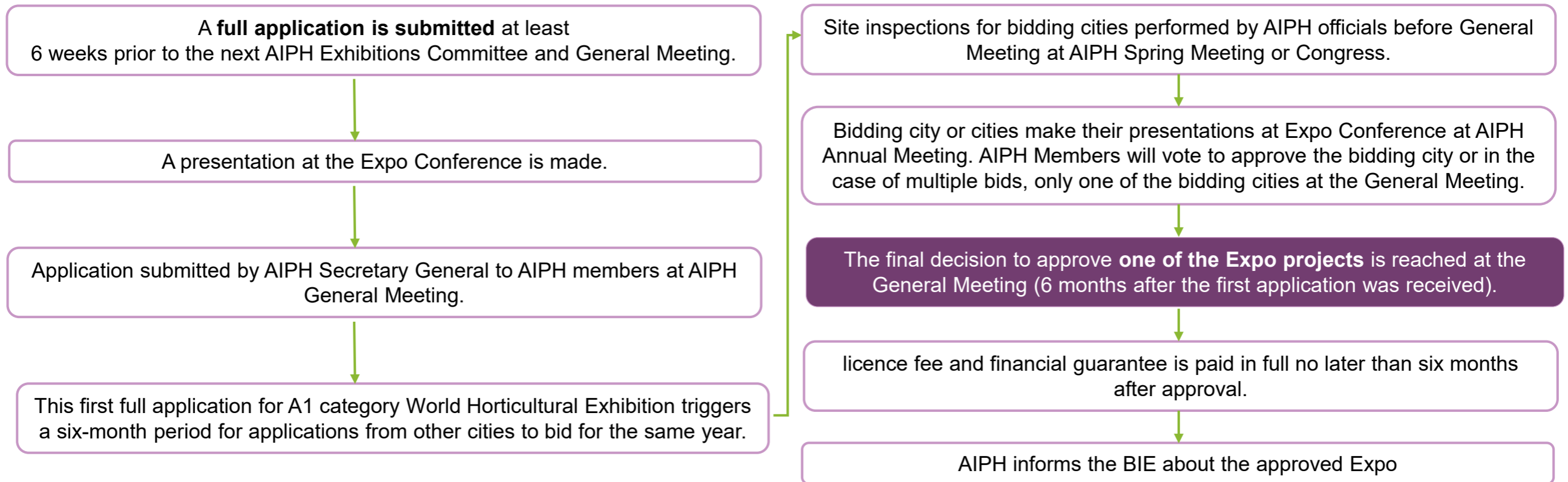
The application fee should be paid to AIPH directly as the application is submitted or before the site inspection, whichever is soonest. The documents will be circulated to all AIPH members prior to the next Exhibitions Committee and General meeting. The applicant will be invited to make a presentation of the application during the meeting of the AIPH Exhibitions Committee.

The following pages explain each required document and provide links to relevant resources.

Application Process for A1 International Horticultural Exhibitions



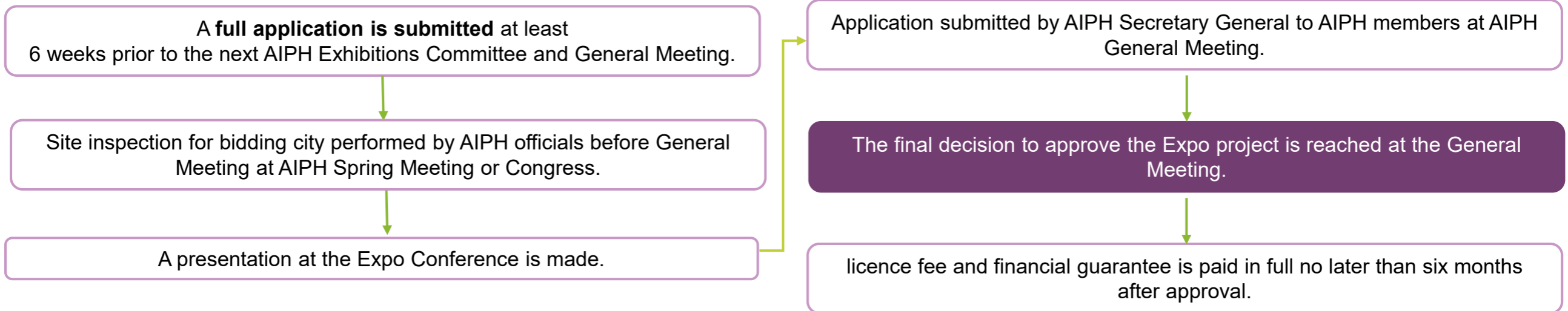
A1 International Horticultural Exhibitions



Application Process for International Green Exhibitions



International Green Exhibitions





Application documents



AIPH Application questionnaire



AIPH [Application Questionnaire](#) consists of three parts: questionnaire and two Annexes.

Responses to questions in the Annexes are necessary to plan promotion of the Expo project in case it is approved by the members. They do not affect the application.

More guidance on the Expo name and communication plans is available in the Annex VI of [Expo Regulations](#).

Feasibility study



A feasibility study is an integral element of the application and affects its outcome.

The list of subjects to be covered in the feasibility study is available the Annex IX of [Expo Regulations](#).

When covering these subjects, please consider the following questions:

- **Host City**

- Area, population, location. Why is the Host City an excellent candidate to become Expo city? History, tourism, attractions, natural environment, motivation for the Expo project.

- **Participants**

- National and international participants plans to attract. Existing city networks and relations.

- **Visitors**

- What are the projected numbers of visitors? How was the calculation conducted? Projected demographics and plans on attraction of different demographics, including families, children and young people.
- Ticket sales forecast.
- Peak visiting times forecast.

- **Business plan and financing**

- Investment and its sources. Fund use planning.
- Expo benefits forecast: expected direct and ripple effects on the economy

- **Legal matters**

- Expo territory land ownership.
- Expo Organisation: plan and timeline on establishment.

- **Post Expo Concept**

- Expo Venue and Infrastructure Legacy plan: projected use, ownership, responsible bodies, timescales, business plan.

Examples of a feasibility study:

- [Expo 2024 Chengdu](#)
- [Expo 2027 Yokohama](#)
- [Expo 2026 Udon Thani](#)

More on Expo planning: [Expo Organisers' Guide](#).

Expo Masterplan



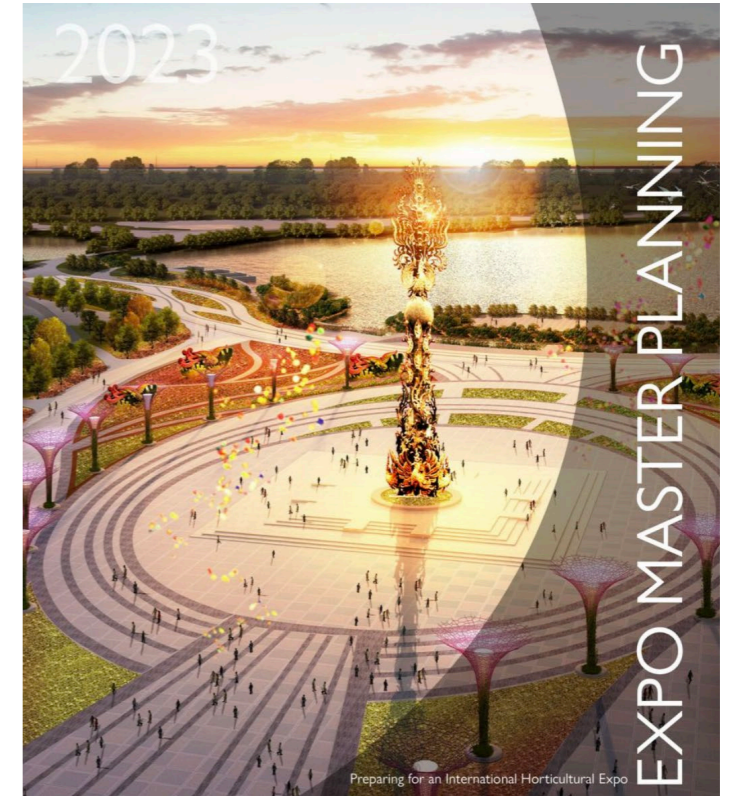
- **Expo Masterplan**

- Site selection: natural characteristics, resources, existing built infrastructure, traffic, quality of air, soil and water.
- Site design: planning strategies, general design, zone planning. Vision on: Planting; Visitor attractions; Sustainable site management; Architecture Planning, Water and sanitation planning, Energy, Service zones planning.

Expo Master Planning guide

The “**Expo Master Planning guide**” is the publication created by AIPH and ARCADIS- a global design, engineering, and management consulting company. The guide supports AIPH-approved Expo Organisers by offering the best practices from past International Horticulture Expos for masterplanning the Expo site as well as its legacy.

See the details of the guide: [Expo Master Planning Guide](#)



The world's
champion
for the power
of plants



Letters of support



Formal letter of support from the AIPH member

Application for AIPH approval must be supported by a Full Member organisation of AIPH in the country where the exhibition will be held.

In the case of a country where there is no Full Member of AIPH an application can be submitted without the support of a Full Member of AIPH but the financial guarantee will be increased by 100% and AIPH may require further investigative work which will be at the cost of the applicant.

Example: [here](#). AIPH does not expect any particular format of this letter.

Formal letter requesting approval from the organisation or authority making the application.

This letter should be signed by the most senior person in that organisation.

AIPH does not expect any particular format of this letter.

A confirmation that the necessary finance will be provided to deliver the proposed exhibition may be included into that letter or letter of support from the national government / host city / region.

Examples: [here](#) and [here](#).

A1 International Horticultural Exhibitions: Formal letter of support from national government.

This letter should be signed at least on ministerial level. We recommend it to be signed on higher level, such as President/Prime Minister if possible.

Example: [here](#)

International Green Exhibitions: Formal letter of support from the host city/region.

This letter should be signed by the city mayor / governor of the region.

Example: [here](#)





Presentation for the Expo Conference



Once the full application is submitted and received by AIPH no later than 6 weeks before the next General Meeting, the applicant will be invited to make a presentation of the Expo application during the meeting of the AIPH Exhibitions Committee.

A successful presentation will run 15-20 minutes and include video and speech. It will provide an overview of the Expo project, covering aspects contained in the Feasibility study as well as speeches from the city's distinguished representatives, Expo project team and other important stakeholders.

Some examples of Expo applicants' presentations:

- [*Expo Chengdu 2024 \(International Green Exhibition\)*](#)
- [*Expo Yokohama 2027 \(A1 International Horticultural Exhibition\)*](#)

More instructions on the presentation (format, resolution, technical requirements) will be available closer to the Expo Conference from AIPH Secretariat General.



Site inspection

Site inspection



A site inspection is a visit of AIPH representatives to provide their appreciation of the Expo project and recommendations on its development.

The first site inspection should be organized at least 6 weeks prior to the next AIPH General Meeting. The number of inspectors within the AIPH inspection team will be determined by AIPH.

Protocol for organisation of the first AIPH Site Inspection

Following the first inspection a **report will be produced by the AIPH inspection team**. This report will be made available to the Expo applicant and to AIPH Members. It will constitute an important element in the Expo application that will influence the members' decision on Expo approval.

In case of approval, Expo Organiser will be subject to regular (at least annual) on-site inspections. Requirements prior to site inspections are available in the Annexes I-IV of [Expo Regulations](#). Following each inspection, a report will be produced by the AIPH inspection team. This report will be made available to the Expo Organiser and to AIPH Members.



The image features a solid purple background. A white sunburst pattern, consisting of numerous thin, radiating lines of varying lengths, is centered on the page. The word "Finance" is written in a bold, black, sans-serif font, positioned in the center of the sunburst.

Finance

Fees and guarantees - A1 International Horticultural Exhibitions



Application fee:

Applicants are bound to pay a **non-refundable** application fee to AIPH directly as the application is submitted or before the site inspection, whichever is soonest, in the amount of €50,000 (fifty thousand euros). This fee applies to any application for any year, including from cities that have already applied previously for a different date.

Financial guarantee

Upon conditional approval, Applicants are bound to pay a financial guarantee to AIPH within 30 days of approval, otherwise, approval will be cancelled, in the amount of:

- €100,000, in case the application is **supported by a Full Member Organisation of AIPH** in the country where the exhibition will be held.
- €250,000, in case there is **no Full Member Organisation of AIPH from that country**.

AIPH reserves the right not to consider any application submitted without this guarantee.

Licence fee

For all exhibitions, the Expo Organiser is bound to pay to AIPH the specified licence fee.

The fee structure incentivises early bid submission and reflects the increased risk and monitoring required for later approved Expos. Please find below fixed licence fees depending on the time of your application as related to proposed opening:

Before proposed opening	A1 International Horticultural Exhibitions
8-6 years before opening (or earlier)	€800,000
6-4 years before opening	€850,000
Less than 4 years before opening	€950,000

100% of the licence fee is payable within 6 months of conditional approval or at least 6 weeks before the next AIPH General Meeting, whichever is soonest.

Find out more on payment schedules, gate fees, commercial activities onsite - royalty fees, refunds and penalties in Annex VIII of [Expo Regulations](#).

Fees and guarantees - International Green Exhibitions



Application fee:

Applicants are bound to pay a **non-refundable** application fee to AIPH directly as the application is submitted or before the site inspection, whichever is soonest, in the amount of €40,000 (forty thousand euros). This fee applies to any application for any year, including from cities that have already applied previously for a different date.

Financial guarantee

Upon conditional approval, Applicants are bound to pay a financial guarantee to AIPH within 30 days of approval, otherwise, approval will be cancelled, in the amount of:

- €60,000, in case the application is **supported by a Full Member Organisation of AIPH** in the country where the exhibition will be held.
- €160,000, in case there is **no Full Member Organisation of AIPH from that country**.

AIPH reserves the right not to consider any application submitted without this guarantee.

Licence fee

For all exhibitions, the Expo Organiser is bound to pay to AIPH the specified licence fee.

The fee structure incentivises early bid submission and reflects the increased risk and monitoring required for later approved Expos. Please find below fixed licence fees depending on the time of your application as related to proposed opening:

Before proposed opening	International Green Exhibitions
6-4 years before opening (or earlier)	€400,000
3 years before opening	€425,000
Less than 3 years before opening	€450,000

100% of the licence fee is payable within 6 months of conditional approval or at least 6 weeks before the next AIPH General Meeting, whichever is soonest.

Find out more on payment schedules, gate fee, commercial activities onsite - royalty fees, refund and penalties in the Annex VIII of [Expo Regulations](#).



Application Fee and Financial guarantee



Application fee:

Applicants for recognition of an exhibition by AIPH are bound to pay a non-refundable application fee to AIPH directly as the application is submitted or before the site inspection, whichever is soonest. This fee applies to any application for any year, including from cities that have already applied previously for a different date.

The application fee is non-refundable if the application is unsuccessful for any reason.

Financial guarantee:

Upon conditional approval, applicants are bound to pay a financial guarantee within 30 days of approval, otherwise approval will be cancelled.

Please contact sg@aiph.org to obtain AIPH bank account details and an invoice with your reference to insert while making your payment.

Parts of the financial guarantee are refundable upon fulfilment of the Expo Organiser's obligations.

Please refer to [Annex VIII](#) of [Expo Regulations](#) for more details.

Approximative Expo Budget



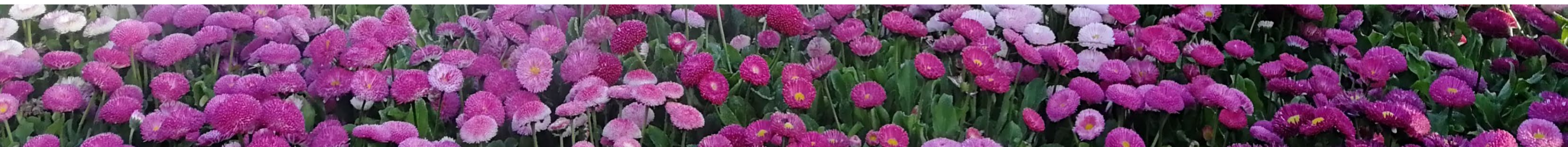
What is the budget an Expo Organisers should foresee to implement an Expo project?

It is always a difficult question because it varies a lot, depending on factors such as:

- the economy of the region
- the Expo site: ownership, size, quality of soil and water, available energy, intended construction and landscape project, existing infrastructure inside the site, sustainable operations
- surrounding infrastructure: necessity to construct new roads and means of transport, coordination of transportation, post-Expo use of built infrastructure
- Expo concept and content
- expected number of visitors
- post-Expo plan of demolition, conservation and use

A **sample typical budget** for an Expo in **Europe** that attracts about **2 million people**, is available [here](#).

This can be a guide, but you will also need to consider your own specific circumstances.





Approval and Next Steps

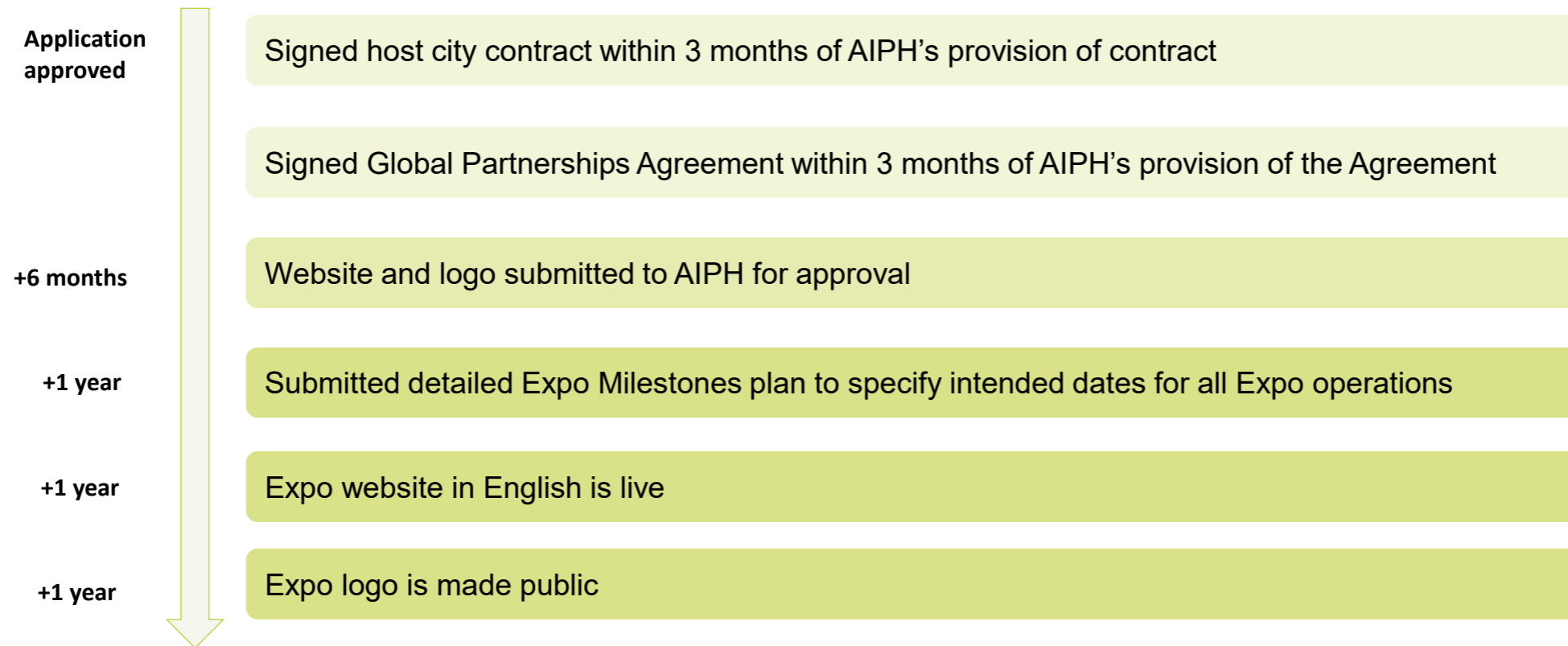
Approval and next steps



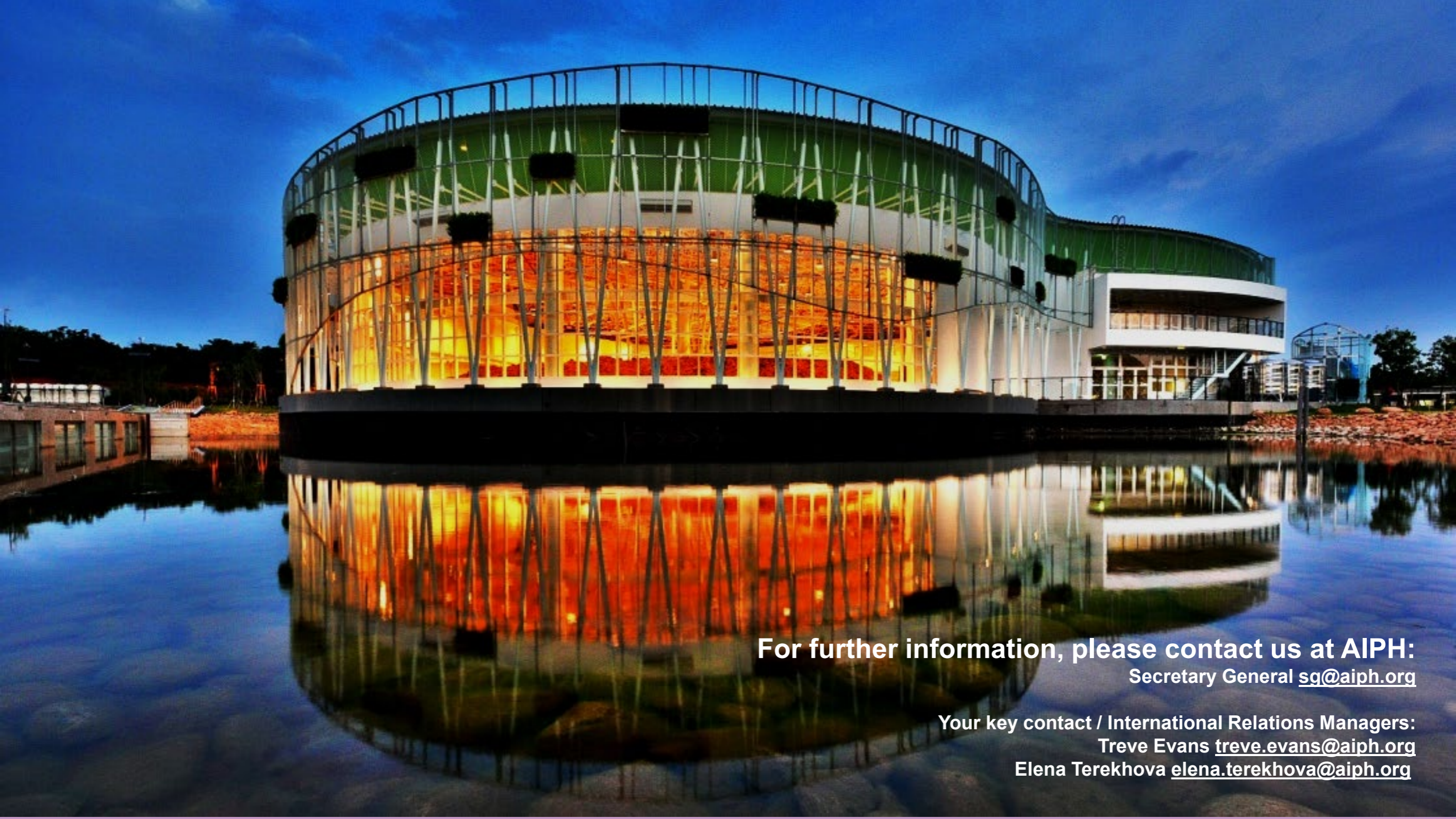
When an Expo is approved, the Expo Organiser is informed with an official letter from AIPH Secretary General.

The Expo Organiser and their Communications Head are then introduced to AIPH Communications Executive to plan communication activities.

The milestones for the following year will apply:



AIPH Secretariat General will be in touch with the Expo Organiser to introduce them to AIPH monitoring systems, AIPH Partners, inform of next conferences and events, and cooperate in many ways to help the Expo Organiser prepare and stage a successful Expo.



For further information, please contact us at AIPH:
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Your key contact / International Relations Managers:
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Elena Terekhova elena.terekhova@aiph.org

Image credits



- p. 11 China, Expo Beijing 2019, photo taken by AIPH
- p. 13 China, Expo Beijing 2019, photo taken by AIPH
- p. 14 AIPH Conference archives, Beijing 2019
- p. 16 Chinese Taipei International Flora Expo 2010, Final report
- p. 20 The Netherlands Floriade Venlo 2012, Final Report
- p. 21 China, Expo Beijing 2019, photo taken by AIPH
- p. 24 Chinese Taipei, Taichung Expo 2019, Final report

Published by AIPH
– June 2021
Republished in September 2024
Original version: English
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