

International Participants

*at International Horticultural
Exhibitions*





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AIPH

International Association of Horticultural Producers

- An international non-profit organisation, registered in Brussels and headquartered in the United Kingdom
- Established in 1948
- 42 Member associations uniting growers from the world's leading ornamental horticulture countries.
- Championing greener cities
- Leading the international horticultural expo movement
- Driving the global greening of cities
- 60+ International and World Horticultural Exhibitions approved to date
- Approving International Horticultural Exhibitions since 1960



Rooted in Proven Excellence



AIPH has approved and supported over 60 International Horticultural Exhibitions since 1960, each connecting people and plants on a global scale.

By hosting an AIPH-approved Expo, cities enhance their international reputation as leaders in green innovation, attract investment, and position themselves as champions of sustainable development.

The Expo is a celebration of thriving green living, where people of all ages come to enjoy, explore, and learn.



Economic Impact

Driving Green Growth
and Local Prosperity



Promoting Sustainability

Earning Global Trust
Through Green Vision



Enhancing Reputation

Global Recognition
through Green Innovation



Developing Cities and Tourism

Establishing green infrastructure
for everyone



Education Inspiration

Inspiring Generations,
Planting Ideas for Tomorrow

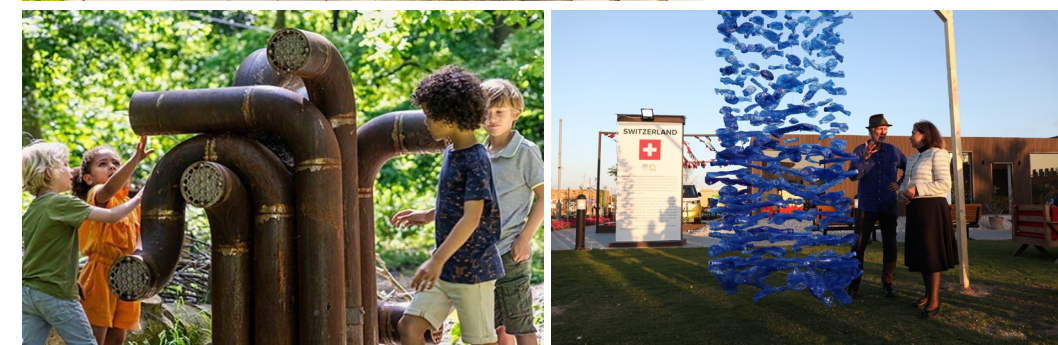


International Participants

- International participants are a vital component of every ALPH-Approved International Horticultural Exhibition.
- International participants typically include: National Governments; Cities; International Organisations, Associations, Councils; and Private sector exhibitors from around the world.
- The presence of international participants transforms a horticultural show from a local or national event into a truly global platform for exchange.
- Their involvement enhances the diversity, creativity, and relevance of the exhibition, providing a unique opportunity for visitors to explore:
 - ❖ Horticulture
 - ❖ Ecological and Sustainable Solutions
 - ❖ Culture and Arts
 - ❖ Education and Innovation
 - ❖ Landscape Design Practices from different regions and cultures.
- The International Participation increases global visibility, encourages tourism, and elevates the host city's profile on the world stage.

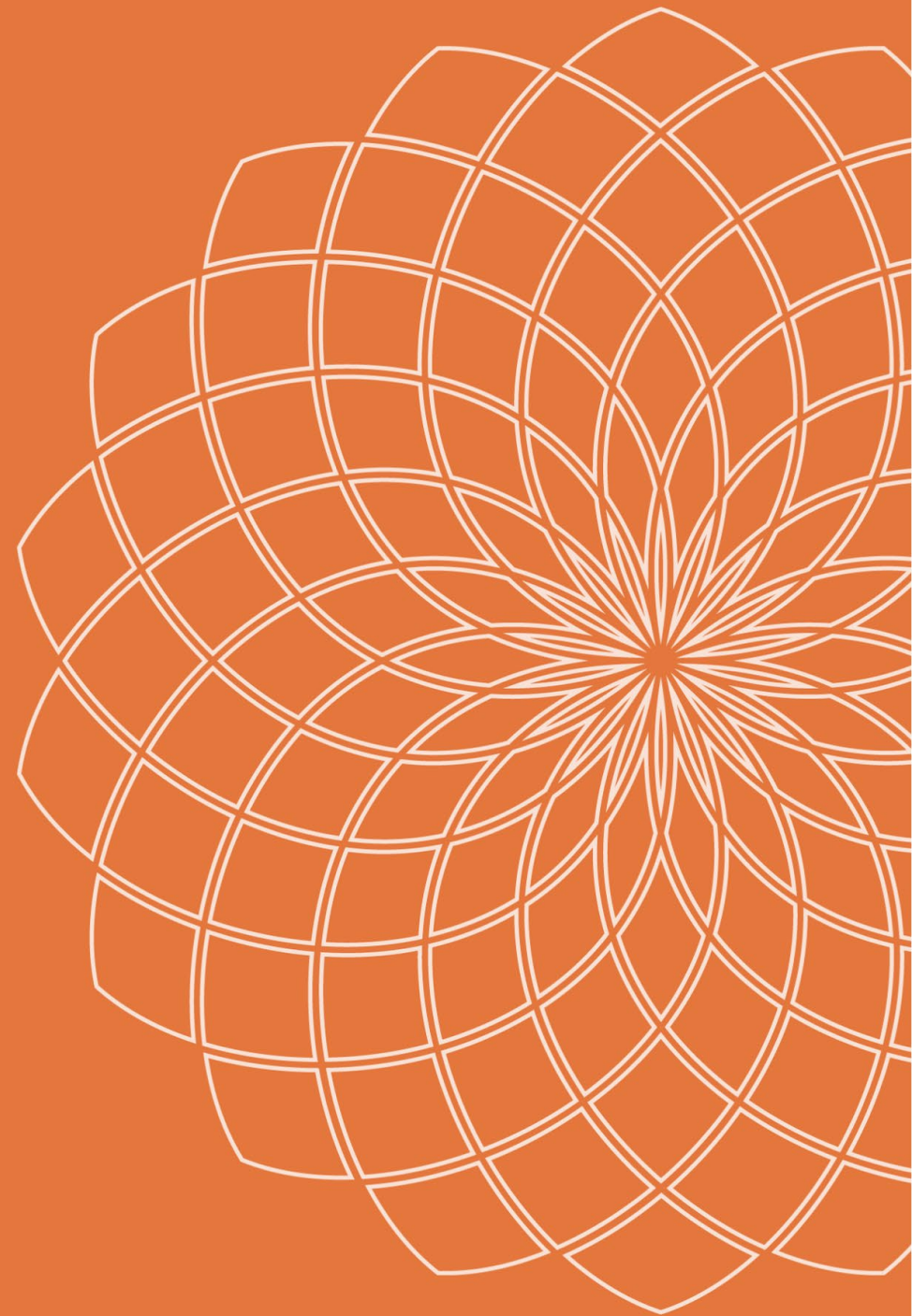


International garden and pavilion examples at International Horticultural Exhibitions worldwide (2011-2024)



International Participation

Showcases at ALPH-Approved International
Horticultural Exhibitions



A wide-angle photograph of a landscaped area at Expo 2023 Doha. In the foreground, a group of people are sitting on a green lawn. A man in a red hoodie is pointing towards the background, while a woman in a grey hoodie sits next to him. In the background, there are several palm trees and a modern building with a curved, terraced design. A few people are walking on a path that leads up the hillside. The sky is clear and blue.

International Participants

at Expo 2023 Doha, Qatar

Expo 2023 Doha, Qatar

Category A1 International Horticultural Exhibition

2 October 2023 to 28 March 2024

Theme Green Desert, Better Environment

Site Area 174.5 ha (1,745,000 sqm)

International participants Area 15 ha (150,000 sqm)

Visitors

Target 3,000,000

Final Count 4,236,384

Participants

Official Participants 77

Non-Official Participants 13

Competitions

7 Competitions + 1 AIPH Prize

25 Winners



UAE Pavilion



Japan Indoor Pavilion



Angola Pavilion



Japan Outdoor Pavilion



Pakistan Pavilion

Oman Pavilion

Sustainability, Technology and Innovation

Pavilion area: 900 sqm.

Central themes: Sustainability, Technology, and Innovation

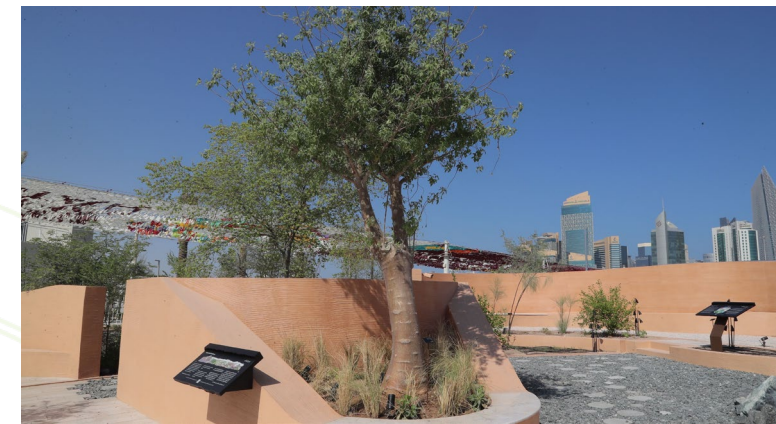
Daily operations managed by 10 Omani staff.

Special events supported by 20 staff members.

Pavilion supported entirely by the Government of Oman.

Hosted 7 scientific and cultural seminars (Feb–Mar 2024)

- ❖ Won Best Theme Award among all participating countries – an impressive feat for Oman's first participation in a horticultural expo.
- ❖ Welcomed 300,000+ visitors and over 1,000 VIPs during the 6-month exhibition.
- ❖ Gained excellent media coverage from major Qatari and Omani TV channels and the Expo media team.



Oman Pavilion

Sustainability, Technology and Innovation

Plant Collection

Featured **1,600 trees and plants from Oman**, including rare species from the Oman Botanic Garden.

Represented biodiversity from Musandam (north) to Dhofar (south).

Recreated Omani Environments

- Agricultural terraces of Green Mountain (*Al Jabal Al Akhdar*) in Al Dakhiliyah.
- Dhofar monsoon environment.
- Semi-arid environment.

Cultural & Heritage Features: Showcase of the traditional *Aflaj* irrigation system and its architectural heritage.

Centre Feature

Water cascading over peridotite rock- unique to Oman.

Peridotite's natural ability to mineralise CO₂ positions Oman as a leader in carbon capture technology.

Frankincense tree: culturally and historically significant.

Baobab tree: last significant preserve in the Arabian Peninsula, found in Dhofar.



UAE Pavilion

2,290 sqm pavilion, inspired by the Ghaf tree, symbolising resilience and roots. Rammed earth walls built from local materials; palm-leaf roof.

The garden showcased native and adaptive plants, including edible, medicinal, fruit and ornamental species. A central Ghaf tree started visitor journey.

Inspired hundreds of visitors to care for the land through:

- Dialogues and experiential events that have provided UAE-based Dreamers - agricultural and environmental experts and innovators
- Storytelling using the UAE Pavilion's children's book *Dreamers: Where Land Meets Sea*.
- Creative, hands-on crafts linking environmental themes to play and discovery.

- ❖ Won Gold Award for the Best Self-Built Pavilion at Expo 2023 Doha.
- ❖ 20+ Curated Programmes- Engaged a diverse audience: Expo stakeholders & international delegations; horticultural and agricultural experts; general visitors and families; children of all ages.
- ❖ 33K+ followers on Facebook and Instagram
- ❖ Learn more: [UAE Pavilion at Expo Doha](#)



Jordan Pavilion

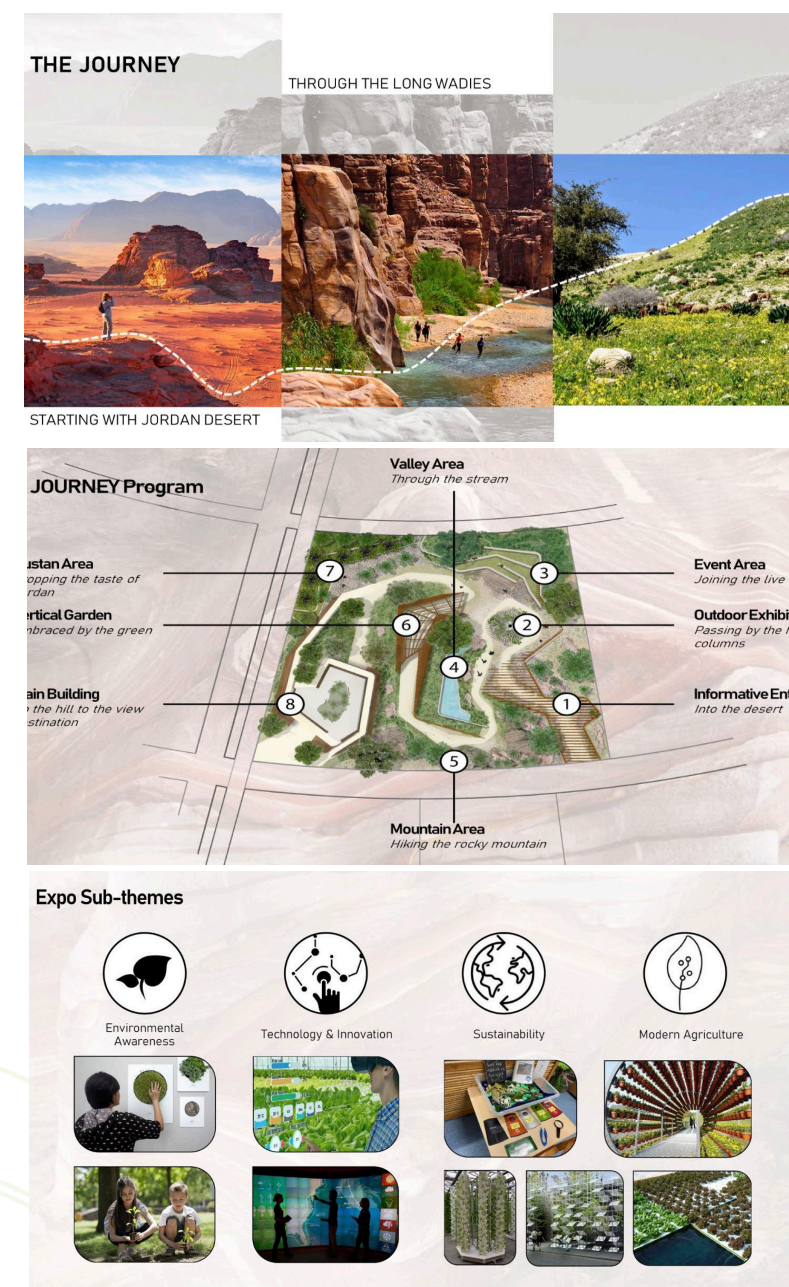
The pavilion's design expressed Jordan's national identity through its use of native planting symbols, distinctive architecture, and locally produced goods.

The design took into consideration the four sub-themes of the Expo theme "Green Desert Better Environment":

- **Environmental Awareness:** Through engaging the community by providing and experimental and interactive experiences.
- **Technology & Innovation:** by presenting the latest agricultural innovative techniques in Jordan.
- **Sustainability:** Demonstrating that contributing to nature and energy saving are among the main goals of developing agriculture and the built environment in Jordan.
- **Modern Agriculture:** Show evident successful models of utilising modern technologies in developing agriculture in Jordan.

The journey of the Jordanian pavilion design is intended to carry the user through a rich experience reflecting Jordan's natural schemes, land formation, cultural and historical symbols and desert greening process in a dynamic, flowy pathway, ending with a closure from above, framing the experience with a memorable image for the garden and Expo from the rooftop.

During the journey, all horticulture technologies and methods are being presented in an interactive format, while considering the main expo subthemes.



Jordan Pavilion

Innovative Approach & Landscape Design

Representation of Jordan's Diverse Habitats

- Northern mountains with the national tree – Oak.
- Transition to the Jordan Valley (“Basket of world vegetables”) with palms, fruit, and citrus trees.
- Southern desert habitat with *Moringa*, *Acacia*, *Aloe vera*, and other xeriscape plants.

Plant Selection & Adaptation: Mostly native Jordanian plants (plus some cultivated varieties – 95% originally from Jordan). Some species are chosen for resilience to Doha's climate and low maintenance needs.

Interactive Visitor Experience: Plants labelled with QR codes linking to Arabic & English audio stories.

Landscape Aesthetics & Soil Care

- *Lantana* blooms for vibrant colour and visual impact.
- Tree bark mulch to preserve soil moisture, protect roots, and reduce irrigation needs.

Heritage Highlight: *Olea europaea* known as the Al-Mihras Olive Tree – genetic source of many olive varieties worldwide.

Vertical Garden Innovation- Maximises space for herbal and medicinal plants.

Stone Fence (Gabion) Technique

- Medium-sized stones arranged in low compact chains (<1m high).
- Prevents soil erosion in hilly/mountainous regions, enabling sustainable agriculture.



Angola Pavilion

- Pavilion size: 616m²
- Content and concept by the Angolan Interministerial Commission, design by A+C Arquitectura, and graphics by MUSE
- 13 staff managed daily operations.
- 23 team members engaged in national days and special events.
- Fully supported by the Government of Angola

- ❖ Won **Best Programming Award** in the **Large Pavilion** category
- ❖ Pavilion received > 31.5K visitors, with 18 high-level VIP guests.
- ❖ Achieved its objectives by sparking interest in Angola's agricultural potential and investment incentives.
- ❖ Extensive media exposure: 20–30 million views through TPA (Angolan National TV) and other national platforms.
- ❖ Strong presence on Instagram via @expoangola_oficial.



Japan Indoor Pavilion

Guided by the themes “Realisation of enriched lives with flowers and greenery” and “Wisdom in Japan for co- existence with nature and regeneration/circulation”

Indoor exhibits are composed of various exhibition stands. Unique flower arrangements and seasonal flower items are displayed every two weeks. *Ikebana*, a Japanese cultural art form with a history of **more than 700 years**, is also displayed. In addition, **Japanese technologies** on indoor cultivation systems, wall greenery, and revegetation are introduced.

- ❖ Won Gold Award in the Indoor Competition
- ❖ Showcased 121 varieties of ornamental plants and flowers for the Product Competitions
- ❖ Strong social media presence.



Japan Indoor Pavilion



Japan Outdoor Pavilion

The Japanese Outdoor Pavilion included traditional Japanese gardens with Qatar's local plants, proposing climate-positive designs to the harsh environment of Doha, where climate change is significantly harming the ecosystem and health. Using **Japanese traditional methods and modern urban green technologies**, the exhibits achieve **water harvesting and greening sustainability with less water in a desertification environment**.

In the Outdoor Pavilion, the Fractal Shades — a nature-based design — was conceived to shelter a rock garden, flowers grown from paper seed bombs, biological soil crusts, water-harvesting systems, and climate-monitoring technologies. During the Expo, the pavilion also included environmental education programmes and workshops designed to sustain greenery and contribute to the well-being of future Doha.



Pakistan Pavilion

The Pakistan Garden at Doha Expo 2023 is a sustainable and captivating pavilion that showcases the country's rich heritage and horticulture wonders. It is designed with vibrant truck art and uses recycled, upcycled, organic, and natural resources. The pavilion offers a clever entry point with a wooden wall made of crates and features a hopscotch activity for children that promotes environmental education through interactive learning.

The Pakistan Garden offers a horticultural paradise showcasing various plants, providing a serene atmosphere for unwinding. A traditional Pakistani boat adorned with plants represents the maritime trade and cultural ties between Pakistan and Qatar. Inside the pavilion, visitors can interact with hosts, learn about tourist attractions and daily life practices, and take home unique handicraft souvenirs. The garden blends cultural richness, environmental awareness, and horticultural beauty in an engaging and accessible way.



**Bronze Winner of the Outdoor
Gardens Competition,
Category Large Pavilion.**





International Participants

at Expo Floriade 2022, the Netherlands

Expo Floriade 2022, Almere, the Netherlands

Category A1 International Horticultural Exhibition

14 April to 9 October 2022

Theme

Growing Green Cities

Site Area: 60,4 ha

Visitors

701.494

Participants

32/40

International/National

Competitions

37 Product Competitions

4000 Experts in New Network

Thailand Pavilion

Germany Pavilion

UAE Pavilion

Qatar Pavilion

Chinese Bamboo Garden

Learn more about international gardens at the Floriade 2022 in its Final Report:

<https://aiph.org/wp-content/uploads/2023/11/20230921-Final-Report-AIPH-.pdf>

Germany

*BIOTOPIA – Growing Community:
showed possible ways towards a sustainable and liveable
urban future*

Germany's pavilion and garden at Expo Floriade 2022 were intended to demonstrate that bringing nature and nature-related technologies together can play a major role in increasing the quality of life of city dwellers.

1,974 m² garden & pavilion area

35 staffs operating the exhibition

16 national and international press teams covered the exhibit

German Garden, organised by the Federal Ministry of Food and Agriculture (BMEL):

“Plants are one of the few effective and sustainable ways of generating a pleasant climate for people in cities”



Germany's BIOTOPIA

The power to inspire visitors and raise awareness

The German Garden invited the visitors to discover German solutions for the green cities of the future. It was a place of participation and dialogue, a place that was permanently growing and evolving.

Visitors could see the ideas and plants for greener cities and actively play their part.

600,000

Visitors

148

National and International VIP
elegations



Learn more about Germany's BIOTOPIA at
<https://aiph.org/floriade2022-biotopiapavilion/>



Exhibit Director: "Through qualitative visitor surveys, we received very positive feedback from visitors who all felt involved, educated and entertained during their visit of the German Garden."



Thailand Pavilion

Trust Thailand

Cultural Showcase: Daily Thai fabrics, interactive “Name in Thai” activity, Thai dances, food & fruit tastings. Thai National Week drew *25,788 visitors*.

B2B Engagement: 3 trade missions (horticulture, vegetables, fruit trees); monthly product exhibitions; “Feeding the City” smart farming seminar; Sustainable Design Showcase.

Visitor Impact: *274,554 visits*; daily cultural interactions; strong hospitality with plant experts and Thai Smile experience.

Sustainability: Eco-friendly materials (rubber wood, solar panels); pavilion structures and plants repurposed for Thai agencies and temples in EU.

Re-use plan: Pavilion structures, décor, and plants donated to Thai government agencies in the EU and Thai temples in the Netherlands and Germany.





United Arab Emirates

*Salt Water Cities, where land meets sea:
shared the UAE's unique journey of optimism and resilience
in an ecotone of desert and sea*

The UAE garden, presented by the UAE Ministry of Culture and Youth:

We had an extremely successful participation in Expo Floriade 2022 and met objectives of: achieving operational excellence; creating unforgettable experiences; contributing to the Expo's goals and the global conversation on "Growing Green Cities."



The Floriade presented a unique opportunity to allow the UAE to participate in its first international horticultural exposition.

The UAE's exhibit demonstrated what "Growing Green Cities" means in the UAE's challenging landscape, where water scarcity, scorching heat and saline soil make typical horticulture almost impossible to achieve. Salt Water Cities shared the UAE's unique journey of optimism and resilience, of how we embrace halophytes (salt-tolerant plants) and continue to innovate to overcome the challenges of living in an ecotone of desert and sea to grow thriving, sustainable cities.

1,008 m²

Garden & Pavilion
Area

13

Staff Operating
the Exhibition

**Emirates News Agency
Monocle**

Dutch Design Daily
covered the participation

UAE's Salt Water Cities

*Connecting the country's innovators at home
and abroad*

Salt Water Cities is a collaborative project involving the country's innovators: researchers, entrepreneurs, architects, designers and photographers. It celebrated those continuously exploring new ways to preserve our marine biodiversity, find solutions to core challenges that unite us on our changing planet, like food and water security, and co-create ideas to encourage a more sustainable future.

215,300

visitors

419

VIP guests

The UAE Pavilion walls were 3D printed and made of thermoplastic pellets that were 100 % recycled plastic. The walls were fully recycled by our 3D printing design partner based in The Netherlands.



Learn more about UAE Pavilion at <https://aiph.org/floriade-uae-pavilion/>



China Pavilion

Bamboo Garden

The year of 2022 marked the *50th anniversary of diplomatic relations between China and the Netherlands*. To highlight cultural exchange and create a vibrant exhibition experience, the China Bamboo Garden at Expo Floriade 2022 showcased diverse content blending ecology, technology, culture, and art.

Following the winding path, visitors arrived at a healing garden consisting of *nine flower islands*. These islands symbolise China's "*Jiuzhou Datong*," where "*Jiuzhou*" refers to the ancient name of China and, by extension, the whole world. In this healing garden, the nine islands represent China sharing the beauty of its flowers with the world with an open attitude. Most plants were chosen from Chinese species with both medicinal and culinary value, including over *120 varieties of peony, lotus, sweet-scented osmanthus, chrysanthemum*, and *wood hibiscus*. Each plant was labelled with a QR code to provide visitors with interactive learning experiences.

Twelve thematic events enriched the programme, such as the UBTECH Robot interactive experience, Li Yangmin's calligraphy and seal exhibition, the *Hanfu* Cultural Festival, the Green City Mission Forum, the Peony Bloom showcase, the *Guzhen* music showcase, and Mid-Autumn Festival activities. These events engaged diverse audiences and created a living cultural platform throughout the Expo period.



An aerial photograph of a modern architectural complex. The central feature is a large, curved, metallic structure with a circular opening, surrounded by lush greenery and trees. To the left, there's a traditional Chinese building with a tiled roof. The entire scene is set against a backdrop of dense forest and a clear sky.

International Participants

at Expo 2019 Beijing, China

Expo 2019 Beijing, China

Category A1 International Horticultural Exhibition

28 April to 7 October 2019

Theme

Live Green, Live Better
Site Area: 503 hectares

Visitors

9.34 million visitors

Participants

110 Official Participants
120 Non-Official Participants
From 86 countries and 24 international organisations.

Competitions

10 AIPH Awards
154 Awards from Organising Committee



Qatar Pavilion



Türkiye Pavilion



Germany Pavilion



UK Pavilion

Learn more about international gardens at Expo 2019 Beijing in its Final Report: <https://aiph.org/wp-content/uploads/2021/10/200722-Final-Report-Expo-2019-Beijing-for-AIPH.pdf>

Qatar

“Sidra: The Tree of Life” at Expo 2019 Beijing

Sidra Tree Design: The pavilion's structure emulated the Sidra tree, symbolising Qatar's strength and connection to nature. The pavilion's rooftop featured a garden with native species and culturally important plants in Qatar.

Thematic Sections:

- ❖ **The Majlis:** A traditional Qatari gathering space, offering visitors a glimpse into Qatari hospitality.
- ❖ **The Future:** Conceived ahead of the 2022 FIFA World Cup, the pavilion's 'Future' section highlighted Qatar's urban development and showcased mini-models of the tournament's stadiums.
- ❖ **The Green Tree:** Highlighted Qatar's initiatives in green development, agriculture, and environmental sustainability. Cultural Engagement: The pavilion featured the Souq Waqif, a traditional Qatari market, allowing visitors to experience Qatari culture through crafts, spices, and traditional attire.

Visitor Numbers: the Qatar Pavilion had attracted **over 2 million visitors**.



Sheikh Khalid bin Khalifa bin Abdul Aziz Al Thani, Prime Minister and Minister of Interior of Qatar, during the Expo:

“The Qatar Pavilion reflects our deep-rooted values of resilience, hospitality, and sustainability. Through the symbolic Sidra tree, we showcase our commitment to preserving nature while embracing innovation for a greener future.”

Qatar

Recognition and Legacy in Beijing

Grand Award: The Qatar Pavilion received the Grand Award from the Expo's organising committee for the best foreign pavilion.

AIPH Award: It also won the Grand Award from the International Association of Horticultural Producers (AIPH), recognising its excellence in horticultural presentation.

Legacy: The Qatar Pavilion was not only a showcase of Qatari culture and achievements but also a testament to the country's dedication to sustainability and international collaboration. Its design and thematic elements have left a lasting impression on visitors and have set a benchmark for future participations in international expos.



Türkiye

Showcase Türkiye's role for a greener, sustainable world

2,400 m² with the theme of **Embrace the Future with Green**

Key Features:

Bahçehane - Inspired by Sultan Abdülaziz's hunting lodge

Endemic Plants Tunnel - Anatolia's botanical richness

Innovation & Sustainability Zone - Green technologies

Regional architecture representing **7 Turkish regions**

Cultural Impact: National Day (July 1): Folk dances, Whirling Dervishes, Turkish arts; and various cultural activities, including traditional handicrafts, folk dances, and culinary presentations, enhancing visitor experience.



United Kingdom

Innovating for a Greener Future

2,000 m² included diverse zones such as health & personal spaces, urban cultivation, biodiversity, British heritage, and art and employed recyclable components to minimise carbon footprint.

Key Features:

- A meadow spotlighting pollinators.
- A wildwood (woodland-style area).
- Educational installations using herbs and flowers in everyday life (food, drink, urban planting).

In 5 months, the exhibition welcomed over **1 million visitors** attracted to the Union Jack flag green wall, a top highlight at the Expo.

Winner of Grand Awards for International Outdoor Garden



German Garden & Pavilion

Seeding the Future

2,000 m² with five distinct German terrains: coastal landscape, heathland, highlands, Alpine foothills, and the Alps.

The pavilion offered an immersive “**urban gardening**” experience, highlighting Germany’s transformation from allotment gardens and urban bee farming to citizen-led green initiatives. Each visitor received a clay ball with flower seeds, symbolising their role in “seeding” future urban greenery.

The garden also featured **insect hotels, hives, water recycling systems, and forest ecosystems**, reinforcing ecosystem health and green urban living.

The pavilion was among **the most popular sights** at the expo, reflecting Germany's shift from heavy industry to green innovation.

Winner of Grand Awards for International Outdoor Garden





International Participants

at other previous Expos

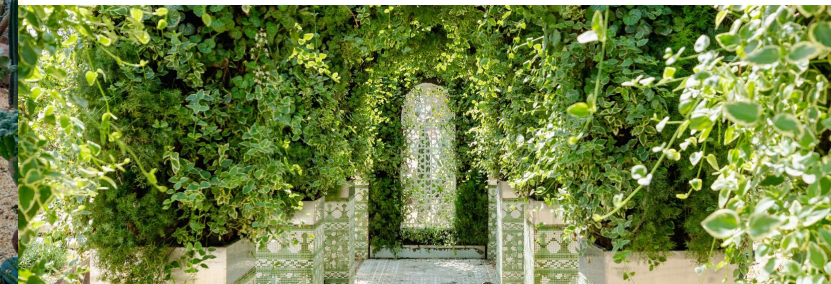
International Horticultural Exhibition 2024 Chengdu, China



International Bamboo and Rattan Organization Garden
Grand Award- International Gardens Competition



Fez Garden, Morocco
Grand Award- International Gardens Competition



Expo Hatay 2021, Türkiye



Learn more about
international gardens at
Expo Hatay 2021 in its
[Final Report](#).



Nepal Garden

Silver Award- International City Outdoor
Gardens Competition



Turkish Republic of Northern Cyprus Garden

Special Award



Expo Antalya 2016, Türkiye



Learn more about
international gardens at
Expo Hatay 2021 in its
[Final Report.](#)



German Pavilion

Theme Prizes – Gold Award- Outdoor
Gardens Category



Garden of Azerbaijan

Theme Prizes – Gold Award- Outdoor
Gardens Category



Royal Flora Ratchaphruek 2011, Thailand



Learn more about
international gardens at
Royal Flora
Ratchaphruek 2011 in
its [Final Report](#).



Indonesia Garden

Supreme Accolade – International Indoor
and Outdoor Gardens Competition



South Africa Garden

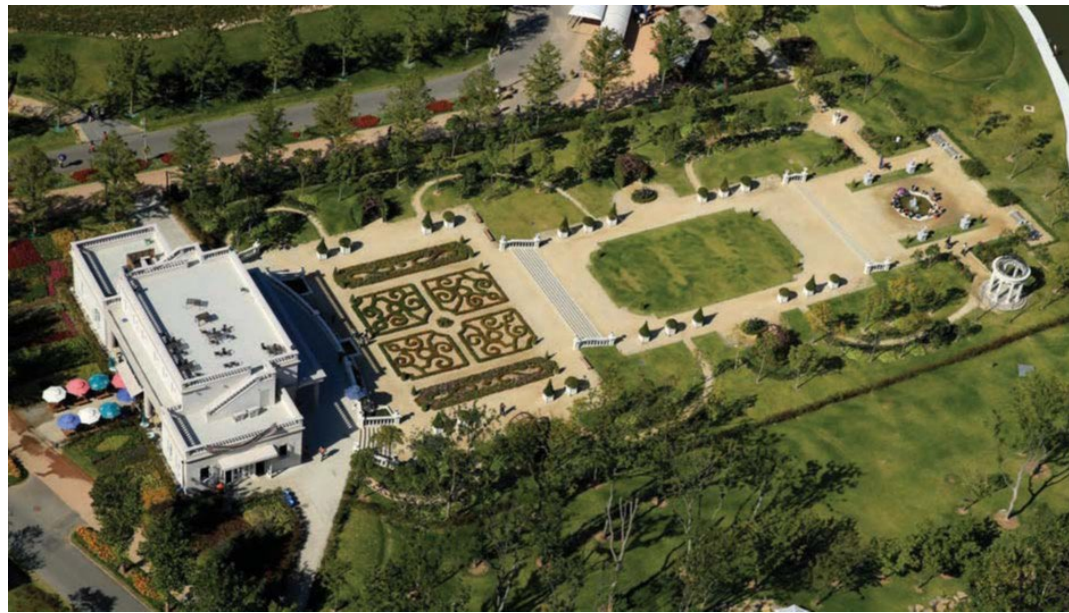
Supreme Accolade – Small Gardens
Competition



Suncheon Garden Expos 2013 & 2023



Learn more about international gardens at the Final Reports for [2013](#) and [2023](#)



French Garden

Modelled after the Palace of Versailles of Louis XIV, depicting the beauty of classicism. It displayed orderly arrangement and geometrical beauty as well as glamorous and magnificent aspects of the garden.



The Netherlands Garden



Columbian Garden



UK Garden



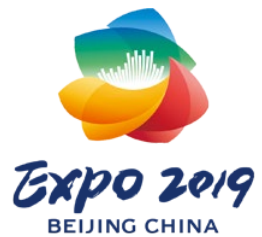
Landscape Designs of
Smaller Gardens at Previous
International Horticultural
Exhibitions

Kyrgyzstan

Within a square plot, flowerbeds of varied shapes — circles and curves — create striking visual contrasts and guide visitor movement.

This approach transforms a simple layout into a dynamic visual experience, drawing the eye across colours, textures, and heights.

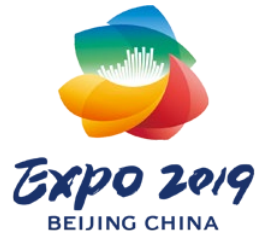




Ghana

A highlight tree dominates an area designed for cultural celebrations





Sudan

Geometrically shaped flowerbeds reflect the colours of the country's national flag. Water feature and trees add volume and dimension to the garden.





Sri Lanka

If a garden cannot be created near the pavilion, a thoughtfully arranged display of pots can achieve a similar visual impact. By varying the heights, sizes, and plant types, it's possible to create volume and texture, transforming even a small area into an inviting green feature, just like this example from Sri Lanka.





Hungary

Big shrubs repeat the pavilion's shape, creating a tailored geometric effect.





Eritrea

A variety of plants create volume; yellow colour creates contrast to the pavilion walls' colour.





Ukraine

Blooms match the pavilion's colours to echo the tones of the national flag.

Combining a variety of plant textures and shades softens the design, creating a smoother yet more vibrant overall impression.





Examples of International Participation in Indoor Spaces

Indoor exhibition spaces can showcase a diverse range of plant life, from cut flowers arranged in creative, artistic displays to potted plants suited for indoor environments or species that thrive in cooler temperatures.

One engaging approach is to integrate these plants into thematic “living room” settings, allowing visitors to see how greenery can be seamlessly incorporated into everyday life. These settings could demonstrate practical and aesthetic uses such as houseplants that purify air, herbs that add fragrance and flavour, or cut flowers that uplift mood and ambience.

Each display connects back to the main exhibition theme, ensuring that the indoor environment tells a coherent story.





EXPO 2022
FLORIADE
AMSTERDAM - ALMERE NL

Indoor exhibitions can also showcase edible plants and produce, featuring companies that demonstrate expertise and innovation—from vertical farming systems to artisanal food products.

Each display presents a clear business case for participation, whether it's attracting new customers, establishing partnerships in the host city or country, or advancing technological collaboration in sustainable agriculture and food security.

Through tastings, live demonstrations, and networking sessions, the space engages visitors and highlights the potential of plant-based solutions for business growth and environmental impact.



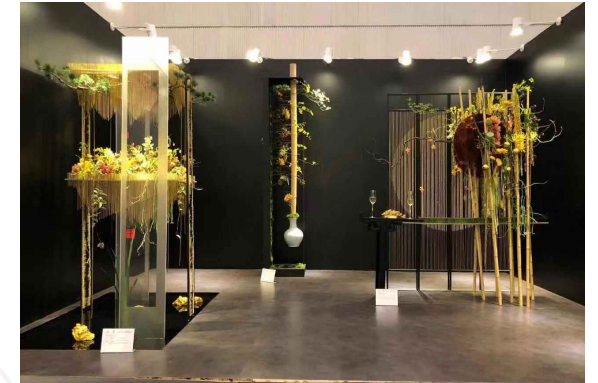
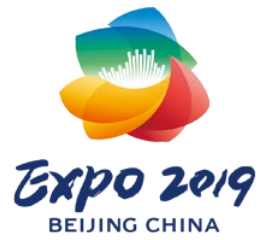
Blossom Pavilion, situated in Taichung Flora Expo Houli Park, was an international flower and gardening arena. After the opening ceremony, a total of 17 countries and 35 units participated in the international indoor floral competition.



London School of Economic & Political Science Alumni
Association Taiwan-The Elegant Afternoon Teatime in England



Japan Floriculture Export Association-Silence of Red and
Vermilion



Indoor Gardens and Installations

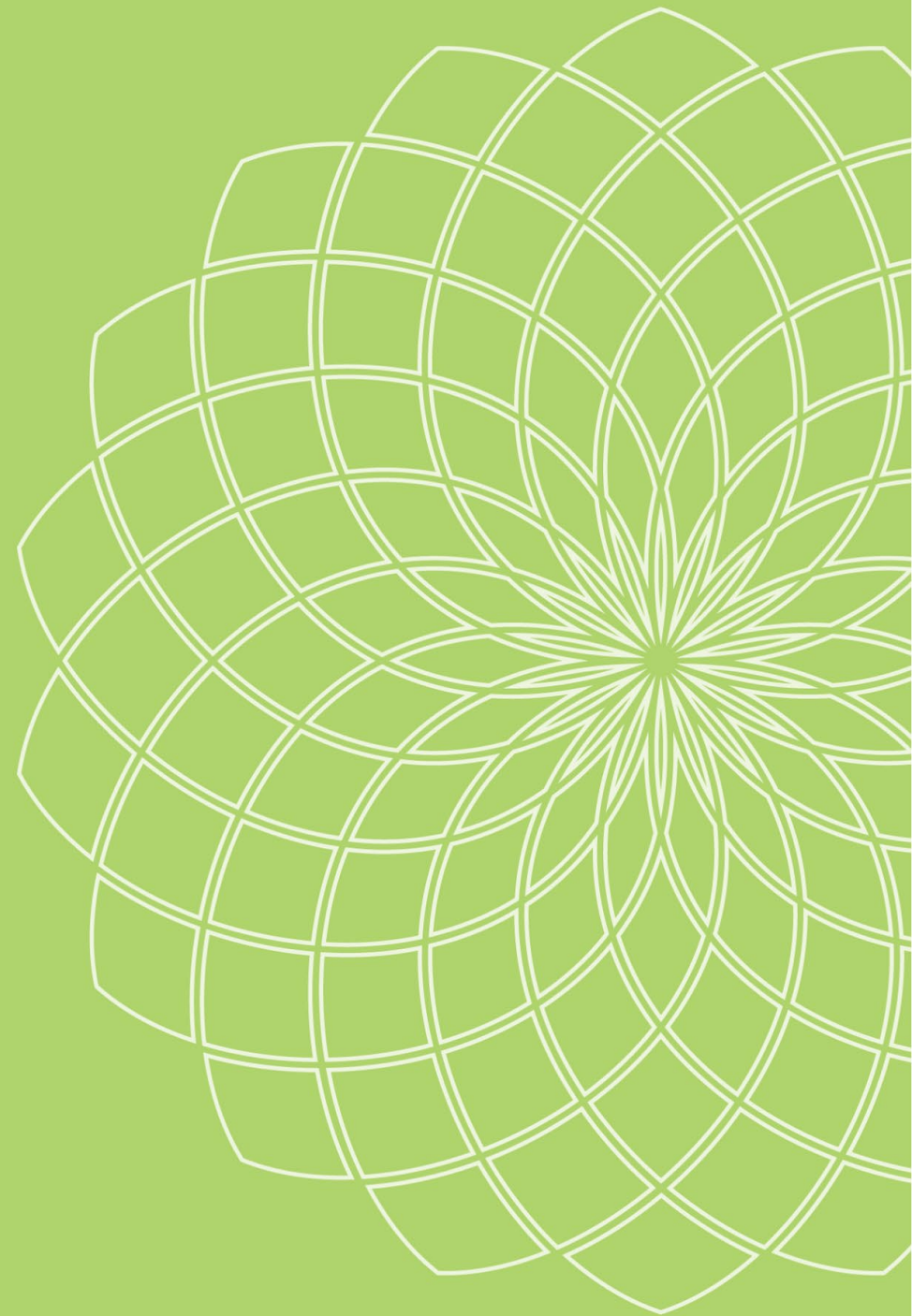


The harmony between flower arrangements and arts



How To Work With International Participants

From Recruitment To Dismantlement





Key milestones

1. **Masterplanning:** Allocation of outdoor and indoor areas for international participants.
2. **Appointment of the Exhibition's Commissioner General:** Initiation of outreach to countries, institutions, and organizations, led by the highest responsible authority (the Government for A1 Exhibitions or the Regional Administration for B Exhibitions).
3. **Appointment of the International Participants Director and Team:** Establishment of the team and allocation of budgets dedicated to international participation activities.
4. **Subsidy Allocation:** Provision of financial support for target participants to encourage their engagement.
5. **Ongoing Outreach:** Continuous engagement with potential international and national participants.
6. **Communication and Promotion:** Distribution of information materials (leaflets, brochures) outlining participation conditions, opportunities, and business cases.
7. **Contracting and Space Allocation:** Signing participation agreements, selecting exhibition plots, and confirming space allocation within the masterplan.
8. **Guideline Development:** Preparation of International Participant Guidelines and Competition Guidelines.
9. **Design Coordination:** Collaboration with participants to align pavilion or display designs with the Expo's overall theme.
10. **Implementation Support:** Assistance during design implementation, construction, and provision of necessary services.
11. **Operational Support:** Ongoing assistance during pre-opening, daily operations, and maintenance phases.
12. **Legacy and Dismantling Support:** Guidance and coordination during the legacy transition phase, including dismantling and site restoration.

Masterplanning: International Area plan (Step 1)

1. International Horticultural Exhibitions

- Minimum exhibition area: **50 hectares**, with no more than **10%** occupied by buildings (excluding structures dedicated to indoor exhibitions).
- Minimum indoor exhibition space for international participants: **1,500 m²**.
- At least **5%** of the total exhibition area must be reserved for full-time international participants.
- A minimum of **10 countries** must participate.

2. International Green Exhibitions

- Minimum exhibition area: **25 hectares**, with at least **3%** reserved for international participants.
- Minimum indoor exhibition space for international participants: **500 sm²**.
- A minimum of **10 international participants** is required

3. International Horticultural Shows

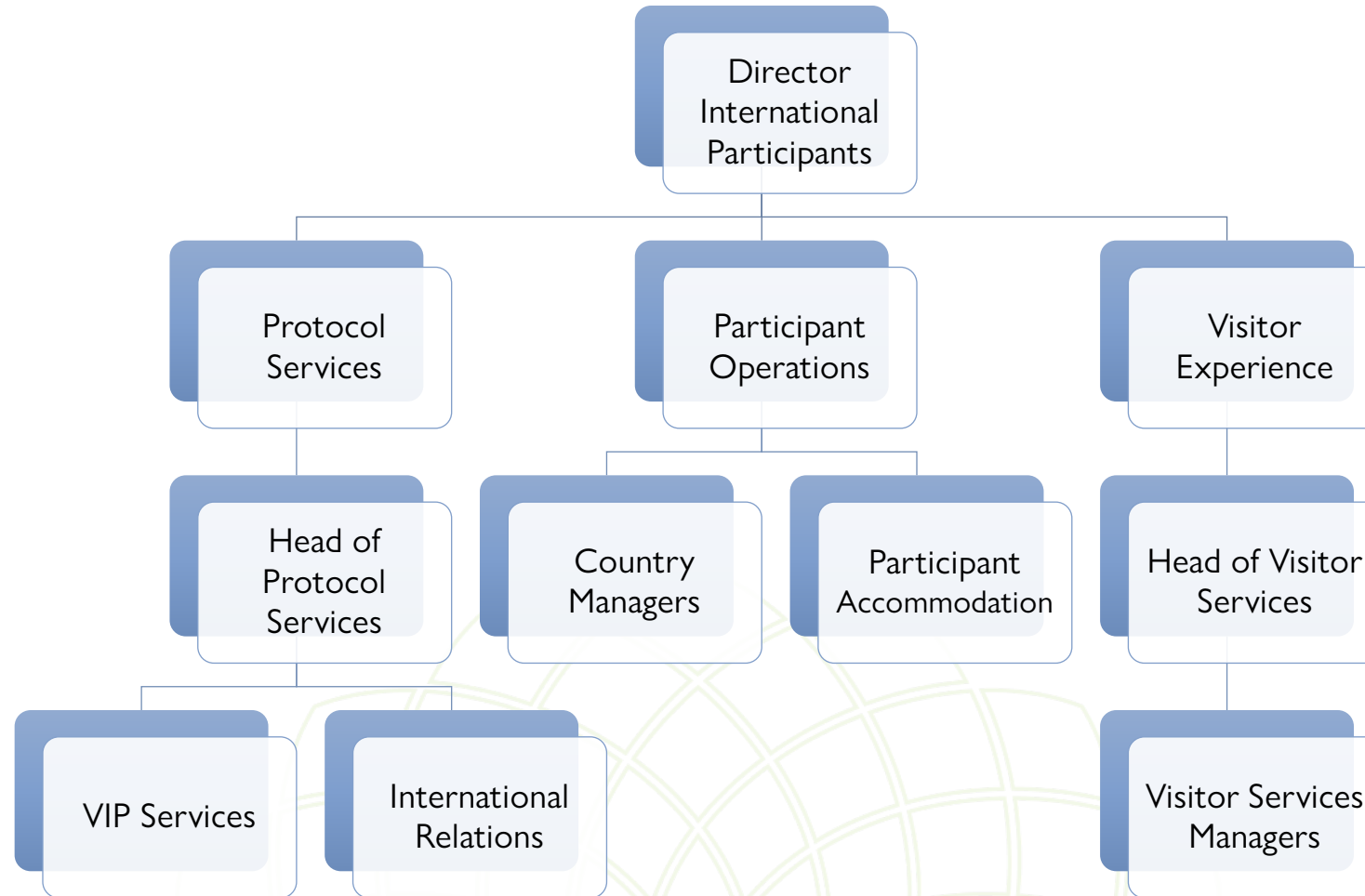
- Minimum exhibition area: **6,000 m²**, with at least **10%** allocated to international participants.
- A minimum of **6 international participants** is required.

Example from Expo Chengdu 2024



Full document available: [here](#)

Example of International Participants Division (Step 3)



*This structure may be more simplified for a B and C category Exhibitions, but some International Participants may require supervision

Example of International Participants Leaflet (Step 6)

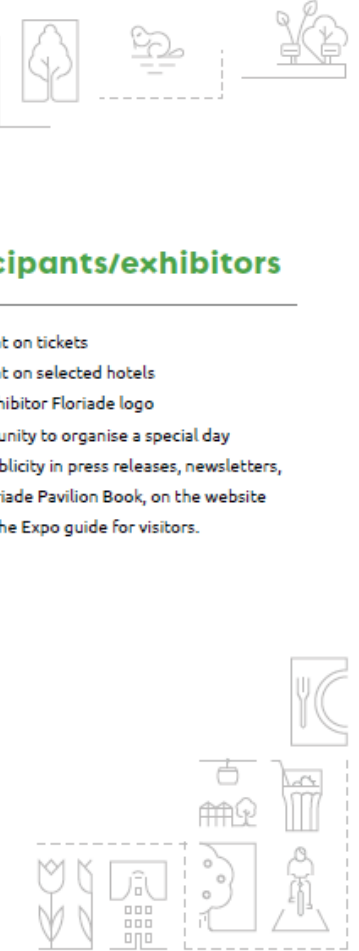
1. Overview
2. Pitch
3. Options (indoor, outdoor)
4. Benefits
5. Cost Estimate
6. Services
7. Subsidy
8. Participation Procedure
9. Planning

Full document available: [here](#)

Benefits

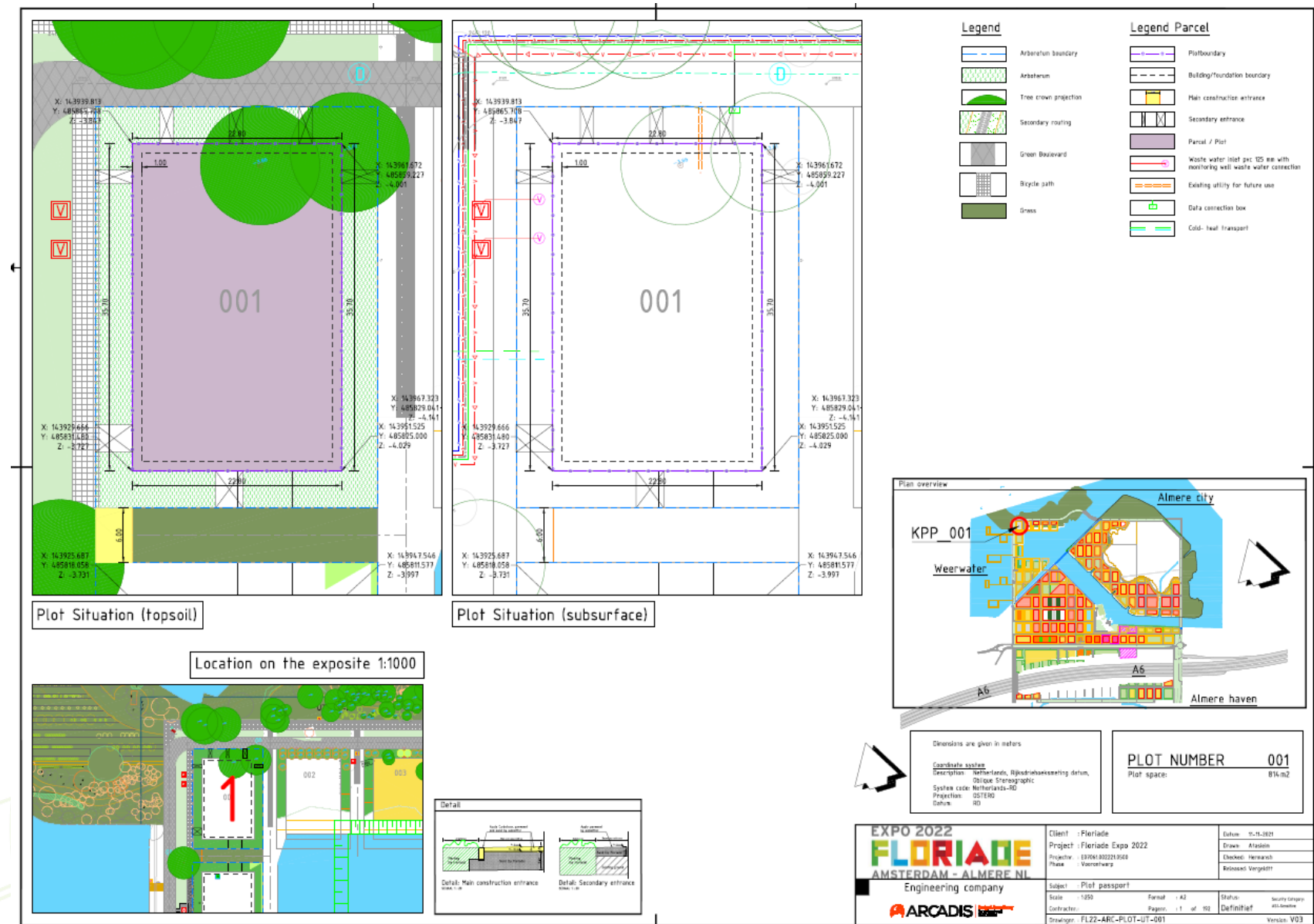
You can participate as an Official Participant or as a Participant/Exhibitor.

Official participant	Participants/exhibitors
• Discount on tickets • Discount on selected hotels • Special Official Participant Floriade logo • Opportunity to organise a national day • Free publicity in press releases, newsletters, the Floriade Pavilion Book, on the website, in the Expo guide for visitors. Plus: • Customs benefits • Membership of the steering committee • Invitation to both the Expo's opening and closing ceremonies • Permission for commercial activities.	• Discount on tickets • Discount on selected hotels • Use Exhibitor Floriade logo • Opportunity to organise a special day • Free publicity in press releases, newsletters, the Floriade Pavilion Book, on the website and in the Expo guide for visitors.



Example of Plot Scheme (Step 7)

Full document available:
[here](#)



Example of international Participant guidelines (Step 8)

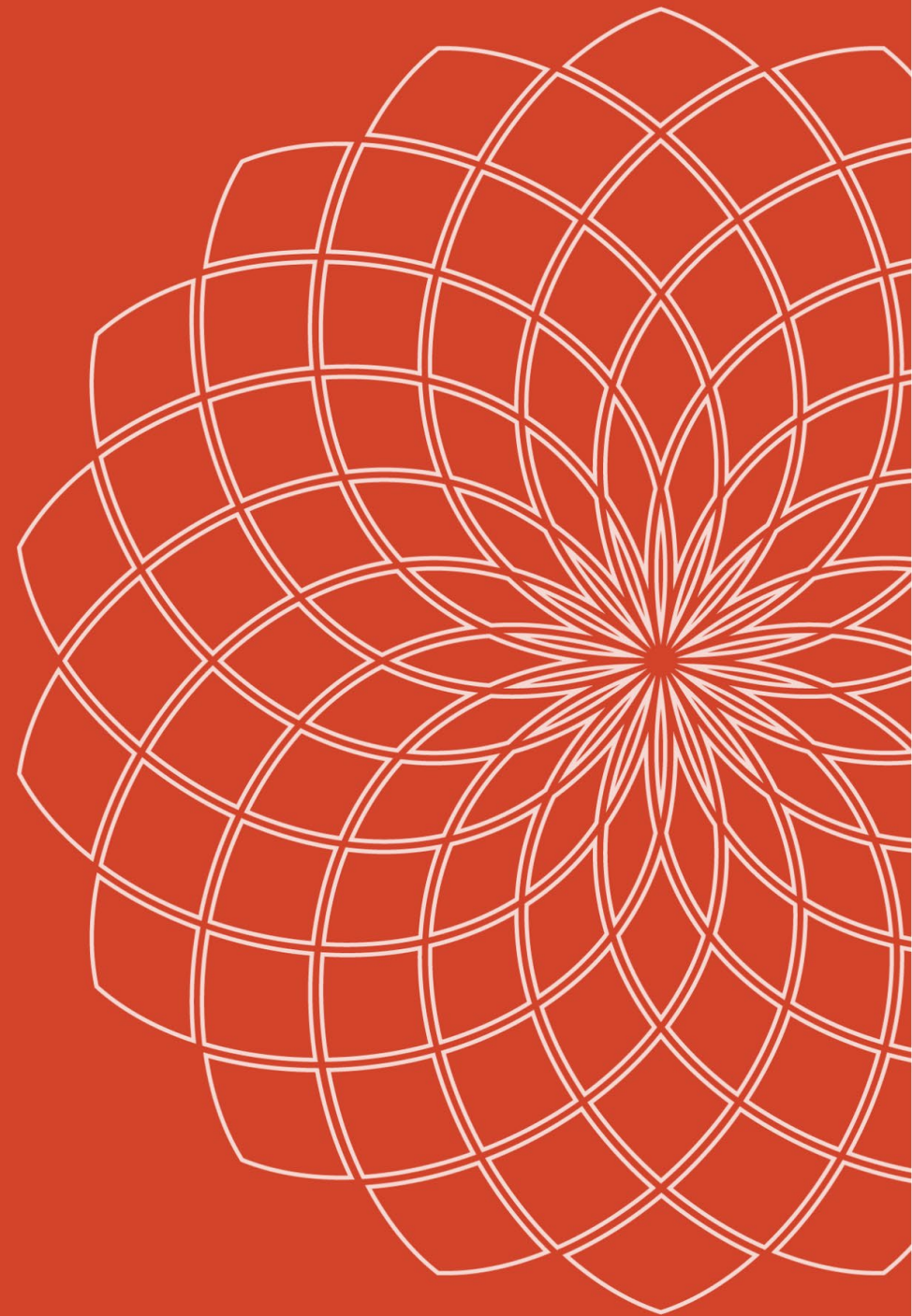
Full document available: [here](#)

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Global Participation & Horticultural Excellence

Key Takeaways



Global Participation & Horticultural Excellence

1. Curate for Quality & Reputation

Establish an **International Selection & Advisory Panel** comprising: AIPH-nominated experts in horticulture, landscaping, horticultural scientists, and sustainability specialists

Apply **clear AIPH quality criteria, prioritise innovation, sustainability, strong storytelling, and horticultural relevance** over commercial selling:

- Horticultural excellence and innovation
- Sustainability and climate relevance
- Strong cultural and botanical storytelling
- Educational value over direct commercial promotion

2. Offer High-Value, AIPH-Endorsed Participation Benefits

Attract national institutions and industry leaders, not just exhibitors.

- **AIPH-recognised medals and awards:** Position awards as long-term national and institutional assets
- **Global and regional media exposure:** AIPH channels, host-city promotion, and partner media networks
- **Official National promotions:** Cultural, horticultural, and diplomatic showcases
- **Strategic allocation of complimentary exhibitor tickets:** For high-level representatives, experts, and institutional partners
- **Post-Expo legacy opportunities**
 - Permanent garden relocation
 - Urban greening and public education projects



Global Participation & Horticultural Excellence

3. Define Clear Participation Categories

- **National & City Pavilions & Gardens** - National horticultural identity, native plants, and future visions
- **Specialty Plant Nurseries & Botanical Institutions**- Conservation, breeding, rare plants, climate-resilient species
- **Garden Design & Future Urban Landscapes**- Student, professional, and experimental garden concepts
- **Horticultural Science, Technology & Sustainability**- Climate adaptation, water management, circular horticulture

4. Embed Long-Term Value, Sustainability & AIPH Legacy

Ensure the Expo delivers lasting impact beyond the event.

- Require **Sustainable Design & Material Declarations** in all applications
- Mandate **post-Expo reuse or relocation plans**:
 - Public parks
 - Schools, universities, hospitals
 - Botanical gardens and communities
- Introduce **Awards to promote sustainability, innovation, education**, such as:
 - Environmental Innovation Award
 - Best Educational Pavilion



Global Participation & Horticultural Excellence

5. Build Prestige Through Strategic Diplomatic & Professional Engagement

Position the Expo as a platform for **cultural diplomacy and policy dialogue**.

- Secure **high-level endorsements**: National governments, city leaders, ministries of agriculture or environment
- Host **exclusive engagement events**: VIP and national days ; Ministerial and city leadership forums; AIPH conferences, policy dialogues, and professional workshops
- Frame participation as international cooperation, knowledge exchange and green diplomacy and urban resilience collaboration

6. Provide Structured Support for International Exhibitor Success

Reduce barriers and ensure consistent delivery quality by offering a dedicated **International Exhibitor Support Programme**, including:

- Early-stage **design onboarding & content guidance**
- **Logistics, customs, and plant import advisory** aligned with local regulations
- A vetted **local design-build and maintenance partner network**
- A **Sustainability & Legacy Planning Toolkit** (Reuse templates; Relocation matchmaking; Impact measurement guidance)

Outcome

- ✓ Higher-quality international exhibitions
- ✓ Stronger global media reach & city branding
- ✓ Sustainable show legacy in host cities
- ✓ Long-term diplomatic and commercial value

Credits

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Published by AIPH
– December 2025
Original version: English
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p. 3 Suncheon International Garden Expo 2023 – Photo: Expo organiser

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p. 5 Expo 2023 Doha, Expo Floriade 2022 Almere; International Horticultural Exhibition Chengdu 2024; Expo Hatay 2021 – Photos: Expo organisers

p. 7–8 Expo 2023 Doha – Photos: Expo organiser

p. 9–10 Oman Pavilion, Expo 2023 Doha – Photos: Oman Participant

p. 11 UAE Pavilion, Expo 2023 Doha – Photos: Expo organiser

p. 12–13 Jordan Pavilion, Expo 2023 Doha – Photos: Jordan Participant

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p. 15–17 Japan Indoor and Outdoor Pavilions, Expo 2023 Doha – Photos: Japan Participant

p. 18 Pakistan Pavilion, Expo 2023 Doha – Photos: Expo organiser

p. 19–20 Expo Floriade 2022 Almere – Photos: Expo organiser

p. 21–22 Germany Pavilion, Expo 2023 Doha – Photos: Germany Participant

p. 23 Thailand Pavilion, Expo Floriade 2022 Almere – Photo: Thailand Participant

p. 24–26 UAE and China Pavilions, Expo Floriade 2022 Almere – Photos: UAE and Chinese Participants

p. 27–26 Expo 2019 Beijing – Photos: Expo organiser; AIPH

p. 29–30 Qatar Pavilion, Expo Floriade 2022 Almere – Photos: Qatar Participant

p. 31 Türkiye Pavilion, Expo Floriade 2022 Almere – Photos: Türkiye Participant

p. 32 UK Pavilion, Expo 2019 Beijing – Source: [UK Pavilion at Beijing Horticultural Expo 2019](#)

p. 33 German Pavilion, Expo 2019 Beijing – Sources: [German Pavilion International Horticultural Exposition 2019](#);

p. 34 Suncheon International Garden Expo 2023 – Photos: Expo organiser

p. 35–39 – International Horticultural Exhibition 2024 Chengdu, Expo Hatay 2021, Expo Antalya 2016, Royal Flora Ratchaphruek 2011, Suncheon Garden Expos 2013 & 2023 - Photos: Expo organiser

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p. 44–47 Expo 2016 Antalya – Photos: Expo organiser

p. 48– 50 Expo 2022 Floriade– Photos: Expo organiser

p. 51 Taichung World Flora Exposition 2018 – Photos: Expo organiser

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[p.22 https://aiph.org/floriade2022-biotopiapavilion/](https://aiph.org/floriade2022-biotopiapavilion/)

[p.25 https://aiph.org/floriade-uae-pavilion/](https://aiph.org/floriade-uae-pavilion/)

[p.36–39 https://aiph.org/expos/history/](https://aiph.org/expos/history/)

[p.48 https://www.dropbox.com/scl/fi/yx7osmxkqpk8l6v8y250/Introduction-to-the-overall-plan-and-exhibition-planning-of-Expo-2024-Chengdu-0625.pdf?rlkey=itg9g9m9lp70b29dv6hovt0z&st=itddtn0j&dl=0](https://www.dropbox.com/scl/fi/yx7osmxkqpk8l6v8y250/Introduction-to-the-overall-plan-and-exhibition-planning-of-Expo-2024-Chengdu-0625.pdf?rlkey=itg9g9m9lp70b29dv6hovt0z&st=itddtn0j&dl=0)

[p.59 https://www.dropbox.com/scl/fi/dmyyu14qx46l4jhgw0rkw/20201221_FLORIADE-Information-international-participants-EN_DEF.pdf?rlkey=tltxwg4moqjb8t1jxwczsejr1&st=pzbb4ltg&dl=0](https://www.dropbox.com/scl/fi/dmyyu14qx46l4jhgw0rkw/20201221_FLORIADE-Information-international-participants-EN_DEF.pdf?rlkey=tltxwg4moqjb8t1jxwczsejr1&st=pzbb4ltg&dl=0)

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[p.61 https://www.dropbox.com/scl/fi/8hbsvfn1b09h1apxks5v/20211103_Participation-Guide-Floriade-Expo-2022_EN.zip?rlkey=qlxg5hoou3ue50myjeu4xqazb&st=bs263870&dl=0](https://www.dropbox.com/scl/fi/8hbsvfn1b09h1apxks5v/20211103_Participation-Guide-Floriade-Expo-2022_EN.zip?rlkey=qlxg5hoou3ue50myjeu4xqazb&st=bs263870&dl=0)

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