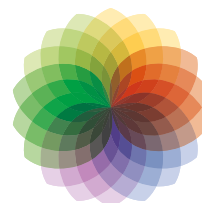


AIPH

The International Association of Horticultural Producers

WWW.AIPH.ORG



AIPH

**70TH ANNIVERSARY
PUBLICATION**

FOUNDING AIPH

Our purpose is the same,
our vision is greater

JOIN THE AIPH FAMILY

Be part of an exciting future

IGOTY AWARDS

Recognising excellence in
ornamental horticulture

A classical statue of a man, likely representing a personification of the world or a champion, is shown from the waist up. He is holding a globe that is covered in lush greenery and a variety of colorful flowers, including red, yellow, and pink blooms. The statue is set against a background of a cloudy sky.

THE WORLD'S CHAMPION FOR THE POWER OF PLANTS

GREEN IS THE COLOUR OF THE FUTURE



**FLOR
MART**

FIERA DI PADOVA

26.27.28 SEPTEMBER 2019
PADUA EXHIBITION CENTRE — ITALY

INTERNATIONAL EXHIBITION
OF HORTICULTURE, LANDSCAPE ARCHITECTURE
AND GREEN INFRASTRUCTURES

70TH
EDITION



flormart.it

GreenTech 
HORTICULTURE'S FOREFRONT
TRADE SHOW 11-12-13 JUNE 2019



SAVE THE DATE

TRADESHOW 11-12-13 JUNE 2019

From now on, GreenTech Amsterdam is an annual show. The next edition is to be held on 11 - 13 June 2019.

A total of 10,465 professionals from 112 countries visited GreenTech 2018: more than half the visitors came from outside the Netherlands and the number of multinationals that attended increased.

WHAT VISITORS SAID ABOUT GREENTECH

"An introduction to the rapid innovation, which is essential for a successful company",

"Fascinating, full of technological innovations, safety and comfort for the participants",

"GreenTech was great for thought-provoking exhibits and interesting discussions with industry colleagues worldwide."

ABOUT GREENTECH

GreenTech is the global meeting place for all horticultural technology professionals. GreenTech focuses on the early stages of the horticultural chain and the current issues growers face. All Dutch front-runners, greenhouse builders and suppliers are present.

GreenTech Amsterdam 2019, your chance to meet the horticulture world in 3 days!



Organised by:

rai
AMSTERDAM

www.greentech.nl

5 70 YEARS AS THE WORLD'S CHAMPION FOR THE POWER OF PLANTS

Foreword from Bernard Oosterom, President of AIPH

ABOUT AIPH

- 7 **WELCOME**
From Tim Briercliffe, Secretary General of AIPH
- 9 **FOUNDING AIPH**
Out of the rubble of WW2, a thriving global community has grown
- 10 **STRUCTURE OF AIPH**
AIPH board and committees
- 11 **THE AIPH SECRETARIAT**
Growing the team for a growing future
- 12 **AIPH MEMBERS**
Our permanent focus and raison d'être
- 13 **CONGRATULATIONS FROM AIPH PARTNERS**
Messages from AIPH's long-valued partners
- 14 **AIPH MEMBERSHIP**
Infographic of AIPH's global membership and events

EXHIBITIONS & EVENTS

- 17 **APPROVING INTERNATIONAL HORTICULTURAL EXHIBITIONS**
What makes AIPH Approval so coveted?
- 18 **AIPH EXHIBITION CATEGORIES**
The four classifications of AIPH approved events
- 20 **THE AIPH 70TH ANNUAL CONGRESS**
The 2018 Congress held in Padova, Italy
- 23 **AWARDING INDUSTRY EXCELLENCE**
The IGOTY Awards

AIPH PUBLICATIONS

- 27 **INTERNATIONAL INDUSTRY INSIGHT AND VISION**
The AIPH International Vision Project and International Statistics Yearbook
- 28 **FLORACULTURE INTERNATIONAL**
Bringing the industry's leading magazine under the AIPH umbrella
- 29 **AIPH IN THE NEWS**
With a global reach, AIPH's voice is heard around the world



14



18



17



31

ENVIRONMENTAL FOCUS

- 31 **AIPH'S GREEN CITY CONCEPT**
Ten years of promoting urban greening
- 32 **THE AIPH GREEN CITY COMMITTEE**
Interviews with Green City Chairs Karen Tambayong and Bill Hardy
- 33 **ENVIRONMENT AND PLANT HEALTH**
Promoting sustainable and ethical production
- 34 **THE LEGAL ENVIRONMENT – NOVELTY PROTECTION**
Advocating on behalf of the industry for a balanced, working system
- 35 **THE MARKET ENVIRONMENT – FLOWER AUCTIONS**
What does the future hold for flower auction markets?



34



35

To celebrate the 70th anniversary of the International Association of Horticultural Producers (AIPH) this year, FloraCulture International has partnered AIPH to produce a commemorative magazine. **Editorial team:** Tim Briercliffe (Editor-in-Chief), Mia Buma, George Franke, Audrey Gerber, Joep Hendricks, Ron van der Ploeg and Penelope Tomkins. **Photography:** DimitriosFos **Contact:** Penelope.tomkins@aiph.org **Address:** AIPH, Horticulture House, Chilton, Didcot, Oxfordshire OX11 0RN, UK **Worldwide Advertising Office:** Angie Duffree, angie@floracultureinternational.com **Printer:** Drukkerij Van Deventer **Graphic design:** Aryen Bouwmeester **Publisher:** Published by AIPH @ 2018 AIPH Anniversary Publication. All rights reserved. Publisher is not liable for the content of the advertisements. Photography by permission of copyright owners.



FOREWORD FROM BERNARD OOSTEROM

President of AIPH

On the 70th Anniversary of AIPH, I wish a warm welcome to everyone in the ornamental horticulture industry, especially to the growers who form our core membership, along with our affiliated members, also to our partners, and not least, to other members of the industry whom we warmly invite to join the ever-growing AIPH family devoted to ornamental horticultural.

The AIPH family is very special. It consists of thousands of growers of flowers and ornamental plants around the world who are together united by one essential goal – promoting the place of plants in people's lives.

We believe as passionately in the importance of this goal as our founding members of 1948. In this anniversary publication it is poignant to look back on our history to remember why AIPH exists today. We also look forward to what we have yet to achieve. Almost daily a surmounting body of evidence grows to support our conviction that plants have a critical impact on quality of life and the future of our planet.

The benefits produced by flowers and plants are so vast they are currently difficult to quantify. How can we measure the combined, far-reaching, long-term and interconnected benefits of improved physical health, better mental health, a cleaner environment, higher sustainability, greater biodiversity and

stronger social cohesion? As a global coordinating organisation, AIPH is able to use its network to promote knowledge and information of such benefits. We have both a national and international platform for sharing knowledge and disseminating best practice and industry developments. Through AIPH committees, activities and collaborations we have the influence to bring about positive change through greening people's lives.

Our organisation continues to grow in size and strength and I am indebted to the AIPH Chairs before me for their part in the shape of the organisation today. I am witnessing many encouraging developments. We continue to approve and support a growing number of International Horticultural Expos and International Trade Shows across the globe. We have brought our Green Cities concept to the attention of key international stakeholders. We are producing the first International Vision Project (IVP) Report – the industry's first comprehensive research of established and emerging global markets, and we are proud to be the organising body of the coveted IGOTY awards which crown excellence in our industry.

Our future holds many exciting opportunities. Together, we have the will, energy and an unfaltering sense of purpose to fulfil our role as 'The World's Champion for the Power of Plants'.



WELCOME FROM TIM BRIERCLIFFE

Secretary General of AIPH

The international ornamental horticulture industry today is indebted to the many committed individuals and organisations who had their own vision for this industry way before many of us were born. Today we are building on the foundation they put in place and it is right to look back and celebrate what has been achieved. Looking back helps us to appreciate where we have come from but critically we must be focused now on where we are going in the future. We cannot live on the vision of past industry leaders. It is up to us to define and work towards a future we believe in.

It has been my privilege over the last five years, as Secretary General of AIPH, to work with visionary leaders from grower associations and organisations around the world. Back in 2013, when I started the role, I could see the huge potential that lies in AIPH. Taken from a global perspective, it is startlingly clear to me that our industry has a vibrant and exciting future. Sometimes you have to stand back to see what's going on but it is my belief that this industry can justifiably think big when it comes to the future. In a rapidly urbanising world the products of our industry are no longer self-indulgent luxuries but are fast becoming essential service providers for the facilitation of healthy, sustainable and prosperous life on earth.

I believe that working together we can achieve great things and now is the time to correctly position our industry in the minds of governments, authorities and citizens. AIPH is taking on this challenge and we want you to join us to achieve our ambitions.

Since 2008, we have been promoting the importance of the Green City. We believe that herein lies the future of our sector. It doesn't matter whether your focus is trees, shrubs, annuals, house plants or flowers, they all tick the box for city greening. AIPH is working hard to influence international city organisations and to influence city decision makers around the world. Through our Green City conferences, published guidelines and International Horticultural Exhibitions we are already reaching tens of millions across the planet and I firmly believe that this is just the beginning.

As well as driving demand for ornamentals, we are committed to supporting the growers that service this and preparing them for the future. We actively seek to share best practice between growers globally through our International Grower of the Year Awards and are planning a number of focused conferences on topics such as sustainability in the near future. We are active in tackling challenges common between countries, including plant health, invasive plants, pesticides, plant breeders rights and skills. We are committed to providing the industry with the best possible statistical data and market foresight through our annual statistical yearbook and International Vision Project.

We have developed strong communication methods through our members and directly through our publication of FloraCulture International magazine. Working with our members and partner organisations, we believe we can provide direct benefit to growers anywhere in the world. If you're involved then you know this already but if not then why not come along to our events or visit our website. Come and learn about us, get involved and be a part of an exciting future.



INTERNATIONAL STATISTICS YEARBOOK – FLOWERS AND PLANTS 2018

The most comprehensive industry data on world-wide production and trade

Available to buy from AIPH
www.aiph.org/statistical-yearbook
FREE to AIPH members



Founding AIPH

In 1948, amid strained international relations, a group of well-known representatives of grower associations across Western Europe convened in Zurich, Switzerland for the 50th anniversary of the Association of Swiss Horticulture. At that meeting, the members took the decision to recreate the 'Union Horticole Professionnelle Internationale' – an international association which had formed in 1909 but dissolved in the proceeding period of war and economic crisis.

Inaugurating a new, hopeful era of cooperation and regeneration, and united by an ambition to mend relations between European horticulturists, the group named this new union "The Association Internationale des Producteurs de l'Horticulture" – AIPH.

The founding countries consisted of: Switzerland, France, the Federal Republic of Germany, Austria, Belgium, Luxemburg, the Netherlands, United Kingdom, Hungary and Sweden. These were joined later by Denmark and Italy. Over several decades, the Association's membership reached beyond European boundaries to incorporate many more countries including Canada, USA, Japan, China, Indonesia and Turkey.

70 years on, AIPH's purpose has never been greater. The world has changed rapidly in this time and in a modern, high-speed world, life has become more detached from the natural world than ever before. That is why AIPH continues to exist with even greater relevance and importance today.

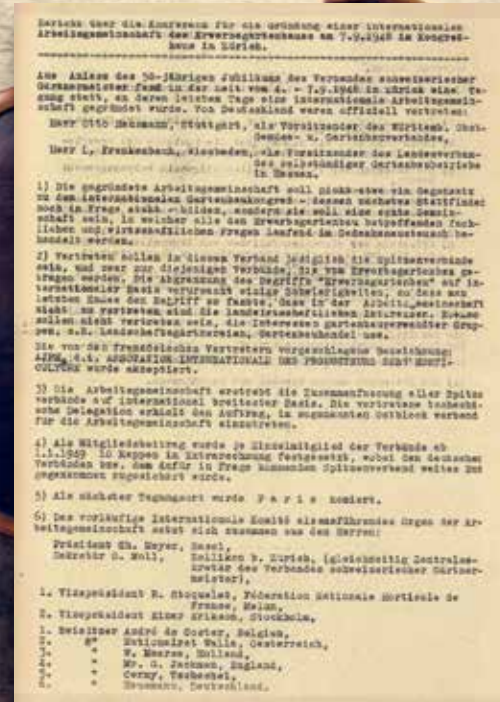
Through serving the needs of growers in a globalised world, AIPH continues its role to rekindle and maintain human kinds relationship with plants, sustain our planet and help us all rediscover an affinity with our surroundings as old as humanity.

INTERNATIONAL ASSOCIATION OF HORTICULTURAL PRODUCERS

From the time that AIPH adopted English as its main language, the name International Association of Horticultural Producers was used. The acronym AIPH remains however, due to the strength the identity has established around the world. In 2013 AIPH established its headquarters in the UK.

The original objectives of the organisation, set out in the minutes of the 1948 meeting, continue to this day. These include: promoting flowers, organising Expos to showcase professional horticulture, the international exchange of contacts, resources and materials, and collecting and comparing country production and trade information.

ABOUT US



Structure of AIPH

THE AIPH BOARD

The AIPH Board consists of a President, two Vice-Presidents, the chairs of each committee and representatives of the member regions.



Vice-President
Tim Edwards (UK)



President
Bernard Oosterom
(The Netherlands)



Vice-President
Zhang Qixiang (China)

AIPH COMMITTEES

All our members have the right to sit on a Committee. Our Standing Committees are:



Exhibitions
Chair Kevin Chung
(Chinese Taipei)



Green City
Chair Bill Hardy
(Canada)



**Ornamentals
Production Committee**
Chair Tim Edwards
(UK)

AIPH MEMBER REGIONS

Member countries are divided into regions and each region has a representative on the Board. Regional representatives are:



Gijs Kok,
(The Netherlands)



Mike Rimland,
(USA)



Kong Haiyan,
(P.R. China)



Tim Edwards,
(UK)



Andras Treer,
(Hungary)



Osman Bağdathoğlu,
(Turkey)



Karen
Tambayong,
(Indonesia)

THE AIPH SECRETARIAT

The Secretariat, based at Horticulture House in Oxfordshire, UK, consists of the Secretary General Tim Briercliffe and his team of staff.



Tim Briercliffe
Secretary General (UK)



Editor, FloraCulture International (FCI)
Ron van der Ploeg (The Netherlands)



**AIPH Communications
Manager & Assistant
Editor (FCI)**
Penelope Tomkins (UK)



**Senior Media Account
Manager, FloraCulture
International (FCI)**
Angie Duffree
(The Netherlands)

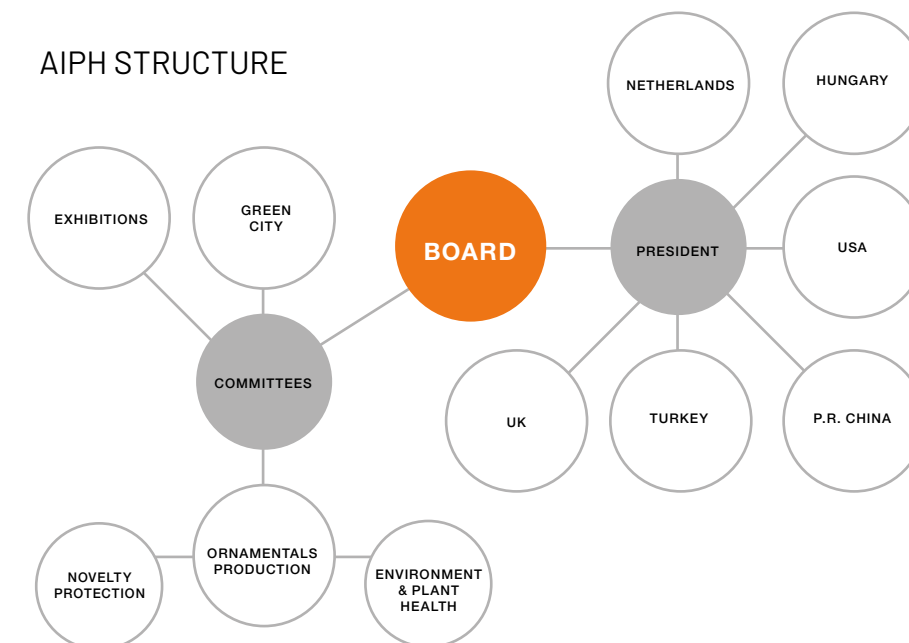


**Media Account
Manager, FloraCulture
International (FCI)**
Roger Bottomley (UK)



**AIPH International
Relations Manager**
Treve Evans, (UK)

AIPH STRUCTURE



OTHER AIPH GROUPS AND ACTIVITIES

- International Vision Project (IVP)
- International Statistics – Flowers and Plants Yearbook
- International Grower of the Year awards
- Flower Auction Markets Group
- FloraCulture International (FCI)

AIPH IS ALSO SUPPORTED BY EXPERT CONSULTANTS AND ADVISORS

- Senior Expo Consultant**
Sven Stimac (Germany)
- Expo and Green City Consultants**
Hanim Dur and Pinar Acar (Turkey)
- Novelty Protection Expert**
Mia Buma (the Netherlands)
- International Vision Project Manager**
Joep Hendriks (the Netherlands)
- Environment and Plant Health Advisor**
George Franke (the Netherlands)

AIPH FULL MEMBERS



AIPH Membership

Grower organisations that represent professional growers of ornamental plants and flowers and landscapers, are invited to join AIPH as full members. In addition, affiliate members, which can be any business or organisation with an interest or involvement in AIPH activities ornamental horticulture, are also warmly welcome to the AIPH family.

AIPH is a thriving community of full and affiliate members from around the world, joined by a shared belief in the power of plants. Through uniting members of the global ornamental horticulture industry, AIPH is the most effective organisation for raising the profile of plants to the attention of governments, authorities and citizens.

By joining AIPH, members become, not only part of an enterprising, innovative and visionary community that represents thousands of growers worldwide but, more significantly, they become a valued and appreciated part of the AIPH family. Through face to face meetings, conferences, seminars, workshops, professional visits, gala dinners, award ceremonies and much more, AIPH members establish strong bonds of friendship and cooperation all around the world.

FULL MEMBERSHIP

Benefits of full membership include: (€1,500 + VAT if applicable)

- Access to a global network of ornamental horticultural associations
- Sharing information and best practice between similar organisations
- Access to latest developments in the trade.
- Involvement in initiatives for the promotion of flowers, plants and the green landscape worldwide such as the Green City.
- Increasing the benefits from plant breeders rights and working together to protect the industry.
- Joint lobbying of international organisations on subjects including pesticides, plant health, invasive plants and other environmental issues.
- Access to the latest statistical data on worldwide production and trade in ornamental plants and flowers.
- Opportunity to enter candidates for the AIPH IGOTY awards
- Opportunity to seek approval for hosting international horticultural exhibitions.

AFFILIATE MEMBERSHIP

Benefits of Affiliate Membership: (€500 + VAT if applicable)

- Access to ornamental plant growers worldwide and the opportunity to gain insight into international developments in the production and trade of ornamental plants.
- Contact with industry associations and trade bodies in 19 major producing countries and regions in the world creating a global network of knowledgeable and influential parties.
- Invitations to AIPH meetings and discussions on global horticultural industry issues, to voice views on the development of regulations and policies.
- Opportunities for promotion through AIPH meetings, events, and media.

Messages of Congratulations from AIPH Partners



"Union Fleurs is delighted to offer its congratulations to mark the 70th anniversary of AIPH. Over this period, the industry has undergone remarkable changes. In response AIPH and Union Fleurs have adapted, and the fact that both organisations remain extremely active, demonstrates the value they continue to offer to their members today."

Mr. Richard Fox, President, Union Fleurs



"Many congratulations to AIPH! AIPH and UPOV have a long history of working to encourage plant breeding so that growers can have access to the best varieties from which to produce high quality products. I look forward to continuing our work together to improve the lives of people around the world."

Mr. Peter Button,
Vice Secretary-General, UPOV

"We at CIOFORA are proud to be exploring the plant world side by side with AIPH – our key cooperation partner in the green sector. Beyond AIPH's strong commitment to effective Plant Variety Protection, we share its mission to promote the bond between humans and plants and support innovation in plants for the benefit of society. While AIPH is celebrating its 70th anniversary and is preparing to write the next chapter of its story, we are confident of its blooming prospects."

Dr. Edgar Krieger, Secretary General, CIOFORA



"On behalf of the ISHS please accept my sincere congratulations to AIPH for 70 remarkable years of service to growers and the global horticultural community. Our societies share common interests for the future and AIPH supports us in our mission "to nurture and deploy scientific growing knowledge for creating a better world."

Prof. Dr. Yüksel Tüzel,
President, International Society of Horticultural Science, ISHS



"Fleuroselect congratulates AIPH on its 70th anniversary. Associations are key in developing an industry and giving it a voice. In floriculture we are fortunate to have AIPH speaking on subjects that matter including the Green City initiative which leads to a better appreciation of how plants can improve our world. We admire the International Grower of the Year event which awards outstanding companies in international horticulture."

Sally van der Horst, Secretary General, Fleuroselect



"The International Florist Organisation, Florint, wish our friends, colleagues and associates at AIPH a very happy 70th anniversary. Florint are pleased to be associated with the work of AIPH."

Mark Ward, President, Florint



"ENA, the European Nurserystock Association, congratulates AIPH on its 70th anniversary. AIPH is a strong organisation with a long history, but also very innovative. The European nurseries recognise the efforts of the AIPH Exhibitions Committee. The International Horticultural Exhibitions are a must and an excellent way to promote the ornamental horticultural industry locally and globally."

Jan-Dieter Bruns, President, ENA

"Since 1960, the BIE has worked closely with the AIPH to organise International Horticultural Expos, addressing the paramount issues of green and sustainable living, education and innovation. As the largest events of their kind, Horticultural Expos not only raise awareness of greener living for millions of visitors, but also create essential green spaces in their host cities. Congratulations on this 70th anniversary."



Vicente Gonzales Loscertales, President, Bureau International des Expositions (BIE)



"On behalf of the CPVO I would like to congratulate AIPH on its 70th anniversary. I thank AIPH for the support given to the EU plant variety protection system. AIPH has participated actively in events organised by the CPVO giving the perspective of producers of plant varieties who are protected by EU plant variety rights. I am confident that the exchanges between CPVO and AIPH, with regard to our mutual interests, will continue to be equally fruitful in the future."

Martin Ekvad, President, Community Plant Variety Office, CPVO

Uniting the world of ornamental horticulture since 1948

 AIPH MEMBERS
 AIPH CONTACTS

AIPH annual congresses

- 1948 Zurich, Switzerland
- 1949 Paris, France
- 1950 Ghent, Belgium
- 1951 Vienna, Austria
- 1952 Copenhagen, Denmark
- 1953 Hamburg, Germany
- 1954 Scheveningen/The Hague, Netherlands
- 1955 Appenzell, Switzerland
- 1956 Nice, France
- 1957 Cologne, Germany
- 1958 Copenhagen, Denmark
- 1959 Zurich, Switzerland
- 1960 Rotterdam, Netherlands
- 1961 Brussels, Belgium
- 1962 Rome, Italy
- 1963 Hamburg, Germany
- 1964 Vevey, Switzerland
- 1965 Sandefjord, Norway
- 1966 Bournemouth, United Kingdom
- 1967 Orleans, France
- 1968 St. Gallen, Switzerland
- 1969 Helsinki, Finland
- 1970 Montecatini, Italy
- 1971 Oostende, Belgium
- 1972 Amsterdam, Netherlands
- 1973 Hamburg, Germany
- 1974 Vienna, Austria
- 1975 Barcelona, Spain
- 1976 Guernsey, Channel Islands
- 1977 Copenhagen/ Longby, Denmark
- 1978 Tours, France
- 1979 Herzliya, Israel
- 1980 Basel, Switzerland
- 1981 Taormina, Sicily, Italy
- 1982 Amsterdam, Netherlands
- 1983 Munich, Germany
- 1984 Chester, United Kingdom
- 1985 Helsingborg, Sweden
- 1986 Valencia, Spain
- 1987 Tulln, Austria
- 1988 Zurich, Switzerland
- 1989 Poznan, Poland
- 1990 Osaka, Japan
- 1991 Florida, USA
- 1992 Noordwijk, Netherlands
- 1993 Stuttgart, Germany

- 1994 Herzliya, Israel
- 1995 Odense, Denmark
- 1996 Budapest, Hungary
- 1997 St. Peter's Port, Guernsey, Channel Islands
- 1998 Quebec, Canada
- 1999 Kunming, China
- 2000 Angers, France
- 2001 Bogotá, Colombia
- 2002 Noordwijk, Netherlands
- 2003 Rostock, Germany
- 2004 Ghent, Belgium
- 2005 Montreal, Canada
- 2007 Brighton, United Kingdom
- 2008 Dubai, United Arab Emirates
- 2009 Zaragoza, Spain
- 2010 Suncheon, Korea
- 2011 Xi'an, China
- 2012 Venlo, Netherlands
- 2013 Niagara Falls, Canada
- 2014 Qingdao, China
- 2015 Stresa, Italy
- 2016 Antalya, Turkey
- 2017 Taichung, Chinese Taipei
- 2018 Padova, Italy

AIPH members

- Australia, since 1988
- Belgium, since 1948
- Brazil, since 2015
- Canada, since 1980
- China, since 1994
- Chinese Taipei, since 2003
- Colombia, rejoined 2017
- Czech Republic, since 1968
- Denmark, since 1948
- Finland, since 1965

70
ANNUAL
CONGRESSES

30
WORLD
HORTICULTURAL EXPOS

9
GREEN CITY
CONFERENCES

- France, rejoined 2015
- Germany, since 1948
- Greece, since 2018
- Hungary, since 1948
- Indonesia, since 2008
- Ireland, rejoined 2016
- Italy, rejoined 2015
- Japan, since 1985
- Netherlands, since 1948
- Poland, rejoined 2018
- Qatar, since 2017
- Republic of Korea, since 1998
- Switzerland, since 1948
- Thailand, since 2000
- Turkey, since 2008
- United Kingdom, since 1948
- United States, rejoined 2015

HEAD OFFICE
UNITED KINGDOM

AIPH expos

Approved A1/A2/B1 World Horticultural Expos

- 1960 A1 Floriade Rotterdam, Netherlands
- 1963 A1 IGA Hamburg, Germany
- 1964 A1 Vienna, Austria
- 1969 A1 Paris, France
- 1972 A1 Floriade Amsterdam, Netherlands
- 1973 A1 IGA Hamburg, Germany
- 1974 A1 Vienna, Austria
- 1980 A1 Montreal, Canada
- 1982 A1 Floriade Amsterdam, Netherlands
- 1983 A1 IGA Munich, Germany
- 1984 A1 Int. Garden Festival Liverpool, UK
- 1990 A1 Int. Gardens and Greenery Exposition Osaka, Japan
- 1992 A1 Floriade Zoetermeer, Netherlands
- 1993 A1 IGA Stuttgart, Germany
- 1999 A1 Int. Garden Festival Kunming, China
- 2002 A1 Floriade Haarlemmermeer, Netherlands
- 2003 A1 IGA Rostock, Germany
- 2004 A2/B1 Hamamatsu Pacific Flora, Japan

- 2006 A1 Royal Flora Ratchaphruek Chiang Mai, Thailand
- 2006 A2/B1 Shenyang Expo, China
- 2010 A2/B1 Taipei Int. Garden and Horticulture Expo, Chinese Taipei
- 2011 A2/B1 Xián Int. Horticultural Expo, China
- 2011 A2/B1 Chiang Mai Royal Flora Ratchaphruek, Thailand
- 2012 A1 Floriade Venlo A1, Netherlands
- 2013 A2/B1 Suncheon Bay Garden Expo, Korea
- 2014 A2/B1 Qingdao Int. Horticultural Expo, China
- 2016 A1 Antalya, Turkey
- 2016 A2/B1 Tangshan, International Horticultural Expo, China
- 2018 A2/B1 Taichung World Flora Expo, Chinese Taipei

Future AIPH approved horticultural expos

- 2019 D GreenTech, the Netherlands
- D Flormart, Italy
- C Florales Nantes, France
- A1 Int. Horticultural Exhibition 2019 Beijing, China

- 2021 B Hatay, Turkey
- B Expo 2021 Yangzhou, China
- A1 Doha, Qatar
- 2022 A1 Expo 2022 Floriade Almere, Netherlands
- 2023 B Kahramanmaraş, Turkey
- 2024 A1 Łódź, Poland

AIPH Green City conferences

- 2010 Taipei, Chinese Taipei
- 2011 Xi'an, China
- 2013 Suncheon, Korea
- 2014 London, UK
- 2015 Paris, France
- 2016 Vancouver, Canada
- 2016 Antalya, Turkey
- 2018 Melbourne, Australia
- 2018 Padova, Italy
- 2019 Beijing, China

Approving International Horticultural Exhibitions

Whilst the rapid rate of urbanisation occurring across our planet is creating many problems for humans and societies, substantial evidence proves that greening our cities and our lives, can genuinely tackle the adverse effects of such change. There is no better way to demonstrate to the world the importance, value and beauty of horticulture than through International Horticultural Exhibitions.



The Beijing World Horticultural Expo 2019.

An International Horticultural Exhibition is an effective vehicle for public education, technical innovation and industry progress. These events have the unique power of bringing the world together around common horticultural themes of contemporary relevance and international interest. Hosting a horticultural exhibition can truly change a city forever and create a lasting legacy for many future generations. Inviting international visitors makes these events special as the result is a celebration of world-wide horticulture – blooming with culture, trade and innovation. A horticultural exhibition is a catalyst for greening host cities which become the pride of a nation and the envy of the world. As well as attracting millions of visitors, these exhibitions raise the profile and use of plants to new levels, growing the horticultural industry and giving plants their rightful place on the planet.

Recognising and approving international horticultural exhibitions is one of AIPH's major activities. In accordance with Article 4.B.2 of the International Convention signed at Paris in 1928, (subsequently supplemented with various protocols) the International Exhibitions Bureau (BIE) grants recognition to AIPH approved A1 horticultural exhibitions. Therefore, AIPH approval is required for any country organising an international horticultural exhibition who wishes to invite other countries to participate, via diplomatic channels.

AIPH's robust approval and monitoring process ensures that AIPH approval is a true endorsement of the highest standards and thereby provides exhibition organisers with significant leverage and credibility to gain the participation of national and international exhibitors and visitors and the horticulture industry at large. The value of AIPH approval extends much further too. Event organisers

of AIPH approved exhibitions have full access to the AIPH brand, expertise and on-going support with technological, infrastructural and horticultural aspects of an event. AIPH also promotes approved events through AIPH membership and networks and through AIPH promotional materials and communication channels. AIPH can also provide jury members and a prize for an international competition, if requested. Furthermore, all AIPH approved events are supported by advertising and editorial features in *FloraCulture International Magazine*.

SUCCESSFUL EXHIBITIONS

Successful exhibitions will: Increase global appreciation for horticulture in terms of its benefits to individuals and societies.

AIPH Exhibition Categories

AIPH APPROVED EXHIBITIONS ARE CATEGORISED INTO FOUR DIFFERENT CLASSES – A1, B, C & D.

A1 WORLD HORTICULTURAL EXHIBITIONS

A1 class events are major, large-scale International Horticultural Exhibitions that are held for a long duration of three to six months. AIPH approval of an A1 exhibition, followed by BIE recognition, gives organisers the authority to invite, through the highest diplomatic channels, the participation of other countries. A country is allowed to organise one A1 horticultural exhibition every ten years – the Netherlands, for example, have been holding a Floriade every decade since 1960.

An A1 class event is carefully regulated with restrictions on the number that can take place and the time interval between them. Exhibition approval incurs a licence fee payable to AIPH.

A1 Class Regulations

- Minimum exhibition area = 50 ha
- Minimum 5% of the area reserved for fulltime international participation.
- Minimum of 10 countries participating.
- Applications required 12 – 6 years before opening.

AIPH approved expos include: Floriade, Almere (Netherlands), Beijing (China), Łódź (Poland)

B INTERNATIONAL HORTICULTURAL EXHIBITIONS

B class events are horticultural exhibitions with international participation. They can be smaller in hectares than an A1 expo and held for a long duration of three to six months.

B Class Regulations

- Minimum exhibition area = 25 ha
- Minimum 3% of the area reserved for international participation
- Minimum of 10 countries participating.
- Applications required 10 – 3 years before opening.
- Cannot invite countries through diplomatic channels

AIPH approved exhibitions include: Hatay (Turkey), Yangzhou (China), Kahramanmaraş (Turkey)

C INTERNATIONAL HORTICULTURAL SHOW

C class events are held for the purpose of inspiring and entertaining the public. They are held for a period between four to twenty days.

C Class Regulations

- Minimum exhibition area = 6,000m²
- Minimum 10% of the area reserved for international participation
- Minimum of 6 countries participating.
- Applications required 5 – 0.5 years before opening of established show and 5 – 1 years before opening of a new or non-annual show.

AIPH approved shows include Floriales, Nantes (France)

D INTERNATIONAL HORTICULTURAL TRADE EXHIBITIONS

D class events promote trade, innovation, development, knowledge sharing and networking in the global horticulture industry. They are business to business events, often held annually, and there are

no restrictions on the duration of the event.

D Class Regulations

- Minimum of 60% of exhibitors must be involved in horticultural production or supply
- Exhibitions can incorporate conferences and symposia
- Applications required 5 – 0.5 years before opening of established exhibition and 5 – 1 years before opening of a new or non-annual exhibition.

AIPH approved trade exhibitions include: GreenTech (Netherlands), Flormart (Italy)

THE AIPH EXHIBITION GUIDE

The AIPH exhibition guide on how to organise an International Horticultural Exhibition is available to AIPH approved exhibition organisers. First created in 2015, by Sven Stimac and Manuela Dimuccio, it provides an overview of all aspects of planning and creating an exhibition, including tips and best practice. The guide is compiled with over 50 years of AIPH event experience and is available at www.aiph/sharing. An updated edition will be available in 2019.

AIPH EXHIBITION ARCHIVE AND DATABASE

Valuable historical information is being collated into a helpful AIPH exhibition archive. This information, compiled by Hanim Dur and Pinar Acar, will be extremely useful to anyone planning a future event. An Expo Database is also being developed to create a comprehensive international contact list to assist exhibition organisers.



Canadian Nursery Landscape Association
Association Canadienne des Pépiniéristes et des Paysagistes

Congratulations to AIPH on celebrating its 70th Anniversary!

The Canadian Nursery Landscape Association (CNLA) is thrilled to congratulate AIPH on its 70th Anniversary. CNLA is a proud supporter of all that AIPH does for the horticulture industry.

The CNLA is a national not-for-profit association representing the needs of 3,800 nursery, landscape and retail garden centre companies across Canada. We work to develop programs, undertake initiatives, and form alliances to achieve sustainable prosperity for members and stakeholders.

The CNLA would like to welcome all AIPH members to attend any of our leading industry trade shows including: CanWest Hort Expo, Green Industry Show and Conference (GISC), Landscape Ontario Congress and Hort East.

For more information, check out cnla.ca



Florensis congratulates AIPH with their 70th Anniversary!

Offering own breeding and the best genetics from partners, Florensis supplies high quality young plants and starting material for annuals, perennials, pot plants, biennials and cut flowers.

Let our enthusiastic team of professionals inspire you.

Florensis
If you want to grow

Florensis.com



Salvia x hybrida Mysty

The AIPH Annual Congress is the premier event in the AIPH calendar for members, partners and the ornamental horticulture industry at large. To celebrate AIPH's 70th Anniversary, a special programme of events took place from 17 – 22 of September in Italy.

The programme included two key international conferences, member and committee meetings, a celebratory evening dinner, four professional visits and several cultural tours. The conferences and meetings were held in Padova and hosted by Flormart, the international trade fair, providing the perfect opportunity for delegates to also visit the Flormart exhibition.

Delegates visited four premier nurseries within the world-renowned growing region of Pistoia. The visits were organised courtesy of ANVE – member of AIPH in Italy. A tour of magical Venice, as well as the world's oldest university Botanical Garden in Padova and the world's largest food park FICO 'Eataly', completed a memorable 70th anniversary week of events.

The AIPH Expo Conference, focused on making an International Horticultural Expo a success for business, commerce, community and visitors. Speakers highlighted the keys to success and presented case studies on past expos and the legacy they created for their host regions. The afternoon was given to presentations from event organisers of future AIPH approved international exhibitions and exhibitions currently seeking AIPH approval.

How ancient cities can incorporate green spaces was the focus of the AIPH International Green City Conference. Speakers presented scientific evidence of the benefits of urban greening along with case studies on innovative and practical implementation. The conference welcomed city decision makers, planners, landscape architects, horticulturalists and others interested in retro-fitting old cities with living green.

A special 70th anniversary dinner took place on 18th September in Padova to celebrate the success of AIPH since it began in 1948. After-dinner speeches were given by AIPH President Bernard Oosterom, Jaap Kras, Mr Richard Fox, Vic Krahn and Josef Poffet.



VIDEO INTERVIEWS

Video interviews with conference speakers and expo organisers can be viewed on the AIPH website: www.aiph.org/latest-news/media-centre/



Qatar & AIPH cooperation

Qatar recognises that sustaining economic and social growth is impossible without a holistic environmental vision that places the needs of the country's future generations at the forefront. AIPH and Qatar have a shared vision of the importance of bringing green into the built environment.

Qatar is working with AIPH to host its own International Expo in 2021 titled "Greening the Desert". This World Horticultural Expo will bring attention and recognition to Qatar's achievements and vision with regards to urban expansion and the needs of its people and environment. Qatar believes that working with international organisations, such as AIPH, is fundamental to its development as a sustainable culture.

The Ministry of Municipality and Environment (MME) in the State of Qatar is committed to expanding the green space in its cities by ensuring that development and the environment have a balanced position in decision-making. The arid Qatari climate together with the rapid development that this economically successful country has seen over the past decades, require MME to explore new technologies for sustainable development and to include these in green building codes. The Qatar National Vision 2030 provides a framework within which strategies and implementation plans can be set. Creating an awareness of the benefits of city greening is a key part of this strategy. MME engages in discussions with development



Dr. Fayqa Ashkanani, Expo Specialist, Minister's Office, Ministry of Municipality & Environment, State of Qatar.

professionals and planners to ensure acknowledgement and use of environmentally sound technologies. To support a growing awareness, MME offers encouragement and benefits to incorporate green building codes into construction and development plans.

The vision extends from professionals to the younger generation. Education programs in schools encourage children to consider how they can contribute to a healthy environment and the MME believes that this message will be taken home and generate interest in home gardens. In areas of high population density, new parks have recently opened and provide green space and leisure amenities for families.

AIPH and Qatar have a shared vision of the importance of bringing green into the built environment. Recognising that the climate imposes particular demands, part of the Qatari strategy is exploring

plants native to Qatar that are adapted to the climate and that deliver the benefits that are much needed in cities. Indigenous plants of Qatar include a large range of trees and shrubs, as well as many attractive wild flowers and bulbs. The first installation of Qatari native plants that displays their resilience and adaptability will be seen at the Qatar pavilion at the International Horticultural Exhibition Beijing 2019. It is anticipated that this will initiate an increase in commercial availability of native plants and encourage their use by landscape professionals. AIPH applauds the ambition of the Qatari pavilion to reflect how the country is embracing the power of plants to sustain the wellbeing of its people. Encouraging such opportunities for displaying innovative solutions to living green is an important role of AIPH.

The State of Qatar congratulates AIPH on its 70th anniversary.

IGOTY Awards

The International Grower of the Year (IGOTY) Awards were launched by AIPH in 2009. The awards recognise best practice in horticultural production by ornamental production nurseries around the globe.

The Awards

The 5 IGOTY award categories are:

- **Finished Plants and Trees** – ready for final sale
- **Young Plants** – cuttings, plugs, liners, seedlings, etc. sold or grown on.
- **Cut Flowers and Bulbs** – flowers and foliage cut for indoor decorative use and bulbs
- **Sustainability Award** – best practice and innovation in improving sustainability.
- **Inspiring Business Award** – small business (less than ten employees)

The IGOTY 'Sustainability Award' recognises best practice and innovation in areas such as; water, chemical and energy use; climate change; transportation; labour management and social standards, whilst the 'Inspiring Business' award celebrates small businesses that demonstrate unique qualities and innovation. There are three routes to entering the IGOTY awards; nomination by an AIPH member; nomination by a trade organisation and thirdly through direct application. Details and conditions for entering the awards are on the AIPH website.



Each year entries are received from countries around the world. Once entries close in August, an internationally-esteemed panel of judges select a shortlist from which the final winners chosen. The 2019 ceremony will be held on 22 January at the IPM Fairground, Essen.

The Ceremony

Growers, horticultural businesses and industry peers get involved in IGOTY each year, either by entering the competition, sponsoring the event or attending the awards ceremony. Everyone involved in the ornamental horticulture industry is invited to attend the ceremony which is held annually in January at IPM Essen, Germany. The event commences with a drinks reception and gala dinner, before the award-giving which is followed by an evening of celebration and live musical entertainment.



The Winners

"Every day we strive for top quality, so we invest continuously in technical innovations and the development of our product – and always in a sustainable manner because respect for people and the environment is part of our character. Together with our customers, suppliers and staff, we set the bar a bit higher. That our efforts are rewarded with this prize is fantastic!"

Eduard Ter Laak, Ter Laak Orchids, 2018 winner

ANNUAL OVERALL IGOTY AWARD WINNERS

2009	Sylva van Hulle (Belgium)
2010	Hillier Nurseries (UK)
2011	Bylands (Canada)
2012	Sheridan Nurseries (Canada)
2013	Sheridan Nurseries (Canada)
2014	Schoneveld Nurseries (The Netherlands)
2016	Costa Farms (USA)
2017	Flores El Capiro S.A. (Colombia)
2018	Ter Laak Orchids (The Netherlands)



Floriade boulevard.



Aerial view.



Floriade street view.

Expo 2022 Floriade Almere

GROWING GREEN CITIES ON NEW LAND

The A1 International Horticultural Exhibition Expo 2022 Floriade Almere promises to be an extraordinary event. For six months, the theme 'Growing Green Cities' will focus on cities of the future. Visitors will enjoy a unique and meaningful experience, as the expo will invite them to 'explore, touch and change'. This horticultural expo also marks the start of a new city district close to Amsterdam in the Netherlands. Almost everything to be built for the exhibition will become part of the Floriade legacy.

us and to contribute to our theme: Growing Green Cities.

As part of this, Floriade Expo 2022 has developed four sub-themes:

- Green – parks and green structures that make cities more attractive.
- Food – food production, food safety and food security solutions.
- Health – the effect of green structures on a healthy living environment, as well as on the physical and mental vitality of city inhabitants.
- Energy – sustainable energy solutions, as well as the effects of green spaces on the vitality of a city.

GREEN CITY ARBORETUM

The expo site will be developed as a Green City Arboretum, serving as a model for green structure development in cities. This 'arboretum' will consist of a variety of trees, shrubs, perennials, creepers, hydrophytes and flower bulbs, all of which contribute to a green, healthy and sustainable city. Around 3,000 species have been selected that contribute to the green city in terms of biodiversity, air purification, food production and

city climate management. The arboretum will be planted in alphabetical order, with each lot within the grounds being allocated a letter of the alphabet.

GROWING GREEN CITIES

Every country in the world faces challenges in terms of liveability in cities and metropolitan regions. And every country has cities that are front-runners, with their own solutions and showcases: cities are where the future happens first. These solutions may be worth showing and sharing with the world. Floriade Expo 2022 offers a global stage for countries and invites them to exhibit their solutions in keeping with the theme 'Growing Green Cities' and at least one of the four sub-themes: Green, Food, Health and Energy.



The expo site will be developed as a Green City Arboretum.

QUICK FACTS

Expo area: 60 hectares
Expo dates: 28 April to 23 October 2022
Visitors: 2,000,000 (50% from abroad)
 Approximately 125,000 business visitors, excluding conferences
Host: Government of the Netherlands
Host city: Almere
Organiser: Floriade Almere 2022 B.V.
Accessibility: Amsterdam, 25 minutes by car
 Schiphol Airport, 30 minutes by train

For more information please visit www.floriade.com or contact@floriade.com
 +31 36 82 00 303

The AIPH International Vision Project (IVP)

AIPH's International Vision Project (IVP), led by project manager Joep Hendricks, sets out to identify the future drivers and inhibitors that influence global ornamental horticultural production.

This project will enable the industry to anticipate changing consumer behaviour, evolving demand and the implications for production of ornamentals. A series of reports and workbooks will be published to undertake the first steps to define a vision for production and demand in the global ornamentals industry. Each publication will assess the threats and opportunities of the ornamentals value chain in a specific geographic area or market segment. The findings will help the industry

to develop adequate policy arrangements to help optimise future trade flows. Industry players can use the results to support their businesses and market intelligence, to explore future markets and consumer segments. It is already clear that change in demand and production is inevitable. In the next few decades a variety of macro factors will cause consumers to live different lives from the generations before them. They will develop different behaviour leading to different purchasing decisions which are likely to impact

the demand for ornamentals thus raising the question of whether the industry should reposition itself. The paradox between increasing urbanisation and human's innate connection with nature holds the greatest opportunity for future growth in the industry. This AIPH project will continue to grow and develop and in doing so welcomes contributors. Through working together, this project will help shape and strengthen the global ornamentals industry and champion the power of plants.

AIPH Statistics Yearbook

The International Statistics Yearbook – Flowers and Plants is published annually by AIPH, in association with Union Fleurs. The book provides the most comprehensive collection of data on global production and trade for the ornamental horticulture industry.

With 66 volumes published to date, the Yearbook has long been a reliable and invaluable tool for insight into the industry. Featuring over 190 pages of tables, diagrams and maps, it is the result of extensive research and data compiled by Leibniz University of Hannover.

The volume is presented as an illustrated, easy-to-use PDF containing:

- Production data from 47 countries
- Detailed country breakdown for 37 countries
- Product comparisons
- Market data and prices
- Global import/export data
- Trade data is also available through Excel spreadsheets

HOW TO PURCHASE THE 2018 EDITION

The Yearbook is available to purchase in three different versions; the full Yearbook (€190), production only (€140) or trade only (€140). AIPH members receive the Yearbook free each year. To purchase a copy of the 2018 edition of the International Statistics – Flowers and Plants Yearbook from AIPH, visit www.aiph.org/statistical-yearbook



FloraCulture International

AIPH - THE PROUD NEW PUBLISHER OF FLORACULTURE INTERNATIONAL (FCI) MAGAZINE

Founded in 1990 in the US by Debbie Hamrick, FloraCulture International was established as a business to business magazine dedicated to the ornamental horticulture industry. The magazine provided a primary source of accurate, up-to-date information for growers of cut flowers, flowering and green potted plants, bedding plants, perennials, tree shrubs, seeds, young plants and bulbs.



In 2006, the magazine was purchased by industry veteran and plant breeders rights expert Jaap N. Kras. Under new ownership the magazine maintained a strong reputation for accurate and vivid reporting. The bi-monthly publication focused on trade shows, conferences and news events, alongside in-depth interviews, country profiles and features on particular ornamental crops, technology, PBRs and guides on trade exhibitions. For eleven years FCI's readership grew, extending beyond growers to reach ornamental plant breeders, auction managers,

floral wholesalers, garden retailers, supermarket managers, florists, service providers, researchers, public sector workers, property managers and landscape designers. In 2015, ownership of FCI transferred to Royal FloraHolland until May 2018 when AIPH were invited to become the magazine's new publisher.

Welcoming FCI under the AIPH umbrella was a natural integration. With members around the world, AIPH has the network to extend the reach of the magazine to deliver industry news, stories and developments to a wider readership than ever before. In doing so, AIPH is also committed to retaining FCI's independent perspective.

On joining AIPH, FCI's long-running Editor, Ron van der Ploeg said "AIPH and FCI share the same goals; protecting and promoting the interests of the industry, acting as an international hub for industry information and knowledge exchange and stimulating best practice in ornamentals production."

FCI is circulated as both a print and digital publication to 13,000 subscribers across 142 countries. In addition, FCI has 86 partner agreements with leading global grower and trade associations. Through these unique relationships, FCI partners receive complimentary issues of FCI which they distribute via their own channels. Incorporating this network, FCI has an estimated 100,000 total readers demonstrating its position as the strongest international media channel in the ornamentals industry for advertiser reach in the market today.

In October 2018, FCI launched a new design with a clearer and more contemporary style. The FCI brand also includes a monthly digital newsletter, website and supported events such as the prestigious annual International Grower of the Year (IGOTY) Awards.

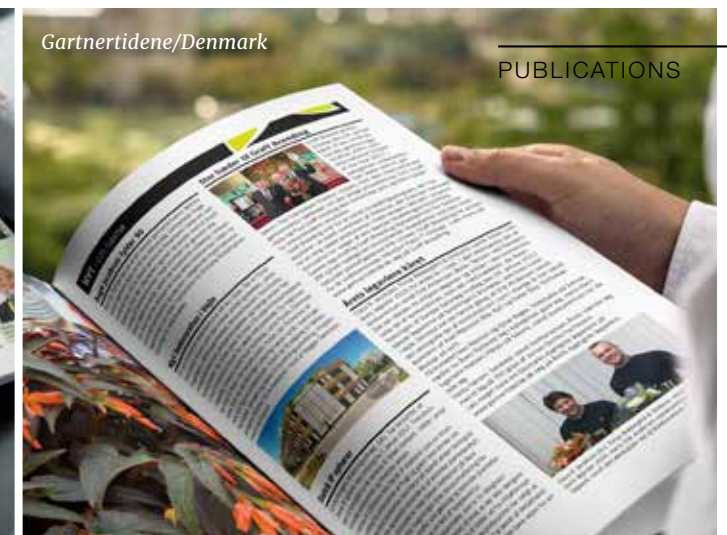
FCI is a gateway to latest global news, events and developments in ornamental horticulture for all industry professionals.

SUBSCRIBE FOR FREE

www.floracultureinternational.com/subscribe



DEGA/Germany



Gartnertidene/Denmark



Pod Ostonami/Poland



Economía y Viveros/Argentina



Formosa News/Chinese Taipei



GrowerTalks/USA

FCI MAGAZINE QUICK FACTS

Circulation: (English language)

Printed magazine: 5,500 subscribers

Digital magazine: 7,500 subscribers, indirect: 90,000 (estimated)

Digital FCI newsletter: 7,500 subscribers

Distribution: 142 countries

Readership profile: 62% = growers (flowers & plants), 22% trade (flowers & plants), 16% = other

AIPH In The News

Through a programme of valuable and informative events and a multitude of daily activities, across numerous areas of the ornamental horticulture industry, AIPH continues to capture the positive attention of global media channels. From national TV stations and newspapers to online digital newsletters and social media platforms, AIPH's voice for promoting the essential role of ornamental horticulture in greening the planet is heard throughout the world.

AIPH Green City

AIPH GREEN CITY COMMITTEE CELEBRATES TEN YEARS OF SUCCESS

The AIPH Green City Concept and Green City Guidelines promote awareness of the urgent need for urban greening. With a unique global network and platform, AIPH is able to share valuable knowledge and best practices to advance the realisation of a greener planet.

THE GREEN CITY CONCEPT

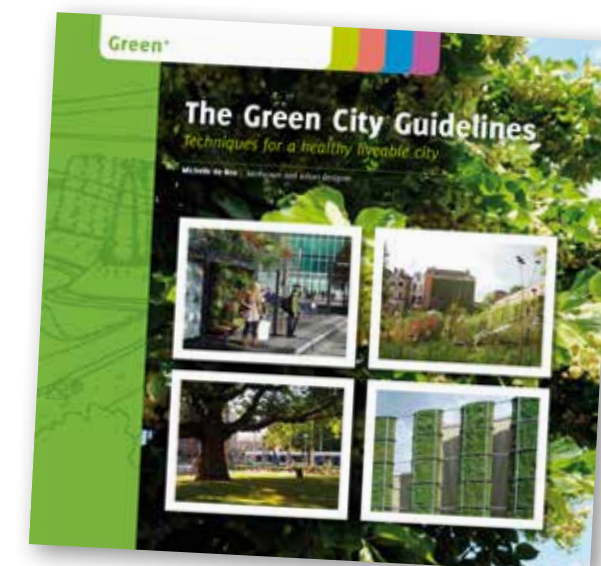
The role of AIPH as 'the world's champion for the power of plants' is as crucial today than ever. The need for an urgent response to the estimated and projected impacts of climate change has escalated green issues on social and political agendas globally and is motivating citizens and decision makers of the world to take incisive action. AIPH strongly welcomes and is active in this shift. In 2006 AIPH established the Green City Concept aimed at promoting 'living green' in urban environments. Whilst the term 'Green' commonly refers to environment and sustainability initiatives such as low emission transport, renewable energy and the 'war on waste', AIPH's focus on 'living green' relates uniquely and specifically to nature - the plants and flowers which form the fundamental, living, green infrastructure of our planet.

THE GREEN CITY COMMITTEE

To promote the AIPH Green City concept a series of regular international conferences have been held around the world inviting key decision makers, city planners, landscape architects and horticulturalists to share ideas, best practice and knowledge on the challenges, benefits and the practical implementation of urban greening. These conferences provide the platform for presenting key case studies of city greening and the scientific and research-based evidence proving the benefits which result from living green. Events so far have taken place in nine cities including London, Turkey, Vancouver, Melbourne and Padova.

GREEN CITY GUIDELINES

The key concerns in urban areas include storm-water management, the urban heat island effect, air pollution, noise pollution and the physical and mental health issues that result from the disconnection of people with nature. The AIPH Green City Guidelines project, an internationally targeted initiative aimed at practitioners and decision makers, offers the long-term solutions to these issues and outlines how changes can be implemented. The guidelines also illustrate economic models that support the value of bringing the living green concept to life.

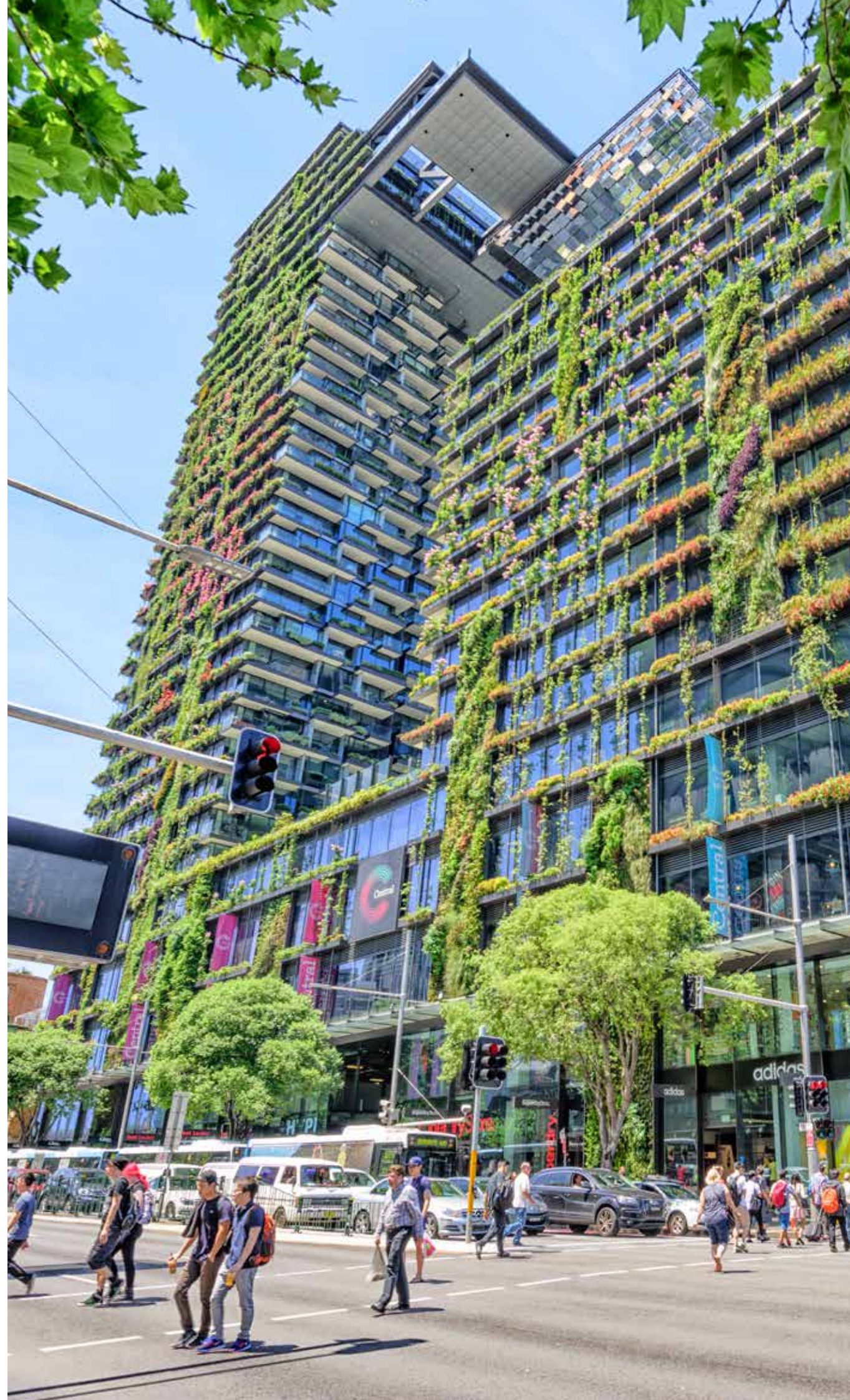


Visit the website for the
Green City Guidelines: aiph.org/green-city

THE FUTURE IS GREEN

As an international facilitator for the Green City agenda, the AIPH Green City Committee continues to actively engage with key stakeholders in all AIPH member regions to increase awareness, understanding and commitment to the recommendations of the Green City Guidelines. Work is currently underway to forge relationships between the industry and international city organisations and NGOs, to further embed the Green City message. AIPH will also continue to be a leading example for the implementation of a Green City philosophy, through stunning and inspirational community gardens at AIPH approved world expos such as 2018 Taichung World Flora Expo and 2019 Beijing.

By continuing to garner international attention through world class international horticultural expos, a programme of international conferences and networking, promotional activities and strategic partnerships and collaborations, the AIPH Green City concept provides a powerful stimulant for increasing the implementation of 'living green' in cities around the world.



Ten Years of 'Green City'

FIVE IMPORTANT QUESTIONS

An interview with new AIPH Green City Committee Chair, Bill Hardy and departing Chair Karen Tambayong.

Have increasing concerns of over-population and urbanisation since 'Green City' began changed your vision of the concept?

Bill: "No, but the importance of plants and living green infrastructure in urban areas has become increasingly important. Climate change is affecting our cities, communities, homes and is changing the way we must design and build our urban landscapes. Yes, climate change is a global problem, but the effects hit us locally - where we live. Each city, town and community must then seek solutions and develop initiatives specific to their needs - on their streets, in their parks, playgrounds and schools, at all their green spaces, at every opportunity. Never have our living landscapes been so important to our collective health and well-being."

International Expos have particular value in expanding awareness of the Green City concept by reaching global audiences. What's the legacy of an Expo for the host city?

Karen: "Expos raise awareness with people and governments on how



New AIPH Green City Committee Chair Bill Hardy.

their cities can be more sustainable by implementing the green city concept. 'Living green' in cities will reduce pollution, improve biodiversity, improve health, increase safety and create new jobs. The green open spaces created for Expo sites give host cities significant leverage and enhanced quality of life.

Bringing 'living green' into cities relies on a technical understanding of the problems caused by urbanisation and how plants can be part of the solution.

The Green City Guidelines* provide this knowledge - how can AIPH ensure these have maximum impact?

Bill: "The Green City Guidelines*, are an effective backbone or beginning of our conversation with Expo organisers and other stakeholders. I have used it as the basis of conversation with local government in my own city, with great success. Making this publication more widely available and accessible would be beneficial."

Karen: "Maximum impact can be made through publications, seminars and workshops. The Guidelines are an important tool for sharing ideas, exchanging best practices and gaining knowledge."

Green City conferences held in Vancouver, London, Antalya and Melbourne have each proved extremely popular. Are conferences now regular events on the AIPH calendar?

Bill: "Yes. It's our goal to hold at least one per year with varying themes - often, but not always, tied to an Expo host city. We aim to reach a much larger audience by forming strategic partnerships with other stakeholders and NGOs."

AIPH members share a passion for plants and filling our world with 'living green'. How can Green City support the growth and resilience of AIPH members?

Bill: "Green City can help significantly by passing on best practices and proven case studies that members can apply on the ground and will help them prove their case to various levels of Government. This will help recognize individual members as important stakeholders and in turn improve their resilience, assisting the entire value chain."

Karen: "By spreading the Green City message and knowledge to our members throughout the world."



Environment and Plant Health

AIPH's work in the area of Environment and Plant Health promotes the sustainable and ethical production of ornamental plants.

Information exchange between member countries in this field is important, not only to learn from each other, but also to prevent unnecessary standards that harm competitiveness and viability. In line with this the Committee keeps up to date on the regulations regarding the trade of endangered species, known as CITES. Many cultivated varieties of ornamentals belong to endangered wild species for which trade is prohibited. It is in the interest of the producing countries that the cultivated species are excluded from a prohibition.

Growers and landscapers need access to plant material from different parts of the world. This means that the trading of plants and plant products can have the risk of spreading pests and diseases. The AIPH Committee is therefore active in plant health regulations and information exchange on practices to minimise the spread of pests and diseases (biosecurity).

AIPH is valued by the European Commission as a stakeholder for ornamentals and is invited to stakeholder meetings and consultations. This makes it possible for AIPH to support the position of international

floriculture. For example, in the process of implementing a new plant health regime in the European Union, AIPH was consulted several times. In addition, AIPH works in cooperation with the European and Mediterranean Plant Protection Organisation (EPPO), which includes all European and Mediterranean countries. In particular, cooperation has been achieved in introducing a code of conduct on horticulture and invasive alien plants.

AIPH's role in representing the grower and developing cooperation with key organisations assists the global ornamental horticulture industry through ensuring long term access to sustainable plant material and protecting trade by maintaining high standards of biosecurity.



Departing AIPH Green City Chair Karen Tambayong.

Novelty Protection

Intellectual property protection for plant breeding, more commonly known as PBR – Plant Breeder Rights, exists to stimulate plant breeding activity. The innovation and product renewal which results from this activity constitutes the very basis of progress in the ornamental horticulture industry.

Within the AIPH Ornamentals Production Committee there is a group focused on Novelty Protection. The group advocates for fair and robust breeders' rights. A good working system encourages innovation and rewards quality of propagating material so that new varieties will be produced and available for growers and farmers.

Breeders need the benefit of protection titles that give them exclusivity with robust and enforceable rights. Growers share breeders' interests for a good working PBR system and this common interest is a stimulant for AIPH to stay in contact with other breeders' associations and other organisations, like CIOPORA¹ and CPVO².

Developments in the field of PBR are moving fast. More countries are realising that a blooming ornamental plant sector is impossible without a strong and balanced PBR system. That is why AIPH works to encourage countries to accelerate the implementation of breeders' rights and to bring their legislation in line with the UPOV³ convention of 1991. AIPH fully endorses the UPOV plant variety rights system. Thanks to AIPH's relationship with UPOV, built-up through many years, AIPH gained observer status in the organisation.



Breeders need the benefit of protection titles that give them exclusivity with robust and enforceable rights.

In ensuring balanced breeders' rights, AIPH protects grower statutory rights, obtained through license agreements, and works to improve the growers' position and

In 2017, AIPH welcomed the EPO's⁴ decision to cease granting patents to plants (because of the use of biotechnology), as this worked against the breeders' exemption.

However, the judgment by the ECJ⁵ in July 2018, recognising new breeding techniques (NBTs) as GMOs⁶, presented a serious setback for the horticultural sector and demonstrated the clear need for AIPH to remain strongly active in supporting growers in this field.

"AIPH MAKES IT POSSIBLE TO MONITOR PBR SITUATIONS WORLDWIDE AND ADVOCATE ON THE PART OF THE GROWER WHEN REQUIRED"

Mia Buma

understanding of these agreements. AIPH is also active in lobbying to resist legislation that may reduce innovation in the sector. For example, AIPH has long campaigned to protect the 'breeders' exemption' which enables breeders' free access to genetic material for breeding without the need for authorisation of any IP holder. Restrictions on this exemption can stifle innovation and hamper progress in product quality, yield potential and the sustainability of crops.

Thanks to AIPH's worldwide scale of exchanges, discussions, understanding and awareness of the importance of PBRs, and other IPRs⁷, the organisation provides a powerful voice for growers at both a national and international level, in seeking a good and balanced PBR system. It is important for everyone, that there is a clear and workable system in place for use in daily business.

Flower Auctions

Top flower auction market influencers from around the world convened for the second meeting of the Flower Auction Markets Group, held by AIPH, in September. The event provided the perfect opportunity to exchange experience, knowledge and expertise for the overall benefit of the group members. The forum offered fresh insights on international market trends and invited those present to envision and plan for the future of the flower auction business in a time of technological transformation and digital disruption.



The meeting, held on September 2018, in Padova, Italy, comprised of nine representatives from six countries – the Netherlands (Royal FloraHolland), Chinese Taipei (Taipei, Taichung, Changhua and Ornamental Plant Cooperative), Australia (Christensen's Flower Auction), Canada (United Flower Growers Vancouver and Flower Growers Ontario) and Japan (OTA). Unable to attend was flower auction Holambra from Brazil. Together these flower auctions have a combined sales volume of approximately €5.4 billion, employ 5000 staff globally and trade an estimated €12 billion products per year.

The group was first established in 2017 in Taichung by AIPH and other enterprising and visionary operatives who foresaw the need for an international network of independent flower auction markets. The group aims to promote the international exchange of information with the goal of improving organisation, management and business of flower auctions.

Some of the challenges these auctions face are the same around the world. All representatives are at the helm of a business that is extremely sensitive to weather, ranging from this year's hot summer in Northern and Western Europe to the powerful typhoons in Japan. They also share succession

issues on flower farms where younger generations see little future in the job of a flower grower. And the emergence of alternative online channels, databases and systems and, as such, slowly but steadily emptying auction rooms, smaller assortments, a demand-driven, globalised market, the need to disconnect price setting from the logistics process, a global obsession with carbon footprint and the standardisation of products, are all on every auction business's radar.

Understanding commonalities and differences helps members understand each other better and forge relationships. The group will pursue its goals through specialised annual meetings, the global collection and registration of data and a survey of flower auction markets, to improve understanding of each business strategy and identify areas where close collaboration can be beneficial. The survey will answer important questions. With most auctions developing digital/online trading solutions, what is the prognosis for improving the efficiency, quality and cost-effectiveness which they offer through collaboration? How are deal-making ecommerce platforms working and what are the lessons and opportunities for flower auctions?

The group will meet again in 2019 and welcomes participation from other clock-based flower auction markets.

"Attending Padova confirmed the current auction market trends worldwide and enabled us to meet with like-minded colleagues to discuss issues that only they intimately understood"

Nicki Christensen, Christensen's Flower Auction, Australia.

"It was worthwhile meeting colleagues from around the world. We share many similar challenges and issues. A common theme is technology and innovation to create more selling options for growers and access for customers. Commitment from growers is also necessary and auctions have different strategies for gaining this."

Bob Pringle, CEO United Flower Growers, Canada.

"By recognising our differences we can also establish how we can collaborate and reach very constructive outcomes."

Ryoji Kato, Executive Officer and Manager of President Office, Japan.

"It was great to meet other people in the industry and learn how auction houses in different parts of the world operate."

Jack VanderMaas, General Manager, Ontario Flower Growers, Canada.



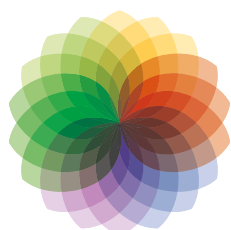
INTERNATIONAL GROWER OF THE YEAR (IGOTY) AWARDS 2019

Where global horticulture celebrates the best in ornamental production

22 January 2019

IPM Fairground, Hall Essen

Book your tickets at www.aiph.org/groweroftheyear



AIPH



**Royal
Flora
Holland**

