

AIPH International Horticultural Expo Conference

Thursday 19 March 2015

Paris, France



Conference Sponsors



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AIPH International Horticultural Expo Conference

With a mandate agreed by an international convention, AIPH has been approving and regulating International Horticultural Expos, with our partners BIE, since 1960. Enthusiasm for such expos has continued to grow with millions of people visiting expos hosted all over the world.



Recent successes over the last two years include the horticultural expos in Suncheon 2013 (South Korea) and Qingdao 2014 (China) which each attracted over 4 million visitors. AIPH has already approved five expos between now and 2022 in Europe and Asia. Overall visitor numbers are likely to exceed 30 million people in total. Billions of dollars will be spent on developing these international spectacles that have the ability to stimulate the development of whole cities and transform the international reputation of host cities.

The first ever AIPH Expo Conference will bring together expo organisers from all over the world to share ideas and learn from each other. The conference also gives the opportunity for organisers to hear from international expo experts so they can take home new ideas and practices to apply to their own event.

The conference is also a great opportunity for anyone interested in the possibility of organising an expo to learn about what is involved and to be inspired. Delegates will include expo organisers, consultants, supply companies, horticultural representatives and interested city officials from all over the world.

Conference Reception & Dinner

Following the conference there will be a networking reception and dinner to provide many opportunities for delegates to share and learn.

Event Location & Venue

Getting to Central Paris

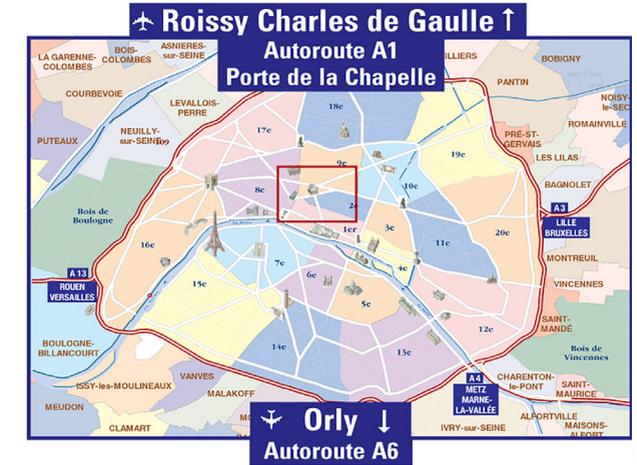
Paris is served by four international airports, the largest and best connected being Paris-Roissy Charles de Gaulle to the North and Paris-Orly to the South which both have direct trains to the city.

From Paris Charles de Gaulle you can either take RoissyBus to Place de l'Opéra (a short walk from both hotels) which takes about an hour and costs around €10. Alternatively take the RER line B train which connects directly with the Metro at Châtlet Les Halles, takes around 30 minutes and costs about €10.

From Paris Orly you can take the RER line B train from Antony station which is a shuttle transfer 'Orlyval' from the airport and connects directly with the Metro at Châtlet Les Halles. The train takes around 40 minutes and costs about €15.

From Châtlet Les Halles take the Metro (line 3) to Opera (a short walk from both hotels) and is a few euros.

Taxis to the Marriott Paris Opera Hotel from Paris Charles de Gaulle or from Paris Orly will both cost approximately €50 one way.



Paris Marriott Opera Ambassador Hotel

Tel: +33-1-44-83-40-40

Email: groups@parismarriottopera.com

www.marriott.com/PAROA

Metro: Chaussée d'Antin (7,9), Opera (3,7,8)



The 2015 AIPH International Horticultural Expo Conference will be held at the Marriott Paris Opera Ambassador Hotel in the Opera district of Central Paris.



8.45am Conference coffee and registration in the Foyer Rossini

9.30am Introduction – by Chairman, **Tim Briercliffe**, AIPH Secretary General
Welcome from AIPH President, **Vic Krahn**

Keynote – Best Practice for high quality and successful expos

Sven Stimac (right), Friends & Friends, is an experienced horticultural expo consultant. He will introduce a new AIPH guide for expo organisers and share his knowledge on how to organise a successful expo covering aspects including:

- Attracting visitors and participants
- Ensuring a high quality expo
- Ensuring a good legacy



Qingdao, China – International Horticultural Exposition 2014 (A2/B1)

Li Fengli, Secretary General of the Qingdao International Horticultural Expo 2014, will present his recent experience of organising a successful expo including:

- Review of the expo and how it was organised
- Lessons learned from the experience
- Advice for other expo organisers



11.15am Break for tea/coffee

AIPH Expo Strategy - Tim Briercliffe (right), Secretary of AIPH, will outline the work underway by AIPH to support expo organisers into the future covering:

- AIPH Strategic Plan for supporting expos
- New AIPH Brand and use within Expos
- New AIPH Regulations for Exhibition Organisers



BIE Expo Strategy - Vicente Loscertales (right), Secretary General of BIE, oversees world expos. BIE is also involved in the approval of A1 horticultural expos and he will share his great experience on what makes expos great as well as:

- Current programme for international expos
- BIE expectations for A1 Horticultural Expos
- Advice on how best to work with BIE



1.00pm Buffet lunch in the Mogadar Room

Identifying and implementing an expo theme

Bart Dohmen (right), Managing Director of BRC Imagination Arts BV, has worked with numerous organisations to turn dreams into reality. He will share his thoughts on:

- How to identify the right theme for your expo
- How to embed this in the event
- How to communicate this to participants and visitors



Many AIPH approved international horticultural expos are currently going through the development and construction process. For each expo coming up there will be a short progress report from the organisers where they will share progress to date and their expectations for their own expo.

Reports will be given from:

- Expo 2016 **Antalya**, Turkey 2016 (A1)
- **Tangshan** International Horticultural Exposition, China 2016 (A2/B1)
- International Flora Exposition **Taichung**, Chinese Taipei (A2/B1)

4.00pm Break for tea/coffee

Expo reports continued:

- International Horticultural Exposition **Beijing**, China 2019 (A1)

Role of horticultural expos in influencing city development and landscape design

Closing speech – **Kevin Chung** (right), AIPH Marketing & Exhibitions Committee Chairman

Closing remarks & next steps – **Tim Briercliffe**, Secretary General, AIPH



5.30pm Conference close

5.30pm Networking drinks reception

7.00pm Conference Dinner at the Paris Marriott Hotel (separate fee)

Hotel Options

Paris Marriott Opera Ambassador Hotel

Tel: +33-1-44-83-40-40

Email: groups@parismarriottopera.com

www.marriott.com/PAROA

Metro: Chaussée d'Antin (7,9), Opera (3,7,8)

Our venue for the Expo Conference, the Paris Marriott Opera Ambassador Hotel welcomes travelers to "La Ville-Lumière" with luxury rooms that mark the standard for Boulevard Haussmann hotels. A remarkable Paris destination, this opulent lodging sits amidst some of the city's most treasured landmarks, with views of the Eiffel Tower enjoyed from many of the property's chic 1920s Art Deco rooms and suites.

For delegates wishing to stay here a limited number of rooms have been reserved at a special rate of €225 (single occupancy - rates include breakfast but not tax). **Please contact the hotel directly to make your reservation and quote 'AIPH'. You will need your credit card details to book.**



Hotel Opera Vivaldi - Lower Cost Accommodation

10, Rue du Helder, Paris, 75009, France

Email: hoteloperavivaldi@gmail.com

Metro: Chaussée d'Antin (7,9) & Opera (3,7,8)

Situated in a quiet street, the Hotel Opéra Vivaldi is our alternative accommodation for those with a tighter budget and just a 2 minute walk from the Marriott hotel where all the meetings will be held.

For delegates wishing to stay here a limited number of rooms have been reserved at a special rate of €159 (single occupancy - rates include breakfast but not tax). **Please contact the hotel directly to make your reservation and quote 'AIPH'. You will need your credit card details to book.**

Tel: +33-1-40-22-99-09

www.parishotel-operavivaldi.com



Delegate Fees & Booking Information

Prices for the Conference & Dinner on Thursday 19 March are shown below:

Please note all rates are plus French Tax at 20% (total cost is in brackets)

AIPH Members

AIPH International Horticultural Expo Conference €190 (€228)

Includes refreshments throughout the day and buffet lunch

Conference Dinner €70 (€84)

Includes three-course meal and half a bottle of wine

Non Members

AIPH International Horticultural Expo Conference €250 (€300)

Includes refreshments throughout the day and buffet lunch

Conference Dinner €90 (€108)

Includes three-course meal and half a bottle of wine

Book your places today!

Visit www.etches.com/aiph-expo-paris2015

Queries

Please contact Maria Wallin, AIPH Business & Events Manager with any queries

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