

# Preparatory work of International Horticultural Exhibition 2019 Beijing, China

With accreditation of AIPH and recognition of BIE, International Horticultural Exhibition 2019 will be held in Beijing. Beijing International Horticultural Exhibition Coordination Bureau has been vigorously pressing ahead with preparations for the Expo regarding planning and construction, participation, publicity and promotion, legal guarantee.

## **Part I. the Latest Developments**

### **1. Planning and construction of the Expo site and supporting facilities has been pushed forward.**

According to the Comprehensive Plan, we have worked out the overall planning for the Expo site and controllable plan for the enclosed areas, with the overall structural layout featuring 'one core, two axes, three belts and multiple zones' determined. We collected and approved construction plans for the Chinese pavilion, the international pavilion, and other major pavilions. Controllable planning for the Expo as well as planning for the Expo hotel were drafted and approved. We have also completed special plans of public landscaping and service facilities,

with layout of international and national gardens defined.

The International Pavilion features 'Flower Ocean, Flower Umbrella and Flower Wall'. With the design focusing on flexibility, openness, usefulness and internationalization, the plan elaborates the theme of the Expo and shows respect for the environment. With the plan named 'Splendor, Blessings', the Chinese Pavilion embodies the spirit of the craftsman and rich regional cultures, and narrates horticultural stories. The Life Experience Pavilion features an 'Idyllic Fair'. Exhibition halls illustrating unique scenes enable visitors to know more about traditional cultures and enjoy the green life through interaction. The Performance Center depicts a picture of 'butterflies frolicking among flowers'. With the roof resembling butterfly wings, the Performance Center boasts oriental charm, lightness and elegance, perfectly fitting the nature. The Expo hotel is featured by courtyard, garden, house, veranda and pavilion. The idea of energy saving is demonstrated through the adoption of novel construction technology as well as scientific and technological idea.

We launched the construction of the Expo site, the Expo Village, supporting transportation and municipal infrastructure. By far, the construction of public landscaping and major pavilions has started. We have finished the pre-construction work, including leveling the temporary roads and fields, preparing to supply temporary water and

electricity, setting fence, etc. The construction of the Xingyan Express, the Expo Avenue and other supporting infrastructure is being facilitated.

**2. Domestic and international participation is carried out vigorously.**

The Chinese government has sent invitation letters to 172 countries maintaining diplomatic relations with China, 23 countries which have no diplomatic relations with China and 25 inter-governmental organizations. Participation works were thereby carried out abroad by various delegations. Taking events such as Expo 2016 Antalya, Beijing Municipal Reception for Diplomatic Missions, AIPH annual meeting and BIE general assembly as platforms, we have undertaken various publicity and promotion campaigns. By far we have received 87 responses from countries and international organizations, among which 15 countries have officially confirmed participation. Moreover, Netherlands landscape designers have already come to the Expo site for inspection.

Meanwhile, domestic participation has been steadily advanced. Participation Plans for provinces, autonomous regions and municipalities, Hong Kong SAR and Macau SAR, and Taiwan were completed. Invitation letters had been sent to provinces, autonomous regions and municipalities on behalf of the Executive Committee and the Beijing Municipal government, and the follow-up work was

proactively carried out. In addition, the participation notifications will be sent to provinces, autonomous regions and municipalities on behalf of the Organizing Committee.

### **3. Publicity and promotion campaigns are in full swing.**

The emblem “Blossom of the Great Wall” and mascots “Little Bud, Little Flower” were officially released, the collection and finalization of the Expo anthem was completed, and the event “Expo songs in community and schools” was held.

Columns like “Welcome to Expo 2019 Beijing”, “Sound of Flower”, “I am a Horticulturist” were set up, and various activities such as “Class for Horticultural Activities”, “My Horticulturist Friends” were organized to promote the philosophy of the Expo and gardening knowledge. Online cultural activity “My Expo Impression” was launched on the official website of the Expo. The English website went online, and official Wechat and Weibo accounts were set up to post immediate information. Taking full advantage of international platforms like Expo 2016 Antalya, the promotion of Beijing Expo was actively implemented to increase the impact of the Expo.

### **4. Exhibition Plans have been preliminarily completed.**

We have completed the overall exhibition plan and the exhibition plans of three major pavilions with horticultural features highlighted, and the exhibition plans of fruiters, vegetables and medicinal plants were

also finished.

In order to get more experience regarding plants selection, exhibition arrangement, organization and publicity, we held an activity to display floral and horticultural technologies and applications. We collected innovative garden plans among designing groups and individuals. Taking full advantage of the WeChat public account “Micro Horticulture”, we have vigorously promoted activities regarding horticultural exhibition. Furthermore, the project of exhibition supporting services has been carried out actively, with the construction of plant quarantine and horticultural technology service zone launched. Moreover, the Guide for Greening and Construction of Outdoor Area has been initially completed. In addition, we have completed the overall framework of international competitions of the Expo.

#### **5. Legal construction and protection of IPR were carried out.**

In accordance with regulations of BIE and the Drafting Plan of Special Regulations of Expo 2019 Beijing, we have finished the drafting and consultation of the second batch of Special Regulations which were already approved at the 160th General Assembly of BIE on November 23rd, 2016. So far, the drafting of Special Regulations No.7, No.12, No.13, and No.14 and the consultation at the Executive Committee level had been finished, and consultation at the Organizing Committee level is being conducted.

In regard to IPR, we have conducted the protection of special marks, copyrights and trademarks, monitoring and maintaining special marks and copyrights which are already registered.

## **Part II. the Follow-up Work Plan**

1. Accelerate the construction of infrastructure and public service facilities. We will accelerate the construction of key projects. In 2017, we will complete the construction of underground infrastructure in the Expo site, with 80% of public landscaping finished. The construction of major pavilions has started and its structure will be finished by the end of the year, and the construction of outdoor garden will be carried out gradually. We will complete the construction of the Expo hotel and its main supporting facilities. We will press ahead the construction of supporting infrastructure such as the Expo Avenue and Xingyan Express.

2. Push forward domestic and international participation. Taking the platforms of AIPH and BIE, we will attract more countries and international organizations to participate in the Expo through visits and media promotion. We aim to accomplish 80% of the participation task in 2017, with participation for countries building outdoor gardens mainly finished. The participation of 31 domestic provinces, autonomous regions and municipalities will also be finished and they will start construction in the second half of 2017. We will examine participants'

design plans and provide them with follow-up service.

3. Mainly complete exhibition planning work. We will have the participants refine their exhibition planning. We plan to finish the overall exhibition plan of the Expo, initial design plans of three major pavilions as well as main construction of plant quarantine and horticultural technologies service zone. We will collect creative garden design among international designers, conduct planning of international competition. We will conduct in-depth research for overall operation and management programs, and thereby establish the operation and management system, the organizational system for reception, the promotion plans system and the service assurance system. We will also initiate volunteer recruitment and training.

4. Carry out publicity and promotion campaigns in full swing. We will strengthen the contact with overseas media and provide news about Expo 2019 Beijing. We will participate in relevant international conferences and activities, and keep close contact with international organizations concerned, to increase impact and gain their support. We will hold various promotion activities, with a view to promote the Expo, spread the philosophy of green production, consumption and life, and let more people home and abroad know about and participate in Expo 2019 Beijing

5. Effectively carry out market developments. We will press ahead

the brand sponsorship. We will launch franchise work, successive finishing franchise mode confirmation, franchise enterprises collection and franchise products development. We will finish ticketing implementation plan and determine ticketing operation mode and firms involved. We will duly initiate the development of business space and take advantage of conference platform to do marketing and promotion, attracting well-known enterprises home and abroad to participate in Expo 2019 Beijing.

6. Facilitate the establishment of laws and regulations. We will finish drafting the third batch of Special Regulations and the Participation Guide, and submit them to BIE for approval. We will continue to protect special marks, copyrights, and trademarks. We will further refine the rules of law.

7. Strengthen exchanges and interactions with international organizations. We will take active part in relevant AIPH and BIE's conferences, report the latest developments and communicate with countries concerned to promote Expo 2019 Beijing. Meanwhile, we will strengthen exchanges and interactions with AIPH and BIE so as to increase the impact of Expo 2019 Beijing.