

Frequently Asked Questions (FAQ's) - Participation

1. Participation

Who can participate?

Member states of the BIE are officially invited by the Government of the Netherlands to participate in Floriade Expo 2022. Invited countries confirm participation by accepting the official invitation. Official Participants are foreign governments and international organisations that have accepted the official invitation.

It is also possible for organisations from (other) countries to participate. However, only one participation per country can be admitted. An Official Participation of a country always prevails upon others, so-called 'Non-Official Participants'. An application of a 'Non-Official Participant' requires a confirmation of no objection from the country of origin. Floriade Expo 2022 will follow this procedure via the diplomatic network abroad.

How to participate?

It is possible to participate with an outdoor or indoor exhibition. The participant is free in the design and the content of the exhibitions, as long as they are in line with the Floriade theme 'Growing Green Cities' and at least one of the sub-themes: Food, Green, Health or Energy. Guidance for the development can be read in Special Regulation No.1. All initiatives to participate, need prior review and approval by the Floriade Organisation. Our team will be happy to help you.

Participation with an Outdoor Exhibition

The outdoor gardens and pavilions are the eye-catchers of this Horticultural Expo with a landscape design following the theme 'Growing Green Cities'. They will answer participants' questions and challenges and expose solutions to the cities of the future. The expositions show the traditions of participants' home countries, climate, and accompanied challenges. The garden will be an experience as 'landing in another world' for visitors.

The size of the plots is around 1,000 m², and it is possible to split a plot into a requested size. This is subject to approval. There is no user fee due for horticultural outdoor expositions.

A pavilion can be built as a part of the garden. The pavilion can also be used as an extension of the outdoor exhibition, completing the visitors' experience. This area can also be used for participants' protocol and Business-to-Business events. It is permitted to have a small area for commercial activities, this may not exceed 20% of built pavilion space. Commercial activities are limited to five relevant country-specific products and due to royalties. This is further explained in the Special Regulation No.9 concerning commercial activities.

Participation with an Indoor Exhibition

There will be 1,500 m² indoor space available for tropical exhibits that are not suited to the outdoor climate of the Netherlands or due to conceptual limitations. The size of an indoor stand/section is between 50 to 250 m². The allocation of stands, with priority to Official Participants, will only commence at the end of 2020. Commercial activities are not permitted in this area. There is no user fee for horticultural indoor exhibitions.

Participation in the 'World Village'

We are developing a joint pavilion named 'World Village' for countries who are interested in participating in Floriade Expo 2022, but have limited resources.

The assistance that Floriade Expo 2022 offers will be in-kind and will, in sum, consist of the design and construction of a collective exhibition space. The production of the exhibition items of eligible Participants according to the format, will also be provided by Floriade Expo 2022. No fee will be charged for Participants from these countries who wish to make use of this exhibition option. There will be no financial assistance from Floriade Expo 2022.

2. Costs

What does it cost to participate in Floriade Expo 2022?

There will be no user fee for the plots or indoor locations during the Expo. The participants' budget is related to the exhibition (costs for design, management, construction, materials, permits, transport, maintenance, dismantling etcetera). Of course, there are also costs for the operations (staffing, travel costs, housing, visa, insurances etcetera).

What are the costs of an outdoor or indoor exhibition?

It is not possible to give a general indication of costs for an outdoor exhibition as it is subject to too many variable factors. We can, however, bring you into contact with companies in the Netherlands who can assist you on this matter.

As a service, Participants are offered a list of companies and their calculations. The calculations show several options with an indication of the costs. All exhibitions will be tailor-made. Feel free to contact these suppliers and/or contractors.

In calculating the budget, it is useful to know the current price level in the Netherlands. We have a calculation for you with random assumptions which you may use to get started. Of course, there are different price levels, depending on quality and size of the exhibition. The estimated budget is available on request.

3. Plots

Where is the area for International Participants?

There are two areas for International Participants. One near the main entrance and the other on the Green Island. Both areas have their own atmosphere. Countries are free to choose a plot on either one of these locations. The plots are marked on the Expo map in pink. Allocation is subject to availability.

Which plots are still available?

We do not publish current plot availability online, because this is subject to frequent changes. If you are interested in finding out which plots are still available, please contact our team.

Which countries have confirmed yet?

We boast an impressive list of participants from countries already. The phase of participation differs greatly across countries. We will communicate countries' participation publicly when they feel the time is right. Thus, we will not publish a list of confirmed countries yet.

What plots reservations are made, to have an idea about possible neighbours?

There are some plots under option for countries until the final decision is made. Reservations are subject to change, so it is not always possible to give a valuable answer to that. Until the Participation Contract has been signed, plot reservations can shift.

How big is a plot and can I also choose for a smaller or bigger plot?

A regular plot is about 1,000 m². There are some smaller plots available and it is also possible to split or share a plot, resulting in plots between 250 to 750 m². There are some bigger plots, however, these are already under option. It is not possible to combine multiple plots, due to the structure and construction of the main pathways of the Expo.

When can I make a reservation for a plot?

If you are interested in participating, you can inform our team to start discussions. They can tell you which plots are still available, and you can express your interest in a specific plot. A reservation will only be final upon signing the Participation contract. We operate on a first-come, first-served basis when allocating the plots.

When is the deadline to confirm a participation?

The deadline is once we have run out of plots and indoor stands. Also, keep in mind the time required to establish and build an exhibition.

In general, the deadline for outdoor exhibitions is summer 2021, otherwise there will be too little time to obtain necessary permits for construction. For indoor exhibitions and the World Village, the deadline is expected to be around the beginning of 2022.

For all options applies, that there are limitations in numbers and allocation is first come, first served.

4. Design and building garden and pavilion

Who will build the exhibitions?

Exhibitions are the tailor-made translation of your vision for your presence during Floriade Expo 2022, and are in line with the 'Growing Green Cities'-theme, specified in Special Regulation No. 1 concerning the Theme statement.

The concept and vision are the Participants' initiative. For the design and the construction of an exhibition, it might be useful to contract local partners. There are many companies offering these services and Participants are free to choose the company they want to contract.

How to arrange the garden, landscaping and maintenance?

For the garden the same applies as for the exhibition. You may contract your own partners, or you can contact and decide to contract one of our partners. As a service, we can send you a document with two examples of garden designs and their subsequent calculations. The calculations show several options with an indication of the costs. All garden designs will be made-to-measure. Feel free to contact this supplier or any contractors. Contractors entering the Expo site need accreditation to enter the Expo site.

What size is allowed for a pavilion as part of an exhibition?

A pavilion can be part of an outdoor exhibition. The pavilion's size should not exceed more than 20% of the plot size. For example: on a plot of 1,000 m², a pavilion of 200 m² can be built.

How to contract suppliers and/or contractors?

Upon deciding to participate, you are free to contract parties for your exhibition. You may contract suppliers/contractors from your own country or contract partners in the Netherlands.

Which freedoms do participants have for the design of an exhibition?

See the answer under ['How to participate'](#).

What can be built?

A pavilion can be part of participant's horticultural contribution. The design must fit the participants' theme and should be an extension of the exhibition. There are some regulations and limitations to consider regarding the design and construction.

- **Safety** above all. Therefore, all pavilions and buildings require a **building permit**, even though the buildings are temporary. The designs need to comply with the Dutch Laws and Regulations, described in Special Regulation No. 4 concerning the Construction, Installation, Workplace Safety, Fire Prevention, and Environmental Protection. This information can be read in the Participation Guide ([which you can download here](#)).
- The **size of the pavilion** may not exceed more than **20%** of the plot. This means 80% of the plot needs to be established as a garden, and approximately 20% can be used for building a pavilion.
- A pavilion must be designed '**all sided**', without a 'blind' side (recognisable backside) of the pavilion.

Is there a limitation to the size and weight of the building?

Almere is built below sea level. Because a stable layer of sand is missing in the first few meters of the top layer at the Expo site, there is a **limited bearing capacity**. Larger constructions demand a pole foundation which is not only costly, but also brings complications such as the removal of the poles afterwards. In addition, the poles cannot simply be removed afterwards to prevent brackish water from entering the terrain (leakage of the closing clay layer in the deeper underground).

Therefore, we recommend realising up to **1 layer** of construction with **lightweight material**, so there is no need for piling. The foundation of the building can then be made using "Stelcon" plates or similar materials. We offer a more in-depth advice for your architect upon request.

Sketch design

To make sure the design is in line with our regulations, we advise you to share the draft design in an early stage. We can informally review the concept for you.

Sustainable materials

The pavilions will be temporary but they still must be sustainable, either in the materials used or the recycling afterwards. Participants must organise and describe this process as part of their Theme Statement. Having pavilions destroyed and therefore wasted, should be prevented. There are several solutions for this, such as:

1. Building with used materials
2. Building with sustainable materials (a list will soon be available on the website)
3. Building with materials available in the Netherlands (no transportation from abroad)
4. Renting (and personalising) a building from a company offering them for temporary rental
5. Selling pavilions during Expo for a new future destination
6. Dismantling and reusing materials afterwards

It is Participants' choice to import materials from their home country or to use materials available in the Netherlands. Materials from abroad must be imported and turnover tax will be levied in case they are not intended for temporary import.

We are developing a service to have pavilions handed over to a Dutch organisation after the Expo, to be dismantled after closing of the Expo, and to add the materials to a 'Bank of used Materials'. Whether this is feasible, must be further investigated. In this option, the import turnover tax applies, whereas transportation costs are cancelled. As soon as we have more information, we will inform you.

Design COVID19-proof

Although the world expects to have a solution for the current situation regarding COVID19, we recommend participants to take a 1.5 meter society into account in the design of their exhibition. Since Floriade is an outdoor event, with only 20% of the plots consisting of pavilions, there is enough space to welcome our visitors in a safe way.

Where can we build a pavilion?

You can only build inside the arboretum border of your lot and you must take existing or planned trees into account. The small area around your plot will be designed as a floral border around the plots. There will be at least one entrance on one side of the floral border which you can use to enter and exit your plot. We recommend realising up to 1 layer of construction with lightweight material, so there is no need for piling. The foundation of the building can then be made using “Stelcon” plates or similar materials. There is a more in-depth advice available on request, with guidelines for the foundation.

How will the plots be handed over?

The plots will be handed over as grass fields with some plots containing existing or new trees. The trees must be preserved, and participants need to incorporate them in their design plan (the position of these trees are visible in the Plot passport). After the Floriade Expo has finished, participants must return plot in its original condition.

Do we need a building permit for constructing a pavilion?

For all structures and buildings on the Floriade premises, a building permit is required in accordance with Dutch law. Building plans need to consent to the Building Decree and Municipality Building regulations. Floriade can aid in guiding you in the Dutch law and regulatory framework by acquiring your building plans in an early stage. The goal is to review/check the building plans prior to filing the permit request, thus ensuring that the actual request is processed as efficiently as possible. We have an engineer, who will serve as a pre-office for the municipality of Almere. It is recommended that you utilise a Dutch architect or building firm during the building process.

What do we need to get a building permit?

The process of filing the temporary design, final design and building permit request is described in the Participation Guide.

How about....

- **Rainwater discharge:** It is not permitted to connect the rainwater pipe to the sewerage system, it must be drained into the soil. The demands concerning drainage are included in the zoning plan.
- **Wastewater disposal:** The wastewater should be connected to the connection points of the main sewerage pipes in the vicinity of your plot.
- **Cables and pipes / Underground infrastructure:** Throughout the entire Expo site cables and pipes have been installed underground. It is important to take this into account when building your structure and digging into the earth. Further information is available in the Plot Passport and in the Participation Guide.
- **Soil depot:** Soil released by construction work can be stored elsewhere on the site. Transport costs are for the account of participants.
- **End of the Exhibition:** As the structure is of temporary nature, the structure must be disassembled or dismantled after the exhibition. The disassembly/dismantling is your own responsibility. There are costs involved with the dismantling and the removal that should be taken into account. A request for a dismantling permit may need to be filed.

5. The ‘World Village pavilion’

What is the World Village?

Floriade Expo 2022 offers developing countries with limited financial resources the option to participate in our ‘World Village’. This ‘World Village’ is a collective exhibition in which countries get the opportunity to present themselves in the context of a group of other countries. The setup will be a colourful and diverse village, where people can taste and feel the atmosphere of the participating countries. With a recognisable format, presenting the relevant facts and figures of each country, visitors of all ages will find, feel, hear and experience the cultural wealth of the Participants in this ‘World Village’. With an interesting daily programme, the joint countries offer visitors an experience unique to this shared village.

The different exhibitions of the Participants within the ‘World Village’ must be experienced as one entry and should be of a high quality and appearance. The approach is that the ‘World Village’ is a place that gives value to the pride, culture and zest for life of its Participants.

What does it mean to participate in the World Village?

Participating in the ‘World Village’ means Floriade Expo 2022 will assist countries in realising the exhibition. The village can accommodate at least 10 participants and depending on the applications, this number is flexible. The exact space for each individual Participant will be determined when the design is finished but will approximately be around 10 to 20m². Floriade Expo 2022 will be responsible for the design, construction and maintenance of the ‘World Village’, and will supervise the interior design and construction of the exhibition spaces of Participants, based on the format described below.

What is the format of the World Village?

To achieve an appealing and intimate ‘World Village’, Floriade Expo 2022 will compose a format according to which Participants can organise their exhibition. Together with the Participants, Floriade Expo 2022 will also assist in developing content for the exhibitions. Story telling will be key in this: the content of the exhibition must tell a story that appeals to visitors and broadens their horizon.

In sum, Floriade Expo 2022 will take care of the ‘hardware’ of the exhibition. In cooperation with Floriade Expo 2022, the Participant will deliver the ‘software’, i.e. the content (e.g. photos, horticultural and cultural information of the participating country). Floriade Expo 2022 will also facilitate the production of these exhibited items.

The exact format will be further elaborated and is expected to be available by the end of December 2020. Eligible participants can apply by filling in an application form for the 'World Village'. Admission is upon availability, the (cultural) contribution the participant offers and upon a letter of no objection by the applicants' country.

What does the mandatory cultural programme for participants in the World Village entail?

To turn the 'World Village' into a must-see, Floriade Expo 2022 requires the Participants to contribute to a daily cultural programme. Therefore, cultural activities (music, arts) are a mandatory and integral part of the participation in the 'World Village'. The cultural team of Floriade Expo 2022 will offer assistance in composing the cultural programme.

Can LDC-countries request for an independent exhibition, apart from the collective World Village?

Yes, it is possible for LDC-countries to apply for an exhibition, like all other countries, on an allocated plot or indoor stand. Independent participation will not receive special assistance from Floriade.

Is there any financial support to least income and developing countries?

No, Floriade Expo 2022 will take care of the 'hardware' of the exhibition in the World Village.

Are commercial activities allowed in the World Village?

As in other outdoor exhibitions, commercial activities are allowed, but limited to a maximum of 20% of the built exhibition space and must adhere to Special Regulation No. 9 concerning the conditions under which official participants may operate restaurants, carry out sales or special events. Royalties are due.

What is the planning for the World Village?

The concept and the design of the 'World Village' are being developed and are expected to be available by the end of December 2020. Admission is upon approval by Floriade organisation. Allocation will start in the second half of 2021.

6. Services

What services does Floriade provide?

Floriade will offer all services requested by Participants. In the Participation Guide, most common services are described, such as:

- Suppliers
- Office Rental
- Housing
- Energy Consumption
- Security Services
- Security Products
- ICT Services
- Waste Management
- Emergency Response and First Aid
- Landscape Maintenance
- Telephone
- Cleaning Services
- Electricity connection
- Water connection
- Internal Logistics
- Catering
- Exhibit Decoration
- Banking
- Event management and legal services
- Insurance
- Building and construction
- Building database
- Weather and geology information
- Design and landscaping
- Office Supplies
- Staffing

In due time the forms will be available to order these services. Additional services, not described, are upon request. Send your request by email addressed to our facilities team to participants@floriade.com.

Will there be facilities to rent to organise networking events?

Yes, there will be several meeting rooms and other facilities available for rent during the Expo. This information will be listed in the Participation Guide as soon as it is available.

Is there housing available at the Expo site?

Yes, an Expo Tower is built and available for renting apartments during the Expo. These are two-bedroom apartments, which can be used for overnight stay but also for office use. The rental fee has not been set yet, this will be published in the Participation Guide.

Does Floriade assist in the process of visa and working permits?

There will be a special process for assisting participants in this process. This will be published in the Participation Guide.

Will participants receive complementary tickets for their guests?

Yes, participants will receive a number of complementary tickets for their guests. More information will be available in the Participation Guide.

7. National days and special days

What is a National Day or a Special Day?

A special part of the cultural programme is the option to organise a National or a Special Day. Official Participants are invited to organise a National Day to promote their country and welcome their VIPs and special guests. National Days will be hosted conform protocol by the organisation of Floriade. Non-Official participants have the option to organise a Special Day.

During the National Day we highlight and celebrate the participation of the Official Participants at Floriade Expo 2022. A Special Day is the equivalent of the National Day for other participants at Floriade Expo 2022.

What does a National/Special Day consist?

The outline of the program is (generally) as follows:

- Welcome by the Floriade management and government officials;
- Official opening National or Special Day (National Day with flag protocol and anthems);
- Short speeches by delegation leader(s);
- Cultural performance organised by the participant;
- Luncheon with the official delegation;
- Guided visit at the expo site (national pavilion and Floriade highlights);
- B2B program and matchmaking activities;
- Cultural program organised by the participant;

Who could be the head of the official delegation?

Head of State, Government Official(s) and/or Ambassador

How can we optimise the benefits from the National/Special Day?

You can benefit in several ways from the National/Special Day, for example:

- Your country will be in the spotlight at the Floriade expo site;
- Attention from the media;
- Country promotion by showing the beauty of your country with cultural performances and food tastings;
- Hosting business people as part of your delegation allows us to connect them to potential business partners;
- High-level local, regional and national government contacts.

What does the Floriade organisation offer to make the National/Special Day a success?

- A team of professionals who will support the Participant with all necessary actions;
- Host(ess);
- Luncheon / catering;
- Meeting room(s);
- Stage(s) and basic equipment for cultural performances;
- Transportation on the expo site;
- Media and promotion;
- B2B activities, such as matchmaking events and company visits;

8. Floriade Dialogues

What are the Floriade Dialogues?

Floriade Dialogues is the knowledge exchange program of the Floriade Expo 2022 on the Floriade central theme: 'Growing Green Cities'. In each Dialogue one of the four sub-themes will be the leading theme for the conference 'Green, Food, Health or Energy'. The Dialogue program consists of five editions a year, and started in 2018. Each year four conferences are organised, with a focus on practical solutions and one 'Summit'.

Exchanging knowledge with other international professionals on the theme 'Growing Green Cities' is possible during the Floriade Dialogues, a Solution, or a Summit. At these gatherings for entrepreneurs, scientists, and governments, we will be looking for solutions to issues regarding the Green City of the Future.

Floriade Dialogues are organised in collaboration with renowned Universities from the Netherlands, such as: Amsterdam Institute for Advanced Metropolitan Solutions, Wageningen University & Research, TU Delft, Aeres University of Applied Sciences, VU Amsterdam and University of Maastricht.

What is the main goal of Floriade Dialogues?

The goal of Floriade Dialogues is to have a positive impact on sustainable green urban development. This can be achieved, for example, with sufficient and safe food production and a balanced use of nature within the limits of natural resources. One of the four themes: green, food, energy, and health will be at the centre of every dialogue.

What kind of Floriade Dialogues events are being organised?

During the yearly Summit, the latest state of affairs concerning a specific subject form the core discussion. Here, the latest insights will be shared via a plenary programme. The Floriade Dialogue – Solutions are of a smaller scope with a higher frequency of three to four times a year. During the Solutions, there will be a working session with an emphasis on exchange. A specific subject, such as vertical farming, is discussed. You are more than welcome to contribute to and participate in the next Dialogue.

Where can I find more information about previous and upcoming Floriade Dialogues events?

You can find more information here: <https://floriade.com/en/exhibitors/floriade-dialogues>.

9. Participation contract

When can I sign the Participation contract?

The participation contract can be signed after approval of the Theme Statement.

Who will sign the Participation Contract?

The participation contract shall be signed by the Commissioner General of Section and the Organiser with the countersignature of the Commissioner General of Floriade Expo 2022.

10. Marketing and communications

Are participants allowed to use the Floriade logo?

After concluding the Participation Contract, the Participants will be authorised to use the version of the Expo logo for Official Participants, provided chiefly to them. Use is solely for non-commercial purposes directly related to the Expo. More information will be shared with participants after concluding the contract.

11. Planning and Timeline

When is the deadline for confirming participation?

The deadline for confirmation to participate is mid 2021 for outdoor exhibitions and end of 2021 for indoor exhibitions. There is, however, a limited number of plots and stands available.

- Deadline confirmation outdoor July 2021
- Deadline confirmation indoor January 2022
- Plots handed over from 1 July 2021
- Indoor stands available 1 January 2022
- Construction work until 15 March 2022
- Heavy vehicles until 7 April 2022
- Official opening 13 April 2022
- Open for public 14 April 2022
- Closure 9 October 2022
- Exhibitions dismantled 22 December 2022