Floriade Dialogue

International Information Day

Almere, October 28, 2019
Expo 2022 Floriade Amsterdam - Almere

- **A1 International Horticultural Exhibition**
  Registered by the AIPH & recognized by the BIE

- **Theme: Growing Green Cities**
  The contribution of the horticulture sector to the Green City of the Future.

- **April 2022 – October 2022, 180 days**

- **60 hectares**

- **2 million visitors**
  - Consumers (ca. 50% International)
  - Professionals (10%)

- **Exhibition and Events**
  - 30 – 50 International Participants
  - 60 National Exhibitions from 300 Dutch Participants
  - Daily Cultural Program / 4.000 performances
  - 800 B2B events
  - 80 Official Delegations (Nation days & Special days)
  - 15 Floriade Dialogue events
Organisation

AIPH Member
Organisation
NTR

The Netherlands
1928 Paris Convention

Commissioner
General

Bureau International des Expositions

AIPH

Floriade Almere 2022 B.V.

City of Almere
The Netherlands and Horticulture

Market leader in flowers, plants, flower bulbs and propagation material.

- **44%** share of the worldwide trade in **floricultural products**
- **77% of all flower bulbs** traded worldwide come from the Netherlands
- **Number 1 exporter** for live **trees, plants, bulbs, roots and cut flowers**
- **Number 3 exporter** in **nutritional horticulture products**
- Approximately 1,200 Dutch new plant varieties
- One of the largest exporter of **seeds: € 3.1 billion**
- **Number 2 exporter** of **fresh vegetables: € 7 billion**
Horticultural Expos in the Netherlands

1960  Rotterdam
1972  Amsterdam
1982  Amsterdam
1992  Zoetermeer
2002  Haarlemmermeer
2012  Venlo
2022  Almere
Almere 2.0

- Province of Flevoland reclaimed from the Ysselmeer (1959 to 1968)
- 5 meters below sea level
- Almere, youngest city of the Netherlands
- Part of Amsterdam Metropolitan Area
- 210,000 inhabitants in 2019
  -> Target to double in next decades

- Challenges:
  - Young city, developing of identity
  - Social, Education, Art and Culture
  - Economic development
- Resulting in Growing Green Cities
  subthemes: Food, Green, Health, Energy
Motivation & Benefits

Horticultural Exhibitions initiate
• Urban and regional development measures
• Sports and leisure infrastructure
• Transport infrastructure

Horticultural Exhibitions support
• Active green policy
• Nature conservation
• Tourism development
• Effects on regional economy and labour market
• Development of international relationships and cooperation
• Promotion of the horticultural sector
Floriade Expo 2022

Showcase, Living Lab and Experience concerning the contribution to the SDG’s
Sustainability – Cradle to Cradle

Almere Principles / Growing Green City Principles

For an ecologically, socially and economically sustainable future of Almere 2030

1. Cultivate Diversity
2. Connect Place and Context
3. Combine City and Nature
4. Anticipate Change
5. Continue to Innovate
6. Design Healthy Systems
7. Empower People to make the City

Applicable to: Site – Water – Energy – Materials – Environmental Quality

lateral thinking (Principles) - design process - linear thinking (Requirements)
- creative phase - implementation phase -
Sustainability
Innovation & Exnovation, High Tech & Low Tech

“The 'introduction of the new' without thinking about the 'execution of the old' (exnovation), obscures the view of the complexity of many processes of change with which modern societies are currently confronted.” (John Kimberley, 1981)

Feigenbaum-Scenario

XTU Architects: natural ventilation | solar energy | water recycling
Horticulture and Circular Economy
Concept

MAKING OF

THEMES
GREEN
FOOD
HEALTH
ENERGY

AREA
DEVELOPMENT

PARTNERS & SPONSORS

DIGITAL

FLORIADE DIALOGUES & EVENTS

EXPO

HORTICULTURAL EXHIBITION

GREEN CITY

GREEN EVENT

LEGACY

GREEN CITY
The Horticultural Exhibition
The Green City of the Future
One Park for all Target Groups
From Experience to Significance

Entertainment – Education – Esthetics – Escape

**Inspiration**
- Architecture & Design
- Planting
- Decoration

**Trust**
- High Tech Green House Production
- Technology & Innovation
- Education
High Tech (Circular) Greenhouse & Experience Greenhouse

**FUTURE CITY**
General Public: Experience Significance

**HIGH TECH GREENHOUSE**
B2B: Innovation & Technologie

- **FUTURE CITY**
  - Colour, scent & beauty
  - Health & Wellbeing
  - Inspiring & relaxing public spaces
  - Biodiversity

- **FOOD**
  - 80% - 20% diet
  - Healthy food
  - Self-sufficiency

- **GREEN**
  - Energy neutral
  - Climate adaptation
  - Biobased
  - Water Efficiency
  - Zero waste
  - Food safety & food security
  - Circular

- **BIOBASED**
  - Energy neutral
  - Climate adaptation
  - Biobased

- **WATER EFFICIENCY**
  - Zero waste
  - Food safety & food security
  - Circular

- **CIRCULAR**
  - Energy neutral
  - Climate adaptation
  - Biobased

- **FOOD SAFETY & FOOD SECURITY**
  - 80% - 20% diet
  - Healthy food
  - Self-sufficiency

- **HEALTHY FOOD**
  - 80% - 20% diet
  - Healthy food
  - Self-sufficiency

- **SELF-SUFFICIENCY**
  - 80% - 20% diet
  - Healthy food
  - Self-sufficiency
Connection CITY & GREENHOUSE
HT-GREENHOUSE
High tech greenhouse / B2B
HorticultureLive, this will be the place where you can follow researchers, gardeners and chefs in real-time and you can also contact them during their work. Whether they are in the middle of a lab, sorting the harvest, or making delicious snacks, they show what they do and look forward to talking to you...
Masterplan

Expo site

- 60 hectares
- 192 plots
- 3.2 kilometer boulevard
- 8 hectares Arboretum
- 2 Areas for intl. Participants
- 1.500 m² intl. indoor exhibition
- 4 m strip around each plot:

> 3,000 species
Knowledge Exchange

Floriade Dialogues 2018 – 2022

*Focus SDG’s:  2, 6, 7, 9, 11, 12, 15, 17*

2018

– Social benefits of Urban Agriculture (June 8)

2019

– Water & Sponge City (Beijing, June 18)
– Urban Vertical Green (April 4)
– Green and Healthy Food Cities for all (March 18)

2020, 2021, 2022

– Food security & resilient agricultural practices
– Global Partnership for Sustainable Development
– Greening and (social) economic impact

Floriade Innovation Partner Program

Floriade B2B Platform

– B2B program
– Trade Missions
– Matchmaking-on-Demand
Opportunities for Participation

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<th>INDOOR</th>
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<th>PROTOCOL &amp; CULTURE</th>
<th>TRADE</th>
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- Green Embassy
- Pavilion & garden
- Horticultural exhibition
- Best Practices
- Floriade Dialogue
- Research
- National Day
- Special Day
- Cultural program
- Trade – missions, B2B
Participation (Status: October 2019)

Confirmations/MoU:
- China
- Luxembourg
- Indonesia
- Poland
- Qatar
- The Netherlands
- Thailand
- TFDA – Chinese Taipei

Applications:
- Angola
- Bangladesh
- Benin
- Bhutan
- Bolivia
- Egypt
- Ethiopia
- Gambia
- Guinea
- India
- Kenya
- Myanmar
- Nepal
- Pakistan
- Sierra Leone
- Sudan

In contact with:
- Belgium
- Bhutan
- Canada
- France
- Germany
- Hungary
- Israel
- Italy
- Japan
- Korea
- Morocco
- Singapore
- Spain
- Turkey
- UAE
- Vietnam
- USA
Thank you for your attention!