



2018 TAICHUNG INTERNATIONAL FLORA EXPOSITION

Progress Report

Taichung City Government
September 10, 2013

Outline



Taichung International Flora EXPO



Work Progress



Land Acquisition



Themes and Site Allocation



Campaigns



Organization Structure



Future Projects

Taichung International Flora EXPO

- Period : November 2018 to April 2019
- Host City : Taichung
- Venue : Houli District
- Category of the Expo : A2/B1
- Estimated Number of Visitors : 8 million
- Themes: **When East meets West:**
A Dialogue Between Flowers and Gardens



Work Progress (AIPH Site Inspection)

*Guide for Site Inspection of
2018 Taichung Floral Exposition*

國際園藝生產者協會專家臺中場勘
接待手冊



臺中市政府 編印

Former Chairman

Mr. Doeke Faber

Deputy Chairman and Credentials
Committee of Chairman of Marketing
Committee

Mr. Shinya Wada

Exploration committee

Ms. Karen
Tambayong

Vice Chairman of Marketing Committee

Mr. Kevin Chung



Work Progress (AIPH Site Inspection)

Itinerary

Feb 20, 2013

11:40 Arrival Taiwan
12:00~14:00 lunch
14:00~17:00 Bali Nature SPA
18:00~19:30 Dinner

Feb 21, 2013

9:00~10:00 Drive to Fengyuan
10:00~10:30 Houfeng Bike Path
10:30~11:00 Houli Horse Ranch
11:00~11:30 Barracks Reserve
11:40~12:10 Houli Eco Park
12:25~14:00 Lunch
14:00~14:40 Lihpao Land
15:30~17:30 Meeting for Work Report and Discussion
18:00~19:30 Dinner
19:30~20:30 Lantern Festival
20:30~21:30 Maple Garden

Feb 22, 2013

09:00~10:00 Longon mushroom farm
10:30~11:00 Oncidium farm
11:30~12:00 Taiwan seed improvement and propagation station (COA)
12:00~13:30 Lunch
14:30~15:00 Wuchi Fishing Port
15:30~16:30 Gaomei Wetlands Wildlife
18:00~18:30 Refuge Calligraphy Greenway and Park Lane by CMP
18:30~20:00 Dinner



Houli Horse Ranch



Houli Eco Park

Work Progress (AIPH Site Inspection)



Houli Eco Park 10/02/2013 13:05



Lihpao Land 10/02/2013 15:27



Meeting 21/02/2013 16:46



Lantern Festival



Oncidium farm 13 12:46



Shigang

AIPH Expert Recommendations

Location concerns

- The soil in Houli Eco Park is not the most ideal for plant growth.
- The Houli Horse Ranch is perfect for hosting large-scale expos.

Location concerns

- While the Barracks Reserve is great for hosting the expo, the surplus number of buildings on the premises will present quite a challenge to the demolition team.
- The strategic location of the Reserve is crucial to national security.
- Negotiations and coordination with the Defense Ministry, therefore, have to be done ASAP.

Plantation

- All the shrubs and trees should be planted by spring 2015.

Theme

- Exhibition themes and content of the Expo should be planned soon.

Transportation

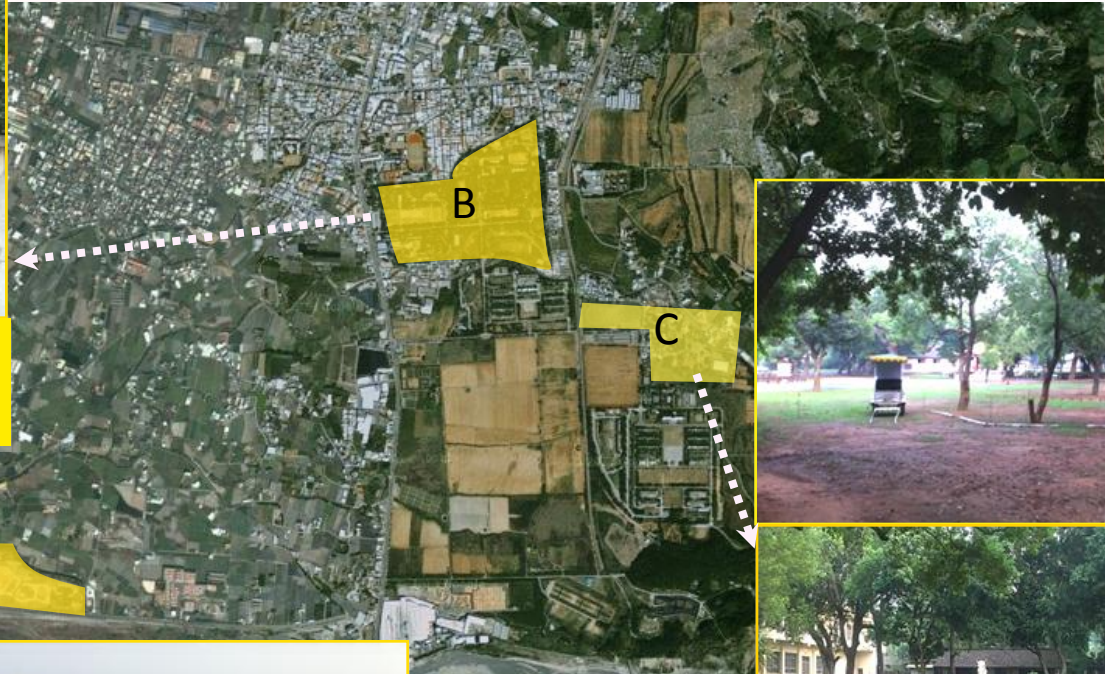
- Resource allocations and transportation coordination should be carefully organized.

Land Acquisition (81 hectares)

September 2012



B. Barracks Reserve
43 hectares



C. Houli Horse Ranch
16 hectares



A. Houli Eco Park
22 hectares



Land Acquisition (103hectares)

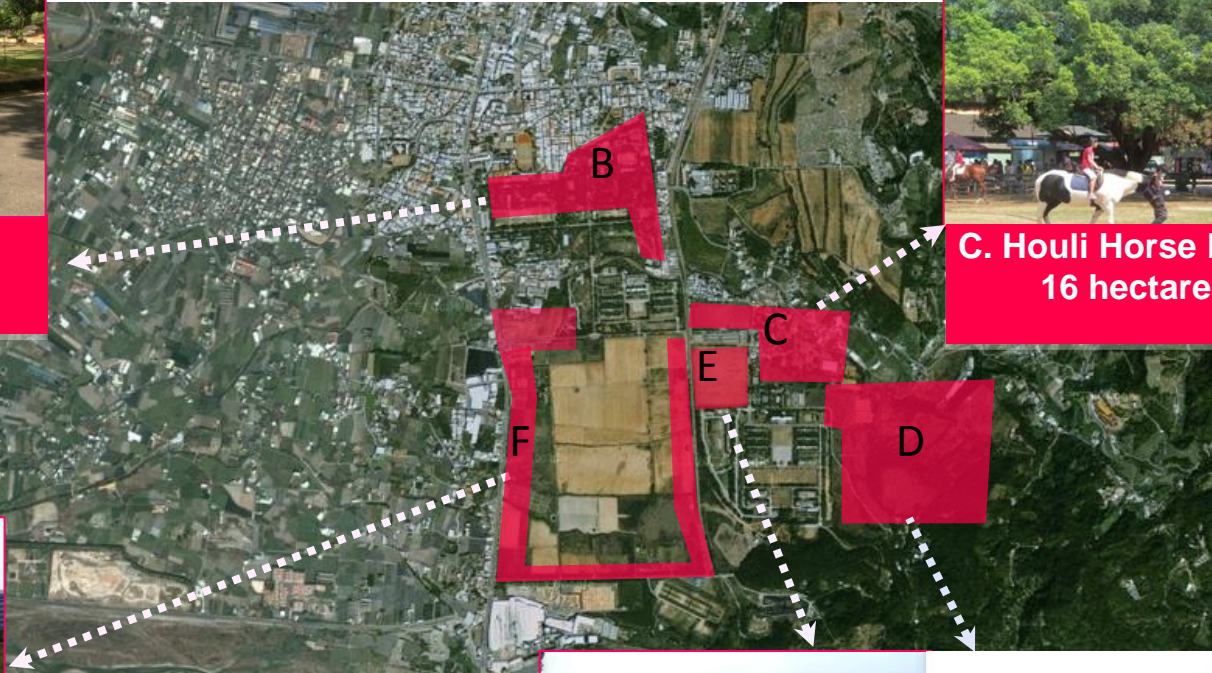
June 2013



**B. Houli Military Base
24 hectares**



**C. Houli Horse Ranch
16 hectares**



**F. A green belt buffer zone
circling the Central Taiwan
Science Park
11 hectares**



**D&E. Taiwan Sugar Corporation
52 hectares**

A Detailed Land Acquisition

| Item | September 2012 | June 2013 |
|-------|------------------------------------|---|
| 1 | Houli Horse Ranch (16 hectares) | Houli Horse Ranch (16 hectares) |
| 2 | Houli Eco Park (22 hectares) | Taiwan Sugar Corporation (52 hectares) |
| 3 | Barracks Reserve (43 hectares) | Houli Military Base (24 hectares) |
| 4 | --- | A green belt buffer zone circling the Central Taiwan Science Park (11 hectares) |
| Total | 81 hectares | 103 hectares |

Expo Base At Present

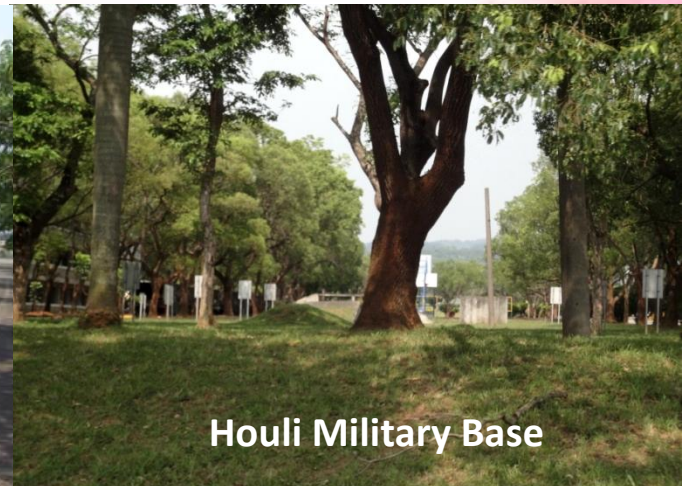
- Estimated cost for the Expo : US\$200 million.
- An additional US\$66 million is invested in land acquisition.
- 70% of the facilities for the Expo will be preserved after use.



Houli Horse Ranch



Houli Military Base



Houli Military Base



A green belt buffer zone circling the Central Taiwan Science Park

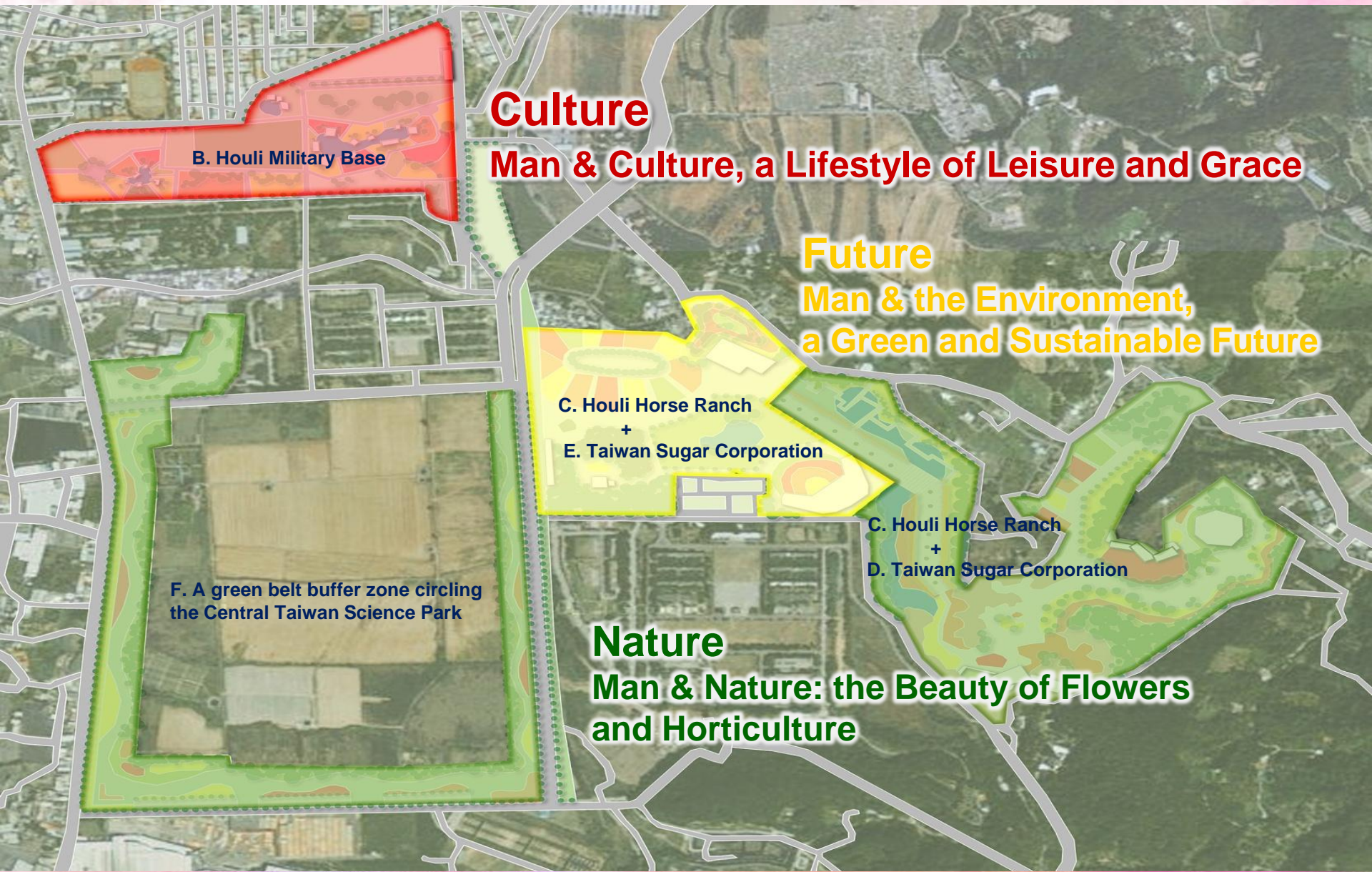


Taiwan Sugar Corporation



Taiwan Sugar Corporation

Themes and Site Allocation



Culture

Man & Culture, a Lifestyle of Leisure and Grace

B. Houli Military Base

Future

Man & the Environment,
a Green and Sustainable Future

C. Houli Horse Ranch
+
E. Taiwan Sugar Corporation

F. A green belt buffer zone circling
the Central Taiwan Science Park

C. Houli Horse Ranch
+
D. Taiwan Sugar Corporation

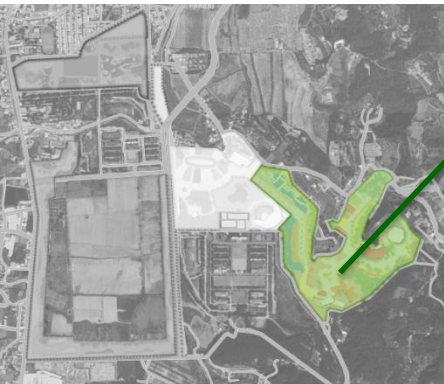
Nature

Man & Nature: the Beauty of Flowers
and Horticulture

Themes and Site Allocation

C. Houli Horse Ranch + D. Taiwan Sugar Corporation

- A marriage of Biotechnology and Agriculture
- Asian medicinal herbs + Western horticultural beauty



Nature
Man & Nature: the Beauty of
Flowers and Horticulture

- ① Horticulture in 3D
- * Saxophone serenades
 - * A Tribute to Matsu
 - * Horseback riding in Taichung
 - * An encounter between the gods: when Chinese and Western zodiac characters meet



- ② Aquatic & Climbing Plants



- ③ A legend of gold & a fairy tale of lavender



- ④ Succulent Plants



- ⑤ Cryoflora

- ⑥ Tropical Plants

- ⑦ Temperate Plants

- ⑧ Bio-medical Pavilion:
A Garden of Medicinal Plants

Themes and Site Allocation



F. A green belt buffer zone circling the Central Taiwan Science Park

① Green landscaping areas of the seasons



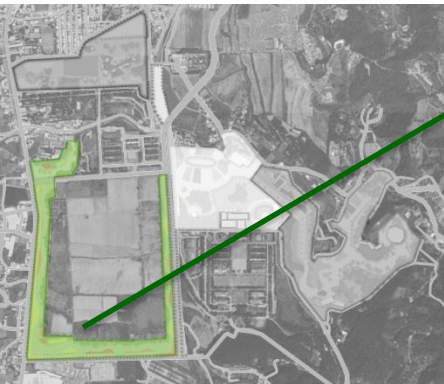
① Green landscaping areas of the seasons



② Green LED Wall

Nature

Man & Nature: the Beauty of Flowers and Horticulture

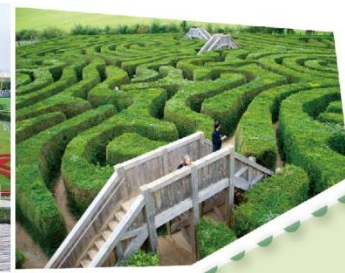


Themes and Site Allocation

B. Houli Military Base



① Gardens around the World/ The Green Maze



② Horticulture in 3D



Culture

*Man & Culture,
a Lifestyle of Leisure and Grace*



③ The Family Park

Themes and Site Allocation

C. Houli Horse Ranch + E. Taiwan Sugar Corporation



① Outdoor Garden



② Visitors Center



③ Landscape and Eco Pond



④ The Creativity Theater



⑤ Low-Carbon Lifestyle Pavilion



⑤ Low-Carbon Lifestyle Pavilion

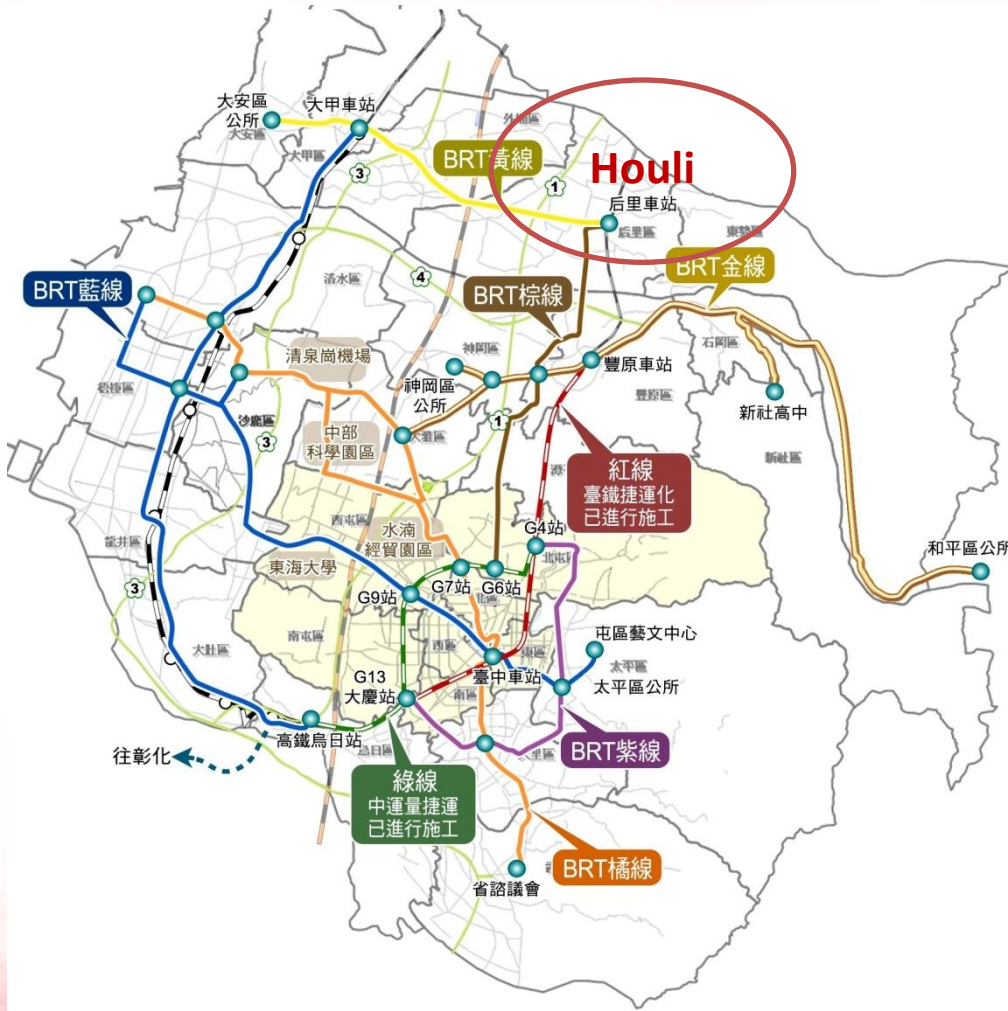
Future

*Man & the Environment,
a Green and Sustainable Future*



Convenient Transportation

Taichung Bus Rapid Transit (BRT)



Convenient Transportation



Campaigns

2012 Taichung International Flower Carpet Festival (1.83 million visitors to the festival)



2013 Taichung Orchid Expo (30,000 visitors to the expo)



Campaigns

2013 Taiwan International Orchid Show Festival (35,000 visitors to the festival)



2013 Taichung Satsuki Azalea Exhibition Festival (35,000 visitors to the festival)



Campaigns

2013 Taichung City Mazu International Festival (1 million visitors to the festival)



2013 FIABCI 64th World Congress (A total of 1,000 tourists representing 47 nations visit the Congress)



Organization Structure



Timeline

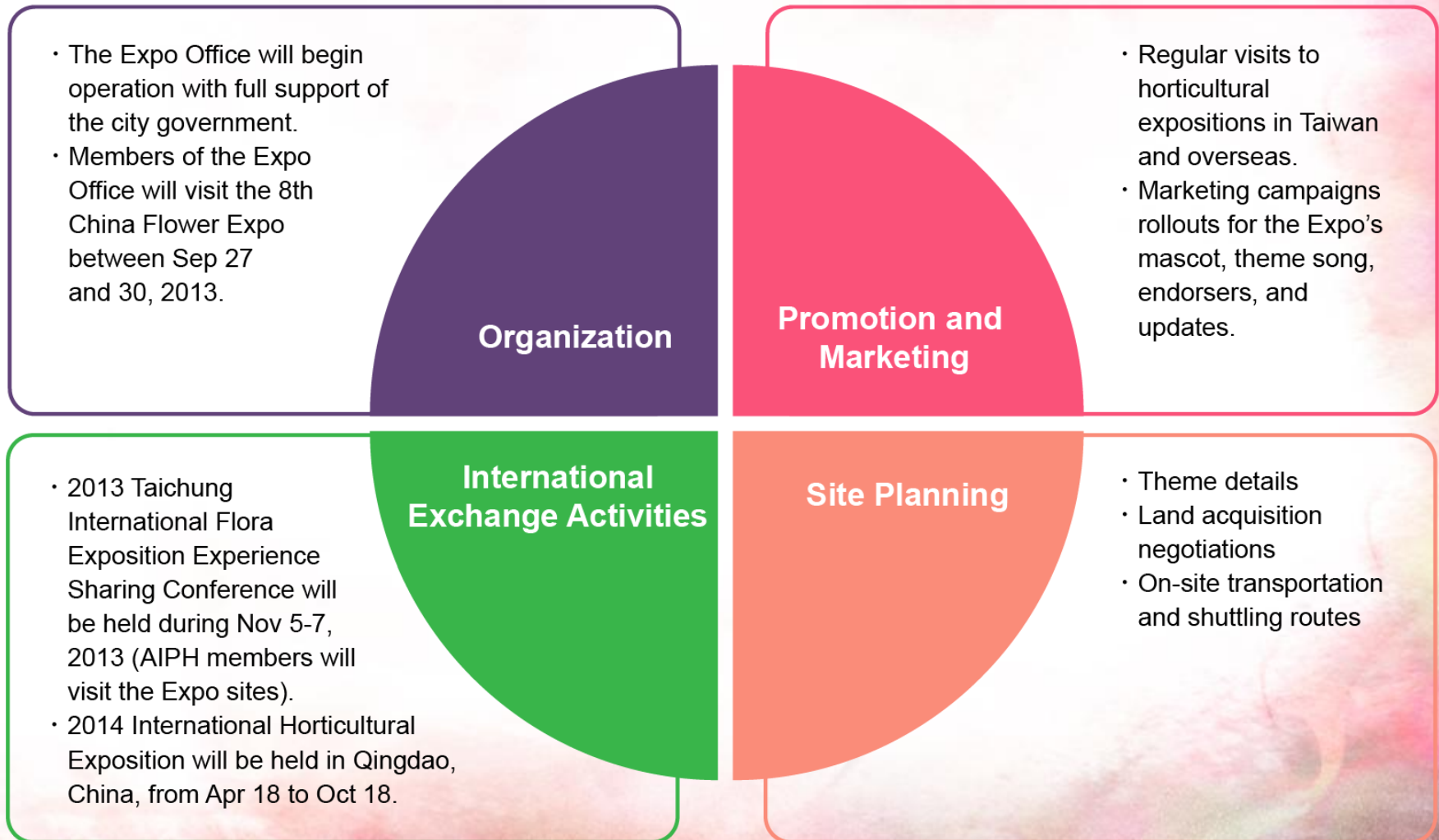
- Expo Promotion Office was established in July, 2013.
- Expo consultants will be commissioned in January, 2014.
- 8 task forces are set up in the office, to be filled by about 50 officials.
The teams will have the full support of the city government.

Organization Structure



- Expo Organizing Committee was inaugurated in April, 2013.
- The Committee consists of 22 members (the Mayor serves as convener).
- Ranking officials of the city government will be appointed as committee members.

Future Projects



Future Projects

| Projects in Initial Planning | 2013 | | 2014 | | 2015 | | 2016 | | 2017 | | 2018 | | 2019 | |
|--|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Item | 1-6 | 7-12 | 1-6 | 7-12 | 1-6 | 7-12 | 1-6 | 7-12 | 1-6 | 7-12 | 1-6 | 7-12 | 1-6 | 7-12 |
| The setup of the EXPO Promotion Committee, 2013/01-2013/04 | ● | | | | | | | | | | | | | |
| The setup of the EXPO Promotion Office, 2013/01-2013/07 | ● | ● | | | | | | | | | | | | |
| Visit to the 8th Flora Expo in China, 2013/9/27-9/30 | | ● | | | | | | | | | | | | |
| An EXPO Experience-Sharing Conference, 2013/10/29-11/1 | | ● | | | | | | | | | | | | |
| Marketing Campaign Specifics Kickoff, 2013/12~2019/4 | | | | | | | | | | | | | | ● |
| Visit Qingdao Int'l Horticultural EXPO, 2014/4/18-10/18 | | | ● | ● | | | | | | | | | | |
| Land acquisition negotiation, 2013/1-2014/12 | ● | ● | | | | | | | | | | | | |
| Travel routes planning, 2013/9-2016/4 | | ● | | | | | | ● | | | | | | |
| Conceptual Plan, 2013/01-2013/9 | ● | ● | | | | | | | | | | | | |
| Master Plan, 2013/10-2014/4 | | ● | ● | | | | | | | | | | | |
| Initial Venue Construction Plan, 2014/06-2014/12 | | | | ● | ● | | | | | | | | | |
| Detailed Plan, 2014/6-2014/12 | | | | ● | ● | | | | | | | | | |
| Operation Management Plan (the planting of bushes and shrubs), 2015/1-2015/6 | | | | | ● | ● | | | | | | | | |
| Post-Development Plan, 2016/12-2019/4 | | | | | | | | | | ● | | | | ● |
| Finances, labor, construction procurement, etc 2015/1-2018/9 | | | | | | ● | | | | | | ● | | |
| General site inspection and test run, 2018/6-2018/9 | | | | | | | | | | | | ● | ● | |
| EXPO Site trial operation, 2018/9-2018/11 | | | | | | | | | | | | ● | ● | |
| Detailed Modification on EXPO site, 2018/10-2018/11 | | | | | | | | | | | | ● | ● | |
| Official operation, 2018/11-2019/4 | | | | | | | | | | | | | ● | ● |

***Welcome to Taichung
In 2018***