

出國報告（出國類別：會議、參訪）

參加「國際園藝生產者協會
AIPH 行銷及展覽會議
及米蘭世界博覽會」報告

服務機關：臺中市政府

姓名職稱：蔡勇勝副局長、徐宏銘技正

派赴國家：義大利

出國期間：104 年 10 月 19 日至 10 月 25 日

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摘要

本次奉派出國主要目的為參加國際園藝生產者協會 (International Association of Horticultural Producers, AIPH) 假義大利斯特雷薩舉辦之 AIPH 行銷及展覽會議，並於會議中進行本府「2018 臺中世界花卉博覽會」之工作進度報告。本次秋季年會參與的代表來自 19 個國家，共計 93 名，在會中各博覽會主辦國報告當前進度並分享經驗，裨益良多，本府亦成功邀請 AIPH 會長於 2016 年蒞臨臺中簽署合約共同辦理 2018 臺中世界花卉博覽會。另 AIPH 規劃安排參訪米蘭世界博覽會，協助各博覽會主辦國代表實地觀摩並汲取他人優點，更重要的是了解到辦理世界級博覽會展館及展場周邊的規劃需注意的事項；以及安排參訪義大利專業苗圃，除促進農業技術與經營理念之交流，對於未來 2018 臺中花博期間植栽及景觀的規劃，也因此獲得到寶貴的經驗。因此，藉由本次參加「國際園藝生產者協會 AIPH 行銷及展覽會議及米蘭世界博覽會」報告將有助於本府未來辦理「2018 臺中世界花卉博覽會」規劃之重要參考。

壹、出國目的

本府將於 107 年 11 月 3 日舉辦 AIPH 所認證之「2018 臺中世界花卉博覽會」，依據 AIPH 規定舉辦國際園藝博覽會之組織，需參加每年春、秋季會議，進行籌備工作進度報告。因此，本次奉派出國主要目的為參加 AIPH 於義大利斯特雷薩舉辦之「AIPH 行銷及展覽會議」，並於會議中進行本府「2018 臺中世界花卉博覽會」之工作進度報告，同時透過與各國與會代表進行交流，增進國際關係。另邀請各國參加並參與「2018 臺中世界花卉博覽會」達到宣傳行銷目的。此外，藉由大會安排參訪米蘭世界博覽會及義大利專業植物園及苗圃之機會，汲取相關經驗以做為本府未來辦理「2018 臺中世界花卉博覽會」規劃之重要參考。

貳、出國人員名單

本次奉派出國人員名單，如表 1 所示。

表 1 出國人員名單

單位	職稱	姓名
臺中市政府農業局	副局長	蔡勇勝
臺中市政府農業局	技正	徐宏銘

參、出國過程

一、出國行程

本次奉派出國之行程，如表 2 所示。

表 2、參加 AIPH 行銷與展覽會議及米蘭世界博覽會行程

日期	行程	地點
10 月 19 日	啟程前往義大利	臺北—義大利
10 月 20 日	抵達義大利斯特雷薩	義大利利那時機場
10 月 21 日	AIPH 行銷與展覽會議	Rigina Palace Hotel
10 月 22 日	參訪米蘭世界博覽會	義大利米蘭
10 月 23 日	參訪農業專業植物園、苗圃	Villa Taranto Campagna del Lago
10 月 24 日	返國	義大利—臺北
10 月 25 日	抵達臺灣	臺灣桃園機場

二、AIPH 行銷與展覽會議

博覽會之主辦國必須於 AIPH 行銷與展覽會議(Marketing & Exhibitions Committee)向 AIPH 與各國代表報告其博覽會之籌備進度，相關之重大變更亦需在此會議中提出向全體會員報告。

本府於 104 年 3 月春季年會中向大會報告關於變更場地以保護

石虎棲息地，獲得大會肯定並建議本府盡速提出整體籌備之時程表，本府參加此次會議即是向 AIPH 報告場地變更後目前及未來籌備工作之進度，並透過會向各國與會代表行銷宣傳 2018 臺中花博（附錄一、圖 1-3）。

（一）、行銷及展覽會議進度報告

1. 2016 中國唐山博覽會進度報告

中國唐山報告該園藝博覽會委員會改進修正之組織架構、展館建設進度、國際庭園展區及國內庭園展區建置進度、邀請國外參展單位進行前製作業會議、園藝博覽會行銷方式及成果等。

2. 2016 土耳其安塔利亞博覽會進度報告

土耳其安塔利亞報告該園藝博覽會各展館建設進度、展館以外硬體設施如餐廳等建設進度、植栽種植進度、國際邀展成果等。

3. 2018/19 臺灣臺中博覽會進度報告

本府於「2018 臺中世界花卉博覽會」進度報告中提出整體籌備進度規劃，本次博覽會之基本資料如試營運及正式營運日期、場地面積、園區位置及交通方式，博覽會展出園區之規劃配合主題「花現 GNP：自然怡人新花都」，強調生

產、生活、生態的「三生」主軸，並邀請 AIPH 會長蒞臨臺中，簽署合約共同辦理 2018 臺中世界花卉博覽會（附錄三）。

4. 2019 中國北京博覽會進度報告

中國北京報告園藝博覽會主題及願景、展區面積位置、交通方式及整體籌備進度之規劃方向。

5. 2022 荷蘭阿爾梅爾博覽會進度報告

荷蘭阿爾梅爾市報告當地長期舉辦花卉博覽會之歷史經驗及願景、園藝博覽會展區位置及交通方式、綠化與科技結合的規劃方向、經費表及期程表等。

(二)、澳洲申辦 2018 博覽會

澳洲黃金海岸申請於 2018 年 3 月至 9 月辦理國際園藝博覽會，主題訂定為「世界的花園」，並且將會是第一次在赤道以南所舉辦的園藝博覽會。

(三)、AIPH 門票系統講習

由 AIPH 資深幹部 Sven Stimac 講授關於國際園藝博覽會的門票制度如何設計及實行，講習內容包括門票系統部門的人員組織架構、門票制度的系統規劃、門票系統必備之功能、門票系統配置方式及不同價位門票選擇條件設定等。AIPH 所提

供的講習內容，對所有主辦國際園藝博覽會之各國代表有關門票制度專業上的瞭解助益頗多。

(四)、會員大會

由 AIPH 會長 Vic Krahm 主持，討論會員費、會員申請等事宜，並由秘書長作年度報告之簡報，賡續舉行 AIPH 幹部選舉，由各國會員代表投票選出新任會長、副會長、新品種保護會議主席、綠色城市主席及第二區委員代表。

(五)、閉幕式

在 AIPH 行銷及展覽會議的尾聲，由 AIPH 行銷及展覽委員會主席鍾國成進行演說，感謝所有與會者之參與，以使本次會議圓滿成功，並期待各國主辦單位順利推動花卉博覽會之籌備工作，更加提升國際園藝博覽會之水準。

三、參訪米蘭世界博覽會

自 104 年 5 月開幕以來，越來越多來自世界各地的旅客前往參觀米蘭世界博覽會，本次米蘭世界博覽會的主題為「滋養地球，生命的能量」，包含科技、發明、文化、傳統、創意及如何與人們的日常飲食聯結。在 AIPH 的協助安排下，全體與會成員得以順利參訪四座展館，包括土耳其、中國、阿拉伯聯合大公國及英國的展館，其中英國展館展出由諾丁漢特倫特大學的蜜蜂專家馬丁·本奇克博士開發的

「蜂巢」讓人印象深刻。其高度 14 公尺，為立方體晶格結構，設計靈感來自天然蜂窩的形狀，採用鋁合金材料製作的蜂巢共有 169,300 個結構部件，共 32 層。進入蜂巢後，遊客會被脈動聲和嗡嗡聲所包圍，籠罩在 891 支 LED 燈泡的光輝之下，每個燈泡都與英國某處的一個真實的蜂巢中蜜蜂的活動相聯繫，相當具有特色，獲得許多參觀遊客之讚賞，印證未來展館之外觀興建或館內佈展主題特色之重要性。其他規劃如遊客動線、園區引導指示牌、志工、遊客休憩、公共設施等值得學習納入未來規劃（附錄一、圖 4-22）。

四、參訪義大利專業植物園

創自 1931 年的 Villa Toranto 植物園，該植物園栽植 20,000 種特殊植物，超過 80,000 株球根花卉，15,000 以上的境植環繞花壇，除了植栽數量及種類之豐富，多樣性的庭園造景，兼具設計巧思，讓人讚嘆不已，對於未來在規畫臺中花博各園區內之園藝景觀之題材提供不少創意之概念。此外，整個園區的動線規劃及引導指示、植栽解說都讓遊客一清二楚，值得納入未來園區規劃（附錄一、圖 24-34）。

五、參訪義大利專業植苗圃

Compagnia del lago 專業苗圃，該園總面積 30 公頃，為當地最大的杜鵑及山茶花種植苗圃。苗圃主人 Paolo Zacchera 經營該園 30

年，目前擔任該地 Lake Maggiore Region 園藝協會副會長，參訪當天除親自全程陪同導覽並分享經營管理之經驗。在參觀過程中，發現要培育這麼多的植栽，除了需要提供足夠的培育場地，在不同生長階段及不同種類之植栽，都有其需要的場域及設備，例如有些植栽需在戶外，有些需利用網室或溫室栽培；植栽移盆所需的空間配置；病蟲害的防治；部分盆栽需離地生長簡易設施等專業做法及觀念，有助於應用於培育未來長達 6 個月展期所需的植栽（附錄一、圖 35-40）。

肆、出國心得與建議

- 一、國際園藝博覽會是聯合國展覽局 BIE 除了世界博覽會以外認證的國際級活動，對我國推動國際參與及促進國際行銷相當重要。
- 二、在 AIPH 行銷及展覽會議中，各國報告籌備進度，與會各國代表對於外國遊客如何到達園區之交通規劃相當重視，因此需將此項妥善納入規劃重要項目之一。
- 三、雖然先前籌備進度落後，經本府向 AIPH 各國代表報告變更場址籌備進度，包括基本規劃、各園區配置及交通規劃及預計期程等，由於本府甫於去年初變更園區位置，對於能夠在半年之間提出整體籌備之時程表並掌握進度，大會與會成員皆表示肯定與鼓勵，有助於更加確認目前規劃方向及未來管控期程之正確性。
- 四、透過會議中及主辦單位所安排的行程，更有機會向各國代表宣傳行銷 2018 臺中花博，並吸取各國籌備經驗。另外，成功地邀請 AIPH 新任會長於 2016 年至臺中簽署共同辦理 2018 臺中世界花卉博覽會，對花博之國際行銷將有莫大的幫助。
- 五、參訪米蘭世界博覽會實地體驗如何融合環保、科技、人文

等元素，並以訴求食品安全作為主要議題，讓參觀的遊客除了獲得娛樂性的體驗，更能明顯感受到此次博覽會主題之教育意義。因此，本府在未來規劃 2018 臺中花博時，應確實將本次花博主題融入規劃中，使 2018 臺中花博成為具有深度及特色之世界級博覽會（附錄一、圖 6-11）。

六、米蘭世界博覽會的入園及出園之出入閘道口，皆不直接設在園區外圍，而是離園區有段距離，可藉由規劃較長距離的步道，讓大量入園及出園的遊客人潮可以獲得較多的緩衝空間，不致造成瞬間大量遊客堵塞在某處，無法獲得等待之空間。另外，入園及出園遊客皆利用架設天橋的方式讓遊客直接入園及出園，以減少道路交通或其他原因所造人潮之等待情形，有助於人潮之疏散（附錄一、圖 4,14-19）。

七、米蘭世界博覽會園區外配合以規劃較長距離的遊客步行步道，可以將腳踏車、客車、遊覽車停放處設置離園區較遠且較寬敞之場域，減少園區周邊交通壅塞情形（附錄一、圖 20, 21, 22）。

八、米蘭世界博覽會園區內規劃唯一直線的主要通道，所有展館、廁所、休憩場域皆設置於通道兩側，讓初次前來的遊客能沿著主要通道，配合導覽地圖及沿線以數字標示主題展

館方式之引導指標，就能清楚找尋到有意參觀之展館及相關設施，不致有迷路的情形，因為只要在園區任何地點，只要能回到主通道就能容易藉由兩側所標示的數字重新找到自身的位置（附錄一、圖 5）。

九、米蘭世界博覽會園區內規劃唯一直線的主要通道上方設置簡易型棚架具有遮陽、雨功能，提供更優質的展覽環境（附錄一、圖 5）。

十、米蘭世界博覽會園區內規劃多元的遊客休憩位置，包括在簡易棚架下設置休憩桌椅、臨渠道旁設置階梯式休憩空間、主要通道沿線設置多處休憩場域（附錄一、圖 12,13）。

十一、義大利專業植物園分區規劃不同主題之園藝造景，配合運用不同種類植栽，所呈現色彩繽紛或視覺協調性之景致，增加遊客可欣賞體驗之豐富性（附錄一、圖 24-33）。

十二、可參考義大利專業植物園內設置簡單清楚及富創意之導覽解說牌及方向引導牌（附錄一、圖 27, 34）。

十三、藉由參觀義大利專業苗圃，了解未來展覽期間，植栽培育的重要性。需要有足夠的種植面積，包含不同生長時期移盆的空間；因植栽生長特性不同，規劃不同的栽培設施；專業的培育技術及管理上理念；並需即早做培育工作之準備（附

錄一、圖 35-40)。

附錄一、圖片說明

一、AIPH 行銷與展覽會議



圖 1. 會議開場由現任 AIPH 主席致詞



圖 2. 進度報告現場



圖 3. 會後與 AIPH 新任會長(右 4)、現任會長(右 3)、秘書長(右 2)、會議主席(右 1)合影，並邀請新任會長至臺中簽署共同辦理 2018 臺中花博合約。

二、參訪米蘭世界博覽會(1)



圖 4. 遊客入園天橋。
館

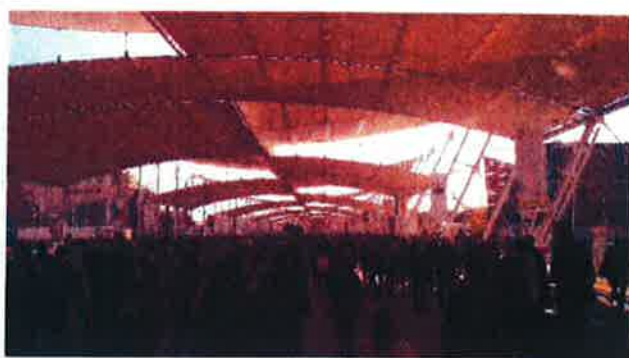


圖 5. 園區內規劃單一直線主要通道，各展
位於通道兩側，通道上並設有遮棚。



圖 6. 配合博覽會主題於通道中央處作展示。



圖 7. 配合博覽會主題於通道中央處作展示。



圖 8. AIPH 安排至中國展覽館參觀。



圖 9. AIPH 安排至土耳其展覽館參觀。

二、參訪米蘭世界博覽會(2)



圖 10. AIPH 安排至英國展覽館參觀。



圖 11. AIPH 安排至阿拉伯聯合大公國展覽館參觀。



圖 12. 園區內規劃遊客休憩區。



圖 13. 園區內規劃遊客休憩區。

二、參訪米蘭世界博覽會(3)



圖 14. 遊客出園天橋。



圖 15. 大量遊客藉由天橋離開園區。



圖 16. 出園天橋橫跨高速公路。



圖 17. 天橋末端即將出園區，白色蓬架為出園區之開道。



圖 18. 遊客出園區後疏散情形。



圖 19. 大量遊客沿著步道(約 1-2 公里)步行至停車區

二、參訪米蘭世界博覽會(4)



圖 20. 遊客沿著步道步行可至腳踏車停放區。



圖 21. 園區所提供腳踏車停放區及客車停放區。



圖 22. 遊覽車停放區。

三、參訪義大利專業植物園(1)



圖 24. 入園後以高聳樹木迎賓。



圖 25. 喬木旁種植矮灌木及蕨類植物作搭配。



圖 26. 色彩繽紛的庭園造景。



圖 27. 園區植栽的解說牌及方向導覽牌。



圖 28. 讓遊客穿梭於其中的庭園規劃。



圖 29. 讓遊客穿梭於其中的庭園規劃。

三、參訪義大利專業植物園(2)



圖 30. 小型溫室。



圖 31. 藉由水池呈現水生植物。



圖 32. 色彩繽紛歐式庭園造景。



圖 33. 藉由不同樹木種類呈現顏色豐富的森林景緻。



圖 34. 園區內以數字作為不同主題區的標示指示牌。

四、參訪義大利專業苗圃



圖 35. 擺放各種大型盆栽苗木。



圖 36. 苗圃主人說明植栽栽培及管理方法。



圖 37. 部分植物以簡易型溫室進行培育。



圖 38. 植栽灑水設施。



圖 39. 部分植物以簡易型網室進行培育。



圖 40. 利用特製的鐵架將盆栽離地栽培。



Taichung World Flora Exposition

Taichung City Government
October 21, 2015

Progress Report

Official Operation &
Expected Number of Visitors

Sites Planning

Transportation

Venue Planning

Future Projects

Official Operation & Expected Number of visitors

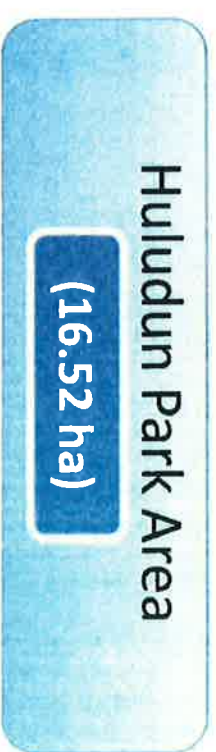
- Trial Operation : 2018 / 9 / 1 ~ 2018 / 10 / 28
- Official Operation : 2018 / 11 / 3 ~ 2019 / 4 / 24

Total 173days

- Opening Hours : 9:00 AM ~ 9:00 PM
- Expected Number of Visitors Total: 8 Million

Sites Planning

found
Leopard cat
& decided to
protect the
habitats.



93 ha

60.88 ha

Reported to ALPH in Spring Conference this year.

Transportation



Taiwan Taoyuan International Airport



Taichung

Taiwan Taichung Airport

Taichung World Flora EXPO



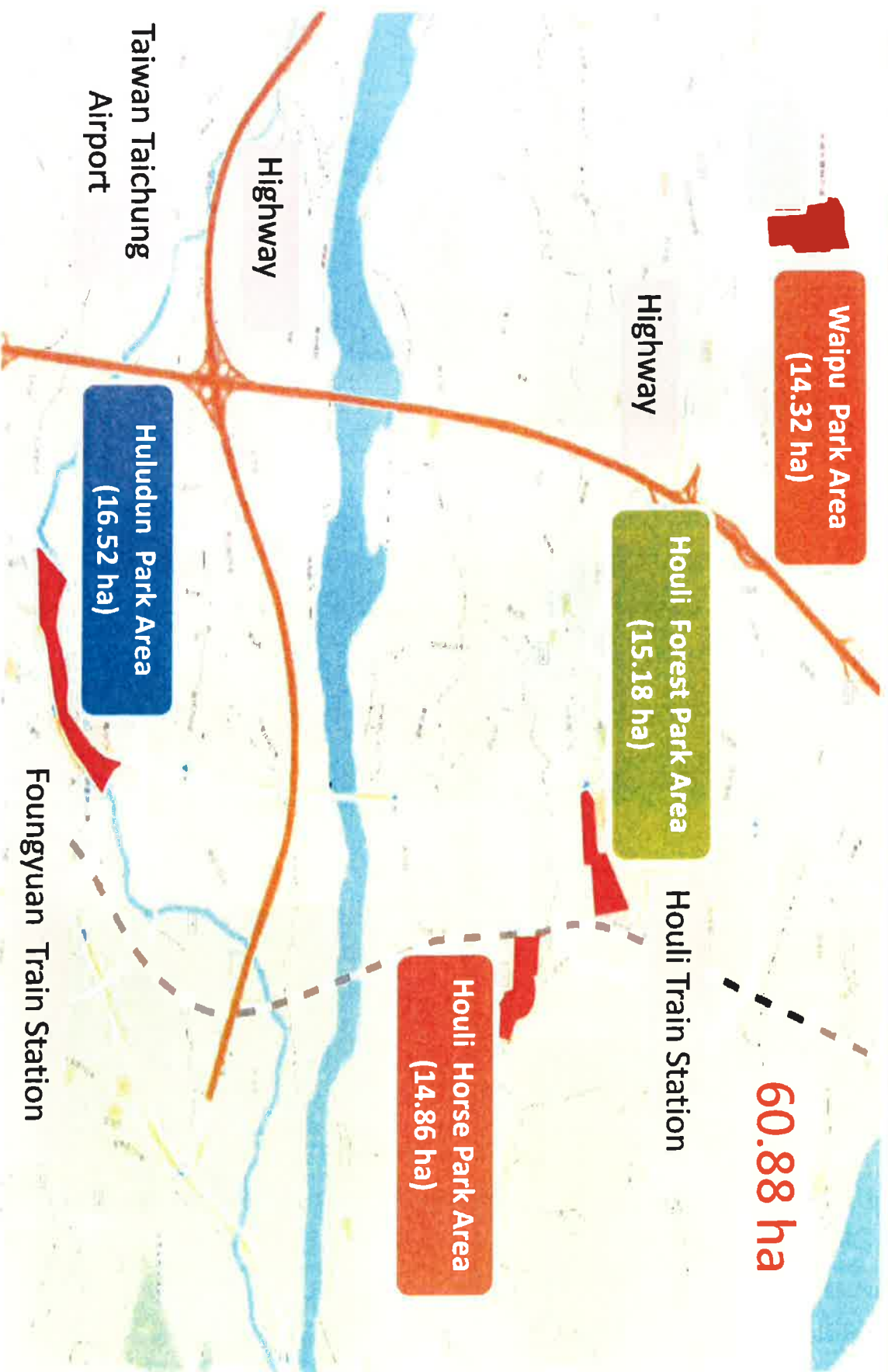
● Train station

● High Speed Rail

✈ Airport

Go to Flora EXPO by public transports

Transportation



Venue planning



Discover GNP

Green, Nature, and People



Venue planning

Houli Forest Park Area

The theme is "Coexist with nature"

International Gardens/Asia
Provide 10 units (300 m²)
of Asian gardens to be
displayed

Pavilion 1 (3,000m²):
The theme is "To
learn from the past"

gardens

Pavilion 2 (3,000m²):
The theme
is "Interactive"



Venue planning

Houli Horse Park Area

A theme park featuring horses and flowers

International Gardens/America, Europe and Oceania:
Provide 20 units (300 m²) of international gardens to be displayed.



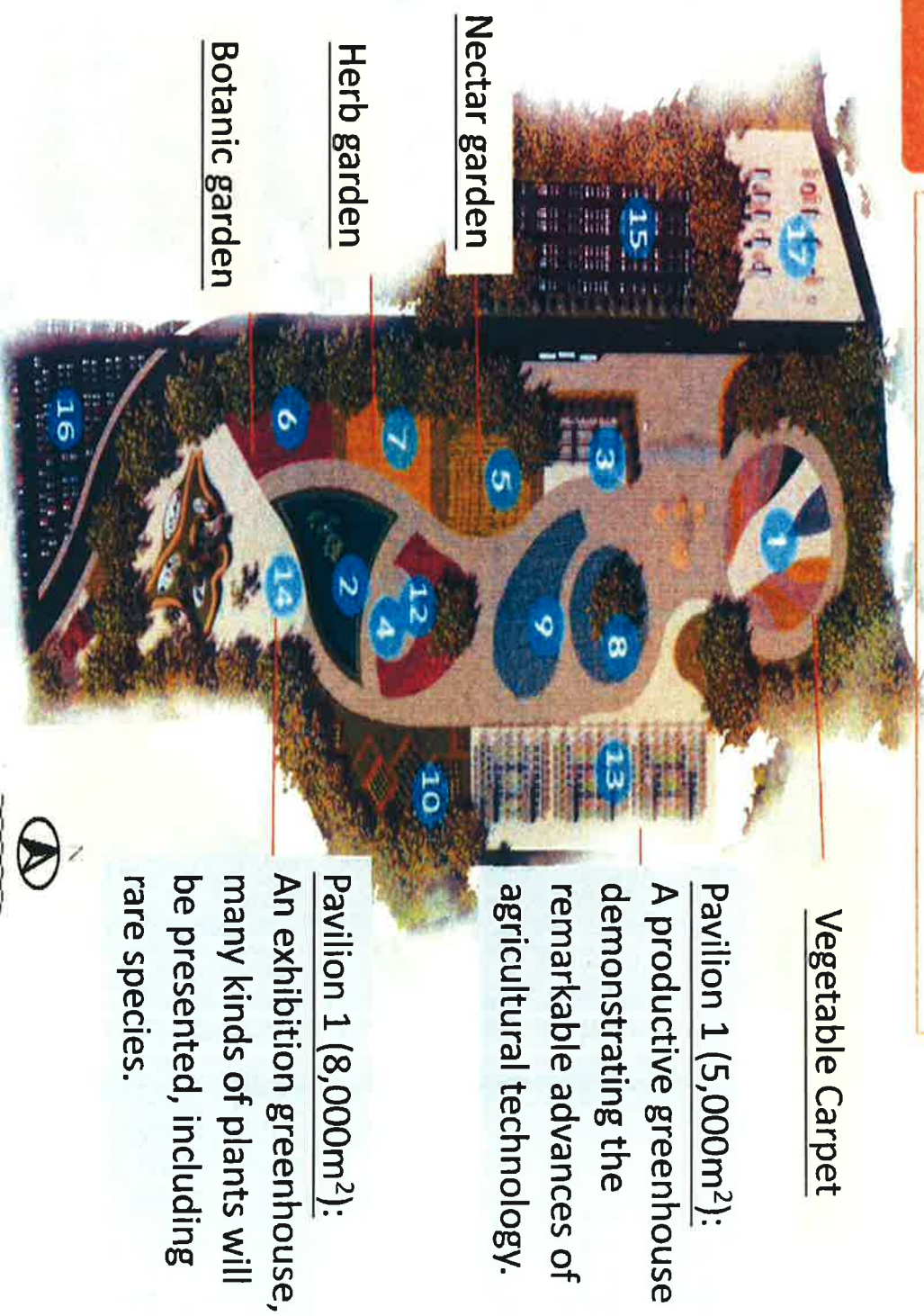
Pavilion 1 (12,000m²):
Competition of flower arrangement and Orchid exhibitions.

Pavilion 2 (6,090m²):
The theme is "cultural exhibitions and performances."

Venue planning

Waipu Park Area

Agriculture experience for the visitors



Venue planning

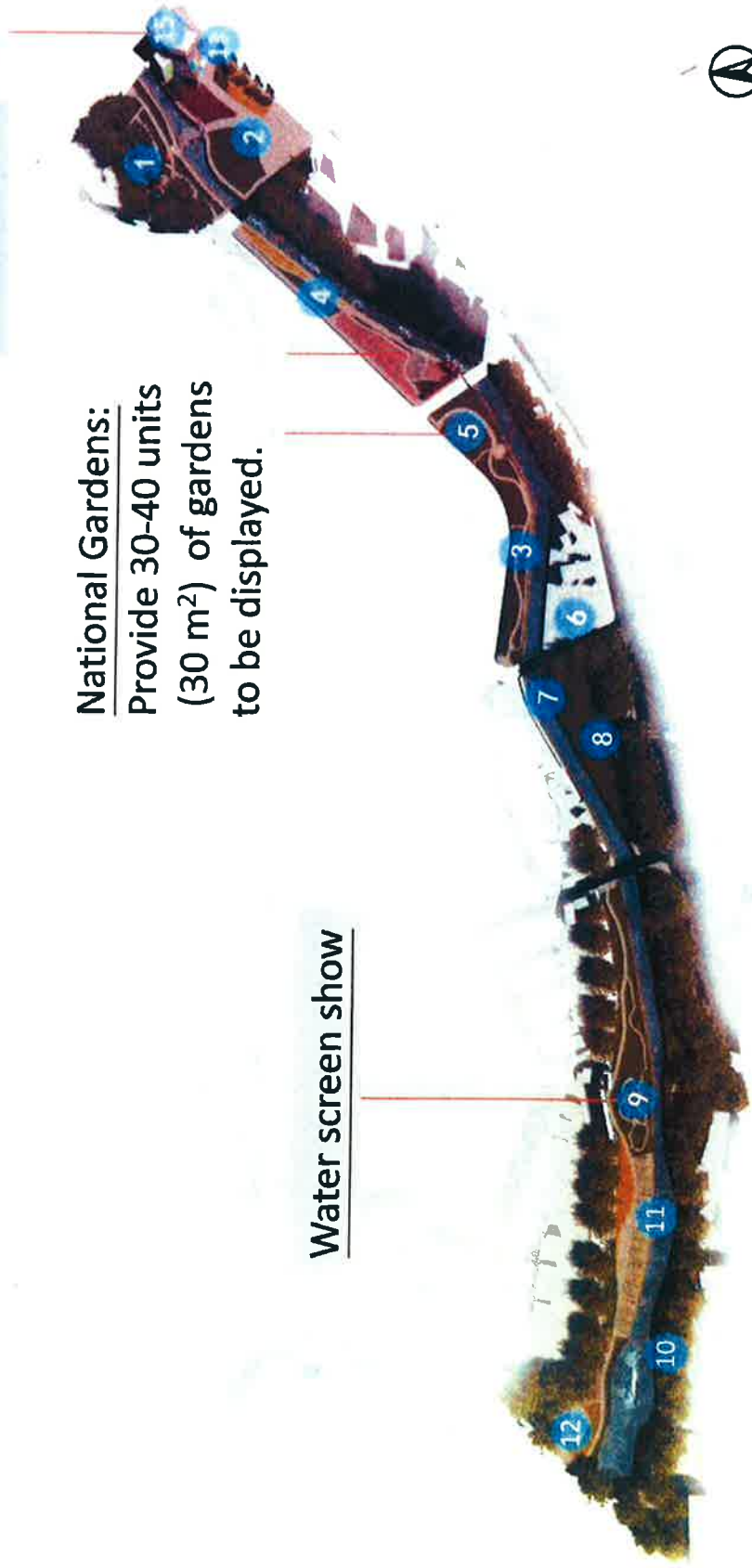
Huludun Park Area

A riverside park

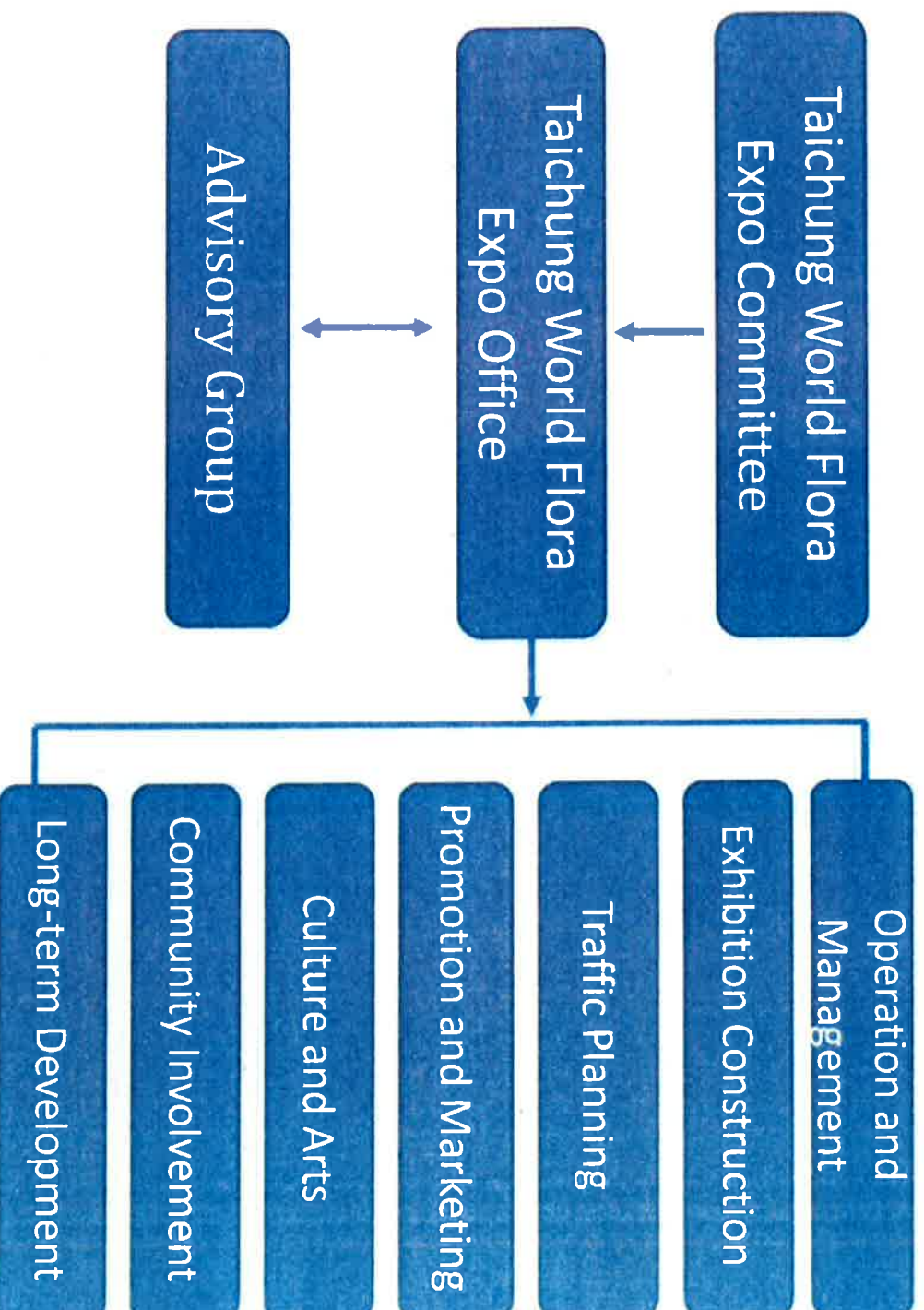
Pavilion 1 (2,000m²):
Presenting Taichung bakery which is famous in Taiwan.

National Gardens:
Provide 30-40 units (30 m²) of gardens to be displayed.

Water screen show



Organization Structure



Inspection



The secretary general, Mr. Tim Briercliffe, checking the location in May, 2015.

Inspection & Forum



Mr. Wada and Mr. Nomura checking the location in July, 2015.



Mr. Mayor, who is the chair of Taichung World Flora EXPO Committee, attended the forum.

Cross-Departmental Meeting



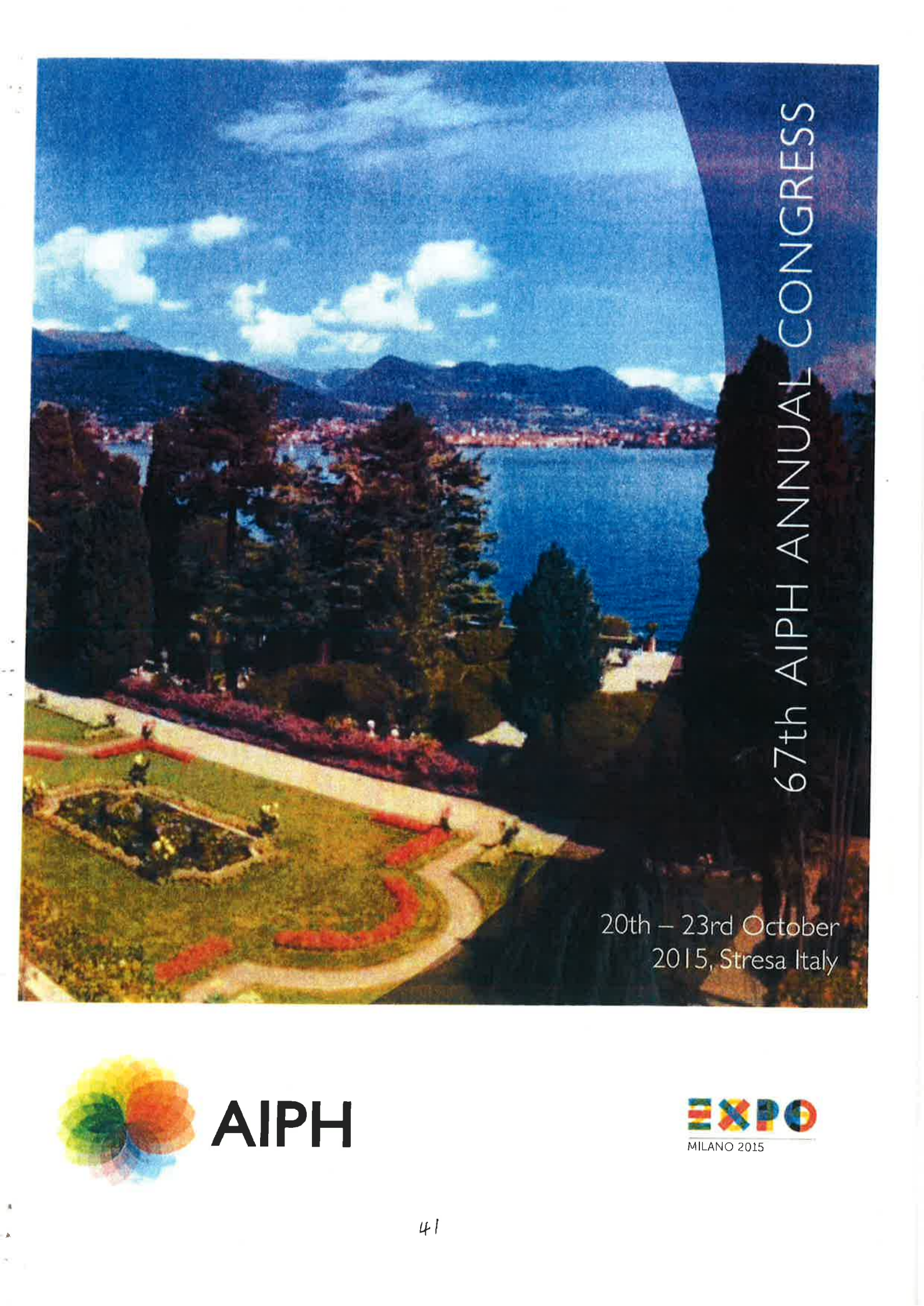
Weekly meeting for making sure that everything is under control.

Future Projects

	2015		2016		2017		2018		2019	
	1-6	7-12	1-6	7-12	1-6	7-12	1-6	7-12	1-6	7-12
Detailed Plan 2015/03-2019/4										
Land Acquisition and Development 2015/01-2016/12										
Exhibition Construction 2015/09-2018/7										
Site Transportation 2015/09-2017/12										
Planting and Competition Plan 2015/10-2019/4										
Culture and Arts 2015/10-2019/4										
Marketing 2015/01-2019/4										
Exhibition Preparation 2017/10-2018/9										
Long-term Development 2018/01-2019										

**We would like to issue an invitation, a
signing ceremony for both parties, ALPH
and Taichung City Government.
And we are hoping that each one of you
would visit and participate in Taichung
World Flora Exposition.**

Looking forward to your presence!



67th AIPH ANNUAL CONGRESS

20th – 23rd October
2015, Stresa Italy



AIPH





AIPH

Welcome to beautiful Stresa
on the 5th AIPH annual
Congress in April, driven
together with a big new
brand strategy we are
pleased you have come
to participate

Please make the most of this
unique international network
share your ideas and use the
tools from other countries.
Renew contacts and make
new friends and all come
back home to improve this
starting location.

WELCOME TO LAKE MAGGIORE

As you explore this beautiful region this week, you will be walking in the footsteps of some very famous people, such as Queen Victoria. You have just arrived at not only an incredibly spectacular and beautiful location but Lake Maggiore also offers a truly fascinating history. Horticulture has played a huge role in shaping and influencing this region since 1870 all the way to the Belle Epoque 1914, with residents enjoying the biggest boom between the period of 1870-1890. The very first school for Horticulture and the first Orticola Associat on in Italy, were all started here in Pallanza in 1870.

Should you find the time to visit Baveno, which is only a stone throw away from Stresa, visit the Grand Hotel Dino. In this very place, large properties, were built offering (what was at the time regarded as) luxury facilities such as warm water, elevators etc. to host royalties from around the world. To name a few: Princes Trubetskoy from Russia, King Leopold from Belgium and US President Ulysses Grant.

Queen Victoria is said to have adored the freedom away from royal protocol and therefore preferred the privacy of her own villa. The queen is said to have been seen wearing trousers (!) whilst visiting the farmers market or walking in the mountains.

Lake Maggiore was what Monaco is today. The rich and famous all wanted a villa here for the sole and simple purpose to host and entertain important guests and artists, as described in Henry James novels. He portrays an excellent insight into the people who used to visit these shores.

Over 300 massive villas were built around the lake and an important part of the residence was to cultivate a beautiful garden. As Lake Maggiore grew in popularity, so did the demand to grow impressive gardens. With gardens which spanned over several acres, conifers were particularly popular. These grand villas may only have been occupied by their owners over 3 to 6 months of the year it created all year around employment for the gardeners.

In a time when neither TV nor cinema's existed, artists and musicians played a huge role in entertaining. Most of the guests were musicians, painters and singers such as Eleonora Duse, Wagner, D'Annunzio and Tolstoy came as a Trubetskoy's guests.

World War I brought it all to an end, as described in Hemingway's – A Farewell to Arms.

Written by, Paolo Zaccchera





AMBULANCE EMERGENCY

0118 941 118

FIRE SAFETY

Emergency Exits

Are clearly marked out, please take a moment to locate these

In an Emergency

Exit the building, using the nearest exit. Do not run, do not stop to collect your belongings and do not use the lifts

For Assembly Points

In the Garden & Pool Area, next to the 'Snack Bar'

If you Discover a Fire

Notify a member of the conference or hotel staff



REGINA PALACE HOTEL, IMPORTANT INFORMATION

Registration Desk

The registration desk is located in the 'La Rotonda' area and opens at 8am. Please sign in, collect your delegate badge and delegate package

Toilets

These are located in the hallway, outside the Tiffany Conference Room

Coat Room

A coat rail has been placed for your convenience, at the back of the Tiffany Room

Free Internet Access

For residents standard internet access is free of charge. Please see reception to obtain the username and password.

The standard internet service is offered for standard mail and internet browsing. It is not designed for intensive VPN such as video streaming, video conferencing or high demand applications. For high speed internet access, please obtain further instructions from reception.

For non-residents, internet service is 6 euros per day. Please see reception for further instructions.

Smoking

The Regina Hotel is a strictly non-smoking hotel. A designated smoking area is by the Entrance / Exit - To/From between Hall Liberty and the Hotel Garden.

Mobile Phone

As a courtesy to speakers and fellow attendees, please ensure your mobile phone is switched off or in silent mode during sessions.

Presentations

Please email maria.wallin@aiph.org, if you wish to receive a copy of the presentations

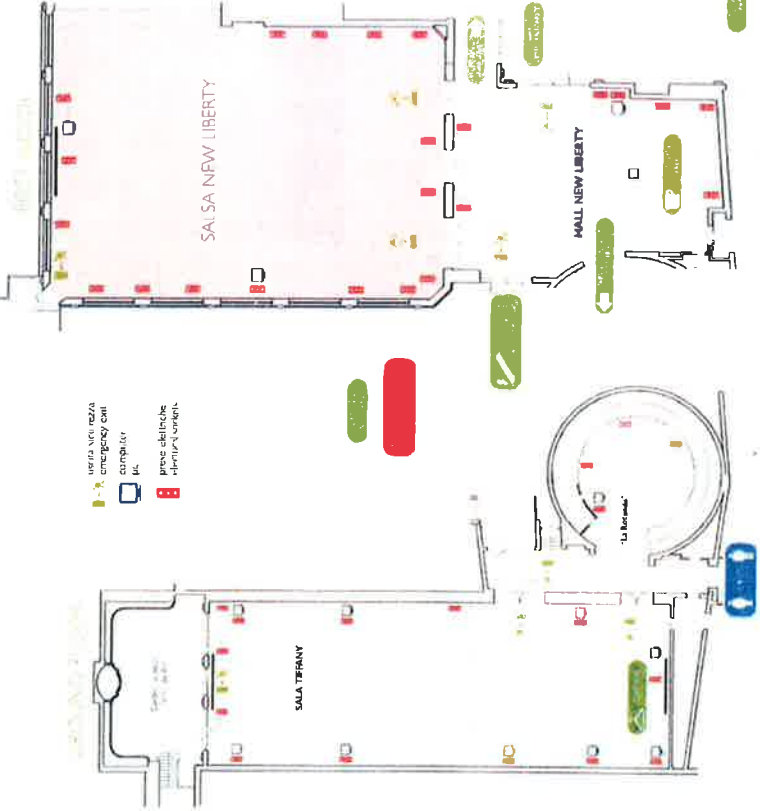
Name Badge & Evaluation Form

Please return both items to the Registration desk and place in relevant return box.

LAKE



verja nci reza
emergency exit
computer
PC
press ableshe
electrical outlets



PROGRAMME OVERVIEW

Monday 19th October

- 07.00 – 08.30: Breakfast (Hot & Cold)
- 08.30: Open Board Meeting
- 12.30: Lunch
- 16.30: Close Board Meeting
- 19.00: Dinner at Hotel Regina
- 21.00 – 23.00: Novelty Protection Meeting

Tuesday 20th October

- 07.00 – 08.30: Breakfast (Hot & Cold)
- 08.00: Registration Desk Opens
- 08.30 – 10.00: Opening of Congress day I and welcome speeches
- 10.00 – 10.30: Coffee Break
- 10.30: Accompanying Person's Coach depart to Milan City
- 10.30 – 12.30: Green City Committee
- 12.30 – 13.30: Lunch
- 13.30 – 14.15: Novelty Protection Committee
- 14.15 – 15.30: Environment & Plant Health Committee
- 15.30 – 16.00: Coffee Break
- 16.00 – 17.30: Impact of globalisation on the ornamental horticulture industry. SWOT analysis for ALPH International industry research project
- 17.30: Close of Congress Day I
- 17.30: Accompanying Person's return to Sresa
- 18.15: Meet by Hotel 'Front' Entrance - Bring warm coat
- 18.30: Pre-dinner drinks served on the Sky Bar at Hotel La Palma (take the lift to level 7) or in the hotel bar in case of bad weather
- 19.00: Dinner at Hotel La Palma
- 20.00 – 23.00: IGOTY Jury Meeting (Jury only)

Wednesday 21st October

- 07.00 – 08.30: Breakfast (Hot & Cold)
- 08.00: Registration Desk Opens
- 08.30: Guided Accompanying Person's Coach Tour to Lake Como
- 08.30: Opening of Congress Day II
- 08.30 – 10.00: Marketing & Exhibitions Committee & Progress Reports
- 10.00 – 10.30: Coffee Break
- 10.30 – 12.30: Marketing & Exhibitions Committee continued



LOCATIONS

Breakfast, Lunch & Dinner
Served in 'Restaurant Liberty'

Coffee Breaks
Served in 'Hall New Liberty'

Registration Desk
In 'La Rotonda'

Congress & IGOTY Jury Meeting
In the 'Tiffany' Conference Room

Board & Novelty Protection Meeting
In the 'Rododendro' Meeting room

12.30 – 13.30: Lunch

13.30 – 15.00: General Meeting

15.00 – 15.30: Coffee Break

15.30 – 16.30: General Meeting continued

16.30: Close of Congress Day II

16.00: Accompanying person's return to Sresa

16.45: Meet by Hotel 'Front' Entrance - Please be punctual !!!

17.00 – 17.15: Boat trip to Isola Bella's Borromean Palace & Terraced Gardens (Last entrance: 17.30, hence the rush !)

18.15: Meet by Garden Exit Gate (close of garden at 18.20)

18.30 – 18.40: Boat trip to Isola Pescatori, where dinner will be served from 18.45: Aperitif and Dinner on Island Restaurant Verbano

Thursday 22nd October

Accompanying person's join the delegates

07.00 – 08.45: Breakfast (Hot & Cold)

08.45: Meet by Hotel 'Rear' Entrance

09.00: Coach departs to Milan City

10.00: Arrival at Milan Expo

20.00 – 20.15: Coach departs from the Exhibition

21.15: Return to Hotel Regina

Friday 23rd October

Accompanying person's join the delegates

07.00 – 07.45: Breakfast (Hot & Cold)

07.45: Meet by Hotel 'Rear' Entrance

08.00: Coach departs from Hotel Regina to Villa Taranto

08.30: Guided Tour of Botanical Garden - Villa Taranto

10.00: Board Bus

10.15: Coach departs

10.45: Arrival at Compagnia del lago

11.00: Introduction & Coffee

12.00: Board Coach

12.15: Coach Departs

13.15: Arrival at Minoprio Horticulture School and Research Centre

13.30: Lunch

14.30: Board Coach

14.45: Coach Departs

15.15: Arrival at Vivai Nord

15.30: Introduction & Coffee

17.30: Board Coach

17.45: Coach Departs

18.45: Coach returns to Sresa

19.30: Dinner at the Regina Hotel



MILANO 2015





TUESDAY 20th OCTOBER

15.00 - 16.00 Registration

16.15
Meet by Hotel 'Front' Entrance
- Bring warm coat

19.30
Pre-dinner drinks served on
the Sky Bar at Hotel La
Palma (take the lift to level 7)
or in the hotel bar in case
of bad weather

19.00
Dinner at Hotel La Palma

20.00 - 23.00
IGOTY Jury Meeting
(Jury only)



07.00 - 08.30 Breakfast in hotel restaurant
08.00 Registration Desk Opens

08.30 - 10.30
Opening ceremony
Welcome speeches
Mr. Vic Krain, President, AIPH
Ms. Silvia Marchionni, Mayor of Vertania
Mr. Marco Cappellini - President, ANVE
Mr. Alberto Manzo - Italian Ministry of Agriculture
Mr. Arturo Croci - Ornamental Horticulture in Italy

10.00 - 10.30 Coffee break
10.30 - 13.30 Green City Committee, chaired by
Ms. Karen Tianbayev
Members are invited to present Green City
initiatives within their own countries
Presentation - Anne Jaluzot, Green Infrastructure
Consultant will present her work on developing an
AIPH Green City Audit and Niek Roozen, Landscape
Architect, will present his proposals for new AIPH
Green City Guidelines.

13.30 - 13.30 Lunch
13.30 - 14.15 Novelty Protection Committee, chaired by
Mr. Bernard Oosterom
Presentation - Thomas Leideretter 'How do they
do it?' - What can be learned from the use of IP in
other industries'

14.15 - 15.30 Environment and Plant Health Committee
Members are invited to share their challenges and
initiatives on tackling plant health issues.
Presentation - Mr. Marco Cappellini, ANVE, will
present the challenge of Xylella to Italian growers.
Presentation - Mr. Robert Prince, NGIA, will present
the work done on developing biosecurity guidelines
for Australian growers
Presentation - Mr. George Franke, NTR, will inform
members about work in The Netherlands to improve
biosecurity.

15.30 - 16.00 Coffee break
16.00 - 17.30 Impact of globalization and developing an
international vision for the ornamental horticulture
industry
Project Manager, Ms. Paula Edgington will outline
how this project will work and introduce the session
with members

17.30 Close of Congress Day I

NOTES



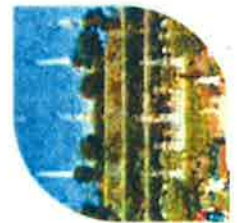
Meet by Hotel 'Front' Entrance
- Please be punctual !!!

16:45 - 17:30
Boat trip to Isola
Bella's Borromean
Palace & Terraced
Gardens (last
entrance: 17:30,
hence the rush !)

18:15
Meet by Garden Exit Gate
(close of garden at 18:20)

18:30 - 19:40
Boat trip to Isola
Pescatori, where
dinner will be served

from 19:45
Apertif and Dinner
on Island Restaurant
Verdano



WEDNESDAY 21st OCTOBER

07:00 - 08:30 Breakfast in hotel restaurant

08:00 Registration Desk Opens

08:30 - 10:00 Marketing & Exhibitions Committee, chaired by
Mr. Kevin Chung

Exhibition Progress Reports will be received from:

Tangshan, China (2016)

Antalya, Turkey (2016)

Taichung, Chinese Taipei (2018/19)

Beijing, China (2019)

Almere, Netherlands (2022)

10:00 - 10:30 Coffee break

10:30 - 12:30 Marketing & Exhibitions Committee continued.

A2/B1 Exhibition application for Gold Coast,
Australia (2018)

Presentation - Mr. Sven Stimac will introduce the
new AIPH Guide on Ticketing Systems for Expos

Presentation - Representative from 2015 Expo
Milan will introduce the World Expo providing
insight and lesson learned to members.

12:30 - 13:30 Lunch

13:30 - 15:00 General Meeting, chaired by Mr. Vic Krahn

15:00 - 15:30 Coffee break

15:30 - 16:30 General Meeting continued

16:30 Close of Congress Day II

Isola Bella, which resembles a ship sailing north, dominates the middle
of the Lake Maggiore. It is so small that its hair-raising complexity
seems impossible to describe, a beautiful array studied and built with a
masterly combination of human efforts and the contribution of nature. At
the brow, the Baroque Palazzo Borromeo overlooks a little fishing village,
while the Italian styled gardens, famous for their blooms from March to
October stretch out like a natural extension of the palace towards the
opposite end of the island, in a sequence of terraces, flowerbeds, statues,
fountains and charming architectural perspectives and panoramas

NOTES

SPEAKERS



Marco Vignati – President

ANVE

Marco was born in Camaiore (LI) on 7 December 1959.

In 1978 he obtained the diploma in agriculture at the Istituto Tecnico Agrario Dionisio Anselmi in Pessia.

His professional experience originates in the finance world and specifically in specialised credit for the support of agrarian, agricultural and food and industrial enterprises. In his more than 25 year banking career he covered the role as branch manager and afterwards commercial manager, first in the Istituto Nazionale di Credito Agrario and then in Banca Verde (institute belonging to the Monte dei Paschi di Siena group).

The reorganisation process of bank institutes that has matured in the 2000s led to a strong downsizing of the agricultural and food sector and agricultural credit. In this context matured the adherence to the novelty proposed by Giorgio Tesi Group, a nursery company of Padova that in a few years has grown exponentially in organisation, turnover and expansion on the markets. Thus he accepted the role as General Manager also for the aim of governing the transformation and growth of the company with professionalism and managerial approach. Today, Giorgio Tesi Group has become one of the leading nursery companies in Europe for ornamental plant production dimensions and cultivated surface.

From July 2011 he has been a member of the Governing Council of ANVE, Associazione Nazionale Vivaisti Esportatori (National Association of Nursery Exporters).

He is member of the Commissione Euloria e Grafica di Confindustria Toscana.

In December 2012 he was conferred the honour of Cavaliere al Merito della Repubblica Italiana.

From July 2014 has been appointed President of ANVE, Associazione Nazionale Vivaisti Esportatori (National Association of Nursery Exporters).



Arturo Floriterna – Journalist and Director Floriterna

Arturo is an expert in floriculture and nurseries and graduated from the Miroglio's Horticultural School. Founder and director for thirty years of the professional magazine Floriterna.

Former President of GFA Association (Italian Young Flower Growers), CEJH (Communauté Européenne des Jeunes de l'Horticulture) and of the Association of Horticultural press HortiMedia Europe.

Columnist of Floriculture International, Hortiterna and Greenup.

Member of the Scientific Committee of Orticoltario.

Co-Author of the Book "Floricoltura Italiana".



Paula Edgington – Director

Paula Edgington Associates Ltd

Paula has worked in the ornamental horticulture industry for over 26 years, in both the retailer and supply base, and latterly in consultancy. The roles have included project management, management of suppliers and growers worldwide, with extensive travel within the UK and worldwide, development of quality management systems within businesses, benchmarking of industry certification standards, future strategy plans, identifying new product development opportunities, managing technical innovation and product development processes, competitor analysis reviews, technology transfer projects, developing training programs and managing management development schemes.



Anne Jaluzot, MSc – Green infrastructure planning consultant

Anne is an urban planner with 13 years of experience primarily gathered in the US and the UK in environmentally led approaches to urban policy, design and regeneration. She has worked for the City of Chicago supporting the development, implementation and monitoring of the City's innovative urban greening programmes. In the UK, as part of the Commission for Architecture and the Built Environment (CABE), she has led CABE Space's input into a wide range of local green infrastructure planning initiatives and related national knowledge building and policy efforts. This included driving CABE's involvement in the development of the Green Infrastructure Valuation Toolkit, a framework to articulate the economic returns from investments in environmental assets. Anne now works as an independent consultant continuing to advise on, assess, facilitate or lead the development of tools, strategies, projects and knowledge on urban greening. This brought her to conduct the research and writing of the Trees and Design Action Group (TDAG)'s two latest publications: Trees in the townscape: A Guide for Decision Makers (2012) and Trees in Hard Landscapes: A Guide for Delivery (2014) – two action-oriented urban forestry best practice guides on using trees in 21st century cities. She has also translated the Greater Lyon Authority's Tree Charter, to facilitate its dissemination in the UK and wider English-speaking audiences.



Thomas Leidegger – Lawyer Green Rights

Thomas Leidegger, LL.M., studied law at the University of Trier, Germany, and the University of Wales. In May 2000 Thomas joined the IP team of a leading German commercial law firm before establishing his own practice Green Rights in Hamburg in 2014. With an IP background covering also copyright and trademark law as well as the law on unfair competition, Thomas advises clients on all aspects of the protection of plant innovations. While developing and implementing comprehensive IP strategies on the one hand, Thomas also represents clients

in court cases before the German courts, the Board of Appeal of the Community Plant Variety Office (CPVO) and the Courts of the European Union, with some of these cases dealing with fundamental PVR issues and questions of PVR infringement and damages. Thomas is a member of the Expert Committee on the Protection of Plant Innovations at GRUR, the International Trademark Association (INTA) and the lawyers' panel of CIOFORA.



Dr. Alberto Manzoni – Technical Officer Ministero delle politiche agricole alimentari e forestali

Alberto Manzoni has a degree in Agriculture Science (1985), Specialization in Vegetal Biotechnology (1995), PhD in Environmental Agrobiotechnology (2007), member of the Professional Order of Agronomist and Forestry (since 1997).

Since 1988 he has been the technical officer for the Ministry of Agriculture, Food and Forestry Policy – from 2006 to 2009 he has been head of the organic agriculture office and from 2009 to 2012 head of the agroenergy and 'minor crops' office.

He has a good scientific background and experience in Phytosanitary, Pesticides, Certification of Vegetal material, Vegetal Biotechnology and organic agriculture sectors, with particular reference to field experience on Phytosanitary controls, deep knowledge of Phytosanitary and organic legislation, experience on vegetal certification schemes, experience of legislation and controls on Vegetal Biotechnology.

From 2009 he coordinated the following agricultural chains: floriculture, medicinal (official) plants, nuts (hazelnuts, chestnuts, walnuts, almonds, pistachios) for the achievement of the sector plans.

He is a member of the Italian delegation in numerous Standing Committees and working groups in the EU Commission and Council for the sectors above mentioned.

He was a member of the Italian delegation on OEPP (European Plant Protection Organization) Council from 1993 to 2001 and Member of the Executive Committee of OEPP from 1996 to 1998.



Silvia Piana - Mayor

Sindaco di Verbana - Mayor of Verbana

Silvia holds a Masters Degree in Sociology from the University of Trento and is employed at VCO Formazione, which is a vocational educational school. Silvia is a member of the Partito Democratico (Democratic party) since 2008 and has been a local representative in various administrative authorities since 1995. Silvia was Mayor of Cosogno between 2001 and 2014 and was elected Mayor of Verbana in June 2014. Silvia is an active sports-woman and particularly enjoys running and hiking in the mountains.



Robert Pinner - Director

Jarakad Pty Ltd

Robert has been involved with production horticulture in New Zealand, South Africa and Australia. With experience in plant protection, product development and marketing Robert's focus has been on ensuring that consumers understand the value of green life in the urban environment, and the processes involved in supplying quality plants. Robert was Chief Executive Officer of Nursery & Garden Industry Australia until July 2015 and is now focussed on continuing the work with Green Cities, 2020 Vision and Biosecurity for the plant sector.



Sven Sunar

CEO friends + friends AG

Sven Sunar is CEO of the friends + friends AG, a business consulting firm specialized in project management of visitor attractions. He has been in the World Expo and Horticultural Exhibition field for over 15 years, both as a consultant and as a director.

Sven worked on international and interdisciplinary large scale projects such as the millennial World's Fair in Hannover the Expo 02 in Switzerland, the Horticultural Exhibition 2008 in Schleswig, Germany and the A1 International Horticultural Exhibition Floriade 2012 in Venlo, The Netherlands. He also worked as project manager for the European Space Program EURECA, the firefighter dispatch system of the City of Hamburg and BMW.

He holds a University Diploma in Physics from the Christian Albrecht's University of Kiel.

EVALUATION FORM

The marking system is as follows:

5 = Excellent, 4 = Very Good, 3 = Good, 2 = Average, 1 = Poor, 0 = Very Poor

THE CONFERENCE & PROGRAMME

How would you rate the on-line booking system?

How would you rate the event organisation?

How would you rate the general content of the programme?

How would you rate the presentations / audio visual arrangements?

Would you recommend it to a colleague in the industry?

THE CONFERENCE & PROGRAMME

Was the price of the conference:

THE CONFERENCE & PROGRAMME

Was the duration of the event:

COMMITTEE SECTIONS

Was the duration of Green City committee:

Was the duration of Novelty Protection committee:

Was the duration of Environment and Plant Health committee:

Was the duration of Marketing & Exhibitions committee:

DO YOU HAVE ANY SUGGESTIONS FOR TOPICS FOR FUTURE EVENTS? PLEASE STATE

DO YOU HAVE ANY SUGGESTIONS FOR SPEAKERS? PLEASE STATE

WHAT WOULD YOU CHANGE ABOUT THE PROGRAMME AND WHY? PLEASE STATE

NOTES

HOW WOULD YOU RATE THE FOLLOWING SPEAKER:	5	4	3	2	1	0
Dr. Alberto Manzo						
Mr. Arturo Croci						
Ms. Anne Jaluzot						
Mr. Niek Roozen						
Mr. Thomas Leidecker						
Mr. Marco Cappellini						
Mr. Robert Prince						
Ms. Paula Edgington						
Mr. Sven Stimac						

THE VENUE, HOW WOULD YOU RATE:	5	4	3	2	1	0
The conference venue overall ?						
The location ?						
The facilities ?						
The standards ?						
The food and beverage ?						
The service ?						

GENERAL	YES	NO
Would you be satisfied with future events taking place in good quality 3 star hotels instead of 4 star hotels?		
Would you be satisfied with 2 course meal instead of 3 course menu's every day ?		

GENERAL	CITY	COUNTRYSIDE
Do you prefer meetings to take place in convenient city centre locations or beautiful countryside locations ?		

IN GENERAL, WHICH ELEMENT OF THE WEEK IS MOST IMPORTANT TO YOU?

IN GENERAL, WHICH ELEMENT OF THE WEEK IS LEAST IMPORTANT TO YOU?

WHAT CAN AIPH INTRODUCTION / INCLUDE, TO IMPROVE THE PROGRAMME IN GENERAL?

DELEGATES

Hong Kyun An	South Korea	Piero Gatti	Photographer
Jooyoung An	South Korea	Esa GOKOK	Turkey
Anca Anghel	France	Steven Hagstart	Australia
Wolfram Auer	Austria	Tiemei Han	China
Osman Bagdatlioglu	Turkey	Bill Hardy	Canada
Tim Brierciffe	AFPI - UK	Joep Hendricks	Netherlands
Mia Buna	Netherlands	Ida Hendricks	Netherlands
		Hong-Ming Hau	Chinese Taipei
Marco Cappellini	Italy		
Gianna Corbellazzi	AFPI Hostess	Anne Jalutoc	UK
Arturo Croci	Italy	Jun Jia	China
Raoul Curtis-Machin	United Kingdom	Yu tong jiao	China
Theo De Groot	Netherlands		
Ineke De Groot-Plektempel	Netherlands	Burak KATMER	Turkey
Esmat Dib	United Arab Emirates	Samantha Kern	AFPI - UK
Hanm DÜR	Turkey	Gijs Kok	Netherlands
		Ellen Kok	Netherlands
Paula Edgington	UK	Erdoğan KOK	Turkey
Tim Edwards	United Kingdom	Hayvan Kong	China
Manuele Esposito	Italy/China	Lee Krahn	Canada
Giulio Faleppa	Press	Vic Krahn	Canada
Claudia Faurestein	Austria	Jaap Kras	The Netherlands
Gamze FIRAT	Turkey	Chung Kuo Cheng	Chinese Taipei
Federica Forbai	Italy	Valeria La Frenza	AFPI Hostess
Merry Franke	Netherlands	Hwang Jaw Lee	Chinese Taipei
George Franke	Netherlands		

Thomas Lalderzer	Germany	Mikahit SENGÜL	Turkey
Loris Leone	Techman	Heshan Song	China
Jin Li	China	Bill Stansson	Canada
Hong Liu	China	Sven Schmidt	Germany
Hongmei Liu	China	Hajmet SULCMEZ	Turkey
		Shuli Sun	China
Jennifer Macnaughton	Canada	Karen Tambayong	Indonesia
Sylvie Mannias	Belgium	Tadashi Touchi	Japan
Alberto Manzo	Italy	Andreas Treier	Hungary
Silvia Marchionini	Italy	Yung-Sheng Tsai	Chinese Taipei
Carol Marks	Ireland		
Henk Meijer	Netherlands	Sergin Ubulig	Turkey
Tetsuro NOHURA	Japan	Peter Van de Pol	Netherlands
		Danielle Van de Pol	Netherlands
		Han van der Stoep	Netherlands
Bernard Oosterom	Netherlands		
Hongming Peng	China	Shinya Wada	Japan
Josef Pollett	Switzerland	Maria Wallin	ALPH - UK
Robert Prince	Australia	Tsu-Yao Wang	Chinese Taipei
Jill Prince	Australia	Tsu-Yao Wang	Interpreter
		Gang Wu	China
Hannie Raaijmakers	Netherlands	Gullin Xie	China
Henk Raaijmakers	Netherlands		
Niek Roozen	The Netherlands	Takuhiko YAMADA	Japan
		Pablo Zacheria	Italy
Victor Santacruz	Canada	Qixiang Zhang	China
Annelieke Schaik, van	Netherlands		
Edoardo Schinti	Italy		



STRESA REGIONAL AREA



ACCOMPANYING PERSON'S

MILAN CITY



Breakfast (Hot & Cold)

Registration Desk Opens

Opening of Congress Day I & Welcome Speeches

Coffee Break

Couch departs from Hotel Regina (near entrance to Milan City Centre)

Name of the Couch Company Barron Travel

Travel and Return will be

your drive

Arrive in Milan City

The Couch will stop within walking distance of Milan Cathedral & Galleria Vittorio Emanuele II shops in Milan are open from 10.00 to 19.30. However please note that the shops will be closed between 12.30 and 14.30

Couch departs from Milan City

Return to Stresa

Meet by Hotel Front Entrance - Bring warm coat

Pre-dinner drinks served on the Sky Bar at Hotel La Palma (take the lift to level 7) or in the hotel bar in case of bad weather

Dinner at Hotel La Palma

LAKE COMO



Breakfast (Hot & Cold)

Couch departs from Hotel Regina (near entrance to Lake Como)

Your guide's name is Lara Vieri Mobile +39-33320 9432 Name of Couch Company Barron Travel

Arrival at Maniero Silk Industry Sign in and name badges will be issued for safety reasons

Your bags with Francesco Tongazzi four ends

Couch departs from Como to Tremezzo You will enjoy some spectacular views during the part of the journey

Arrive at Tremezzo

Short boat trip from Tremezzo to Bellagio where you will have special lunch to explore the picturesque and beautiful gardens with your guide (A perfect photo stop for lunch)

Return boat trip to Tremezzo

Couch departs from Tremezzo

Return to Stresa

Meet by Hotel Front Entrance - Please be punctual!!

Boat trip to Hotel Bella Borromea Palace & Terraced Gardens (Lunch entrance 17.30 hence the rush)

Meet by Garden Exit Gate (close of garden at 18.20)

Boat trip to hotel location where dinner will be served

Apéritif and Dinner on Island Restaurant Verbano

ACCOMPANYING PERSON'S (ON THE DELEGATES

THURSDAY 22nd OCTOBER



MILANO 2015

Breakfast (Hot & Cold)

Meet by Hotel Rear Entrance

Couch departs to Milan City

Arrival at the Milan Expo

Couch departs from the Exhibition

Return to Hotel Regina

As individual interests will vary, today is entirely at your leisure

The Expo in Milan has been growing rapidly in popularity since its opening in May. We urge you to choose with care which pavilions you wish to visit as queues may be long to avoid disappointment.

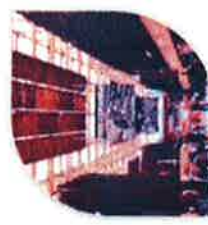
A map and leaflet on general services at the Expo has been enclosed for your convenience

More info - www.expo2015.org/en - is the

current World Exposition being hosted by Milan, Italy. The opening took place on 1 May 2015 and closes on 31 October 2015.

The theme chosen for the 2015 Milan Universal Exposition is Feeding the Planet, Energy for Life. This embraces technology, innovation, culture, traditions and creativity and how they relate to food and diet.

Expo 2015 will further develop themes introduced in earlier Expos (e.g. water at Expo 2008 in Zaragoza) in the light of new global scenarios and emerging issues with a principal focus on the right to healthy, secure and sufficient food for all the world's inhabitants



FRIDAY 23rd OCTOBER

VILLA TARANTO



Breakfast

07.00 - 07.45

Meet by Hotel Rear Entrance

Coach departs from Hotel Regina to Villa Taranto

Guided tour

08.10 - 10.00

Board coach

Coach departs

10.15

The fairy tale garden is most famous for its mododendrons, azaleas, water-lilies, lily flowers and tulips.

Villa Taranto offers 15 hectares of park houses, 20,000 plants of particular botanic value and more than 80,000 blooming bulbous specimens, while over 15,000 border plants cover the numerous flowerbeds. It is a real work



of art generated in 1931 by Captain Neil McEacham's botanic passion, that every year allows thousands of visitors to enjoy spectacular moments.

During our visit, there is a spectacular 'Dahlia' Exhibition on and the 1 lead Curator himself, will guide the AIPI group. Franco has been especially arranged for the AIPI group, to allow you to ask specialised questions. Paolo Zaccaria will offer the interpretation services.

Host & Owner

Managing Director: Roberto Ferrari
Head Curator: Franco Carletti

Address

28922 Verbania Pallanza.Tel +39-0323-556667

www.villataranto.it

See additional leaflets enclosed



FRIDAY 23rd OCTOBER

1ST NURSERY VISIT

COMPAGNIA DEL LAGO MAGGIORE



10.45

Arrival at Compagnia del lago

11.00

Introduction, Tour & Coffee

12.00

Board coach

12.15

Coach departs

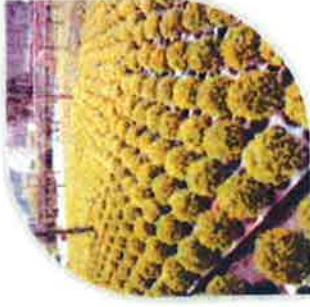
Compagnia del lago is the biggest grower of outdoor (landscape) azalea, camellia and rhododendron in the region.

Paolo Zaccaria, a former teacher in English and German who in his late 20's decided to re-school and was tempted to work outdoors in agriculture. Lake Maggiore is a very lucrative place to grow plants and he decided to open his own nursery. His business has enjoyed rapid growth for the past 30 years and he now employs 20 people and is the proud owner of 4 nurseries, encompassing a total area of 30 hectares. He is also the Vice President of Horticulture in the Lake Maggiore Region.

Host & Owner
Paolo Zaccaria

Address

Compagnia del Lago Maggiore, Via della Chimica 2,
28924 Verbania, www.compagnialagomaggiore.com



FRIDAY 23rd OCTOBER

THE MINOPRIO HORTICULTURAL SCHOOL & RESEARCH CENTRE



- 12.15 Arrival at Minoprio Horticulture School and Research Centre
- 13.30 Lunch
- 14.30 Board coach
- 14.45 Coach departs

There are 3 Distinct

1. The School & Training Centre which offers training for young people on outdoor plants, pot flower, fruit, vegetable growing & gardening
2. Research & Advisory Centre provides research and experiments in:
 - Horticulture and Nursery Crop Research
 - Assay centre for Pesticides
 - Phytosanitary and Fruit growing Research
 - Environmental Studies
 - Advisory service, i.e. consultancy on ornamental



- growing, management, of landscaping
 - Technical meetings and scientific symposiums
3. Horticulture Centre - An area of about 60 hectares serves as a learning laboratory for students. It is divided into 4 areas: Protected cultivation, outdoor plant growing, gardening & agricultural mechanics

AIP will have the opportunity to visit the two 'Mediterranean and Tropical' greenhouses.

Guide and Host

Giovanni D'Angelo - Responsible Mirl Centre

Address

Viale Raimondi, 54, 22070 Verlemate con Minoprio, Como, Italy
Tel: + 39-031-900224

www.fisnack220verlemate.it



FRIDAY 23rd OCTOBER

VIVAI NORD



- 15.15 Arrival at Vivai Nord
- 15.30 Introduction & Coffee
- 17.30 Board coach
- 17.45 Coach departs
- 18.45 Coach returns to Stresa
- 19.30 Dinner at the Regina Hotel

Vivai Nord is a wholesale plant nursery involved in the production of ornamental plants. The range is wide, from young plant, bare root plants, plants in containers, rootballed plants and specimens. Vivai Nord is a consortium of three individual nurseries working together under the same umbrella in the Maggiore region.

One of Vivai Nord's many strengths is the ability to offer a wide range of plants along with associated material such as drainage and filtration material, soil fixing material, bark etc. backed up with generations of technical expertise.



5000 plants are featured in their catalogue and over 1 million are sold per year. At the site we will be visiting over 12 ha are under cultivation. All 3 nurseries in total cover almost 50 ha. Plants grown include hedging plants, small and large trees, Erica / Callunas, perennials, roses, acid soil loving plants, Acers, conifers and fruit plants. On site there are over 20 people involved in the production, preparation and administration including deliveries.

Particular attention is given to the continued introduction of new varieties sourced from all over the world. The main market is national and European, in particular Switzerland but they also export to Japan and USA.

Key Contacts

Managing Director: Dr. Pierluigi Verga
Founding Partner: Mr. Vittorio Consonni
Founding Partner: Mr. Alberto Sartori

Address

Vivai Nord snc di A.G. Sartori e C. Via Branza, 1/A, 22040 Lurago D'Erba, Tel: +39-031-699749

www.vivainord.it





THANK YOU FOR ATTENDING,
SEE YOU IN VANCOUVER, CANADA!



AIPH

International Association of Horticultural Producers
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Tel: +44 (0)118 930 8956 | Email: sg@aiph.org | Web: www.aiph.org

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VAT number: GB184753007 Registration number: 546 558 178