



1 March 2017

AIPH APPROVES 'GROW GREEN. EAT GREEN. LIVE GREEN' EXPO IN BOLOGNA

The International Association of Horticultural Producers (AIPH) has approved an application from the region of Bologna and Emilia Romagna in Italy to host a 'B Class' International Horticultural Exhibition in 2019. **Expo 2019 Bologna & Emilia-Romagna** was approved by AIPH on 23 January 2017.

With a theme of 'Grow Green. Eat Green. Live Green' the Expo will take place in Bologna, Italy from May to October 2019. It will cover around 50 hectares in the Parco Nord region of the city and within the city centre itself, and is expected to attract 2.5 million visitors.

Within the theme the Expo will address:

Grow Green – global biodiversity as well as international garden design and horticultural trends

Eat Green – working with FICO Eataly World to show that 'Food is the nexus of society'

Live Green – developing sustainable green cities

Commenting on the approval AIPH Secretary General, Tim Briercliffe commented: "AIPH members were impressed by the clear greening ambitions of this city as well as the innovative ideas they have for linking food into this Expo. We are sure that many more people will be exposed to the benefits of plants through this event."

The application was supported by AIPH member ANVE (National Association of Nursery Exporters). Commenting on the successful application ANVE President, Marco Cappellini said: "Growers across Italy welcome this initiative and we are looking forward to working with the organisers in Bologna to showcase the best of horticulture and why it matters so much to society. This is the work of a team involving big investment companies, the Public Administration and the horticultural industry at the highest international levels. In addition, this good news comes at the same time as the Italian industry asks for more attention and strong promotional activities. Right now we are at the beginning. The next two years will be crucial to ensure we are fully ready at the opening. ANVE demonstrates once again the capacity to lead Italian horticulture to an international level."

Leading the bid consortium Dr Alessandro Bonfiglioli said: "We are delighted to have received this approval from AIPH and look forward to working with our partners to develop

this Expo into a great event for Italy and the whole world. We look forward to working with AIPH and welcoming many countries to participate in this exciting event.”

Bologna Expo consortium Member, Mr. Alessandro Rosso, Chairman of Alessandro Rosso Marketing and Expo said: "Expo 2019 Bologna & Emilia Romagna will demonstrate an innovative approach to the challenge of urban regeneration and will inspire the world, for future International Horticultural Exhibitions."

AIPH approves International Horticultural Exhibitions in accordance with the AIPH Regulations for International Horticultural Exhibitions (<http://aiph.org/marketing-and-exhibitions/>) and Article 4.B.2 of the International Convention Relating to International Exhibitions. Approval is granted subject to conditions.

Contacts

Tim Briercliffe, AIPH Secretary General

Email: sg@aiph.org Tel: +44 (0) 1235 776230 Mobile: +44 (0) 7885 750324

Website: www.aiph.org

Follow AIPH on Twitter [@AIPHglobal](https://twitter.com/AIPHglobal)

Notes for Editors:

International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next.

For further details visit www.aiph.org