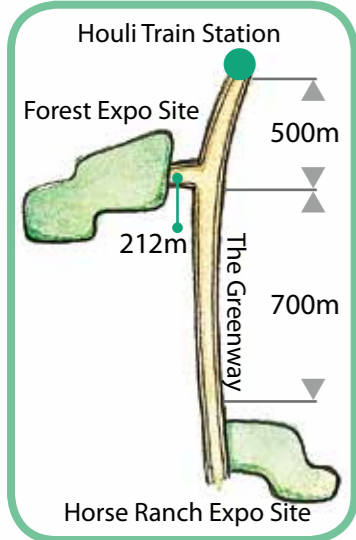




2018
**TAICHUNG
WORLD
FLORA EXPOSITION
OFFICIAL REPORT**





Houli Expo Site Location Map

The Houli Horse Ranch Expo Site is a horse ranch like a floral paradise which incorporates international competitions, Taiwanese orchids, steeds, bicycles and cultural events to create a refreshing exhibit style. Visitors will get to experience art jointly created by nature and people as well as understand the importance of ecological conservation.

Houli Expo Site (Horse Ranch Expo Site)

Theme: Horse Ranch and Flower Paradise

Features: Nature – Ecosystem – Coexistence

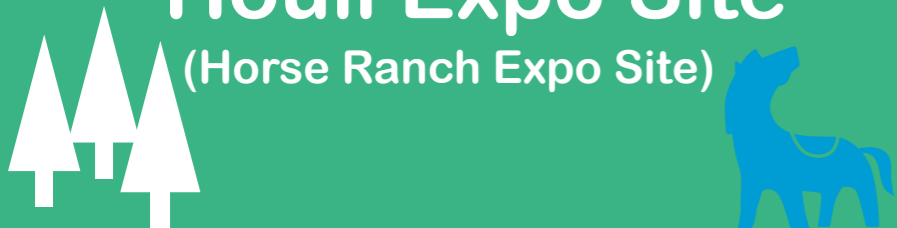
Exhibition Halls: Blossom Pavilion, Stable 1 & 2, Horse Ranch Main Office, Horse Ranch History Museum, National Palace Museum New Media Gallery

Area: 14.86 hectares



Houli Expo Site

(Horse Ranch Expo Site)





Houli Expo Site

(Forest Expo Site)



Houli Expo Site (Forest Expo Site)

Theme: Forest Garden

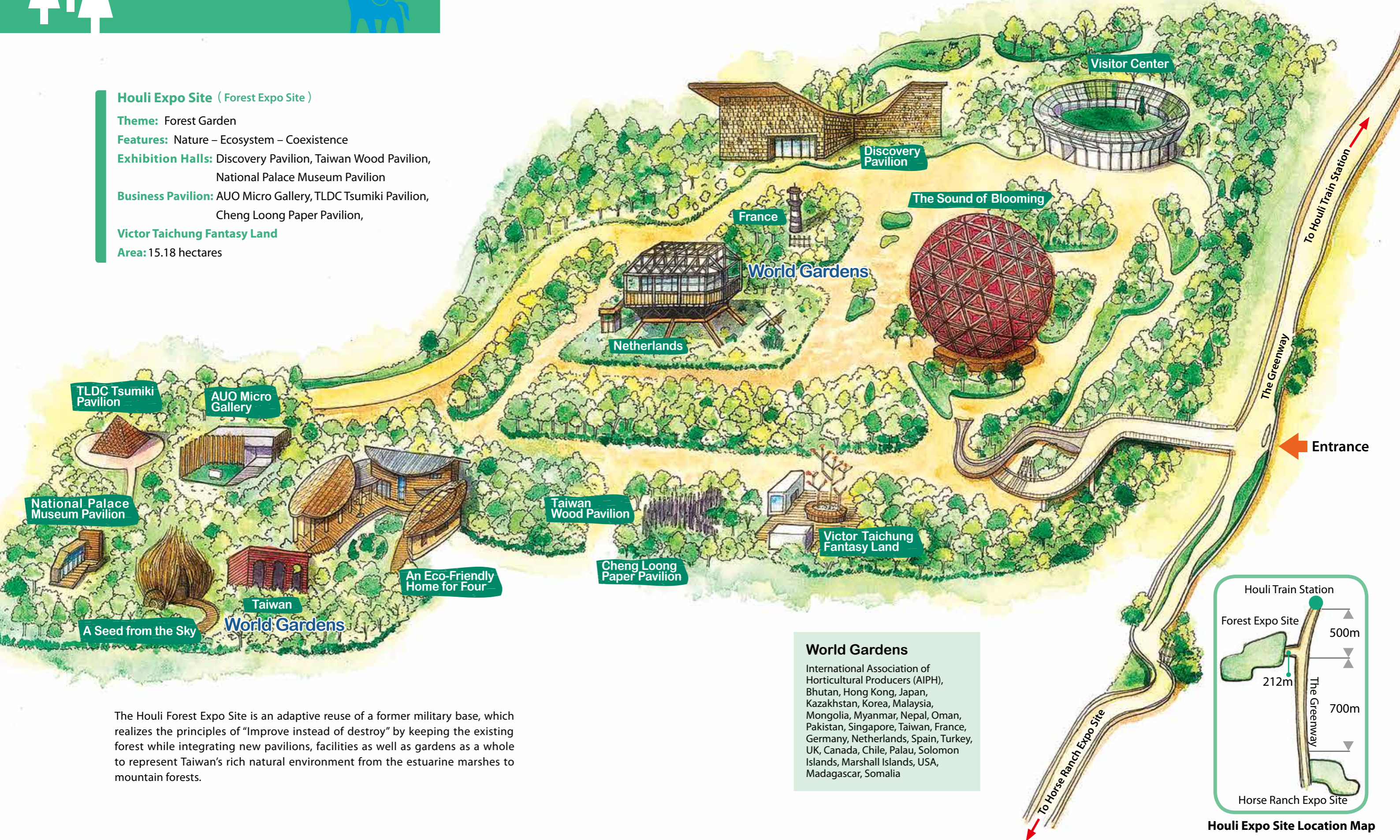
Features: Nature – Ecosystem – Coexistence

Exhibition Halls: Discovery Pavilion, Taiwan Wood Pavilion, National Palace Museum Pavilion

Business Pavilion: AUO Micro Gallery, TLDC Tsumiki Pavilion, Cheng Loong Paper Pavilion,

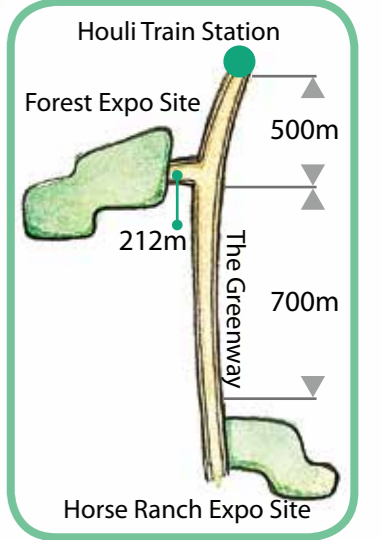
Victor Taichung Fantasy Land

Area: 15.18 hectares



World Gardens
International Association of Horticultural Producers (AIPH), Bhutan, Hong Kong, Japan, Kazakhstan, Korea, Malaysia, Mongolia, Myanmar, Nepal, Oman, Pakistan, Singapore, Taiwan, France, Germany, Netherlands, Spain, Turkey, UK, Canada, Chile, Palau, Solomon Islands, Marshall Islands, USA, Madagascar, Somalia

The Houli Forest Expo Site is an adaptive reuse of a former military base, which realizes the principles of "Improve instead of destroy" by keeping the existing forest while integrating new pavilions, facilities as well as gardens as a whole to represent Taiwan's rich natural environment from the estuarine marshes to mountain forests.



Houli Expo Site Location Map



Waipu Expo Site

Theme: The Flower and Fruit Village

Features: Green – Production – Sharing

Exhibition Halls: Agri-Tech and Conservation Pavilion, Harvest Blessings Pavilion, Humanitarian Eco-Tech Pavilion

Area: 14.32 hectares

The Waipu Expo Site is a joint effort by the Agriculture Bureau and Water Resources Bureau of Taichung City. The two bureaus collaborated on the creation of site facilities, planting and exhibits, using “flora, agriculture, bamboo, and water” (a pun meaning “flowers are all beautiful” in Taiwanese) as theme for Waipu. Among the four featured elements, flora and agriculture are the focus of the exhibits, which showcase not only the beauty of Taiwanese flora but its agricultural and floral technologies. The five new agricultural values – Farmers, agriculture, the countryside, agricultural products, and processed agricultural products – are the foundation of the Taiwanese agricultural industry and part of its environmental education. The Water Recycling Bamboo Dome is also a demonstration of the low-carbon-footprint environment that is Waipu Expo Site.

Waipu Expo Site



Fengyuan Huludun Park Expo Site

Fengyuan Huludun Park Expo Site

Theme: Floral Metropolis by the Water

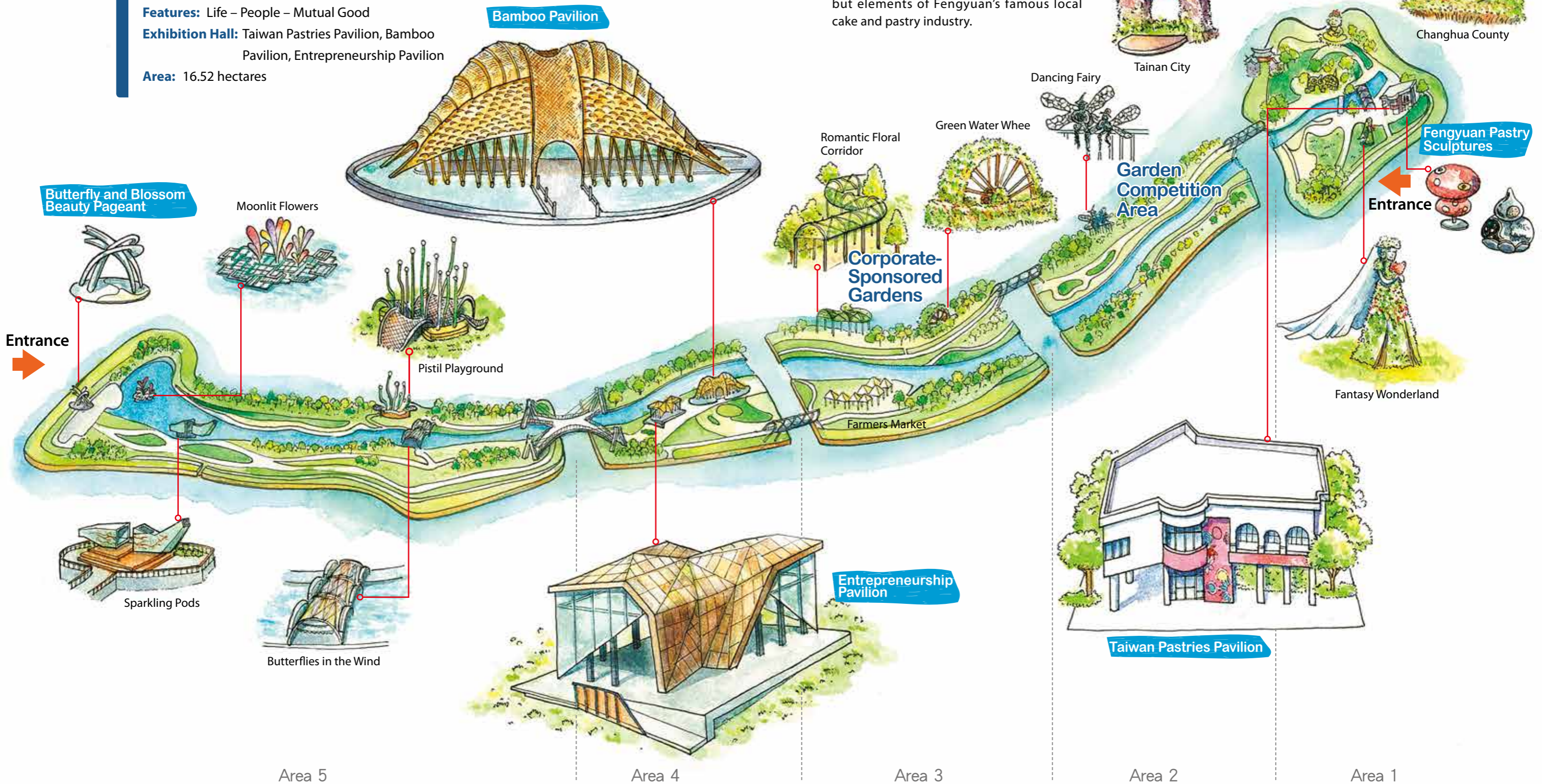
Features: Life – People – Mutual Good

Exhibition Hall: Taiwan Pastries Pavilion, Bamboo Pavilion, Entrepreneurship Pavilion

Area: 16.52 hectares

The landscape of Fengyuan Huludun Park Expo Site is constructed with techniques of natural landscape design using the existing space of Huludun Park and the banks of Ruanpizai Creek, with the aim of creating an ecological environment around the central theme of Riverside Floral Metropolis. The site is designed to demonstrate Taiwanese culture, waterfront accessibility, and eco-friendliness. The ecologically diverse riverfront park is layered with not only flora but elements of Fengyuan's famous local cake and pastry industry.

Municipal Gardens
Taipei City, Taoyuan City, Miaoli County, Changhua County, Nantou County, Yunlin County, Tainan City, Penghu County



Entrance

Bamboo Pavilion

Butterfly and Blossom Beauty Pageant

Moonlit Flowers

Pistil Playground

Sparkling Pods

Butterflies in the Wind

Area 5

Area 4

Entrepreneurship Pavilion

Area 3

Corporate-Sponsored Gardens

Farmers Market

Romantic Floral Corridor

Green Water Wheel

Dancing Fairy

Garden Competition Area

Tainan City

Miaoli County



Municipal Gardens



Changhua County

Entrance

Fengyuan Pastry Sculptures

Fantasy Wonderland

Taiwan Pastries Pavilion

Area 2

Area 1



Contents

Map of Houli Horse Ranch & Forest Expo Site	2
Map of Waipu Expo Site	6
Map of Fengyuan Huludun Park Expo Site	8

Preface

Let the World See the Beauty of Taiwan - Tsai Ing-Wen, President of the Republic of China	12
Hear the Sound of Blooming - Bernard Oosterom, President of International Association of Horticultural Producers	14
A New Age of Agriculture - Chen Chi-Chung, Minister of Council of Agriculture, Executive Yuan	16
To the International Stage, Taichung made it! - Lu Shiow-Yen, the Mayor of Taichung	18

CH1 Taichung Blooms in the World Flora Expo 20

1.1 Taichung World Flora Expo – Letting the World See Taiwan	22
1.2 Dual – Core Flora Expo – Boosting Taichung’s Economy	24
1.3 Rediscover Green, Nature and People – Conveying Warm Happiness	28
1.4 Three Main Sites – Supporting a Successful Flora Expo	33

CH2 Three Expo Sites Open New Horizons 38

2.1 The Hilly City – Taichung Road Network Transformation	40
2.2 Featured Exhibits – Where Flora Meets Technology	46
2.3 Corporate Sponsorship – Flora Expo as a Runway	71
2.4 Landscape in Focus – A Green Feast & Waterfront Green Renaissance	77
2.5 Compete to Learn – In Search of Rising Florists	83

CH3 New Highlights of Operation Pass with Flying Colors 106

3.1 Creative Marketing – Blossoming in Popularity	108
3.2 Continuous Efforts – Pioneering Operation & Management	113
3.3 Countless Volunteers – Creating a Grand Gathering Together	117
3.4 A Head Start with Early Bird Tickets - Breaking Records in Ticket Sales	121
3.5 Green Passageway – Transporting Millions of Visitors	125

CH4 Flora Expo Transforms Taichung 132

4.1 Guests from Around the World – A Global Gathering in Taichung	134
4.2 The Flora Expo Effect – A Crowd and Revenue Generator	139
4.3 Flora Expo Highlights – Striking Attractions	141
4.4 Applause from All Around - Domestic and International Organizations Learn from Taichung Flora Expo	146
4.5 Global Flora Capital – Enhancing Citywide Cohesion	151

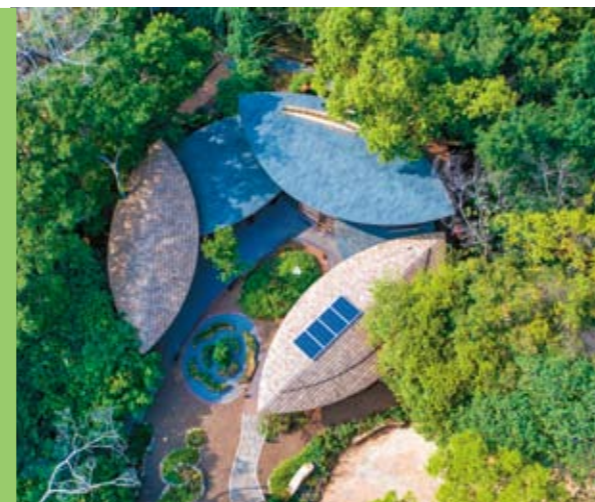
Sustainable Expo Sites – Transition to Recreational Uses 154

Taichung World Flora Expo – Hard, Soft, and Smart Power	156
---	-----

Appendix 160

1 Sponsorship	162
2 List of Competition Entrants	166
3 Milestones	177

Copyright Page	176
----------------	-----





preface

Let the World See the Beauty of Taiwan

Tsai Ing-Wen, President of the Republic of China

Eight years from the 2010 Taipei International Flora Exposition, the 2018 Taichung World Flora Exposition (TWFE), organized by the Taichung City Government, took place from November 3, 2018 to April 24, 2019. The flora expo has upgraded from an international level to a world-class level, which fully shows the recognition that the international community given to the Taichung City Government for the huge efforts to organize the event.

The TWFE, from planning to closing, was made possible by three mayors and countless colleges, along with Taichung residents' efforts and participation. During the exhibition period that lasted for almost six months, the expo has attracted more than seven million people at home and abroad, inviting the world to see the beauty of Taiwan and hear the sound of Taichung.

The overall area used for cut flowers cultivation in Taiwan is 3,103 hectares, and produce 67.072 million cut flowers in total every year. The central Taiwan area such as Taichung City, Changhua County and Nantou County accounts for 60.84% of the entire cut flower cultivation and 68.23% of production in Taiwan. In addition, central Taiwan also marks as a significant place for flora cultivation, including orchid, nursery and potted flowers. Houli District, Taichung, alone creates more than three billion NT dollars in annual output value.

On such a solid gardening basis, the Taichung flora expo was thought to take the advantage of location. The magnificence created by the flora expo was also because of power from various fields, strong cooperation between the government and the society, and all the creative efforts people have made.

The huge success of the TWFE lies not only in the City Government team's high efficiency but also in three key factors. First of all, the approach and spirits of "crossover co-creation" help bring out "the Sound of Blooming," the largest mechanical flower in Taiwan history. It shows to the world Taiwan's breakthrough in design and innovation, and combination of strength in both art and industry to the



fullest. The crossover cooperation and communication realize the spirit of co-creation, which also represents the core of the TWFE and Taiwan.

The second key factor is emphasis on inheritance and respect for professional knowledge. The flora expo from its preparations to final success has attracted young artists from various fields to engage in and curate the event, many world-class masters and outstanding workers to generously share their experience for knowledge inheritance. Furthermore, the Taichung City Government completely adopted the curator system and changed the traditional engineering-led concept, allowing curators' design and ideas to be respected and carried out. The approach inspires the public art engineering and sets a new model for large events in the future and urban governance.

The last factor leading to success is that the TWFE shares diverse values and ideas to attain the expo goal of sustainability. Existing buildings are used as pavilions in three sites to emphasize the coexistence of both pavilions and the expo sites, sustainable development and the entire ecological balance. For example, in order to protect Taiwan's endangered wild leopard cat, the Taichung City Government separated the expo into three venues, and the decision turned out to be a miracle but it took courage and wisdom. This innovation power is the most important spirit of the expo and is expected to spread to every corner of the Taiwan society.

The Taichung City Government efficiently connected civil power from the entire Taichung metropolitan, led and organized in the process, fully used local elements for local innovation and mobilized all the regional resources. The TWFE reveals Taiwan's strength in ecological conservation, agriculture and technology, and wins high international recognition. This is the meaning the TWFE brought to Taiwan and the international community.

Tsai Ing-wen

June, 2019

*preface*

Hear the Sound of Blooming

Bernard Oosterom,
President of International Association of Horticultural Producers

The International Association of Horticultural Producers (AIPH) granted approval of the 2018 Taichung World Flora Expo, as an A2/B1 category International Horticultural Exhibition, at the AIPH Spring Meeting in London in 2014. Having previously hosted the successful AIPH approved 2010 Taipei International Flora Expo, at the start of the decade, the 2018 Taichung World Flora Expo became the second AIPH approved event of its kind to be hosted in the region. The Expo was organised by Taichung City Government with the endorsement of AIPH member, TFDA.

The success of the expo application was in large part due to the meticulous and assiduous planning and development work conducted by Taichung City Government. The expo's aspirational goals were clearly defined and exciting. As manifested in its title "The sound of blooming", the expo aimed to reconnect people with nature by creating an urban oasis of tranquillity where visitors could experience moments of spiritual serenity through listening to sounds of the natural environment. Striving to transcend the ephemeral, the expo aimed to establish a profound and enduring connection between humankind and nature. Rendering this concept into a more material form, the expo declared a bold and inspiring re-definition of "GNP", to measure the city's efforts to achieve Green productivity, improvements in Nature Sustainability and the empowerment of its People. This re-defined GNP upheld the design concept "No Destruction, Just Optimization" presented in the expo's exhibition areas: Houli House Ranch and Forest Park Area; Waipu Park Area and Fengyuan Huludun Park.

The expo's spectacular opening ceremony drew significant visitor numbers from around the city and all around the world. The demonstrable power of the expo,



to garner global attention, offered an important boost not just to the city's primary horticulture industry but also to the manufacturing, science, innovation, technology and creative-based industries in Taichung and the surrounding area.

The 2018 Taichung World Flora Expo indisputably brought something very special to Taichung. Through its displays and exhibitions of high-quality ornamentals, expert cultivation techniques and exceptional design capabilities, the expo showcased the city's intertwined horticultural and cultural identities. For six months the expo demonstrated the richly-diversified people, nature and landscape so intrinsic to the cultural fabric of Taichung.

Attracting over seven million visitors, the 2018 Taichung World Flora Expo has furthered Taichung's profile as a desired destination. With a comfortable climate and a beautiful natural landscape of mountains, forests, countryside and coastline, Taichung is well placed for promoting 'living green'. Through the expo, Taichung has exemplified the values of green development. Heralding a fresh economic perspective, the 2018 Taichung World Flora Expo championed a greener future for the planet and supported AIPH's role as the World's Champion for the Power of Plants.

AIPH is sincerely grateful to the efforts of all who helped bring the 2018 Taichung World Flora Expo to life; you are all part of this invaluable legacy.

July, 2019

*preface*

A New Age of Agriculture

Chen Chi-Chung, Minister of Council of Agriculture, Executive Yuan

The power of Taiwan flora industry plays the lead in the world. Industrial, governmental and academic sections have for years supplied considerable energy to and formed a solid basis of flora industrial development, making both orchid and cut flowers widely beloved in the international market. As an important place for flora production, the Taichung City fought for the chance to arrange the 2018 Taichung World Flora Exposition (TWFE), which brought physical efficiency to the industry, allowed the world to see and understand Taiwan more, and served as a beautiful window to raise Taiwan's international visibility. The TWFE was the second international flora expo that the International Association of Horticultural Producers (AIPH) had granted its official authorization to Taiwan.

The Council of Agriculture, Executive Yuan, serves as a central coordinating window and has since 2013 convened countless preparatory meetings for six years. The council helped the Taichung City Government to arrange the flora expo and offered practical suggestions. The council and its subordinates gave their utmost support and invested a lot of funds and resources for the following preparations and spadework. All of these efforts were to allow Taiwan flowers to bloom on the world stage and to show our people and the world proud achievements Taiwan had reached in ecological conservation.

Every agricultural research and extension station fully participated in the flora expo. In the Agri-tech and Conservation Pavilion, at least four special themed exhibitions were scheduled for the March of Inheriting Agriculture, including ark of fine food, magic of agricultural technology, love for agriculture, and sharing the Nature, to



introduce techniques of agricultural and horticultural cultivation and the cutting-edge technology of agriculture. In colorful Blossom Pavilion, domestic and foreign groups of the flora industry generously showcased various species of flowers and flora competition; Taiwan orchid kingdom also perfectly showed its beautiful blooms. The pavilions demonstrate the most excellent techniques to all the visitors and share results of flora industry in Taiwan. During the exhibition period, more than 90% of flowers and plants in expo sites and pavilions came from local farmers according to seasonal changes to paint a picture of Taiwan's varied flowers in four seasons and to present results of agricultural technology and research.

We are glad to witness the 2018 TWFE to write down an eternal page on the history book of Taiwan agricultural development. The Council of Agriculture will keep supporting our flora industry, and using "beauty power" to create more international commercial opportunities and establish a new age for Taiwan agriculture.

Chen Chi-chung

July, 2019



preface

To the International Stage, Taichung made it!

Lu Shiow-Yen, the Mayor of Taichung

The Taichung World Flora Exposition (TWFE) is an international event featuring not only flowers but also Taiwan soft power in various fields, including horticulture, technology, humanity and art. The flora expo helps Taichung farmers and boosts Taichung flora industry efficiency. The large-scale international event promotes Taichung and Taiwan, allowing Taichung to stand on the world stage and Taiwan to be seen by the world.

The TWFE, on the themes of Green, Nature and People, was held in three exhibition areas, including Houli Horse Ranch & Forest, Waipu and Fengyuan Huludun Park, with the total area of 60.88 hectares. The 173-day event consists of wonderful values of green production, ecosystem and humanity, and has attracted more than seven million domestic and international visitors to Taichung to hear the sound of blooming.

With every Taichung citizen's efforts, the TWFE has been made possible and become the pride of Taichung. The success of the expo should be credited to many contributors, including the former Taichung mayor Jason Hu, who strived for the opportunity and initiated the plan, Hu's successor Lin Chia-Lung, who dedicated to the construction program, and the International Association of Horticultural Producers (AIPH) granting its authorization and offering the Taichung City a chance of a remarkable international-renowned event. Appreciation was also sent for participation and support to many enterprises and partnership, a hundred of flora groups, more than 16,000 volunteers, people from industries, government and academic fields, and distinguished guests from home and abroad. Their smiles and support were one of the most beautiful scenes in the TWFE and left a colorful page in the Taichung history.

We believe that the TWFE symbolizes a new page of Taichung development. It is not just a six-month exhibition; it stands for a national major development plan. The



initial goal for the expo was to help local farmers and flora industry, to facilitate the City's flora production, sales and development, and further to set up an international stage for Taiwan. We took the great responsibility to boost local development when we held the flora expo. By separating the expo into three sites, Houli, Waipu and Fengyuan, we brought in a lot of people and perked up local economy and tourism. Such influence is expected to be further magnified to stimulate Taichung economic development.

Taichung City, as a leading city in central Taiwan, has superior geographical conditions and abundant resources. The City enjoys advantages of four core industries, including commerce and trade, technology and innovation, recreational tourism, and agriculture of excellence. Taichung City could become an energetic, creative, and vital livable city if local industrial strengths are properly used and that the region to be integrated to balance urban and rural development.

The closing of the expo is not an end but a promising start of Taichung development for the next 30 years. Traffic infrastructure and tourism industry developed for the expo link up surrounding areas as a recreational tourism belt which creates economic benefits and helps spread them to the entire city.

Thanks to the TWFE, Taichung City Government team had enjoyed a creative international event and acquired experience of cohesion. We will move on with remarkable experience learned from the expo and shine on an international stage again.

Lu Shiow-Yen

July, 2019



Taichung Blooms in the World Flora Expo

Following in the footsteps of Taipei, in 2018 Taichung became the second city in Taiwan to host the World Flora Expo. The Expo was not only an opportunity to demonstrate Taiwan's development in agricultural technology, production, and research, but also transformed Taichung into an attractive city with a new wave of development potential.



1.1 Taichung World Flora Expo - Letting the World See Taiwan

The origin of the Taichung World Flora Expo can be traced back to 2012, when the then Mayor, Hu Chih-Chiang, promised to look after the local floral industry. Deputy Mayor Shyu, Jong-Shyong led a delegation on a visit to the Netherlands and found out about the World Flora Expo opportunity. With support from the industry, the city government chased the host position, and won.

Looking After the Floral Industry – Becoming the World Flora Expo Host

In 1948, a group of European horticulturalists founded the [International Association of Horticultural Producers (AIPH)]. Its first Floriade International Horticultural Exhibition was held in Rotterdam, the Netherlands, and was followed by various other hosts in Western countries. It is the world's most prestigious international horticultural exhibition of exquisite and exotic plants, where experts of different countries meet and exchange knowledge over a typical six-month period.

Over forty International Horticultural Exposition have been held to date, and due to the enormous global impact and overall benefits it brings to its host city, the competition to host is highly competitive. The first Expo held in Asia was the International Garden and Greenery Expo in Osaka, Japan, in 1990.

The origin of the Taichung World Flora Expo can be traced back to 2012, when the then Mayor, Hu Chih-Chiang, promised to look after local flower farmers by supporting Taichung's floral industry and building an excellent logistics system for it. Mayor Hu sent his mayoral delegation, led by Deputy



Former Taichung City Mayor, Hu Chih-Chiang, was the major force behind the Flora Expo, opening up Central Taiwan to the global horticultural industry.

Mayor Shyu, Jong-Shyong, on a trip to the Netherlands. During this visit from July 19 to 26, at the 2012 Floriade Venlo, Shyu promoted Taichung City at the exhibit and received information on the 2018 International Garden Festival. Supported by Chung Guo-Cheng, AIPH member and President of the Taiwan Floriculture Development Association, the Taichung City Government decided to go after the host position.

Following in the Footsteps of Taipei – Taichung Became the Second City in Taiwan to Host the World Flora Expo

In an endeavor to earn the right to host, on September 11, 2012, the Taichung City



Taichung World Flora Expo went through its planning phase and grand opening during former Mayor Lin Chia-Lung's term.



Taichung City Mayor, Lu Shiow-Yen, upon taking office, promised to provide free admission to the Flora Expo for all Taichung citizens and all children under the age of 12.

Government sent out Deputy Mayor Shyu once again to the Netherlands to attend the AIPH Annual Congress, where he officially submitted an application for the 2018 Taichung World Flora Expo on behalf of the City. It was at this convention, upon initial approval, that Taichung became the second city in Taiwan to host the World Flora Expo.

Hosting the Flora Expo – Demonstrating Local Soft Power

The Taichung City Government strategically chose Houli as the Flora Expo site as a catalyst to boost flora production and sales in the area. Later on during the planning of the Expo, specific goals were set out: to showcase the local soft power of the floral and horticultural industry; To create an industry park for agricultural technology, production, research, education, recreation and tourism; and to include green industries and the convention industry, altogether building up Taichung to become a new leader of these industries, creating large-scale economic benefits, and putting Taichung and Taiwan as a whole in the world spotlight.

Taichung Floral Industry in Steady Growth

The floral industry in central Taiwan possesses advanced cultivation technology. From export cut flower production to orchid and potted plant

cultivation, growth has been steady. In 2018, cut flower cultivation covered an area of 3,103 hectares, with a total yield of 67,072 dozen. Central Taiwan, which includes Taichung City, Changhua County, Nantou County and other local regions, represented 60.84% of the total area and 68.23% of yields. Orchids, planters, and potted flowers each respectively represented 29.29%, 62.69% and 49.69% of Taiwan's national yield. The production makes central Taiwan an important source for the country's flowers and potted plants, which are mainly exported to Japan and Southeast Asia.

Houli, Home to Flora – Transforming Local Agriculture

Houli District is a typical agricultural area in Taichung City, with flowers, top-grafting sand pears, wine grapes, potatoes, taro, and rice as its main crops. It is also known as Taiwan's back garden and Taichung's flower town, growing gladioli, lilies, anthuriums, oncidium orchids, and moth orchids.

The 2018 Taichung World Flora Expo was not only an international flower festival, but more importantly a large stage to promote the local floral industry and boost domestic development. It was also an opportunity to transform the local agricultural industry from a bottlenecked primary industry to a competitive one at the



1.2 Dual-Core Flora Expo - Boosting Taichung's Economy

Houli is now conveniently accessible, and the nearby town of Fengyuan has been revitalized. The Flora Expo team strove to create a new value chain in living, shopping, recreation, tourism, industry and agriculture, to show the world Taichung's charm and character.

Creating a New Gateway – A Unified Taichung

Houli District was chosen right from the beginning as the core of the 2018 Taichung World Flora Expo. The goal was to create a new gateway for the city to seamlessly connect to northern Taichung on living, shopping, recreation, tourism, industry and agriculture, while uniting the original Taichung City area in development to allow maximized value generation from Houli to radiate outward.

Flora Capital - Transforming Houli into a New Gateway

Houli District was chosen by Taichung City Government as the new gateway of northern Taichung due to its accessibility. Besides the easily reachable location, Houli is also known as the “Flora Capital” for its high-value flowers and fruits, making it the perfect site for the World Flora Expo. In addition, Houli has unique features such as horses – both steeds and bicycles (sometimes called “metal horses” in Chinese) – as well as a world-renowned saxophone industry, all of which further enhance the Houli Expo Site.

Hosting the Flora Expo in Houli is also a strategic move to revitalize the area from

becoming an urban fringe. Houli has long remained an agriculture-based district, reaching only 60% of its projected population. 70% of the district is publicly owned land with zoning restrictions, which has led to slow growth. Houli was chosen as the Taichung World Flora Expo site in hopes of generating momentum for development.

Fengyuan Revitalization - Polishing a Faded Pearl

The Flora Expo in Houli District was to revitalize the slowly declining Fengyuan District. The goal was to connect Houli and



The Taichung Flora Expo Master Plan set Houli as the core area, focusing on development, and extending this to nearby Fengyuan and eventually the entire northern Taichung region.



“The Sound of Blooming, a 15-meter-tall art installation at the Houli Forest Expo Site was built by the Taiwanese fabrication team, Luxury Logico.



Leopard cats changed Taichung Flora Expo

Fengyuan to form a living corridor and an economic belt, utilizing Houli’s convention venues and recreational features to bring visitors into Taichung via this new gateway, through Fengyuan and into the Taichung urban core.

Agriculture as Backbone - Building a New Value Chain

The Taichung City Government built the Flora Expo development into the Taichung Emerald Region Agricultural Value Creation Master Plan. This master plan envisioned the Flora Expo as a locomotive, integrating local resources and spearheading the creation of a new value chain, centered around agriculture. Combined with the living corridor, economic belt, recreational belt, industrial belt, and other agricultural belts, Taichung will form a unified, large-scale economy that will start to build up momentum for development in surrounding regions.

The Winding Journey - In Search of the Flora Expo Site

Initially, the Taichung City Government decided on the Houli Base, Houli Horse Ranch

and Houli Eco Park (including nursery) as the Expo site. However, due to the sensitive geologic structure of the Eco Park, and because the Houli Base is still an active military facility, the City instead chose a 63-hectare buffer zone between the Taiwan Sugar Corp. property and Central Taiwan Science Park Chixing Campus as the Expo Site.

Leopard Cat Sighting - The Expo Site Split into Three

In June 2014, a leopard cat, a Category I protected species, was seen and captured in a photograph on the Houli Expo Site. After careful consideration of the zone expropriation schedule and wildlife conservation, then-Mayor Lin Chia-Lung decided to drop the leopard cat habitat from the development plans and listed the Waipu Expo Site and Fengyuan Huludun Park Expo Site in its place. Thus the Flora Expo was divided into three sites, with a total area of 60.88 hectares.

Upgrade - Taichung Flora Expo Becomes World-Class

Even though the planning process was delayed due to the changes in site selection, AIPH gave



recognition to the Taichung Flora Expo for its efforts on wildlife conservation. On September 11, 2015, AIPH issued an official letter to Taichung City Government, upgrading the event to a “World Flora Expo” and changing its name to the 2018 Taichung World Flora Exposition.

Flora Expo Master Plan - Taking the First Step

After finalizing the decision to make Houli the Expo site, in May 2013, the Taichung City Government began developing the 2018 World Flora Expo Master Plan, the first step towards execution. The plan was later revised and upgraded to become the Taichung Emerald Region Agricultural Value Creation Master Plan, which defined Houli as a major core for development to extend from the Flora Expo for the next 30 years.

On November 27, 2014, the Executive Yuan approved the Taichung Emerald Region Agricultural Value Creation Master Plan and included the 2018 World Flora Expo Master Plan as one of the major national development plans, which officially gave the Flora Expo in Taichung its legal base.

Rediscover Green, Nature and People - Showing the World a New Perspective

The Taichung World Flora Expo theme was “Rediscover Green, Nature and People.” GNP, originally the acronym for Gross National Product, a cold and lifeless number that represents a market value, was redefined as Green, Nature, and People to tell the world a

new story of life and warmth.

Taichung Quality Lifestyle - Three New Expo Sites

The Houli Horse Ranch and Forest Expo Site together formed the main stage of the Flora Expo, which includes Houli Forest and Houli Horse Ranch with restored historic spaces and elements.

The Houli Forest Expo Site was a former military base with large groups of existing trees, around which the Expo team built the exhibits, and named the site the “Forest Island.”

The Fengyuan Huludun Park Expo Site was built into the existing Huludun Park and the Ruanpizai Creek flowing through it. The concept for this site was to recreate a “Floral Metropolis by the Water” with a new waterside and floral landscape.



The Fengyuan Huludun Park Expo Site utilized its existing riverfront to create a “Floral Metropolis by the Water.”

The Waipu Expo Site was developed with a local theme of “the Flower and Fruit Village,” representing agriculture as Taiwan’s backbone in the past, its current development, and visions for the future. Green energy technologies and smart agriculture applications were also showcased here to echo one of the goals of the Taichung Flora Expo: transitioning to quality agriculture.

Connecting the Three Expo Sites - Traffic as the Biggest Challenge

A challenge facing the three separate Expo sites was how to travel between them. The Flora Expo team built access roads to not only relieve traffic congestion during the Expo, but also to improve local traffic and accessibility at other times.

Storytelling Curation - Creating an Astonishing Garden

One of the unique features of the Flora Expo was the paradigm shift to include a wide range of curators. While the Taipei Flora Expo only had curators who worked solely within the pavilions, the Taichung Flora Expo invited curators for outdoor landscape and art installations. Through the different ideas of the curators, the Taichung Flora Expo was able to present an array of exhibits that were astonishing and refreshing, both in depth and range, across individual pavilions and Expo sites.

The Taichung Flora Expo’s budget was NT\$5 billion: less than the Taipei Flora Expo. Fortunately, with corporate support including

six corporate pavilions, donations, sponsorship, supplies, and the physical participation of employees, led by corporate leaders, countless highlights were created at the Taichung Flora Expo.

1+2+10+N - Lighting Up the Garden City

The strategy of the Flora Expo was to build a Garden City. Beside the three main Expo sites, municipalities across the Greater Taichung region all joined in transforming Taichung into the Flora Capital of Taiwan. The theme is called “1+2+10+N.”

“1” represents the Houli Horse Ranch and Forest Expo Site; “2” stands for the Waipu and Fengyuan Huludun Park Expo Sites; “10” is the number of districts with smaller floral landscapes as outposts (the East District, Wuri, Taiping, Wufeng, Dali, Qingshui, Dajia, South District, Houli and Dongshi). Lastly, “N” symbolizes infinity, the idea of ultimately transforming Taichung into a greater Flora Expo site and a garden city.

A Sustainable Expo - Adapting Expo Facilities for Reuse

After the Flora Expo, most of the site facilities will be reused and remain as an example of Taichung’s infrastructure and soft power. For example, the 23rd World Orchid Conference will be hosted in March 2020 on the Waipu Expo Site. The event will include publication of the leading orchid cultivation results, an orchid exhibition with a themed landscape area, a landscape competition area, an orchid competition area, and a Five Highlights area.



1.3 Rediscover Green, Nature and People - Conveying Warm Happiness

The Taichung Flora Expo aimed to convey its core values and concepts to visitors through the slogan “the Sound of Blooming” and the logo of a leaping person.

Theme and Elements – The Sound of Blooming

After settling on the theme of “Rediscover Green, Nature and People,” on September 19, 2016, the Taichung City Government presented the Flora Expo official slogan, “the Sound of Blooming,” and logo of a running silhouette, with the aim of helping visitors capture the concepts and meanings of the Flora Expo.

Flora Expo Logo - Hidden Figure of a Leaping Person

The Flora Expo logo uses the shape of Taiwan as a base, and blends a green leaf, a blue river, and an orange flower to represent the key features of the three Expo sites. The green leaf represents the Houli Horse Ranch and Forest Expo Site and its relaxing forest garden; the blue river is a symbol of the Ruanpizai Creek flowing through the Fengyuan Huludun Park Expo Site; the orange flower symbolizes the flower- and fruit-abundant Waipu Expo Site.

A Reminder to Care - Sustainable Coexistence Between People and Nature

The logo’s tricolor shapes together form a silhouette of a leaping person, which symbolizes the inseparable relationship between humans and Nature. It is also a reminder of the importance of the sustainable coexistence of the two, and a manifestation of Taiwanese design, and of the creative curators, who together made the logo all the more intriguing.



During the Taichung Flora Expo, the Leopard float welcomed visitors at the plaza in front of the main entrance of the Waipu Expo Site.



The logo design of the Taichung Flora Expo was based on the terrain of Taiwan. The combination of green leaves, blue rivers and orange flowers represents the “Rediscover GNP: Green, Nature and People.”

Theme Song “Please Listen” - Specially Composed by Wu Tsing-Fong

The Taichung City Government invited Golden Melody Award winner and songwriter Wu Tsing-Fong to be the Flora Expo Ambassador, and he composed a theme song titled “Please Listen” exclusively for the Flora Expo, representing the official slogan “the Sound of Blooming” through music.

Wildlife Conservation - The Leopard Cat Family and Horsiver

The initial Taichung Flora Expo site was split into three independent areas due to a leopard cat sighting. With the Houli Horse Ranch preserved, the Taichung City Government decided on a leopard cat family and their horse neighbor as the official Flora Expo mascots. The characters were designed by animation director Chen Yu-Yu with different personalities to convey Taichung City’s spirit

and determination for wildlife conservation and sustainable development.

Flora Expo Staff Uniforms - Made in Taiwan

The Flora Expo staff uniforms were designed by Justin Chou, the first ever Taiwanese designer to be in New York Fashion Week. Chou used green and blue from the logo as a palette to create professional expo uniforms that are both functional and energetic.

Taichung City Only - Special Edition Flora Expo Card for Citizens

The Taichung City Government released a special edition “Flora Expo Card” exclusively for Taichung citizens. The card was designed by Joe Fang, the Taiwanese designer behind multiple key visual designs of the Golden Horse Awards, Golden Bell Awards, and the Golden Melody Awards. The peanut-inspired design features colorful shapes of peanuts, with patterns of the Taichung City tree (the five-needle pine) and City flower (Taiwan cherry). The shapes interlock with one another, representing both the links between individuals and the connection between citizens and their city. The restless and ever-changing relationships perfectly describe Taichung, the city of happenings. It also ties back to Taichung City’s slogan: Here to Connect.

The Taichung Declaration - Pointing out Economic Development Issues

The Taichung City Government published the Taichung Declaration to promote the values of



Mascots

Horsiver

Elderly neighbor horse

The leopard cat family neighbor horse, called “Horsiver” is like member of the leopard cat family. A beekeeper, he is fond of helping fruit growers in pollinating fruit trees. He plays the saxophone alone in the yard during his leisure hours with a hint of remembrance and nostalgia in the music. The knowledgeable Horsiver is great at explaining the mysterious laws and phenomenon of Nature to the kids.



Leo

Leopard cat dad

An all-round farmer, growing plants vegetables, fruit and flowers. Keen on exploring science, he often assists in various animal and plant issues. Familiar with the workings of Nature, and well aware of the relationships between flora and fauna. Enjoys “Taichung pastry” made by Leona and maintains a happy, roundish figure.



Leona

Leopard cat mom

A pastry chef of great skill who loves to come up with new tastes which everyone enjoys. Leona is the most insightful member of the family, providing timely questions or affirmations. Treats everyone to new varieties of Taichung pastries every time a family member finishes a job.



Life

Leopard cat brother

The delight of the family, always stumbling around and curious of everything around. Loves to tag along with his sister on adventures and ask questions. Not only the “happy nut” of the family, but also enjoys all sorts of fruit and loves flowers even more. He is often attracted to and stopped in his tracks by flowers beside the road.



Love

Leopard cat sister

An extremely active and assertive little adult with only a smattering of knowledge of the things going on around her. Creates a dream world with her runaway imagination and takes her brother on expeditions, occasionally teasing him.

the Flora Expo – Green Productivity, Nature Sustainability, and People with Greenability – as well as pointing out the issues caused by contemporary economic development, such as environmental disruption and decreased social interactions. The Declaration also mentioned goals and strategies to achieve a balance between economic development and ecological conservation, with a redefinition of the term GNP from a cold and lifeless number of the gross national product to a touching concept of “Green, Nature, and People,” telling the world a new story about caring for the planet and embracing all species. Its goal is to create a new role model for city governance, as well as a sustainable and livable society. The Declaration has been signed by 178 institutions worldwide. It was so well received by AIPH that it made the Declaration its official document on the AIPH website for the world to see and learn from.

AIPH President Bernard Oosterom was present at the Grand Opening of the Taichung World Flora Expo and praised the Taichung Declaration as a milestone for the AIPH, saying the organization will use it as a successful example. The Floriade Expo 2022 host, Mayor Franc Weerwind of Almere, also came to Taichung to learn from its experiences.

A total of 50 countries and 178 institutions from around the world signed the Taichung Declaration.

1. 94 international cities (from 26 countries) and 19 domestic cities, a total of 113 cities.
2. 30 foreign institutions in Taiwan.
3. 22 international organizations, including AIPH, ICLEI, CityNet, and UCLG ASPAC, among others.
4. 13 councils/councilor organizations, including Nagoya and Ehime in Japan, Gwangyang in South Korea, and Salzburg in Austria, etc.

Green
Production – Green – Sharing



➤ Waipu Expo Site

Nature
Ecosystem - Nature- Coexistence



➤ Houli Horse Ranch & Forest Expo Site

People
Life-People-Mutual Good



➤ Fengyuan Huludun Park Expo Site



Taichung Declaration

A New Proposal for GNP

Can you hear the flowers blossom?

In the midst of striving for economic prosperity and technological advancement, it is natural that we sometimes forget to listen to the heart, to connect with the nature, and to maintain the wellbeing of ourselves and the global community as a whole. It is time for us to reconnect to Mother Nature, to hear the colorful blossoming flowers whisper in our ears, telling us how good it is to be alive and how each life can contribute to make the world a prettier and better place.

In 2018, the Taichung World Flora Exposition will give GNP (Gross National Product) a brand new definition. GNP is, from now on, more than accounting numbers, but how well we strive to achieve Green Productivity, improve Nature Sustainability, and empower People with Greenability.

The 2018 Taichung World Flora Exposition will serve as a connector, with one hand reaching out to the AI era and the other hand reconnecting people back to the nature more than ever. With time and efforts, we believe prosperity will come to coexist with environmental protection; touch of nature can be embedded in future technological advancement; and people will eventually come to live with Greenability.

Green Productivity

Economic growth at the cost of environment is gradually becoming the past. Taichung is aware of our responsibility to the global community and is striving to become a green city with green economy and green productivity.

Nature Sustainability

Bestowed with a rich diversity in its natural habitats and ecosystem, as well as a landscape ranging from high mountains surfaced in the Ice Age to wetlands by the sea, Taichung is dedicated to protect her natural heritage and enhance its sustainability. Human prosperity will no longer come at the cost of nature. We will try to reestablish a close tie between human and nature, and to find a harmonious balance between human activities and nature sustainability.

People with Greenability

Besides pursuing green productivity and nature sustainability, Taichung is striving to become a city with Greenability, and will work to inspire people to raise their Greenability. This means we will live green, eat green, act green, and think green; we interact in green, produce in green, construct in green, and develop the city in green. Greenability also means respect differences and embrace diversity, be it cultural, ethnical, political, pedagogical, ecological, social, or religious. We seek resolution in times of divisions and thrive in times of unity, with an objective to build a better and inclusive green community that can contribute to the global family.

Our Manifesto

We believe in maintaining a harmonious balance among prosperity, nature, and quality of living.

We believe in protecting the nature, caring for the society, and reaching out to the world.

We believe in fostering the development of NGOs.

And we believe in creating a new model of city governance.

The more we connect, the more we thrive.

1.4 Three Main Sites - Supporting a Successful Flora Expo

The organizing team, budgeting, and project management are the three most important parts of the Flora Expo. From zero to something, these are the key to the Flora Expo's success.

Against All the Odds, the Team Integration Shows Its Strength

All things are difficult before they are easy. After Taichung Flora Expo won the right to host the exhibition, each link was crucial to its success, from planning the proposal, acquiring the lands, striving for funds, and organizing the team to preparing and managing the projects. Among all these factors, the organizing team, budgeting and project management were the keys to the Flora Expo's success.



Shyu, Jong-Shyong, the former Deputy Mayor of Taichung City, led a group to successfully strive for the 2018 Taichung Flora Expo.

In 2013, the Flora Expo Promotion Committee Was Established

In response to the complex affairs of the Flora Expo, the “Taichung International Flora Expo Promotion Committee” was established on April 9, 2013. The former Mayor, Hu Chih-Chiang, served as the chairman. The 21 bureau chiefs related to the Flora Expo were apparent members. This was the first planning organization for the Flora Expo.

The Promotion Committee set up the “Taichung Flora Expo Promotion Office.” The Deputy Mayor, Shyu Jong-Shyong, was appointed as

the director of the office. It consisted of eight groups, including operation management and transportation planning.

In February 2014, Ding, Shyi-Yong, the former convener of Taipei Flora Expo, was invited to be the chief producer of the Taichung Flora Expo, accelerating the software and hardware planning for the event. The initial structure laid a good and important foundation for the Flora Expo. In August 2014, Ding, Shyi-Yong left the team.



The "Taichung International Flora Expo Promotion Committee" was renamed the "Taichung World Flora Expo Promotion Committee," which was expanded to include social or corporate talents.

The Team Adapted Flexibly as Tasks Began and Ended

In response to the tasks in different stages of the Flora Expo, the promotion was adjusted accordingly. For example, when the relevant hardware construction was completed, the project was then handed over to the management unit. The engineering team was downsized or disbanded, and the curating and marketing teams joined immediately after. The Flora Expo team constantly adapted to the different needs or tasks, which gave them the advantage of optimizing the human resources of the organization.

In September 2015, in response to the name change of "International Flora Expo" to "World Flora Expo," the Taichung City Government renamed the "International Flora Expo Promotion Committee" to the "World Flora Expo Promotion Committee." The committee was expanded and included in the representative of the central business authority and the co-host of the Flora Expo, Taiwan Floriculture Development Association; the bureau heads of the municipal government increased from 21 to

29, and also included experts from business and other industries.

The original "International Flora Expo Promotion Office" was also renamed the "World Flower Expo Office," adding vertical and horizontal coordination groups. The overall organizational structure was expanded from 8 groups to 15. On April 8, 2016, the "2018 Taichung World Flower Expo Promotion Project" was approved by the central government and it was determined that the Flora Expo's funding was 8,871 billion New Taiwan dollars.

2016: Signing the Contract of the Flora Expo and Contracting Out Exhibition Hall Projects

On February 27, 2016, the former Mayor of Taichung City, Lin Chia-Lung, and the President of AIPH, Bernard Oosterom, officially signed the contract for the 2018 Taichung World Flora Expo. In the next two years, various constructions, horticultural planting, marketing and promotion of the Flora Expo were all commenced, exhibition hall projects in the three Expo Sites were also contracted out.

Organizational Project Management – Key to the Flora Expo's Success

Setting the Schedule for Goals, Evaluating Projects by Research, Development and Evaluation Commission

The progress of the Flora Expo was smooth. In addition to the organization of personnel and the assistance of funds, the organizational project management was the key to its success. One month before the Taichung City Government signed an agreement with AIPH, the Taichung City Government set up a project management examination by the Research, Development and Evaluation Commission (RDEC). Based on the goal of the Flora Expo's trial operation in September 2018, the "backward method" was used to set up timelines for different projects and calculate completion dates for each stage, and reserve a buffer period in the event that the project encountered unforeseen factors such as natural disaster or public protest. All the factors were included in the control table.

Demanding a Military Order to Control Progress

In order to improve efficiency and handle the progress, the former Deputy Mayor, Chang Kuang-Yau, asked all units to sign military orders to assure him they would complete the project on time. He paid close attention to progress and integration, and cleared the way from possible interference. At the same time, meetings were held every month to coordinate and integrate different divisions of work. Not



In order to grasp the timeline of the Flora Expo, the former Deputy Mayor, Chang Kuang-Yau (middle), issued a military order and kept a close eye on the progress of works.

only was progress expected in each meeting, but each cross-office business was required to draw a work flow chart or Gantt chart to set out their respective job responsibilities, scheduled timetables, and to inform each unit which link is related to itself and when it must be completed, according to the schedule.

Once Progress Showed Signs of Delay, The Task Would Be Flagged

If the RDEC found that there might be a delay, an alert would be issued immediately through the communication platform, and the researched and analyzed progress reports and suggestions would be proposed in the progress control meeting held by the former Secretary-General, Huang Ching-Mao, every month. All the progress was strictly controlled.

In terms of the quality of engineering



The Deputy Mayor, Bruce Linghu (fifth from right in the back row), came from a diplomatic background and mainly assisted in international propaganda.

construction, the RDEC specially established the "Flora Expo Engineering Project Supervision and Investigation." The former Secretary-General, Huang Ching-Mao, led the relevant municipal government officials to investigate the engineering tenders, and then became the biggest winner at the 18th Public Construction Golden Quality Award.

Phase 1: Operation Headquarters - Setting Up 15 Divisions

The operation headquarters was established in June 2017, another milestone of the Flora Expo. Led by CEO and former Deputy Mayor, Chang Kuang-Yau, 15 divisions were set up during Phase 1 (June 2017 – August 2018) with September 2018 scheduled as the soft opening target. Weekly tasks and targets to be carried out by each division were all set on the cloud management system, with interface integration

across hardware (construction) and software (exhibit curation, art and culture, marketing promotions, etc.). The RDEC reviewed performance reports and comments, and raised flags under the CEO's direction. It was also responsible for monitoring completion progress across divisions and presented its reviews at the operation headquarters monthly meetings.

Phase 2: Expansion - Addition of 20 Mission Centers

During Phase 2 (March 2018 – May 2019), the Flora Expo operation headquarters expanded capacity of Expo Site teams and headquarters. Each Expo Site had one Site Director in charge of site operation and management; Within the headquarters, 20 mission centers were added, each with a manager responsible for setting up SOP for execution of its services. The RDEC reviewed Phase 2 SOPs and assisted



Deputy Secretary-General Chen Ju-Chang inspects public access routes.

on integration while monitoring Phase 1 outstanding items and completion status.

Weekly Progress Meetings - The Flora Expo Successfully Opened

In September 2018, Phase 1 missions and target monitoring came to an end and the team started SOP test runs. The weekly operation headquarters meetings were relocated from the city office building to the Houli Forest Expo Site, with onsite inspections conducted by the CEO and former Deputy Mayor, Chang Kuang-Yau. The RDEC accompanied Chang and took meeting minutes of directions and track completion statuses at each responsible institution. At the weekly meetings, reports were presented with updates on achieved targets, quality control, inspection reviews, and



The Deputy Mayor, Yang Chiung-Ying (right), was responsible for the marketing and promotion of the Flora Expo.

design team suggestions etc., in order to secure an on-schedule opening and smooth operation.

On December 25, 2018, Taichung Mayor, Lu Shiow-Yen, took office and appointed Deputy Mayor Bruce Linghu and Yang Chiung-Ying to supervise the Flora Expo marketing and promotion to boost visitor volume. Linghu, who has a background in diplomacy, was responsible for international promotion and guest receptions; Yang, who served multiple terms as a member of the Legislative Yuan, was in charge of domestic promotion, including the County and City Week event coordination. General affairs and crisis management were supervised by Deputy Secretary-general, Chen Ru-Chan, who was deeply involved in the Flora Expo.



Taichung City Government strictly controlled the progress and quality of each construction at the Flora Expo. The picture shows the southbound connection highway project across the west bank of Dajia River, Yamay from the interchange system of National Highway No. 4 Shengang.

2

Three Expo Sites Open New Horizons

The core values of the Taichung World Flora Exposition lie in promoting balanced regional evolution that drives Greater Taichung's construction and development. Relating progress in software and hardware to take into account local requirements, by starting from scratch, putting sustainable development into practice, and showcasing local features To bring the soft power of Taichung and Taiwan as a whole to the attention of the world.





2.1 The Hilly City - Taichung Road Network Transformation

Taichung World Flora Exposition is from nothing, the five major projects are closely linked to the four concepts, In incorporate local features and elements, nourishing human nutrients, launched the slogan "more local and more international", brainstorming, a series of stunning green feasts.

Three Expo Sites: Laying the Foundation for a Green City

Expo Site Planning and Construction: Four Main Concepts

The Taichung World Flora Exposition's three sites encompass Taichung City's mountain and coastal regions, covering a total area of 60.88 hectares. This area includes the Houli Horse Ranch & Forest Expo Site, the Waipu Expo Site and the Fengyuan Huludun Park Expo Site, boasting 12 expo pavilions, six business pavilions, 21 major exhibition areas and five major gardens.

All of the software and hardware infrastructure for the 2018 Taichung World Flora Exposition adhered closely to four main concepts to attain a balanced regional development, borrowing space, implementing sustainable development and showcasing local features, with the goal of presenting a Taichung Flora Expo characterized by green products, natural ecosystems, and culture.

The Taichung Flora Expo's first core value was to promote a balanced regional development. The main Expo site was Taichung's Shancheng area, taking into account only what construction was genuinely needed on the ground. Furthermore, the facilities constructed were intended to also be used in future exhibitions.

Borrowing the Space: A Tourism Engine for Houli

Planning for the Flora Expo sites adopted the concept of "borrowing space," considering it unnecessary to spend money on new exhibition spaces, but rather "borrowing" unused sites or facilities, or renovating, remodeling and enlivening spaces that may be put to other purposes after the conclusion of the Expo.

Houli Horse Ranch is such an example of borrowing a space. The city government team took the declining but historically significant Taiwan Public Ranch and turned it into the

Exhibition and Venues

category	Quantity	project
Exhibition Hall	12	<p>Houli Forest Expo Site: Discovery Pavilion, Taiwan Wood Pavilion, National Palace Museum Pavilion</p> <p>Houli Horse Ranch Expo Site: Stable 1, Stable 2, Horse Ranch Main Office, Horse Ranch History Museum, National Palace Museum New Media Gallery, Blossom Pavilion</p> <p>Waipu Expo Site: Agri-Tech and Conservation Pavilion, Harvest Blessings Pavilion, Humanitarian Eco-Tech Pavilion</p> <p>Fengyuan Huludun Park Expo Site: Taiwan Pastries Pavilion</p>
Business Pavilion	6	<p>Houli Forest Expo Site: AUO Micro Gallery, TLDC Tsumiki Pavilion, Cheng Loong Paper Pavilion, Victor Taichung Fantasy Land</p> <p>Fengyuan Huludun Park Expo Site: Bamboo Pavilion, Entrepreneurship Pavilion</p>
Exhibition hall	21	<p>Houli Forest Expo Site: Wetland Ecology Pond, An Eco-Friendly Home for Four, Playground under Banyan Trees</p> <p>Houli Horse Ranch Expo Site: Snakebite-Curing Plants Area, Ranch Manager's Residence, Horse Fodder Plants Area, Plants with "Horse" (Ma) in Their Names, Memorial, Horse Exercise Area, Horse Facial Markings Plants Area</p> <p>Waipu Expo Site: Taiwan Floral Technology Showcase, Living Green Wall, Aquatic Viewing Walkway, Chinese Soapberry Entranceway, Green Bamboo Corridor, Eco-Friendly Permaculture, Plants Used in Everyday Taiwanese Life, Food Waste Compost Site, Water Recycling Bamboo Dome</p> <p>Fengyuan Huludun Park Expo Site: Huludun Bridge, Canoeing and Kayaking Area</p>
Garden	5	<p>Houli Forest Expo Site: World Gardens, The Amazing World of Taiwan Indigenous Cultures</p> <p>Fengyuan Huludun Park Expo Site: City/County Sponsored Gardens, Garden Competition Area, Corporate-Sponsored Gardens</p>
Performance theater	5	<p>Houli Horse Ranch Expo Site: Equestrian Stadium, Blossom Outdoor Theater, Darwin Green Area</p> <p>Waipu Expo Site: Beehive Amphitheater</p> <p>Fengyuan Huludun Park Expo Site: Greenfield Plaza</p>
Public art	4	<p>Houli Horse Ranch Expo Site: Flower Fairy</p> <p>Waipu Expo Site: Flowers and Butterflies Dancing in the Breeze</p> <p>Fengyuan Huludun Park Expo Site: Fengyuan Pastry Sculptures, Butterfly and Blossom Beauty Pageant</p>
Installation art	35	<p>Houli Forest Expo Site: A Seed from the Sky, The Sound of Blooming</p> <p>Houli Horse Ranch Expo Site: Library of Natural Wisdom, Embrace of the Earth, Trees and Mountains, "Talking to Nature" Paper Cutting Art, Green Starry Sky, "Living with Trees" Paper Cutting Art, Coexisting with Leopard Cats, "Royal Arabian Horse" Living Sculpture, "Floral Encounter" Paper Cutting Art, "King of Ferns" Living Sculpture</p> <p>Waipu Expo Site: Flower of Life, Leo the Scarecrow, Taichung Flora Expo Mascot Family</p> <p>Fengyuan Huludun Park Expo Site: Sparkling Pods, Seasonal Riverbank Flora, Butterflies in the Wind, "Welcome Bouquet" Glass Art, Fantasy Wonderland, "Lotus" Glass Art (Tree Rose Garden) Dancing Fairy, Moonlit Flowers, "Floral Ribbon" Glass Art, "Sweet Garden" Glass Art, Pistil Playground, Green Water Wheel, Silhouette Chapel, Romantic Floral Corridor</p>
Service Facilities	24	<p>Houli Forest Expo Site: Camp 586 Café, The Greenway, Visitor Center, Forest Market and Food Court, Flower Bud Elevator</p> <p>Houli Horse Ranch Expo Site: Farmers Market, Café and Picnic Area, Visitor Center, Horse Riding Area, Ranch Restaurant, World Gardens Market, Ranch Gift Shop / Café, Stable 8 Gift Shop, Farrier Stall</p> <p>Waipu Expo Site: Leopard Cat Welcome Plaza, Dining Area, Farmers Market, DIY Workshop, Food Court, Visitor Center</p> <p>Fengyuan Huludun Park Expo Site: Food Court, Farmers Market, Visitor Center (Area 1~ Area 4), Visitor Center (Area 5)</p>



The Discovery Pavilion of Houli Forest Expo site coexists with the old tree on the site

Flora Expo's liveliest site, also setting up the Blossom Pavilion, which in the half year of the Expo brought in large numbers of visitors.

Sustainable Development of Expo Sites: Reuse of Surrounding Infrastructure

The Flora Expo marked a turning point. Expo sites were intended to be reused. During the planning stage, in addition to the "borrowing space" concept, it was established that the transportation, economic, tourism and industrial support infrastructure would all remain in place after the Expo, to bring sustainable local development.

Showing Local Elements: The Rediscover GNP Spirit

For the Taichung Flora Expo to be "localized" and show off local features, the City Government team also added cultural, geographic and industrial elements to the basic theme of Taichung flora, for example bringing in the Fengyuan Ruanpizai Creek and Fengyuan



Houli Horse Ranch Expo Site Blossom Pavilion

pastry culture. They also considered how to introduce features of agriculture, with the Agri-Tech and Conservation Pavilion at the Waipu Expo Site featuring greenhouse facilities, while the Harvest Blessings Pavilion exhibited four major kinds of Taiwanese produce (rice, fruit, mushrooms and tea leaves) to showcase local conditions and practices.

Houli Horse Ranch & Forest Expo Site

Houli Horse Ranch & Forest Expo Site was one of the main Flora Expo sites, covering 30.44 hectares and divided into the Horse Ranch Expo

Site (formerly Houli Horse Ranch) and the Forest Expo Site (formerly the Houli Military Base). Connecting the two areas, the Greenway (1.2 kilometers in length) was built. A shuttle service was also added at Houli East Station with the aim of boosting local tourism and regional development.

Houli Horse Ranch & Forest Expo Site Combines Horses and Flowers

The Horse Ranch Expo Site covers 14.86 hectares. With the opportunity provided by the Flora Expo, the Taichung City Government renovated the ranch's facilities, setting aside space to honor its history in line with the Flora Expo's cultural basis of "preserving the old while establishing the new." Through the restoration of the site's spirit, Houli Horse Ranch was granted a significant new lease of life, creating new recreational experiences.

Taichung City Government combined the two main elements of horses and flowers to make Houli Horse Ranch a "flower and horse theme park," where motion and stillness combine. A permanent exhibition hall, the Blossom Pavilion, was planned to show the strength and rich creativity of Taiwan's floral industry, while the horse elements, including Houli Horse Ranch's horses and the area's bikeway tourism resources formed a "two horses" (horses and bicycles) feature for the Expo site.

Another goal is for the Horse Ranch Expo Site's existing equestrian activities to develop and gain traction, and for it to become a center

of equestrianism in Taiwan, and a new visitor attraction for Taichung.

Houli Forest Expo Site: Preserving the Trees

The Houli Forest Expo Site occupies an area of 15.18 hectares on a disused military barracks. During a 50 year period, the military planted more than 1,900 trees, all of which have grown to a girth of 20 cm or greater, and are tall and flourishing. At the outset of the planning process, Taichung City Government decided to preserve all of these trees and have the site as a "flora expo in the forest," improving the area with the planting of new trees and designing a winding, shaded forest trail.

The site was prescribed as a low-density development zone and adopted to illustrate the development concept of the forestry cycle, finally being designated a "forest island" as the key element of the Houli Forest Expo Site's landscape, to form an example of man coexisting with nature, while carving out a forest garden that soothes the spirit.

Waipu Expo Site

Waipu Expo Site covers 14.32 hectares. The plan was to turn Waipu into a place of flowers and fruit, while at the same time imagining the nation's agricultural past, present and future. The new five "agri-values": farmers, agriculture, village, produce and processing, let visitors encounter first-hand not only the culture of agriculture and food that they



Fengyuan Huludun Park Expo Site is built along the Ruanpizai Creek.

learned about in school, but also research into breeding, production processing, packaging and marketing, showcasing modern agriculture's value chain.

The new five agricultural values were implemented during the site's planning in line with four main concepts: "environmental control agriculture" "production-style landscape" "permanent water resource cycle & green production design" and "eco-diverse garden" In each of these five sections, the four highlights of flowers, agriculture, bamboo and water display a rich ecological imagery, showing green energy technology and smart agriculture, and through Taiwan's unique agricultural features and agricultural technology showcasing the Rediscover GNP's perfect

fusion of Green, Nature and People.

The design of the site's development set out to use the 3R's (Reduce, Reuse and Recycle) and 3G's (Green Building, Green Energy and Green Transportation), and taking Low Impact Development (LID) as its principle, to turn the Waipu Expo Site into an agricultural experience and demonstration zone showcasing Taiwan's agricultural advantages (agricultural production, agricultural lifestyle and agricultural ecology), with the highlights of taking the country's horticulture and agriculture to an international audience, inviting the public to experience the beauty of flowers, sustainably sharing smart agriculture, low carbon bamboo crafts and the recycling of water resources.

Fengyuan Huludun Park Expo Site

Fengyuan Huludun Park Expo Site covers 16.52 hectares. With the Ruanpizai Creek running through it, it is the only one of the three main Flora Expo sites to feature a waterway. This park was originally a place where local people would come for recreation and exercise. The Taichung City Government accordingly took "People's Lifestyles" as their keynote, combining the watery landscape and a creative flower design to make the park into a "riverside flower metropolis" showcasing the Fengyuan area's life, culture, closeness to water and green significance.

Fusing Green, Water and People

Fengyuan Huludun Park Expo Site area runs from Sanyuan Road in the east to Fengyuan Boulevard Section 8 in the west, a total length of 1.8 kilometers. The park's main keynote is "life," taking water as its inspiration, using landscaping methods to create a natural environment. Through the Flora Expo Taichung City Government sought to make Fengyuan District into a new "riverside flower metropolis," which was intended to serve as a new lifestyle zone after the Expo period, together with the new district status of Shengang.

Fengyuan Huludun Park Expo Site used an existing structure to house the Taiwan Pastries Pavilion, and together with Huludun Bridge, one of the Expo sites, made traditional cake tins

into a design feature, expressing the happiness that this age-old Fengyuan local pastry industry symbolizes. On the site well-known florists also crafted Huludun potted flower displays to create a unique Taiwanese wedding feel. Another Expo space in the fifth district's Canoeing and Kayaking Area took an existing detention basin (intended to minimize the risk of flooding) and landscaped it, turning an uninviting body of water into a welcoming green-banked water feature, while at the same time creating an area for light boating recreation. Another feature of the site is the Bamboo Pavilion and Entrepreneurship Pavilions, and various pieces of art installation.

Four Access Roads Ease Traffic Driving Houfeng's Development

To respond to the huge influx of traffic and tourists to the Expo Sites over the course of the Expo, and also to improve Houli's transportation links with surrounding areas, the Taichung City Government planned four access roads to the three main Expo Sites. These included extending National Highway No. 4's Shengang Interchange to Jiahou Road's Yuemei West Road southbound outside lane, a Central Taiwan Science Park three-in-one access road, Houli Station shuttle bus station road, and a project to link Houli and Waipu. These not only provided expo visitors with convenient alternative routes, but also have become economic lifelines to drive local development after the Expo's conclusion.



2.2 Featured Exhibits - Where Flora Meets Technology

The expo's planning team was a bridge between public agencies and curators who through constant coordination and communication sought to combine every part of Taiwan's soft power to bring about a beautiful Taichung Flora Expo.

Construction and Arrangement: Making a Beautiful Flora Expo

To make the Taichung Flora Expo world-class, Taichung City Government brought together elite Taiwanese talent in every area and invited various curators to join in. The expo's planning team was a bridge between public agencies and curators who through constant coordination and communication sought to combine every part of Taiwan's soft power to bring about a beautiful Taichung Flora Expo.

The Sound of Blooming: The World's Biggest Mechanical Flower

The Taichung Flora Expo was full of marvels and at the Houli Forest Expo Site you could not only see a flower blooming but also hear it. The Sound of Blooming, a mechanical flower installation art, the biggest in the world, was designed by the team who designed the torch installation for the Taipei 2017 Summer Universiade, LuxuryLogico. Twelve local companies and organizations -- Hiwin; Hiwin Mikrosystem; Earthpower; Reiju Construction Co.; Li Ming Machinery Co.; Signify Taiwan;



"The Sound of Blooming" installation art; no matter day or night, it is always beautiful.

Kuan Yuan Paper; GFORM Machinery Sheet Metal Co.; Ta Chen Fong Umbrella Co.; the Taichung Cultural Foundation; the College of Artificial Intelligence, Asia University, Taiwan and China Medical University Hospital -- worked together for eight months to produce the country's first unique flower installation art work. From motors, machine tools and sheet metal to umbrellas and lights, all kinds of local industries worked together to create a perfect combination of precision machinery and artistic creation, a textbook example of the excellence of Taiwan's craft design.



Stable 1 and Stable 2 of Houli Horse Ranch Expo Site are city monuments of historical importance.

Blooming with the Sunshine: Interacting with the Crowds

The Sound of Blooming sphere is located at the entrance to the Houli Forest Expo Site, equivalent in height to a five-story building. Seen from afar, it appears as a huge hydrangea flower. This 15-meter tall art installation is made up of 697 beehive-shaped red mechanical flower. Each flower is one unit; there are a total of 250, made up of 75 kinds of component. It is controlled at multiple points, with mechanical apparatus, environmental systems,

performance considerations and nine audio channels. It can imitate movements of plants and animals and can change its appearance according to environmental changes such as the position of the sun and changes in humidity, also interacting with crowds and presenting a different look.

Three themes: Expo Halls Construction and Deployment

Houli Horse Ranch Expo Site was set as a "flowers and horses" theme park, whereby construction and planning took equestrian

Houli Horse Ranch Expo Site

category	project
Exhibition Hall	Stable 1, Stable 2, Horse Ranch Main Office, Horse Ranch History Museum, National Palace Museum New Media Gallery, Blossom Pavilion
Exhibition hall	Snakebite-Curing Plants Area, Ranch Manager's Residence, Horse Fodder Plants Area, Plants with "Horse" (Ma) in Their Names, Memorial, Horse Exercise Area, Horse Facial Markings Plants Area
Performance theater	Equestrian Stadium, Blossom Outdoor Theater, Darwin Green Area
Public art	Flower Fairy
Installation art	Library of Natural Wisdom, Embrace of the Earth, Trees and Mountains, "Talking to Nature" Paper Cutting Art, Green Starry Sky, "Living with Trees" Paper Cutting Art, Coexisting with Leopard Cats, "Royal Arabian Horse" Living Sculpture, "Floral Encounter" Paper Cutting Art, "King of Ferns" Living Sculpture
Service Facilities	Farmers Market, Café and Picnic Area, Visitor Center, Horse Riding Area, Ranch Restaurant, World Gardens Market, Ranch Gift Shop / Café, Stable 8 Gift Shop, Farrier Stall



arts, performing arts and floral art as the three main themes, letting visitors not only enjoy the flowers but also witness the history and revival of the Houli Horse Ranch -- see its past and present and the expectation for a new transformational future.

Of the site's five pavilions, the Blossom Pavilion is a newly constructed permanent exhibition space, while Stable 1 and Stable 2, the Horse Ranch Main Office and the Horse Ranch History Museum are all restorations of existing architecture. The National Palace Museum New Media Gallery occupies space in the newly constructed Equestrian Stadium.

To showcase equestrianism and performing arts, the site not only adopts traditional static exhibits but also contains experiences of a moving nature, each with their own characteristics. From equestrian competition and exhibition performances, horse parades, horse riding and horse feeding activities, to miniature horse interaction, expert talks, ranch archives, and horses and equipment from each country on display together with all kinds of flowers and cultural performance, the expo overturns static form of exhibition.

The Horse Ranch Expo Site is divided into the Cultural Landscape Site and the Equestrian Development Site. The Cultural Landscape Site preserves the external appearance of existing buildings while using them as dining areas, medium and small exhibition areas and youth culture spaces. The mysterious color of

Japanese era military base as well as the history in the horse ranch's unique style bring a spirit of place that highlights the significance of the site.

The Equestrian Development Site has equestrian competition as its heart, with the existing Houli Horse Ranch landscape alongside newly built theme restaurants, a shopping street, new stables and the restored Stable 8 and Farrier Stall. To existing greenery have been added complementary trees and shrubs to create the site's appearance. The juxtaposition of the site's old and new structures also adds layers to the site's environmental beauty.

Horse Ranch Main Office: Flower and Horse Art from the National Palace Museum

The Horse Ranch Main Office is the former office of the ranch manager, built in 1938. This space exhibits high quality replicas of selected works from the National Palace Museum, such as the Arabian horse from the work *Afghan Four Steeds* by the Qing Dynasty court artist Giuseppe Castiglione (Lang Shining), echoing the expo site's "Royal Arabian Horse" Living Sculpture. Also on display are Castiglione's *Ayusi Sweeping Bandits with a Lance*, *Ten Steeds Snow-flake Eagle* and the lily painting from his *Immortal Blossoms in an Everlasting Spring*. There is also *Lilies* by the Qing painter Qian Weicheng. These replicas show classic flower and horse works from the National Palace Museum's collection, reflecting the expo site's flowers and horses theme park idea. The

lilies in the artworks also reflect the elegance and finery of Taichung's local flora.

Horse Ranch History Museum: Cultural display combined with a New AR Experience

The Horse Ranch History Museum was formerly the Zhongzheng Hall, in the past the assembly point for the ranch's officers and men. The space exhibits a large amount of valuable archive materials related to the ranch, combined with an AR (augmented reality) interactive feature that offers the visitor a different kind of experience.

National Palace Museum New Media Gallery: Collection Relics Become New Media Art

The National Palace Museum responded to the Taichung Flora Expo to help set up a new media gallery especially for the newly built Equestrian Stadium's first-floor gallery space. This transformed important works from the museum's collection into new media art and combined them with educational promotion to create an all-new immersive esthetic experience space, bringing culture and art closer to the public.

Conveying the concept of people and nature coexisting in harmony, and with Taiwan's unique agricultural development as its inspiration -- and with cabbage as an instantly familiar produce as its theme -- the Jadeite Cabbage in Blossom area exhibits the National Palace Museum's renowned jadeite cabbage with insects, giving ancient relics a new contemporary spirit.



Taichung World Flora Exposition's National Palace Museum New Media Gallery welcomes the jadeite cabbage with insects.

Equestrian Stadium: A Feast for the Eyes of Visitors

The all-new Equestrian Stadium is 110 meters long and 70 meters wide with seating for 1,400, meeting standards for international competition. For the duration of the expo, the Kazakh Almaty National Equestrian Acrobatics troupe was invited to put on close to 300 exhibition performances, each of around 40 minutes. From the opening horse parade to one rider on two horses, whip stunts to straight line acceleration races, this special show of equestrian skills provided an amazing feast for visitors' eyes.

Snakebite-Curing Plants Area: Paying Respects to Anti-venom horses

In addition to the five pavilions, Houli Horse Ranch Expo Site also has seven exhibition sites that include the Snakebite-Curing Plants Area, Ranch Manager's Residence, Horse Fodder Plants Area, Plants with "Horse" (Ma) in Their Names, a Memorial, Horse Exercise Area and the Horse Facial Markings Plants Area. Among these, the Snakebite-Curing Plants Area highlights the history of treating snakebite and honors the contribution of horses in the development of antivenoms.



Houli Horse Ranch Expo Site uses "Flower blossom blessing" as the exhibition theme. We created the longest global outdoor papercutting border, the amazing 240 meter long iron sculpture paper cutting art work.

Ranch Manager's Residence: Spotlight on Everyday Plants

The Ranch Manager's Residence, built in 1954, was already listed as a Taichung City historical building. In the Japanese colonial era it had been a residence for low-level workers at the No. 1 Nursery. The walls are of traditional wattled bamboo work, while outside there are hitching posts and a file room. Common everyday plants are planted around the residence, as well as plants whose names contain the Chinese character "Ma" meaning horse -- a fun way for people to get to know them.

Papercut Iron Sculpture Barrier: The Beginning of Encountering and Sharing

The Blossom Pavilion and its exterior form the "establish the new" part of the Houli Expo Site's "preserve the old, establish the new" concept, and separating Sishan Road from the horse ranch is a new highlight for the expo site.

The expo site's exterior takes "wishes of flourishing flowers blooming" as its theme. A highlight is a 240-meters barrier, a metal

sculpture in a papercut art style. This is not only the longest such artwork in Taiwan but in the world, and is the creation of papercut artist Yang Shih-Yi. The barrier expresses not separation but a place where two worlds meet, the beginning of encountering and sharing -- a happy space of people and nature together.

Blossom Pavilion: A Visual Feast of Flowers

The Blossom Pavilion is located at the entrance to the Houli Horse Ranch Expo Site. It is the expo site's most striking new permanent exhibition hall, built at a cost of almost NT\$800 million. The design concept took flowers as its inspiration and circles as its main motif. Halls A and B in two circles form a figure-8, a route like bees exploring a garden. Add to this an inner ring revolving rampway and an outer ring of revolving stairs, this makes four circles to symbolize the interlocking of Taiwan's four seasons, natural non-stop life. Thanks to the space's ingenious and flexible operations, the Blossom Pavilion can meet requirements for different sizes of exhibition, and its sight lines allow the visitor to look all around from inside out, making the pavilion like four seasons in one.

Exhibition pavilions are usually constructed as rectangular structures, seldom as round, so the building of the Blossom Pavilion was a challenge. Hall A used 2,150 golden grilles over deep gray round structures, like a flower in full bloom. By walking around the outside of the Blossom Pavilion, following the curve of the exterior wall, the visitor can appreciate the changes from the different angles of the grilles. Another small circle outside Hall B is clad with silver grilles, like putting on a white veil. The large and the small circles are interlinked, as if in dialogue with the trees and grass around them.

Designing a Friendly Environment: Honor of winning the Gold Award

Work on the Blossom Pavilion began on April 20, 2017 and was completed in August 2018. The pavilion is made of two interlocking round

structures with a splendid exterior appearance. The whole structure, seen from any angle, has no front or back. Once inside, there is no need to retrace your steps to return -- simply by moving forward the visitor may proceed to see the entire pavilion, showing convenient space planning.

Because the architectural design closely followed the concept of Houli's natural ecosystem, the pavilion won the nation's top gold award for public construction and also a top prize from the FIABCI - Taiwan Real Estate Excellence Awards. The Blossom Pavilion was also granted diamond-level green building certification.

Competition Platform and Flora Expo in One

The curator for the Blossom Pavilion was



Blossom Pavilion situated in the Houli Horse Ranch Expo Site is a newly built permanent exhibition hall, which is comprised of two circles that form a figure-of-eight shape. It is like a journey in which bees explore the gardens.



Blossom Pavilion A is an arch-shaped space surrounded by a metal grille, where visitors view changes in light and shade from different angles.



Blossom Pavilion B is surrounded by a white grille, creating a pure white visual effect that is very soothing.



Huang Li-Chuan, Deputy Director of the Taiwan Floriculture Development Association, who designated Hall A as a venue for competition. Dozens of domestic and foreign flower organizations and thousands of floral artists were invited to take part, with the goal of having exchanges with and learning from the international flora industry. The greenhouse Hall B, meanwhile, the Orchid Hall, was designated for permanent orchid exhibitions.

Houli Forest Expo Site

category	project
Exhibition Hall	Discovery Pavilion, Taiwan Wood Pavilion, National Palace Museum Pavilion
Business Pavilion	AUO Micro Gallery, TLDC Tsumiki Pavilion, Cheng Loong Paper Pavilion, Victor Taichung Fantasy Land
Exhibition hall	Wetland Ecology Pond, An Eco-Friendly Home for Four, Playground under Banyan Trees
Garden	World Gardens, The Amazing World of Taiwan Indigenous Cultures
Installation art	A Seed from the Sky, The Sound of Blooming
Service Facilities	Camp 586 Café, The Greenway, Visitor Center, Forest Market and Food Court, Flower Bud Elevator

Houli Forest Expo Site: Island of Forest

Forest covers some 60.71% of Taiwan's total land area. Compared to the global average of 26.19% forest coverage, Taiwan may truly be called an Island of Forest. Houli Forest Expo Site boasts bountiful forestry resources. The outset of planning took the Island of Forest concept as the main motif for landscape

planning, to create a "flora expo in the forest." The entirety of the Houli Forest Expo Site displays Taiwan's natural landscape, according to different elevations of vegetation zones, and is laid out in an eco-park style.

Three Highlights: Flowers, Earth and Leopard Cat

The expo's content may be separated into three focal points: "Earth and Seeds," "The Sound of Blooming" and "An Eco-Friendly Home for Four." "Earth and Seeds" takes as its design concept "A Seed from the Sky," conveying Taiwanese people's faith in the earth. The Sound of Blooming is located in the Houli Forest Expo Site, taking Island of Forest as its idea, is set at elevation 2,500-3,000 meters. The structure takes the form of a massive flower made up of 697 mechanical flowers, and is around 15 meters in height. The color of the huge flower fits in with the site, taking the color of alpine peony as its reference.

The Taichung Flora Expo has the leopard cat as its mascot. In order to avoid harming the leopard cat's habitat, the Taichung City Government decided to adjust the location of the Houli Expo Site. It accordingly set up the Eco-Friendly Home for Four structure, amply reflecting the Taichung Flora Expo's promise of conserving the ecosystem. Houli Forest Expo Site also laid out a World Gardens area, inviting floriculture industry operators from around the world to contribute.

Island of Forest: TILA Award-Winner

Island of Forest differs from the design of other



Discovery Pavilion is the main exhibition hall of Houli Horse Ranch Expo Site. It is based on the design concept of a "forest ark".



Houli Forest Expo Site promotes domestic production materials at "Taiwan Wood Pavilion".

styles of flower displays in that it genuinely showcases Taiwan's own landscape. It was rewarded for these efforts at the 2018 6th Taiwan Landscape Awards. The Taiwan Institute of Landscape Architects (TILA) is a member of the International Federation of Landscape Architects (IFLA). That year's award was of a relatively high level, helping to raise the international visibility of Taiwan's design and was also a great honor. It was also entered for 2019 in Europe's most renowned landscape design platform LILA in the open space landscape category.

Adding to Houli East Station Shuttle Stop: Making The Greenway

The Houli Expo Site is the Taichung Flora Expo's main exhibition area. The mountain line railway separating it into east and west sides caused it to be separated into the Forest Expo Site and the Horse Ranch Expo Site. In order to effectively link the pedestrian routes between Houli East Station, Shuttle Service Station, Houli Forest and Horse Ranch expo sites, and to boost safety for pedestrians, the Taichung City Government built a T-shaped Greenway,

providing a fully pedestrian and bicycle lane for the duration of the expo and to boost regional tourism and development thereafter.

The Greenway's total planning brought together the flora expo with local flower growing features, also planting many kinds of shrubs along the route.

For the duration of the flora expo, the Greenway was a main pedestrian sightseeing corridor. After the expo, it has been retained as a bicycle and pedestrian path and will be incorporated into Houli's bicycle path network. This embodies the spirit of sustainable development and also boosts regional tourism development, bringing a new feature for Houli tourism.



Discovery Pavilion: Ark in a Forest Sea

Houli Forest Expo Site's Discovery Pavilion, a temporary exhibition space, was born in the forest. Like an ark in the forest sea, it extends the rises and falls of Taiwan's virgin forest mountain ranges, and is a metaphor for how forest changes at different elevations.

After the expo, the pavilion's materials can be recycled, embodying Taichung Flora Expo's sustainable green energy spirit.

Water as Starting Point: Seeing Half the Earth from Taichung

Cogitoimage International, responsible for the Discovery Pavilion's planning and operation, sought out artist and musician Lim Giong to tell the story of the Dajia River from each different angle from sea level to its source at elevation 3,886 meters.

"Seeing Half the Earth from Taichung" is a key motif for the Discovery Pavilion. Taking water as its starting point, it takes visitors from low to high in the Dajia River landscape, giving a stimulating new perspective for audiences and letting them experience Taichung's landscape at different elevations.

Forestry Bureau Shows off Local Craftsmanship

Another temporary exhibition space at the site is the Taiwan Wood Pavilion, created by the Forestry Bureau under the Council of Agriculture together with the National Taiwan



AUO Micro Gallery



TLDC Tsumiki Pavilion photo/ Provided by TLDC



Cheng Loong Paper Pavilion

University Experimental Forest Management Office. Using green architecture as its basis, the exhibition space uses only indigenous wood and bamboo materials to showcase both Taiwan's excellent wood and bamboo materials and excellent craftsmanship. The hope is to boost the scope of usage and the value of such materials, to increase self-sufficiency in wood resources to create a win-win situation for environment and industry.

Building Four Large Business Pavilions

Taking the rare opportunity brought about by the Taichung Flora Expo, many businesses have got in on the act, resulting in four business pavilions at the Houli Forest Expo Site: the AUO Micro Gallery, the TLDC Tsumiki Pavilion, the Cheng Loong Paper Pavilion and Victor Taichung Fantasy Land.

AUO Micro Gallery

A collaboration between AU Optronics and National Taiwan Museum, the AUO Micro Gallery makes use of microscopic images of plant pollen and seed specimens as its creative materials and presenting them with advanced panel display technology. The gallery takes visitors into a marvelous micro world of plants.

Some 60 55-inch super narrow frame screens combine to create Taiwan's biggest -- 556-inch -- wall of screens gallery, displaying unique moving images of 30 kinds of flowers and pollen dancing, immersing visitors in a micro world that is unceasingly intoxicating.

TLDC Tsumiki Pavilion: Childhood and Green Living

Taiwan Land Development Corporation (TLDC) invited Japanese architect Kengo Kuma, designer of the 2020 Tokyo Olympics stadium, to create the TLDC Tsumiki Pavilion, which breaks with traditional architectural forms. Through 1,472 triangular blocks packed together in a pyramid shape, the pavilion adopts the concept of the cell to display the primal

value of building blocks. It also takes childhood play and green living as its exhibition concept, incorporating green energy technology and innovative design, together with flowers, to create a fun place that combines nature and lifestyle, allowing visitors at the same time to experience the beauty of architecture and camellia flowers.

The camellias in the garden outside the pavilion include the "Concubine" and "Heavenly Fragrance" varieties of the flower, with each variety tagged with its history. Visitors can use their smartphone's NFC function or QR Code to scan and instantly see the flower's name, variety and characteristics, thereby experiencing smart agriculture 4.0 digital services.

Cheng Loong Paper Pavilion: The beauty Art from Recycled Paper

Major paper manufacturer Cheng Loong created the Cheng Loong Paper Pavilion using 2,500 eco-friendly paper tubes made from 44,168 kilos of recycled corrugated paper donated from all over Taiwan to build the 15-meter-long, 9.5-meter high pavilion, with a curved leopard cat exterior. For such a structure to be outside for six months truly challenges the operating limits of paper. The tubes making up the leopard cat model have another point of ingenuity, containing more than 700 eco-friendly solar-powered LED lights, a renewable energy source for a self-sustaining power supply to light the evening light. After turning on the lights in the evening, the beauty of leopard cat's curved surface and posture is something to enjoy.



Victor Taichung Fantasy Land

In addition to the leopard cat as its exterior theme, the interior of the pavilion features flowers and paper models of indigenous Taiwanese animals, showing the beauty of paper art. This is accompanied by the Second Forest Fantasy Journey animation with the hope that through interaction with paper sculpture art and image lamps may be explored the connection between paper recycling and nature as well as the educational significance of coexistence.

Victor Taichung Fantasy Land: Mechanical Image Tree

Victor Taichung Fantasy Land features a mechanical image tree, three theme areas, a parent-child recreation area, metal insects and smart energy interaction as its five elements, combining cold machinery with the natural vitality of the forest to create a space for adults and kids. “Precision Machinery, Together Bloom” through a 3D beehive design presents



Houli Forest Expo Site tourist center removed the wall and exposed structural system to integrate it with the adjacent forest.

a 5.2-meter tall mechanical tree, with 66 mechanical flowers that follow music and lighting, while body sensors are used to interact with visitors, showcasing the power of Taichung’s smart machinery industry.

The three theme areas are Adventure World, Wonder Park and Fantasy Garden, which make use of interactive technology and learning through entertainment to introduce machine tools and smart manufacturing to visitors

Visitor Service Center: Penetrable Space Design

Houli Forest Expo Site’s Visitor Service Center is a one-story temporary structure, providing ticketing and information services.

The Visitor Service Center uses loops of fiber as its design concept, while a curved roof connects the forest and central plaza, exploring the connection between trees and architecture in a vertical dimension. With walls and visible supports removed, it seems to blend in with the forest, creating an penetrable building environment that makes good use of space and lowers air conditioning power consumption, thereby introducing green concepts and allowing for easier passage, while the building materials used can be recycled.



An Eco-friendly Home for Four in Houli Forest Expo Site’s was created using recycling methods.

An Eco-Friendly Home for Four: Low carbon Coexisting with Nature

Houli Forest Expo Site created the Eco-Friendly Home for Four exhibition space to convey the wish for people to coexist with nature, and from the natural environment to derive life wisdom and an esthetic feeling.

An Eco-Friendly Home for Four is a domicile for a household of four that is most suited to nature coexistence concept. It uses natural building materials and gives freedom to roam to the leopard cats that originally lived here, meaning this open style house is not a building that shuts them out.

An Eco-Friendly Home for Four is Taiwan’s first low carbon lifestyle base that combines energy, water and electricity, food and community. To look down on the structure from above, the house’s roof appears to be made up of six leaves of different sizes. In

order to implement the smart energy-saving house concept, the house’s ceiling makes uses of solar electricity, making the entire structure self-sustaining for power; while thick earth with plant fiber are used for the walls to allow the interior temperature and humidity remain stable and comfortable. The surface of the walls is made up of wooden squares filled with rice grass stems, a technique that reflects the wisdom of earlier people. It is also Taiwan’s first wall made of layers of bundled rice stems.

Six International Awards, one certification

The Eco-Friendly Home for Four with its fusion of traditional know-how and new sustainable architecture craft received a total of six international awards, and one certification. It won a 2018 IDA Design Awards bronze award, as well as a 2018 London Design Awards silver award distinction, a silver from the 2018 New York Design Awards, an honorary award in the residential category at the 2018 Architecture



Artist Lin Shun-long created "A Seed from the Sky."

Master Prize awards. It was also recognized by the internationally renowned 2019 IF Design Awards, and received a 2019 A'design Architecture and Structure Design silver award. At the same time, it was granted diamond-level architecture carbon footprint certification by the Taiwan Low Carbon Building Alliance.

A Seed from the Sky: A hidden but beautiful spot

Artist Lin Shuen-Long's creation A Seed from the Sky is 15 meters tall, 12 meters wide at its largest diameter. It uses natural materials, with moso bamboo and makino bamboo woven together into the shape of a seed. The lower part of the work is even and regular but it becomes more intricate and complex as it goes up, reflecting the concept of life as organic. Walking into the seed's interior space there is a totally different situation, where looking up you see the daylight between the vertically and horizontally woven bamboo, connecting with the exterior world. Besides the seed are

soft lamps which in the evening illuminate the whole space, reflecting the seed's floating visual sense.

The Amazing World of Taiwan Indigenous Cultures: Stories of 16 tribes

The Amazing World of Taiwan Indigenous Cultures invited indigenous artist Yuma Taru as curator, so that the flora expo could bring together central Taiwan indigenous culture and traditions. In her curation the artist embraced a mindset of reclaiming lost indigenous culture, separating the zone into seven spaces that relate the stories of Taiwan's 16 government-recognized indigenous tribes

Incorporating water and land plants, the Fata'an Traditional Palakaw Sustainable Fishing Area displays how the Amis people of the Fata'an tribal township developed the Palakaw traditional fishing wisdom in order to adapt to their unique wetland village environment.



Waipu Expo Site created the Fruit and Flower Village to be an agriculture leisure experience and natural environment exhibiting agricultural wisdom and technology.

Waipu Expo Site

category	project
Exhibition Hall	Agri-Tech and Conservation Pavilion, Harvest Blessings Pavilion, Humanitarian Eco-Tech Pavilion
Exhibition hall	Taiwan Floral Technology Showcase, Living Green Wall, Aquatic Viewing Walkway, Chinese Soapberry Entranceway, Green Bamboo Corridor, Eco-Friendly Permaculture, Plants Used in Everyday Taiwanese Life, Food Waste Compost Site, Water Recycling Bamboo Dome
Performance theater	Beehive Amphitheater
Public art	Flowers and Butterflies Dancing in the Breeze
Installation art	Flower of Life, Leo the Scarecrow, Taichung Flora Expo Mascot Family
Service Facilities	Leopard Cat Welcome Plaza, Dining Area, Farmers Market, DIY Workshop, Food Court, Visitor Center

Waipu Fruit and Flower Village: Leopard Cat Family Expos Mascots

Waipu Expo Site created the Fruit and Flower Village to be an agriculture leisure experience and natural environment exhibiting agricultural wisdom and technology. Four highlights were planned -- flowers, agriculture, bamboo, water. A home space was created for Leo (the Leopard Cat Dad) as the mascot with five separate areas including the Leopard Cat Welcome Plaza to welcome guests (courtyard); Abundant Plaza activity area (lounge), Aquatic

Viewing Walkway ecological pool area (water plants exhibition area); Leo's Farm exhibition area (rear garden, bamboo art and 3D shrubs exhibition area) and the Dining Area. There are also two permanent exhibition halls, the Agri-Tech and Conservation Pavilion and Harvest Blessings Pavilion, as Leo's agri-tech research and display area.

Three excellent "Agris," Four Highlights

Waipu Expo Site created Leo's Farm to showcase Taiwan's three excellent "Agris" (agricultural production, agricultural lifestyle



and agricultural ecology), with four highlights of flowers, agriculture, bamboo and water.

Flowers: to allow visitors to experience a combination of flowers, life and art.

Agriculture: To show the pride of farmers in taking pleasure from agriculture, with all kinds of agricultural garden art, cultivation techniques and advanced agricultural technology.

Bamboo art: Let visitors understand and know the beauty of bamboo arts and crafts.

Water: An ecology pool feature lets visitors feel as if they are standing amid the water, like Moses parting the sea.

Leif Veins: Welcome to the Harvest Blessings Pavilion

Transparent blocks of virtual leaf veins make up a huge leaf plaza 105 meters long by 60 meters wide, combining with the architecture of the Harvest Blessings Pavilion to form a huge flower to welcome visitors to the site.

The leaf plaza's five-meter-tall scarecrow Leo welcomes visitors to the plaza, guiding visitors



Agri-Tech and Conservation Pavilion not only shows exhibits from the conservation center, it also shows all kinds of high-end technology for agricultural and horticultural cultivation in Taiwan.

into the Smart Greenhouse Visitor Center and to the first main pavilion, the Harvest Blessings Pavilion.

Harvest Blessings Pavilion: Farming as Pleasure

The Harvest Blessings Pavilion takes farmers as its starting point, to show the human stories and influence of Taiwan as a country founded on agriculture.

The pavilion takes digitized services as the concept, is defined as an environmental education space placing education first and experience as supplementary, and represents gold-level green architecture.

The Harvest Blessings Pavilion had landscape architect Kung Shu-Chang as overall coordinator, with the assistance of Fanhsu CEO Fan Ya-Jiun, an expert in agricultural innovation. They positioned the pavilion as "One Plot of Land, A Thousand Mu Field, Farming as Pleasure." The expo space design was revolutionary, overturning the sectioning framework of previous expo pavilions with an open-style landscape creation exploring Taichung from plains to foothills and mountains with representative agricultural produce such as rice, fruit, mushrooms, tea. The whole ground area, around 260 square meters, was covered on average 40 centimeters high to let produce be grown in the pavilion. Local Taichung farmers were sought out to plant and tend crops on site.

Visitors appear to be walking in the fields, while members of the public can also



Harvest Blessings Pavilion is based on the concept of "A thousand acre of farmland with joyful agriculture", We plant rice in the pavilion, so visitors understand the essential role of agriculture in Taiwan.



Waipu Expo Site exhibits actual rice fields indoors, and provide visitors with the experience of rice cutting, as well as food and agriculture education.

choose to stand on the hall's platform bridge overlooking the whole scene for a different feel. Public landscape artist Yu Wen-Fu used woven bamboo to make a majestic mountain, symbolizing Taiwan's central mountain range.

Cultivation Education On-site Rice Threshing

In the rice area it is discussed how is rice planted? A bottle of rice wine made? Through this, visitors can understand the difficulties to overcome before a bumper harvest is achieved. A granary classroom was constructed using rice stalk blocks, modeled after Waipu District's

Maming Elementary School, to bring classroom agricultural education into the pavilion. Besides the classroom a threshing machine over 60 years old is on display to experience the process of threshing.

Agri-Tech and Conservation Pavilion: Taiwan's Gift to the World

The Agri-Tech and Conservation Pavilion is a greenhouse structure, the space roughly divided into four areas. In accordance with the site's water recycling operation, there are two areas of rainwater storage tanks to collect the site's water and rainwater for reuse.

The site takes smart agriculture as its concept, and is positioned as an environmental space focused on agricultural production, agricultural transportation and marketing. It exhibits many domestic and foreign endangered and rare plants and also shows many outstanding agricultural techniques developed in Taiwan as a valuable gift to the world.

Five groups joined forces on the Agri-Tech



↑ The five meter tall Leo(Leopard cat dad) in Leaf Square greets guests as they arrive at the expo.

←In an online vote Taichung Flora Expo Mascot Family won first place at the 2017 National Day Festival Float carnival.

and Conservation Pavilion. Yu Jiang Design’s chief designer Chen Ming-Ta was head curator, with the Dr. Cecilia Koo Botanic Conservation Center (KBCC), the Environment and Development Foundation, the ROC Council of Agriculture, the Ah Chao Wu Natural Farming Collective and Institute for Information Industry also sought out to help curate. At the outset, the pavilion was designated to showcase Taiwan’s smart agriculture and following combined consideration the pavilion’s motif was eventually set as “Taiwan’s gift to the world”.

Plant Ark: Over 1,000 Plants Gathered for the Grand Occasion



Humanitarian Eco-Tech Pavilion exhibits many products made from recycled waste and has interactive devices, such as water cubes.

Located in Pingtung County’s Gaoshu Township, the Dr. Cecilia Koo Botanic Conservation Center was one contributor to the pavilion. The center’s director Li Chia-Wei brought more than 1,000 types of rare plant from all over the world, including Taiwanese endemic plants verging on extinction. The Plant Ark created for the expo seeks to let visitors know the beauty of rare plants as well as enjoying flowers.

Taiwan’s First Rice: 5,000 Years Old

Also on show are 12 types of soil from around the world, of which Taiwan has 11. The Archeological Site of the Southern Taiwan Science Park contributed carbonized rice seeds from prehistoric Taiwan. Dating back 5,000 years, they have been called Taiwan’s first rice.

Humanitarian Eco-Tech Pavilion Low Carbon Education Area Warns of Planet Crisis

The Humanitarian Eco-Tech Pavilion takes diverse themes as examples as a way of popularization, guidance and conservation



The “ Aquatic Viewing Walkway” trail separates the ecological pond into two, providing a special experience.

education, warning of the climate emergency facing the world and reminding us that protect planet is the common responsibility of every person.

Installation Art: Flower of Life Needs No Power

The Flower of Life theme area is displayed in totem 3D style, with Flower of Life designs, symbolizing how the Waipu Expo Site went from virgin site to completion. The installation art piece Flower of Life, constructed from many totems, symbolizes the endless cycle of life, and combines with the world’s first “light particle” to create an installation with no electricity, no wires and no maintenance that, through natural rays of light, can display a brilliant array of colors and can change its theme at different times, adding beauty of tech art to the Taichung Flora Expo.

Leo the Scarecrow: Greeting Guests from 5m High

The five-meter-tall Leo the Scarecrow towers over the Welcome Plaza. Made from woven rice stalks, Leo has a cute appearance and is the creation of artists Lee Fong-shih and Hsueh Hung-ming who took the Taiwanese leopard cat as their theme. The size, modeling and technique were all rare challenges in creating the work, which is also the largest example of a

fixed bundled rice work.

Taichung Flora Expo Mascot Family

The Taichung Flora Expo’s mascots, the Leopard Cat Family and Horsiver, feature on a parade float 19 meters long and five meters high at its tallest point. Leona (Leopard Cat Mom) leads the way, while two younger leopard cats mischievously wave their little paws and tease their neighbor Horsiver. The float uses Taichung Flora Expo imagery, elements, and special pastries, with the landmarks National Taichung Theater and Taichung Park Pavilion appearing as decoration. The float took part in the 2017 National Day celebrations and was voted best National Day float by internet users.

Nine Main Areas: See the Beauty of Distinctive Flowers

Waipu Expo Site’s Taiwan floral technology showcase in nine main exhibition areas demonstrates the fruits of Taiwanese agricultural experts research. Rice seedling trays are used to depict Farmer Leo wearing a bamboo hat, while vegetables and seasonal produce of every color make an edible landscape, expressing the “eat seasonal, eat safe” non-toxic spirit and displaying the moving forward of Taiwan’s agriculture development and flower improvement techniques, and the beauty of central Taiwan’s local flower specialties.

Living Green Wall: Symbol of The Environment of Yesteryear

In staircase form as exterior appearance and



“Water Recycling Bamboo Dome” covers the water resource recycling center with a “bamboo dome” and is one of the beautiful scenic spots in the park.

with shrubs acting in concert with Waipu’s characteristic river terrace terrain and field landscape, the Living Green Wall expresses the river terrace terrain’s high to low cultivation fields and landscape changes. A continuous 75 meter in length staircase model forms a green wall background to the main plaza and, at the same time, provides shelter from the seasonal northeast wind, reducing the effects of wind on the southern side dining area.

Aquatic Viewing Walkway: New Experience of Crossing the Water

The Ecology Pool is close by the Agri-Tech and Conservation Pavilion and Harvest Blessings Pavilion, providing crucial functions in linking the architecture and the water landscape, and in recreation and climate regulation. The pathway allows the visitor to pass through the water in a manner like Moses parting the sea, observing above and below the surface of the water. It is also a way to get to know the different aquatic plants which float on, are immersed in, and emerge from the water.

Chinese Soapberry Entranceway: Bright and Shaded Spatial Feel

Conserving the existing Chinese soapberries at Waipu Expo Site, four pathways use an

assembly of inexpensive and recyclable wooden pallets to arrange a profusion of flowers that lets people walking past into the broad plaza a sense of changing space, giving the feeling “willow shade and bright flowers”.

Green Bamboo Corridor: Colorful Visual Highlight

Six meters tall with a total length of 210 meters, this bamboo framework corridor shows how Taiwan’s bamboo craftsmen use this easy to erect but rigid and durable material. Different sections have climbing plants like possum grape, and great bougainvillea, while the upper part of the corridor has hanging baskets of passion fruit and Bengal clockvine, with shrubs and fruits completing the effect. When the climbing parts grow to the upper part of the corridor they can also provide good shade and form a flower and fruit corridor.

Eco-Friendly Permaculture: Sustainable Cultivation in Practice

Filling sacks with soil and gravel that is suitable for creating air gaps provides good soil space that can retain and drain water. Using compost made from this site’s kitchen waste heap to fertilize shrubs and vegetables becomes an example in practice of sustainable cultivation for the household.

Plants Used in Everyday Taiwanese Life: Rural Know-How

Fruit and vegetable crates, in common use in traditional agriculture, are piled up to display Taiwan’s topography. In the crates are

cultivated everyday plants, divided into spices, dyes, edible plants, plants for rituals, medicinal plants and pesticides. These convey everyday rural wisdom from early times, and also possess characteristics of conservation, convenience and agricultural management.

Food Waste Compost Site: Organic Cycle Education

After the site’s kitchen food waste is separated into dry and wet, wastewater undergoes aerobic, photosynthetic and gas exposure procedures for recycling and reuse.

Water Recycling Bamboo Dome: Wastewater No Longer Dirty

The flora expo sites environmental impact assessment conclusion promised to reuse the sites’ wastewater clean reuse for flushing toilets and irrigation, so wastewater is not discharged

outside. The Water Recycling Bamboo Dome follows takes this promise, an 18-meter diameter hemisphere water recycling center that can process 520 tonnes of wastewater every day. Accompanied by a surrounding pool and Vanilla Garden, it creates a friendly environment for water resource recycling with an attractive appearance and the symbolic significance of cherishing water and loving bamboo.

Beehive Amphitheater: Echoing Waipu's Beekeeping Achievements

The outer wall of the Beehive Amphitheater uses beehive design elements, echoing Waipu’s beekeeping experience and accomplishments. The beehive’s living wall has devil’s ivy and coleus growing on it. The theater has around 1,040 seating spaces with scope to expand to 1,500, with 10 areas for people with special needs. Local troupes were invited to stage performances for the duration of the flora expo.



Waipu Expo Site's Beehive Amphitheater with honeycomb patterned wall



Fengyuan Huludun Park Expo Site

category	project
Exhibition Hall	Taiwan Pastries Pavilion
Business Pavilion	Bamboo Pavilion, Entrepreneurship Pavilion
Exhibition hall	Huludun Bridge, Canoeing and Kayaking Area
Garden	City/County Sponsored Gardens, Garden Competition Area, Corporate-Sponsored Gardens
Performance theater	Greenfield Plaza
Public art	Fengyuan Pastry Sculptures, Butterfly and Blossom Beauty Pageant
Installation art	Sparkling Pods, Seasonal Riverbank Flora, Butterflies in the Wind, "Welcome Bouquet" Glass Art, Fantasy Wonderland, "Lotus" Glass Art, Tree Rose Garden, Dancing Fairy, Moonlit Flowers, "Floral Ribbon" Glass Art, "Sweet Garden" Glass Art, Pistil Playground, Green Water Wheel, Silhouette Chapel, Romantic Floral Corridor
Service Facilities	Food Court, Farmers Market, Visitor Center (Area 1~ Area 4) , Visitor Center (Area 5)

Riverside Flower Metropolis : Conveying Hope of a Happy Wedding

Fengyuan Huludun Park Expo Site took as its theme "Riverside Flower Metropolis". Divided into five areas, the expo site was designed and thematically connected according to the "Cheers to the Bride" concept that describes a girl's hopes and wishes for her wedding.

Taiwan's First Glass Flower Garden : Four Themes

Taichung City Government and the curation team combined glass craft and natural ecology to create Taiwan's first glass flower garden and make the Taichung Flora Expo different to past flora expos in creativity and spirit. With Wang Ling-ling, who designed the FIABCI gold award-winning JingGuo Parkway in Hsinchu, as head curator, senior glasswork curator Chen Tsui-ping and leading glasswork artists Chang Chuan-cheng and Chen Wu-hsiung were invited to together design four themed glass artworks: Welcome Bouquet Glass Art, Floral Ribbon Glass Art, Sweet Garden Glass Art and Lotus Glass Art. These works not only display the beauty of Taiwan's glass craft but also serve as

a foil for the magnificence and vitality of the expo's flowers, adding even more special value to the Taichung World Flora Exposition.

Never-fading flowers of glass are a major highlight for the Huludun Park Expo Site. Even if seen from a purely public art point of view, the designs still represent pioneering work.

Five Areas Linked by "Cheers to the Bride"

The first area, Purple Forest, takes blue, purple and white colors to convey the initial mysterious and fantastical atmosphere of wedding preparations, allowing nature to bestow a new blessing on the happy couple.



Fengyuan Huludun Park Expo Site creates the longest romantic flower corridor in Taiwan, which creates joy for tourists.



Fengyuan Huludun Park Expo Site has the scenery of Ruanpizai Creek

This section is Fengyuan Huludun Park's main entrance, where all the cities/counties of Taiwan were invited to participate in the City/County Sponsored Gardens area. There is also a large glass installation artwork with a sea flowers. A six-meter-tall bride is festooned with fresh flowers, while next to her a green Frog Prince sculpture adds fairytale imagery to the beginning of a happy story.

Deep Red Forest: skilled people from all walks compete with floral art

The second area, Deep Red Forest, held a short-term domestic garden competition open to all-comers to show off their floral art. Specialty flowers and herbs create a rich surrounding natural atmosphere.

Sounds of Nature Forest : Taiwan's Longest Floral Corridor

The third area, Sounds of Nature Forest, following the flora expo's requirements, set up the Domestic Corporate-Sponsored Gardens area on the north bank of Ruanpizai Creek, providing companies the chance to take part in



Fengyuan Huludun Park Expo Site's fifth area landscape artwork - Butterflies in the Wind

the expo. Additionally, the 213-meter Romantic Floral Corridor is Taiwan's longest floral corridor and a major highlight for Huludun Park Expo Site.

Romantic Forest: Flower Sea Blesses the Bride

The fourth area is Romantic Forest. Finally passing through the floral corridor into the light, a new life opens up with vivid reds, oranges and yellows as this area's color scheme. The rose, a symbol of love, depicts hope and blessings for the marriage.

This area contains the Bamboo Pavilion and Entrepreneurship Pavilion, two business pavilions, Greenfield Plaza and Food Court. In



Taiwan Pastries Pavilion exhibits a great combination of pastries and flowers, while also preserving the local environment and historical memories.

In addition to admiring the art and performance activities, visitors can also take their leisure in the sea of flowers.

Recreation Garden: Four Landscape Artworks

The fifth area takes water as its inspiration, through landscape art creating an environment where aquaculture and civilization coexist. The curation theme is “recreation flower source” and, with the family as the main target group, it lets young and old set out from an esthetic life viewpoint. The area adopts “Earth’s color palette” and combines four interactive works of landscape art, starting a garden entertainment journey.

Taiwan Pastries Pavilion: Preserving Local History

Fengyuan is famous for pastries, and pastries symbolize happiness. To show Fengyuan’s importance as the home of Taiwan pastries, the city government planned the Taiwan Pastries Pavilion in Huludun Park, taking harvest, rice foods and flowers to convey local pastry characteristics.

Taiwan Pastries Pavilion is on the bank of Ruanpizai Creek bank. Created by renovating the existing Huludun Cultural Center and the



Bamboo Pavilion is unique from design to content and received many major awards.

Beinan Li Activity Center, it symbolizes respect for the local environment and also preserves local people’s historic memories.

Curated by Wu Pei-Han, who supervised the emblems and identification for the Taiwan Pavilion at the 2010 Shanghai Expo, the Taiwan Pastries Pavilion design concept is “Welcoming Scent Happiness, Happiness at Chance Meeting, Art Scent Happiness, Meeting Happiness.” The pavilion has six main sections, including “Double Happiness Arrives,” “Flower Blossoms into Pastry,” “Pastry and Life,” “Pastry and Flower Face to Face,” “Pastry and Four Arts” and “The Scent of Pastry.”

Of these, the Pastry and Life section invited the sole pastry mold master in all of Taiwan, Cheng Yung-pin, to exhibit a private collection of antique cake molds. Taiwanese customs involve the ceremonial use of many pastries and cooked rice, including birth ceremonies, coming-of age ceremonies, weddings, birthdays for the elderly and funerals. From the master’s collection, we may see how these molds connect with people’s lives.

Bamboo Pavilion: The Beauty of Bamboo Craft

Huludun Park Expo Site has two business

pavilions set up with corporate support. The Taichung Real Estate Development Association answered the Taichung Flora Expo’s call and architect Chen Yi-Chung took seeds, bamboo forest and Taiwan’s central mountain range as core design concepts, inviting Nantou Bamboo-Lai Culture & Creative team who used 10-meter bamboo arch layers stacked like the outline of hills to create a bamboo structure symbolizing the Central Mountain Range.

The Bamboo Pavilion, constructed using 30,000 strips of bamboo and over 300 sticks of moso bamboo, has won awards non-stop, including best in the environmental culture category at the 2019 FIABCI Taiwan real Estate Excellence Awards. It was also entered in the “Oscars of Architecture” 2018 World Architecture Festival awards.

Entrepreneurship Pavilion: The Spirit of Entrepreneurs

The Entrepreneurship Pavilion architecture design takes the spirit of entrepreneurs as its concept. It uses recyclable steel materials as its frame and soft wood as its outer skin, using folding method to take thin steel sheet and



Fengyuan Huludun Park Expo Site’s Entrepreneurship Pavilion

create a light but strong seven-meter raised floor. Its external shape is curved and sturdy, possessing the image of holding up the sky. This represents the entrepreneur’s spirit of facing down every kind of difficulty and challenge, relying on strength and hard work to turn things around, and bravely going ahead and not retreating.

Four Public Art: Another Highlight of the Flora Expo

Motion and Stillness: Fruits of Artists’ Blood and Sweat

The Taichung Flora Expo at its three main expo sites relied on local features, natural scenery and industrial background to install four public artworks, another highlight of the expo.

Still Butterflies Dancing with the Wind

Flowers and Butterflies Dancing in the Breeze is installed at a high point of the Waipu Expo Site. Completed by artist Kuo Kuo-Hsiang of Xiang Yang Creative Art Company, this large work is 14 meters long, 11 meters wide, and 5.8 meters tall. It sees S316 stainless steel worked into two large Taiwanese lilies that bloom as



Artist Kuo Guo-hsiang’s “Flowers and Butterflies Dancing in the Breeze.”



“Fengyuan Pastry Sculptures.” created by Artist Hsu Tang-wei’s

they look to the sky. The commanding location makes the work even more prominent.

Flower Fairy: Protecting Houli

Flower Fairy is located on the green area surrounding the Blossom Pavilion at the Houli Horse Ranch Expo Site. Completed by artist Lin Shuen-Lung of Dada Idea, the work spans a distance of around five meters and shows one big white flower on a colorful whirlpool wave, opening in a graceful dance and casting a sparkling luster, revealing the splendor of spring in bloom.

Fengyuan Pastry Sculptures: Likeable Style and A Riot of Color

Fengyuan Huludun Park Expo Site has two pieces of public art, with the theme “Butterfly



Artist Chen Li-Hsing created “Butterfly and Beauty Blossom Pageant.”



“Flower Fairy” created by artist Lin Shuen-Lung

and Blossom: Taichung Takes Off.” The first work, Fengyuan Pastry Sculptures, is located in area one by the Taiwan Pastries Pavilion grass area. Completed by artist Hsu Tang-Wei of Shalom Arts Consulting, it is made up of nine independent works in likeable styles and a riot of color. It uses abstract forms to show images of fruit seeds and Fengyuan’s famous pastries, representing Fengyuan local fruit production and traditional pastry industry as renewable and flourishing.

Butterfly and Blossom Beauty Pageant: Light and Shadow Seem to Flow Slowly

The second artwork, Blossom and Butterfly Beauty Pageant, is located in the area five entry plaza. It is also a large piece, completed by artist Chen Li-Hsing of Shalom Arts Consulting. The work is 5.1 meters long, 3.5 meters wide and 4.5 meters tall. The work is erect and imposing, compact but also large. It is made of stainless steel coated with paint.

Melding flower and butterfly images, it takes the white of lilies and calla lilies as its color scheme, accompanied by a gray surface to suggest running water, creating a scene like the actual irrigating canal alongside. When the sun shines, the shadows cast by the work seem to gently move, reflecting motion and stillness in harmony.

2.3 Corporate Sponsorship - Flora Expo as a Runway

Taichung Flora Expo partnered with sponsors to bring diversity and enhance corporate image while driving regional economic development. But guiding and assisting firms to facilitate their involvement was initially a challenge for the Flora Expo team.

People Power Helps Flora Expo - Local Enterprises Show Enthusiasm

While the Taichung World Flora Expo was guided and managed by government departments, the involvement of businesses was also a crucial. This helping hand from the private sector not only enriched the content of the Expo, but allowed the world to see Taichung's outstanding companies and their strengths, while also driving local economic development.

The budget for this expo was NT\$8.6 billion, relatively small compared to the NT\$13.6 billion spent on the Taipei Flora Expo. Taichung City Government planned to enlist the help of companies from the start, hoping thereby to expand the scale of the Expo and make it more diverse and successful. Sponsors gained opportunities for marketing and improved their corporate image, while also helping Taichung's economy and industry.

Focus on Local Businesses - Show Them a Vision

First of all, when seeking local sponsors, we must be sure that these companies and their

local connections will be able to display local characteristics during the Expo. Step one was to focus on local companies and filter them. The City Government had many meetings with businesses, constantly explaining and communicating until they felt that the Flora Expo was a worthy route to investing in public welfare. In fact, many participating companies would later come to invest much more than what was initially planned, often with the personal involvement of the Director. In the final stage of the Expo, companies took the mentality of giving it everything, which was the perfect situation for enhancing their corporate image.

The Business Pavilions are Born - Bringing Huge Benefits

The stars of the Taichung Flora Expo were the main pavilions like the Blossom Pavilion and Discovery Pavilion, and on the whole, the Business Pavilions did not manage to steal the show from them. Nevertheless, they played a necessary supporting role at the Expo. Without



Taichung City Government called on the business community to participate in building a corporate pavilion for the World Flora Exposition, holding a press conference to demonstrate its achievements.

their support, the Expo's diversity, richness and local charm would have been lacking.

Fully Mobilized Enterprises do Best Promotion

With six business pavilions fully mobilized, the benefits brought by each company's respective resources and connections were unforeseen, for example, Victor Taichung took part in the machinery exhibition, and brought foreign clients from investment meetings to see the Expo. They revealed the strengths and image of their own company, and worked tirelessly to promote the Expo and the city of Taichung.

Cheng Loong Paper Pavilion Leopard Cat Mascots

The Cheng Loong Company has had experience working with the Taiwan Lantern Festival, and also has a specialist department dealing with paper cutting and paper art. The basic concept for the pavilion was to display paper cutting products indoors, but later during a meeting with the City Government it was discovered that leopard cats have been spotted in Houli, where the pavilion is located, and Houli's status as a leopard cat habitat inspired the use of paper cutting art to depict the leopard cats.



Cheng Loong Paper Pavilion used recycled paper tubes and LED lights to show the features of leopard cats.

In order to make the pavilion stand out in the evenings as well, solar charging LED lamps were added. They shone after nightfall, highlighting the Paper Pavilion's outline. Seen from a high, distant place, you can clearly make out the shape of a leopard cat. Despite countless discussions and amendments to the pavilion, Cheng Loong Co. performed very well indeed.

AUO Micro Gallery Uses Screens to Show the Microscopic World of Flowers

The AU Optronics Corporation expressed its desire to run a company pavilion early on. It has a solar energy branch, and had been considering from the very beginning how to showcase its solar energy developments. It was later decided



Victor Taichung Fantasy Land was created by combining trees with the parents and children recreational center. It is also a good AI educational area.



AUO Micro Gallery attracted many visitors

that showcasing solar energy would be too simple and monotonous, and monitor screens were used to demonstrate the company's strength in high resolution displays.

But what should they show? Taichung City Government suggested using the screens' high-resolution capability to display pollen on a magnified scale, which AU Optronics thought was an excellent proposal. They immediately accepted, and used their screens to display a world of flowers invisible to the naked eye. Seeing the tiny particles of pollen broadened visitor horizons, giving them a glimpse of another world, while also showing off the high-resolution capabilities of AUO's screens.

AUO is always willing to participate in society, and this Taichung Flora Expo the company's volunteers completed a total of 2,317 shifts on the Pavilion team.

As well as volunteering himself to guide visitors, Chairman Peng Shuang-Liang also thought of a way to include Houli local saxophone culture and give visitors a feel of the local scene. The result was the company Chairman appearing as a street performer, playing the saxophone in the AUO Micro Gallery and giving the guests a real visual and auditory feast.

Victor Taichung Created a Fantasy Land

Taichung is known as a hub for precision machinery and as a smart tech capital. Victor Taichung is a well-known veteran machinery company in the city, and when they heard that Taichung would be hosting the Flora Expo they were keen to prove their worth to the Expo. The company also has a molding factory in Houli, and felt that it should participate in the Expo on the grounds of its location and local connections. During a meeting with Victor Taichung, the City Government proposed that since machine parts are the company's forte, why not create a mechanical flower or a mechanical tree? Victor Taichung liked the idea, so they built a mechanical tree and presented a machine tools exhibit on film to create the "Victor Taichung Fantasy Land".



So Victor Taichung used their machine parts to create forest and flower imagery that can fold and unfold based on automatic responses, as well as integrating music and educational elements.

Victor Taichung Chairman Huang Ming-He attaches great importance to this exhibit, and believes it represents a major achievement for the Taiwanese smart machine industry. The purpose of the Victor Taichung Fantasy Land was to provide a space that parents and children could enjoy together, giving the next generation a chance learn about the development Taichung's smart machinery, and attracting more people to the smart tech industry.

TLDC Tsumiki Pavilion - An Eye-Catching Pyramid

Taiwan Land Development Corporation carries out land development projects, and has past experience working with Taichung City



↑ The biggest, bamboo structure, Bamboo Pavilion, is located in Fengyuan's Huludun Park Expo Site.

←TLDC invited architect Kengo Kuma who was in charge of building the Tokyo Olympics main venue. He used 1,472 wooden triangle tsumiki to build the Tsumiki Pavilion, Photo provided by TLDC

Government, so as soon as its Chairman Qiu Fu-Sheng heard the city would be hosting the Expo, he wanted his company to take part. Immediately after deciding to participate, he offered up for exhibit over 1,000 rare Taiwanese camellias that he had grown himself.

Later Qiu sought out the designer of the 2020 Tokyo Olympic Stadium Wei Yen-Wu to design a pyramid shaped pavilion, using no nails, just clips. Wei Yen-Wu wanted the building block structure to use the most natural materials available, believing natural materials would be more pleasing to the guests. According to Wei, the building block structure incorporates futuristic elements, and the building blocks were a fun way to enthuse the guests and awaken their child at heart.

The world is entering the age of the Internet of Things, and Taichung forging ahead in developing industry 4.0. Smart elements such

as intricate climate calculations were used when planning the Tsumiki Pavilion, allowing this space to incorporate the elements of wind and temperature in its design, making science fun and making the Internet of Things more interesting.

Bamboo Pavilion - Photo and Check-in Spot Conveys Conservation Message

Taichung has many new and original modern buildings, but how will the city's image be presented through the Flora Expo? This was a primary consideration for the City Government when planning the Expo, so the City Government visited the Taichung Real Estate Business and Trade Association, and later announced they had chosen to give a young architect free reign with the project. Finally, in keeping with construction industry trends of energy saving, reducing carbon emissions, green energy and sustainability, the beautiful Bamboo Pavilion was unveiled. Many of the public who came to Huludun Park site in Fongyuan said they came to see this bamboo pavilion so they could take photos and check in on social media.

Entrepreneurship Pavilion - 4 small and Medium Enterprises Get Involved

Four small and medium enterprises expressed an interest in running the Entrepreneurship Pavilion: King Ray Industry Co., Ching Hsin International Co., Masse and Atunas. They are all members of the Central Innovation and Entrepreneur Association, and they all have a healthy amount of experience to bring to the table. The four companies specialize in very

different industries: wearable tech, sports, hot springs and massage chairs, and together they were able to co-create Entrepreneurship Pavilion, setting up a series of themed interactive installations.

Ching Hsin International Chairman Liao Tzu-Chen described the building as "reborn", meaning it had been rescued from disrepair. Despite a lack of resources in the beginning, everyone made a great joint effort to overcome challenges, reflecting Taiwan's industrious spirit. They stood strong and tackled the challenge, just as Taiwan is frequently tested by earthquakes and typhoons. King Ray Chairman Huang Chin-Hsing is from Taichung, and worked hand in hand with the other three companies on the exhibit. The Entrepreneurship Pavilion combines local culture with a historical backdrop. As well as showcasing the unshakeable vitality of Taiwanese SMEs, it also embodies an entirely different type of enterprise.

Participation and Donations from Companies

Resources From Partners - Varied Forms of Collaboration

Taichung Flora Expo's many partner companies filled a variety of roles, from running the business pavilions and creating the large-scale art installation "Listen to the Sound of Flowers Blooming", to presenting the "company flower garden" and providing advertising. Companies also donated goods and provided visitors with service facilities, such as the 400 wheelchairs



Former Taichung Mayor Lin Chia-Lung (Center) took a group photo with entrepreneurs at the "Entrepreneurship Pavilion"

and water dispensers provided by Siliconware Precision Industries, and the free WiFi from Chunghwa Telecom.

Companies Sponsor Expo Shows

The Expo site featured a variety of performance art every day, with sponsorship from more than 30 companies and non-governmental organizations including Tai Power and Taichung Culture Foundation. This support allowed the three main areas of the Expo to schedule new theatrical works and various kinds of performance every day to showcase Taichung's local culture.

Companies Sponsor Consumables, Advertisements and 3D Books

Taiwan Chinese Petroleum's contribution to the Flora Expo was 600,000 liters of fuel for shuttling visitors, and Flora Expo banners in close to 2,000 gas stations across Taiwan; the Uni-President Enterprises Corporation released a joint marketing campaign, and provided 10,000 bread products for volunteers and staff members; The Forestry Bureau exhibited in the Forest Pavilion, and provided 2,562 domestically produced logs.

Childcare product manufacturer and local firm

Simba became the sole sponsor Flora Expo's breastfeeding rooms, providing consumables such as baby wipes and disposable diapers for the Expo's 24 breastfeeding rooms throughout the Expo site, and conducting interactive marketing; Taiwan High Speed Rail installed Flora Expo advertisements in its carriages and stations; Ever Rich Duty Free displayed commercials in airports; Taichung Commercial Bank carried out green beautification at the High Speed Rail Station; COTA Commercial Bank sponsored the Leopard Cat National Day float; PX Mart sponsored 3,000 copies of the Flora Expo 3D Storybook, put advertisements on the walls of four supermarkets, and posters in all its retail stores in Taichung. Gain How Printing also sponsored 900,000 site guidebooks and volunteer handbooks.

Mandarin Airlines released their "Flowers in Taichung" series of painted airplanes and Flora Expo cabins, with 13 distinct designs on the cabin's headrest paper and pillowcases featuring the Expo's mascot imagery; DA AI Technology installed the Humanitarian Eco-Tech Pavilion and provided 3,000 volunteer t-shirts, Ta Chen Fong Umbrella Co. provided the red umbrella material for "Listen to the Sound of Flowers Blooming", and sponsored 2,000 complementary umbrellas; Cheng Loong Corporation created the "Cheng Loong Paper Pavilion", and sponsored eco-friendly toilet paper. As well as providing baby strollers, Hua Nan Commercial Bank also provided 20,000 volunteer rucksacks; Kerry TJ Logistics also contributed 10,870 rucksacks; and Treasure Dragon Corporation provided 12,000 volunteer sleeves.

2.4 Landscape in Focus - A Green Feast & Waterfront Green Renaissance

The Taichung Flora Expo team went to great lengths to put on the event, from planning and purchasing plants to the organizing the first test run. Their efforts made possible the Waipu Site's abundant range of aquatic plant life, the Houli Site's glimpse into beautiful history of "Formosa", and Fongyuan's riverbank flower display.

Mobilizing Taiwan's Horticulture Industry to Participate in Preparation Work

Flowers and trees are the heart of the Flora Expo, and in order to display a wealth of biodiversity, large numbers of plants were planted in each site. Due to their different growing cycles and conditions, all kinds of plants were able to be grown in optimum conditions in the outdoor exhibition areas over the 6 months of the Expo. Vast and varied displays were planted in keeping with the Expo's core themes, exhibiting Taiwan's horticultural ability to the world. The Flora Expo was not just a business park; 8 municipalities in Taiwan and 30 organizations from around the world

were invited to exhibit at the Expo.

Planting in all Areas - Setting the Standards for Style and Procurement

In discussions on the horticultural characteristics and highlights of each site with agencies involved with planting, the planting styles for each site was decided. Before going ahead with planting, principles for plant procurement were formulated. Primarily Taiwanese produced flowers, trees and growing materials would be used in order to support local growers, reduce the time required to move goods and



"Hygrophila pogonocalyx" indigenous to Taiwan was discovered at the pavilion



Organic food crops planting in An Eco-friendly Home for Four emphasize the spirit of self-sufficiency.



restock, and reduce the event's carbon footprint. Varieties typical and indigenous to Taiwan were used to display Taiwan's agricultural superiority, and plants were selected according to growing season and color to guarantee a varied presentation of flowers for the duration of the Expo.

Landscape Planting Design - Consulting the Annual Agriculture Report

Using data from the Council of Agriculture's annual report, we analyzed Taiwan's main horticultural products, consulted with various organizations on planting design, and then agreed contracts with farmers and procured plants based on the details of each plan.

Early Preparation Period - Communicating with Flower Growers

During the initial preparation period, Taichung City Government proactively communicated with local flower suppliers and conducted close coordination and integration work. Six flower procurement meetings were held in central and southern Taiwan, to let flower growers and suppliers know the growing requirements and procurement procedures. The City Government signed supply contracts with producers, agreeing required flower types, quantities and planting times. The producers then found growers and signed contracts with them. The production details of the plan were agreed upon, and producers would still need to reserve 30% of the materials or goods.

Agreeing a Planting Schedule - Specialist Teams Provide Assistance

Flower growers agreed to evaluate planting

2018 Taichung World Flora Exposition Plant Types and Quantities:

245 species of tree, 498 species of shrub, 27 species of vine, 97 species of aquatic plants, 262 species of grass, 10 species of grain, 56 species of groundcover, 6 species of succulent plant, 29 species of vegetable, 6 species of fungus, 5 species of landscaping plant, 8 species of hanging plant, 4 species of topiary plant, 6 species of palm, 138 species of potted flower, 147 species of cut flowers, 139 species of orchid and 1,099 other species provided by the Dr. Cecilia Koo Botanic Conservation Center.

schedules while growing, and had to bring forward the farm cultivation to provide the required quantity on schedule. During the preparation period, Chen Jun-Ji, then head of the Taiwan Agricultural Research Institute, and Floriculture Research Center Director Hsieh Ting-fang established the technical service team. The team would facilitate specialist groups to provide assistance at the Expo in order to guarantee a high standard of plants, advising on site operations such as inspections of planting conditions, disease and pest prevention and fertilization.

The Planting Characteristics of Each Area

Waipu Site

Conserving Original Trees - Planting 2000 New Trees

The Waipu Expo Site featured the “Leopard Cat Family Farm”, which showcased Taiwan's quality “golden trio” (agricultural production, agricultural way of life, and agroecology). The site was originally a very sparse patch of ground, so as well as conserving the site's

original trees to preserve the local atmosphere, close to 2000 trees were planted, almost 80% of which were native Taiwanese varieties. Sapindales are a major original feature of the Waipu Site, so Taichung City Government preserved them all in keeping with the Expo's design principle of “No Destruction, Only Optimization”.

Aquatic Viewing Walkway - Observing Diverse Aquatic Plants

Aquatic vegetation is another feature of this site. The Flora Expo spans Autumn, Winter and Spring, and a variety of aquatic plants were chosen that are not dormant in winter. Through viewing windows, the Aquatic Viewing Walkway allows observation of planting displays on, in and under the water from different angles, so guests can get to know the many types of aquatic plant floating, sinking, standing and drifting.

Taiwan Floral Technology Showcase - Results of Agri-Tech Research

Taiwan Floral Technology Showcase is the culmination of research from all of the Council of Agriculture's improvement locations, showcasing the strength of Taiwan's agriculture experts in agricultural research and plant improvement technology.

On the recommendation of Miaoli District Agricultural Research and Extension Station, Flora Expo worked with producers of differently colored rice seedlings to plant an adorable image of Leo the leopard cat wearing a conical bamboo hat. The display showcased



Waipu Expo Site's water-divided trails contain many aquatic plants

Taiwan's technology and creativity, and provided a visual feast for the guests.

Green Bamboo Corridor Provides a Spot for Shade and Rest

The Green Bamboo Corridor is a 6-meter-high, 210-meter-long corridor created by Taiwanese bamboo craftsmen. Climbing plants in the corridor include curtain ivy and nine types of East Asian arrowroot. Passion Fruit and Bengal clockvine hang from pots attached to the top of the corridor to create the image of an abundance of fruits and flowers. The vines not only create atmosphere, when they have climbed to the top of the corridor, they produce an excellent shading effect; meandering visitors wandering underneath feel very relaxed by the green space.

Living Green Wall - Display Local Environment Characteristics

The stepped appearance and planting arrangement echo the distinctive appearance of Waipu's river terraces and farmland, reflecting the gradual change in farmland and landscape from the “higher steps” to the lower steps of the river's topography.

The upper portion of the Living Green Wall features green leafed plants like Boston fern and



arrowhead vine to symbolize the original and uncultivated form of the natural environment. The lower 'steps' of the wall feature more colorful plants such as French marigold and scarlet sage to resemble the paddy fields, flora and landscape closer to Da-an River.

Fengyuan Huludun Park Expo Site

Romantic Garde

The Fongyuan Huludun Park Expo Site is divided into five areas:

1. Fantasy Wonderland features a meticulously woven sea of flowers using flowers from all four seasons. The area is arranged in a fairytale theme, embodying happiness and the atmosphere of marriage, enchanting and captivating.
2. The Garden Competition Area displays edible flowers in hopes of provide visitors with a few of their "five a day", and encouraging more people to practice growing in their own balcony or courtyard.
3. The 213-meter-long Romantic Floral Corridor and 30-meter-long Vine Tunnel are the highlights of this area; the Romantic Floral Corridor makes use of many colored flowers and climbing plants to create a romantic atmosphere.
4. Tree Rose Garden was created with 34 types of rose as its theme. Visitors are first greeted with a tree shaped rose flower, and follow an



Beautiful grass and flowers transform Fengyuan Huludun Park Expo Site into a romantic garden

elegant trail through the Rose Garden.

Mother Nature's Palette - Tree Planting for View and Bird Breeding

The design for the landscape along Ruanpizai Creek, which runs between sections 4 and 5, is based on the indigenous riverside plants. In section 5 the visual concept "Mother Nature's Palette" was used to create street furniture, let walking visitors sense the variations in the flow of the creek and the other changes in the surroundings.

The riverside is planted according to the principle of "tree planting for view and bird feeding. The original trees were all left where they were, and native Taiwanese varieties such as Chines elm, false Indian almond and Chinese fringetree were selected for the newly planted trees. The Vine Tunnel, made with climbing plants, is another special attraction of the site.

More Greening - 27,000 New Flowering Shrubs Planted

A total of 27,000 new flowering shrubs have been planted at the Fengyuan Huludun Park Site. At the end of the Taichung Flora Expo, these new plants will carry on greening the park, making it more ecological sustainable.

Houli Horse Ranch Site

Planting and Horses Go Together

Since 1993 Houli Horse Ranch has bred serum horses for the Center for Disease Control. In Taiwan around one thousand people are bitten by snakes every year. If bitten by a poisonous snake, the most effective way to suppress the toxicity is to inject the antivenom. The primary method of producing snake antivenom is by injecting snake venom into horses.

This is because horses' blood cell count is relatively high, helpful for extracting large amounts of blood, and human allergic reactions to horse blood proteins are very minor. Before research into snake venom proteins was developed, our forebears depended on herbal medicines to heal snake bites. This knowledge presents a precious cultural asset. The Snakebite-Curing Plants Area recognizes the contribution of these plants to fighting snake venom: they include the mock strawberry, air plant, lindernia anagallis, gripweed and bochoji.

Horse Fodder Plants Area - Mixed Installation Art

Crops for feeding horses have also been planted to give guests an idea of the nutrition that they need. The horses mainly eat grass, oats, grapefruit, bananas, tangerines and sugar cane, so their diet could also be used to achieve healthy diet education goals.



Houli Horse Ranch Expo Site used "green sculpture" art installations that imitate Arabian horses, mainly commemorating the King of Jordan presenting Arabian horses to Taiwan as gifts.

Four Season Flowers - Horse Facial Markings Plants Area

The hair on the face of every horse has a unique mark similar to a human birthmark, and light hair under dark hair looks like a meteor as it passes through the starlit sky. The Four Season Flower Garden uses this "meteor" as its theme, for example, in autumn when the air is still warm, sets of flowers with warm colors are planted; when Christmas time comes around, the traditional pairing of red and white is used.

Plants With "Horse" (Ma) in Their Name - They All Have Something to do With Horses

The names of the plants in this area all contain the Chinese character "馬" which means "horse", and the origins of the names are all somehow related to horses. Displaying various plants with "horse" in their name is a way to inform the public in a fun way. For example, the leaves of common purslane (馬齒莧) are shaped like a set of horse's teeth, and they have a slippery feel like Chinese cabbage, and so are called "horse teeth cabbage" in Chinese



Houli Forest Park Site

The Amazing World of Taiwan Indigenous Cultures

The wisdom passed on by Taiwan's indigenous inhabitants is inextricably linked with nature, the earth and culture. The Amazing World of Taiwan Indigenous Cultures uses plants to share this precious traditional culture, and conveys a life philosophy born of this long harmonious coexistence with nature, that reveres the wisdom of the earth.

For example, beautiful indigenous head ornaments possess great cultural significance. Different kinds of flower are used for different seasons, and they also contain important symbolism and life lessons. In Rukai culture, the Aztec marigold, brightly colored and symbolizing honor, is only worn by warriors skilled at fighting, and is one of the ritual flowers for coming of age ceremony of the Puyuma people. Garlands of cockscomb flowers, gardenias and fragrant eupatorium are worn by young people as they pass into adulthood in an important ceremony.

Small Kitchen in the Natural Wide - Indigenous Signature Crops

In the daily life of an indigenous tribe, nature is a delicious kitchen. In the Uhtan'e ho Mimimiyo Forest, the roaming Small Kitchen in the Natural Wide shares precious indigenous signature crops such as tree beans, taro, sowthistle, millet and red quinoa. The Kitchen

conveys the inseparable link between the land and diet, sharing the wisdom of the tribe. In the forest the fun filled bamboo pipe bells can be used to drive away little birds.

World Flower Art Contest Praises Horticultural Diversity

The World Flower Art Contest invited 30 organizations from around the world. It is one of Flora Expo's most important international events, featuring flower gardens of all different styles.

The European flower gardens primarily conveyed ecological and eco-friendly ideas, such as the Dutch who not only displayed the familiar windmill and bulb flowers, but using the concept of reused building materials, also created the first entirely recycled building in Taiwan. The American, African and Asian flower gardens featured many characteristic buildings paired with landscape planting, displaying their countries' unique features. Palau, the Solomon Islands and the Marshall Islands used white sand matched with tropical palm trees and distinctive cultural artifacts to create an island atmosphere. The neighboring Taiwan garden used traditional red brick to show Taiwanese people's enthusiastic hospitality and old-fashioned style.

In addition to the contest, AIPH and the Council of Agriculture worked together to combine local culture with the concepts of sustainability, green islands and rural regeneration. They created a garden that demonstrated world leading horticultural techniques while advancing international exchange.

2.5 Compete to Learn - In Search of Rising Florists

The 10 themes of floral competitions in the competition hall have surging creativity and design. Orchid Hall is filled with beautiful flowers, and the corporate sponsored gardens create brand images; 30 international garden areas. They connect to become an ecological and carbon reducing flora world.

Ten themes of floral competition

“**B**lossom Pavilion” situated in Taichung Flora Expo Houli Park, is an international flower and gardening arena. After the opening ceremony, a total of 17 countries and 35 units participated in the international indoor floral competition. The remaining nine short term indoor floral competitions had a total of 174 floral organizations participating called up by Taiwan Floriculture Development Association. All the domestic floral experts gathered together, and had a friendly competition, and looked to find the future star in the floral circle.

“Competition Hall” conducted a total of ten floral competitions and exhibitions. One was during the trial operation. We got to view exhibitions of diverse themes, different creativities, and designs. There were new competition schedules and floral diversity at different times to satisfy flora enthusiasts.



Ho, Lu-Ping-Simple Leisure

Home landscape design competition 2018/10/20 ~2018/10/28

The main goal is how to let “green” enter homes. Through green decoration of small home, we improve home environment, and upgrade the life quality of family members.

Award list

Golden award: Ho, Lu-Ping

Silver award: Chiayi City Chinese Flower Art Promotion Association, Floralpath Florist

Bronze award: Zhong, Yuan-Hong, Xinyi Interior Design Co., Ltd., Li Jing Landscape Design Co., Ltd.

Honorable mention: Qian-Yi Landscape Co., Ltd., Hua Jian Ji Floral Design Studio, Tian Yuan Landscape Company



China Floral Art Foundation-Nature's Theatre



Japan Floriculture Export Association-Silence of Red and Vermilion

International indoor floral competition 2018/11/03 ~ 2018/11/18

It was the first AIPH international competition since the opening ceremony of Taichung Flora Expo. We invited domestic and international units to attend the exhibition. We focused on floral industry technology exchange, and exhibited the diverse and high quality flowers in Taiwan, in order to promote floral exporting. International indoor floral competitions

attracted floral organizations globally to attend. After fierce evaluation processes the biggest award didn't not disappoint. It was given to China Floral Art Foundation. Their "Plant Theater" exhibited the great features of all kinds of plants.

Overall decoration competition

- First award:** China Floral Art Foundation
- Golden award:** Japan Floriculture Export Association
- Silver award:** Cocoa Orchid Farm, London School of Economic & Political Science Alumni Association Taiwan
- Bronze award:** Chinese Floral Arts Foundation, Singapore Florist Association, DSD Blossom, DSD Blossom Co., Ltd.
- Honorable mention:** Y.K. Janur Indonesia, Taiwan Pot-Plants Association, International Floral Design Education Foundation
- Special evaluation award:** Sören Van Laer



Taida Horticultural Co., Ltd.-The Valley of Orchids



London School of Economic & Political Science Alumni Association Taiwan-The Elegant Afternoon Teatime in England



Ehime Prefecture-Ehime and Chihiro's Garden



Cocoa Orchid Farm-Orchid Paradise

Single item competition

Orchid group

- Golden award:** Taida Horticultural Co., Ltd.
- Silver award:** PT. Kekas Orchid, Cocoa Orchid Farm
- Bronze award:** London School of Economic & Political Science Alumni Association Taiwan, Singapore Florist Association

Flower cutting group

- Golden award:** Ehime Prefecture
- Silver award:** Komagane City, Nagano Prefecture, Gunma Prefecture
- Bronze award:** State of Hawaii U.S.A. Taiwan Office in Taipei, Japan Floriculture Export Association, London School of Economic & Political Science Alumni Association Taiwan

Foliage plant group

- Golden award:** N/A
- Silver award:** London School of Economic & Political Science Alumni Association Taiwan
- Bronze award:** State of Hawaii U.S.A. Taiwan Office in Taipei

Potted flower group

- Golden award:** Cocoa Orchid Farm
- Silver award:** N/A
- Bronze award:** Gero-onsen Tourist Association



SRA Horticulture & Flower Association-The love of Poland Paper-Cut



Sören Van Laer-Only Nature Will Survive

Potted plant group

Golden award: N/A

Silver award: SRA Horticulture & Flower Association, DSD Blossom Co.,Ltd.

Bronze award: Y.K. Janur Indonesia, Cocoa Orchid Farm, China Floral Art Foundation

Floral art group

Golden award: Sören Van Laer

Silver award: Chinese Floral Arts Foundation, Y.K. Janur Indonesia

Bronze award: Brigitte Heinrichs, State of Hawaii U.S.A. Taiwan Office in Taipei, Singapore Florist Association



J. K. I. T-The breath of the earth

Human body floral accessory design competition 2018/11/23 ~ 2018/12/02

Through competitions, more newcomers used flowers as media. They designed attractive human body floral accessories, leading to fashion and popularity.

Award list

Golden award: J. K. I. T

Silver award: Candyfloss Florist Design, TF Garden Flower

Bronze award: Hsieh, Chuei-Jan, Taiwan Pot-Plants Association, Li Jing Landscape Design Co., Ltd.

Honorable mention: SF Flower, International Floral Design Education Foundation, Eucalyptus



TF Garden Flower-Green Island

Environmental floral art competition 2018/12/07 ~ 2018/12/16

In response to Taichung Flora Expo's "Floral Discovery GNP" theme. We invited 19 floral groups and individuals to participate in the competition. Through floral arts, we integrated life environmental protection competitions, so people could learn from planting and nurturing flowers, and do something beneficial to the Earth.

Award list

Golden award: TF Garden Flower

Silver award: Green Idea Life of Florist, Liz International Co., Ltd.

Bronze award: Qian-Yi Landscape Co., Ltd., Jing chuan Image Landscape Co., Ltd., Floralpath Florist

Honorable mention: Art of Flowers Association New Taipei City, J.K.I.T, Taiwan Florist Association



Chuang, Ping Ju-Christmas party

Christmas festival design competition 2018/12/21 ~ 2019/01/06

From Christmas to New Year's Day, we held the colorful and joyful "Christmas festival design competition." 19 units from all of the country participated in the competition. We used Christmas wreaths and flowers to create Christmas and romantic atmosphere.

Award list

Golden award: Chuang, Ping Ju

Silver award: TF Garden Flower, New Taipei City Floral Art Association

Bronze award: Qian-yi Landscape Co., Ltd., L&V Flower, Elegance Flower Art Studio

Honorable mention: Chuo, Yueh-Lan, New Taipei City Green Hand Creation Life-Aesthetics Promotion Association, J. K. I. T



TF Garden Flower-Dabble Happiness - Chinese Wedding

Wedding decoration competition 2019/01/11 ~ 2019/01/27

Floral decorations in modern weddings have decreased. There were 19 units that participated in this competition. They used flowers to decorate romantic wedding venues. From wedding halls to wedding banquets, you could see the use of floral art designs, which gave newlyweds unforgettable weddings. Colorful floral decoration is still the best choice!

Award list

Golden award: TF Garden Flower

Silver award: Li Jing Landscape Design Co., Ltd., Taiwan Pot-Plants Association

Bronze award: Louis. Flowers, Celebrity Floriculture Studio, Candyfloss Florist Design

Honorable mention: Shi-Mao Flower Store, J.K.I.T, Chen, Mei-Hua



TF Garden Flower-Reunion In Flora Expo

Chinese New Year Flower Design Competition 2019/02/1 ~ 2019/02/17

Lunar New Year holiday is the most important festival for the Taiwanese people. The flowers are heavily used during this time period. Flowers that bring joy and fortune, such as moth orchid (Fortune comes continuously), cat-tail willow (Money), and bamboo (Rising higher) are the most popular. This theme focused on New Year's reunion, and out with the old, and in with the new. This exhibited the floral meaning of auspicious blessing, and promoted the sales of flowers.

Award list

Golden award: TF Garden Flower

Silver award: New Taipei City Floral Art Association, Lin, Yu-Ju

Bronze award: Taiwan Pot-Plants Association, Li Jing Landscape Design Co., Ltd., Liz International Co., Ltd.

Honorable mention: Hua Jian Ji Floral Design Studio, J. K. I. T, International Floral Design Education Foundation



TF Garden Flower-Discovery of Taiwan Gourmet and Flora

Floral installation art design competition 2019/02/22 ~ 2019/03/10

A total of 18 domestic units participated. New creations combining flowers and installation art went beyond the restrictions of flower arranging in a limited space or container, casting off the shackles to allow the creators to give free rein to their creativity to produce refreshing flower artworks rich in artistic value.

Award list

Golden award: TF Garden Flower

Silver award: Li Jing Landscape Design Co., Ltd., Chen, Pao-Fen

Bronze award: Chinese Cultural and Creative Industry Aesthetic Life Promotion Association, Taiwan Pot-Plants Association, Eucalyptus

Honorable mention: Shang Fang Floral Design Studio, Hua Jian Ji Floral Design Studio, Qian Jiang Art Modern Co., Ltd.



TF Garden Flower-Home · Shine upon Warm

Home group potted plant creation competition 2019/03/15 ~ 2019/04/07

The Home group potted creation competition provided people with great ideas. A few potted plants can make beautiful green homes. A total of 20 units participated. Participants used plant lines and colors. They combined techniques and creation to make the advantages of plants stick out; the scenery of mother nature is condensed in these little potted plants.

Award list

Golden award: TF Garden Flower

Silver award: Li Jing Landscape Design Co., Ltd., J. K. I. T

Bronze award: L&V Flower, Liz International Co., Ltd., Chuang, Ping-Ju

Honorable mention: Chou, Chian-Liang, Green Idea Life of Florist, Si Li design Co., Ltd.



New Taipei City Green Hand Creation Life-Aesthetics Promotion Association-Queen of Flowers

Window flower design competition 2019/04/12 ~ 2019/04/24

How to make “windows” of stores and malls attractive is a big challenge. In this competition, we invited 20 units to participate in the decoration. Participants used floral decorations to make products stand out, attract consumer attention, and in the meantime promote the popular trend.

Award list

Golden award: New Taipei City Green Hand Creation Life-Aesthetics Promotion Association

Silver award: Chang, Li-Chun, Floralpath Florist

Bronze award: Li Jing Landscape Design Co., Ltd., Qian-yi Landscape Co., Ltd., Taiwan Pot-Plants Association

Honorable mention: Starhouse, J. K. I. T, Flower Fairy Studio



Hong Yi Landscape Studio-Greenery Art

Five short term garden competitions

Fengyuan Huludun Park Expo Site attracted my domestic garden landscape organizations, schools, and floral experts to participate. The garden theme setup and life go hand in hand. We provided participants with more inspiration, and implemented down to earth gardening.

This exhibition contains five competitions. They include green walls and green rooftop gardens, delicious edible gardens, cool water scene gardens, spiritual relaxing, creative balcony landscapes, and interesting 3D green sculptures.

Green wall and green rooftop garden competition 2018/11/03 ~ 2018/12/02

During the opening ceremony of the Flora Expo, the first theme of garden competition was “green wall and green rooftop garden competition.” We gathered top 13 domestic landscape design teams to participate. Other than landscape greening, we also focused on energy conservation, carbon reduction, and environmental protection. The artwork themes were diverse, with rich materials.

Award list

Golden award: Hong Yi Landscape Studio

Silver award: Floralpath Florist, Tian Yeh Landscape Company

Bronze award: Tian Yeh Landscape Company, Muiyoutrue Creative Workshop, Jian, Jun-Wei

Honorable mention: Hosunyuan Landscape Gardening Co., Liu Jiao Ting Landscape Engineering Co., Ltd., Chaoyang University of Technology

Edible garden competition 2018/12/10 ~ 2019/01/06

A total of 16 domestic landscape design teams participated in his competition. They focused on useful and edible plants, such as lettuces, tomatoes, vegetables, and fruit trees. We combined plant watching, exhibited plant characteristics, created the functions of space aesthetics and “Delicious and good-looking” food supplies.

Award list

Golden award: Abundant Grass Co., Ltd.

Silver award: Hsinlinting Hort. Co., Ltd., Jia Shu Floral Design Studio

Bronze award: Berlin International Consultants Co Ltd., NCUT Chinyi Tech Department of Landscape, Wei-chun Flower Shop

Honorable mention: Department of Post Modern Agriculture of MDU, National Taitung College, Chiayi University Department of Landscape



Abundant Grass Co., Ltd.-Plan food that is, local materials



Lyu-Di Landscape Limited-Enjoying Tea

Waterscape garden competition 2019/01/14 ~ 2019/02/10

Through “Waterscape garden competition,” other than echoing the exhibition theme of water coast and floral city of Huludun Park, we also provided people with roaming and viewing. Sustainable ecology is an important topic. We used suitable designs to transform the dead corners of the cities. This garden competition invited people to share and listen to the orchestra of water and flowers.

Award list

Golden award: Lyu-Di Landscape Limited.

Silver award: Jing chuan Image Landscape Co., Ltd., Jia Shu Floral Design Studio

Bronze award: JiouCiou Landscape Design, Liu Jiao Ting Landscape Engineering Co., Ltd., National Taitung College

Honorable mention: Department of Landscape Architecture, NCUT, Abundant Grass Co., Ltd., Tunghai University



JiouCiou Landscape Design-Outdoor Office

Creative balcony landscape competition
2019/02/18 - 2019/03/24

A total of 17 units participated in the “creative balcony landscape competition.” Most participants were students. In addition, there were professional landscape teams who also participated in the exhibition. City concrete forest balcony became the exhibition platform. We used all kinds of potted plant combinations, space storage methods, ingenuity and stacking creativity. We created micro balcony landscape. Through exhibition, tourists could emulate and apply in their home lives.

Award list

- Golden award:** JiouCiou Landscape Design
- Silver award:** Liu Jiao Ting Landscape Engineering Co., Ltd., Qian-Yi Landscape Co., Ltd.
- Bronze award:** JiouCiou Landscape Design, Liu Jiao Ting Landscape Engineering Co., Ltd., National Taitung College
- Honorable mention:** Tunghai University, National Hualien Agricultural Senior High School, TIAN YUAN Landscape Company



Qian Yi Landscape Co., Ltd.-Happy Bear

3D green sculptures
2019/04/01 - 2019/04/28

There were 11 units participating in the “3D green sculpture competition. We used steel frames, together with plants to exhibit creative aesthetics, and colorful green sculpture designs. From different angles, we could see the secrets of plants and landscapes. Uniqueness, installation, and entertainment were added.

Award list

- Golden award:** Qian Yi Landscape Co., Ltd.
- Silver award:** Liu Jiao Ting Landscape Engineering Co., Ltd., Jing Chuan Image Landscape Co., Ltd.
- Bronze award:** Nantou Education and Nursing Institution, Ministry of Health and Welfare, Song Quan Landscaping & Design Studio, Chong De Flower Shop
- Honorable mention:** Muyoutrue Creative Workshop, Chaoyang University of Technology, Chaoyang University of Technology



Fengyuan Huludun Park Expo Site's Changhua County Garden

County and city garden area
Eight counties and cities
participated in the exhibition

In order to exhibit the floral beauty of Taiwan, Taichung City Government invited Taipei City, Taoyuan City, Miaoli County, Nantou County, Changhua County, Yunlin County, Tainan City, and Penghu County Governments to participate in the exhibition. We created the “County and City Garden Area” in Fengyuan Huludun Park Expo Site. We decorated using all kinds of flowers, and exhibited the unique flower



Fengyuan Huludun Park Expo Site's Tainan City Garden



Fengyuan Huludun Park Expo Site's Nantou County Garden

landscapes of all counties and cities.

Bravo gardeners led the way in roaming in the Taipei forest garden feast. We enjoyed all the opening spaces in the corners. Taoyuan City integrated local floral and industrial characteristics, and created Taoyuan theme image garden, Miaoli County used green sculpture raccoon as the mascot. Through photopermeable window commentary system, it introduced the sceneries of Miaoli. Changhua County used locally produced flowers, nursery stocks, and Bagua Mountain Great Buddha.



Fengyuan Huludun Park Expo Site's Taipei City Garden



Fengyuan Huludun Park Expo Site's Penghu County Garden



Fengyuan Huludun Park Expo Site's Taoyuan City Garden

Using blossoming flowers, we could feel the message of beauty and happiness of bride exhibited by Nantou. “Chimes” brought the most beautiful sceneries of Yunlin, agricultural characteristics, and temple culture. The façade images of the first school of Taiwan, old houses, window flowers, floral walls, alleys, jacanas, and black-faced spoonbills, were the highlights of Tainan. Penghu, with the most beautiful seas, used Twin Hearts Stone Weirs, Kueibishan Moses Parts the Sea, and basalt stone pillars as the foci of the exhibition.



Fengyuan Huludun Park Expo Site's Yunlin County Garden



Fengyuan Huludun Park Expo Site's Miaoli County Garden



Hsin Wan Jen Chemical & Pharmaceutical Co., Ltd.-Green, Love & Care



Sunmade Inc.-Light: Witnessing Love



Celebrity Floriculture Studio-Senior's Happy Life



Fam Wood Furniture Corp.-2nd Home

Corporate garden area

2018/11/03 ~ 2019/04/24
Fengyuan Huludun Park Expo Site's unique characteristics

“Corporate garden” was decorated by eight corporations in Fengyuan Huludun Park Expo Site. Hsin Wan Jen Chemical & Pharmaceutical Co., Ltd. , known for producing “green oil,” used the exterior package as structure; the raw materials of mint, European Verbena, and Geranium were used to create Green, Love & Care garden artworks, so the people could experience the aromas of vanilla plants through visualization and smell.

Sunmade Inc. used the globally patented “light particles” to create installation art that lights up without the use of electricity. Light: Witnessing Love was a joyful garden that uses sunlight to witness love.

Celebrity Floriculture Studio’s Senior's Happy Life focused on the concepts of life and reduction or Earth burden, and had exhibits by Taichung’s local Ya-Town Corporation and East Vision Corporation, creating sustainable environment protecting home gardens. Solar panels can be installed on aluminum alloy solar energy rooftop scaffoldings and can be used to block wind and rain, and produce green electricity.

Fam Wood Furniture Corp.’s 2nd Home artwork was a mobile hut that provides comprehensive “agricultural, food, and lodging” experience, friendly to the environment and people.

Liu Jiao Landscape Engineering Co., Ltd. is a local Taichung corporation. It created the “Love in Mountains” garden. We invited friends from all over the country to enjoy a cherry blossom feast, and watch interesting and cute succulent



Hdjc Company Ltd.-Enjoy Flowers and Butterflies &Spheric Church

family.

Yulan Culture Company's Blessing for a Lifetime was a garden design. They use three different world religious symbols as the design axes. Together with Taiwan's local planting, it symbolized consideration and love for a lifetime.

Grand Blossom Grange's Opening the Flower World of the Rose Box used an organic planting method. We constructed a theme of garden space that is intimate to nature. In this little paradise, flowers and grass were rich food materials.

Hdjc Company Ltd. is known for building light designs. Through interactive devices, they created the Enjoy Flowers and Butterflies &Spheric Church district. Through interactive devices, the butterflies on the trees flapped their wings and sparkled.

Hdjc Company Ltd.'s Spheric Church is a hall filled with love. When couples came to this spherical church filled with love, they received blessings from everyone.



Yulan Culture Company-Blessing for a Lifetime



Hdjc Company Ltd.-Enjoy Flowers and Butterflies &Spheric Church



Liu Jiao Landscape Engineering Co., Ltd.-Love in Mountains



Grand Blossom Grange-Opening the Flower World of the Rose Box



World garden competition

The international garden consisted of artworks from 30 domestic and international units. It was one of the highlights of the Flora Expo. President of AIPH, Mr. Bernard Oosterom and Chief Secretary Tim Briercliffe invited Taichung City Government, Chairman of Council of Agriculture, Executive Yuan, Chen Ji-Zhong, Mayor of Almere, Holland, Franc Weerwind, and COA & AIPH Nilufer Danis to conduct the COA & AIPH garden opening ceremony.

The 30 international garden designs not only exhibited global customs, but also integrated the important topics of forest preservation and water resource use. Each exhibition space contained only 300 squared meters. The design was very difficult. Tourists experienced attractive global floral garden customs here. It was very popular.



Bhutan

Participating unit: National Adventure Tour and Trek

Artwork name: Welcome To Bhutan Garden!

Design concept: Bhutan has a rich ecological environment. 72% of the land is covered by forests, and is a country with zero carbon emission. Bhutan has rich and unique cultural traditions. The national developmental metrics are not “Gross Domestic Products,” but “Gross National Happiness.”



Hong Kong

Participating unit: Silk Road Association

Artwork name: The Adventure of the Maritime Silk Road

Design concept: Through the shiny and secret door, we started the silk road journey on the sea. Along the way, we saw beautiful foreign sculptures. We were accompanied by beautiful flowers. Through floral waves, we went through different cultural spaces, and experienced surprise adventures. Finally we brought back great memories, and a beautiful garden bloomed inside our hearts.



Japan

Participating unit: Tanaka Zouendoboku Co., Ltd.

Artwork name: Tianshui Seven Postures of Water

Design concept: Design concept: Rain moisturizes the land and nurtures lives. Rain came to the land in the form of water, and became water’s expressions. There are waterfalls in the mountains, and hot springs on the ground. Using the Japanese garden building methods, we expressed the seven forms of water: Flow, fall, slide, gush, walk, leap, and travel. People can feel the mystery of nature.



Kazakhstan

Participating unit: Silk Road Horticulture Association

Artwork name: Central Asian Garden-A Bridge of Asia & Europe

Design concept: Central Asia has converged with Eastern and Western civilization. The garden was made of golden Roman columns to exhibit power. In the mythology, it symbolizes animals with great significance, beautiful and solemn human sculptures. Together it created a Central Asia that is mysterious and attractive.



Korea

Participating unit: Korea Association for the Advancement of the Flower & Culture

Artwork name: Korean Folklore Garden : The Garden of Eternal Love

Design concept: Using Korean cowherd and weaver stories to create “Eternal Love.” Garden is according to the story plots with Korean traditional elements. Tourist could experience by walking the trails.



Malaysia

Participating unit: International Floral Design & Education Association

Artwork name: The Joyful Tour to the Malaysian Rain Forest

Design concept: Through the shiny and secret door, we started the silk road journey on the sea. Along the way, we saw beautiful foreign sculptures. Malaysian national flower Chinese hibiscus welcomed the guests with enthusiasm. In the arbor forest, we created the visualization of tropical rain forest. Tourists strolled in the garden. There were also surprises of Tapirus Indicus and Rafflesia.



Mongolia

Participating unit: Uvs Province Taiwan-Mongolia office

Artwork name: The Beauty of Desert – Mongolia

Design concept: Mongolia is arid all year long, with few trees. People are mostly nomads. This exhibition design was based on the Eastern expedition of Genghis Khan. The mobile yurt ox carts, traditional relics and Mongolian sheepfolds were exhibited in the background.



Myanmar

Participating unit: I Love Myanmar

Artwork name: The Promise Land-Myanmar Garden

Design concept: The garden used the transformation of Myanmar to exhibit national characteristics and expectations. The white pentagonal star represents Myanmar’s sustainable federal existence. Different colors of plants showed the colorful symbols of the flag of Myanmar. Yellow is unity, green is peace and tranquility, and red is bravery and determination.



Nepal

Participating unit: Lalit Mandap Art & Architect P.Ltd.

Artwork name: Way of Life

Design concept: Created by Nepalese artisans and experts. This reflected the most classic Nepalese lifestyle. In the garden, we exhibited and displayed Nepalese artworks, relics, flowers. There were also live performances.



Oman

Participating unit: Commercial Office of the Sultanate of Oman-Taiwan

Artwork name: Impression Oman- Fortress and Oasis

Design concept: There are more than five hundred preserved fortresses that are open to the public in Oman. Some of them were listed as world cultural heritage by the United Nations Educational, Scientific, and Cultural Organization. This artwork used sand sculpture to replicate fortresses in Oman, and exhibited local features. Using date palms as background, desert oasis, and succulent plants, in order to show the images of Oman.



Pakistan

Participating unit: Far East Oriental Trading Company (Pvt) Ltd.

Artwork name: Pakistan Garden

Design concept: Pakistan Garden created the famous Chahar Bagh. The four parks symbolize love, acceptance, appreciation, and purity. It described the different faiths and harmonious expectations in the world. Harmony was the most important and precious elements of the garden.



Singapore

Participating unit: Floriculture Association (Singapore)

Artwork name: Harmony

Design concept: Mixed design of Chinese and Japanese styles. South Asian style ecological ponds and basalt were arranged to become Leo-shaped, which symbolized lion city. Together with Taiwan's Makino Bamboo and colorful plants, which displayed the diverse Singaporean society.



Taiwan

Participating unit: The National Federation of Landscape Association of R.O.C

Artwork name: Have you eaten yet?

Design concept: Using "Have you eaten yet?" as a friendly hello and the main focus of landscape stories. The garden expressed the transformation of daily civilian life aesthetics, diverse, and mixed cultural styles. We used red bricks in Taiwanese garden images: Life, production, and ecology.



France

Participating unit: Michèle & Miquel, France
Artwork name: 10 to 100

Design concept: Using deciduous forest as cover to avoid aerial attack. Designers used tensile resistant cable to stabilize the wall, in the meantime, supported soft texture suspension mirror. The face of the mirror is situated on the edges. The reflections were displayed from all angles, which created the image of hundreds and thousands of trees that dazzled the eyes.



France

Participating unit: Nantes City Government & Association Nantes est un jardin

Artwork name: Eel de Nantes

Design concept: Eel is a symbol of Nantes-Loire Providence of the Atlantic. They came all the way from France to Taichung Flora Expo. Using the shapes, colors, and textures created a beautiful journey using plants and landscapes from the two countries!



France

Participating unit: Saint Pol de Léon City Government

Artwork name: Postcard from Bretagne

Design concept: There were blue Venetian blinds inside the lighthouse, and a small garden outside. Strolling in the garden, not only could you smell the fragrance, there were also many different vivid colors. Standing on top of the lighthouse, you could see the ocean, rocks, and the grass in Bretagne.



Germany

Participating unit: KulturAnkere.V.

Artwork name: Floral Frame of Time

Design concept: The exhibition hall was a big 3D object made of bamboo, surrounded by vanilla plants. Together with modern German artworks added the finishing touch. The exhibition hall was the brainchild of new German artists. The one story structure became an art and cross cultural inspiration platform, which made people reluctant to leave.



Netherlands

Participating unit: The Netherlands Trade and Investment Office

Artwork name: Holland Pavilion: Almere Green City

Design concept: After the Taipei Flora Expo ends, where will the Holland Pavilion go? Holland used the concept of Almere in the 2022 International Association of Horticultural Producers. They created the first circulation architecture. The ideal city in the future will arrange building materials and facilities for life circulation. In the Holland Pavilion, you saw flowers and sustainable future.



Spain

Participating unit: Michèle & Miquel, Spain

Artwork name: Branches

Design concept: The artwork used large branches to make dome architectures. The sunlight shone through the branches, and reflected on the reservoir in the axis of the building. Branches and galleries reflected on water surface. When you looked up, you could see two small forests. They preserved the original vegetations. The complicated branch garden is suitable for the habitation of birds, fishes, and insects, and will eventually become soil.



Turkey

Participating unit: LisiniaTurizmSağlıkHayvancılıkTarımMadencilik San. veTic.Ltd.Sti

Artwork name: Natural Life for the Human Life and the World

Design concept: Humans should be responsible for the deteriorating global environment. They are capable of stopping the situations from worsening. The garden concept is that we must protect the wild animals and their habitats, and the water resources of humans.



United Kingdom

Participating unit: London School of Economic & Political Science Alumni Association Taiwan

Artwork name: The British Royal Classic Garden

Design concept: Filled with foreign flowers, paintings of botanical arts. Handmade paintings of floral chinawares. From the royal botanical garden, Kew Garden, to civilians' garden afternoon tea, it exhibited British's lifestyle of enthusiastic gardening.



Canada

Participating unit: Global Asian Interactive Youth Association

Artwork name: Lakeside Snow House –Canada

Design concept: Canada's mountains are filled with coniferous forests, which have the reputations of being one of the seven wonders in the world. White snow covered the huts with mysterious coniferous. It duplicated the scenes of fairy tales. The huts in the maple forests were filled with the taste of maple syrup, which bring great hopes.



Chile

Participating unit: Magia del sur Andino

Artwork name: Sustainable Chile - Reduce, Reuse and Re-Landscape

Design concept: Integrating the concepts of recycled materials. They are necessities of modern landscape designers. There were Chilean geological metaphors, sustainable and ecological friendly landscape designs in the garden. It also shared the poems of two Chilean Nobel Literature Prize winners.



Republic of Palau, Solomon Islands, Marshall Islands

Participating unit: Embassy of the Republic of Palau, Embassy of Solomon Islands, Embassy of the Republic of the Marshall Islands

Artwork name: Asia-Pacific Diplomatic Joint Garden

Design concept: The Republic of Palau invited other friendly island nations to design Asiatic friendly and joint garden. Through white sand beaches with waterscapes and tropical plants. They exhibited special geological environment and ecology. Culturally unique huts introduce all kinds of relics of oceanic islands. This promoted international exchanges, and deepened friendship between the nations.



United States

Participating unit: State of Hawaii U.S.A. Taiwan Office in Taipei

Artwork name: The Legend of Polynesians

Design concept: Using MOAI stone statues to commemorate the wisdom and legends of Austronesian ancestors.



Somalia

Participating unit: Global Horticultural Group

Artwork name: Nature's Miracle Gift

Design concept: concept: Somalia is situated on the Easternmost side of Africa. It is the starting point and hub of economic and trade from Africa's Suez Canal. The garden's extensive image designs contained many flow lines, entrances, and exits. It used tropical palmaceae and water elements. It was a relaxing recreational natural scenic garden.



Madagascar

Participating unit: La Mira Garden

Artwork name: Amazing Garden

Design concept: Madagascar consists of Madagascar Island and surrounding islands. The unique animal and plant ecosystem exhibits different garden functions, plantations, and features. Group recreation, shades, water, and family functions and reflects peace and tranquility.



International Association of Horticultural Producers

Artwork name: Council of Agriculture, Executive Yuan-COA-AIPH Community Garden

Design concept: Design integrated the concepts of sustainability, ecology, landscape, and air quality improvement. It exhibits green spaces' importance to metropolitan environment, community lives, and health. Especially for people who live in metropolitan areas with no gardens and outdoor spaces.



The impression of Taiwan gardens built with red bricks combines three elements: life, production and ecology, into one.

World garden competition award list

World garden competition AIPH award:
The Netherlands Trade and Investment Office

International garden competition “Overall landscape decoration competition”

First award: The National Federation of Landscape Association of R.O.C

Golden award: Tanaka Zouendoboku Co., Ltd.

Silver award: The Netherlands Trade and Investment Office, London School of Economic & Political Science Alumni Association Taiwan

Bronze award: Nantes City Government & Association Nantes est un jardin, State of Hawaii U.S.A. Taiwan Office in Taipei, Korea Association for the Advancement of the Flower and Culture

Honorable mention: Magia del Sur Andino, National Adventure Tour and Trek, Commercial Office of the Sultanate of Oman-Taiwan

International garden competition “Flower altar plant single item competition”

Golden award: N/A

Silver award: Far East Oriental Trading Company (Pvt) Ltd.

Bronze award: London School of Economic & Political Science Alumni Association Taiwan

International garden competition “Foliage plant single item competition”

Golden award: N/A

Silver award: London School of Economic & Political Science Alumni Association Taiwan

Bronze award: The National Federation of Landscape Association of R.O.C

3

New Highlights of Operation Pass with Flying Colors

2018 Taichung World Flora Expo (TWFE) was launched as scheduled.
Pre-operational preparations must be cooperatively completed in time.
The Taichung City Government has integrated and introduced professional synergy into marketing.
Operation management team had a thorough deployment and performance matrix.
Enabling this World Flora Expo show to have the highest level of performance.





3.1 Creative Marketing - Blossoming in Popularity

In order to attract worldwide tourists to participate in the event, TWFE plans promotional activities and themed marketing in different timelines. We hope everyone in the world will see the due diligent, see the change, and see the significance in "The Pride of Taichung World Flora Expo"

The Pride of Taichung World Flora Expo – Marketing sets core values

Since World Flora Expo was awarded to Taichung, besides the scene parks' construction got underway, various promotion activities and themes were planned accordingly. "The Pride of TWFE" was set as the overall marketing concept of the event. The core values of TWFE's marketing promotion was: see the change of road infrastructure, see the aesthetics of the exhibition architect, see the significance of the exhibition contents, see the colorfulness of the flower planting, see the beauty of the performing arts, see the smiling face of the volunteers, and see the diligence of the staff; we cheered the spirit of the construction team, applauded the curatorial team, cheered for the Taiwanese farmers, applauded the performers, appreciated the TWFE volunteers and cheered the staff as well. We are proud of TWFE. We are proud of Taiwan.

Four stages of promotion in different themes

In order to promote the TWFE and cultivate the concept of the TWFE in the daily life, various marketing strategies were implemented during

pre-opening, trial run and official operation in four phases, "warm-up ", "recognition ", "participation " and "sustaining ".

Warm-up period: 2016 Consecutive announcement of the TWFE recognition system to attract attention

2016, was warm-up period of publicity which aimed to promote the message of "World Flora Exhibition in Taichung coming soon" and to raise domestic awareness that World Flora Exhibition would be held in Taichung. The relevant identity system such as TWFE logo is a key element to attract public's attention. On September 19, 2016, the TWFE's identification system, slogan and core themes, included 20 seconds of TWFE logo animation short film were released; the TWFE Facebook fan page was also officially launched, which was well received by the public and reported by many media.

Subsequently, TWFE campus ambassador was selected to arouse youth enthusiasm for the event activities. The total prize award was NTD



We established the "2018 Taichung World Flora Expo" lantern area for the 2018 Taiwan Lantern Festival, so people could experience the beauty of the garden city before it officially opened.

100,000. Each ambassador had professional photographers to take pictures for the publicity and gradually increased the awareness of TWFE. From June 2017 to October 2018, three waves of TWFE mascot related LINE icon were created, attracting 200-300 downloads each time, and the number of LINE friends in Taichung city grew from 3.34 million to 4.58 million.

Afterward, Leopard Cat family Facebook fan group, TWFE Instagram, and Leopard Cat family Instagram were established one after another. In the era of digital communication, internet makes the public more acquainted with TWFE.

Recognition and Participation period: 2017-2018

Combining various activities to enhance TWFE awareness

Prior to the period of opening, it was a critical stage to make an effort to attract more people around the world. So global tourists would be motivated to take a trip to TWFE after the opening at the end of 2018.



Taichung Flora Expo Mascot Family participated in the National Day Festival float carnival and won first place in an online vote, successfully increasing the visibility of Taichung Flora Expo.



"Discover Taichung" coloring machine flies in international cities across Asia, raising the international visibility of Taichung and the Flora Expo.

Participate in large-scale events to win the hearts of tourists

2017 to the end of 2018, the Taichung City Government actively participated in various major events such as culture, festivals, and tourism exhibitions, and vigorously promoted



Deputy mayor Chen Tze-Jing (Center row, fourth from left) and chief secretary Huang Zhong-Dien (Center row, seventh from left) were responsible for greeting county magistrates and city mayors. The photo is the reception of Nantou County Magistrate Lin Ming-jen (Center row, fifth from left) and his Government team.

TWFE to gain recognition. For example, the Leopard Cat Float participated in the 2017 National Day Float Carnival, with 46,000 votes, won the most popular award through Internet, and surpassed "Taipei Bravo", which successfully made TWFE a hit in popularity.

Another example was the "2017 Flower Young Taichung" New Year's Eve party, in a dual home field format. The Intercontinental Baseball Stadium and TWFE home arena Houli Horse Ranch & Forest Expo Site were selected.



Flora Expo staff uniforms were stylish and versatile.

with the Ferris wheel light show and high-altitude fireworks show to promote TWFE; it attracted 140,000 participations.

Wu Tsing-Fong's theme song of TWFE was a hit

On June 13, 2017, the TWFE mascot was unveiled. The four super cute Leopard Cat family and their neighbor Horsiver made their debut. They became an effective tool for the development and marketing of TWFE, attended promotion and endorsement events led by the TWFE promotion ambassador and goodwill ambassador, to be seen and reach out to the world.

Wu Tsing-Fong, the singer who won the best lyrics and composition of the Golden Melody Award, was invited to be the promotion ambassador of TWFE, and created the theme song "Please Listen" for the event to convey the warm vitality of TWFE and let the general public sing with us.



Taichung Flora Expo Memorial Postal Stamps

Participation period: 2018 Tickets for sale, promoted Flora Expo Card, and mobilized city/county weekly activities

As we were getting close to the TWFE grand opening, a number of activities and marketing strategies were launched to attract domestic tourists to experience the beauty of TWFE; such as the issuance of the Flora Expo Card with incentive of one-day free admission fee to the park plus designated store discounts, etc.; it attracted more than 1.52 million applications.

Launch of city/county weekly activities- Promotion and communication by mascots across Taiwan

In order to attract more people from all cities/counties to TWFE, 50% ticket discount was offered on "City/County Week" activities sponsored by Taichung City Government. Before the grand opening, intensive press conferences were held and announcements were released, updating various activities' progress to effectively attract media attention. The first one was TWFE's trial operation press conference, which announced the official "trial operation" launch on September 1, 2018.

Promotion highlights to elevate attendance willingness

From October 2018, TWFE started one Highlight announcement as its daily theme,



The Valentine's Day event filled the park with love and romance

such as horticultural features, transportation and park touring strategies etc. Afterwards, exhibition halls and characteristics were introduced one after another. A wide range of activities took place. For example: the 100 day countdown to TWFE grand opening, musical concert was held at Civic Square; TV news anchor Jennifer Li was invited as well as Eelin models to perform a fashion show in TWFE uniforms to promote TWFE accessories.

Sustaining period: 2018.11-2019.4 TWFE climaxed with all kind of marketing activities and celebrities' engagement

During the grand opening of TWFE, different theme events were planned associated with the holidays like Chinese Lunar Year, Lantern Festival, Valentine's Day and mascot birthday etc. These plans kept TWFE activities continuous as the media focus, and let visitors feel refreshed with each festival celebration atmosphere.

Valentine's Day- Prize for ten second sweet kiss

For example, on February 14, 2019, in the Waipu Expo Site, the "Love in the Weipu, Kiss My Love" event was held. The couple who



kissed for 10 seconds was given rose shape soap as prize. In addition, during Valentine's Day, "TWFE Love Story - Valentine's Day Essays Special Events" solicited the love stories of lovers in a past life (father/daughter and mother/son) and present lovers (boy/girl friend, husband/wife). Contributors had the opportunity to get a five-star hotel accommodation voucher, and were allowed to arrange a marriage proposal in the park.



Bai Jia-li, who is known as the "most beautiful hostess" (right) was serves as ambassador for Taichung Flora Expo is presented with a certificate of appointment by Deputy Mayor of Taichung Yang Chung-ying (left)

Celebrity live streaming to promote Flora Expo to the World

On January 12, 2019, well-known host of travel program Janet Hsieh Yifen visited TWFE and live streamed on line with fans through Facebook . The total number of live broadcast viewers was over 60,000.

On February 26 of the same year, the most beautiful host, Betty Pai, volunteered as a goodwill ambassador for TWFE. When she visited the "The Sound of Blooming", she also performed a special "Peach Blossom Transition" to celebrate her birthday in advance, inviting the public to seize the opportunity to visit TWFE event.

During TWFE opening period, over 10,000 brilliant arts and cultural feasts were arranged. There were more than 15 performances venues in three parks. Special dramas and various kinds of artistic entertainments were played every day. Visitors enjoyed visual and auditory sensations at the same time.



Idol star Shao Xiang was the one-day shop manager at the souvenir flagship store in Houli Horse Ranch Expo Site.



Host Janet Hsieh broadcast live at Houli Horse Ranch Expo Site.

3.2 Continuous Efforts - Pioneering Operation & Management

The TWFE's task was huge; how to integrate, promote and operate was a brand new challenge. The municipal government set up a promotion committee including an external professional team. The management operation was built up and developed as scheduled.

Progression as scheduled- big challenge for the operation management team

In order to launch TWFE on schedule, the municipal government set up the TWFE Promotion Committee, and established a TWFE Promotion Office including external professional teams to group together at the operation headquarters.

There were two external professional teams. Zero Campaign Design International Co., Ltd. (Zero) was responsible for operation management of Houli Horse Ranch & Forest Expo Site and Fengyuan Huludun Park Expo Site, GIS Group Global Co., Ltd. (GIS) was responsible for operation and management of Waipu Expo Site.

Operation Headquarters sets up area departments and Headquarters

In March 2018, Operation Headquarter set up "Area Department" and "Headquarter" with their own responsibility and focus. Zero and GIS assigned a member as project leader to join operation headquarter. They coordinated the overall operation plan for TWFE.

Area Department - the responsibility of three Expo sites was divided. Deputy Director also acted as park manager.

Area Department was responsible for each of the three Expo sites. For each site, there were one park manager and three deputy managers who also served in the Taichung City Government. The operation management units also allocated one park supervisor and one assistant manager to support the execution of duties and works at each park; under them were tourist service group, an administrative management group, a public field group and a pavilion operation group. Among them, the Houli Forest Park was under the responsibility of the Urban Development Bureau, the deputy director was also the head of the park; the Houli Horse Ranch Park was under the responsibility of the Tourism Bureau, and the deputy director was also the head of the park; the Waipu Expo Site was under the responsibility of the Agriculture Bureau, and the Deputy Director of the Labor Bureau and the Deputy Director of the Agriculture Bureau both served as the head of the park successively; the Lands Bureau was



Flora Expo's operation management were adjusted and revised accordingly through the intensive meetings and surveys.

responsible for the Fengyuan Huludun Park Expo Site, and the deputy director acted as park manager

"The Headquarters" consisted of 20 task force centers - one supervisor for each center

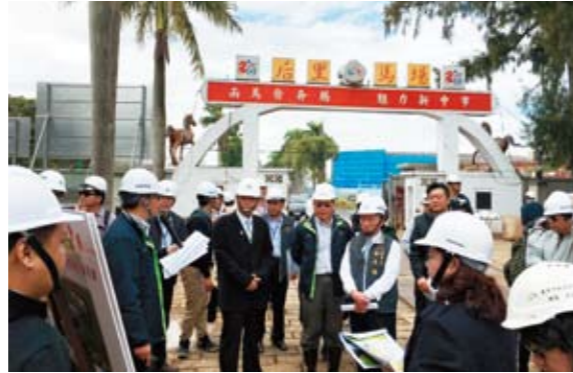
The "headquarters" set up 20 task force centers according to the different type of functions lead by one supervisor. A supervisor was responsible for the planning and implementation of the work contents of the center. Five project managers were also assigned to support by the operation management unit.

TWFE was divided into four phases of operation, including the first phase of "Operational Planning and Implementation", the second phase of "Stress Testing Period", the third phase of "Official Operation Period", and the fourth phase of "Exit Phase Closure".

Phase 1: Operational planning and implementation

February 1st to July 31st, 2018

In order to control the development schedule of each plan, the operation headquarters convened regularly to consolidate and coordinate with each bureau. The progress of each work item was documented and reported to the



City government officials conducted many simulated pressure tests at the park

Agricultural Food Administration of the Executive Yuan for record on monthly base.

In addition to rolling planning meetings to communicate and integrate TWFE operations, intensive discussion in a series of meeting were convened across 20 task force centers and park managers horizontally in which more than 2,000 operation SOPs were produced.

Given the fact that there were too many SOPs set out by each bureau, there were problems with overlapping tasks. From June to August 2018, the second phase of SOP integration was started, 2,000 SOPs were reduced to 500-plus SOPs. All sorts of operation details were covered, from the visitor flow management to risk management plans, as well as the loss of property and search for missing children.

Phase 2: Trial Operation Period- Stress Test

September 1st to October 28th, 2018

In order to improve the operation of TWFE, various stress test plans were carried out through trial operation prior the opening. The goal was to measure and adjust the service quality of the three parks. The official TWFE grand opening date was scheduled on November 3, 2018. The operation stress test

was implemented from September 5 to October 21, 2018 in three phases. October 27 and 28 were planned as the resident day. Houli District and the Waipu District were open to general public. This was the biggest challenge before the grand opening date.

Unit test : September 5th to October 5th, 2018

Transportation Service Center, Ticketing Center, Customer Service Center, Exhibition Center, Cultural Performance Center, Business Service Center, Tour Guide Center, Reception Center, Exhibition Service Center, Exhibition Operation Center, Volunteer Service Center, Environmental Protection center, Safety Management Center, Garden Service Center and Information Service Center etc., these 15 centers under Headquarters were chosen as stress test units.

Testers were invited to these three TWFE sites to exam whether the tasks were performed in accordance with SOPs. Based on their feedback, corrective and improvement plans were implemented.

During the test period, in addition to the internal inspection by the external management teams, the former deputy mayor Chang Kuang-Yau accompanied city government officials to inspect these three major parks on every Tuesday, also requesting unit personnel to take spot checks and simulate the situation for stress tests etc.



All park areas at the Expo are operated under SOP, which showcases great display quality, attracting the attention of tourists from Japan and other countries.

Park Site test : October 6th to October 21st, 2018

In this phase of the test, the simulation scenarios involved multiple task centers and units. Such as, the fourth area corporate pavilion reached the maximum number of visitors; and in the fifth area large number of tourists asking their way to the corporate pavilion.

Local Day Test : October 27-28, 2018

The local residents from Houli Site Park and Waipu Site Park were invited to participate in advance to carry out stress tests. "I am a Houlian" local day was hold on October 27, 2018, and the next day was "I am a Waipuian". Feedback and suggestion were collected for further improvement.

Unexpected disaster- Emergency response

In order to control, manage and support unexpected disaster in real time, TWFE Operation Headquarters formulated SOPs for various situations that might be encountered



During the pressure tests, "I am from Houli" and "I am from Waipu" days were held. Residents from the two districts were invited to pre-visit the park, with two kinds of special tickets designed for the events.

during the first phase through roll adjustments based on different circumstances. In addition to that, an emergency response team was set up. The scope of work included the preparation for unexpected natural or unnatural disaster. Under the team, there were six units, including the exhibition guide team, traffic control team, medical rescue team, and mobile support team, electromechanical facilities team, as well as the public relations response team. In preparation for unexpected disaster, the Taichung City Government conducted the "Disaster Rescue Exercise and the 2018 TWFE Emergency Response Exercise" at the Lihpao Resort in Houli District on May 3, 2018. The former Mayor Lin Chia-Lung served as the commander. President Tsai Ing-Wen personally visited the scene to supervise the training process.

Considering the unpredictable terrorism threat during the 2018 TWFE event, the municipal government also held the "Anti-Terrorism Act" drill in the front square of the Harvest Blessing Pavilion at Waipu Park Site on August 30, 2018. This was to improve the skills of team involved and review potential risk of different events



There are clear SOP for all services in the visitors' center

Phase 3: Official Operation Period

November 3, 2018 to April 24, 2019

Park management offices were set up in TWFE's three major parks, and the park site management team moved in. There was visitor center providing tourist information, places for tourist luggage, nursery (lactary) rooms, toilets (parental toilets, gender friendly toilets, etc) and water dispensers, ATMs, lockers and all sorts of services.

Phase 4: Ending and move-out

After the end of TWFE, the park sites began to start restoration work and move-out process step by step. The TWFE sites and the exhibition hall were checked and handed over to the subsequent owners. 2020 Taiwan Lantern Festival will be held in the TWFE Houli Expo site, which will include the Forest Park, the Flower Dance Hall and the Horse Ranch Park. After that, the Waipu Expo Site will host the World Orchid Conference. The Fengyuan Huludun Expo Site was fully reopened to the general public on June 30, 2019. The public art and plantings displayed during the TWFE period were retained. Facilities and equipment purchased by each park will be reused.

3.3 Countless Volunteers - Creating a Grand Gathering Together

"Every citizen could be a volunteer." Flora Expo shone out on the international stage because of these warm hearted volunteers coming from all corners of city, regardless of gender, age and background. The municipal government made a great effort to create this tremendous social value.

The Power of Volunteers- The beauty of the Flora Expo

TWFE's 173-day exhibition was spread across the three major parks. Recruiting 10,000 enthusiastic volunteers was a new milestone in the history of volunteer utilization in Taiwan.

TWFE volunteer recruitment- Citizen volunteer synergy outburst

Taichung citizen were very enthusiastic about being a volunteer for TWFE. The city decided to use the word "HOPE" as the base of Taichung City Volunteer Service slogan "HOPE125", "H" for Happiness, "O" for Opportunity, and "P" for Participation, "E" stands for Enthusiasm, every citizen can be a volunteer. Every volunteer spent "2" hours per month that could generate "5" times of intangible value for the civil society.

In order to integrate and optimize social human resources, the bureaus of the municipal government started the recruitment plan and formed them into a various task team. The open positions were quickly filled, showing the enthusiasm of Taichung volunteers and 100% dedication to the TWFE event.



Training courses were setup for flora expo volunteers, so they could gain a better understanding of the park and possible problems that could be encountered.

TWFE volunteers came from all corners of life, including international migrant workers, monks, and even whole families. The elderly volunteers were not in the minority as well, and their enthusiasm was most favorable to the event. To welcome guests from all walks of life, in conjunction with the Taichung City colleges students were selected to serve as "Flora Expo Goodwill Ambassadors", and showed professional service quality at TWFE VIP receptions. The backgrounds of volunteers were diverse; they were really brilliant and fantastic, and were the most important contributor in this event.

TWFE's three major park sites each had its own characteristics that increased the complexity



and difficulty in the volunteer operation management. On weekdays, there was a total of 600 volunteers in the three major parks with shift hours, but during weekend or holiday they were increased to 800 staff with three shifts. Under such human pressure, especially during New Year's Day, Lunar New Year, 228 and Chinese Tomb Sweeping holidays, volunteer enthusiasm didn't wane, their on-time rate was almost 100%, and attendance rate was as high as 95%. Such was demand that volunteer shifts were grabbed in seconds.

Eight strategies, multi-pronged

1. Recruitment strategy - team-based oriented, supplement by individuals:

TWFE's volunteer recruitment plan was focused on group/team recruiting, individual volunteers as supplementary. 10 local volunteers could organize a TWFE Volunteer Team; together with corporate volunteer teams we were successfully recruited 508 teams which enrolled more than 22,000 volunteers. These group/team members accounted for 90% of volunteer members. The magnetism was powerful.



The enthusiastic service and effort of volunteers made the flora expo even more outstanding.

2. Training Strategy - A variety of training courses, high-quality volunteer services:

In addition to the volunteer training basic training courses, TWFE volunteers also had Flora Expo knowledge and exhibition know-how. The group guidance volunteers and exhibition team volunteers were trained with advance courses by The Education Bureau and the Cultural Affairs Bureau, so that every volunteer was competent and provided quality services. During the duty period, exclusive park education and training was provided for TWFE volunteers. On the other hand, it strengthened the overall quality service of volunteers as well as to promote the self-growth of volunteers and further enriched citizens.

3. Management strategy - own team management, saving time and effort:

TWFE volunteer's work hour schedule, management and promotion etc., were all the responsibility of each team; in the original mode of volunteer service, each municipal bureaus managed their own Flora Expo team, enabling mutual familiarity with good understanding between the bureau and volunteers. This kind of management process made volunteers be more cohesive as result.

4. Information utilization strategy—simplified scheduling and check-in and retreat process:

created "2018 Taichung World Flora Expo Volunteer Integration Service Platform", and consolidated all related information on a website platform, such as message announcement, file download, registration, training, scheduling, sign-off and



Taichung Mayor Lu Shiow-Yen gives away commemorative badges and mascots to volunteers who served in all seven stages, for 300 hours.

other related activities. TWFE's volunteers could complete all the related tasks of each volunteer from a single website, such as its scheduling, hours of inquiry, etc., The volunteers mastering the platform operation was equal to mastering the volunteer scope of TWFE.

5. Division of labor and integration strategy—The volunteers were divided into eight teams, and each of the nine bureaus was responsible for its lateral communication links:

the municipal government divided the volunteers into eight teams according to the work content, such as the social bureau (customer service team), the transportation bureau (transportation team), and education bureau (tour guide team), cultural bureau (show team), health bureau (health team), civil affairs bureau (guidance team), environmental protection bureau (environmental protection team), fire station (security team), including sports bureau (goodwill ambassador) as part of customer service team. All bureaus vigorously used their own volunteers to work together.

6. Humility strategy--One-on-one visit with sincerity: Each bureau of the city government were scheduled visits with the cadres interested in joining the TWFE volunteer team, and explained transportation connection, training, scheduling, volunteer welfare, etc., and took notes on any questions and doubts shared in the meetings. The social bureau took improvement action across board on this feedbacks based on the problem analysis result, to build up a strong "we are on the same boat" team spirit with each other.

7. Contractual strategy with volunteers works--TWFE volunteers required to serve at least 60 hours to ratify his/her status as staff. This minimum serving time prior to be official staff were stated by TWFE recruiter before someone signed up as a TWFE volunteer participant. At that time, there were doubts such as: Who would dare to join? Who can keep it up? However, the truth is as it turns out after volunteering service period, most of the volunteers felt a sense of accomplishment and glory. They not only enthusiastically joined, most of them have taken this service period as a commitment and belief. This strategy worked



The Flora expo volunteer cheerleading team generates positive energy to support the volunteers in the park.

8. Volunteer retention strategy - multi-pronged cohesion:

(1) Utilize online social networking APP

Established HOPE125Line@, regularly sent relevant TWFE information and introduced volunteer teams and volunteers; Set up TWFE fan club to interact with volunteers FaceBook links.

(2) Instant reward recognition

The city government held monthly instant reward and recognition good performance staff event.

(3) Volunteer cheering team

Each Expo Site's cheerleaders were reserve volunteers this encouragement helped workforce members cover when there was a temporary short on the manpower. Even during sufficient manpower period, they could be a happy reserve volunteer, presenting a positive image of volunteers across the volunteer community.

(4) Caring and greetings from the leadership

The head of the city government was concerned about TWFE volunteers. Before the opening of the Flora Expo,

the committee was concerned about space availability to be used for volunteer service centers and volunteers. During Lunar New Year holiday operation Mayor Lu provided an envelope incentive to all volunteers. The chiefs of all relevant bureau of the municipal government at all levels often went to the park show the care for the volunteers' well being.

TWFE success, credited to volunteers

TWFE strives to show the world that Taiwan best scenery is because of Taichung's wonders and beauty. A record of 7.24 million people attended TWFE event. 10,000 TWFE volunteers were enthusiastic to help tourists solve problems, to give quality of service and great experience, and make this event a great success. Prior the end of the operation period, the city government took pictures of TWFE volunteers and recorded their service process and activities. The video was posted online; many people viewed and were emotionally moved to leave a message, as they said the most beautiful scenery of TWFE is "TWFE's volunteers."

3.4 A Head Start with Early Bird Tickets – Breaking Records in Ticket Sale

In order to cater to the needs of various tourists, TWFE has planned a variety of ticket types and fare rates started from the "earliest bird ticket." There were many activities, projects, and marketing arranged with other organizations to set off a wave of purchasing hype.

Multi-ticket type planning

2018 In order to meet the needs of various types of tourists for TWFE, Taichung City Government referred to the fee index of the 2010 Taipei Flower Expo, taking adjusted compounded inflation rate and commodity price index into consideration, as well as account factors such as operating costs and the operating hours of the park. For different identity attributes, a variety of ticket fares were planned.

Planning ticket types- Considering operating hours and benefits

The operation time of TWFE started at 9:00 am and closed at 7:00 pm. On the night prior Friday, Saturday and the holidays, the Houli and Fengyuan two Expo Parks extended closing time to 9:00 pm. To upgrade "Star Ticket" value, the entrance time after 5 pm was modified to after 4 pm. Among the three major Expo Sites for TWFE, the former Fengyuan Huludun Park at Huludun Expo Site had no entrance fee as its geographical and general public usage characteristics were considered.

Paper admission ticket with collection value

Taichung City Government designed the paper admission ticket; the design incorporated with TWFE's main visual and overall activity concept. It was based TWFE mascot Leopard Cat's family with vivid image print, this uniqueness making it a collectible ticket.

In order to facilitate people to visit the TWFE, to fully explore the Expo Sites and its exhibition halls in depth, there were two-day or three-day to promote the local economy, tourism and culture developments and elevate the overall economic value and benefits of TWFE.

Three-Phase pre-sale ticket- hit the target or better than expected

First phase: 300,000 tickets (by March 31, 2018), the actual sales totaled 318,250 tickets. The first wave launched the "earliest bird ticket" which was more favorable than the "Early Bird Ticket", each ticket priced NTD150, sold from January 8, 2018 to February 28. The second wave of "Early Bird Tickets" were sold



Taichung Flora Expo commemorative ticket packages (Eight tickets per set)

from March 1, 2018. The price was raised to NTD175 each, still half price of NTD350 for the original price; this discount closed by April 30, 2018. These two waves of ticket sales were a hit. The "first bird ticket" design was based on the theme of the TWFE mascot "Hosiver". The "Early Bird Ticket" design was based on the theme of the Leopard cat family's brother "Life" as next year is "coming of the Tiger".

Second Phase: 1 million tickets (by June 30, 2018), the actual sales was 1,600,880 tickets. Launched a "pre-sale discount ticket"; the physical ticket was designed with the TWFE mascot Leopard Cat family's sister "Love" as the theme, and the ticket printed with the sweet appearance of Lehu's head, flexible eyes and long eyelashes was so cute and eye-catching. The price was at NTD200, compared with the full price of NTD350, a saving of NTD150, this promotion period was from May 1 to July 31, 2018.

Announcing the TWFE Commemorative ticket package- Conveying the meaning of ecological restoration

On October 1, 2018, a set of eight TWFE commemorative ticket package was announced. The package was designed by Taiwan's famous graphic designer Feng Yu on the theme of "Flora Rehabilitation", each ticket makes connection through a tree-like hydrological vein. The card outlines the characteristic

flowers and conservation animals in Taichung, and conveys the beauty behind these ecological restoration and prosperity. On October 27th, the ticket design style of TWFE was also announced. The design of the ticket pattern was dark which echoed the visual concept of the original flora card, with similarity of "dark night style".

Third phase: 2 millions (by December 31, 2018), the actual sales total was 2,319,643 tickets. This was the last wave of pre-sale tickets, sold from August 1st to November 2nd, 2018, with a price of NTD233 per ticket. From November 3, 2018 to April 24, 2019, the full ticket price was at the original price of NTD350; the price of the commemorative postage was NTD1,688 per set.

In addition, the special priced ticket types for on-site purchase were available as follows:

Star ticket: NTD150 per ticket. Admission after 4 pm.

Two-day ticket: NTD450 per ticket. Admission for two consecutive days.

Three-day ticket: NTD650 per ticket. Admission for three consecutive days.

Full-term ticket: NTD2,500 per ticket. This is a registered ticket, unlimited admission during TWFE regular opening hours.

Hand in hand with National Palace Museum (NNPM) marketing- Special Combo Ticket

For the multi-marketing of TWFE, we

cooperated with the National Palace Museum to launch a joint combo ticket as "TWFE X NNPM". This special combo ticket design displayed some of the NNPM elements; it is a valuable collection item.

City/County weekly activities' preferential prices

The Taichung City Government invited the people from all city/county in Taiwan to participate in the TWFE event with a weekly special ticket price incentive for each city/county. During the operation period of TWFE (November 3, 2018 to April 24, 2019) on the week day from Monday to Friday, with the exception of national or special holidays, if the citizen visits TWFE during the week allocated to his/her household registration city/county, he/she could purchase this preferential price one day NTD175 ticket at window with identity document (one per person, limited to entry on the day of purchase.)

Outdoor class education- special price admission to TWFE

TWFE provides high-quality outdoor experience and teaching fields for teachers, students and parents at all levels throughout the country, so, prior the event opening they were invited. Those eligible for outdoor teaching projects included schools at all levels of the country listed by the Statistics Department of the Ministry of Education, and non-school type experimental education groups or institutions approved by the governments of the municipalities (counties).

There was also a preferential plan for online outdoor teaching registration for group admissions, limited to Monday to Friday (except

for flexible holidays or national holidays). Successful booking 14 days before the date of the visit at the TWFE official website "School Outdoor Education" was required to enjoy the special admission price of NTD160 per ticket.

Issuance of TWFE card

TWFE card thoughts can be used for multiple uses and was sustainable Taipei World Flora Expo did not launch Flora Expo Card, Taichung City Government believes that Flora Expo is a rare event in Taichung and as now is an era of paperless electronic ticketing, an e-card such as TWFE card can be used in various ways and was sustainable. It was not a disposable product in line with the spirit of environmental conservation.

In order to make tourists' spending transaction, transfer to transportation etc. easier, during the operation period, Taichung City Government launched an exclusive electronic ticket for Taichung citizens called "TWFE card". The color and image arrangement of TWFE Card was ingenious reminiscent of the Taichung National Theater, the MRT Green Line and the Blue Line, as well as the Green River that completed the rectification. In addition, the "puzzle graphic" design method was adopted, so that each card can be put with the other four cards, in hope that card holders can create their own pictures with their family and friends.

Cooperation with municipal resources, TWFE card incentives

TWFE card entrusted EasyCard Company to issue, it had one day free admission to TWFE sites, and half price discount after the second admission with unlimited returned visits; TWFE



card also could be topped up at Flora Expo sites and used for purchases everywhere, as well as for free city bus ride for 10 kilometers in Taitung City; Taiwan railway visitor's transfer ride with Taichung city bus wa free of charge; Taichung City Public Parking with an electronic ticket system has 50% price off during the TWFE operation period and more than 3,000 shops and stores had discounts and other benefits with TWFE card purchases.

Courtesy reward- The first card issued to local Houli residents

On May 2, 2018, the first TWFE card was issued in Houli District. The city government and the residents had many meetings and coordination, indicated hosting TWFE can bring business opportunities to the area, but it also presented problems such as traffic inconvenient etc., and agreed that first TWFE card issued to local Houli residents as a reward.

TWFE card application- over 1.52 million cards

With great efforts of each city district offices and the public, the number of TWFE card application reached 500,000 on February 28, 2018, and exceeded 1 million copies on August 31 of the same year. By April 24, 2019, TWFE close date, the total number of applications was over 1.52 million.



At a city council meeting, Taichung City Mayor Lu Shioh-Yen declares that Taichung city residents, new immigrants, and children under 12 from all over the world have been able to visit the park free since January 1st 2019.

Lu Shioh-Yen marketing TWFE

Redeeming the promise of free entry to citizens After taking office on December 25, 2018, Taichung Mayor Lu Shioh-Yen held a municipal meeting on the same day to realize the political promise during the election campaign. She announced that starting from January 1, 2019, Taichung residents with ID can visit TWFE with unlimited admission, this offer also reached out to the new residents of Taichung City as well. Furthermore, it extended to all children under 12 from anywhere in the world, they could enjoy the free admission with ID as well. This aim was to attract international family tourists to Taichung forth overnight stays, benefiting Taichung's tourism industry in the travel lodging and dining business.

To have smooth visitors entrance flow, the Taichung City Government specially created a "Taichung resident dedicate path" to separate paid tourists and those free of charge local residents. After the new free fare policy was launched, the original TWFE card's "free for one day and half-price after the second visit" was cancelled. Other preferential incentive remained unchanged.

3.5 Green Passageway - Transporting Millions of Visitors

Transit network planning and flow of people planning was the major focus. Railway was the mainstay and shuttle was supplementary for transportation. There were 22 stations i-Bike in the three major TWFE Sites, perfecting the transit network to enable a smooth flow of traffic and visitors at TWFE as well as establish a green and low carbon transportation model.

Traffic dispersal plan with innovative solutions

TWFE sets the main theme as “Rediscover GNP-Green, Natural and People”, and traffic dispersal was planned to achieve these criteria to be green and low-carbon transportation. The projected 8 million visitors in attendance for TWFE event was a very challenging number to manage, because Taichung City Government has no experience in handling a large-scale event with half year duration; traffic evacuation was a big challenge.

The traffic dispersal mode of TWFE was different compared to Taiwan Lantern Festival's 2 weeks instantaneous burst event characteristic. Flora Expo's 6 months operation period conjunct with many Taiwan national holidays created even more complications; Therefore, TWFE transportation planning was started 2 years before its operation period. A year prior to operation, experts were invited to joined City Government team, to have intensive meetings and studied the traditional and new innovation contents. There were innovative solutions selected to cope with the traffic characteristics of the Flora Expo.

Green Flora Expo Low-carbon transportation by rail and shuttle bus

Taichung's major towns were all developed along the railway. The overall transportation planning of TWFE was focused on “Railway in the main, full shuttle”. Low-pollution transit vehicles were used throughout the three TWFE Sites as a way to develop “low-carbon transportation”. Mass transit, shuttle buses, tour buses and automobiles routes were planned to reduce private vehicles. For tourists' convenience and comfort, a variety of public transportations were available to choose from, that were in compliance with the energy and carbon reduction policy.

Three Expo Sites had 16 shuttle bus routes planned

All three WTFE Sites' shuttle bus had shuttles to and from the railway station. The intra-Expo Sites' shuttle bus had a total of 16 routes with its dedicated parking lots for “outbound access to the Expo Sites”, “intra-Expo Sites” and “intra-Expo Sites,” providing multi-level services. 74% of the visitors used shuttle



Electric buses shuttle visitors between the Taichung Flora Expo and the train station.

bus, effectively reducing carbon emissions by about 423.4 metric tons, showing public strong support for the green energy policy.

Big challenges during the holidays Peak at Chinese Lunar New Year holiday

Every holiday was a big challenge for shuttle services. Early morning the train station was packed with tourist and parking lots were full by noon. Many tourists waited in line at the transit station before the shuttle bus service opened. Chinese New Year Holiday visitors crowded to tour TWFE, admission peaking on the 3rd day, that day exceeding 140,000 people using the shuttle system; total of 321 vehicles were dispatched to complete the task.

Transit Weapon- Electric buses everywhere

Taichung City Government also hoped to utilize TWFE event as an opportunity for general public to experience and know that green low-carbon transportation can be realized in Taichung. The traditional diesel shuttle bus was an air pollution cause; the penetration rate of electric buses in Taiwan is low, only 1%- 2%. Taichung City currently has 10% of buses as electric vehicles, a total of 150 them

are in service throughout the city. The TWFE transit shuttle bus plan was mainly based on electric buses, a total of 60 electric buses were needed. The local government gained support from the central government which approved a subsidy budget of NTD356 million for 70% purchase of electric buses with the operator paying the remaining 30%. Besides vehicles hardware, the transit shuttle fee subsidy was equally important; the municipal government allocated NTD110 million from the central and local governments to the bus operators and got their promises in return to use these electric bus on the routine urban bus route after the end of TWFE.

In addition to railways and electric buses, another innovative approach to low-carbon transportation was 22 stations of i-Bikes in the TWFE sites which had a total of 1,300 bicycles to enhance green and low-carbon transportation policy implementation.

Monitoring platform- Avoiding traffic congestion

Innovative smart transportation is the future development trend. In the past two years, Taichung Municipal Government has been working to implement smart traffic monitoring

in small-scale activities to gain experience. For the TWFE, we also built a smart traffic monitoring platform to monitor all major intersections traffic flow and the status. Visitors could get traffic condition messages through CMS to avoid congestion or even find the available parking space. Through this monitoring platform information, the route and the number of the shuttle buses was also adjusted to avoid the traffic area.

Five differences- Helping to relieve car and people traffic

TWFE traffic dispersal strategy planned to disperse the traffic demand as it required by proposing "five differences": let different people use different means of transport at different times, take different paths, and go to different Expo Sites.

For example, the launch of different TWFE City/County weekly activities; "Hsinchu Week" encouraged Hsinchu residents to come

to TWFE, not only enjoy the half-price entry but also various preferential times and ticket types were to disperse the crowds; planning off-campus teaching activities at different times, also promoting the starlight ticket at night, to separate human and vehicle traffic flows. When the Expo Site encountered too many visitors, such as if the Houli Expo Site's Blossom Pavilion was overcrowded, tourists were guided to visit the neighboring Waipu Expo Site instead to achieve the green transportation execution strategy by crowd dispersal.

Four plans, seamless transit network

Plan A: Take a Taiwan Railways Administration train

In response to the demand of a large number of people visiting the TWFE, a shuttle station was set up next to the East Railway Station of Houli



The flora expo offers a comprehensive shuttle bus services so the venue is easier for visitors to reach.



Railway Station, connecting the Greenway and the Skywalk to the Houli Horse Ranch and Forest Park Expo Site to effectively reduce the use of private cars and enhanced the public transportation function.

Taichung City Government coordinated with Taiwan Railways for increased train services of trains to transit sites to enable visitors reach the TWFE sites by bus, shuttle or walking with ease.

Plan B: Fully connected

There were shuttle stations near the three TWFE sites, and there were also shuttle stations in Taichung City. There were 16 shuttle stations with free rides for tourists. In order to make tourists more willing to take the shuttle bus, the city also posted the slogan of "shuttle station as parking lot", that is, each shuttle station could park and transfer, letting tourists drive to the parking lot, and then use the transit shuttle bus to get to the TWFE sites, avoiding congestion around the sites, and also reducing the difficulty of finding a parking space.

Plan C: Chartered Bus with Tour Group

For the tour group or the tour group chartered bus to visit TWFE, it was planned for them to park adjacent to the sites, there were also comfortable rest space and lunch box provided for the driver.

Plan D: Private car parking lot a distance away from the TWFE sites

Due to the completeness of shuttle system and the green transportation strategy of TWFE,

there were no parking spaces next to the three major Expo Sites, which was intended to guide tourists to take public transportation as much as possible. Therefore, the public was told "No self driving parking lots nearby TWFE sites", but still many tourists drove to TWFE by car out of cost considerations; changing transit stations into parking lots was a "double-effect" strategy set at the beginning. On the one hand, it satisfied the parking demand; at the same time, it also played a role shuttling people and dispersing the traffic flow, so that the traffic around Expo Sites could be smooth.

The first day of opening-shuttle system thumbs up

TWFE was grandly opened on November 3, 2018, starting admission at 9:00 am; by noon 16,600 people had visited Houli Horse Ranch and Forest Expo Site, 6,100 people Waipu Expo Site and 7,500 people at Fengyuan Huludum Park Site, a total of 31,000 people. On the first day morning, 30% of tourists arrived by train, 50% by shuttle buses, and about 20% of them by tour buses or taxis. The shuttle system was a success.

Crowds of people at Houli Railway Station- Peak during the Chinese New Year Festival

Prior to TWFE operation of Huali Railway Station has an average of 4,648 people turnarounds. After TWFE open, the turnaround rate steady increased and reached the highest peak during the Festival at 50,000 people a day,



Houli Horse Ranch Expo has TRA Houli Station. Not only is transport convenient, all the city's shuttle bus stations are connected, making it easier for travelers to come and go.



Since January 1st 2019, children under 12 can visit the park for free, filling the venue with laughter.

10 times more than the norm. Dajia railway station had 4,886 people a day before TWFE open, after opening, there was also a peak of 25,000 turnarounds a day during the Festival. When TWFE was just about to open, Fengyuan railway station had normal turnarounds at 16,174 a day, by the Festival period it doubled to 38,000 turnarounds per day.

New free admission policy- Flexible adjustment off transportation network

In response to start from New Year's Day of 2019 of free admission for all, all Taichung residents (old and new), and all children under the age of 12 to the TWFE event, the TWFE team also proposed traffic dispersal measures such as requested Taiwan Railways to increase commuter trains, and all trains stop at Houli and Fengyuan stations. There were 13 extra commuter trains added, an average of 10 to 15 minutes per train; The shuttle bus shifts also increased per on-site queuing crowd demand. Additionally responding to the chartered bus demand, besides the original horse ranch shuttle station as tour bus stop, we also added Houli East Station as tour bus drop-off area that allows visitors to get into the TWFE site directly, to meet the needs of tourists and keep

the surrounding traffic flow smooth.

Subverting tradition- bringing mass transit to a new high

According to the statistics of the municipal transportation bureau, the traffic dispersal of TWFE was planned to be fully shuttle connected. The mass transit rate was as high as 70%, private vehicles were 30%, and the proportion of tourists using mass transit vehicles was higher than the expectations of the city. This data just showed a reversal from previous experience that TWFE mass transit system has much higher utilization rate than private vehicles.

This time, TWFE has subverted the traditional experience, as everyone thought traffic jam was normal during large-scale event participating. However, due to the innovative ideas and good practices done by the traffic evacuation plan, plus good promotion with comprehensive guidance easy for everyone to understand, the degree of cooperation from the general public was high. TWFE proved the full scale shuttle system can be realized in the large-scale activities.



Official website guide cheat sheet- real time compass

In the promotion of TWFE traffic and transportation content could be obtained through various publicity channels, TWFE official website or travel website in detail. Such as "TWFE Tour Guide", "TWFE Traffic cheat sheet"; visitors can check them, and they were easy to understand at a glance; that is one of main reason why visitors were willing to take public transportation instead.

Signs lead the way- Can't get lost

For example, the official website guiding visitors to the Houli and Fengyuan Expo Sites, by take the train to Houli or Fengyuan Railway Station. From Taichung Railway Station to Houli Railway Station takes 28 minutes and its next to the Flora Expo Site. Fengyuan Huludun Park Expo Site is only 10 minutes' walk from Fengyuan Railway Station, 5 minutes by i-Bike and 15 minutes by shuttle bus. The Waipu Expo Site can be reached by bus from Dajia Railway Station.

For self-drivers, the signs along the road were also clear and easy to understand. People could refer to the information on the official website of TWFE, or use Google Maps to search for the keyword "Flora Expo Parking & Transit Station"; could also follow the fluorescent yellow sign to the parking lot, then take the shuttle bus to Expo Sites.

The traffic guidance scheme considered the distribution of the Taichung Flora Expo Sites in Houli, Waipu and Fengyuan Districts. To

provide visitors with information of each Expo Sites, shuttle station and parking lot locations and navigation of the Expo Sites, the city government and Kingway International Technology Co., Ltd. cooperated with the most popular map software, Google Map, to mark the location of Flora Expo's parking lot and shuttle stations with street view map, so that visitors could get the most immediate and accurate traffic information in real time

Transit Options- Taxi, electric bus

For convenience of taking taxi at Expo Sites, a contracted taxi team was set up as another transportation option for visitors' to choose from. All of the taxi drivers were educated and trained by the city government, had customized vests with badge to be worn by on duty drivers and taxi cabs had a sticker for public to identify.

In order to allow visitors to tour different Flora Expo Sites on the same day, intra-Expo Sites transit services were planned, to connect between Houli Horse Ranch and Forest Expo Site and Lihpao Resort and Waipu Expo Site. This route was driven by an electric bus, echoing the spirit of green energy, low carbon and environmentally friendly.

Considering the needs of seniors, pregnant women, children and disabled tourists to visit the park, the Transportation Bureau planned another 2 intra-Expo Site transit routes, one is to connect between the Houli Forest Park and its Horse Ranch Park, and the other is to connect between the Fengyuan Huludun Expo Site's the



Visitors' Center- Shuttle bus services

first zone, the third zone and the fifth zone.

Traffic control- No disturbance to locals

Traffic control measures at the Expo Sites had to consider the accessibility of local residents and businesses to avoid disturbance. Taichung City Government repeatedly invited the local Representatives and residents to have meetings on the resolution of the traffic control zone in Houli and Waipu. The control area had a post setup during 8:00 am to 8:00 pm period to avoid the tourists' vehicle enter. In the control area, towing trucks were stationed to enforce any illegal vehicles parking. The control post also used in the conjunction for rapid passes check to the local residents and staff, in order to reduce traffic impact near the Expo Sites.

Walking through Flower Sea- Accessibility for the disabled

The transportation of TWFE also took care of handicap tourist accessibility. The Taichung City Government commissioned the "Taiwan Jiaan Community Care Service Association" (TJACCSA) to host a large-scale rehabilitation bus (Rehabus) service and held a one-day tour

of "Walking Through Flower Sea ~ in Taichung World Flora Expo". The Rehabus was mobilized with disabled person family members and friends to tour the Houli Horse Ranch and Forest Park Expo Site, Dapeng ambulance team EMT professional ambulance staff also accompanied with to insured the disabled friends travel with ease; These participants thanked the city for encouraging people with disabilities to go outdoors, made everyone feel relaxed and have a happy trip at TWFE event.

In addition to the needs of people with physical and mental disabilities, TWFE planned the barrier-free services with wheelchair rentals at Expo Sites, per "Disabled Persons and Disabilities Rights Protection Law" person who accompany with disabled handicap were both free admission to TWFE sites. The municipal government also planned handicap friendly public transportation, low-floor buses to services between the TWFE Sites. During the TWFE period, small-scale rehabuses were also reserved for disabled and their families to make appointments for pick-up and drop-off.

4

Flora Expo Transforms Taichung

Taichung World Flora Expo has come to an end, leaving all visitors with wonderful memories.

The "Taichung Declaration", which was signed during the Expo, advocated sustainable development values to the world, established a new paradigm for the Flora Expo, and became a source of pride everywhere.

Taichung City Government also took the opportunity to promote a garden city and the transformation of towns, creating an economic sphere for the common good, expanding the scope of the Flora Expo.





4.1 Guests from Around the World - A Global Gathering in Taichung

To enable the smooth running of the Flora Expo, the organizing team conducted test runs before opening, including the opening activities and even the closing ceremony, in a bid for perfection. The AIPH president praised Taichung Flora Expo as a source of pride for the world.

Flora Expo Goes Off Without a Hitch - Wonderful Opening and Closing Ceremonies

After more than 2000 days of hard work and preparation, at 9am on November 3rd 2018, the Flora Expo officially opened. After 173 days of beautiful blossoms, and a total of 7.24 million visits, the closing ceremony was held on April 24th 2019, bringing the Expo to a spectacular finish. In order to celebrate the

opening of the Expo, from November 3rd to 5th 2018 a series of opening activities were held. Celebrities from Taiwan and abroad were invited to take part and witness this international event, attracting more than 100,000 visitors over three days.



On the opening day, expo mascots welcomed guests in the park.

High-Fives and Singing - Golden Wedding Anniversary Couples Open Garden

The Taichung World Flora Exposition officially opened at 9am on November 3rd 2018, and the opening ceremony was held in the three exhibition areas in Houli, Fongyuan and Waipu. The then Mayor of Taichung Lin Chia-Lung high-fived with the first group of visitors at the Houli Forest Expo Site, while a "flash choir" performed songs such as "The Future is Not a Dream", "Prosperity of the Four Seasons", and "Please Listen". President of the International Association of Horticultural Producers (AIPH) Bernard Oosterom, secretary-general Tim Briercliffe and others were all present to witness this historic moment.

The other sites were also opened at the same time by 3 deputy mayors: Taichung's former deputy mayor Lin Ling-San welcomed visitors to the Houli Horse Ranch Site with equestrian performance riders from Kazakhstan; former deputy mayor Chang Kuang-Yao and a local food-education demonstration primary school jointly opened the Waipu Expo Site; and Fongyuan Huludun Park Expo Site was opened by former deputy mayor Lin Yi-Ying and six happily married couples on their fiftieth wedding anniversaries.

Taichung Declaration Signed - a Momentous Occasion

On the opening day of the Taichung World Flora Expo, the "Taichung Declaration" signing ceremony was also held. Franc Weerwind, Mayor of Almere, Netherlands,



Association of International Producers of Horticulture worked together with the Council of Agriculture under the Executive Yuan to create a common garden with displays on sustainable ecology.

which will host the next Flora Expo in 2022, was specially invited to represent 178 cities in Taiwan and abroad, international organizations, and foreign legislative organizations. The Declaration, which had been signed by the international community, was handed by the mayor of Almere Franc weerwind to the then mayor of Taichung Lin Chia-Lung. All signing representatives read the declaration aloud, relaying to the world the Flora Expo's concept of GNP for the common good. The signing ceremony included 9 sister cities Chungju, Gwangyang and Changwon, South Korea, Onomichi, Hirakawa, Ehime, Aomori and Gunma, Japan, and Cheyenne, USA. Representatives from 18 cities in France, Germany, Turkey, Indonesia, Mongolia, Myanmar, Ukraine and Japan attended this momentous occasion, as well as ambassadors from 7 countries including Nicaragua, Taiwan-based representatives from 18 countries including Chile, and around 400 attendees from foreign governments and international organizations.

AIPH Officially Adopts the Taichung Declaration

The Taichung Declaration was signed by 178 Taiwanese and foreign organizations and presented to AIPH president Bernard Oosterom.



Taichung Flora Expo Opening Day Evening Ceremony attracted 30,000 people, the atmosphere was fantastic.



President Tsai Ing-Wen attended the Taichung Flora Expo Opening Day Evening Ceremony. She praised the scale and content of the expo, and wished it good luck.

The AIPH affirmed the Declaration, and placed it on the official AIPH website for the first time, making it visible to the world, and making it an official AIPH document. As a reference document for the future, it establishes a new paradigm for the Flora Expo going forward, advocating sustainable development values to the world.

Taichung and Almere Unite for Zero Waste

The Holland National Pavilion, located in the



Taichung-Netherlands Declaration on a Circular Economy was signed by Franc Meerwind (right), the Mayor of Almere, The Netherlands, and the former mayor of Taichung City, Lin Jia-long.

Houli Forest Site, is the first entirely recycled building in Taiwan. On the opening day of the Expo, as witnessed by vice-president Chen Chien-Jen, Taichung's former mayor Lin Chia-Lung and the mayor of Almere Franc Weerwind both signed the Taiwan-Netherlands circular economy declaration "Circular Now!". The two cities are working together towards a zero-waste circular economy. In 2022 Almere will host the International Horticultural Expo "Floriade Expo 2022", and Taichung will also take part.

Opening Evening Ceremony - The Enormous Stage is Visually Stunning

After the opening ceremony of the Taichung Flora Expo, an evening ceremony was held at 7pm in Shuinian Smart City Central Park. A huge 100-meter long, 20 meter tall stage was built at the site, creating a stunning visual experience.

The opening evening ceremony officially started at 7pm. Also, a national treasure of Taiwanese opera singer Tang Mei-Yun was invited to perform "Hundred Year City". The

highlight was a large-scale historical stage performance featuring acting, singing, dancing, marching, and floating balloons with over 1,500 performers in 37 groups from Taiwan and abroad. The performance recounted how the lives of plants and humans have influenced each other over the last 140 million years.

The Evening Ceremony starts - The VIPs from Domestic and Abroad all Come to Join for the Evening Ceremony

Over 30,000 people attended the evening ceremony. VIPs included President Tsai Ing-wen, former mayor of Taichung Lin Chia-Lung and AIPH president Bernard Oosterom. Guests from international representative offices in Taiwan, sister cities and participants of the Expo also attended, as well as members of the public.

AIPH President Comes to Taiwan to Witness the Closing Ceremony

The closing ceremony of the Expo was held on April 24th 2019 at Houli Horse Ranch Site on Hua Wu Hsiang Hill, and thousands of guests from all walks of life were invited to take part. Guests included the Mayor of Taichung Lu Shiow-Yen, former Mayor Lin Chia-Lung, Director-General of the Executive Yuan Council of Agriculture's Agriculture and Food Agency Chen Chi-rong, AIPH President Bernard Oosterom, AIPH Secretary-General Tim Briercliffe, Dajia Jenn Lann Temple chairman Yen Ching-piao, members of the public, city government senior officials and foreign envoys stationed in Taiwan, as well as



Taichung Mayor Lu Shiow-Yen attended the closing ceremony

foreign delegates international visitors.

AIPH president Bernard Oosterom highly praised Taichung Flora Expo as a source of pride for the world, and expressed hope that the world will follow Taichung's concept of GNP. He thanked the city of Taichung for its hard work in allowing the world to see the beautiful city.

Lu Shiow-Yen thanks everyone at the Award Ceremony

An award ceremony was held at the same time as the closing ceremony. The Mayor of Taichung Lu Shiow-Yen expressed her gratitude and recognition to the various academics and volunteers who made the wonders of the Expo possible. She joined AIPH president Bernard Oosterom in granting the awards, including the AIPH Award and the International Flower Garden Competition Award. She also expressed gratitude to the Buddhist Compassion Relief Tzu Chi Foundation, TaiPower and volunteer groups



Bernard Oosterom, President of Association of International Producers of Horticulture (second from left) attended the closing ceremony. He and Taichung Mayor Lu Shiow-Yen (second from right) gave out international garden competition awards.

such as the Taichung Gentleman Association, thanking them for helping visitors to understand the ideas behind the Taichung Flora Expo, so that they conveyed the Expo's beauty to visitors from around the world.

The International Flower Garden Competition AIPH award was won by the Netherlands Trade and Investment Office in Almere, and the first prize in "Landscape Arrangement" went to the ROC National Landscaping Association.

Volunteers were Invited to Tour the Park and Entered into a Lucky Draw to say Thank You

The Taichung Flora Expo drew to a successful close, volunteers were a crucial part of its success. From its opening, an average of over 600 volunteers a day from a variety of different backgrounds and cities worked together to achieve the Expo. To thank them for their selfless dedication, after the Expo closed a

special park tour day was held just for them. They were invited to tour the site for two days on April 26th and 27th, and entered into a prize draw.

Flora Expo Ends - Waipu Site continues with the World Orchid Exhibition

After the end of the Taichung Flora Expo, the "23rd World Orchid Conference and Orchid Exhibition" will take over the Waipu Site. The Conference is held once every three years, and Taiwan has finally won the right to host it after bidding for it for ten years, and Taichung is the host city. It will be held in March 2020 at the Waipu Site of the Flora Expo. Four main themes are planned: indigenous, conservation, diversity and sharing, with five main flagship projects: the hundred orchid conservation project, digital collection project, celebrity elite project, youth participation project and friendship alliance project, breathing life into Taiwan's orchid industry.

4.2 The Flora Expo Effect - A Crowd and Revenue Generator

The Flora Expo not only brought a large number of domestic and international tourists to Taichung, it also created employment opportunities. The City Government also took the opportunity to transform small towns, creating an economic sphere for the common good, with huge direct and indirect benefits.

Flora Expo Created Direct and Indirect Benefits

Secondary Revenue Exceeds NT\$300 million

According to Taichung City Government figures, the secondary revenue from the three main parks of the 2018 Flora Expo reached a total of NT\$387,539,646, including NT\$264,350,536 from food and beverage sales, NT\$34,492,265 from sales revenue of commercial service facilities and NT\$88,696,845 from souvenir sales.

Offering Citizen Participation and Creating Employment Opportunities

Taichung City Government set up the "Flora Expo Work Experience Project", offering 100 job opportunities at the Flora Expo site, enabling Taichung's citizens and recent graduates to take part in this international event. In addition to earning an income during the Expo, they also had access to a dedicated workplace mentor who regularly monitored their work environment and interpersonal relationships. Through observation and coaching, they could increase their understanding of the new employee and this was advantageous for linking

with and using relevant complex employment resources, such as career planning, workplace information, career work card and could through this stage adapt/suitable time observe and training course, increase the understanding of contracted staff, beneficial for combining related employment resources, such as offering career plan, workplace information, career work card, helping them to cut down on job seeking time and get on the employment ladder in order to obtain stable employment.



A wholesale store formally used as a stable is filled with buyers and has a great atmosphere.



In order to market the flora expo, Taichung City Government created a virtuous cycle of scenic spots and featured stores.

New Job Opportunities in the Flora Expo Area Demand for Service Industry and Primary Manufacturing Industry Personnel Increased Significantly

According to statistics from the Ministry of Labor's Workforce Development Agency employment service information integrated system, from the Flora Expo's test run to its end, the total number of job registrations in the area was 24,577, an average of 4,096 per month. Compared with 24,264 in the corresponding period in 2017, an average of 4,044 people per month, the number of newly registered job seekers people increased by 313, an average of 52 per month, an increase of 1.28%. The two main categories of Expo staff that saw the biggest increases in the Expo area were "service and retail staff" and "farming, forestry, fishing and livestock production staff". The total number of applicants in the Flora Expo area was 3,925, 1,301 more than the corresponding period in 2017, an increase of 49.58%.

Discount Offers to Tourists Create NT\$20 Billion in Business Opportunities

During the Flora Expo, in addition to releasing "Flora Expo County and City Week" discounts in other counties and cities to attract visitors from elsewhere in the country, Taichung City Government worked with tourism industry

in Central Taiwan to formulate the "2018 Flora Expo 6 Million Overnight Guests Plan", creating over NT\$20 billion in tourism spending.

Village Leisure Tours Create NT\$10 Million in Revenue

Taichung City Government also worked with the Tourism Bureau, MOTC, on the "Tourism Recreation Industry and Collaboration Related Industries" project, with Taichung Flora Expo and Lihpao Discovery Land as the two core of customer bases. The project created links with tourism factories, cultural and creative industries, restaurants, guesthouses, and leisure farms in the Flora Expo villages of Houli, Waipu and Fongyuan, seizing the opportunity to promote the transformation of the villages and build an economic sphere for the common good. In order to allow businesses in the Flora Expo site and Lihpao Discovery Land area to tap into external revenue, during the Expo, Taichung City Government promoted the "Flora Expo Village Leisure Tour", planning four travel routes using luxury coaches every Thursday and Friday morning and afternoon. Each journey revolved around a theme in the Waipu and Houli local areas, including knowledge, handicrafts, adventure and tea. Close to 100 businesses offered discounts with the Flora Expo, and continued for a year, aiming to create over NT\$10 million in revenue.

4.3 Flora Expo Highlights - Striking Attractions

The Taichung Flora Expo brought in talent from Taichung and other regions to take part in planning, design and curation, creating a wealth of features in architecture, exhibition space, installation art, path creation and operations management to make this Flora Expo shine.

The Many Highlights of the Taichung Flora Expo

The world's largest mechanical flower: Houli Forest Park Site features an art installation called "The Sound of Blooming". The piece consists of 697 mechanical opening flowers, which connect using lighting and sound to create a breathing effect, with different variations of light and shadow in the daytime and evening.



Installation art work "The Sound of Blooming" is equipped with sensors that enable it to interact with visitors.

Detention basin transformed into an exhibition area: Ruanpizai Creek that runs through Huludun Park site is the only wetland environment in the Taichung World Flora Expo. The waterfront was lined with flowers for the duration of the Expo, and afterwards the landscape's ecology was restored.

Indigenous area displays traditional wisdom: The Amazing World of Taiwan Indigenous Cultures in the Houli Forest site reflects Taichung City Government's respect for the traditional wisdom of the indigenous people of Taiwan, allowing more of their beautiful culture and traditional wisdom to be protected and developed.

Google can find the Flora Expo parking lot and transfer station: Taichung City Government worked with Google to establish transit locations online. The public can search Google Maps for the Flora Expo parking lot and transfer station, and will then be directed to parking lot where they can use the shuttle service. Use of this search function exceeded expectations, with over 2 million searches within the first two months of opening.



Discovery Pavilion was made from recycled materials and integrated with the surrounding flora.

All electric shuttle bus services between Expo sites: In accordance with the Flora Expo's GNP core values of implementing green transport and decreasing carbon emissions, electric buses were used as the main means of transport between Expo sites.

Greenhouse concept visitor center created: The Waipu site visitor center is in the form of a greenhouse, using a large number of Taiwanese native ferns for indoor planting arrangements, which absorb formaldehyde and purify the air. It is the only "fern beauty" visitor center in Taiwan, combining agricultural technology with beauty.

Jadeite Cabbage with insects exhibited for the first time in Taichung: As part of its cultural relic interactive science and technology museum, the Houli Horse Ranch site National Palace Museum New Media Gallery exhibited the wildly popular Jadeite Cabbage With Insects cultural relic and the Small Jadeite Cabbage. This is the first time this national treasure of the Palace National Museum has been exhibited in Taichung.

The first Aquatic walkway in Taiwan: The Waipu site features the first aquatic walkway in Taiwan, with a glass water scene viewing



The first water-divided trail in Taiwan creates an experience that allows visitors to almost walk in the water and feel the uniqueness of water ecology.

window into the ecology pond. Visitors part the pond as Moses did, with 14 glass viewing windows that allow visitors to wander underwater and experience the marvels of aquatic ecology.

Agri-Tech and Conservation Pavilion exhibits rare and endangered plants: The Waipu site's Agri-Tech and Conservation Pavilion invited the Dr. Cecilia Koo Botanic Conservation Center (KBCC) to exhibit. Chief executive Li Chia-Wei provided more than 1,000 kinds of rare plant and created a "plant ark" to display some of Taiwan's plants that are close to extinction, and ways of using them in agri-tech.

Biggest wall of connected monitors in Taiwan: "Micro World", one of the four main exhibition areas of the Houli Forest Site's TLDC Tsumiki Pavilion, features Taiwan's largest wall of connected monitors at 556 inches, displaying a unique video of flowers and pollen.

Refined weather service: In order to let visitors know weather information of the Expo in real time, and as a guide for watering and planting, automatic weather monitoring stations were set up in the three main sites. Information on air temperature, humidity and precipitation

probability was provided on the official Expo website.

Assessing the event's carbon footprint and making it carbon neutral: From beginning to end, the Flora Expo was devoted to reducing greenhouse gas emissions and being carbon neutral, and low carbon targets were incorporated in the planning, with a total of 100 carbon reduction measures and performance targets. The Expo saved a total of 2,486.77 tons of CO₂.

Taiwan's first "straight speed track" equestrian stunt performance: A new equestrian arena was constructed at the Houli Horse Ranch site to showcase equestrian sports. During the Expo a group of equestrian stunt performers from Almaty, Kazakhstan performed the "straight speed track" show that combines strength and beauty.

Longest flower corridor path in Taiwan: The 213m flower corridor in the third section of the Huludun Park site in Fongyuan, is a half open space is filled with flowers. The path is the longest flower corridor in Taiwan, and visitors wandering among the blooms are bound to feel romantic.

Largest bamboo pavilion in Taiwan: The fourth section of the Huludun Park site in Fongyuan features a 10 meter tall pavilion built using native bamboo, the largest of its kind in Taiwan. The pavilion is surrounded by a pool, and the reflected image in the water and the lighting at night are stunning, winning the building numerous awards both in Taiwan and abroad.

First colored glass garden in Taiwan: The Huludun Park site in Fongyuan includes outdoor glass artworks in four main themes,



Bamboo Pavilion is the biggest bamboo structure in Taiwan.



"An Eco-friendly Home for Four" at the Houli Ranch and Forest Site is the first sustainable building in Taiwan to use rice straw as wall filling material.

"Welcome Bouquet", "Floral Ribbon" "Sweet Garden" and "Lotus". The creation of the first colored glass garden in Taiwan has become a pioneering work of public art curation.

Model of "An Eco-Friendly home for Four": The in Houli Forest Park is Taiwan's first sustainable building that uses rice stalks as wall insulation. From construction to its rescheduled closure the building saved approximately 37.74% in carbon emissions compared to a normal building, and was awarded the diamond class carbon footprint certification..

Hand crafted installation art - "A Seed from the Sky": Houli Forest Park features an art installation called "A Seed from the Sky" which uses several hundred curved pieces of bamboo, all hand crafted, to create an enclosed secret den. The sculpture looks like an enormous seed dropped from heaven, the seed being the source of life.



Installation art work "A Seed from the Sky" symbolizes the beginnings of life.

The largest floral mosaic landscape: Houli Forest Park features a miniature version of Taiwan represented using various groups of plants. From the coasts to the high mountains, the installation uses flowers to condense the snowy mountain landscapes, giving a sense of the island's diverse terrain and changes in elevation. This is not only the first time Taiwan has been represented by plants in a field, it is also the largest floral mosaic landscape in Taiwan.

Original Flora Expo music album: This Taiwanese instrumental music uses Taiwan's indigenous vegetation, natural style and original sounds of its native animals, as well as voices from each ethnicity to create a musical album for the Taichung Flora Expo. This is Taiwan's first album published by a world class exposition.



The longest iron sculpture and paper cutting art work in Taiwan can be found at Houli Ranch and Forest Park Site.

Footpath upgraded to Greenway Trail: Because the Flora Expo's Houli Forest and Horse Ranch sites are divided by the mountain line railway, Taichung City Government created a 1.2km Greenway to connect the site with Houli Station shuttle stop. It not only improves safety for pedestrians passing through, it also integrates the Expo with the local vegetation. The Greenway has been upgraded from a mere walkway to a flower corridor, including trees on each side to form an exceptionally luscious green leisure path.

The longest paper-cutting artwork made from iron sheet: The Houli Horse Ranch site features a range design aesthetics, and outside the Blossom Pavilion is the longest iron paper-cutting sculpture in Taiwan. The piece is 240 meters long and is the longest outdoor paper cutting inspired work in the world, displaying the precious vitality of Taiwan's original art.



The Greenway, which connects Houli Ranch and Forest Park Area, contains trails and garden corridors, based on a barrier-free environment design.



4.4 Applause from All Around – Domestic and International Organizations Learn from Taichung Flora Expo

Visitors' satisfaction with the service and content of the exhibition was generally over 80%. Satisfaction with the service personnel and venue cleaning were the highest scoring, followed by the management of the exhibition works and the barrier-free movement.

Diverse Creativity and Respect for Professionals Made the Flora Expo Successful

By the time the Flora Expo closed, the total number of visitors exceeded 7.24 million, and the highest number on a single day was 120,000. People from all walks of life came to the Expo, including the President, senior officials of government ministries and public figures from Taiwan and abroad. Praises were sung, suggestions were made, and all staff members were honored.

The President Thanks the Flora Expo Team for Making the Impossible Possible

On November 3rd 2018, the opening day of the Flora Expo, President Tsai Ing-Wen visited the Flora Expo and praised the creative effort and breathtaking scenes. She thanked the Flora Expo team and the City Government's drive to "make the impossible possible", which succeeded in creating a breathtaking show. She particularly praised the cross-border spirit of common creativity, inter-generational design, flower art and agronomy skills. The "national team" of design successfully showcased Taiwan's design capabilities and combined

its artistic and industrial strengths, worthy of emulation by other cities.

The Office of the President's Secretary-General Joyce Chen was very moved by the whole City Government Team's use of flowers to present the concepts of ecology, nature and sustainability, the long preparations combining Taichung's talent, creativity and original mechanical specialty, especially the mechanical flowers to music performance.

MOTC head praises "improve not destroy" - construction also has temperature

After leaving his post as Mayor of Taichung to become Minister for Transportation and Communications, Lin Chia-Lung hopes MOTC would learn about the concepts of conservation, green transportation and aesthetic design from the Flora Expo, and use them in public engineering works and construction projects in the future; he affirmed the Flora Expo venue aesthetic design and creativity, and



Taichung Flora Expo has been visited by county magistrates and mayors from across Taiwan. Mayor Han Kuo-Yu (photo above) and Mayor Ko Wen-je (right photo) both praised the expo. Mayor Ko even brought Taipei City mascot Bravo to meet the expo mascots.



proposed lots of MOTC projects and services can integrate Flora Expo concepts; it's not necessary to carry out large scale construction, only improvements, don't destroy, to make all public buildings more have temperature.

Government minister praises the Expo's combination of nature and science

Government minister Audrey Tang visited the Waipu site's Harvest Blessings Pavilion, which is designed based on Taiwanese agriculture, and praised the Flora Expo as an event that combines nature and science.

Creative Thinking - Five City Leaders Visit and Commend the Flora Expo

Taichung hosted the Flora Expo, and the leaders or deputy leaders of the other major cities in

Taiwan all came to visit. Mayor of New Taipei City Hou You-Yi lauded Taichung's hosting of the Expo as a great success that showcased the meticulous skills of Taiwan's flower growers and fruit farmers, and the creative thinking of its architects and curators. He also noted that the marketing efforts of newly appointed Mayor Lu Hsiu-Yan helped to attract visitors.

Taoyuan Mayor Cheng Wen-Tsan has visited the Expo twice, and saw that the three-way cooperation between Taichung City Government, companies and volunteers made the Expo not just a day out for the citizens of Taichung, but an important national event, resulting in the collaborative creation of a large amount of ideas, knowledge and resources.



During the expo, country magistrates and mayor from across Taiwan visited, including Taoyuan City Mayor Cheng Wen-Tsan (left photo), New Taipei City Mayor Hou Yu-Yi. They were greeted by Taichung City Mayor Lu Shioh-Yen.



Taichung City Mayor Lu Shiow-Yen (fourth from right) welcomed the President of the Republic of Nauru, H.E. Baron Divavesi Waqa (fifth right) and his wife (sixth from right) to the venue's largest mechanical flower "The Sound of Blooming."

Kaohsiung Mayor Han Kuo-yu visited the Waipu site and said that the Expo's team has had many creative and stimulating ideas, and knowledge of all kinds of agricultural produce characteristic to Taichung. He said that his visit was very fruitful.

The Mayor of Taipei Ko Wen-je visited the Houli site and noted how popular it was. According to Ko, Flora is not just Taichung's Expo, it is all of Taiwan's Expo, and everyone who comes feels its rich and diverse energy spread amongst the people.

Deputy Mayor of Tainan Wang Shih-ssu also visited the Expo, and felt certain the event was a meticulously planned and perfectly executed exposition, worthy of emulation by the Tainan Orchid Show.

County Magistrates Visit to Study the Expo's Execution

Magistrates from other city and counties also brought delegations to tour the Taichung Flora Expo, inquiring all the way about all kinds of details. Nantou Magistrate Lin Ming-chen was visiting to "study the Expo and create even more beautiful and innovative buildings in

Nantou!" He commended the magnificence of the Expo, which attracted government officials and as well as tourism, and said Nantou could take advantage of this learning experience and use it as a template for creating a bright and beautiful Nantou.

Changhua Magistrate Wang Hui-mei believes that in the course of visiting the Expo site she can study and reflect on many aspects of the Expo's design, and bring them back to Changhua to help her manage the county government.

Yunlin Magistrate Chang Li-shan also expressed her admiration for the Expo. She hopes that Yunlin County Government can bring back the know-how of hosting such a large-scale exposition and put it into use.

A Wonderful Performance - International Figures Admire the Expo

President of the Senate of the Republic of Paraguay Silvio Adalberto Ovelar Benitez also led a delegation to visit the Flora Expo Houli site. The members expressed their wonder at seeing the mechanical flower show "The Sound of Blooming", and praised the Expo's considerable beauty.



During the flora expo jersey presentation, baseball stars Lin Ying-jie (left), Chang Tai-shan (right) performed the flower dance with the mascot "Lai Hu" as everyone had fun.

President of the Republic of Nauru H.E. Baron Divavesi Waqa went with his wife to the Blossom Pavilion and observed the indigenous Taiwanese orchid ecology. In the Houli Horse Ranch site Discovery Pavilion they experienced the warm, wet sensation of going out to sea, and the chilly atmosphere of the snowy mountain forest. He repeatedly used body language to applaud the Expo, and while watching the largest mechanical flower performance "The Sound of Blooming", he couldn't resist getting his phone out to film it.

US and Japan Groups Visit - A Happy Exchange

Deputy Director of Publicity in Chiba Prefecture, Japan Yasuhiro Aono has visited quite a few Taiwanese cities, but the Flora Expo was his first visit to Taichung. He went specially to the Waipu site and interacted with the leopard cat father mascot. He was very happy and honored to be present at the momentous event.

US federal and state labor executives admired artist Mika Ninagawa's work displayed in the Blossom Pavilion, and exclaimed that the "The Sound of Blooming" was a really cool design, conveying the concept of symbiosis between man and nature.

Human Body Floral Design - Allies Extremely Interested

Foreign Minister Denis Moncada Colindres of Taiwan's ally Nicaragua was very interested in the Human Decoration Design Exhibition that

took place in the Blossom House. He applauded "An Eco-Friendly Home for Four" sustainable building, which has won awards in the UK and US, calling it a great design that can help to explain the concept of ecological conservation.

First Lady of the Republic of Palao Debbie Remengesau visited the Houli Horse Ranch site's International Indoor Floriculture Palau exhibit. She also explored the Asia-Pacific Allies Flower Garden at the Houli Forest site's International Flower Gardens, repeatedly nodding her approval at the Expo's elegant design and diverse exhibits.

The Fashion World's Vision Discover the Meaning of the Expo

Cheng Chia-fong, Taiwan General Manager of fashion brand Hermes, and Hermes Petit h branch General Manager Caroline de Raidman brought their keen senses to evaluate the Flora Expo. Cheng Chia-fong felt that the Expo was not really about flower arrangement. Instead, it combined modern Taiwan's most interesting technology with art in order to present the Expo's core concept of GNP (Green, Nature, People) and tell everyone about the importance of plants and soil. It's really a great message!



Japanese Female Photographer Exhibition - A Happy Challenge

Japanese photographer and director Mika Ninegawa accepted Taichung City Government's invitation to exhibit at the Expo, as she uses flowers extensively in her work. She enjoys the challenge of different presentation styles, using clever photographic techniques such as inverted reflections on the water's surface. She is very happy that the Flora Expo is building bridges between Taiwan and Japan, and thanks the Japanese sponsor Global Energy Corporation and Taiwan Green Power for their assistance.

Director of Global Energy Corporation Suzuki Kazuhiko worked with Mika Ninegawa and the Flora Expo to make connections in Taiwan; Taiwan Green Power CEO Li Chien-hsun was delighted with the opportunity to invite Mika Ninegawa to create her stunning artwork, and very grateful to have this opportunity to work with her.

Entrepreneurs Visit the Expo - "Well Worth Coming"

Acer founder Stan Shih praised the Blossom Pavilion exhibition as meticulously designed, and was intrigued by combination of art, culture and technology presented in "The Sound of Blooming".

Director-general of the Taiwan Listed Company Association Tsai Rong-teng arranged for a group of association members to visit the Flora Expo; Chairman of Chiuan Shin Development Co., Ltd. Pai Kuang-hao found all of the pavilions breathtaking; CEO of Jet

Rider Co. Chao Che-kuan recognized the success of the Expo, and after coming in person to see the event he said it was "well worth coming". Chairman of the Yue Yuan Education Foundation Lee I-nan praised the Expo for its extraordinary creativity.

Chairwoman of Taiwan Optical Platform Co. Liao Tzu-tsen admired the efforts of Taichung City Government that made the Expo so dazzling.

Breathtaking Design - More Than Just a Flower Show

"I-WANT STAR POWER" created a new song for the Flora Expo called "Flower Hana". Its distinctive rhythm arrangement embodies the boldness and tenderness of flowers; the group use flowery imagery in Chinese, Paiwan, Atayal and Minnan languages, exhibiting Taiwan's unique mix of cultures.

Baseball star "Prince of the Forest" Chang Tai-shan exclaimed that the Expo was more than just a flower show, conveying concepts of environmental conservation and adding international elements. Fellow baseball star Cheng Da-hung also shared same view. He saw orchids of all different colors, most of them never seen before, but the Discovery Pavilion made the biggest impression. Its design was based on environmental protection while the whole thing had a very artistic feel to it.

PIKO TARO, the spokesperson for the Flora Expo said "The Sound of Blooming" was a design he had never seen before, the entirely inaudible mechanism looks just like a real flower.

4.5 Global Flora Capital - Enhancing Citywide Cohesion

The Taichung World Flora Exposition required a large amount of manpower and resources to complete the bidding and preparation process, as well as the opening and closing ceremonies. So what have Taichung and Taiwan gained and learned from hosting this incredible event?

Encourage Local Consumption - Stimulate Industrial Improvements

The Taichung City Government has invested NT\$2.3 billion in horticultural planting and landscape projects for the Flora Expo, accounting for 25% of the budget for the event. Over 80% of the flowers and plants were purchased domestically through contracts and reservations. To support farmers and promote domestic agricultural produce and flowers, Flora Expo team set up the "Good Farmers Market" near the Expo site, providing farmers with a place to sell and increasing their earnings, achieving the original intention of the Expo.

Host the Flora Expo - Increase the Revenue of the Horticulture Industry

According to statistics from the Agriculture and Food Agency, Council of Agriculture, total horticultural output value in 2018 was NT\$16.51969 billion. NT\$6.47905 billion of this was for cut flowers and various types of plants for the Flora Expo extended competition area and exhibition, as well as for the surrounding landscaping, signing contracts



The Taichung Flora Expo organized the flower industry of Central Taiwan to market unique flowers, and encouraged the industry to upgrade.

with nurseries around the country and ordering plants to be planted. This shows an increase of NT\$1.11746 billion compared with 2012 when Taichung bid to host the Expo, demonstrating that hosting the Flora Expo and urban green beautification projects have had a positive influence on the domestic horticultural industry output value.

Hold Exhibition Competitions - Stimulate Industry Improvements

Through activities such as international



flower garden exhibitions, international indoor horticulture competitions, domestic flower art and flower garden competitions and themed horticulture and plant exhibitions, the Taichung Flora Expo has effectively facilitated cooperative exchanges in production, technology and trade. Mutual study and competition provide positive stimulation, and exhibiting and competing inspire more creativity and breakthrough achievements. This not only enriches the exhibition content, but also boosts the industry and improves its international competitiveness.

Cooperate in Production, Government and Research - Maximize Taiwan's Potential

The Taichung Flora Expo has contributed to horticulture related industries, including close cooperation in planting, raw materials, cultivation, design and distribution industry chains. This maximizes the abundant potential of Taiwan's horticultural industry and increases horticultural consumption capacity, whilst bring together the electronics and technology industries and introducing cultural significance. Enriching the breadth and depth of horticulture, and promoting citizens knowledge of horticulture can bring the love, appreciation and use of plants into the daily lives of the people.

In addition, Taiwanese indigenous plants and trees were used extensively by the Flora Expo. Experimental forestry research organizations also worked together on the exhibition, spurring researchers to come up with more ideas for improvements. Besides exhibiting the results of existing research, they also set out to

improve varieties and production techniques, showing that Taiwan's soft power lies in increasing industry innovation and improved competitiveness.

Showcasing Rare Varieties - Creating an Agricultural Economy

Many emerging domestic varieties, horticultural techniques and thousands of rare plants all over the world are endangered. Rare Taiwanese plants are showcased in this Flora Expo for the first time. Besides revealing the potential of Taiwanese agricultural research and conservation, it also has the function of testing the scope of the horticultural industry, observing the public's acceptance of new varieties, and raising awareness of the conservation of indigenous species. These exhibited varieties and techniques will be protected in the future through intellectual property rights, and transferring to mass production will increase farmers' income, creating value for the agricultural economy.

Adding Water and Greenery - Transforming Taichung

The 2018 Taichung Flora Expo was a people's expo, and an opportunity to transform Taichung into a garden city. Just like many other large-scale international competitions and events, one of the original goals of hosting the Expo was to use it to provide citizens with better leisure spaces. This can be done by creating more water and greenery in Taichung.

From Flower Show to Garden City

Another original goal of the Taichung Flora Expo was to improve citizens' appreciation for



Qingshui District – Aofengshan Park (Aofeng Sea of Flowers, Funiu)



Dajia District-Zhongshan Park (Dajia Mazu- Circling the flower sea)



Wufai District –Sea of Flower



Taiping District –Sea of Flower

the finer things in life, and integrate the beauty of plant life into citizens' daily lives. The Expo's is therefore now transformed from a large-scale "flower show" to a "garden city transformation movement".

Green Beautification - City Government Gets Started

In order to move towards the goals of the Expo and create a garden city, every department of Taichung City Government has begun subsidizing green beautification projects citywide. There are "Mini Flora Expos" all over the city, making unused land eye-catching and improving the appearance of the cityscape. Farmers and farmers cooperatives are also being advised to scatter unplowed farmland

with green manure seeds to create a colorful sea of flowers.

Taichung City Government Economic Development Bureau has also held a greening competition for manufacturers in industrial parks, encouraging creation of green roofs and green gardens, and 31 companies won awards for their greening. First was a group of 12 companies including Taiwan Semiconductor Manufacturing Co (TSMC) and Canon Taiwan; second was a group of seven manufacturers including Hsin Ying Machinery Works and Chuang Kuan Curtain Wall Engineering Co.; and third was a group of 12 manufacturers including Chung Inn Co. and Tswu Kwan Machinery Co.

An aerial night photograph of Taichung, Taiwan, showing a cityscape with illuminated buildings and streets. A prominent river flows through the center, with a bridge crossing it. In the foreground, a park area is visible with a large, illuminated Christmas tree and a modern, curved walkway. The sky is a deep blue, and the city lights create a vibrant, blue-toned scene.

Sustainable Expo Sites – Transition to Recreational Uses

Even though the six-month-long Taichung World Flora Expo came to an end, it laid a foundation for the city to build on, and demonstrated Taichung City Government's ability to host large-scale international events. The government will continue to build, operate and promote a more sustainable city.



Taichung World Flora Expo - Hard, Soft, and Smart Power

The Taichung Flora Expo brought Taichung and Taiwan onto the international stage. The six-month-long Expo attracted more than 7,240,000 visitors to listen to the sound of blooming and to experience its beauty.

Following the 2010 Taipei International Flora Expo, the 2018 Taichung World Flora Expo was Taiwan's second internationally authorized horticultural exposition. The Expo not only demonstrated the hard power of Taiwan's flora industry, cultural soft power, as well as technological smart power, it also insisted on preserving leopard cat habitat found during the planning process and displayed its core values "Green, Nature and People".

The Taichung World Flora Expo successfully opened its gates on November 3, 2018, with over 30 international groups invited to participate, and had more than 7,240,000 visitors in total. It has boosted horticultural and floral output growth rate by over 12% and is expected to generate direct and indirect economic benefits of at least 45,000,000,000 NT dollars.

Houli Connects Northern Taichung - Revitalized Development

The Taichung Flora Expo carried the responsibility to drive development in Houli and surrounding areas by expanding and rezoning the Houli Forest Expo Site for development and upgrading public infrastructure to meet future land use demands. The master plan aimed to connect surrounding districts such as Dongshi,



Taichung Flora Expo created brand new exhibition pavilions, such as Blossom Pavilion, as important platforms to market Taichung.

Dajia, Shengang to revitalize Northern Taichung and promote sustainable development of local industry and culture.

The Shan-Hai-Tun Region - Developing A Multi-Core Downtown

The Shan-Hai-Tun region will develop its own multi-core downtown in the future and combine with Taichung New City Hall and the Shuinan Economic and Trade Park to form an important industry belt. This forward-looking vision will be delivered through thoughtful planning and diverse development of green industries to revitalize Northern Taichung and increase Taichung City's competitiveness and international exposure.

In the short term, the Taichung World Flora Expo will, with public-private partnerships, attract more industry types to locate and grow in Houli and serve as the development engine for Northern Taichung; in the long run, the city will transform itself into a green city and create a sustainable and integrated agricultural

development area, combining agricultural technology, production, research, education, convention and tourism. The plan aims to generate substantial growth in economic and social benefits which will help increase Taichung's competitiveness, and put Taichung on the map for the world to see.

Sustainable Assets Expo Sites - Building Core Values

"Sustainable assets" is one of the core values of the Taichung Flora Expo. Learning from other international events such as the Olympics, more than 70% of the Flora Expo's facilities remain onsite after the event. The Expo pavilions are now on Operate-Transfer contracts and run by private businesses, becoming part of the region's sustainable tourism and recreation development in combination with peripheral tourism, economic, transportation and other construction.

Houli Forest Expo Site - A Park in the Short Term

The Houli Forest Expo Site was planned as a park in the short term and will host the 2020 Taiwan Lantern Festival. Afterwards, the site will be rezoned for the Houli District Urban Expansion Plan.

In the mid-term to long term, Taichung City Government is currently working on the Houli District Urban Expansion Plan (Forest Expo Site) to convert it to an urban park with social housing, family facilities and child care centers to provide services to the local residents of



Houli Horse Ranch and Forest Expo Site were designated as an "Equestrian Sport Educational and Cultural Experience Park," making them the center of leisure and tourism in Houli.

Houli. In addition, hotels, retails, restaurants and outdoor recreational facilities will be built and run through the Operate-Transfer process. The master plan is currently under review by the Taichung City Planning Committee and will be adjusted according to suggestions provided.

The Discovery Pavilion and Visitor Center were temporary structures built with green materials that can be partially reused after demolition. They are also examples of the Flora Expo's green circular economy spirit.

Houli Horse Ranch - Creating a Gateway for Equestrian Experiences

Located in the Horse Ranch Expo Site, the Houli Horse Ranch and Blossom Pavilion will undergo an OT process (OT stands for Operate-Transfer, which indicates a facility is funded and built by the government and outsourced to one or more private businesses to operate; once the contracted operation terminates, the right to operate is transferred back to the government).

The restored historic building cluster within the Houli Horse Ranch Expo Site is planned to be repurposed as the "National Equestrian Educational and Cultural Park", which will



Since the expo ended, the mascot leopard cat family have become mascots for the city of Taichung.

include international standard equestrian arenas, a horse themed restaurant, Stable 8 Flea Market, a visitor center, etc. The park will provide a diverse range of recreational activities, host equestrian competitions and/or performances, and provide training for professional riders, private horse hosting and caring services, horseback riding experiences, European horse carriage tour, bicycle riding, equestrian competition viewing, and educational exhibits on equestrian history, etc.

Blossom Pavilion – Northern Taichung Convention Center

The permanent pavilions are to be left in place and be used as a local public facility. For example, the Blossom Pavilion in Houli Horse Ranch Expo Site is planned to be used as the new Northern Taichung Industrial Convention Center. It is defined as a multifunctional exhibition hall for the floral, agricultural, and commercial industries, becoming a place for flower exploration. With a variety of exhibit themes on local cultural features, including the horse ranch, greenway, saxophones, and sugar refinery, Houli Horse Ranch is planned to be transformed to a multifaceted attraction in the garden city that lures equestrian fans, bike enthusiasts, flora lovers to visit.

Waipu Expo Site - An Agricultural Development Field

Post-Flora Expo, the Waipu Expo Site will host the "World Orchid Conference (WOC) and Exhibition", and continue to promote the flower industry.

The Harvest Blessings Pavilion and the Agri-Tech and Conservation Pavilion in the Expo Site have been preserved. After the Orchid Conference ends, the operation of the Waipu Expo Site will be mainly focused on agricultural R&D, production and distribution functions; also with the public education, visiting and experience functions, and with the Operate-Transfer (OT) used to entrust the private sector to apply for participation in public construction. The goal is to carry out operations management in the areas of promoting local agricultural development and multi-functional agricultural promotion.

After the Expo, the Fengyuan Huludun Park Expo Site returned to its original use as a park. The four glass installations in the park were also preserved in place, and the water body returned to a role as detention basin for flood control. The Taiwan Pastries Pavilion also returned to its original use as a community center used by the Rotary Club.

Changing Track, Leopard Cat Family and Horsiver Became City Mascots of Taichung

The Flora Expo mascots "Leopard Cat Family and Horsiver", which were loved by everyone,

actively changed track. Leopard cat dad Leo went to the Employment Service Desk to submit a job application and hoped to find a good job. Mayor Lu Shiow-Yen personally served as the interviewer and she was full of praise after the interview; she decided to hire them as "Taichung City Mascot". They will attend various events in Taichung and work hard together for municipal administration and marketing of Taichung.

Closed Successfully, the Flora Expo Overcame Adversity and Set a Good Example. For the Future

After the closing ceremony of the Flora Expo at the end of April 2019, Mayor Lu Shiow-Yen heard the Deputy Secretary-General Chen Ju-chang's project report regarding the "Result and Review of the 2018 Taichung Flora Expo" at the municipal meeting on May 28, 2019. The project report said that in the process of promoting the Flora Expo, it encountered many adversities and difficulties, but they were solved by horizontal and vertical integration, displaying the execution power of the City Hall team.

Mayor Lu Shiow-Yen: "Keep Building Taichung Based on the Existing Foundation"

The Mayor of Taichung City Lu Shiow-Yen said that a poll showed that 63% of Taichung citizens who had visited the Flora Expo were satisfied. It was the biggest affirmation for all the members of the Taichung City government who put in their best efforts. Even though the Flora Expo has ended, it has laid the foundation for urban construction in Taichung.



Taichung City Mayor Lu Shiow-Yen said that the praise the flora expo received from visitors is the biggest affirmation of all the hard work undertaken by the city government.



Because of the flora expo, Taichung developed and prospered and in the future Taichung City Government will seek to use this as a foundation to develop sustainable prosperity, manage and market the city.

The construction of the Flora Expo was not temporary, but a major construction and operation of the city. Hosting the Flora Expo shows that the Taichung City Government has the ability to host major international events. Therefore, the Taichung City Government will not only see short-term benefits and use it only once. The most important thing is that Taichung has been developed and built because of the Flora Expo. In the future, the Taichung City Government will continue to build on this foundation, and operate and market the city of Taichung.

Appendix





Sponsorship

Item	Participating works	Exhibitor
1	AU Optronics Corporation	AUO Micro Gallery
2	Taiwan Land Development Co.	TLDC Tsumiki Pavilion
3	Victor Taichung Machinery Works Co., Ltd.	Victor Taichung Fantasy Land
4	Cheng Loong Corporation	1. Cheng Loong Paper Pavilion 2. 1,255 boxes of large rolls of toilet paper (15,060 rolls) 3. 1,340 boxes of small rolls of toilet paper (128,640 rolls) 4. 40 boxes of tissues (2,880 packs) 5. 80 boxes of paper towels (1,600 packs)
5	TAICHUNG REAL ESTATE DEVELOPMENT ASSOCIATION	Bamboo Pavilion
6	KING RAY YENG IND. CO., LTD.	Entrepreneurship Pavilion
7	Kuang Yu Metal Working Co., Ltd.	Entrepreneurship Pavilion
8	Sun Own Industrial Co., Ltd.	Entrepreneurship Pavilion
9	Freshfields International Company Limited	Entrepreneurship Pavilion
10	HIWIN TECHNOLOGIES CORP.	1. The Sound of Blooming 2. Sponsor of Flora Expo performances
11	HIWIN MIKROSYSTEM CORP.	The Sound of Blooming
12	EARTHPOWER CONSTRUCTION CO.,LTD	The Sound of Blooming
13	REIJU Construction Co., Ltd.	The Sound of Blooming
14	Signify Taiwan	The Sound of Blooming
15	China Medical University Hospital	The Sound of Blooming
16	Asia University, Taiwan	The Sound of Blooming
17	GForm Machinery Sheet Metal Co., Ltd.	The Sound of Blooming
18	KUAN YUAN PAPER MFG. CO., LTD.	The Sound of Blooming
19	LI MING MACHINERY CO., LTD.	The Sound of Blooming
20	Taichung City Culture&Education Foundation	1. The Sound of Blooming 2. Sponsor of Flora Expo performances
21	Ta Chen Fong umbrella co., ltd	1. The Sound of Blooming 2. 2,000 courtesy umbrellas
22	DA.AI TECHNOLOGY CO, LTD.	1. Humanitarian Eco-Tech Pavilion 2. 3,000 volunteer vests
23	Forestry Bureau	1. Taiwan Wood Pavilion 2. 2,562 logs for Expo exhibits
24	Chunghwa Telecom Co., Ltd	1. Onsite Free WiFi 2. Onsite Network Management 3. VPN Connection Services
25	CPC Corporation, Taiwan	1. 600,000 liters of shuttle bus fuel 2. Flora Expo banners at all CPC gas stations
26	Mandarin Airlines	A painted Flora Expo themed plane
27	Taiwan High Speed Rail Corporation	Onboard and in-station Flora Expo advertisements
28	Ever Rich Duty Free Shop	Flora Expo advertisements at airports

Item	Participating works	Exhibitor
29	Uni-President Enterprises Corp.	1. 10,000 bread buns for the Flora Expo staff and volunteers 2. 4 weeks of advertisements on the OPEN! Channel 3. 4 weeks of advertisements at POS cashiers 4. 1,000 Flora Expo tickets for OPENPoint redemption 5. Starbucks coffee and refreshments at one press conference 6. 30,000 50%-off-on-second-cup coupons for the Flora Expo staff and volunteers 7. Advertisements on digital displays and posters at 48 shopping centers nationwide
30	Taichung Commercial Bank	Flora Expo landscape art installation at Taichung HSR Station
31	Cota Commercial Bank	National Day Parade Leopard Cat Float
32	Hua Nan Commercial Bank	1. 340 strollers 2. 20,000 volunteer backpacks 3. 3,350 Flora Expo tickets for schools 4. Sponsor of Flora Expo performances
33	Taiwan Power Company	Sponsor of Flora Expo performances
34	FENG HSIN STEEL CO.,LTD.	Sponsor of Flora Expo performances
35	BANK SINOPAC COMPANY LIMITED	Sponsor of Flora Expo performances
36	SinoPac Securities Corporation	Sponsor of Flora Expo performances
37	Taichung City Cultural Development Foundation	Sponsor of Flora Expo performances
38	TSMC Education and Culture Foundation	Sponsor of Flora Expo performances
39	MOBILETRON ELECTRONICS CO.,LTD.	Sponsor of Flora Expo performances
40	Johnson Health Tech. Co., Ltd.	Sponsor of Flora Expo performances
41	Wistron Corporation	Sponsor of Flora Expo performances
42	Cathay Life Insurance	Sponsor of Flora Expo performances
43	CHANG HWA COMMERCIAL BANK	Sponsor of Flora Expo performances
44	YO JI CONSTRUCTION CO., LTD.	Sponsor of Flora Expo performances
45	LIEN JADE CONSTRUCTION CO., LTD.	Sponsor of Flora Expo performances
46		Sponsor of Flora Expo performances
47	CHUNG YO DEPARTMENT STORE CO., LTD.	Sponsor of Flora Expo performances
48	CHUAN CHENG HAT CO., LTD.	Sponsor of Flora Expo performances
49	VEDAN ENTERPRISE CORP.	Sponsor of Flora Expo performances
50		Sponsor of Flora Expo performances
51	TAIWAN NAVIGATION CO., LTD.	Sponsor of Flora Expo performances
52	GREAT EASTERN RESINS INDUSTRIAL CO., LTD.	Sponsor of Flora Expo performances
53	UNIVERSAL MICROELECTRONICS CO., LTD.	Sponsor of Flora Expo performances
54	SWEETEN REAL ESTATE DEVELOPMENT CO., LTD.	Sponsor of Flora Expo performances
55	CHINA METAL PRODUCTS CO., LTD.	Sponsor of Flora Expo performances
56	The Second Credit cooperative Association of Taichung	Sponsor of Flora Expo performances
57	YUNG SHIN PHARMACEUTICAL	Sponsor of Flora Expo performances
58	KONG CHOU CONSTRUCTION CO.,LTD	Sponsor of Flora Expo performances



Item	Participating works	Exhibitor
59	Taiwan Optical Platform Co., Ltd.	1. Dry walls in Discovery Pavilion 2. Sponsor of Flora Expo performances
60	Siliconware Precision Industries Co., Ltd.	1. 400 wheelchairs 2. 30 drinking fountains
61	Chuan Lian Enterprise Co., Ltd	1. 3,000 Flora Expo pop-up books 2. Large wall advertisements at 4 store locations 3. Flora Expo posters at Taichung store locations
62	TAIWAN FERTILIZER CO., LTD.	1. 239,356 kgs of organic fertilizer 2. 59,842 kgs of compound fertilizer 3. 20,000 bags of 500g organic fertilizer
63	Gain How Printing Co., Ltd.	1. 20,000 Flora Expo vol. 1 albums 2. Flora Expo photo album system platform services 3. 900,000 copies of Flora Expo brochure
64	Treasure Dragon Corp	1. 11,000 pairs of volunteer arm covers 2. Sponsor of Flora Expo performances
65	Kerry TJ Logistics Co., Ltd.	10,870 backpacks for Flora Expo staff and volunteers
66	SONISON BABY PRODUCTS CO.,LTD	1. Supplies for 24 nursing rooms 2. 1,000 bottles of mosquito repellent
67	LEE YUAN BIOMEDICAL CO., LTD.	22 AEDs
68	Fubon Financail Holding Co., Ltd	1,000 Flora Expo tickets for schools
69	ACE MOTORS INC.	Guest pickups and drop-offs at the Opening and Closing ceremonies
70	Hsin Wan Jen Chemical & Pharmaceutical Co., Ltd.	1. Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3 2. 300 bottles of Green Oil
71	Yulan Culture Company	Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3
72	Famwood	Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3
73	SUNMADE INC.	1. Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3 2. Corporate exhibit – Flower of Life, Waipu Expo Site
74	HDJC company Ltd.	Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3
75	Grand Blossom Grange	Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3
76	Celebrity Floriculture Studio	Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3
77	Hexagon Pavilion Landscape Engineering Co., Ltd.	Corporate exhibit – Corporate-Sponsored Gardens, Fengyuan Huludun Park Expo Site Area 3
78	Pacific Hardwood Company	Corporate exhibit – Wood Cabins, Fengyuan Huludun Park Expo Site Area 5
79	Nan Hon Textile Products Co., LTD	1. 40 pet strollers 2. 40 pet bags 3. 500 pet bandanas
80	PACIFIC DEPARTMENT STORES CO., LTD.	60 Baby strollers
81	Wilmar Commodity Resources Co., Ltd	1,000 boxes of long-life milk (24,000 bottles)
82	Tatung Company	1. 2 sets of UTM equipment and services 2. 10 sets of managed network switches and services 3. 4 sets of enterprise managed switches and services

Item	Participating works	Exhibitor
83	CELERAISE TECHNOLOGY CORPORATION	IP address distribution and 10 manager hosts
84	UPAS INFORMATION SECURITY CORP.	Network Access Control for 1,000U
85	Luci CO., LTD	The Flora Expo app
86	LoreMaster Tech Inc.	Online real person interpretation platform services
87	TWEDISON TECHNOLOGY CO., LTD.	Waipu Expo Site – 5 wind and solar powered street lights.
88	Gogoro	1. Eco-friendly electric patrol scooters 2. 12 medical station electric scooters
89	Tyeng Long Incorporation	400 stanchions
90	Taiwan Sugar Corporation	1. A special exhibit at the Agri-Tech and Conservation Pavilion 2. vertical orchid garden installation at the Agri-Tech and Conservation Pavilion
91	Aerospace Industrial Development Corporation	Agri-Tech and Conservation Pavilion – 1 biogas generator
92	MERCK PERFORMANCE MATERIALS LTD.	Agri-Tech and Conservation Pavilion – Smart glass
93	FuZhou Biotechnology Co., Ltd	Agri-Tech and Conservation Pavilion – Antrodia Cinnamomea
94	CHIN KUEI CO., LTD.	Agri-Tech and Conservation Pavilion – vertical garden structure and planters
95	Carbon-Based Technology Inc.	Agri-Tech and Conservation Pavilion – Drone display
96	De-meter Technology Inc.	1. Agri-Tech and Conservation Pavilion – Microclimate detection 2. Agri-Tech and Conservation Pavilion – Water quality sensor 3. Agri-Tech and Conservation Pavilion – Farm security monitoring model
97	NEGUTECH CO., Ltd.	Agri-Tech and Conservation Pavilion – Digital recognition of crops
98	VEELED INCORPORATION	1. Harvest Blessings Pavilion – 89 grow lights 2. Harvest Blessings Pavilion – 6 art installations
99	Camangi Corporation	Harvest Blessings Pavilion – Organic synthetic fiber
100	TAIWAN HOKUTO CORPORATION	1. Harvest Blessings Pavilion – Mushrooms & giveaways 2. Harvest Blessings Pavilion – Food & Agricultural education
101	Champ Vision Display Inc.	Harvest Blessings Pavilion – 6 55" frameless monitors
102	PRETTY LEGEND BIOTECHNOLOGY CO., LTD.	Harvest Blessings Pavilion – Materials for the Preserved Flower
103	TPTEA CO., LTD	Harvest Blessings Pavilion – Tea leaves recycling demonstration
104	Continent of KeDong	Corporate exhibit – 30 pieces of stainless steel artwork
105	Zheng tea Garden from Wang, Guo-Zhong	Corporate exhibit – 45 pots of Camellia for Waipu Expo Site



List of competition Entrants

1. World Garden Competition Exhibitor

Item	Nation	Exhibitor
1	-	International Association of Horticultural Producers (AIPH)
2	Korea	Korea Association for the Advancement of the Flower and Culture
3	Myanmar	I Love Myanmar
4	Kazakhstan	Silk Road Horticulture Association
5	Malaysia	International Floral Design & Education Association
6	Hong Kong	Silk Road Association
7	Pakistan	Far East Oriental Trading Company (Pvt) Ltd.
8	Oman	Commercial Office of the Sultanate of Oman-Taiwan
9	Taiwan	The National Federation of Landscape Association of R.O.C
10	Bhutan	National Adventure Tour and Trek
11	Nepal	Lalit Mandap Art & Architect P.Ltd.
12	Japan	Tanaka Zouendoboku Co., Ltd.
13	Mongolia	Uvs Province Taiwan-Mongolia office
14	Singapore	Floriculture Association (Singapore)
15	Spain	Michèle & Miquel, Spain
16	United Kingdom	London School of Economic & Political Science Alumni Association Taiwan
17	Netherlands	The Netherlands Trade and Investment Office
18	France	Michèle & Miquel, France
19	Germany	KulturAnker e.V.
20	France	Saint Pol de Léon City Government
21	Turkey	Lisinia Turizm Sağlık Hayvancılık Tarım Madencilik San. ve Tic. Ltd.Sti
22	France	Nantes City Government & Association Nantes est un jardin
23	Solomon Islands	Embassy of Solomon Islands
24	Republic of Palau	Embassy of the Republic of Palau
25	Marshall Islands	Embassy of the Republic of the Marshall Islands
26	United States	State of Hawaii U.S.A. Taiwan Office in Taipei
27	Canada	Global Asian Interactive Youth Association
28	Chile	Magia del Sur Andino
29	Madagascar	La Mira Garden
30	Somalia	Global Horticultural Group

2. Domestic Short Term Garden Competition

(1) Green Wall & Green Rooftop Garden Competition

Item	Participating works	Exhibitor
1	Meet the Ruyi, it represents happiness!	Hosunyuan Landscape Gardening Co.
2	Leisure Green Rooftop	Eastvision Co., Ltd.
3	Greenery of Plants	Changjiang Commerce Limited Company
4	Picnic on the Rooftop	Tian Yeh Landscape Company
5	Peaceful Green	Floralpath Florist
6	A blessing of peace from Bamboo	Liu Jiao Ting Landscape Engineering Co., Ltd.
7	Creative and Refreshing Oasis	Muyoutrve Creative Workshop
8	Greenery Art	Hong Yi Landscape Studio
9	A journey of melody	Taoyuan Municipal Longtan Senior High School
10	Secret Garden	Chaoyang University of Technology
11	Hide Green · Bamboo Hat · TT	Jian, Jun-Wei
12	A breathing rooftop	Tian Yuan Landscape Company
13	Green city in a frame	Comma

(2) Edible Garden Competition

Item	Participating works	Exhibitor
1	Ldylic Life	Qian-Yi Landscape Co., Ltd.
2	Plan food that is, local materials	Abundant Grass Co., Ltd.
3	Green Garden of Sunlight	Wei-chun Flower Shop
4	Formosa's Past and Today	Kuo, Shu-Hui
5	Hi! My Green Life	Berlin International Consultants Co Ltd.
6	Geometry Present	Tian Yuan Landscape Company
7	Green & Life	Jia Shu Floral Design Studio
8	Overlook Picasso	TFTD Flower Shop
9	Come for a Green Feast	Wang, Jia-En
10	The Food Old Days	Chen, Yi-Jhen
11	Leisure	Chen, Wei-Ming
12	Vegetable Garden/Herb Garden	Department of Post Modern Agriculture of MDU
13	Flowing River	Hsinlinting Hort. Co., Ltd.
14	Edible Landscape Match Each Other	Tunghai University
15	The Homeland of Paddy	Lu, Xuan
16	Flowers and Navy in Boshui Qiankun	Guo, Jhe-Dong

**(3) Waterscape Garden Competition**

Item	Participating works	Exhibitor
1	Life Moves Through Groves and Streams in Perpetuity	Abundant Grass Co., Ltd.
2	Peaceful Mondrian	Hong Yi Landscape Studio
3	Fountainhead of the Ecological Miracle	Shin Huah Co., Ltd.
4	Lookback	Chaoyang University of Technology
5	Enjoying Tea	Lyu-Di Landscape Limited
6	Homeland Guardian	Liu Jiao Ting Landscape Engineering Co., Ltd.
7	Tranquility	Jiou Ciou Landscape Design
8	Breaking Waves	Jing chuan Image Landscape Co., Ltd.
9	Tailing Moon	Ljegeay Mavaliv
10	Flower of Plenty and Joyful of Water	Li, Jia-Wei
11	Escape	Tunghai University
12	Tea-Water-Space	Jia Shu Floral Design Studio
13	E Garden	National Taitung College

(4) Creative Balcony Landscape Competition

Item	Participating works	Exhibitor
1	Relaxable Garden	Liu Jiao Ting Landscape Engineering Co., Ltd.
2	Be Able To Success	TIAN YUAN Landscape Company
3	Garden Of C	Richard
4	Peaceful · Bamboo	National Pei-men Senior Agricultural and Industrial Vocational School
5	Romance in Santorini, Greece.	TFTD flower shop
6	Clear Sky	Taoyuan Municipal Longtan Senior High School
7	Sunrise in Lanyang Guishan Island	National Ilan University
8	Leisure Time	Muji Flower
9	Purified Dust	Guo, Jhe-Dong
10	Outdoor Office	Jiou Ciou Landscape Design
11	Personalized Balcony	Hsu, Kuo-Chang
12	Wild Nature	Tunghai University
13	Water Drop	MAO,YU-WUN
14	Traditional innovation	Chaoyang University of Technology
15	Water for Cure	Hsieh, An
16	Green Urban	Huang, Shih-Yu
17	Negative Ion	Qian-Yi Landscape Co., Ltd.

(5) 3D Green Sculpture Competition

Item	Participating works	Exhibitor
1	Leopard Cat Paradise	Liu Jiao Ting Landscape Engineering Co., Ltd.
2	Horse and Track in Fun Fusion	Muyoutrue Creative Workshop
3	Hakka	Chaoyang University of Technology
4	Fusion	Ljegeay Mavaliv

Item	Participating works	Exhibitor
5	Hospitable Prosperous	Chong De Flower Shop
6	Pure	National Ilan University
7	Guarding the Eternal Island - Formosa	Song Quan Landscaping & Design Studio
8	Healing Garden for Intellectual Disability Elders	Nantou Education and Nursing Institution, Ministry of Health and Welfare
9	Happy Bear	Qian Yi Landscape Co., Ltd.
10	Newborn Bud	Chaoyang University of Technology
11	Absent Kitten	Jing Chuan Image Landscape Co., Ltd.

3. Corporate-Sponsored Gardens

Item	Participating works	Exhibitor
1	Senior's Happy Life	Celebrity Floriculture Studio
2	2nd Home	Fam Wood Furniture Corp.
3	Love in Mountains	Liu Jiao Landscape Engineering Co., Ltd.
4	Light: Witnessing Love	Sunmade Inc.
5	Green, Love & Care	Hsin Wan Jen Chemical & Pharmaceutical Co., Ltd.
6	Blessing for a Lifetime	Yulan Culture Company
7	Opening the Flower World of the Rose Box	Grand Blossom Grange
8	Enjoy Flowers and Butterflies & Spheric Church	Hdj Company Ltd.

4. Indoor flower competition**(1) Home Landscape Design Competition**

Item	Participating works	Exhibitor
1	Comprehension in Lanyu	TF Garden flower
2	Living with Green	Celebrity Floriculture Studio
3	Pear. Flower	L&V Flower
4	Relaxing Home	Eucalyptus
5	Pastoral Bamboo Shadows	Shang Fang Floral Design Studio
6	The Nature Salon of Zhu-Luo	Chiayi City Chinese Flower Art Promotion Association
7	Leisurely Residence with Family and Landscape	Tian Yuan Landscape Company
8	Simple Leisure	Ho, Lu-Ping
9	Starting from Green	Louis . Flowers
10	Floral Imagination	Wang, Shih-Yin
11	Retired and Carefree	Lee, Chai-Ng
12	Beautiful Bamboo Residence	Qian-yi Landscape Co., Ltd.
13	Tropical Home Living	Hua Jian Ji Floral Design Studio
14	LOHAS Lifestyle with Blossom	Taiwan Pot-Plants Association



Item	Participating works	Exhibitor
15	Blue Dye Garden	Jing Chuan Image Landscape Co., Ltd.
16	A Family Surrounded by Water	Floralpath Florist
17	Green Stone Garden	International Flower Arrangement Research Exchange Association
18	Magical Forest- Home of the Mountain Gods	Time Flower
19	Home is Where the Flowers are	Xinyi Interior Design Co., Ltd.
20	Have Green as a Neighbor as Joy and Wonderful	Zhong, Yuan-hong
21	Modern Zen	International Floral Design Education Foundation
22	Afternoon Tea	Li Jing Landscape Design Co., Ltd.
23	Deja Vu	J. K. I. T.
24	Green Life	SF Flower
25	Floral Home	Huang, Chi-Cheng

(2) International Indoor Floral Competition

Item	Participating works	Exhibitor	Country
1	Tying the Knot	Y.K. Janur Indonesia	Indonesia
2	The Autumnal Scenery of Island	Chinese Floral Arts Foundation	Taiwan
3	Kazakhstan YA	Silk Road Horticulture Association (Silk Road Association)	Kazakhstan
4	Emerging Bamboo Shoots in Spring	Tropifame Floral Design School Pte. Ltd.	Singapore
5	Reminiscent	Taiwan Pot-Plants Association	Taiwan
6	The Sounds of Bamboo Forest	Taiwan Flower Designer's Association (Evagrow Florist International Co., Ltd.)	Taiwan
7	The Enthusiasm in Tropical Paradise	State of Florida / EFI – Pacific Rim Office, Taiwan	United States
8	The Fairy Tale of Fish & Flowers	State of Hawaii U.S.A. Taiwan Office in Taipei	United States
9	Take A Trip to Gunma for Autumn Leaves	Gunma Prefecture (Gunma International Horticultural Exposition Exhibition Council)	Japan
10	The Nature and Food of Tottori	Tottori Prefecture (Tottoriken Kanko Jigyodan, General Foundation)	Japan
11	The Beauty of Okinawa Nature	Okinawa Churashima Foundation	Japan
12	Orchid Paradise	Cocoa Orchid Farm(Su Eng, Chen)	Taiwan
13	Only Nature Will Survive	Sören Van Laer	Belgium
14	Beauty of Creation	I Love Myanmar	Myanmar
15	The Language of Flowers	Komagane City, Nagano Prefecture	Japan
16	Ehime and Chihiro's Garden	Ehime Prefecture (Matsuyama Airport Promotion Association)	Japan
17	Nagoya Traditional Flowering and Innovation	Nagoya Convention & Visitors Bureau	Japan
18	Nature's Theatre	China Floral Art Foundation	Taiwan
19	Connected to Nature	Alex Segura Arana	Spain
20	The Horn	Singapore Florist Association	Singapore
21	The Muses	International Floral Design Education Foundation	Taiwan

Item	Participating works	Exhibitor	Country
22	Flowing Flowers in Gwangyang	Gwangyang City (Korea Association for the Advancement of the Flower and Culture)	Korea
23	Silence of Red and Vermilion	Japan Floriculture Export Association	Japan
24	Bali Bali	PT. Kekas Orchid	Indonesia
25	The Elegant Afternoon Teatime in England	London School of Economic & Political Science Alumni Association Taiwan	United Kingdom
26	The love of Poland Paper-Cut	SRA Horticulture & Flower Association(Global Holdings Australia Pty Limited)	Poland
27	The Valley of Orchids	Taida Horticultural Co., Ltd.	Taiwan
28	Flower-Palau-Heart	Embassy of the Republic of Palau	Palau
29	Day & Night	Saint-Pol-de-Leon (Soa-Chui Enterprise Company Limited)	France
30	Field of Gold	Brigitte Heinrichs	Germany
31	Heart of the Ancient Silk Road	Turkish SRA Flower Association (Rajesh Trivedi)	Turkey
32	NAGA, the Symbol of Plentifulness of Thailand	DSD Blossom Co., Ltd.	Thailand
33	Gero-onsen - The Fireworks Stories	Gero-onsen Tourist Association	Japan
34	Bamboo Art of Oita	Oita Prefecture(Taichung World Flora Exposition Oita Promotion Executive)	Japan
35	Beauty and Sorrow of Mother Earth	Earth Miracle Floral Design (Hisu-Pin, Hu)	Taiwan

(3) Human Body Floral Accessory Design Competition

Item	Participating works	Exhibitor
1	Florid Extravagance	International Floral Design Education Foundation
2	Strutting in Your Favorite Fascinator and Dress	Evagrow Florist International Co., Ltd.
3	Weaving Floral Fashion	Chinese Flower Design Association
4	Oriental Floral Fashion	Chinese Flower Arrangement Association
5	Compete with beauty looks	Celebrity Floriculture Studio
6	Flowers Are Prettier Than People	Lin, Dai-Li
7	Queen	Eucalyptus
8	Encounter beauty	Lai, Wen-Li
9	Harmonious opposition	Taiwan Pot-Plants Association
10	Encounter with Eternity	Ostara Florist Co., Ltd.
11	The Future	Candyfloss Florist Design
12	Magic Variety	Li Jing Landscape Design Co., Ltd.
13	The breath of the earth	J. K. I. T
14	wonderful life	Hsieh, Chuei-Jan
15	Goddess	SF Flower
16	Bedtime Stories	Chiu, Yi-Wen
17	Fate-Heart with Mazu	TF Garden Flower



(4) Environmental Floral Art Competition

Item	Participating works	Exhibitor
1	Love for earth, Eco life for us	Taiwan Florists' Transworld Delivery Association
2	Rainbow in Condolence	Taichung City , the United States and Canada Floral Design Association
3	The Green Planet	Taipei Floriculture Workers Union
4	Strange Encounter	Chinese Floral Arts Foundation
5	Bamboo fantasy	Qian-Yi Landscape Co., Ltd.
6	Tire Of A Life	Jing chuan Image Landscape Co., Ltd.
7	A Recreational Space born out of a Transformation	Floralpath Florist
8	Dry Trees Touched by a Drop of Spring	Celebrity Floriculture Studio
9	Granny's Garden	Liz International Co., Ltd.
10	Gray space	Green Idea Life of Florist
11	Minions Love Banana	Tian Yuan Landscape Company
12	Cherish The Island of The Beauty Taiwan	Art of Flowers Association New Taipei City
13	regenerate	Li Jing Landscape Design Co., Ltd.
14	Green Life	Huang, Chi-Cheng
15	unsightly derivative	J.K.I.T
16	Reconstruction & Symbiosis	Evagrow Florist International Co., Ltd.
17	Rhythm of Recycling	International Floral Design Education Foundation
18	In Pursuit of Maple Leaves	Lee, Yu-Shen
19	Green Island: Environmental Protection, Recycling, Energy Saving and Carbon Reduction	TF Garden Flower

(5) Christmas Festival Design Competition

Item	Participating works	Exhibitor
1	A Very Dreamy Christmas	International Floral Design Education Foundation
2	Christmas Eve - deliver warm and joyful greeting	Taiwan Pot-Plants Association
3	Street view on Christmas Eve	Taiwan Florist's Transworld Delivery Association
4	Magic Christmas feast	Taichung Flower Design Association
5	Christmas party	Chuang, Ping Ju
6	In Celebration of the Birth of the Saviour	Elegance Flower Art Studio
7	HAPPY TIME	SF Flower
8	Music of Joy	New Taipei City Green Hand Creation Life-Aesthetics Promotion Association
9	Christmas Gospel	TF Garden Flower
10	Colorful Winter- Tunghai Chapel	Floralpath Florist
11	Harvest Christmas	Qian-yi Landscape Co., Ltd.
12	Guess Gift Open Gift - Joyful Christmas Time	Tian Yuan Landscape Company
13	Christmas	J. K. I. T

Item	Participating works	Exhibitor
14	A Glittering Christmas Festival	Chuo, Yueh-Lan
15	Leisure	Kuo, Li-Feng
16	Happy Christmas Party	Yu, Chih-Kuan
17	Alice is Coming ~ Let's Dance Christmas	New Taipei City Floral Art Association
18	Christmas time	L&V Flower
19	Magic Silver Christmas	Li Jing Landscape Design Co., Ltd.

(6) Wedding Decoration Competition

Item	Participating works	Exhibitor
1	Forest Wedding Spring: Classical Romanticism	China Floral Art Foundation
2	Forest Wedding Summer: An Exotic Wedding in Bali	China Floral Art Foundation, Central Branch
3	Forest Wedding Autumn: An Aboriginal Amis-theme Wedding	China Floral Art Foundation, Northern Branch
4	Forest Wedding Winter: A Modern and Stylish Wedding	China Floral Art Foundation, Southern Branch
5	Floral Wedding	Chang, Chia-Cheng
6	Forest Theme	Louis . Flowers
7	Happiness on the Banquet Table	International Floral Design Education Foundation
8	The White Love	Li Jing Landscape Design Co., Ltd.
9	Colorful Wedding	Celebrity Floriculture Studio
10	The Life of Rose	Huang, Yu-Chun
11	Catering Under The Tree	J.K.I.T
12	The Witness of Love	SF Flower
13	Dabble Happiness - Chinese Wedding	TF Garden Flower
14	Only Bamboo Knows My Heart	Chen, Mei-Hua
15	Alice in Wonderland	Shi-Mao Flower Store
16	Love march	Taiwan Pot-Plants Association
17	Hot Air Balloon	Liz International Co., Ltd.
18	Wedding Time	Eucalyptus
19	Breeze Forest	Candyfloss Florist Design

(7) Chinese New Year Flower Design Competition

Item	Participating works	Exhibitor
1	Winter solstice	Taichung City Chinese Flower Art Promotion Association
2	Celebration Under First Full Moon	Taichung City Chinese Flower Art Promotion Association Chen, Shao-Jen
3	Travel On First Day Of CNY	Taichung City Chinese Flower Art Promotion Association Chen, Mao-Chun
4	Reunion Around The Table	Taichung City Chinese Flower Art Promotion Association Chang, Tsui-Cheng
5	Reunion In Flora Expo	TF Garden Flower



Item	Participating works	Exhibitor
6	Raise The Red Latern Beads On The Jade Plate	Liz International Co., Ltd.
7	New Year Wishes	International Floral Design Education Foundation
8	Spring	Lu Ming Tang International Co., Ltd .
9	All The Best Wishes In The Year Of Pig	Taiwan Pot-Plants Association
10	Bamboo Brings Peaceful Happiness Blossom Brings Rich Fortune	International Floral Design Education Foundation
11	Silver Pig Joyfulness	SF Flower
12	Blossom Brings Fortune Lucky Bird Brings Success	R. A. Flower
13	A Dollar to Begin the New Year	Li Jing Landscape Design Co., Ltd
14	Bamboo Brings Peaceful Happiness	Lin, Yu-Ju
15	Bustle New Year	Hua Jian Ji Floral Design Studio
16	Spring Theory of Relativity	J. K. I. T
17	Happy New Year ! Blossom & Prosperity !	New Taipei City Floral Art Association

(8) Floral Installation Art Design Competition

Item	Participating works	Exhibitor
1	Butterfly Dance	Taipei Flowers Auction Co., Ltd
2	Discover Symbiosis Beauty of Taichung	Taiwan Flower Marketing Cooperative
3	Rising Rhythm	Taichung Eigetsu Koryu Floral Research Association
4	Between Void and Reality	Kaohsiung International Flower Co., Ltd.
5	Woods in The Spring	Hua Jian Ji Floral Design Studio
6	For whom? Lonely	J. K. I. T
7	Feast	Eucalyptus
8	Différance	Li Jing Landscape Design Co., Ltd.
9	Spring Unwind	Shang Fang Floral Design Studio
10	Discovery of Taiwan Gourmet and Flora	TF Garden Flower
11	Pay Tribute to the Master	Chinese Cultural and Creative Industry Aesthetic Life Promotion Association
12	A Special Tree In The Garden	Tian Yuan Landscape Company
13	Faith and Bond	Chen, Pao-Fen
14	Interlocked Forest	International Floral Design Education Foundation
15	Castle	Qian-Yi Landscape Co., Ltd.
16	Huludon in Dancing Mood	Taiwan Pot-Plants Association
17	The Earth From an Eagle Eye	Hu, Hsiu-Pin
18	Stroll on the Cloud	Qian Jiang Art Modern Co., Ltd.

(9) Home Group Potted Plant Creation Competition

Item	Participating works	Exhibitor
1	Elegance and Tranquility	Taiwan Oriental Orchid Association
2	Fun Fusion	Taiwan Pot-Plants Association
3	Green Life Home	Taipei Flowers Auction Co.,Ltd.

Item	Participating works	Exhibitor
4	Pot Plants in the House	Taipei Floriculture Workers Union
5	Profoundness of Fendofine	New Taipei City Green Hand Creation Life-Aesthetics Promotion Association
6	Love Bridge	Hsieh, Chuei-Jan
7	Home · Shine upon Warm	TF Garden Flower
8	Garden of Wooden Pallet	Celebrity Floriculture Studio
9	Daughter's Scribble World	Jing Chuan Image Landscape Co., Ltd.
10	Natural Organism	Li Jing Landscape Design Co., Ltd.
11	Entrance to Sweet Dream	International Floral Design Education Foundation
12	Succulent Time	L&V Flower
13	Kapok art	Song-Quan Landscaping & Design
14	Studio No. 18	Liz International Co., Ltd.
15	Green Origin in Life	Green Idea Life of Florist
16	The Reappearing Glory	Sen Wei Landscape Design Co., Ltd.
17	Dialogue with Plants	Chuang, Ping-Ju
18	The Kiss	Si Li design Co., Ltd
19	Original Nature · Tropical Fusion	Chou, Chian-Liang
20	Preserved Nature	J. K. I. T

(10) Window Flower Design Competition

Item	Participating works	Exhibitor
1	Witness Blossom Spectacle	Evagrow Florist International Co., Ltd.
2	Dancing Crane	Taiwan Anthurium Industry Development Association
3	Circle	Taichung City, the United States and Canada Floral Design Association
4	Shiny Happiness	Taiwan Flower Marketing Cooperative
5	Foot Trails	Flower Fairy Studio
6	Precious Life and Seed	TF Garden Flower
7	What Happened to Turtle's Home?	Hu, Hsiu-Pin
8	Study Voyage Advertisement	Floralpath Florist
9	Step Forward	Tian Yuan Landscape Company
10	Flourish though Time	Tunghai University
11	Queen of Flowers	New Taipei City Green Hand Creation Life-Aesthetics Promotion Association
12	Time to Relax	Qian-yi Landscape Co., Ltd.
13	The travel of Footprints	Chang, Li-Chun
14	The Wizard of OZ.	Muji Flower
15	Living Coral in 2019 Window Show	Li Jing Landscape Design Co., Ltd.
16	Bamboo Craft	Chuo, Yueh-Lan
17	Birds in the Gallery	Starhouse
18	Breakthrough / Innovation	J. K. I. T
19	Exist in Virtual and Reality	International Floral Design Education Foundation
20	The mysterious place	Taiwan Pot-Plants Association



2018 Taichung World Flora Expo Official Report

Publishing Institute	Taichung City Government
Publisher	Lu Shiow-yen
Editor in Chief	Huang Chung-tien
Deputy Editor in Chief	Chen Ru-chang, Wu Huang-sheng
Executive Editor	Hung Chih-hung, Chen Yung-hsin, Huang Wen-feng, Huang Chiung-yao, Chen Chi-wei, Chiu Sheng-huang, Chan Hsiao-ping, Li Ping-huang, Hsu Ming-yuan, Huang Yu-chen, Chang Ni-hua, Hsu Yen-lin, Chen Hung-mei
Editorial Team	Wang Ruo-ciao, Lin Kuan-hsuan, Hsu Hui-yuan, Kao Min-hui, Yao Cheng-po, You Ying-lung, Chen Jia-qi, Su Kuei-ling, Wang Chun-hui, Hsieh Nien-chen, Jen Shu-hui, Wang Po-chun, Lo Tzu-hsuan, Wang Chin-hsueh
Compilation	United Daily News, Co. Ltd.
Printing	CHOICE DEVELOPMENT, INC.
Address	No. 99, Sec. 3, Taiwan Boulevard, Xitun Dist., Taichung City 40701, Taiwan
Telephone	886-4-22289111

Publication Date November, 2019
I S B N 978-986-5414-37-5 (Hardcover with CD)
Copyright © 2019 Taichung City Government. All rights reserved.

2012

02/09

Chose the site for the 2018 Taichung World Flora Exposition. Combining all kinds of assessments, Taiwan Floriculture Development Association recommended to make Shuidi Economic and Trade Park as the prior choice.

07/19 ~ 07/26

Deputy Mayor, Shyu Jong-Shyong, led a team to the Netherlands and took part in a campaign of "2012 Floriade to Taichung City Marketing in Venlo of the Netherlands", inquiring about the application of hosting the 2018 International Flora Exposition.

08/15

The city government, together with experts from Taiwan Floriculture Development Association, did a site survey on the proposed Expo site. The Houli District has convenient transportation, and no seasonal wind, which conforms to the concepts of Association Internationale des Producteurs de l'Horticulture (referred to as AIPH). Accordingly, after taking advice from the experts, the government changed the proposed site to the Houli District (Houli camp, Houli horse ranch, Houli Type B Combined Maintenance Depot, Houli environmental park and Taiwan Sugar's land).

09

Taichung City won the host of the 2018 Taichung World Flora Exposition, and initially selected Houli District as the site.

09/11

Deputy Mayor, Shyu, Jong-Shyong, led a team to attend "2012 AIPH Annual Meeting" in the Netherlands, and successfully won the host of 2018 Taichung World Flora Exposition.

2013

02/19 ~ 02/22

AIPH performed a site survey on the proposed site of the Flora Expo for the first time. Considering the suitability of the environmental park and the proposed site of Houli Type B Combined Maintenance Depot, the city government was recommended to re-select the site.

04/09

The Taichung City Government international Flora Expo promotion committee established. The International Flora Expo Office established.

07/02

The proposed sites for the Flora Expo were Houli Horse Ranch, Houli Taiwan Sugar Land, Houli Camp and CTSP Green Belt with a total area size of about 97 hectares.

09/07 ~ 09/14

Deputy Mayor, Shyu Jong-Shyong, led a team to attend "2013 AIPH Autumn Meeting" in Canada to report the progress of Flora Expo preparation.

10/28 ~ 10/31

International Conference and Roundtable Discussion of 2018 Taichung World Flora Exposition was held. AIPH sent people to do site survey and offer opinions for the second time.

2014

01

Agriculture Bureau of Taichung City Government appointed National Chung Hsing University to investigate the ecological resources on the land set aside for the Flora Expo.

04/01 ~ 04/04

After Deputy Mayor, Shyu, Jong-Shyong led a group to attend the "2014 AIPH Spring Conference" in London, Britain, AIPH finally confirmed the host and site of the 2018 Taichung World Flora Exposition.

06/17

Strategy Discussion Meeting of 2018 Flora Expo proposed site development and sensitive animal protection. Based on the images and results collected from the investigation, experts confirmed the animal belongs to Type I Endangered Species, leopard cat.

07/11

AIPH officially agreed to revise the official English name to "Taichung International Flora Exposition" which is abbreviated as "Taichung INT'L Flora EXPO".

09/14 ~ 09/19

Deputy secretary general Liao, Ching-Chi led a group to attend the "2014 AIPH Autumn Meeting" in Shandong Province, China to report the progress of the Flora Expo.

11/12

"Taichung Emerald Area Value Added Outline Program" was incorporated into the National Major Construction Plan.

2015

01/15

Taichung City Government decided that the sensitive Type I area would not be incorporated into the Flora Expo sites, and added Waipu Yongfeng Section and Fengyuan Huludun Park to the sites.



02/09

The 195th Municipal Meeting redefined the 2018 Taichung World Flora Exposition from a traditional "Flower Fair" to a "Garden City Movement".

03/15 ~ 03/21

Deputy Secretary-general, Guo, Kun-Ming went to Paris, France to attend the "2015 AIPH Spring Meeting" and the "AIPH Garden Festival Conference", and reported the preparation progress of the 2018 Taichung World Flora Exposition.

05/28 ~ 05/31

AIPH Secretary General Tim Briercliffe and President Zhong, Kuo-Cheng of the Committee for Marketing and Exhibitions visited Taichung to observe the progress of the 2018 Taichung World Flora Exposition.

06/09

Deputy Mayor Henk Mulder of Almere, the Netherlands, visited the land set aside for the Taichung Flora Expo.



07/20

Consultants from Japan visited the land set aside for the Taichung Flora Expo.

07/20 ~ 07/21

Exchange forums were established for domestic and foreign experts and scholars for the 2018 Taichung World Flora Exposition.

09/11

AIPH officially agreed to revise the official English name as the "Taichung World Flora Exposition" which is abbreviated as "Taichung World Flora EXPO". The Taichung International Flora Exposition Office was renamed as the "Taichung World Flora Exposition Office".

10

Taichung City Government announced the four themes, "Horse Ranch", "Flower Paradise", "Floral Metropolis by the Water" and "The Flower and Fruit Village", and planned pavilions would be "Colorful Flowers Pavilion", "Show Jumping Stadium", "Enjoyment Pavilion", "Green Energy Pavilion", "Nature Pavilion", "Discovery Pavilion", and "Explorer Pavilion (Visitor Center)".

2016

02/27

The Mayor of Taichung City, Lin Chia-Lung, and the President of AIPH, Bernard Oosterom signed the contract.

05/02

The producer, Fukuisho Hei, of the 2005 World Exposition, Aichi, Japan visited the land set aside for the Flora Expo in Taichung.

07/29

President Tsai, Ing-Wen visited Houli Horse Ranch & Forest Expo Site.



09/02 ~ 09/03

Consultants of the Taichung City Government visited Houli Horse Ranch & Forest Expo Site.

09/19

Press release of the LOGO of the Taichung World Flora Exposition.



11/20

Groundbreaking Ceremony of the Waipu Expo Site.

12/10

Groundbreaking Ceremony of the Fengyuan Huludun Park Expo Site.

2017

04/19

Groundbreaking Ceremony of Houli Horse Ranch & Forest Expo Site.

06/13

Press release of the mascot of the 2018 Taichung World Flora Exposition.



09/26

2017 Autumn Meeting of Association Internationale des Producteurs de l'Horticulture was held in Taichung.

2018

01/08

"Earliest Bird Ticket" of Flora Expo went on sale.

01/22

Flora Expo Card for Taichung citizen open for application.

01/26

Fengyuan Huludun Park Expo Site-Taiwan Pastries Pavilion completed.

02/10

Taichung City and Sakae City, Nagano Prefecture, Japan signed an "Agreement on Mutual Tourism, Friendship, Exchange and Cooperation". Sakae City applied for International Indoor Floriculture of 2018 Taichung World Flora Expo.



02/13

The number of Flora Expo Cards registered exceeded 310,000, which broke the record for registration speed in Taiwan.

02/15

The Mayor of Taichung City, Lin Chia-Lung, attended the opening of the "Conference of Mayors" taking place in Israel, and visited the Deputy Speaker of Israel parliament to promote the Flora Expo.

02/22

Started to build the Flora Expo Indigenous People Area. Taichung City became the first in Taiwan to be authorized for Taiwan aborigine traditional wisdom.

02/25

The 2018 Taichung World Flora Exposition International Marathon took place at Fengyuan. 15,000 people passionately participated.

03/01

"Early bird tickets" of the Flora Expo went on sale. The ticket price was 50% off.



03/08

HK tramways with the leopard cat of the Flora Expo painted could be seen on the road to promote the 2018 Taichung World Flora Exposition to the world.



03/25

Taipei City Government visited Taichung Houli Forest Park Area of Flora Expo. The Mayor of Taichung City, Lin Chia-Lung, proposed a "Taipei Week". Special offers will be given to Taipei citizens who are invited to experience the Flora Expo again.

03/26

• President Bernard Oosterom of AIPH and the Secretary General Tim Briercliffe visited Taiwan to observe the preparation progress of the Flora Expo.
• Taichung City Government and the Central Weather Bureau co-signed the letter of intent on weather services cooperation.

03/29

Agriculture Bureau of the Taichung City Government held a planting procurement hearing for the Flora Expo, and announced that the planting purchasing of Flora Expo will prioritize local sources.

03/30

Business Pavilion joint press conference announced the business pavilion will be stationed in the Flora Expo.

03/31

Visited Japan to promote the Flora Expo, and facilitated direct chartered flights for the Flora Expo.

04/02

The ticket selling website of the Taichung Flora Expo was launched online.

04/11

"Taichung Declaration" redefined GNP as green, nature and people.

04/13

Mayor Lin Chia-Lung visited South Korea to promote Taichung and the Flora Expo.

04/30

Waipu Park Area Access Road was completed.

05/01

• Taichung Flora Expo Card, designed by a famed designer, Joe Fang, was colorfully shown.
• Pre-sale concession tickets of the Flora Expo available.



05/03

The "2018 Disaster Prevention and Rescue Drill and 2018 Taichung World Flora Expo Emergency Management" was held at the Second Parking Area at the outlet mall in Lih Pao Discovery Land in Houli District.

05/10

Brooklyn borough president of New York City, U.S.A. signed the "Taichung Declaration".

05/31

Houli Forest Park Area Discovery Pavilion and Visitor Center completed.

06/01

Ehime Prefecture of Japan signed the "Taichung Declaration" in response to the concept of the Flora Expo.

06/07

Eindhoven of the Netherlands signed the "Taichung Declaration".

06/17

The first access road, Waipu Park Area Access Road, open.

06/21

Taichung World Flora Exposition promoted to the world. The mayor of Bonn, Germany signed the "Taichung Declaration".

07/12

Tauranga-moana of New Zealand signed the "Taichung Declaration".



07/19

Announced Qing-Feng, Wu, a singer-songwriter, to be the Flora Expo ambassador. The theme song, "Please listen" was specially created for the Flora Expo.

07/22

100-day countdown concert "Flora Exposition 100-Flourishing Future" for Flora Exposition.

08/03

Publication of digital single for Flora Exposition theme song-"Please Listen".

08/15

Mayor Lin led the mascots of Flora Exposition to promote the Flora Exposition at Yilan International Children's Folklore & Folkgame Festival, announcing the "County/City Week" event for Yilan, Hualien and Taitung, as well as signing "Taichung Declaration" with Yilan County.

08/25

The Greenway of Houli Horse Ranch & Forest Expo Site completed.

08/29

Anti-Terrorism Drill was held at Waipu Expo Site.

08/31

• The Blossom Pavilion of Houli Expo Site completed.
• The staff uniform of the Flora Expo and souvenirs were released. The uniform was designed by Justin Chou, the first Taiwanese designer who designed for New York Fashion Week. The souvenirs were launched in collaboration with local young entrepreneurs in Taichung.





2018 臺中世界 花卉博覽會

Milestones

2012.2.9~2019.04.24

03/11 ~ 03/15
County and City Week-Islands: Penghu County, Kinmen County and Lienchiang County (Mazu).

03/17
The number of visitors to the park exceeded 6 million.

03/18 ~ 03/22
County and City Week-Miaoli County.

03/25 ~ 03/29
County and City Week-Hsinchu County, Hsinchu City.

04/17
"An Eco-Friendly Home for Four" in Houli Forest Park won international awards, and the city government held the award-winning nameplate unveiling ceremony.



04/18
The number of visitors to the park exceeded 7 million.

04/24
Successfully closed.



2019

01/01
Official activation of the "Citizen-Exclusive Pathway", where Taichung citizens, new immigrants, and all children under the age of 12 may visit the Taichung World Flora Expo for free with valid ID.

01/03
Landscape design curating for Taichung World Flora Expo honored with the annual "Taiwan Landscape Architecture Award".

01/07 ~ 01/11
County and City Week-Pingtung County.

01/14 ~ 01/18
County and City Week-New Taipei City.

01/21 ~ 01/25
County and City Week-Chiayi County, Chiayi City.

01/28 ~ 02/1
County and City Week-Changhua County.

01/30
"An Eco-Friendly Home for Four" at Houli Forest Area received 2019 iF Design Award in the "architectural design- exhibition venue" category.



02/08
120,000 visitors in one day and set a new record.

02/11 ~ 02/15
County and City Week-Nantou County.

02/15
The number of visitors to the park exceeded 5 million.

02/18 ~ 02/22
County and City Week-Taichung City.

02/25 ~ 03/01
County and City Week-Yilan County.

02/26
Invited movie star Bai Jia- Lito to be the Taichung Huabo Goodwill Ambassador.

03/04 ~ 03/08
County and City Week-Hualien County, Taitung County.

11/19
"An Eco-Friendly Home for Four" at Houli Forest Expo Site won another recognition by winning New York Design Awards Silver 2018.

11/21
"An Eco-Friendly Home for Four" at Houli Forest Expo Site won Honorable Mention awarded by the Architecture Master Prize 2018.

11/24
In accordance with the Local Elections, the Expo Site is closed for one day.

11/26 ~ 11/30
County and City Week-Tainan City.

11/27
Received commendations from the 18th Public Construction Gold Quality Award:
• Civil engineering award of excellence: Southbound Access Road Crossing Dajia River on the West Side of Yuemei, Shengang Interchange, National Highway No. 4 (newly constructed Dajia River Bridge and approach road section), Houli Floral Expo Footbridge and The Greenway Construction Project.



• Architecture award of excellence: Flora Banquet Hall.

12/03 ~ 12/07
County and City Week-Yunlin County.

12/10 ~ 12/14
County and City Week-Taoyuan City.

12/15
The number of visitors to the park exceeded 2 million.

12/17 ~ 12/21
County and City Week-Keelung City.

12/18
President Tsai Ing-Wen meeting with the curating team as an acknowledgment of the Taichung World Flora Exposition.

12/23
The number of visitors entering the Blossom Pavilion exceeded one million.

12/24 ~ 12/28
County and City Week- Kaohsiung City.

12/31
The number of visitors to the park exceeded 3 million.

10/15
• "Taichung Declaration" listed as an official document in AIPH as future reference for sponsoring Flora Expo City.
• The "Jockey Show, Flora Expo Volunteers Meeting and Joint Press Conference" was held at Houli Horse Ranch & Forest Expo Site.
• Site inspection at the three major zones of the Flora Expo by Taichung City Councilors.

10/28
Flora Expo Wedding at Fengyuan Huludun Park Expo Site, the Mayor Lin Chia-Lung officiated the wedding for 180 couples.



10/31
Release of the Flora Expo Commemorative Stamps Collection.

11/01
• Press' sneak peek of the Jadeite Cabbage at the National Palace Museum New Media Gallery.
• The Publicity Press Conference of Flora Expo's Evening Opening Ceremony.

11/02
The Flora Expo Welcome Banquet.

11/03
• Taiwan and the Netherlands co-signed the "Circular Economy Declaration".
• Press Conference for the joint signing of the "Taichung Declaration" with 178 domestic and foreign cities, and various international organizations. Handing of the Joint Declaration to Mr. Bernard Oosterom, President of the International Association of Horticultural Producers (AIPH).
• Official Opening Day Ceremony held simultaneously across all 3 Expo Sites; Official Opening Evening Ceremony held at Shuinan Smart City.

11/12
The number of visitors to the park exceeded 600,000.

11/18
The number of visitors to the park exceeded 1 million. The three Expo Sites concurrently offered the visitors the mascot dolls as free giveaways for the celebration.

09/21
The ground access road "National freeway 4 Shengang Interchange Extension to Houli Jiahou Road" was launched into operation.

09/22
The mayors and magistrates of Taichung, Changhua Nantou and Miaoli signed the "Taichung Declaration" together. The County and City Week promotion announced.

09/25
The ground access road "Southbound Three-in-one Ground Access Road of Taichung Science Park" was launched into operation.

09/29
Signed the "Taichung Declaration" with Penghu County, Kinmen County and Tainan City. The County and City Week promotion was announced.



10/01
Designed by famous designer, Yu Feng, the commemorative ticket collection "Blooming with the Ecological Restoration" officially released.



10/04
Press conference of the "Spokespersons Announcement of the Taichung World Flora Expo". The 3 spokespersons were announced.

10/14
"An Eco-Friendly Home for Four" at the Houli Expo Site awarded Diamond Grade Architecture and Carbon Foot Print Certifications.

09/01
The press conference "Taichung Flora Expo Soft Opening Proposal" was held.

09/07
Publication of music video for Flora Exposition theme song "Please Listen".

09/12
• The press conference "Six Institutions Jointly Celebrate the Flora Expo" was held. Inviting National Taiwan Museum of Fine Arts, National Museum of Natural Science, National Library of Public Information, National Taiwan Symphony Orchestra, National Taichung Theater and Asia Museum of Modern Art, Asia University to create a garden city together.



• The Mayor of Taichung, Lin Chia-Lung, led the mascots to Taipei City Zoo to promote the Flora Expo, and signed the "Taichung Declaration" with Taipei City, New Taipei City and Keelung City. The County and City Week promotion of Taipei Metropolitan Area launched.



09/19
• Signed the "Taichung Declaration" together with Taoyuan City and Hsinchu City. The County and City Week promotion of Taoyuan and Hsinchu was announced.

• Sponsored the Flora Expo joint press conference with the National Palace Museum "Discovering Jadeite Cabbage with Insects". The "Jadeite Cabbage with Insects", a precious piece from the collection of the National Palace Museum was exhibited in the "National Palace Museum New Media Gallery" at Houli Horse Ranch & Forest Expo Site. A co-branded discount ticket "Southern Branch, National Palace Museum x Taichung International Flora Expo" was launched in collaboration with the Southern Branch, National Palace Museum.

• The "2018 Taichung International Flora Expo City x Brand International Promotion Press Conference" was held at the Mira Place, Nathan Road, Tsimshatsui, Hong Kong.

授權單位
Authorization Organisation



國際園藝生產者協會
International Association of Horticultural Producers

指導單位
Advisory Board



行政院農業委員會
COUNCIL OF AGRICULTURE EXECUTIVE YUAN

主辦單位
Main Organizer



臺中市政府
TAICHUNG CITY GOVERNMENT

共同申辦單位
Co-organizer



台灣區花卉發展協會
Taiwan Floriculture Development Association