



**World Horticultural Exhibition  
2027  
Yokohama Japan**

**Progress Report**

**2<sup>nd</sup> March, 2020 MIAMI, USA  
City of YOKOHAMA**

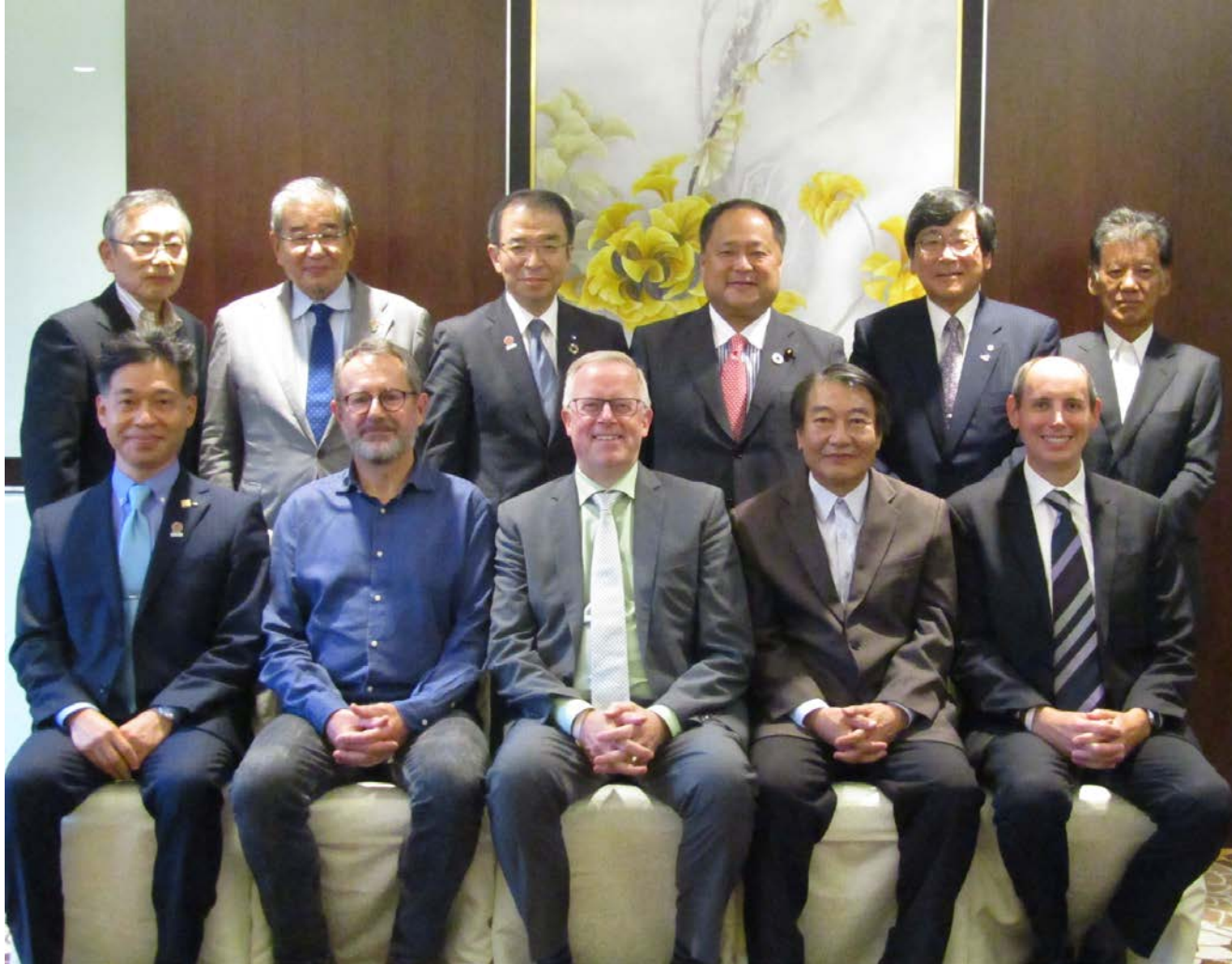


# AIPH Approval

Approved at AIPH Annual Congress in Beijing on  
September 9<sup>th</sup>, 2019.

## AIPH General Meeting





# Support by Government of Japan



National Review Committee on the World Horticultural Exhibition in Yokohama (MAFF and MLIT )

# Progress Report



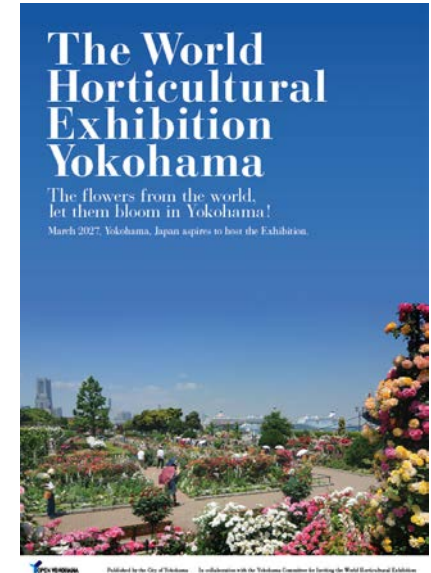
# Attracting Publicity to the Exhibition

(1) A photo spot with a signage board at “Garden Necklace Yokohama.”



# Attracting Publicity to the Exhibition

## (2) Using various PR tools and materials.





# Attracting Publicity to the Exhibition

## (3) A big opportunity to promote publicity: Tokyo 2020 Olympic and Paralympic Games will be co-hosted in Yokohama.



- **Baseball: July 7<sup>th</sup> to August 8<sup>th</sup>, 2020.**
- **Softball: July 22<sup>nd</sup> to 28<sup>th</sup>, 2020.**

- **Football: July 22<sup>nd</sup> to August 8<sup>th</sup>, 2020.**

Note: The Paralympic Games will be held from August 25 to September 6, 2020.

# Foundations of the Exhibition

## (1) Flowers and Greenery in Yokohama:

**“Yokohama, even though a big city, preserves scenery to feel beauty and transition of the four seasons.”**



# Foundations of the Exhibition

## (2) Coworking with the Citizens:

**“The Exhibition to be built on coworking with the local communities, NPOs, and private companies where Yokohama has its strength.”**



# Foundations of the Exhibition

## (3) International Partnerships:

“Invite international participants based upon partnerships built through TICAD.”



TICAD7 Yokohama 2019

- August 28<sup>th</sup> to 30<sup>th</sup>, 2019.
- 10,000 participants

# Foundations of the Exhibition

## (4) Green Infrastructure:

**RUGBY World Cup 2019™ hosted in Yokohama was embraced by “Green Infrastructure.”**



**RUGBY World Cup 2019™**

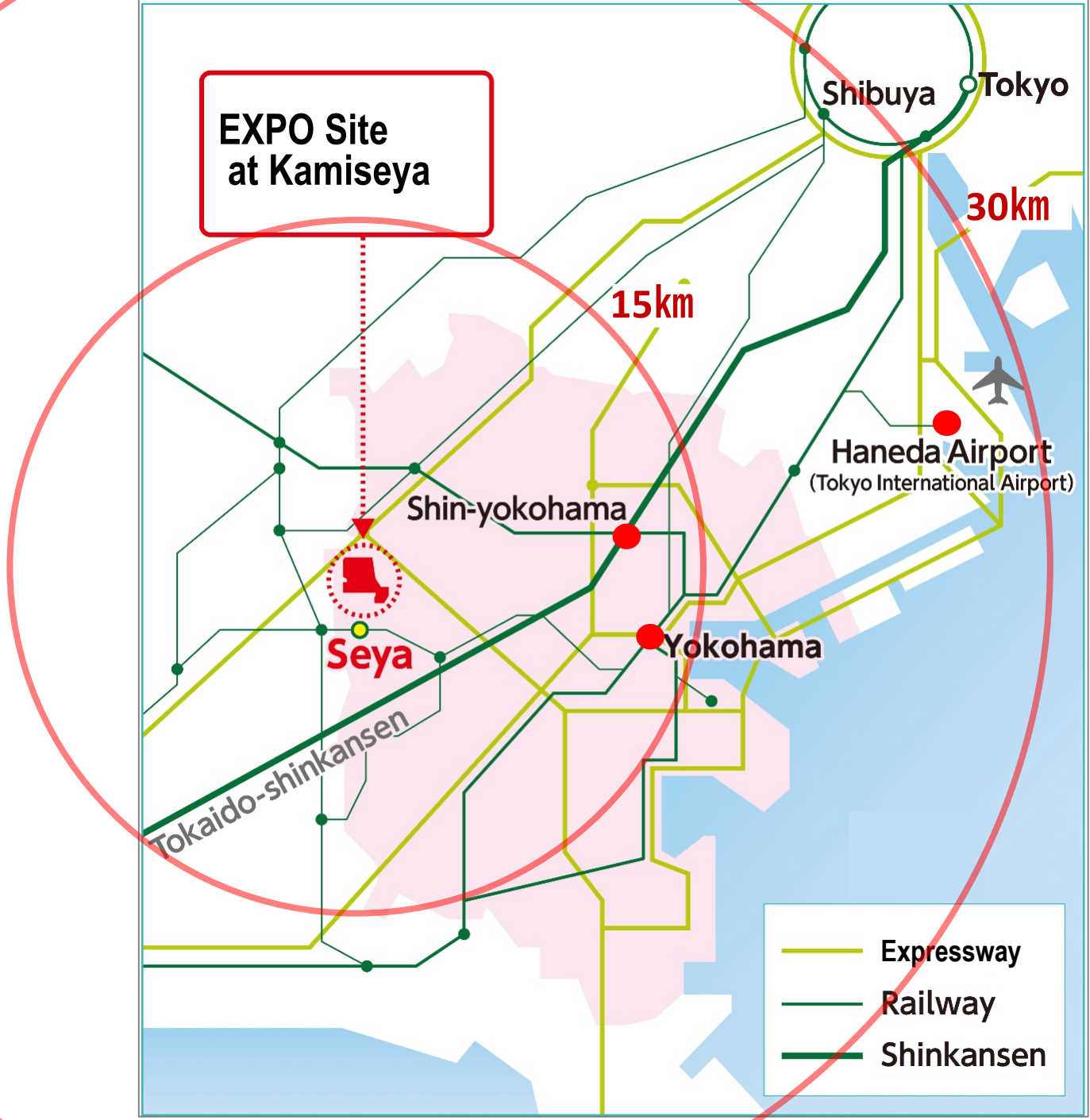
# Progress Report

# Basic Matters

## Basic Matters

<b>Class of the Exhibition</b>	<b>A 1</b>
<b>Location</b>	<b>KAMISEYA</b> <b>(Yokohama Japan)</b>
<b>Duration</b>	<b>March-September 2027</b> <b>( 6 months)</b>
<b>Expected Number of Visitors</b>	<b>Total : 15 million</b> <b>Paid Visitors : 10 million</b>

**EXPO Site  
at Kamiseya**



- **Vicinity to Tokyo**
- **Excellent access from everywhere.**

— Expressway  
— Railway  
— Shinkansen





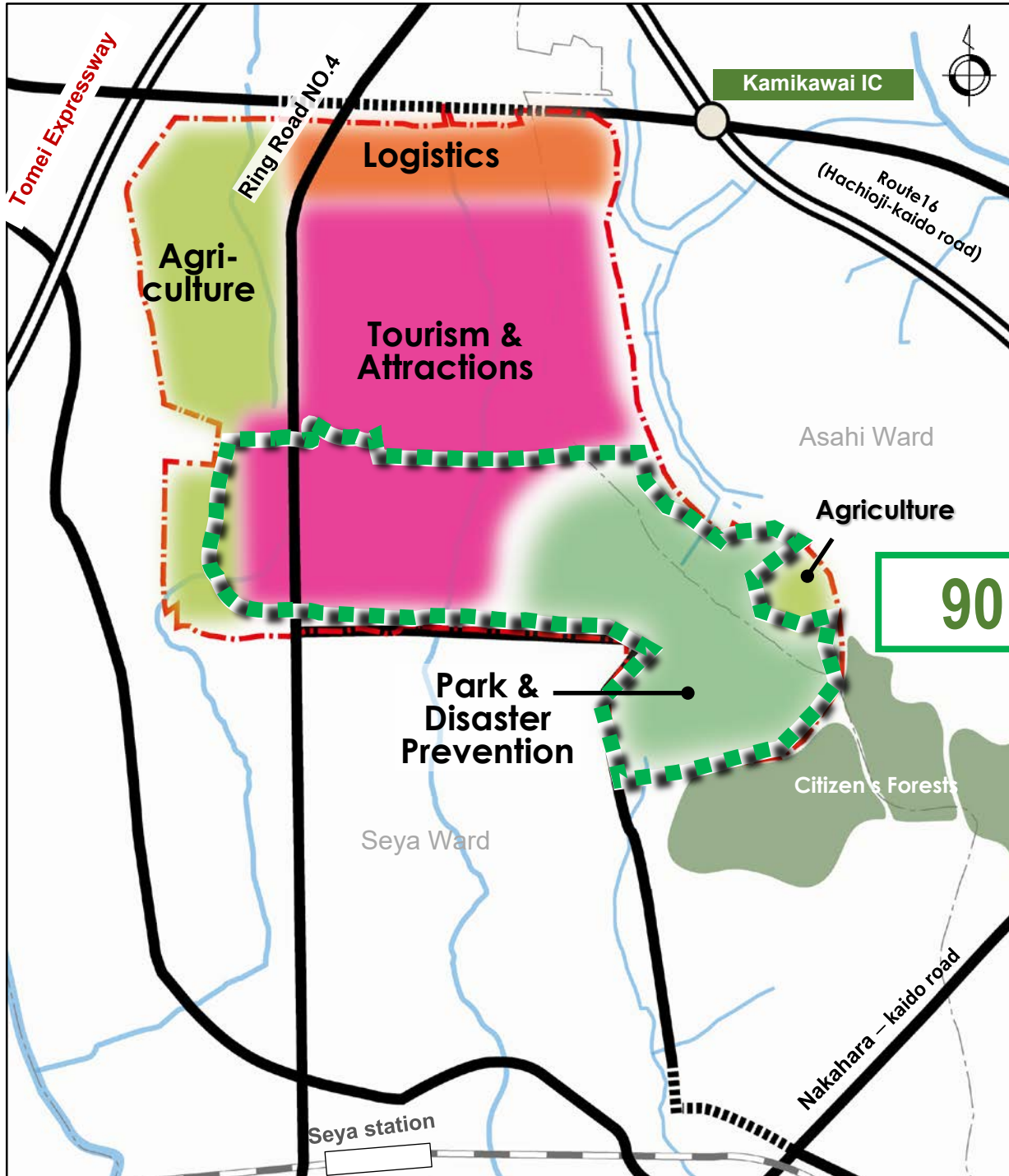
**Full of nature  
rarely found  
in the Capital  
region...**



# Town Plan Framework (preliminary)

 Exhibition Venue Site

**90 ha (approx.)**



## Legends

-  Major Road
-  Under project
-  Expressway
-  Interchange

0 0.1 0.5 1km

# Main Theme

## “Scenery of The Future for Happiness”



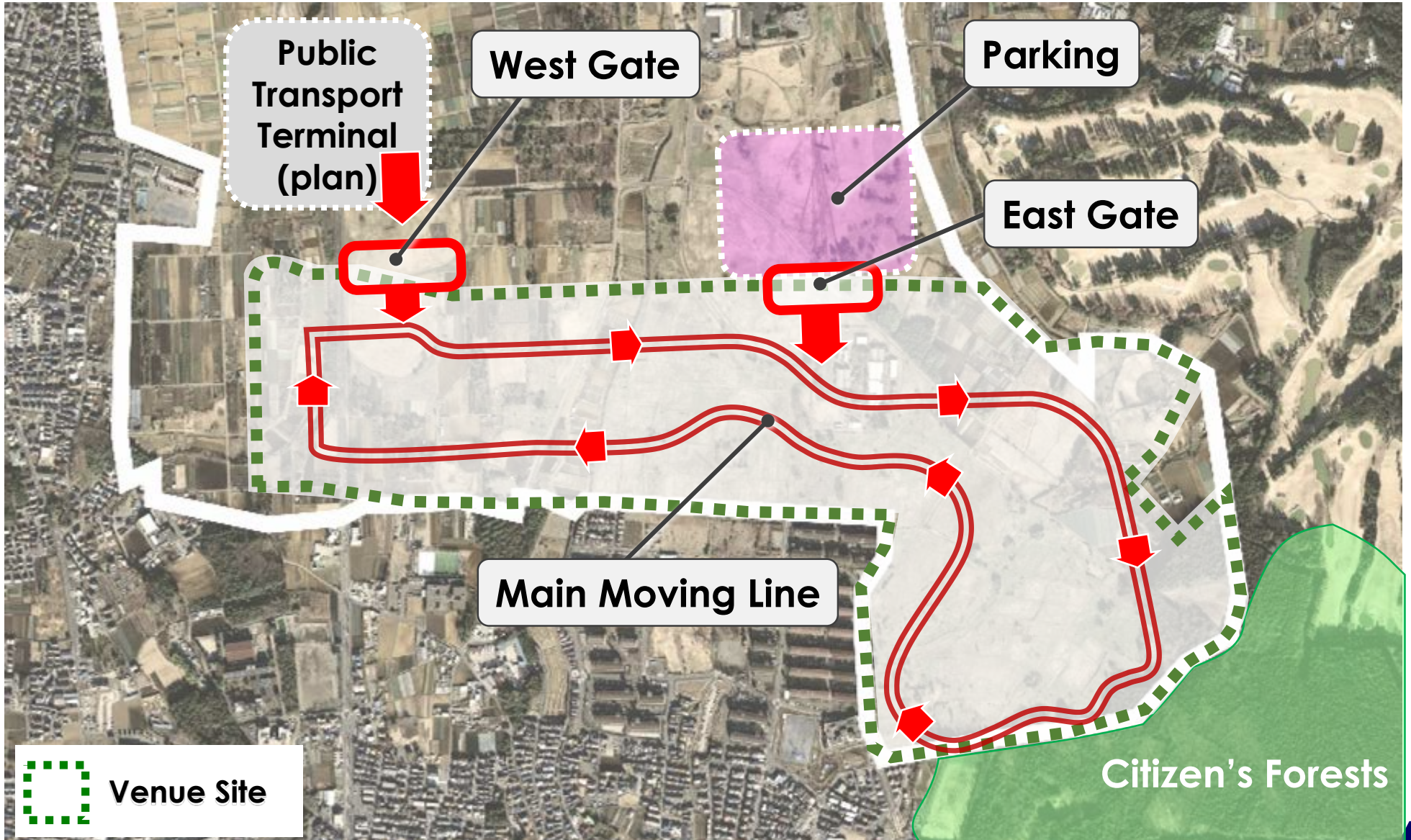
To create an ecological community in Yokohama,  
Japan that invests in future happiness.

# Progress Report

# Venue Plan

# Venue Plan

## <Entrance Gates & Moving Line>



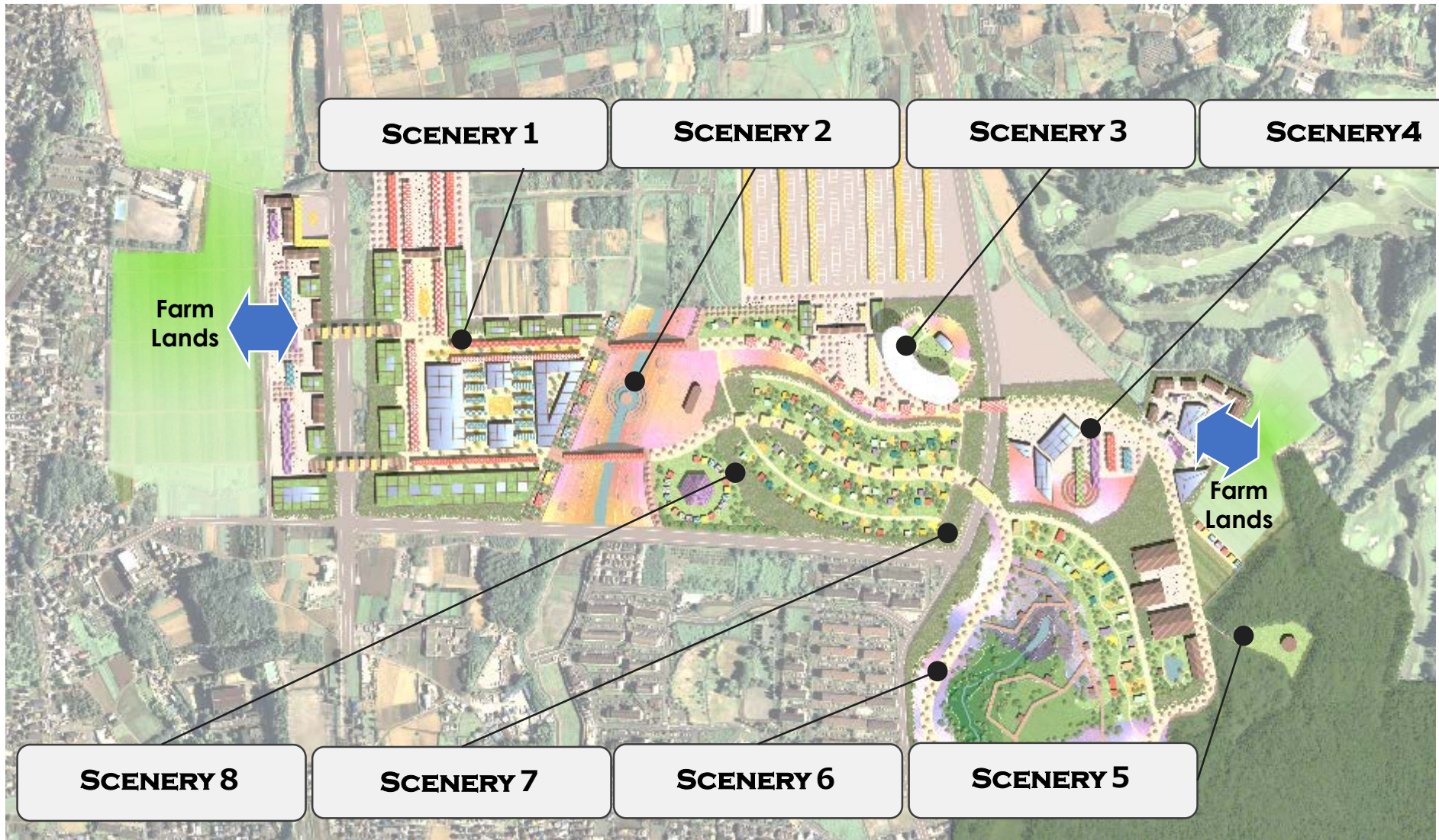
# Venue Plan

## <Facilities>



# Venue Plan

## <Categories of "SCENERY">







## Knowledge and Technology Utilizing Nature's Functions.



## Scenery 2

**Outdoor Life with full of Flowers and Greenery.**



# “Festival Stage” for Inter-cultural Exchanges.



## “New Lifestyle” in “SATOYAMA” Environment.



## Scenery 5

Traditions and Innovations: Japanese horticulture and garden culture.



# Scenery 6

## Garden & Art in Nature



## Exploration of Garden Tourism in Japan.



# World Gardens' Showcase.





**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD



- **Implementation of Green Infrastructure.**
- **Initiatives for zero emissions and zero carbon.**
- **Venue operation using natural renewable energy.**
- **Utilization of AI and IoT.**

# Schedule

2019	◆ AIPH Approval
2020	◆ Establish the Nationwide Organization
2021-2026	◆ Establish the Expo Association ◆ Application for Recognition to BIE ◆ Exhibition Plan and Construction ◆ Invitations to Participants
2027	Yokohama Exhibition



**Thank you!**