



**World Horticultural Exhibition
2027 Yokohama Japan
Progress Report**

2021-3-16

City of YOKOHAMA



THE WORLD HORTICULTURAL
EXHIBITION YOKOHAMA 2027

1

Greeting



Mr. SOGA Koji

Director-General of Kamiseya Development and
World Horticultural Exhibition Promotion Office

2 Progress Report



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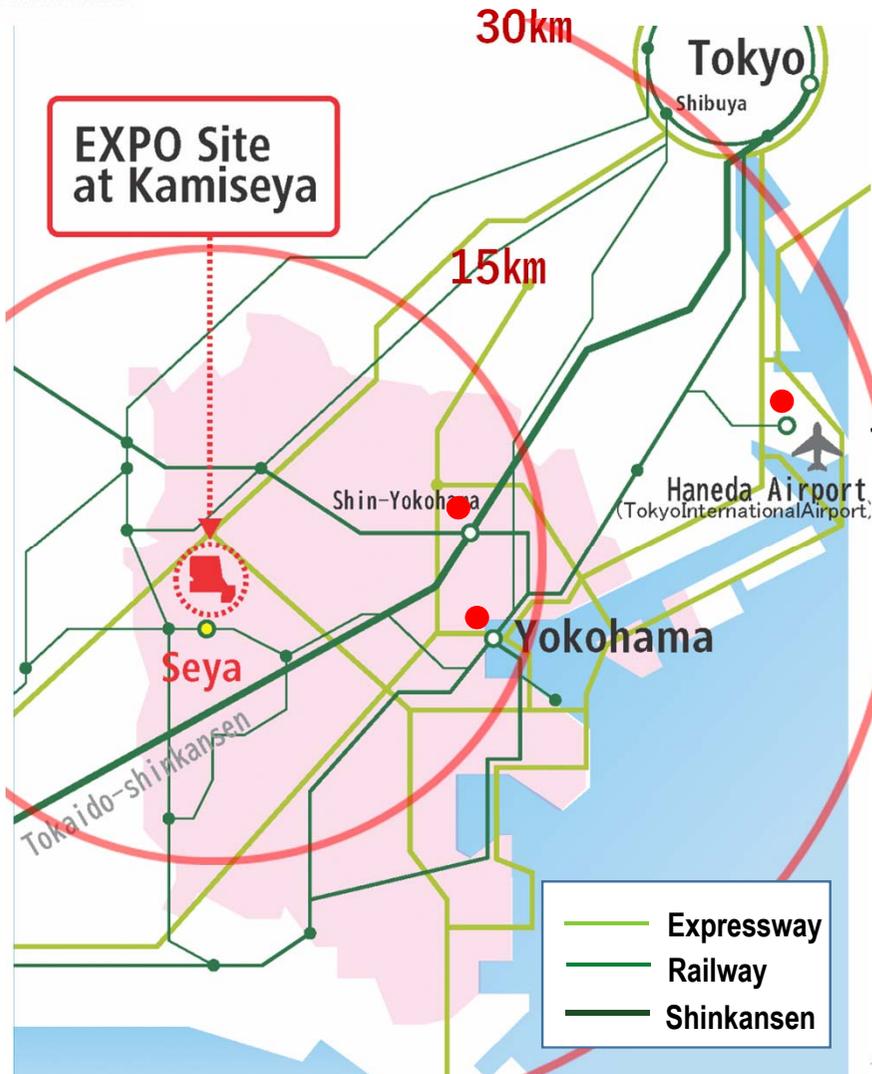
Basic Information

Class	A 1
Location	KAMISEYA (Yokohama)
Duration	March-September 2027 (6 months)
Main theme	Scenery of the Future for Happiness
Expected number of visitors	15 million (including 10 million paying visitors)



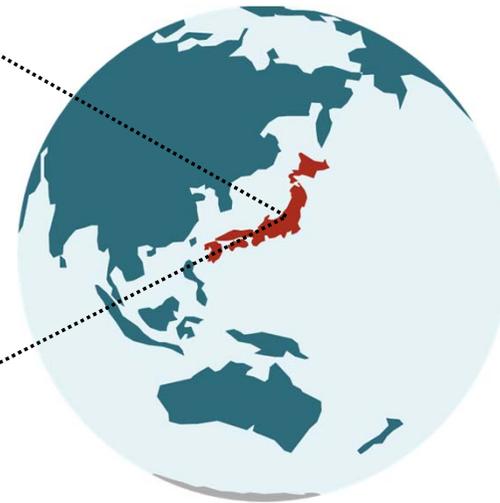
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Features of Kamiseya

- Convenient access from Tokyo
- Formerly requisitioned as a US military communications facility
- Large space with untouched nature





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Current Status





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2027 World Horticultural Exhibition Committee

- Established in Nov. 2020
- Build momentum and prepare for establishing the exhibition organizer





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Promotion Logo



Mayor of Yokohama introduced
the promotion logo (Nov. 2020)



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PR Activities



Osaka Intl. Garden and Greenery
Exposition memorial event (Nov. 2020)



Event at the exhibition
venue (Dec. 2020)



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PR Activities

-PR activities targeting local residents



Flower bed planting event for children
(Oct. 2020)

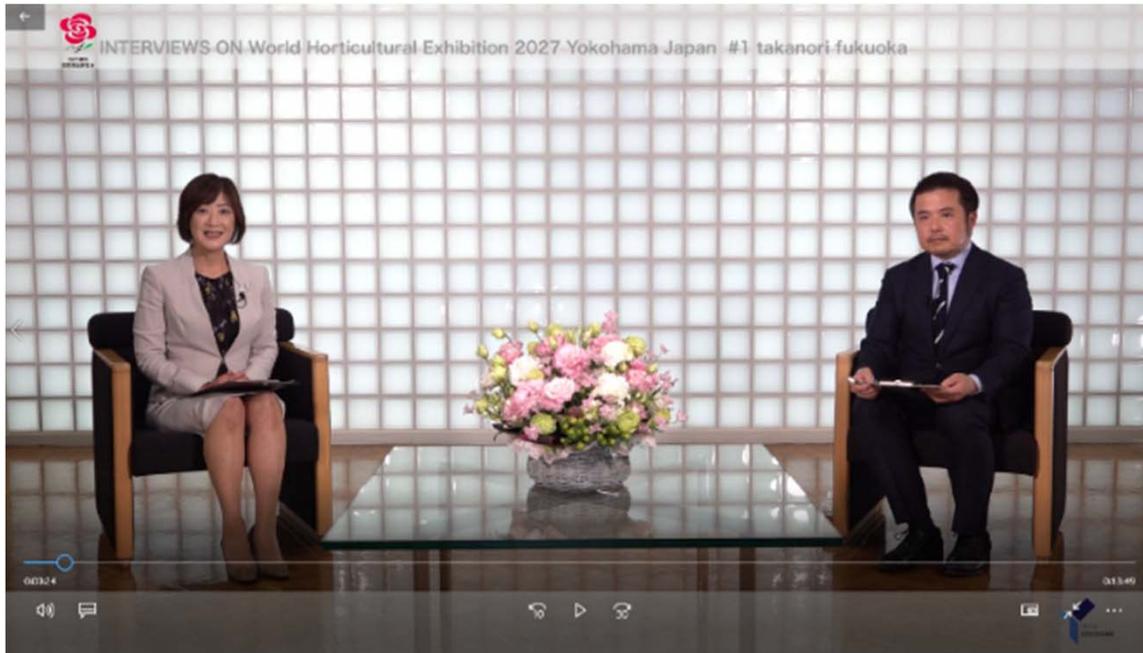


Fuel cell vehicle
(From Oct. 2020)



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PR Activities



Interviews posted on YouTube (Dec. 2020)





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Dealing with the Impact of COVID-19

- Digitalization and changing social values
- Adapting to changes through risk management and pandemic measures





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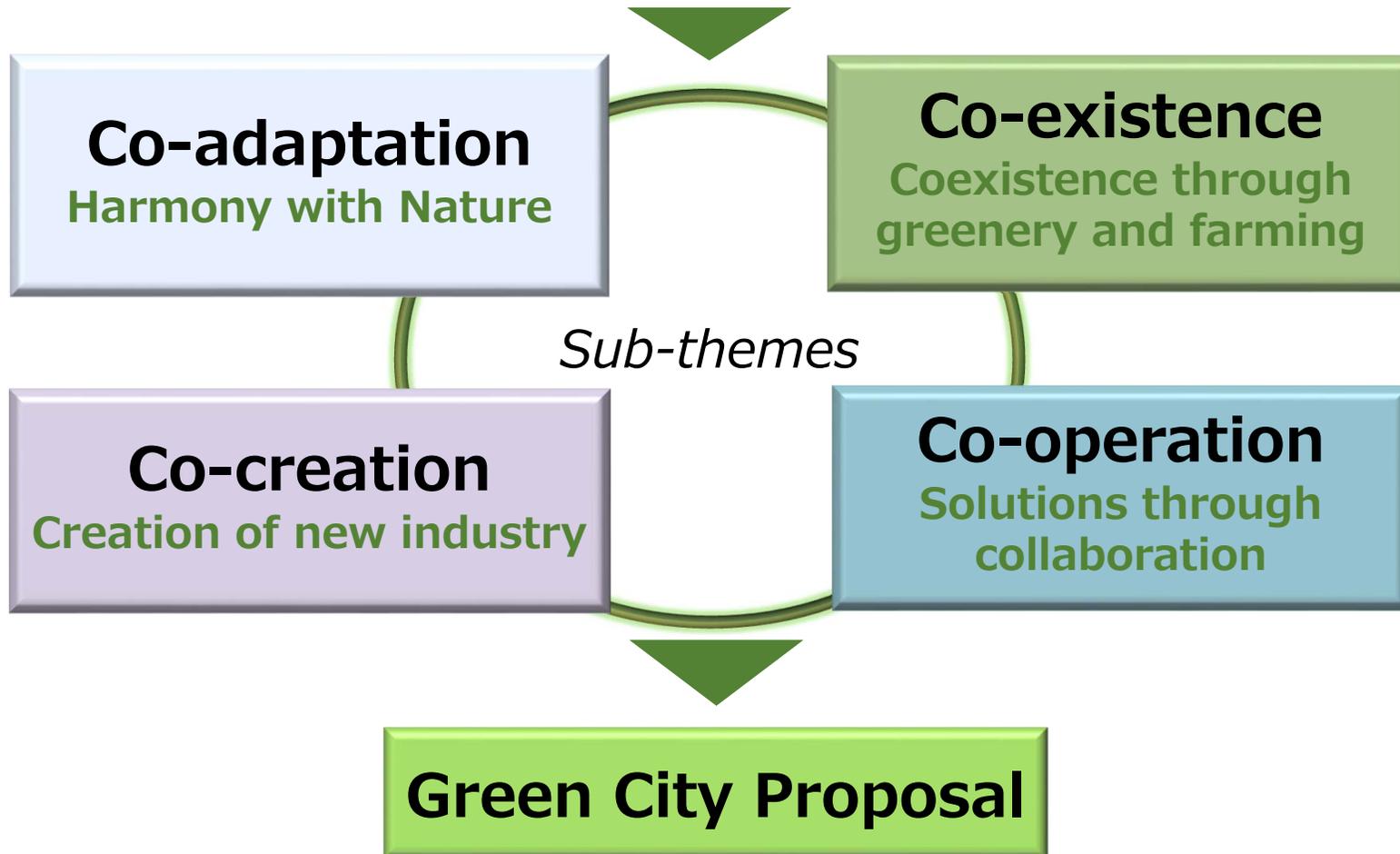
Main Theme





Sub-themes

Main theme – **Scenery of the Future for Happiness** –





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Sub-theme 1

Co-adaptation

Harmony with
Nature

Build the *foundation for a sustainable city*
through symbiosis with nature

- Japanese *Satoyama*
- Recycling
- Green infrastructure





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Sub-theme 2

Co-existence

through greenery
and farming

Ideal green community that maintains the foundations of society and people's lifestyles through greenery and farming





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Sub-theme 3

Co-creation

Creation of new
industry

Propose the creation of a *pioneer industry* that *generates new value* focused on horticulture and agriculture





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Sub-theme 4

Co-operation

Solution through
collaboration

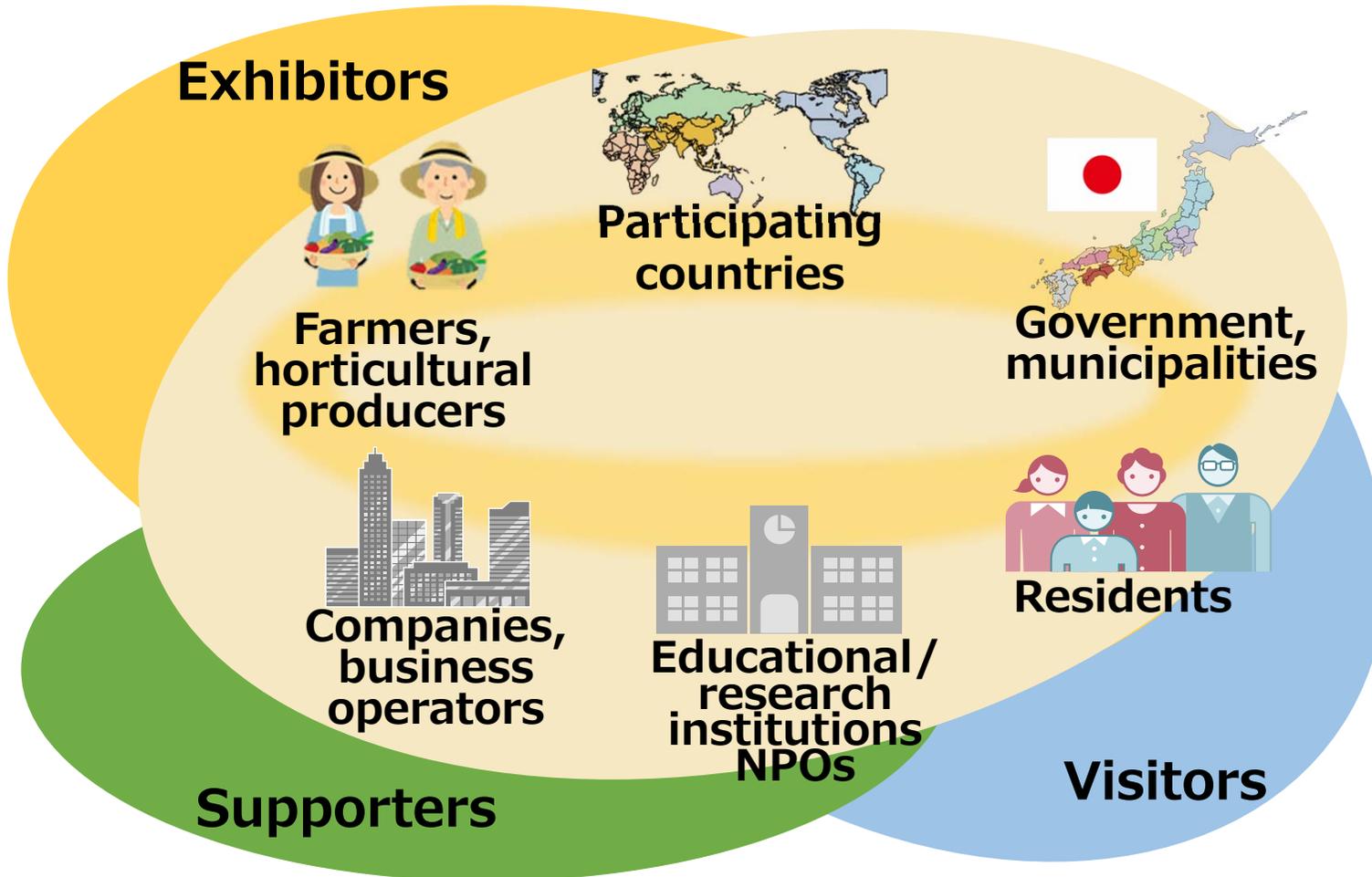
Exchange *knowledge and technology*, combat *global issues*, and realize a *society that respects diversity*





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Diverse Participants



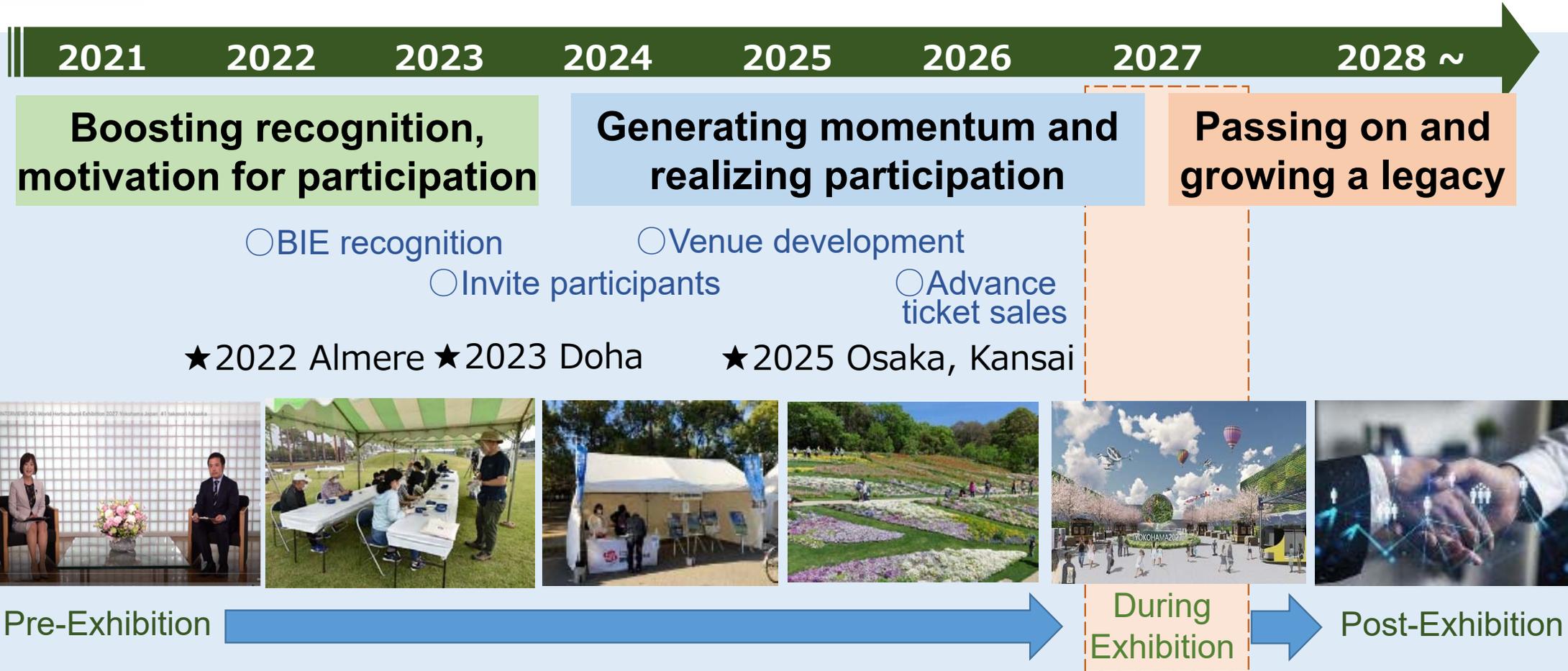
Realize the
main theme

“Scenery of
the Future
for
Happiness”



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Communication Plan





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Venue Concept

Scenery of the Future for Happiness

Co-adaptation

Co-existence

Co-creation

Co-operation

Venue Concept:

Landscape of the future inspired by the philosophy cultivated in satoyama



Landscape Plan

- Leverage natural features unique to Kamiseya
- Incorporate traditional Japanese culture
- Landscape that changes over time and the seasons
- Traveling on foot and new means of transport
- Appreciate flowers and greenery with all five senses



Venue Concept





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Schedule

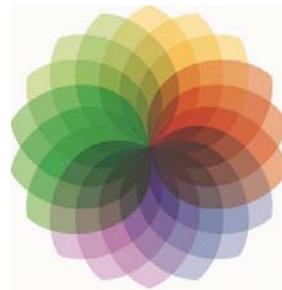




Thank you



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