

2018 TAICHUNG WORLD FLORA EXPOSITION

HOULI • FENGYUANG • WAIPU

2018.11.3 - 2019.4.24



Theme and Slogan

Rediscover GNP, The Sound of Blooming

The theme for the 2018 Taichung World Flora Exposition is Rediscover GNP, which redefines the economic indicator GNP (Gross National Product) as Green, Nature, and People. This symbolizes three important values for harmonious development - ecology, production and life. It is hoped that in the pursuit of output value that people cherish this land, take time out of their busy schedules to enjoy nature, listen to the sounds of blooming flowers and create a happier, more fulfilled life.

The Taichung World Flora EXPO takes place across three exhibition areas in Houli, Waipu and Fengyuan districts. These districts are successful in ecological conservation, flower and fruit growing and waterside floral landscapes, respectively, echoing the spirit of Green, Nature and People.

Logo

Reverse Imagery, Sustainable Co-existence of People and Nature



The shape of Taiwan is the design foundation of the Taichung World Flora EXPO logo with green leaf, orange flower and blue flowing water, representing the three main directions of Green, Nature and People. Reverse imagery emphasizes the inseparable bond between people and nature. The shape of Taiwan is the design foundation of the Taichung World Flora EXPO logo with green leaf, orange flower and blue flowing water, representing the three main directions of Green, Nature and People. Within this logo is an abstract image of a human figure running ahead at full speed. Reverse imagery emphasizes the inseparable bond between people and nature.

The green leaf symbolizes an old tree and the century-old horse ranch, as well as the soul-soothing forest park, of the Houli exhibition area. The orange flower represents the rich floral and fruit industries of the Waipu exhibition area, while the flowing blue water brings to mind the waterside floral landscapes of Huludun Park in the Fengyuan exhibition area.



Protecting the environment and the leopard cat - Naming of the Taichung World Flora Exposition

In 2014, traces of leopard cat activity were found in the planned Houli exhibition area. Taichung City Mayor Chia-lung Lin prioritized preservation of this habitat, reducing this exhibition area and adding the Waipu and Fengyuan exhibition areas to compensate. In 2015, these actions were recognized by the International Association of Horticultural Producers (AIPH) with an upgrade from the Taichung International Flora Exposition to the Taichung World Flora Exposition. In preparation for this event, the century-old Houli Horse Ranch has undergone extensive renovation, while preserving its historical structures. It is expected to become the largest international-class equestrian competition venue in Asia, increasing exposure to this area and its culture.

Focuses on people and sustainable structures

The Taichung World Flora EXPO is by no means a one-time event to disappear quickly like a fireworks display. With an emphasis on people, the first priority is the planning of exhibition spaces based on a long-term view, meaning sustainable structures for the Taichung World Flora EXPO and beyond. These are to display the achievements of Taiwan's flower and fruit farmers, the life esthetics of horticulturists, and the devotion of volunteers, as well as to showcase the hospitality of Taiwan. The development of transportation, commercial, tourism and cultural facilities also encourages local sustainable development and allows the world to see Taichung and to gain a clearer picture of Taiwan.

Civic participation, people are the most beautiful scenery

The Taichung World Flora EXPO is a world-class, interdisciplinary stage. It brings together people of all fields and ages to present their professional enthusiasm and devotion, as well as to bring exposure to Taichung. The purpose of this event is to express the value and contributions of this beautiful island to the world.

We welcome you to become a part of the Taichung World Flora EXPO as a volunteer. It is people that are the most beautiful scenery. Let's show off Taichung's hospitality to every visitor, whether from Taiwan or abroad. We also welcome corporate participation. Through the Taichung World Flora EXPO, Taiwan's advantages in horticulture, science and technology R&D, agricultural production, leisure and tourism are revealed. This event is expected to drive industry development and create economic benefit. In addition, we invite international groups to participate, as we strive to let Taichung see the world and let the world see Taichung.



Houli Horse Ranch and Forest Park Area

Taiwan's Only Century-old Horse and Flower Paradise

Theme : Horse Ranch and Flower Paradise

Area : 30.04 hectares

Features : Ecosystem, Green, Co-existence

Future Use : Asia's largest equestrian competition venue

Preserves forest flora and fauna, as well as historical horse ranch

/ Exhibition Halls / (Tentative)

Floral Exhibition Hall (including Flower Dance Slope)

International and domestic floral exhibition and competition venue with a focus on orchids.

Discovery Hall

This hall features exhibitions on the connection between this event and leopard cat habitat preservation, as well as on the leopard cat and ecological issues of other endangered species in Taiwan, such as the Formosan black bear and Mikado pheasant. Nature is the focus.

International Standard Equestrian Show Jumping Stadium

This is a fully equipped equestrian competition venue that can accommodate thousands of spectators.

Indigenous Culture Area

This area showcases indigenous handicrafts and modern floriculture to convey the life esthetics of indigenous communities. World music and dance festival and Austronesian music festival are planned for this area.

International Garden Area

This area presents the characteristics of horticultural industry development and the cultures of various countries through attractive exhibitions and a world view.





Waipu Park Area

First Large-scale Exposition on Taiwan's Agricultural Industry

Theme : Flower and Produce Village

Area : 14.32 hectares

Features : Manufacturing, Nature, Sharing

Future Use : International agricultural innovation park

With "agriculture as part of everyday life and sustainable future" as the core topics, this area is focused on Taiwan's past as an agricultural economy, as well as its visions for its present and future.

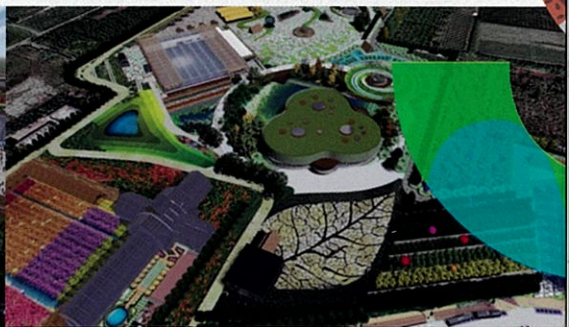
/ Exhibition Halls / (Tentative)

Nature House

The exhibitions in this hall describe farming community life and culture. The applications of agricultural research achievements to daily life are also presented.

Green Pavilion

Digital technologies highlight smart agricultural applications. In addition, the use of innovative technologies to create a vision for a better life is presented. Moreover, visitors can experience different seasonal plants.





Fengyuan Huludun Park

Longest Waterside Floral Gallery in Taiwan

Theme : Floral Metropolis by the Water

Area : 16.52 hectares

Features : Life, People, Mutual Good

Future Use : Pastry Meseum

In this exhibition area, the vision and history of Taichung's creative life are presented. Visitors can experience pastry making, canoeing lantern festival and artistic performances and exhibitions, as they explore this charming waterside area.

/ Exhibition Halls / (Tentative)

Floral Banquet Hall

The theme of this hall is "flower pastry adventures - flower fairies and apprentices", which introduces Taichung's pastry culture.

Domestic Garden Competition Area

Floral landscape installation competition area.

5th Area Scenic Lake

Recreational activities include canoeing. Along a scenic path are different species of shrubs, as well as flowers and other plants. This is a feast for the eyes every season of the year.



Taichung World Flora EXPO Mascots
Leopard Cat Family X Horsiver



Leo, Leopard Cat Dad

As a year-round farmer, he grows vegetables, fruits and flowers (Age 38)

He is passionate about plant science and seems to know flowers and plants like the back of his hand. He receives countless requests for help in resolving various animal and plant-related issues. Leo is very learned, but often sleepy. He loves to eat, especially the "Taichung pastries" prepared by his wife, which contribute to his rotund figure.

Leona, Leopard Cat Mom

She is a master pastry chef, who loves to create new tastes. (Age 33)

Leona is very astute. She observes the members of her family as she bakes. This allows her to be timely in asking questions and providing encouragement. Whenever her husband completes a mission of helping others, Leona prepares "Taichung pastries" as a treat. Everyone in the family and their neighbor Horsiver all love to eat her pastries.



Love Girl (Age 5)

Love is an active and assertive "little adult" with a smattering of knowledge about the things around her, making it easy for her to use her imagination. She often takes her brother on adventures and sometimes teases him, which creates a love-hate relationship between them. She likes learning from her neighbor Horsiver, who often provides answers to difficult questions.

Life Boy (Age 3)

As he is still very young, he is not very coordinated and often stumbles. He is the leopard cat family's "delight". Life is very curious and likes to tag along with his sister on adventures and ask a lot of questions. He also likes to eat fruit and loves flowers even more. When out exploring with his sister, he often stops to view the flowers along the way.



Horsiver

Elderly horse, beekeeper (Age 70)

Horsiver is the leopard cat family's friendly neighbor. As a beekeeper, Horsiver helps fruit farmers to pollinate their fruit trees. In his free time, he plays the saxophone alone in his yard. His music possesses a hint of yearning and nostalgia.





2018 TAICHUNG WORLD FLORA EXPOSITION

Volunteer Recruitment

Group registration begins on July 17, 2017. Individual registration begins on October 1, 2017. For more information, go online to the 2018 Taichung Flora Expo integrated volunteer services platform or call (04)24372507 ext. 12.

Corporate Participation

Specially designated store contact: (04) 2228-9111 ext. 31318; Ms. Lai, Commercial Services Division, Economic Development Bureau; Enterprise participation contact: (04) 2228-9111 ext. 31606 Mr. Chiu, Business Development Division, Economic Development Bureau

2018 Taichung World Flora Exposition You Are Invited to Participate

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