

Int'l garden expo offers enormous opportunities

By WANG SUJUAN

Yet another important international event in Beijing, following on the heels of the Olympic Games success, is expected to offer plenty of business opportunities for both Chinese and foreign companies.

The 9th China International Garden Expo, which is scheduled to open next April and to run through October 2013, has already attracted attention.

A related conference in Beijing on Thursday attracted more than 80 companies in the capital, the organizers have said.

The participants included Chinese industries on the Fortune 500 list, such as CNPC, Sinopec, the State Grid Corporation of China, China Mobile, and the Shougang Group.

Thanks to its duration, scale, large number of projects and participants, the upcoming garden event is expected to provide enormous opportunities for enterprises everywhere.

Companies are now being solicited as sponsors or developers of the exhibition gardens, or participants in public projects for the exhibition site.

The sponsorships can come in various forms — such as



Artist's rendering of the Yongding Tower, another landmark. PROVIDED TO CHINA DAILY

financial disbursements, products, and services — or at various levels, such as sponsor, partner, designated service provider, designated product provider, or special logo provider.

Any company that reaches a strategic cooperation agreement with the organizers will have direct access to full use of the expo's public relations facilities and priority in select-

ing an exhibition site.

The 267-hectare expo site is near the Yongding River and expected to consist of five parts representing modern design, traditional architecture, international elements, gardens of companies and individual designers, and an interactive area where visitors can show their skill at such things as flower arrangement.

The foundations have already been laid for some of the expo landmarks, including the China Garden Museum, the main exhibition hall, and a 70-meter-tall tower. By the end of next year, the site will have more than 100 scenic sites.

So far, around 150 cities have expressed an interest in the event and the organizers have said they are still looking for international sponsors.



Designer's conception of the main exhibition hall, one of the expo landmarks. PROVIDED TO CHINA DAILY

Beijing eco-friendly area now in the limelight

By WANG SUJUAN

Beijing will be starting its 9th China International Garden Expo, in the Fengtai district, in April 2013, with the emphasis on developing a friendly environment and resource-balanced approach to life, the organizers have said.

This biennial event first began in 1997 under Ministry of Housing and Urban-Rural Development sponsorship in cooperation with local governments and has grown into an important international gathering of people in the gardening industry. It will run from April 2013 to October 2013.

This year's expo will be in the municipality of Chongqing in September. Previous sessions have been held in the cities of Dalian (the first), Nanjing, Shanghai, Guangzhou, Shenzhen, Xiamen, and Jinan.

Thanks to Beijing's 40 prominent parks and 300 temples it won the bid for the

2013 expo two years ago, in December 2009.

The expo venue, in the southern part of the capital, near the Yongding River, is a key part of the government's restoration and development program and eco-friendly system around the river. The 267-hectare expo site is near the historic Lugou Bridge.

Construction work has begun and is expected to be finished by the end of next year. Some of its major elements are the following:

- Garden Museum

The expo will contain the first national garden museum, with an area of about 6.5 hectares.

The China Garden Museum will use various high-tech methods to give a panoramic view of landscape gardening and the industry's achievements in China.

- Exhibition Hall

The main exhibition hall has a planned area of 3.2 hectares and will describe the art of landscaping and leading tech-



China Garden Museum design, a highlight of the expo. PROVIDED TO CHINA DAILY

nologies, new materials, and the most recent achievements.

It will also be the site of forums, seminars, business meetings and cultural shows on landscaping, the organizers have said.

- Yongding Tower

The tower is another must-see item on the expo's itinerary. It is being built on Yingshan Mountain, on the expo site, as a museum at the centering of a group of other towers.

- Planning Center

The west bank of the river will have an 8,000-square-meter center with the overall design of the expo and the new, eco-friendly Yongding River region.

The region is expected to be an ideal combination of traditional landscaping and modern high-tech development and a new attraction in Beijing when the expo site is unveiled in 2013.

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