



Jiaodong yangko, a popular rural folk dance, heated up the opening ceremony of Qingdao Week at the Xi'an 2011 Horticulture Exposition.



Qingdao has hosted many international sailing events.

# Qingdao to host next horticulture expo

By XIE CHUANJIAO AND DAI YAN

After hosting the sailing regatta in the 2008 Olympic Games, Qingdao will again step onto the international stage when it presents the 2014 International Horticultural Exposition, said senior officials in the seaside city of East China's Shandong province.

"It is an honor to host the grand international event for the world's horticultural and floral industries," said Li Qun, secretary of the Qingdao municipal committee. "It means both pride and responsibility for the coastal city."

"It will be a great opportunity to enhance the city and expand its influence and reputation. We will absorb the core values of previous expos and showcase a most splendid event, as well as an open, prosperous, colorful, livable, happy and harmonious Qingdao," Li said.

On Oct 15, Qingdao Week began at the ongoing Xi'an 2011 Horticulture Exposition in the capital of Northwest China's Shaanxi province.

The largest and last city week at the Xi'an expo, Qingdao Week will bring the event to a peak this weekend.

After the event concludes on Saturday, Qingdao will start preparations for the next horticultural gala in 2014.

"It is the last week for the Xi'an expo, but the first for Qingdao's. The handover announces that it enters 'Qingdao' time," said Li Fengli, secretary general of the Qingdao expo organizing committee.

Qingdao Week displays the city's charms to visitors through performances, parades, tourism promotions and photo exhibitions.

The organization committee also brought boats to highlight Qingdao's distinguishing feature as China's capital of sailing. Visitors can also taste the city's namesake Tsingtao Beer.

Each day, three shows are staged to display Qingdao's culture and fashion. Parades and floats show distinctive regional characteristics along with interactive events with sailboats and windsurf boards.

Mayor Xia Geng told the International Association of Horticultural Producers annual congress late last month that Qingdao "will make careful arrangements to speed up infrastructure construction on the expo park and its surrounding areas".

"Exhibitors from home and abroad will be warmly invited."

"With elaborate preparations, the 2014 expo is expected to be a creative and unique event," Xia said.

The mayor said the expo will "promote productivity in all sectors of horticulture and the use of horticultural products, as well as the general public's appreciation."

In response to environmental issues of global concerns, Qingdao will highlight the concepts of eco-protection, green and low-carbon processes and the integration between man and nature.

He said Qingdao will build an eco-tourism area in the north of the city to mirror the Olympic Sailing Center in the south.

Some 15 million tourists are expected to visit the area every year once it is finished.

"We will endeavor to promote the acceleration of innovation and creation, and to ensure intellectual property protection, so as to best represent the integration between industrial value and commerce," Xia said.

A number of design competitions will be organized under the guidelines of "fairness, justice, scientific principles and



Qingdao has already started on a range of preparations for the 2014 International Horticultural Exposition.

reasonable arrangements" for displays of the latest horticultural and floral products and innovation achievements.

The selection committee includes Meng Zhaozhen, academic at the Chinese Academy of Engineering, and Shouhei Fukui, chief planner of the Aichi-ken 2005 World Exposition.

The four best proposals for the expo's design have been

selected from 43 international bids.

Wu Zhiqiang, chief planner of Shanghai World Expo and vice-president of Tongji University, is the chief planner who will take the lead in drawing up a master plan for the World Horticultural Exposition Park.

"We will offer universally beneficial exhibition conditions, a pleasing venue, qual-

ity services and exhibition reimbursement if necessary," said Wu.

The overall blueprint includes 21 specific plans, 13 of which have already been finished. Three are almost complete and work on the remaining five has been started.

Construction and design proposals for theme and botanical pavilions have been

collected and the organizing committee is now drawing up implementation plans.

The city also seeks international input.

"We encourage all relevant organizations and members to participate in and join the exhibits at the 2014 expo, especially with the latest floral varieties, cultivating technologies, development trends, and recent applications."

## Designs to bridge 'heaven and earth'

By XIE CHUANJIAO AND WU BINBIN

Designs for the International Horticultural Exposition 2014 Qingdao combine the site's existing natural elements including reservoirs, rivers, hilly areas and woodland.

With the themes of "green expo, world civilizations, ecological environment and the future of Qingdao", the expo has major sections that have been named "Fairies Showering Flowers", Heavenly Water and Earthly Pond" and "Belts of Seven Colors".

The concepts originate from the ancient Chinese tale *Seven Fairies Descend to the Mortal World*, which describes how seven fairies flew over

Jiaozhou Bay and were fascinated by the charming lands of Baiguoshan Mountain.

They scattered flowers and belts to form a 2,000-meter-long rose road extending from the mountaintop. It represents the passage from heaven to earth.

The Heavenly Water and Earthly Pond will flank the north and south of the garden, with a rose pavilion between them.

The pavilion and waters will be linked by belts of various colors that symbolize communication between heaven and earth.

The whole garden is divided into seven color zones that represent the five elements in ancient Chinese cosmology — metal, wood, water, fire and earth —

as well as sun and moon "rainbow belts".

The red zone, also called the Chinese zone, is unique in integrating the surrounding landform with viewing stands in the eastern highlands overlooking the whole park.

The orange floriculture zone aims to bring the green of daily life and the beauty of spiritual purification to viewers.

The theme of the yellow herb zone — "thanks to nature, dialog with life" — is derived from the ancient compendium *Materia Medica* that describes plants with healing properties.

It will feature displays of classic medicines, prescriptions, new achievements in the fight against diseases and the essence of Chinese medical science.

The green zone will have the theme "cognition, imagination — happy horticulture", and is designed to provide a paradise incorporating knowledge and entertainment.

The light green area will be a science garden with the theme of "finding, exploring and thinking — love nature". It will mainly display extant and extinct and endangered species.

The blue area will be a garden for environmentally friendly industries to provide exchanges among enterprises.

The purple area will be an international garden for countries to display paintings conveying different cultures.

For more information, please visit <http://www.qingdaoexpo2014.org/>



As the next host, Qingdao is in the spotlight at the final week of the Xi'an expo.



The city's century-old beer culture is among its promotions for Qingdao Week.

### BEST OF QINGDAO

#### Capital of sailing

Qingdao hosted the sailing events in the 2008 Olympics and Paralympics, and has China's finest yachting facilities. In the past two years, it has hosted many international regattas along with the Volvo Ocean Race, the Clipper Round the World Race and the Extreme Sailing Series.

#### Famous brands

In 2005, Qingdao was named a Famous Brand City in China. The coastal city has 68 of China's Famous Trademarks, 53 national brand name products, 322 famous provincial brands and 401 local brands. In 2010, Qingdao-headquartered Haier had the world's largest market share in white goods, while household electrical appliance maker Hisense has developed into a multibillion dollar global conglomerate.

#### Home to Tsingtao

Ranking sixth globally in beer production,

#### Tsingtao is the oldest

brewery in China. After a century of development, the brew is now sold in more than 70 countries and regions.

#### Oceanic economy

The city government is determined to build Qingdao into "China's Blue Silicon Valley" in the next 10 years. By 2015, the city plans to be a leader in oceanic development and a major part of the "blue economic zone" with independent R&D and a demonstration area for ocean ecological protection.

#### Livable city, tourism

Qingdao has one of China's most spectacular environments, with four clearly defined seasons and excellent air quality. It is a popular tourist destination and health resort. Its beaches, century-old European-style buildings and Laoshan Mountain overlooking the sea are some of the most popular attractions.