

Taipei International Flora Expo: Beauty Reappears



The 2010 Taipei International Flora Expo held from 2010 to 2011 is the first world class exposition organized by Taiwan that was authorized by the International Association of Horticultural Producers (AIPH). The expo lasted 171 days and attracted nearly 9,000,000 visitors with economic benefits in the vicinity of NT\$43 billion. It has become a beautiful memory shared by the city and people around Taiwan, and although the Taipei International Flora Expo has successfully concluded, the inspiration and sentiments it brought continue to bloom.

To continue the results of the Taipei International Flora Expo and respond to the expectations of residents, the Taipei City Government redesigned the Yuanshan Park Area, Fine Arts Park Area, and Xinsheng Park Area into Taipei Expo Park. Expanding over 40 hectares, the Taipei Expo Park kept the 14 exhibition halls and continued operations under the Taipei Expo Foundation. Besides maintaining operations of the park and exhibition halls, the foundation also organizes exhibitions and activities related to cultural creativity, art, parent-child, diverse education, the elderly, happiness, and LOHAS, aiming to build the Taipei Expo Park into a place of leisure for citizens. Based on the concept of sustainability, Taipei Expo Park allows the power of beauty continue to grow in Taipei. Under the joint efforts of Taipei City Government and Taipei Expo Foundation, Taipei Expo Park has successfully transformed from an exhibition venue into a sustainable diverse leisure space within a short amount of time.

Strengthening Park Functions, Exhibition Halls Restart Operations

The Taipei Expo Foundation began gradually strengthening the functions of the Taipei Expo Park in 2012, including expanding the southeast entrance garden to create an obvious landmark for the park's entrance, reopening Maji Square to provide a wide variety of cuisine and creative products, linking the YouBike network to business districts and the

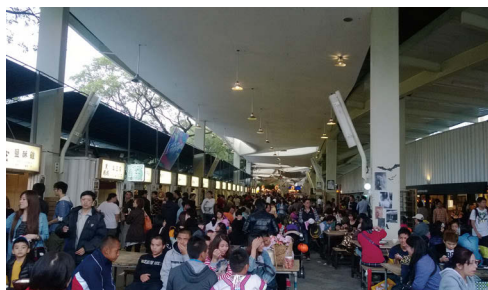


Taipei Expo Park, providing the Lantern Festival shuttle bus for parents and children to visit around the park, and providing a performance space for street artists. With regards to exhibition hall operation, measures include the Taipei Robot Pavilion, which combines elements of Taipei's image and robots; the Pavilion of Future, a modern greenhouse in a green building that features the future of nature; and the Pavilion of Dreams with interactive sounds and lights.

Spectacular Activities: the Taipei Lantern Festival and Million Flowers Festival in the Taipei Expo Park

The Taipei Lantern Festival was held in the Taipei Expo Park for the first time in February 2013. The Taipei City Government and Taipei Expo Foundation used the floral art and landscape of the Taipei Expo Park along with sculpting master Hung Yi's bronze art exhibition "Animal Party," creating unique lamps. Over a million tourists experienced the spectacular Lantern Festival in the Taipei Expo Park, together with impressive memories.

Happy children's Festival in April was a moment for children and parents to hold hands and experience happiness; the Taipei Expo Park Star Music in August provided a stage for the youth to show their enthusiasm; the Taipei Expo Park Design Month and Taiwan Designers' Week in September 2013 created a platform to introduce new designers to the world; the Taipei Expo Park Million Flowers Festival held from October to December included the 2013 Fragrant Love International Flower Design Award, 2013 Outdoor Landscape Design Contest, 2013 Flora Art Work Exhibition, and 2014 Taipei Flower Show, in which 95% of the 557,000 flowers were supplied domestically; the events attracted over 650,000 visitors, achieving a win-win for both citizens and farmers.



Maji Square provides a wide variety of cuisine and creative products



The Pavilion of Dreams has interactive lights and sounds



The 2013 Fragrant Love International Flower Design Award



Outdoor landscape design contest at the Million Flowers Festival

Furthermore, the Taipei Expo Foundation continues to provide venues for rental and will introduce even more high quality exhibitions. From January 2012 to the end of 2013, a total of 274 spectacular events were held in the Expo Dome, Expo Hall, and Yuanshan Plaza, gradually raising the awareness of exhibition spaces in the Taipei Expo Park.

A New Location for International Exchanges, the Taipei Farmer's Market

The Taipei Expo Park features international exhibitions and had received 78 groups from 42 countries with 1,004 people up to the end of December 2013, including the President of the Republic of Marshall Islands and the Mayor of Panama City. Furthermore, international groups and floral designers from 13 countries, including Spain and Russia, were invited to the Taipei Expo Park Million Flowers Festival; international masters from 8 countries, including Germany and Italy, were invited to the 2013 Taipei Expo Park Design Month, during which 44 lectures and workshops were held, attracting over 70,000 visitors; the 2012 Junior Chamber International World Congress Taipei/Taiwan was combined with trade shows and cultural creative product exhibitions and attracted some 8,500 visitors, driving Taiwan's economic development.

The Taipei Farmer's Market is held every Saturday and Sunday in Taipei Expo Park's Yuanshan Plaza to promote domestic agricultural products and increase the income of Taipei's farmers. The market is organized in cooperation with domestic agriculture organizations and gathered over 10,000 farmers from 2012 to the end of 2013. Organic, toxin-free and healthy agricultural products certified by farmers associations and production and marketing groups are sold in the market. The market attracted over 1,060,000 visitors and created over NT\$100 million in revenues for farmers, while providing citizens with high quality agricultural products from around Taiwan at a low price.



The Hung Yi Bronze Art Exhibition was held in the EcoARK



Expert lectures during the Taipei Expo Park Design Month



The Taipei Farmer's Market is held in Yuanshan Plaza

Record Number of Visitors, High Satisfaction

From 2012 to the end of 2013, the total number of visitors reached 7,940,000 (excluding people there for morning exercise, passing through, or visiting the Taipei Lantern Festival), in which 80% were satisfied or very satisfied. Satisfaction reached a higher 90% for the exhibition halls, successfully continuing the results of the Taipei International Flora Expo.



The Taipei City Government will continue to develop Taipei Expo Park's Yuanshan Park Area into an area of "Happiness, Health and Exhibitions," the Fine Arts Park Area into an area of "Culture, Art and Love," and the Xinsheng Park Area into an area of "Cultural Creativity, Technology and Environmental Education." Furthermore, the Taipei Expo Park will be developed into an integrated platform with diversity, where the power of beauty will be continued through resources of government departments, such as the Council of Indigenous Peoples, becoming a place of leisure for citizens and a platform for the international exhibition industry.

At the Taipei Expo Park, visitors can relive the glory of the Taipei International Flora Expo, see what each exhibition hall has to offer, and experience new and exciting activities. We hope that the Taipei Expo Park will be a place that gathers citizens' memories and shows the charm of Taipei, allowing people from around the world to feel the passion and beauty of Taipei!



Monthly performances at the Pavilion of Aroma of Flowers

Table 1 Areas and Exhibition Halls in Taipei Expo Park

Area	Exhibition Hall (Responsible Unit)	Contents
Yuanshan Park Area	Expo Dome (Taipei Expo Foundation)	Periodically organizes large exhibitions, and may be leased to government departments and private organizations.
	EcoARK (Taipei Expo Foundation)	Used for art, culture, education, entertainment, and health related exhibitions.
	Pavilion of Culture, Celebrity's House, Expo Theater (Taipei Children's Recreation Center)	Returned to the Taipei Children's Recreation Center for parent-child activities.
	Yuanshan Plaza (Entrance, Corridor, Flower Plaza) (Taipei Expo Foundation)	May be leased to government departments and private organizations for outdoor exhibitions or activities.
	U-Life Village Taipei (Department of Health)	An age-friendly city demonstration zone in Taipei that integrates culture, technology and medicine.
	Zhongshan Parent-Child Center (Department of Social Welfare)	A place for preschool children to interact, play games and grow.
Fine Arts Park Area	Expo Hall (Taipei Expo Foundation)	May be leased to government departments and private organizations for exhibitions and art activities.
	Pavilion of Aroma of Flowers (Council of Indigenous Peoples)	A sales platform for specialty products of indigenous peoples.
	Taipei Fine Arts Museum (Department of Cultural Affairs)	Returned to art museum operations for art exhibitions.
	Taipei Story House (Department of Cultural Affairs)	Original contents of Taipei Story House were maintained, and displays living culture and historical sites.
Xinsheng Park Area	Pavilion of Angel Life (Angel Art Gallery)	Digital exhibition hall in a green building, combining green, art and living aesthetics.
	Pavilion of the Future (Taipei Expo Foundation)	Integrates virtual reality and cloud-based recognition into the navigation system to introduce featured plants.
	Taipei Robot Pavilion (Taipei Expo Foundation)	Combines elements of Taipei's image with robots. Exhibition held until December 31st, 2013.
	Pavilion of Dreams (Taipei Expo Foundation)	The first mobilized intelligent pavilion in Taiwan that provides an immersive experience combining mobile phone navigation with creative interactions.
	Lin An-Tai Historic House (Department of Civil Affairs)	A Southern Fukien style architecture for visitors to nourish their heart and enjoy, serving recreation, culture, and education functions.