

Beijing Great Wall Int'l Travel Agency

Tel:(+86)10-8446 6033 / 8446 6213 / 8446 6032 ext .801,802 ,803 Fax:(+86)10-8446 6212

International Horticulture Exposition 2011 Xi'an China

Duration: April 28 to October 22, 2011

Expected Visitors: 12 million

Theme: Eternal peace & harmony between nature & mankind, nurturing the future earth

Site: Guangyun Lake, Chanba Ecological Area, Xi'an, Shaanxi Province, China

Website: <http://en.expo2011.cn/>

General information

International Horticultural Exposition 2011 Xi'an will be held in the Chan-Ba Ecological District, Xi'an from April 28 to October 22 with the theme of "eternal peace & harmony between nature & mankind, nurturing the future earth".

The International Horticultural Exposition is the highest professional exposition in the world. It is a global organization, Association of International Producers of Horticulture (AIPH), having more than 25 member organizations of commercial horticultural producers from five continents. Xi'an was granted the right to hold the International Horticulture Exposition 2011 by AIPH at its 59th congress held in Brighton, United Kingdom on September 4, 2007.

Xi'an, the capital of Shaanxi Province, China, is also ancient capital of China for 13 dynasties. It is renowned for being the eastern terminus of Silk Road and for the location of the Terracotta Army from the Qin Dynasty.

The actual site of the expo is Guangyun Lake. It is located at the bank of Chanba known as "Bashang". Guangyun Lake was a major port in ancient China. During the Tianbao period of the Tang dynasty (742-756AD), Emperor Xuanzong held a large-scale water transport exposition and trade fair here to encourage commerce and trade and display region's capability in smooth water transport. This event in ancient times marked the beginning of the World expo.

Emblem of International Horticulture Exposition 2011 Xi'an

The emblem of the International Horticultural Exposition Xi'an is the "Chang'an Flower", which names after a poem "Riding on the crest of success, seeing all the flowers in Chang'an." The design stems from the Classic of the Virtue of the Path and the Power: "The Tao produced One; One produced Two; Two produced Three; and Three produced All things." The emblem takes the shape of a flower composed of petals arranged in ascending order, from the triangle of the innermost layer to the hexagon of the outer



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layer, forming an auspicious oriental flower seal.

Mascot of International Horticultural Exposition 2011 Xi'an

The primitive image of the Chang'an Flower is actually the city flower of Xi'an, the pomegranate blossom. Hence the pomegranate is the core element of the design shape and the color of the Chang'an flower. In addition, the flower's name is quite easy to remember, features what Xi'an is special for and echoes with the design concept of the exposition emblem. The name of the mascot shares the same meaning as the emblem.



Theme of International Horticulture Exposition 2011 Xi'an

"Eternal peace & harmony between nature & mankind, nurturing the future earth - a city for nature, co-existing in peace" (Chinese version: Nature and People in One in Chang'an, Nature Creativity- A City for Nature, Co-existing in Peace)

"People" represents the city, and "Chang'an" is the ancient name of Xi'an, an ancient capital with a long history and a symbol for national prosperity and security. Hence, "Nature and People in One in Chang'an" embodies the harmonious co-existence between the city and nature. "Nature Creativity", that is "nurturing the future earth", refers to: on the basis of respecting and protecting nature, allowing nature to serve humankind by utilizing and restoring it.

Landmarks of International Horticulture Exposition 2011 Xi'an Park

Chang'an Tower



The Chang'an Tower, an observation tower and the symbol of the exposition, is of commanding height at the exposition site- Young Zhongnan Mountain. Climbing up to the top of the tower, tourists may have a panoramic view of the whole site. The Chang'an Tower has 13 stories. The design of the tower incorporates modern elements while keeping the main form of an antique square tower of the Sui and Tang Dynasties (581-907). It is a reflection of both the essence of Chinese architectural culture and modern, trendy urban features. It also represents a perfect combination of green architectural technology and art, exemplifying ecological practice. The tower will become a landmark that enhances Xi'an's architectural culture.

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Theme Pavilion



The Theme Pavilion, one of the four landmarks of the International Horticultural Exposition 2011 Xi'an, is centrally located and was designed to be integrated with the surrounding water and land terrains. Its architectural layout is in the shape of the Chinese character “王” consisting of irregular tri-wing geometrical objects. External wall faces made of bronze, wood, or shrubbery function as irregular interfaces. The exhibition in the pavilion will showcase new

achievements and products in horticulture and floriculture as well as new environmentally-friendly and energy-saving technologies and materials.

Greenhouse



The Greenhouse located at the Splendid Lake is the botanic greenhouse of the International Horticultural Exposition 2011 Xi'an. Displayed in the house would mainly be rare plants and eco-landscapes from different regions of various climates in the world.

Guangyun Entrance



The Guangyun Entrance, located at the north-east part of the exposition site, is the main entrance of the International Horticultural Exposition 2011 Xi'an, and it crosses the 60-meter wide Expo Avenue. The avenue can hold as many as 20,000 passengers during peak hours. The ramp is made up of water features and square flowers gardens, with horticulture features

paving the way from the highest end to the lowest end, well-integrating with the Chang'an Flower

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Valley. This magnificent design makes a great impression.

Ticket

Types/Sales period	Pre-Sale Period 01/10/2010 ~ 31/03/2011	Expo Period 28/04/2011 ~ 22/10/2011	Rules of Application	Remarks
Peak Day Single Day Admission	RMB 130	RMB 150	1.Applicable to all visitors; 2.Applicable in peak days or any other standard days; 3.One ticket for each visitor, single day admission.	Peak Days include the Opening days (Apr.28~Apr.30), May Day holiday (May. 1~May.3), Dragon Boat Festival (3 days holiday), Mid-Autumn Day (3 days holiday), National Day Holiday (Oct. 1~ Oct 7), Closing days (Oct 20 ~ Oct 22), altogether 22 peak days.
Standard Day Single Day Admission	RMB 85	RMB 100	1.Applicable to all visitors; 2.All days during the expo period except peak days; 3.One ticket for each visitor, single day admission.	Standard Days refers to all other visiting days expect peak days. Expo 2011 Xi'an has altogether 156 days.

Previous International Horticulture Exposition in China

Kunming, Yunnan Province: 1999, themed "Man and Nature, marching into the 21st century
Shenyang, Liaoning Province: 2006, themed "Man Live in Harmony with Nature"

**Visit International Horticultural Exposition 2011 in Xi'an, as well as
the other highlights across China!**