



World Horticultural Exhibition 2027 Yokohama Japan

APPLICATION
18th of July 2019



World Horticultural Exhibition 2027
Yokohama Japan
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Office of International Horticultural Exhibition
Bid Promotion,
Policy Bureau,
City of Yokohama
1-1 Minato-cho, Naka-ku, Yokohama, Japan

EXHIBITION AT A GLANCE.

Name of the Expo:

World Horticultural Exhibition 2027 Yokohama Japan

Class of the Exhibition:

A1

Host Country:

Japan

Host City:

Yokohama

Location:

Kamiseya, the site of a former communication station, Asahi Ward and Seya Ward, Yokohama, Japan

Duration:

**March – September 2027
6 months**

Expected Number of Visitors:

**Total: 15 million
Paid visitors: 10 million
(preliminary estimates)**



Photo: courtesy of Yokohama Convention & Visitors Bureau



Photo: courtesy of Yokohama Convention & Visitors Bureau

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INTRODUCTION

Here we propose

“Why and how the Exhibition should be in Yokohama 2027.”

This application has been drafted to propose Japan and Yokohama to be the hosts of the World Horticultural Exhibition 2027. The application includes the following elements of why and how we propose the Exhibition to be: an overview of all aspects related to organizing the Exhibition.

The application presents...

- Ideas and visions, and conceptual references,
- The country, the city and the recommended site of the Exhibition including historical background, environment, and stakeholders,
- The concepts of program of the exhibition (including expected impacts and legacies,)
- The assumptions regarding the participants and visitors of the Exhibition, and
- The promotion and communication strategy of the event.

Main Theme of the Exhibition is

“Scenery of The Future for Happiness.”

The main theme of the Exhibition is “Scenery of The Future for Happiness.” The theme represents our intention that the Exhibition will be devoted to creating eco-friendly and sustainable “Scenery” for the well-being of the future. We consider “Scenery” is a precision mirror to reflect our lifestyle of how we live in space and time gifted by the natural environment. Once our lifestyle becomes symbiotic with nature, “Scenery” is full of green and our future is sustainable for all.

The theme is to remind the facts and ideas that we all live and depend upon the natural environment. The venue of the Exhibition is to showcase how it should look like to be “an ecological community that invests in future happiness.”

We believe such “Scenery” is materialized by the use of the flowers and greenery as “Green Infrastructure.” The Exhibition will be an excellent opportunity to share experience and solutions improving the quality of life with a given limited carrying capacity of the natural environment and

introducing sustainable development with respect for nature and tradition, both at the global and local level.

Significance of Experiences of Yokohama in Hosting the World Horticultural Exhibition:

One of the significances of Yokohama City in hosting the World Horticultural Exhibitions is that the approaches of urban environment improvement by the city matches the intent of the exhibition, and the experience of the city is ready to put to use in the exhibition. The exhibition is held not only for the spread of horticultural products but to widely disseminate the various benefits and effects that horticulture brings to the citizens and society in the world.

The exhibition, proposed by Yokohama, aims to give new perspectives on the solution of international issues and the prospects of the future society. The concept of "green city" led by AIPH is one of such new perspectives. In this regard, one of the most significant experiences of urban environment improvement in Yokohama is that it has embodied the "Green City Concept."

So far, in Yokohama, a variety of actors, including citizens, companies, and public sector, have cooperated to create a rich natural environment with flowers, greenery, agriculture, and water that makes use of the location and uniqueness of Yokohama. This has created a new urban image that takes advantage of green infrastructures, such as beautiful cityscapes and parks with flowers and greenery, and agricultural villages with natural features (a landscape of a Japanese rural area that achieves coexistence with nature). This new image made it possible for Yokohama to bring more people into the city, to make the city bustling, and to activate the socio-economic activities.

The experience of Yokohama is a practical example that embodied the concept of "green city" led and promoted by AIPH: it is possible to create a better city as a place of living and economic activity by adding well designed green spaces to a city and integrating nature and human-made environment.

The achievements of utilizing Green Infrastructure in Yokohama are in line with the idea of the international horticultural exhibition that AIPH aims. AIPH advocates the creation of human health and well-being through horticulture, the rediscovery of affinity with the environment, and the creation of a well-balanced and affluent future. The experiences of Yokohama are examples of practice, and these will be the best materials to provide new perspectives on problem-solving in the exhibition.

1. FORMAL LETTERS

1.1. FORMAL LETTER REQUESTING APPROVAL - MAYOR OF THE CITY OF YOKOHAMA

FUMIKO HAYASHI
MAYOR
CITY OF YOKOHAMA



Yokohama, 3rd July 2019

Attention to:
Mr. Tim Briercliffe
Secretary General
International Association of Horticulture Producers (AIPH)

Formal Letter Requesting Approval

Yokohama citizens and I strongly hope to hold the World Horticultural Exhibition 2027 (A1) in Yokohama City. The city promises to provide visitors with wonderful places and time as a host city for the Exhibition, and will officially stand for nomination.

At the Exhibition held in Yokohama, we will position "green infrastructure" which is "sustainable" in nature, as a basic structure to embody and visualize the basic principles. We will bring together wisdom from home and abroad and propose them to the whole world through exhibitions, events, and all activities in order to realize the "Scenery of the Future for Happiness."

Also, we will build interactive accessibility by utilizing the latest information technology, share information even to people who cannot come to the venue, and realize new exhibitions where people can participate in various styles.

The United Nations has set SDGs in the "2030 Agenda for Sustainable Development" in 2015 on the issue common to all humanity, how to coexistent with and adapt to the global environment and human activities.

The year of the Exhibition 2027 is the right timing to see if it is viable to achieve the international goals in 2030 within given last four-year period. Then, it is also the right time to share information on newly emerging global issues. It will be an important year to accelerate the efforts to achieve the goals of the SDGs and to show and deliver new proposals to the world.

Yokohama has been designated by the Japanese government as an "SDGs Future City" and contributes to the solution of issues of the United Nations SDGs. The city has been selected by the World Bank as one of the Eco2 cities (advanced cities that balance environment and economy) that are only two in Japan and is also a member of C40 (The Large Cities Climate Leadership Group) for tackling climate changes.

Through the Exhibition in Yokohama, we will transmit to the world models of the city that will grow in harmony with nature, and open up a new era. Models include making good use of the wisdom of coexistence with nature and creating new technological innovations and industrial areas for solving problems.

Yokohama is a place where Japan, which has been isolated for a long time, opened to the world 160 years ago. Many foreigners who visited Japan highly valued Japan's excellent plants and gardening traditions and lifestyle in harmony with nature, and a wide variety of

horticultural plants were sent out to other countries from Yokohama Port. Yokohama, the hub of exchange between countries and Japan, now continues to evolve as "Garden City Yokohama," which is full of flowers and greenery.

We had a big success in hosting "National Urban Greenery Yokohama Fair 2017" visited by 6 million people during its duration of 72 days. We inherited the legacy of the event and started to hold "Garden Necklace Yokohama" every year. This event has been well received and come to life every year with the help of many citizens, companies, and organizations. The success of "Garden Necklace Yokohama" is highly appreciated by the Japanese government, and are registered as the first nationwide initiative in the newly created "Garden Tourism Registration System."

Yokohama is also an international city that promotes international collaboration, including eight sister cities and friendly cities, and seven partner cities. Yokohama Port will complete two cruise ship terminals this year. When this happens, seven large passenger ships can be docked simultaneously, making it one of the largest in the world.

To date, many international conferences have been held, including the 2010 APEC Summit on Asia-Pacific Economic Cooperation and the 50th ADB Annual General Meeting on 2017.

This summer to fall, the 7th Tokyo International Conference on African Development, which will be held for the third time in Yokohama, the Rugby World Cup 2019™ which will be held for the first time in Asia, and part of the Tokyo 2020 Olympics and Paralympic Games will be hosted in Yokohama next year.

Yokohama has a track record that has led to the success of numerous international events, and has an environment that welcomes many customers from around the world.

The City of Yokohama, as a cosmopolitan open port city, will be fully prepared for the Exhibition according to the regulations of AIPH and will welcome people from all over the world with warm hospitality. We will do our best to make sure that everyone who is involved in the Exhibition can realize the "Scenery of the Future for Happiness," such as blooming flowers and greenery, agricultural harvest and food richness, and interactions among diverse people. I now promise to hold the Exhibition where everyone all over the world who supports to hold the Exhibition in Yokohama, including the government of Japan, business circles, private companies, and the citizens of Yokohama will be united as one in order to make the Exhibition fascinating and well representing the theme.

Sincerely yours,

Fumiko HAYASHI
Mayor
City of Yokohama



CITY OF YOKOHAMA

1-1 MINATO-CHO, NAKA-KU, YOKOHAMA 231-0017 JAPAN

1.2. FORMAL LETTER OF SUPPORT - PRESIDENT OF JAPAN LANDSCAPE CONTRACTORS ASSOCIATION

2 July 2019

Attention to:
Mr. Tim Briercliffe
Secretary General
International Association of Horticulture Producers (AIPH)

Formal Letter of Support

The Japan Landscape Contractors Association as a representative member organization of AIPH in Japan, is fully supporting the International Horticultural Expo to be held in Yokohama.

Yokohama City is a gateway of Japanese that has been opened to the world as a port town with a history of over 160 years and is an attractive international city blessed with sea and greenery.

As a horticultural city with a world-renowned seedling company and many growing farmers, Yokohama has a long history of hosting Japan's floriculture trade. The city is actively working on green town development promoting the "Yokohama Green Up Plan" to leave lush green towns to the next generation.

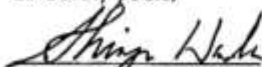
Yokohama is the second largest city in Japan with a mix of world cultures, such as historic Japanese gardens and one of the world's largest Chinatown, but the suburbs are surrounded by rich nature and beautiful scenery. It is our great pleasure to recommend the World Horticultural Exhibition to be held on the theme of "Scenery of The Future for Happiness" in Yokohama.

Yokohama has abundant experience in holding large-scale events. In particular, "National Urban Greenery Fair Yokohama 2017" has achieved great success by utilizing the attractiveness of flowers and greenery.

The Exhibition in Yokohama will have a significant impact not only on Yokohama City but also on the surrounding cities by showcasing the philosophy of Green City promoted by AIPH. I also expect that such a great event will lead to the revitalization of Japanese floriculture and the landscape industry.

The site use plan after the exhibition is also progressing steadily, and I am convinced that the philosophy of the exhibition will be inherited for a long time.

Sincerely yours,



Shinya WADA
President
Japan Landscape Contractors Association

1.3. FORMAL LETTER OF SUPPORT – CHAIRMAN OF YOKOHAMA CHAMBER OF COMMERCE AND INDUSTRY

27th June 2019

Attention to:
Mr. Tim Briercliffe
Secretary General
International Association of Horticulture Producers (AIHP)

Formal Letter of Support

The Yokohama Chamber of Commerce and Industry is the only regional general economic organization of which aim is to contribute to the promotion of the welfare of society in general by planning the overall improvement and development of commerce and industry in Yokohama. It is organized by around 12,000 members who run business and industry in Yokohama.

The Chamber, which is active for the development of the regional economy in Yokohama, supports with our full capacity the World Horticultural Exhibition to be held in Yokohama City.

Yokohama has developed into an international city since its opening in 1859. Including Yokohama Port, which became a window to the modernization of Japan, cutting-edge industry and research and development facility, and distinctive commercial facilities, there is a cluster of concentration of many business companies and industry. On the other hand, there are many houses in hilly and suburban residential areas. Thus, it has become a vibrant city where urbanization has progressed throughout the city. Besides, we are actively working on the preservation and creation of the natural environment, and there are active exchanges and activities between citizens and private companies. All these things make Yokohama an attractive city.

Holding the World Horticultural Exhibition in Yokohama, where urban development has progressed makes it possible for us to convey the attractiveness and presence of Yokohama to the whole world more than ever by showing the proposals of solving global environmental problems such as coexistence with nature.

Also, the visit of many people from home and abroad promotes the development of various regional industries, including the tourism industry, horticultural and landscaping industry, and the creation of local innovation. We expect that it will significantly contribute to the economical development in Yokohama.

Furthermore, by promoting "Yokohama, an international city full of nature and greenery" with a stable social infrastructure and a favorable living environment, it is expected that the number of people coming to Yokohama from within and outside Japan will increase in the long term. This will significantly contribute to the establishment of sustainable economy in Yokohama and Japan in the future. The Yokohama Chamber of Commerce and Industry actively supports the World Horticultural Exhibition to be held in Yokohama.

Sincerely yours,



Takashi UENO
Chairman
Yokohama Chamber of Commerce and Industry

2. THE HOST OF EXHIBITION

2.1. ABOUT JAPAN

2.1.1. OVERVIEW

Japan at a glance



Capital

Tokyo

Area

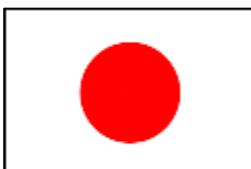
378,000 km²

Population

127 million

Language

Japanese



National Flag

The flag depicts the sun as a red disc against a white background, which represents the sunrise.

Geography

About 73 percent of Japan is mountainous. Japan has a total of 6,852 islands. The main islands, from north to south, are Hokkaido, Honshu, Shikoku and Kyushu.

History

After World War II, Japan achieved rapid industrialization and urbanization due to high economic growth. Along with this, daily lives have undergone revolutionary changes, and many traditional lifestyles have been lost. However, in the postwar Japan, while accepting the modern Western culture, it sublimed into its own Japanese style, and diverse and rich food culture, a new Japanese culture including animation and manga, etc. was born. Japan, which became the second largest economy next to the United States, regained confidence and led to the success of the 1964 Tokyo Olympics and the 1970 Osaka World Expo.

In countries other than East Asia, some traditional matters such as "Samurai" and "Geisha" have been known as Japanese culture all the time until recent years. However, since the 1990s after the bubble era, contemporary Japanese animation and manga have come to be watched as "cool Japan" from around the world for their "coolness." Food culture, manga, animation, etc. in particular have permeated the urban areas of Europe, the United States, and Asia.



Yokohama Exotic Showcase '89



Pikachu Outbreak (c)2019 Pokémon. (c)1995-2019 Nintendo/Creatures Inc./GAME FREAK inc.

2.1.2. ACCESS TO JAPAN

There are flights to Japan from almost all major airlines and airports in the world. Two major Japanese airlines, Japan Airlines (JAL) and All Nippon Airways (ANA), both serve a wide range of international destinations.

The major international airports in the capital metropolitan area are Haneda Airport and Narita Airport. It has access to 34 cities in Haneda International Airport and 115 cities in Narita International Airport.

2.1.3. JAPANESE CULTURE

Cultural Events

Japan is blessed with beautiful nature and the four seasons and has many yearly events such as New Year's Day, Setsubun, Girl's Festival, Boy's Festival, the Equinox,

Tanabata, the Bon Festival, and Moon Festival. Besides, some rituals and practices take care of the age and milestones of the life, such as the shichigosan to celebrate the healthy growth of one's children aged seven, five and three, for coming-of-age, and kanreki the 60th anniversary. The same is true for the festival of the gods of guardians who wish for a plentiful harvest.

The yearly events and practices are our ancestors' daily life practices, aspirations, and prayers for God, Buddha, nature, gratitude, and also honor the ancestors, remembering the deceased, or a desire for the happiness of the child as a parent.

These are the "Japanese culture" in which various things such as the natural climate of Japan, the way of living that makes use of the characteristics of the four seasons, the wisdom of life, and lifestyles have been accumulated over the centuries.



Bon Odori (Japanese Folk Dance for Bon Festival)

Food

Food is the gift of nature. Japan is an archipelago that extends long from north to south and has diverse topography such as the sea, rivers, mountains, and plains. There is a big difference in the climate in each area, and it is blessed with seasonal seafood and mountain delicacies unique to the area.

In Japan, we make dishes that make use of such natural taste. We have devised cooking and preservation to use all the ingredients, and have carefully created the cooking vessels, scorching, room decorations, etc. to taste the seasons, and have created special treats tailored to events such as New Year.

As described above, we have fostered a Japanese food culture by carefully incorporating exotic ingredients and dishes on top of the traditional cooking methods that have been conveyed in our lives by respecting the blessings of nature. This Japanese-style food culture has been appreciated from the world and was designated as a World Intangible Cultural Heritage in 2013.



Sports

About sports culture, it is both popular to do it and to watch it. This is true for traditional sports like Judo, sports climbing that has officially become a part of the Tokyo Olympics, and new games like surfing.

Sumo, which is said to be Japan's national sport, is not only sports but also religious ceremonies. This is one of the characteristics of traditional Japanese sports. Many of the Sumo traditions are closely related to Shinto, and among the ancient Sumo there were religious rituals, and it was supposed to be a place to communicate to God through the results of the competition.

Japan often hosts the major international competitions including Rugby World Cup 2019™ and Tokyo 2020 Olympics and Paralympic Games.



Sumo Tournament for Students

2.2. YOKOHAMA

2.2.1. OVERVIEW

Yokohama at a glance



Area (Sept 2018)

435.34 km²

Population (April 2019)

3.74 million

GRDP (2015)

13,542.9 billion JY
(=102.9 billion EUR)

Tourists' visits (2017)

51 million

(including domestic, international, daytrip, stays)

The city of Yokohama has a population of about 3.74 million (as of April 2019), the largest municipality in Japan.

The Minato Mirai 21 area is a city center with a comfortable business environment, including high-level infrastructure and a cityscape that takes

advantage of history and the waterfront landscape. With 79 million visitors (2017) a year, 105,000 people work, and it continues to grow as a major urban center in the capital metropolitan area.

History

Since its opening in 1859, Yokohama has been a driving force of modernization in Japan as well as a variety of historical changes. We have overcome a number of difficulties, including delays in reconstruction due to war disasters and seizures, and urban problems during the period of high growth.

(1) The beginning...

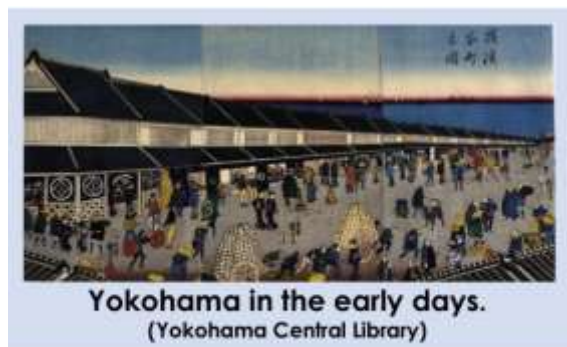
A small village of only about 100 houses became a window for foreign cultures to be introduced by the opening of the port. It was full of settlement trade. At the port opening, raw silk and tea were exported, and cotton fabrics and iron products were imported.

(2) The struggles...

The city faced two significant difficulties, the Great Kanto Earthquake in 1923 and the Yokohama Air Raid in 1945. It once recovered from the Earthquake by the mid-1930s. However, wartime air raids destroyed about 40 percent of the urban area again. After the end of the war, the long-term seizure of occupation forces over the port and other survived urban areas significantly delayed the post-war reconstruction. It was the unfortunate fate as a strategically important port city.

(3) Growth and development...

During the period of high growth started in the mid-1950s, Yokohama faced urban challenges due to rapid population growth and expansion of urbanization. To solve these problems, we developed while building a new urban framework based on a strategy called "Six Flagship Projects" from 1965.



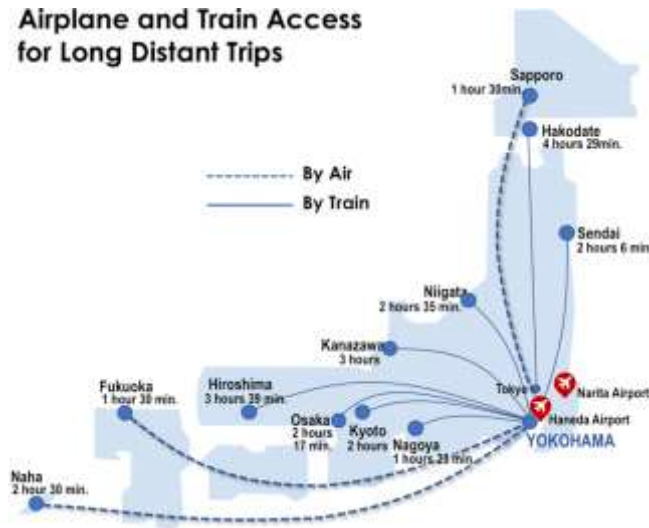
2.2.2. LOCATION, ACCESS, ACCOMMODATIONS

Location and Access

Yokohama is located about 30 km southwest of Tokyo. The topography is a hilly area slightly west of the center and runs vertically from north to south. The flat plateau is distributed on the east side of the hilly area, and most of the coastline has been transformed into artificial topography by the creation of a landfill.

In the city, railways, roads, air routes, and all transportation infrastructure is in place.

Airplane and Train Access for Long Distant Trips



Train Access to Yokohama Station for Short Distant Trip

From	Lines	Time
Tokyo Station	JR Tokaido Line	27 min
Haneda Airport	Keikyu Line, Airport Express	25 min
Narita Airport	JR Narita Express	89 min
Kamakura	JR Yokosuka Line	25 min
Tokyo Disneyland	JR Keiyo Line via Tokyo-Tokaido Line	64 min

From Haneda Airport and Narita Airport, which are international airports, there are flights to major

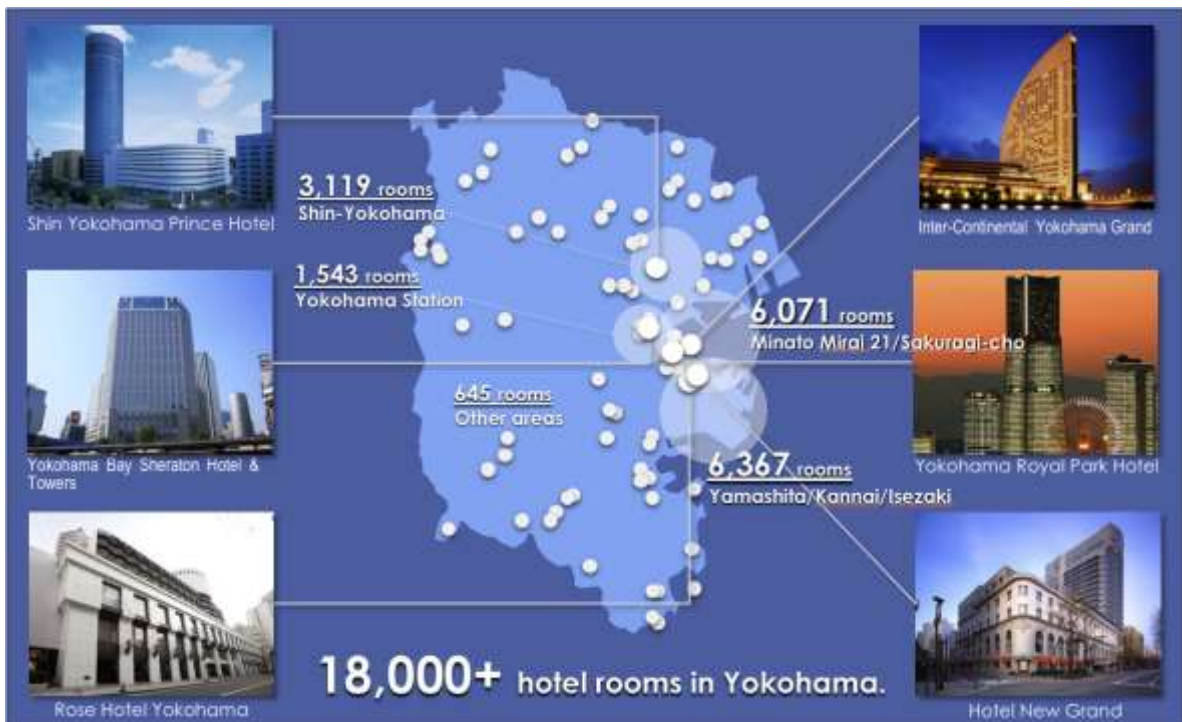
cities in North America, Asia, and Europe. Access to Haneda Airport is also excellent, and it can be reached in about 25 minutes from Yokohama Station by train and bus.

Also, travel to all parts of Japan is smooth. The traffic to the neighboring big city, Tokyo, is very well developed.

Shinkansen, super express line, is directly connected to Nagoya, Kyoto, and Osaka, which are major cities in Japan. From Haneda Airport, you can get to Hokkaido and Kyushu, the north and south main islands in a short time by domestic flights. The Tomei Expressway and the Metropolitan Expressway Network are also in place.

Accommodations

In Yokohama, there are approximately 18,000 rooms of licensed hotels (100



hotels), suitable for tourists. In the future, about 5,000 new rooms (14 hotels) are expected to be opened by the World Horticultural Exhibition 2027.

2.2.3. YOKOHAMA NOWADAYS

International Events

With the opportunity to actively attract international conferences and hold global sporting events, Yokohama aims to enhance its attractiveness and to become "a city of choice" with its bustling and vitality.

Yokohama often hosts international conferences, such as the International Conference on African Development (TICAD7) to be held in August 2019. There are also several global sporting events, such as the final match of Rugby World Cup 2019™ to take place in Yokohama.

Various art festivals in collaboration with the public, such as the Triennale, "Dance Dance Dance", and "Yokohama OTOMATSURI" are also hosted.



ITU World Triathlon Series Yokohama Convention
(Courtesy of Yokohama Convention and Tourism Bureau)



APEC 2010 in Yokohama
(Courtesy of METI)

Advanced Environmental City

Yokohama has implemented a number of advanced initiatives for the environment.

Environmental Model City (2008)

It is a city selected by the government of Japan as one that challenges pioneering efforts with substantial goals such as a significant reduction of greenhouse gases to clearly show the low-carbon society in concrete terms. Designated in 2008.

Environmental Future City (2011)

It is a city selected by the government of Japan working on a leading project that aims to respond to common human issues such as the environment and aging by creating three values of environment, society, and economy. Designated in 2011.

SDGs Future City (2018)

It is a city selected by the government of Japan to propose and implement outstanding efforts to achieve SDGs. Designated in 2018. The Yokohama SDGs Design Center was created, and various stakeholders such as government, companies, universities, citizens are working together for achieving SDGs.

Tourism Attractions

Yokohama is one of the first harbor cities introduced to the world as the entrance to Japan. Since the time its port was opened, Yokohama has been vigorously acquiring new cultures and information from foreign countries and introducing to Japan our country's first-time-ever things from food to a wide range of cultures, which entitles Yokohama as the birthplace of Japan's modern lifestyle.

MINATO MIRAI 21

Here you can find Yokohama's popular tourist spots. Yokohama Landmark Tower, 296-meter skyscraper with a shopping complex, Yokohama Red Brick Warehouse, a complex building where you can enjoy shopping and dining of every kind, five-star hotels and, amusement facilities which offer entertainment day and night, just to mention a few. Easy walking access from spot to spot makes the area a popular venue.



CRUISE TERMINALS

Yokohama is working on a world-class cruise port that represents Japan. The number of passenger vessels calling at Yokohama Port in 2019 will be about 190 times, the highest ever recorded, and the number of super-large passenger vessels using the Daikoku- Pier will be doubled since last year.

In April 2019, the world's most famous cruise ship "Queen Elizabeth" made a call to Daikoku- Pier in 3 years since 2016.



Shinko-Pier New Cruise Ship Terminal (image).



By starting the service of the new cruise terminal at the Daikoku- Pier in April 2019 and at the Shinko-pier in fall 2019, up to 7 vessels can be accepted at the five piers of Osanbashi-Pier, Daikoku- Pier, Shinko- Pier, Yamashita Pier and Honmoku Pier. We will work on reinforcement of facilities on the enhancement of sightseeing contents of after cruising to make the port further attractive.

SANKEIEN

Sankeien is an authentic Japanese garden that contains many historical houses and buildings that are recognized as being culturally significant by the government. These buildings were brought to the park from locations all over the Japan, and include a three storied pagoda located high up on a hill deep inside the garden. This pagoda, originally constructed in Kyoto in the



mid-1400s, was relocated to Sankeien in 1914.

CHINATOWN

Among countless Chinatowns all over the world, Yokohama Chinatown is one of the largest and the best with as many as approximately 500 Chinese restaurants, Chinese grocery stores and plenty of other shops standing side by side on the streets. The year around bustling streets proves the fun-filled excitement of the town.



City Full of Flowers and Greenery

Urbanization has gradually expanded since 1950, and forest land and agricultural land have decreased. Yokohama enacted the "Ordinance to create and foster a green environment," one of the first ones of this kind in Japan in 1973 and has promoted green preservation and park maintenance with the cooperation of citizens.

In the spring of 2017, the "National Urban Greenery Fair," which is held annually in Japan, was held in Yokohama. Six million visitors well received it. We inherit this result and hold "Garden Necklace" every year afterward, to promote "Garden City Yokohama," which is full of flowers and greenery.



City Flower of Yokohama is Rose.



Sankeien Park.



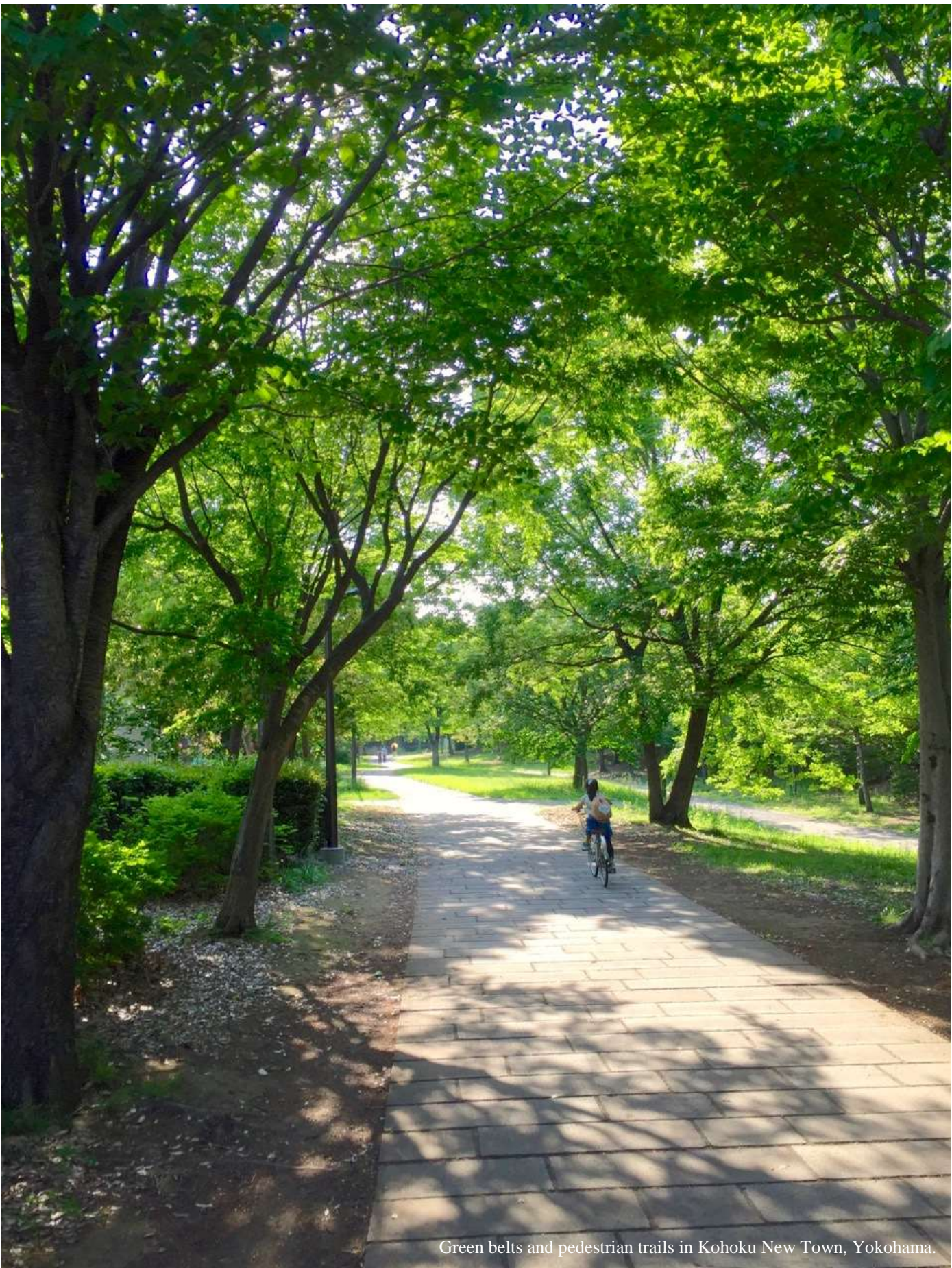
Cherry blossoms in Yokohama.



Tulips in the park.



National Urban Greenery Fair in Yokohama 2017.



Green belts and pedestrian trails in Kohoku New Town, Yokohama.

3. IDEA AND VISION OF EXHIBITION 2027

3.1. THEME AND CONCEPT

3.1.1. IDEA AND VISION

TRANSITION TOWARDS THE ENVIRONMENTALLY SUSTAINABLE SOCIETY

We find ourselves in the midst of a great transformation towards an ecological society to make the finite environment of planet Earth sustainable. Traditional ways of industrialization based upon mass-production and consumption are now found to be not environmentally sustainable. We need to find new and better ways.

The human race has been utilizing the natural environment on earth – “the natural capital goods” - that has been providing us stable living spheres with various services of the ecosystem including supplying food and water, buffering climate change, cleaning up the environment with its recycling capabilities.

Our use of the natural environment, however, has been done repeatedly and overly intensified close to or beyond its limit of carrying capacity, which caused serious environmental degradations. The environmental resources are diminishing their capabilities of providing food, buffers and other services of the ecosystem. The problems of the environment are becoming so serious that now they pose a threat to the existence of the human race.

The environment on earth – the biosphere – has a built-in mechanism of diversity, recycling, and regeneration. It is, however, important to understand again the fact that there is a limit in its capacity to support activities of the human race. Even with our most advanced technologies, it is hardly possible to make a drastic increase in capacity.

It is forecasted that the world population will reach ten billion in 2060 of which more than five billion will be in Asia. There is a growing concern that such ever increasing population to be supported by the environment may cause serious international issues of struggles for resources and spreading famines. It is clear that we must solve the global issues of the environment quickly and

decisively, or will be trapped in a downward spiral of overuse and degradation of resources that forces us to lower the standard of living accordingly.

The urgency of sustaining the global environment is a common international understanding. At the United Nations Conference on Environment and Development (UNCED: "the Rio Summit"), which was held more than a quarter century ago in 1992, the international community agreed on multilateral treaties. One of them is "The Biodiversity Convention" (conservation of biodiversity at the level of ecosystems, species, and genetic resources). Another one is "The United Nations Framework Convention on Climate Change (UNFCCC)" that set limits on greenhouse gas emissions to prevent "global warming."

Nevertheless, tangible efforts and results are not yet sufficient. It is necessary to take actions with a revolutionary new notion of "environment" and by creating innovative technologies. There are several key elements to make such actions possible including the followings.

- Application of "Backcasting" to plan and act (as against "Forecasting"): a planning method of asking first "If we want to attain a certain goal, what actions must be taken to get there?".
- Strategic use of natural capital goods for sustainable symbiosis with nature.
- Creation of new areas of technologies and industries to convert "issues" into sources of new values.
- Inheritance of nature to the next generation in order to let them feel the emotion brought about by nature and make moves in the right direction.
- Social maturity that embraces the above-mentioned elements.

"The 2030 Agenda" for sustainable development, a resolution of the UN General Assembly in 2015, is one of the most notable examples where "Sustainable Development Goals" were "backcasted" from the global issues to be solved. SDGs, a collection of 17 global goals, include adjusting human activities to the environmental capacity of the earth, reducing the damage from disasters, eliminating poverty, equal opportunities, and lives with dignity for all.

It is a welcoming move that efforts to pursue SDGs have started after a quarter of a century since the Rio Summit. Given the fact that the environmental capacity of the earth is limited, sustainable use of natural capital goods under symbiosis with nature is the foundation and one of the

keys to realizing the future that SDGs envisage.

However, the number of “alarms from the earth” is rather increasing such as frequent natural disasters of torrential rain. International issues of famines and struggles for water resources are still persistent. We must accelerate our moves to reduce environmental impacts and create innovative technologies that balance environmental preservation with economic development, to foster a common understanding of people to make it possible, and to spread eco-friendly lifestyles.

JAPANESE TRADITION AND TECHNOLOGIES – CHALLENGES TO BUILD A SUSTAINABLE SOCIETY EMBRACING A NEW DEFINITION OF “QUALITY OF LIFE”.

The tenth meeting of the Conference of the Parties to the Convention on Biodiversity (COP10/CBD) was held in Nagoya, Aichi, Japan in 2010, coinciding with the International Year of Biodiversity of the United Nations. There were substantial outcomes including the adoption of the vision of “a new era of living in harmony with nature” and decisions on continuation of implementation by the United Nations of effective and urgent actions by 2020.

In the Asian monsoon region including Japan, there have been traditional ways of eco-friendly living and landscapes. In the case of Japan, it is called *Satoyama* that was introduced in COP10/CBD. *Satoyama* is a case of good practices where appropriately human-influenced natural environments are well-balanced and sustainable for the benefit of both biodiversity and human well-being. For example, the conservation of freshwater and good environment along the seashore is ensured by protecting the forest in the upstream areas. The cycle of nurturing resources has been sustained across generations by wisdom and collaboration of the local communities (See



Farms and hills in Totsuka Ward, Yokohama.

BOX1: Concept of “Satoyama”).

This long tradition of Satoyama, “an environmentally symbiotic way of living with local knowledge” in Japan has been well received by the international participants at COP10/CBD. On top of this tradition, Japan is also known to have a good record in manufacturing, IT, and development of other advanced technologies. By integrating all of these knowledge, hardware, and software, Japan can contribute to the global goals to realize environmentally symbiotic society, to tackle issues of environmental degradations, and to achieve sustainable economic growth in harmony with good environment.

Given the fact that Japan, followed by some other Asian countries, is amid trends of low birth rates, rapidly aging society, shrinking economically active population, it is required to introduce new approaches in lifestyles and policies for economic growth. Japan will be the very first country ever to enter into the era of “super-aged society.” Life-spans could reach 100 years sooner or later. Likewise, Japan is obliged to be in a leading position to explore solutions for the issues arising from such an unknown situation.

This “super-aged society” calls for the establishment of a more efficient and thus environmentally sustainable society, including such elements as follows.

- Recycling and eco-friendly lifestyles,
- urban areas with new “green” development visions and “compact city” concepts (see BOX2: Concept of “Compact City”),
- revitalization of regional societies based upon their unique and rich environmental assets with seasonal changes colored by full of greenery and flora,
- closer interactions and cooperation among the population,
- adoption of the sharing economies,
- the creation of innovative technologies, and
- new areas of industries with a wide range of linkages for sustainable economic growth.

These are a set of challenges to build an environmentally sustainable society embracing a new definition of “Quality of Life.” This is a paradigm shift in the notion of prosperity from “environmentally unsustainable growth by mass-production and consumption” to “environmentally efficient and balanced growth in harmony with nature.”

BOX1 : Concept of “Satoyama”

Satoyama (里山) is a Japanese term applied to the border zone or area between mountain foothills and arable flat land. Literally, *sato* (里) means village, and *yama* (山) means hill or mountain. *Satoyama* have been developed through centuries of small scale agricultural and forestry use.

Satoyama Initiative was introduced and recognized at COP10/CBD held in 2010 in Japan, as a potentially useful tool to better understand and support human-influenced natural environments for the benefit of both biodiversity and human well-being, and affirms that the *Satoyama* Initiative is to be used consistent and in harmony with the Convention of Biodiversity, internationally agreed development goals, and other relevant international obligations

The concept of *Satoyama* has several definitions. The first and traditional definition is the management of forests through local agricultural communities, using coppicing. During the Edo era, both young and fallen leaves were gathered from community forests to use as fertilizer in wet rice paddy fields. Villagers also used wood for construction, cooking and heating.

More recently, *Satoyama* has been defined not only as mixed community forests, but also as entire landscapes that are used for agriculture. According to this definition, *Satoyama* contains a mosaic of mixed forests, rice paddy fields, dry rice fields, grasslands, streams, ponds, and reservoirs for irrigation. Farmers use the grasslands to feed horses and cattle. Streams, ponds, and reservoirs play an important role in adjusting water levels of paddy fields and farming fish as a food source. Sometimes, fishing villages along the coast are also keen to maintain forests where the rivers originate in order to have flows of water, clean but with good nutrients to enrich their fishing areas.

Management mechanisms of *Satoyama* by the local communities, usually a set of rotation of activities, are very much based upon given location specific mix of natural conditions and seasonal rotations of activities corresponding to the respective seasonal changes in natural conditions such as rise and fall of temperature, rainfall, directions of wind, and etc. The cycle of nurturing resources has been sustained across generations by wisdom and collaboration of the local communities following the rules and regulations.

The seasonal events, such as local festivals, are symbolic rituals to have established their sense of unity and unique identity of a local community, but also

often closely associated with management cycles and practical functions to mobilize the community members for collective works to maintain or harvesting resources. An origin of a community known as "natural village" is often a group of farmers sharing a common water source that should be managed collectively.

Lastly, it is important to note that the "Satoyama" landscape represents a model landscape found in Japan, while landscapes with similar features are found in other countries around the world. The term "socio-ecological production landscapes and seascapes (SEPLS)" to refer to all such landscapes, including Japanese *Satoyama*.



(Top Left)
Masakarigahuchi,
Totsuka Ward,
Yokohama.

(Top Right)
Niiharu, Midori Ward,
Yokohama...

(Bottom)
Oiwake/Yasashi, Asahi
Ward. Yokohama.

BOX 2: Concept of “Compact City”

The **compact city** is an urban planning and urban design concept, which promotes relatively high residential density with mixed land uses. It is based on an efficient public transport system and has an urban layout which – according to its advocates – encourages walking and cycling, low energy consumption and reduced pollution. A large resident population provides opportunities for social interaction as well as a feeling of safety in numbers and 'eyes on the street'. It is also arguably a more sustainable urban settlement type than urban sprawl because it is less dependent on the car, requiring less (and cheaper per capita) infrastructure provision (*Dempsey, Nicola (2010) Revisiting the Compact City? Built Environment 36(1)*).

The compact city model, ideally, creates benefits that are attractive to modern urbanites. The desired benefits include shorter commute times, reduced environmental impact of the community, and reduced consumption of fossil fuels and energy.

However, research on compact cities from around the globe suggests that these outcomes are not guaranteed. The design of the cities may have risks to be limiting residents' access to green space and reasonable views. The compact city model should be integrated with ideas for possible improvements including vertical green spaces, living walls and roofs, and the development of sustainable systems.

THE CITY OF YOKOHAMA: "ECO² CITY"- A MODEL CITY INTEGRATING "ECONOMY" AND "ECOLOGY".

Japan has had a long tradition of horticulture that amazed many foreigners who visited during the period from the late Bakumatsu (1853-1867) to the Meiji period about 150 years ago (see BOX3 for Bakumatsu). At the time, the cities in Japan were found to have coexisted with a mosaic of greenery, and were appreciated as "garden cities." Such a lifestyle found in the far eastern archipelago was introduced to the rest of the world with a touch of surprise.

Yokohama has a good history of being a main international gateway of Japan with such a tradition of horticulture. In 1859, Yokohama was designated as one of the very first "Open Ports" - Japan's first doorways to the world, when Japan had ended more than 200 years long of Sakoku "the isolationist foreign policy" of the Japanese Tokugawa shogunate. It is natural for Yokohama to have had a history of exporting horticultural products which accounted for a substantial portion of trade flows through its port.

Ever since the City of Yokohama has been growing as an attractive international center of business and tourism. The city, with 3.74 million population (the largest among municipalities in Japan), GRDP of 100 billion Euro, and hosting 51 million tourists a year, has much to offer. Yokohama boasts Port of Yokohama, urban centers with the right mix of modern skyscrapers and historic buildings, and on top of these, full of flowers and greenery in the park and the suburban areas where a lush natural environment remains.

Yokohama is well known by the fact that the city is proactively working on the issues of climate change and on creating a sustainable environment. In 2009, Yokohama was selected by the World Bank as one of the first six cases of "Eco2 Cities: Ecological Cities as Economic Cities"- a model city integrating "Economy" and "Ecology." Yokohama is also a member of C40 (The Large Cities Climate Leadership Group).

Yokohama is proactively protecting nature in the neighborhood, taking comprehensive measures to promote natural symbiosis and biodiversity. In order to hand over the lush green city of Yokohama to the next generation, we have formulated a "Yokohama Green Up Plan" in 2009 that includes providing opportunities for the people to touch upon a sense of forest conservation and agriculture, and coloring-up bustling streets with flowers

and greenery.

Furthermore, Yokohama is leading the environmental movement by promoting involvement of diverse stakeholders, which includes establishing the Citizens' Environment Promotion Council where citizens' initiatives and participation are brought into play, being in partnership with around 30 universities in the fields of natural ecology and environment, and facilitating the industry-academia-government collaboration.

In 2017, 33rd National Urban Greenery Fair Yokohama (aka "Garden Necklace YOKOHAMA 2017") was held. During its 2.5 months period of the event, there were 6 million visitors in total. They enjoyed and highly appreciated full of flowers both in the Minato (port) Garden and the Satoyama (suburb) Garden that vividly visualized sense of seasonal changes. The event proved that flowers and greenery have the power to make the city more attractive and vibrant. This was the important step for Yokohama to be confident with the idea of "Garden City Yokohama" and to pioneer the efforts to make the city full of flowers and greenery.



(Above)
Flower beds maintained by the community in Hudoshita Park, Naka Ward, Yokohama.

(Left)
Experiencing farming activities at the model farm in Higashi-Terao icho-me Park in Tsurumi Ward, Yokohama.

BOX 3: Bakumatsu and Meiji era

Bakumatsu refers to 1853-1867, the final years of the *Edo* period when the *Tokugawa* shogunate ended. During the period, Japan ended its isolationist foreign policy known as *sakoku* and changed from a feudal *Tokugawa* shogunate to the pre-modern empire of the *Meiji* government.



Yokohama in 1854. Lithography. Yokohama Central Library.

Meiji era (明治 *Meiji*) is an era following *Bakumatsu*, which extended from October 23, 1868 to July 30, 1912. During the period the Japanese people moved from being an isolated feudal society to the new paradigm of a modern, industrialized nation-state and emergent great power, influenced by Western scientific, technological, philosophical, political, legal, and aesthetic ideas. As a result of such wholesale adoption of radically-different ideas, the changes to Japan were profound, and affected its social structure, internal politics, economy, military, and foreign relations.

KAMISEYA, THE SITE OF A FORMER COMMUNICATION STATION, ASAHI WARD AND SEYA WARD, YOKOHAMA - A PROSPECTIVE SITE OF A NEW HUB FOR SUBURBAN REVITALIZATION.

Kamiseya, a proposed site for the World Horticultural Exhibition 2027, has the very high potential to become a new hub for revitalizing the north-western edge of Yokohama with wholistic application of an eco-friendly model under well-designed land use for provision of public goods and services, including promotion of agriculture and creating momentum for activating socio-economy of the local community.

The area - the site of a former communication station used by the US Navy under restrictive land use for more than 60 years and returned to Japan in 2015 - extends over Asahi Ward and Seya Ward, the northwestern suburb of Yokohama. Partly due to its historical background, the area is remained to be a large lot of 242ha of flat and open land which is now hardly available in the capital metropolitan area. The area is currently in use for agriculture, adjacent to the Seye Citizen's Forest Park, and known for its 1.2km array of cherry blossoms trees along the Ring Road No.4.



Proposed Exhibition Site at Kamiseya

Kamiseya is an emerging place ready to start its re-development with the newest and most advanced ideas for integrated eco-friendly ways, while the City of Yokohama is a leading city for promotion of eco-friendly urban development with a good and long record of being an international gateway of Japan. Given these facts, it makes a perfect mix to host the World Horticultural Exhibition 2027 in Kamiseya, Yokohama.

“Kamiseya – Yokohama - Japan” is an ideal venue for showcasing the future visions of society symbiotic with nature, which includes cases of both traditional and modern ways of eco-friendly living and landscapes in Japan, the cases of best practices from all over the world, exchange new ideas for sustainable development, and the proposals of solutions for the global issues.

GREEN INFRASTRUCTURE FOR THE FUTURE SOCIETY – SHOWCASING MODELS TO SUPPORT SUSTAINABLE SOCIETY IN THE FUTURE.

In the proposed Exhibition, “Green Infrastructure” that is broadly defined as a set of the spatial structures to manage and utilize common natural resources of the local society, will be a basic platform to showcase the visions of the Exhibition by materializing and visualizing the proposed concepts and ideas. Various forms and models of Green Infrastructure will be proactively applied to all aspects of the Exhibition, including development of the venue, design of landscapes, to grow expectations, plans for events, and technological innovations and their industrial propagation triggered by the Exhibition (See BOX4 for definition of Green Infrastructure, and BOX5 to 8 for more explanations with some examples).

Important thing we must understand here is that both “Green Infrastructure (adoptive measures)” and “Grey Infrastructure (controlling measures often made of concrete structures)” should be used in forms of “best mix” to realize



“best fit” solutions to the given natural conditions. This should be done also to create new and additional benefits by the synergies gained by application of mix of the two kinds of infrastructure.

It is already prevailing trends in the world to use more “adaptive” measures with combination of “green” and “grey” infrastructure. For example, there are cases of flood water control that consist of combination of concrete drainage structures and greenery of forests and parks that slows down water to run down.

There are two key attractions of Green Infrastructure. Firstly, it is often too costly to control natural disasters only with huge Grey Infrastructure in such cases as floods caused by concentrated heavy rains. It is often much less costly to control such floods in combination with forests and parks in good conditions.

Secondly, Green Infrastructure has ability to perform several functions in the same spatial area. In contrast to most ‘grey’ infrastructures, which usually have only one single objective to “control”, Green Infrastructure is multifunctional such as forests and parks. This means it can promote win-win solutions that deliver benefits to a wide range of stakeholders as well as to the public at large. However, for this to happen, the ecosystem must be in a healthy condition.

Japan is also adopting ideas of Green Infrastructure. In 2015, the Government of Japan adopted “The National Spatial Plan” and “The 4th Priority Plan for Infrastructure Development” where implementation of Green Infrastructure is included as part of priority policies to form beautiful landscapes and favorable environments, and maintaining and recovering a healthy water cycle.

In 2016, Ministry of Environment, GoJ, released "Ecosystem-based approach to disaster risk reduction" that describes function of ecosystem-based disaster reduction (Eco-DRR) and methodologies of ecosystem utilization. And, for better understanding of the said approach the Ministry published a handbook titled "Ecosystem-based Disaster Risk Reduction in Japan - a handbook for practitioners-". “ECO-DRR : Ecosystem-based Disaster Risk Reduction”

BOX4: What is Green Infrastructure (GI)? (1)

Definition and Concept of “Green Infrastructure”

Green Infrastructure (GI) can be broadly defined as a strategically planned network of high quality natural and semi-natural areas with other environmental features, which is designed and managed to deliver a wide range of ecosystem services and protect biodiversity in both rural and urban settings.

GI is also defined as a social common capital and sustainable infrastructure. A more specific idea of GI is a spatial structure to provide benefits to the people by enhancing and making use of nature's diverse and multilayered functions to deliver services GI is to tap on to ecosystem built-in to the local environment instead of depending completely upon 100% man-made buildings of “Grey Infrastructure”.

GI will in turn contributes to the development of a sustainable society and economy by exerting the functions of ecosystem services. GI is quite “multifunctional” as opposed to “Grey Infrastructure” that is often designed to be “monofunctional”. GI's have a wide variety of functions including the followings.

- Securing a habitat that is essential for fostering biodiversity,
- Directly supporting lives and the local economy as a place of food production and employment through agriculture and forestry,
- Achieving a low carbon society especially in the urban areas,
- Adjusting and stabilizing the climate and living environment,
- Supporting health promotion against mental and physical stress.

Satoyama in Japan is an authentic example case of Green Infrastructure. (Also see BOX1 for *Satoyama*)

BOX5: What is Green Infrastructure (GI)? (2)

GI is owned and managed by a wide variety of stakeholders.

GI is not owned and managed only by the public sector. There are many cases where GI are owned by the private parties. For example, there are common forests, homestead forests, greenery of private lands and buildings, farmlands, flowers by the windows in the city, and even home gardens. The Green infrastructure managed by the local communities, companies and organizations have closer connections with the people's living spaces and everyday lives through flowers and greenery as links. GI often extends way beyond public spaces.



A cascade of rose gardens in Minato-no-mieru-oka Park, Yokohama.

BOX 6: What is Green Infrastructure (GI)? (3)

Traditions of Local Communities and Management mechanisms of GI

When a new institutional setting to involve a local community in GI management is considered, it is required to carefully learn local traditions in a respective locality and incorporate them in a new setting. There are many cases where local traditions are often inseparable elements of maintaining local resources by the community members.

GI managed by the local communities, usually has a series of seasonal activities. The ways they manage resources are very much dependent upon given location specific mix of natural and cultural conditions. The traditional events, such as seasonal festivals, are not only symbolic rituals but also often closely associated with practical management cycles to mobilize the community members to maintain resources.

For example, there are many local activities to be included as part of GI, including traditional techniques in agriculture, traditions such as festivals for praying for good harvests, environmental education through maintaining nature, craft works using natural materials and art on the subject of nature.



Community activities to manage GIs.

BOX 7: Case of Green Infrastructure in Japan (1)

Meguro Sky Garden, Tokyo

Meguro Sky Garden (目黒天空庭園 *Meguro Tenkuteien*) is an example of combining Green and Grey Infrastructure. The garden is a linear roof garden park in Ohashi, Meguro, Tokyo, Japan, constructed on a sloping roof rising from 15 to 35 meters above street level. The greenery of garden serves to cover the intersection of two major expressways; the elevated Route 3 (Shuto Expressway) Shibuya radial route (Tanimachi JCT - Yoga) and the deep level subterranean Central Circular Route C2.

The completed interchange links the Central Circular Route (Shuto Expressway) through the Yamate Tunnel as far as the Bayshore Route in Shinagawa.

The road junction redevelopment also includes high rise residential housing, retail, a local Meguro government branch office, a library, community meeting rooms and all-weather sports facilities.



Miniature model of “Sky Garden”



Roof top garden.

BOX 8: Case of Green Infrastructure in Japan (2)

“Green Matrix System” in Kohoku New Town, Yokohama

The Kōhoku New Town (港北ニュータウン *Kōhoku Nyūtaun*) was a mega project to develop northern Yokohama into a large suburban new town in the 1980s to 1996 (one of the “Six Flagship Projects” in Yokohama). The core of the Kōhoku New Town became a significant commercial center once the subway line extension was completed in 1993. The influx of new population resulted in the entire “Kōhoku New Town” being re-organized into the new Tsuzuki Ward (2,793 ha, 211,500 pop in 2017).

The New Town is well known and popular among the landscape experts for its well-designed green environment called “Green Matrix”. These are the clusters of carefully located parks, preserved forest areas, and ponds inter-linked with an extensive network of trails and creeks. The Matrix is integrated with other open spaces, commercial centers, roads and rails, and residential areas.



“Green Matrix System” in Kohoku New Town. Source: UR Kohoku Office 1996.

3.1.2. GOALS OF EXHIBITION

GLOBAL LEVEL GOALS

TO CONTRIBUTE TO TACKLING THE ISSUES OF THE UN SDGS BY OFFERING CONCRETE MODELS AND ACTIONS FOR GLOBAL SUSTAINABILITY.

The international community is facing a variety of global challenges, including population growth and the response to increasingly severe climate change. In order to solve these issues, the "2030 Agenda for Sustainable Development" adopted at the UN Summit in September 2015. The agenda adopted Sustainable Development Goals (SDGs) that are the goals to achieve and the efforts required for both developing countries and developed countries during the period from 2016 to 2030. Japan is committed to make every effort both domestically and internationally to achieve SDGs. To this end, Japan has established the "SDGs Promotion Headquarters" that is led by Prime Minister and consists of all Ministers in 2016.

The SDGs, based on the proposal "no one is left behind in the transformation to a sustainable society," listed 17 mutually interconnected goals. Some of them are closely related to natural capital goods, such as eliminating hunger, securing water and sanitation, building a sustainable city, mitigating climate change, protecting global ecosystems.



TO SHOWCASE TECHNOLOGICAL SOLUTIONS.

The world is amid major technological innovation and rapid industrial change. In "the Japan Revitalization Strategy 2016", "the fifth industrial revolution" led by the accelerated evolution of information science and technology (ICT, AI, IoT) is expected to be its driving force of growth. There are technologies closely related horticulture. Such as,

- Development of innovations represented by flowers, greens, and agriculture in the green chemical industry;
- Development of high-quality, high-yield agricultural products using new breeding technology; and,
- Smart agriculture and precision agriculture that enables low cost and large-scale production using ICT and AI.

Along with these advancements in technology, people's sense of values is diversifying, and it is also required to create new values and services that meet diverse demands and empathy.

The exhibition plays a role in challenging things that are difficult to realize with conventional technologies and ideas. By bringing together the world's leading-edge wisdom, technology, and people, they can be fused and inspired to create opportunities for leading-edge technological innovation. At the same time, we can share with the world accumulation of Japan's advanced industrial technology and efforts to achieve problem-solving and economic growth simultaneously.

TO PROMOTE MULTICULTURAL HARMONY, PEACE AND FRIENDSHIP THROUGH THE JAPAN'S CULTURAL KNOWLEDGE OF LIVING IN HARMONY WITH NATURE.

A world horticultural exhibition is a place where many people from around the world can gather and interact.

As a host country, Japan can offer to present the history and cultural background of natural symbiosis in Japan, such as environmental symbiosis society of Jomon period (a prehistoric era of BC14th to BC4th), recycling-type eco-city of Edo period (17th-19th Century), circulation-type living of Satoyama in the present age, environment adaptation method based on experiences of earthquakes, etc.

It is also possible to showcase the attractiveness of tourism resources such as traditional culture supported by local landscapes due to diverse topography

and changes in the four seasons, lifestyle cultures such as food and events.

Similarly, the other participating countries can disseminate their culture, wisdom, and attraction and promoting mutual exchange and sharing. Such events can significantly contribute to the promotion of multicultural coexistence and international exchange of friendship and peace.

HORTICULTURAL/EXHIBITION LEVEL GOALS

TO PROMOTE UNDERSTANDING AND POLICIES THAT RESPECT NATURE AS THE BASIS FOR THE SURVIVAL OF ALL LIVING THINGS.

Nature is the basis of human survival that supports the food and agriculture that make people's living and brings grace and happiness. Flowers and greens are close to us as a symbol of nature. They add color to life, brings flowers and harvests, bring about mental stability and sensibility, give themes and subjects of expression in culture and art, and is a social existence that produces culture and art itself. The magnitude of the role played by flowers and greens in post-disaster reconstruction is also new to memory.

We can promote and share our understanding of the universal power and role of flowers and greens, taking advantage of the opportunity to experience high artistic cultures such as flowers and greens around the world, Japanese flower arrangement (ikebana) and Zen gardens. It is also an essential element of the exhibition that the green and fruitful agricultural space give Japan a unique identity as foreigners admired the beauty of the landscape when they first visited Japan back in the mid-19th century when the country opened up to the world.

Furthermore, the emotions and joy brought by flowers and greens have a profound impact on the formation of human character and behavior. In particular, it is very significant to be able to provide children who support the next generation with the opportunity to experience high levels of flowers and assorted greenery gathered from around the world.

TO DEEPEN HORTICULTURAL KNOWLEDGE, CULTURE, AND DIVERSITY, AND TO PROMOTE INTERNATIONAL COOPERATION AND THE USE OF PLANTS AS A CONTRIBUTION TO THE ECONOMY.

The International Association of Horticultural Producers (AIPH), an

international organization oversees the international horticultural expositions, has indicated the following as essential elements of successful expos and shows a direction contributing to social contribution.

- Stimulate the increased use of plants to improve the health and wellbeing of society, the enhancement of the environment and the strengthening of economies.
- Clearly demonstrate society's need for horticulture and the role it plays in linking people with their environment.
- Bring together horticultural excellence from different countries to promote the best knowledge and practice from all over the world and to celebrate cultural and horticultural diversity.
- Promote productivity and international co-operation in professional horticulture

In Japan, efforts are made in such ways to meet and embody the new direction that the International Horticultural Expo aims, and based on this, it is possible to bring new value to the International Horticultural Expo.

For example, the "Law on the Promotion of Flowers" was enacted in 2014 to promote the healthy development of the flower industry, R&D of flowering horticulture. Policy measures were introduced such as the award of those who contributed to the promotion of the flower industry and culture, and the encouragement of the use of more flowers in daily life.

Also, in 2015, the "Urban Agriculture Basic Act" was enacted to supply fresh products, to promote agricultural experiences, learning and exchange of ideas, preservation of land and environment, favorable landscape formation, and reservation of space for disaster prevention.

Since the 2005 World Expo in Aichi, Japan, the International Expos started to play their essential roles as forums for proposals for addressing and solving global issues such as measures against climate change.

Based on such trend of Expo at large, the proposed Exhibition can contribute significantly to the improvement of the global environment by the creation of new industrial fields, the introduction of advanced technology, the sharing of cutting-edge environmental management technologies such as water purification and phytoremediation that purifies pollutants with plants. It even has the potential to be a turning point of the times by playing a role as a large-scale social experiment site that brings together the wisdom of the

world.

Furthermore, there are good prospects to attract attention to the Exhibition from overseas. Japanese traditional cultures related to horticulture are becoming more and more popular all over the world such as the Japanese garden, bonsai, and healthy food with lots of vegetables.

TO GENERATE NEW VALUES AND SERVICES BY CREATING NEW SPHERES FOR HORTICULTURE IN EDUCATION, HEALTH, MEDICINE, WELFARE, THE ARTS AND BEYOND.

Flowers and green areas have the potential to create new values and services. The spread of gardening in Japan, triggered by The International Garden and Greenery Exposition, Osaka, Japan 1990, is one such example.

The exhibition is to promote the use of flowers and greens in new areas, such as:

- Environmental education field: Flower and food education, physical education, virtue education utilizing nature,
- Medical field: The mental effects of relaxation and healing, stress management that uses biochemical medicinal effects of greens,
- Health industry: walking in green and healthy food,
- Welfare field such as agriculture and welfare cooperation: Generating employment of a person with a disability and activation of the local community,
- Art field: Arts of experiencing real flowers and green, fusion with digital art,
- Communication in the super-aged society: Maintaining family relationships in the old age, promoting intergenerational exchange, and rebuilding communities by strengthening ties through horticulture and farming activities.

JAPAN: NATIONAL LEVEL GOALS

TO CONTRIBUTE TO ECONOMIC GROWTH THROUGH TOURISM IN THE CAPITAL METROPOLITAN REGION, MICE AND NATIONAL TOURISM, REGIONAL REGENERATION.

Tourism development is an essential growth strategy for Japan. Japan established the Tourism National Promotion Basic Act in 2006. Its objectives

are to develop tourism for promoting regional revitalization, increasing employment opportunities, and promoting cultural exchange and mutual understanding with other countries. According to the Tourism Vision Initiative of GoJ, the number of foreign tourists visiting Japan is targeted to be 40 million in 2020 and increase to 60 million in 2030.

The World Horticultural Exhibition in Yokohama can make a significant contribution to such plan to promote Japan as the nation of tourism through generating additional foreign visitors to Japan by taking advantage of the fact that Yokohama is located in the capital metropolitan area where they can find full of tourist attractions.

On the other hand, much of the tourism content is based on the local natural environment that the Exhibition puts its focus on. This means that the Exhibition will be an excellent venue to showcase attractions of natural resources that are abundant in Japan such as breathtaking landscape formed by local greenery, flowers, and agriculture.

Events of the Exhibition will raise the interest of visitors to go further into various parts of the country and contributes to regional and economic revitalization. Likewise, the Exhibition functions as an entry point to visit all parts of the country through excellent access from Yokohama (the capital metropolitan area) either by expressways and railway networks.

TO PIONEER NEXT GENERATION INDUSTRIES FOR BIO-ECONOMY.

It is a predicted that bio-economy (economic activity by biotechnology) plays a significant role in economic growth in the future, and the importance of sustainable use of natural resources is considered to be extremely important.

The key to economic growth through biotechnology is a strategic approach to the global environment, and as a part of that, biological resource strategies, especially plant resources, are considered to be a core element.

The World Horticultural Exhibition, which deals with the maintenance and utilization of natural capital goods, is an excellent opportunity for Japan to lead the future bio-economy and brings together the world's latest wisdom, technology and people at the Exhibition. This event could be a jumping board for Japan in establishing its international role to pioneer new norms, including the development and development of new industries.

TO TAKE A LEADING ROLE TO EXPLORE SOLUTIONS FOR GLOBAL ISSUES.

Japan has a track record of having faced and solved environmental problems caused by population growth and urbanization in the past. Nowadays, we are leading the world in addressing new issues such as population decline due to the extremely low birth rate and aging population, and severe natural disasters due to climate change. With such experience, Japan is in a position to show the world how to cope with the issues that are ahead in the world.

Regarding the specific contribution on global environmental issues, the "National Committee on UN Decade of Biodiversity" was launched in 2011, consisting of public organizations, economic organizations, and NPOs / NGOs. UNDB (UN Decade of Biodiversity) and the COP (Convention on Biological Diversity/ Conference of the Parties) highly appreciated such move.

The environmental response is also a major area in international and intercity competition. It is essential to actively communicate and share Japan's efforts in global environmental measures and environment-based growth among the international community. In particular, the Asian region has many similar issues, and Japan's experience is often applied to the Asian area. Holding the World Horticultural Exhibition will contribute to making these efforts and achievements to be shared.

YOKOHAMA: MUNICIPALITY LEVEL GOALS

TO ATTRACT MORE VISITORS TO YOKOHAMA BY USING THE EXHIBITION AS A CHANCE TO COMMUNICATE THE VARIED ATTRACTIONS AS A GLOBAL CITY.

Holding a world horticultural exhibition will be an opportunity to disseminate the various attractions of Yokohama to the world, to increase the visitors leading to the vitalization of the regional economy.

Yokohama has been the gateway to the development of Japanese "civilization and enlightenment" since the opening of its port in 1859 and is an international city rich in tourist resources. Yokohama focuses on the conservation of natural resources such as the sea and green, the preservation of historical and cultural assets, tourism and MICE, the creation

of cultural arts, and the city of the future for the environment.

In sports, it will be the venue for the World Triathlon Series, Rugby World Cup 2019™ and some events of the Tokyo 2020 Olympic Paralympic Games. Hosting a horticultural exhibition in 2027 in Yokohama contributes to keeping its momentum to attract more visitors to the city.

TO PROMOTE HORTICULTURE AND RELATED INDUSTRIES IN YOKOHAMA.

The horticultural exhibition has the effect of supporting the promotion of the horticultural industry possessed by Yokohama.

The city has a history of driving Japan's flower gardening trade. After the opening of the port, it became a pioneer of import and export of flowers and plants. Even though Yokohama is a megacity, it has the production base of flower gardening and urban agriculture, with the number of pansy growing farmers being the highest in the whole country. There is also a superior landscaping technology that supported the 33rd National Urban Greenery Fair Yokohama 2017.

TO FURTHER ENHANCE THE CITY BRANDING AS "GARDEN CITY YOKOHAMA"

The exhibition is effective in enhancing Yokohama's urban branding as "Garden City Yokohama." Yokohama pioneered the "Yokohama Green Tax" in 2009 as part of the resources to promote the "Yokohama Green-up Plan." The plan has three pillars: "raise the forest with citizens for leaving it to the next generation," "making places and occasions where citizens to be familiar with agriculture" and, "making greenery that citizens can feel with reality."

TO INDUCE FORMATION OF A NEW BUSINESS CLUSTER.

The exhibition, like other expositions held in the past, contributes to the creation of new technologies and industries for the next generation, and has the effect of revitalizing the regional economy.

Companies in the field of life sciences such as biotechnology are located in the city, including one of the world's leading seed companies. Taking the exhibition as one opportunity, it can be expected that the existing companies will become a business cluster that will support the fifth industrial revolution by combining plant-derived medicine and medicine fields, biotechnology with BIC data and artificial intelligence.

TO BOOST THE IMPROVEMENT IN THE EXISTING TECHNOLOGIES.

To hold an exhibition, there will also be the improvement in the field of existing technologies such as tree pruning, plant management, automation and labor saving, and higher productivity through efficient management. For example, at the National Urban Greening Yokohama Fair held in 2017, sophisticated techniques were used in the venue maintenance and operation, which became an opportunity for technological improvement and expansion of the business at the end.

TO PROMOTE AND PUBLICIZE YOKOHAMA AS A BIG-CITY MODEL OF HARMONIZING ENVIRONMENT AND ECONOMY.

Yokohama is working on creating a big-city model for the concurrent resolution of social and economic issues involving the environment as an "SDGs Future City with a zero-carbon goal" in the areas of global warming. The exhibition will be an excellent venue to promote and publicize Yokohama's initiatives inside and outside of Japan as a model for such efforts and international cooperation.

TO MOBILIZE "SOCIAL CIVIC POWER" AND FACILITATE ITS SUCCESSION TO THE NEXT GENERATION.

Yokohama is known to have a very active civil society. There is a vast number of NPOs in Yokohama City. The city respects the local initiative, and jointly works with the local community. The exhibition will be an excellent stage where the "Social Civic Power" of Yokohama will be displayed and steadily be passed on to the next generation. It is significant to present model cases of citizen participation to the inside and outside of Japan, such as "the experience events of flowers and greenery" based on coordination with citizens at the exposition, and the collaboration with citizens in the activities to develop "the whole city" momentum for the exhibition.

Flowers and greenery are the subjects that many people can feel familiar and are useful media in enhancing the ties and "social civic power" of the local community. This has been proved by the fact that in "Green Town Initiative for Yokohama," 2450 groups of park protection society were formed as community volunteers to maintain parks in the locality. These civic groups cooperated and helped the "National Urban Greening Yokohama Fair Yokohama 2017" to have been a significant success. Citizens are expected to participate in the proposed exhibition as well.

KAMISEYA: LOCAL LEVEL GOALS

TO DEVELOP THE DISTRICT AS A MODEL OF SUBURBAN REVITALIZATION BY PROMOTING USE OF THE KAMISEYA SITE.

The site of former Kamiseya communication facility, which is a flat land of 242 ha quite valuable in the metropolitan area, has been positioned as a new activation base that contributes to the regeneration of the suburbs in Yokohama City town planning. While driving development, we can publicize it to the whole country as a new activation model.

Furthermore, the development of a town based on "green infrastructure" has the significance of disseminating multifaceted, future directions of agricultural space as a model for coexistence of agriculture and green in a large city.

TO DELIVER A MESSAGE OF PEACE.

The new land use of the base site is a symbolic precedent for the peaceful use of the base site in Yokohama City and Japan. For example, flowers and greenery in Kamiseya, together with respect for living things and life that is the essence of the horticultural exhibition, will be a compelling message of friendship and peace.

SIGNIFICANCES OF YEAR OF 2027

GLOBAL

The year of 2027 is the halfway point of a period of 2020-2030 when a lot of global efforts will take place to make the world sustainable. The period starts with 2020 which is the target year for achieving the Aichi Biodiversity Targets. It is also the year when the Paris Agreement on Climate Change asks countries of parties to submit their plans of contributions (actions) by 2020. The period ends in "2030" the target year for the Sustainable Development Goals (SDGs).

The year of 2027 is at an excellent timing when we should review what we have achieved by then and what we should do more for solving the remaining global problems by 2030.

JAPAN/ YOKOHAMA

By 2027, hyper-aging and population decline are further progressing, and the impact is expected to be prevailing in various aspects of society in Japan including Yokohama. By then, we need to come up with more innovative and still realistic ideas about what flowers and greenery can do for reducing negative impacts. In 2027, the total population of Japan will be reduced by about 4% compared to 2017, and the population ratio of people over 65 will be estimated to reach 30%. In Yokohama City, the population decline proceeds with a peak of 3.74 million in 2019, and the population will be 3.69 million with the ratio of age 65 or older is estimated to be about 27% in 2027.

On the other hand, after the Rugby World Cup 2019™ and the Tokyo 2020 Olympic Paralympic Games are over, the capital metropolitan area including Yokohama will be in timing to seek out another significant international event to keep the momentum high for its future development. The event is required to present new directions for steady growth through tourism promotion, a new path of economic growth through the 4th to the 5th industrial revolution, and sustainable communities through public-private partnerships.

3.1.3. THEME

MAIN THEME

“Scenery of The Future for Happiness,”
An ecological community created in Yokohama, Japan that invests in future happiness.

INTENTION OF THEME

To create an ecological community in Yokohama, Japan that invests in future happiness.

The flowers and greenery are the symbol of “happiness” (aesthetics and values that support spiritual depth), “scenery” that weaves space, environment and time including the four seasons and the power of the soil, and bright dynamism of the “future” that links with upcoming generation and creates tomorrow.

3.1.4. THE DATE OF EXHIBITION AND CONDITIONS

THE DATE OF EXHIBITION

March –September 2027
6 months

CONDITIONS

CLIMATE IN JAPAN

Most of the Japanese archipelago belongs to the temperate zone, but since it has long topography stretching the north and south, there are various climate divisions from the subarctic zone in the north to the subtropical zone in the south. Besides, there are many mountain ranges in the Japanese archipelago. Due to this, it varies a lot in climatic patterns. For example, there is a lot of snow and rain in winter on the side of the Sea of Japan, and

much sunny on the side of the Pacific. In summer, more rain on the Pacific Ocean side, and less on the side of the Sea of Japan. One of the characteristics of Japan's climate is that it has four distinct seasons.

Spring:

Spring in Japan is from March to May. The spring changes periodically because of the high pressure and low pressure alternately pass from west to east over Japan. The change in temperature is also significant.

In late spring, there will be many days covered with high pressure, long sunshine hours and warm days. In some areas, the rainy season begins.

Summer:

Japan's summer is from June to August. The first half of summer begins in the rainy season in areas excluding Hokkaido. This will increase the amount of precipitation.

The second half of summer Japan is largely covered with the Pacific high-pressure system, and it is getting clearer nationwide and warmer. The average temperature in August, the hottest month, is 25.1 ° C. The temperature difference between Hokkaido and Okinawa (northern most and southern most islands) is as small as 5 ° C. Typhoons approach Japan from July to October.

Fall:

Japan's fall is from September to November. In September, precipitation will increase due to the influence of the autumn rain front and typhoons. There is also a severe year of late summer.

In October, there are many days when it is covered with mobile high-pressure systems and it becomes clear fine weather. In November, there will be a temporary winter-type atmospheric pressure systems alignment, and there will be more rainy days on the Japan Sea side, and snow will begin to fall in the northern part.

Winter:

Japan's winter is from December to February. In the vicinity of Japan, the isobaric line becomes a vertical-striped winter-type pressure distribution, and the northwestern wind blows, and cold air from Siberia flows into it. The cold

monsoon winds hit mountains and rising air currents to generate clouds, so there are many snowing days on the Japan Sea side, and there are places where snow is over 3 meters in the areas along the mountains. On the other hand, on the Pacific side, the wind blows down from the mountains and the weather is cold but dry and sunny. The lowest temperature in January is 3.9 ° C. In Hokkaido, there are days with temperatures below 0° C, but in Okinawa there are many days with temperatures of 15 ° C or higher. In Hokkaido and Okinawa, there is a temperature difference of 20 ° C or more.

Also, as a characteristic weather phenomenon, there is *Baiu*, a rainy season between spring and summer and a typhoon from summer to autumn.

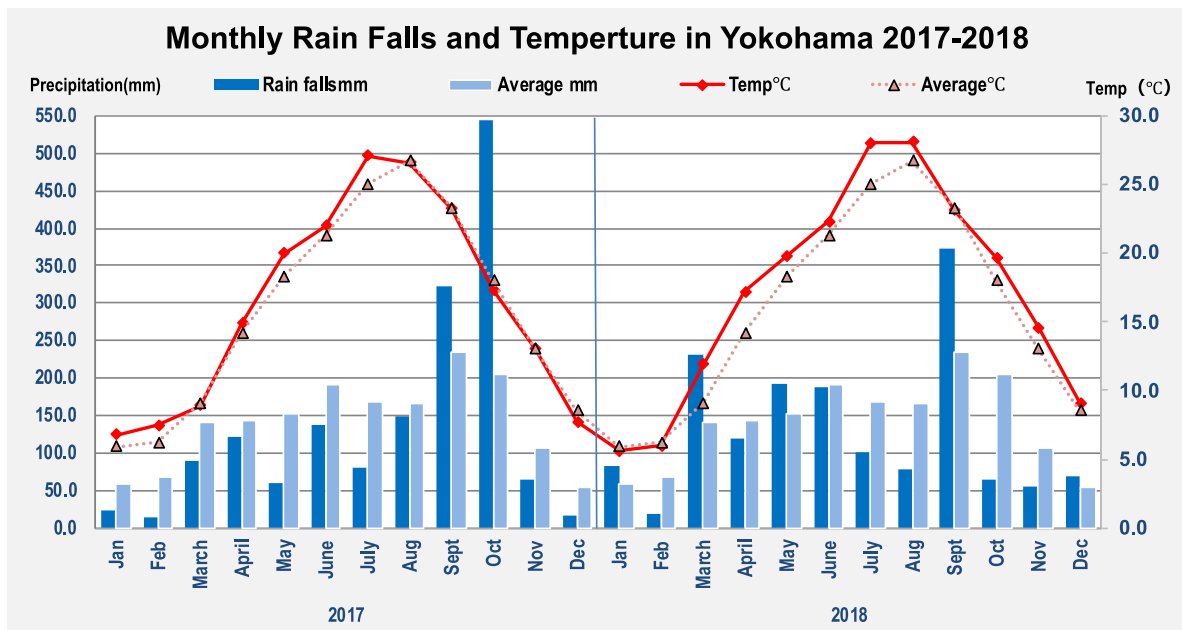
- *Baiu*: Early summer is the rainy season (June-July), known as the *Baiu*, in Japan. Its precipitation is caused by a stationary front, called the *Baiu* front, which forms where a warm maritime tropical air mass meets a cool polar maritime air mass. The *Baiu* front gradually moves north, and when it disappears (often in July), the rainy season ends.
- Typhoon: A typhoon is one of the low pressures generated on the tropical seas, with the maximum wind speed in 17.2 m/s or more. The season with many typhoons is from July to October. Typhoons cause damage from rain, wind and storm surges. Rain leads to landslides and floods. Wind affects pedestrians, building damage, and transportation such as planes and trains. Storm surges can lead to inundation, flooding, and other maritime accidents.

In Japan, evacuation advisories and instructions are issued when these damages are expected. In addition, evacuation sites and hazard maps are in place.

CLIMATE IN YOKOHAMA

The City of Yokohama is located in the middle of the Japanese archipelago, on the Pacific side. Climate of Yokohama is mild and average low land along the Pacific side of Japan.

The average temperature in 2018 is 17.1 ° C, the annual rainfall is 1,573.5 mm, and the average relative humidity is 68%. An average temperature has risen 1.3 ° C during the period between 1981 to 2010.



Source: Japan Meteorological Agency Data

CLIMATE AND FLOWERS IN YOKOHAMA DURING THE PERIOD OF EXHIBITION

The period of exhibition is from Spring to Fall, which is the best time for plants vegetation.

The following flowers can be seen in Yokohama during the period of the Exhibition. In particular, roses are flowers of the City of Yokohama, and you can enjoy hundreds of diverse varieties including “Hamamirai” named to commemorate the 150th anniversary of the opening of Yokohama Port.



Cherry Blossoms
Late March



Tulip
Mid April



Rhododendron
April to May



Azalea
Mid April to June



Iris
May



Hydrangea
June



Rose

Mid May to August



Crape myrtle

July to October



Cosmos

September to Late November

EVENTS IN YOKOHAMA

In Yokohama City, many events in various fields such as nature, food, art, music, health, and sports are held throughout the year.

Yokohama is well known to host large-scale events including those internationally acknowledged ones. These events succeeded to attract the huge audience as summarized in the following table.

Some of the large-scale events held in Yokohama and famous places

Name	Number of Visitors (persons)	Description
The 33rd National Urban Greenery Fair Yokohama 2017	6,006,000 (2.5 months)	An event to promote nature preservation and a greener city.
World Triathlon Series Yokohama	305,000	The only World Triathlon Series Competition held in East Asia.
Yokohama Triennale	259,000 (2017/ 88 days)	An international exhibition of contemporary art held in Yokohama once every three years since its inauguration in 2001.
SMART ILLUMINATION YOKOHAMA	182,000 (2016/67 days)	An international art event to challenge the creation of a new night view on the stage across the seaside in Yokohama urban area where we had worked to establish the superb cityscape for long years.
PHOTO YOKOHAMA	469,800 (2018/ 85 days)	A series of events that is related to photos and images. Yokohama, being the birthplace of commercial photographs in Japan.
Sankeien Garden	482,336	See 2.2.3
Yokohama OTOMATSURI	1,062,565 (2016)	One of the largest music festivals of all genres in Japan.
Terminals for cruise ships	178 calls, 420,861 passengers on and off (2017)	With three terminals, Yokohama is one of the leading ports for cruise ships in Asia. See 2.2.3.

Annual events in Yokohama are summarized in the following table. When holding the World Horticultural Exhibition, it is possible to develop programs in

collaboration with these events.

Annual Events in Yokohama

Name	Dates	Venue
Sankeien Garden New Year	Jan 1 st to 3rd	Sankeien Garden
Photo Yokohama	Early Jan. to Late Mar.	Various places in Yokohama City
Yokohama Film Festival	Last Sunday of Jan. or First Sunday of Feb.	Venue is not fixed.
Sankeien Garden Plum Blossoms Viewing	Early Feb. to Early Mar.	Sankeien Garden
Okurayama Plum Blossoms Viewing	Second or Third Saturday of Feb.	Okurayama Plum Blossoms Garden (Okurayama Commemoration Hall)
Motomachi Charming Sale	Late Feb	Motomachi Shopping Street
Yokohama City Walk	March 20 or 21 (Vernal Equinox Day.)	Various places in Yokohama City
Saint Patrick Day Parade Motomachi, Yokohama	Mid March	Motomachi Shopping Street
Minato Mirai 21 Sakura (Cherry blossom) Festa	Late Mar.	Minato Mirai 21
Sankeien Garden Cherry Blossoms Viewing	Late Mar. to Early Apr.	Sankeien Garden
African Festival Yokohama	Early Apr.	Yokohama Red Brick Warehouse No.1
Ookagawa Sakura Matsuri (Cherry Blossom Festival)	Early Apr.	Around Ookagawa.
Yokohama Flower & Green Spring Fair	Late Apr.	Yokohama Park, Yamashita Park
Yokohama Street Performance	Late Apr.	Isezaki Mall 1,2,3st, Yoshidamachi,
Yokohama Street Performance	Late Apr.	Minaoto Mirai 21
Noge Street Performance	Mid Apr.	Noge Shopping Avenue
Yokohama Frühlings Fest	Late April to Early May	Yokohama Red Brick Warehouse
The Yokohama Parade (International Costume Parade)	May 3 rd	Yamashita Park - Shinko Area - Bashamichi - Isezaki-cho Area
Yokohama Kawaiiii Park	May 3 rd to 5 th	Yamashita Park
Ice Cream Anniversary Bashamichi March	Early May	Bashamichi Shopping Avenue
Shomyoji Temple "Takigi Noh"	Early May	Shomyoji Temple
Belgian Weekend	Mid May	Yamashita Park
Bead Art Show	Mid May, Early Dec.	Oosanbashi Hall
GREENROOM FESTIVAL	Late May	Yokohama Red Brick Warehouse
All Japan Chinese Lion Dance Competition	Late May	Yokohama Chinatown

Name	Dates	Venue
Yokohama Port Opening Anniversary Bazaar	Late May to Early Jun	Yokohama Park
Yokohama Central Town Festival	Late May	Bashamichi, Kannai, Yamashita Park St., Yokohama Chinatown, Motomachi-Yamate.
Hakkeijima Hydrangea Festival	Mid-Jun. to Early Jul.	Hakkeijima
Mois de la France à Yokohama (Yokohama France Month)	Early Jun. to Late Jun.	Various places in Yokohama City
Yokohama Dragon Boat Race	Early June	Yamashita Park
Yokohama Port Festival	Early June	Rinko Park and Seaborne Area
Phot Next	Mid June	Pacifico Yokohama
Yokohama Open Port Festival Mikoshi Collaboration	Late June	Isezaki-cho.
French Film Festival Yokohama	Late June	Minato Mirai 21
Yokohama Sparkling Twilight	Mid of July	Yamashita Park, the offshore of Yamashita Park, and the surrounding area
Summer Conference	Late July	Various places in Yokohama City
Yokohama Asahi Jazz Festival	Late July – Early Aug.	Children's Nature Park Baseball Field
Kanteitan (Guan Yu festival)	Early Aug. (June 24th in the Lunar Calendar)	Yokohama China Town
Yokohama mayor's Cup (marine regional) Bridge Meeting	Early Aug.	Yokohama Bridge Center
Pikachu Outbreak	Early Aug	Minato Mirai 21
Minato Mirai Great Bon Odori	Mid Aug	Rinko Park South Square
Tsurumi River Summer Festival and Firworks	Mid Aug.	Tsukuno Park
Kanazawa Festival Fireworks	Late Aug.	Marine Park (Umi no Koen)
Motomachi Craftmanship Street Food Fair	Early Sep.	Motomachi Shopping Street
Local Green Festival	Early Sep.	Yokohama Red Brick Warehouse.
Osannomiya Fall Festival	Mid Sep	Hie Shrine
Sankeien Garden Harvest Moon Viewing	Late Sep. to Early Oct.	Sankeien Garden
Japan Beer Festival Yokohama	Late Sep.	Osanbashi Hall
eplus presents STAND UP! CLASSIC FESTIVAL	Late Sep.	Yokohama Red Brick Warehouse.
BlueNote Jazz Festival	Late Sep.	Yokohama Red Brick Warehouse.
National Day of China	Oct 1 st	Yokohama China Town
Soujusetu (Double Ten Day)	Oct 10th	Yokohama China Town
Yokohama Oktoberfest	Early to Mid-Oct.	Yokohama Red Brick Warehouse
Yokohama JAZZ Promenade	Early Oct.	Various places in Yokohama City

Name	Dates	Venue
Shin-Yokohama Performance	Sept or Oct.	Nissan Stadium, Nearby Shin-Yokohama Station
World Festa Yokohama	Mid Oct.	Yamashita Park
Yokohama International Festa	Mid Oct	Zou-no-hana Park, Hatoba-Hall
Diwali in Yokohama	Late Oct.	Yamashita Park
Bashamichi Festival	Late Oct.	Bashamichi Shopping Avenue
SUV Fair	Late Oct.	Yokohama Art Museum.
Bishoku-setsu	Around Nov.	Yokohama Chinatown
Kotohira Otori Shrine Tori-no-ichi (The Rooster Fair)	The Rooster Day of Nov.	Bandobashi
Agriculture and green contact festival	Nov 3rd	Environmental Activities Support Center
National Furusato Fair	Early Nov.	Yokohama Red Brick Warehouse
Agriculture and Food Festival	Mid Nov.	Kitanaka Area
Yokohama Silk Festival	Mid Nov.	Osanbashi Hall
Yokohama Historic Car Day	Mid Nov.	Yokohama Red Brick Warehouse
Chinese New Year	Nov to Feb	Yokohama China Town
Yokohama City Flower Exhibition	Late Nov to Early Dec.	Environmental Activities Support Center
Christmas Market in Red Brick Warehouse	Late Nov. to Dec. 25th	Yokohama Red Brick Warehouse Event Plaza
Yokohama Yamate The Bluffs World Christmas	Dec.	Yamate The Bluffs
Art Rink in Yokohama Red Brick Warehouse	Dec. to Feb	Yokohama Red Brick Warehouse Event Plaza
Yokohama Candle Cafe	Late December	Navios Yokohama
MM21 TOWERS Milight	Late Dec.	Minatomrai 21 Area



Sankeien Garden, Yokohama. Photo: courtesy of Yokohama Convention & Visitors Bureau

3.2. LOCATION OF THE EXHIBITION

3.2.1. CITY OF YOKOHAMA

YOKOHAMA PORT AS A GATEWAY TO THE GARDEN PLANTS

Yokohama, which opened to the world in 1859, has become a gateway to and from Japan that interacts with Western culture. From abroad, it absorbed various industries and cultures, including western-style street trees and parks, newspapers, and railways that first began in Yokohama.



Trading ships in Yokohama. 1861. Sadahide painting. Yokohama Central Library.

Horticultural plants were one of them. For Westerners, Japan, which had been under a closed-door isolationist policy for more than 200 years, was a treasure trove of unknown plants. Many plant hunters came to Japan, and Japanese plants crossed the sea. Horticultural plants have grown into the distinctive trade goods of Yokohama Port, although the amount of trade was small.



Among plants in Japan, lily was the one that drew the highest attention from abroad, and Yokohama Port occupied 90% of the share of the amount of trade of lily roots.

Cherry blossoms also crossed the sea from Yokohama. The American travel writer Eliza R. Scidmore, who stayed in Yokohama in the Meiji era, was fascinated by the beauty and advocated tree planting of cherry blossoms in her home country. In 1912, 12,020 cherry saplings were transported from Yokohama to Washington and were planted along the Potomac River.

Besides, familiar plants such as roses and tulips also came into Japan through Yokohama.

INTERNATIONAL EXCHANGES BY YOKOHAMA

Yokohama seeks to challenge policy issues in various fields by making use of its collaboration and cooperation with multiple cities abroad and is enhancing the city's presence and international competitiveness. Also, using four offices in Frankfurt, Shanghai, Mumbai, and New York, the city is working on business support, attracting global business, tourist attraction, cultural exchange, measures against global warming, and city sales.



Cities under various partnerships with Yokohama.

▪ Partner Cities (7)

- Beijing (China)
- Taipei (Taiwan)
- Busan (Korea)
- Ho Chi Ming (Viet Nam)
- Hanoi (Viet Nam)
- Incheon (Korea)
- Frankfurt (Germany)

▪ Sister/Friendship Cities (8) (★Sister ◎Friendship)

- ★ San Diego (USA)
- ★ Lyon (France)
- ★ Mumbai (India)
- ★ Manila (Philippines)
- ★ Odessa (Ukraine)
- ★ Vancouver (Canada)
- ◎ Shanghai (China)
- ★ Constanza (Romania)

▪ **Sister/Friendship/Trade Cooperation Ports (6)**

(★Sister ◎Friendship ◆Trade Cooperation)

- ★Oakland Port (USA)
- ★Vancouver Port (Canada)
- ◎Shanghai Port (China)
- ◆Melbourne (Australia)
- ◎Dalian Port (China)
- ★Hamburg Port (Germany)

▪ **Proclamation/Joint-statement Cities**

- Tel Aviv-Yafo (Israel)
- Callao (Peru)
- Cotonou (Benin)
- Abidjan (Côte d'Ivoire)
- Scotland (UK)

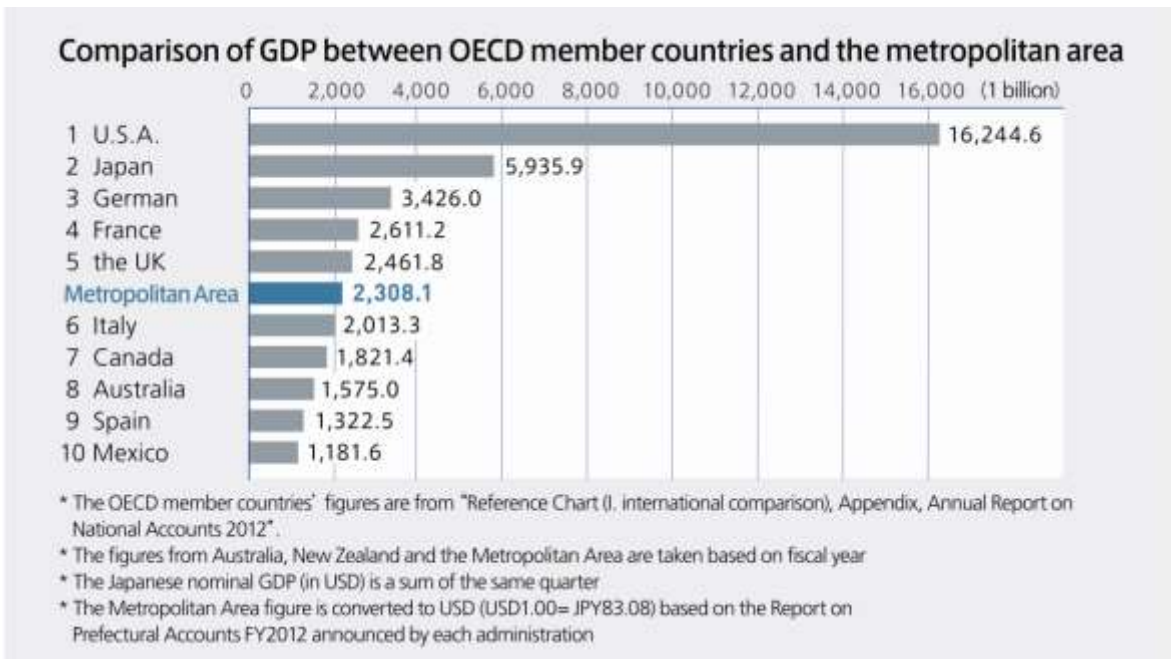
▪ **Exchange by Ward of Yokohama**

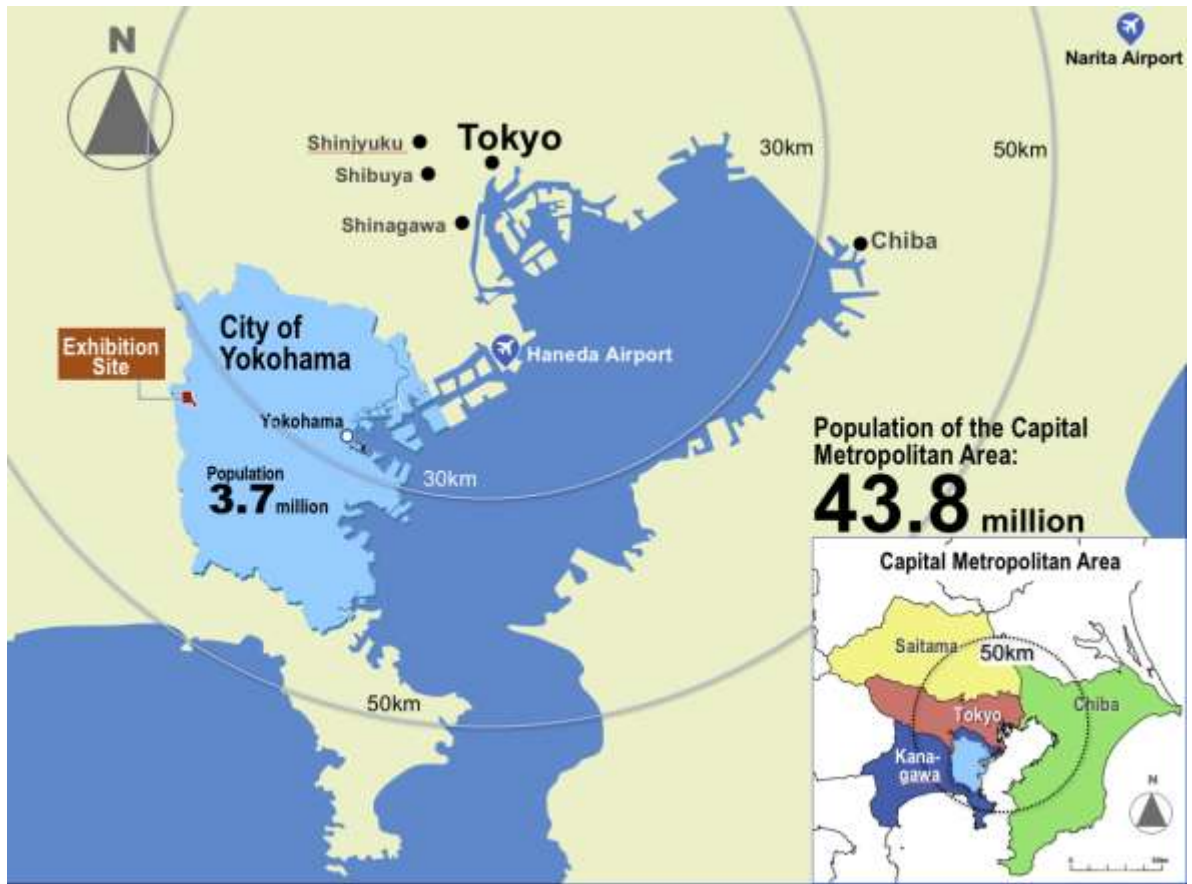
- Hdogoya Ward – Sophia (Bulgaria)
- Tsuzuki Ward- Botsuwana

LOCATED IN ONE OF THE WORLD'S LEADING ECONOMIC REGIONS.

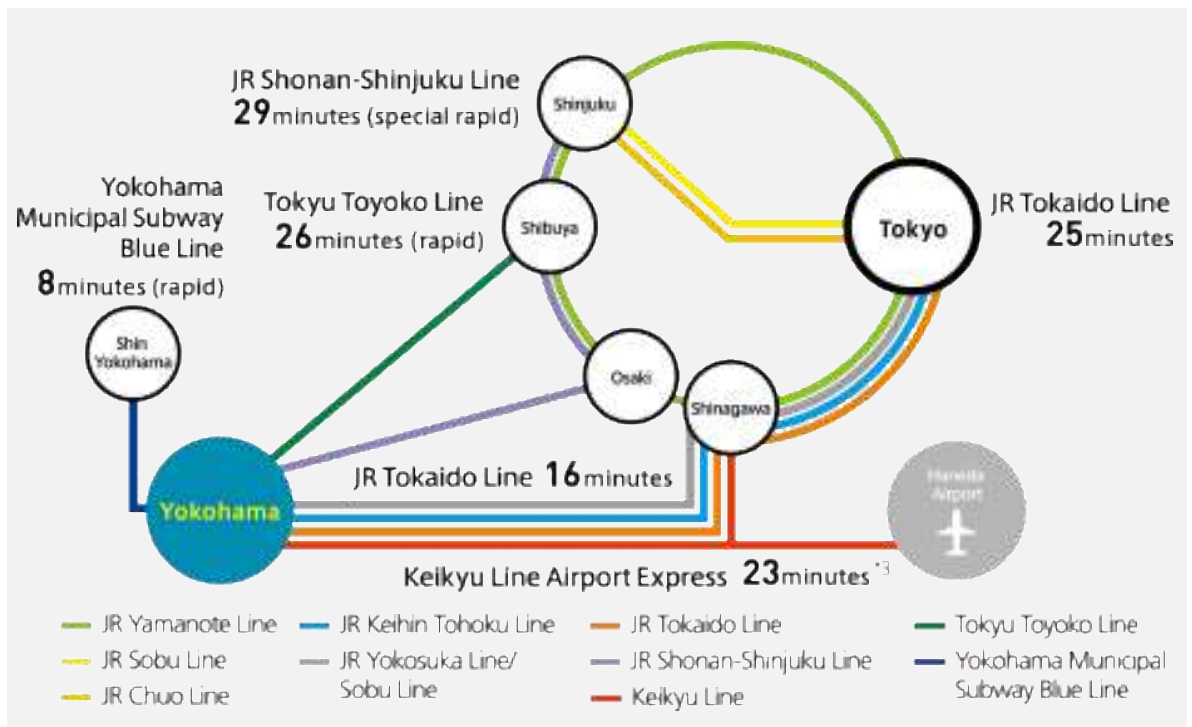
Yokohama is a part of the capital metropolitan region of Japan, with the world's largest population and commercial concentration. Infrastructure is well developed, consumer purchasing power is high, and it is an ideal area for business activities.

Among them, the City of Yokohama has excellent traffic access and urban functions with more reasonable levels of rent costs compared to Tokyo, which makes it an excellent location for a business base.





Location of Yokohama in the Capital Metropolitan Area



Access to Yokohama by Railway Lines

YOKOHAMA BUSINESS AREAS

■ Minato Mirai 21 District



Located in the water front area with a panoramic view of the sky and the ocean, Minato Mirai 21 is Yokohama's largest business area. Its advanced infrastructure and beautiful landscape have been attracting various major

corporations. This area is also known for offering ideal venues for international conferences, tourism attractions, restaurants and shopping.

■ Shin Yokohama District

Because of its convenient accessibility, there are many foreign companies and IT related companies in Shin Yokohama. Its advantages include the Tokaido Shinkansen stopping at Shin Yokohama Station, a living environment with numerous shopping malls, hotels, a stadium, and hospitals. The Kanagawa East Line that links Tokyu, JR, and Sotetsu Railway Lines via Shin Yokohama is going to open in 2019-2022, which will dramatically enhance the accessibility to central Tokyo. It will make rail access from Shin Yokohama to Seya (the railway station near by the proposed exposition site) to be only 20 minutes.



■ Yokohama Station District

The Yokohama Station is one of the leading terminal stations in Japan. An average of two million people per day come and go through the station. The station houses 9 passenger rail lines operated by 6 different railway companies. There are many business offices, large shopping malls, and hotels directly connected to the station via underground shopping malls and pedestrians' walkways.



■ Kohoku New Town District

The calm and beautiful Kohoku New Town is one of the most popular residential areas with its sophisticated infrastructure such as wide roads and highway exits. Its stable ground sunning into Tama Hills area is ideal to R&D facilities and data centers. The district is well known and popular among the landscape experts for its well-designed green environment. These are the clusters of carefully located parks, preserved forest areas, and ponds inter-linked with an extensive network of trails and creeks.



Green belts and parks in Kohoku New Town, Yokohama.

EVOLVING TRANSPORT NETWORK TO INTEGRATE INTRA AND INTER-CITY CONNECTIVITY

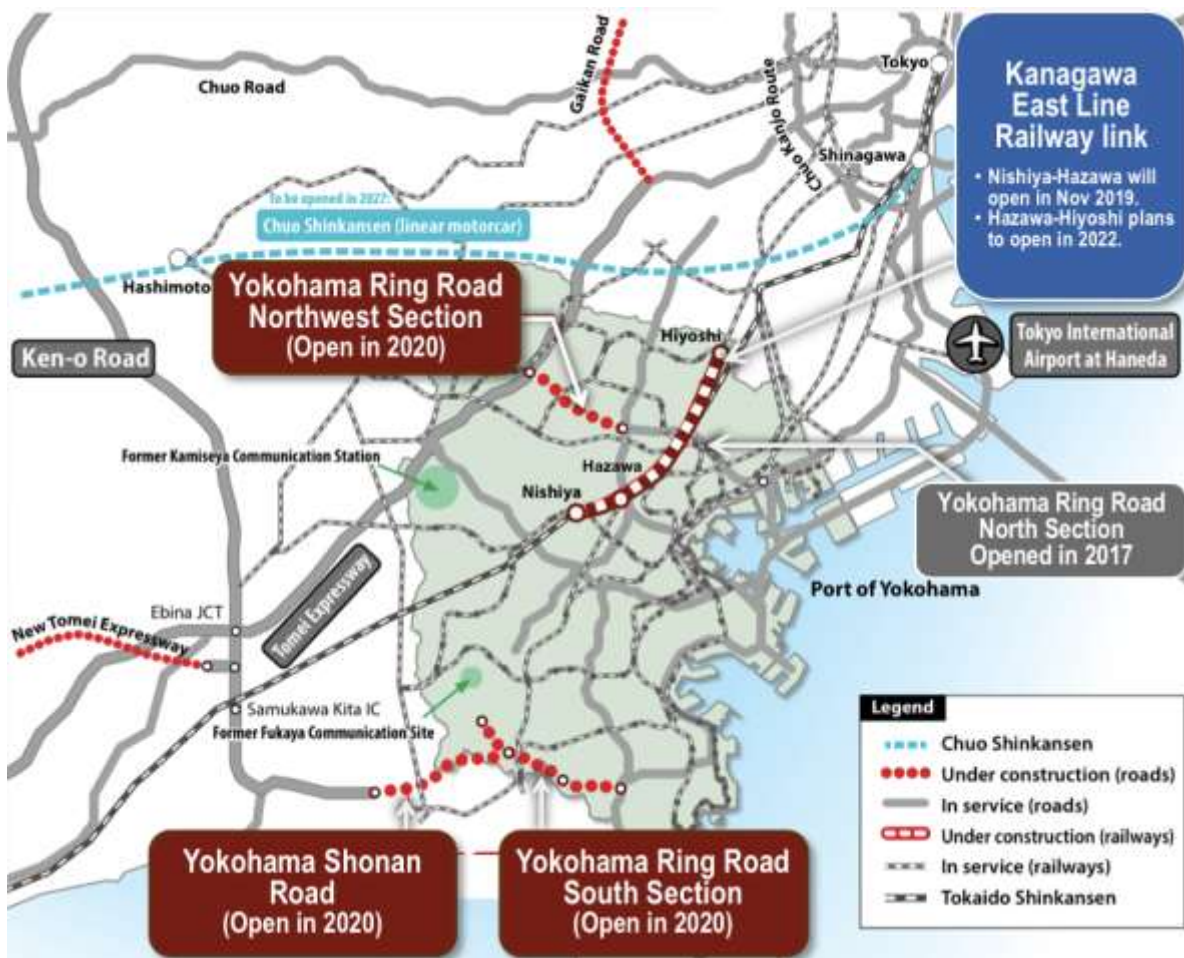
Yokohama is developing its transport network with a strategic approach. As already described, there is an excellent transport network in Yokohama. It is, however, true that by connecting some missing links will dramatically enhance the connectivity and integrity of transport flows both inside and outside of Yokohama.

The construction projects of strategically essential sections are now in good progress, which is forming a network that efficiently links the city road network and the wide area road network. There are some priority projects and long-term plans including the followings.

- The sections of Yokohama Ring Road that connect Yokohama's coast and inland, also have effects of making short-cuts between the existing wide area main roads that run through the city from north to south one

on the coast and the other in inland.

- Among the other things, Yokohama is working on the construction of priority roads identified in the urban plan and grade separation projects of roads and railways.
- The city is proceeding with the construction of railway links under "Kanagawa Tobu Lines" project. This line is expected to improve railway connectivity between the western suburb of Yokohama and Tokyo dramatically. It creates a short-cut that links the existing railway lines from Tokyo and the lines in the western part of Yokohama.
- For longer-term, the city is examining the city railway network development plan, including the expansion of the municipal subway routes.



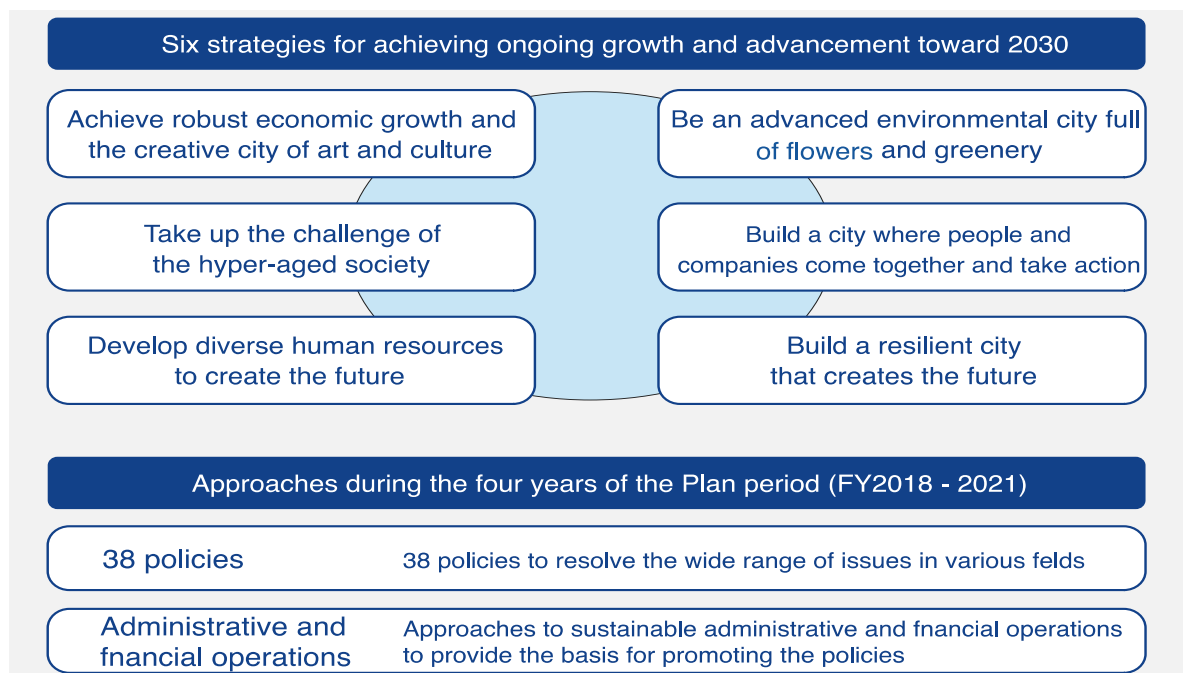
Source: "Yokohama Medium-Term 4-Year Plan 2018-2021"

TO BE AN ADVANCED ENVIRONMENTAL CITY FULL OF FLOWERS AND GREENERY.

The City of Yokohama formulated “The Yokohama Medium-Term 4-Year Plan 2018-2021” that sets forth the medium- and long-term strategy extending to 2030 and the policies to be promoted on a priority basis over the four years of its term. Its objective is to enable Yokohama to make a further leap toward the future, based on the foundation of achievement laid so far.

The plan consists of six strategies for achieving ongoing growth and advancement toward 2030 as summarized in the figure below. One of the six strategies is for Yokohama to “Be an advanced environmental city full of flowers and greenery.”

The strategy is to make the advanced eco-friendly city and thereby more attractive with full of vibrant urban activities. The plan includes policies for: “Promotion of Garden City Yokohama to link flowers, greenery, agriculture, and water with the city and living,” “Creation of a big-city model for initiatives in the areas of global warming and energy” that is to realize the simultaneous resolution of social and economic issues involving the environment as an SDGs Future City with a zero carbon goal, “Promotion of sustainable resource recycling and cleanliness,” and “Practice and rooting of environment-friendly lifestyles.” Yokohama held some major events that are to promote flowers and greenery in the city (See Box9 for cases of “Garden City” projects).



Six Strategies and Policies of The Yokohama Medium-Term 4-Year Plan 2018-2021

BOX 9: Good practices in promoting “Garden City Yokohama”

Case 1: 33rd National Urban Greenery Fair Yokohama 2017

The City hosted "33rd National Urban Greenery Fair Yokohama 2017" from March 2017 to June. Flowers and greenery accentuated its heritage of "the history and culture" and promoted "green approach" that Yokohama had cultivated so far.

Many people realized the new attractiveness of Yokohama colored by the flower and green which fused into one with landscapes of the urban seaside and suburb hills, and the streets and parks in the middle of a town.

In the hosting locality of Yokohama, the momentum for getting familiar with flowers and greens has been further enhanced by working on creating attractiveness with flowers and greens.

Event Profile

Name: 33rd National Urban Greenery Fair Yokohama 2017

Nickname: "Garden Necklace YOKOHAMA 2017"

Date: 25th March to 4th June in 2017 (72 days)

Venue: Satoyama Garden (Botanical Garden site in Yokohama Zoo Park)
Minato Garden (Parks nearby the waterfront area)

Theme Flowers: Cherry Blossoms (March-April), Tulip (April), Rose (May-June)

Visitors: 6 million

The event had two main venues namely, “Minato Garden” and “Satoyama Garden”.

■ Minato Garden (nearby the waterfront urban centers)

Theme: “History and Future of Yokohama”

Flowers and greenery complemented the landscape of the historic buildings built with the opening of the port and the attractive sights as a tourist destination. It directed using various greening techniques.



Photos of Minato Garden

■ Satoyama Garden (suburb hills)

Theme: "Yokohama, full of greenery"

Have provided a space where the visitors can feel and experience the charm and enjoyment of Satoyama. Have also provided a space for both children and adults to enjoy including the "large flower bed colored with Yokohama flowers," which was the largest flower landscape in the city, and a field athletics using natural forests.



Photos of Satoyama Garden (1)



Photos of Satoyama Garden (2)

Case 2: Garden Necklace Yokohama

"Garden Necklace Yokohama" has been developed in all cities since 2018. This is a leading project launched to inherit and farther develop the results of the "National Urban Greenery Yokohama Fair" mentioned above, and to promote the Garden City Yokohama, an environmentally advanced city full of flowers and greenery.

It is intended to invite many visitors to Yokohama by enhancing the attractiveness unique to Yokohama, such as beautiful cityscapes and parks with flowers and greenery, and "Satoyama" rich in nature, which will lead to the revitalization of the town with bustle activities. Also, it is to integrate flowers and greenery to the lifestyle of the citizens of Yokohama.

■ Example of Events

- "Open garden"- small events of flowers and greenery in the community.

- The making of local charm by setting flower beds in various places including roadside along the riverside, along with station squares, and ward office buildings.
- Promoting projects involving flower and green in association with the anniversary events of each "ward" administration.



"Open Garden" by the community.



Flowers in front of railway station.

3.2.2. KAMISEYA - EXHIBITION SITE

OVERVIEW

LOCATION AND SIZE

The area - the site of a former communication station - extends over Asahi Ward and Seya Ward, the northwestern suburb of Yokohama. The site is around 2km north of Seya station of Sotetsu Rail Line.



The area is about 242ha, which corresponds to about 1.3 times the area of Minato Mirai 21 business area, and is one of the largest open flat lands in the capital metropolitan area.

HISTORY OF KAMISEYA

Seya Ward prospered in the sericulture industry

The Seya Ward from the late 1870s (Meiji period) to the early 1930s (Showa era before World War 2) developed mainly in the sericulture industry and the silk industry. Along with this development, the Seya Bank, a local financial institution of the sericulture industry, was established.

During the war, the post-war – a former communication facility

The former Japanese Navy had built a warehouse facility of supply factory in 1940. After the war, the US military requisitioned the site in 1945. Though the facility was once decommissioned in 1947, it was once again requisitioned to use as a site for communication facility in 1949. "A radio wave interference prevention area" was set up around the facility in 1960, and use of land was put under strict regulations. The only activities allowed was agricultural cultivation.

Valuable historical heritages

There are many cultural and historical assets such as *Shinto* shrines and temples including the *Seya Hachifukujin* along the *Kamakura Kodo* (old

Kamakura Road) and the *Jizoson* of the roadside, the *Koushin* Pagoda, and the *Dososhin* (sculptures or small structure dedicated to gods of road ancestor).

LOCAL RESOURCES

NATURE RESOURCES

In the surrounding area, there are ten major forest parks in Yokohama City, including the Seya Citizen's Forest, the Yasashi Citizen's Forest, and the Oiwake Citizen's Forest. The Daimon River, Aizawa River, and Izumi River flow through the area.

Besides, farmland is left in former Kamiseya communication facility area. A new town development plan is under consideration with an idea to integrate agriculture promotion and urban land use.

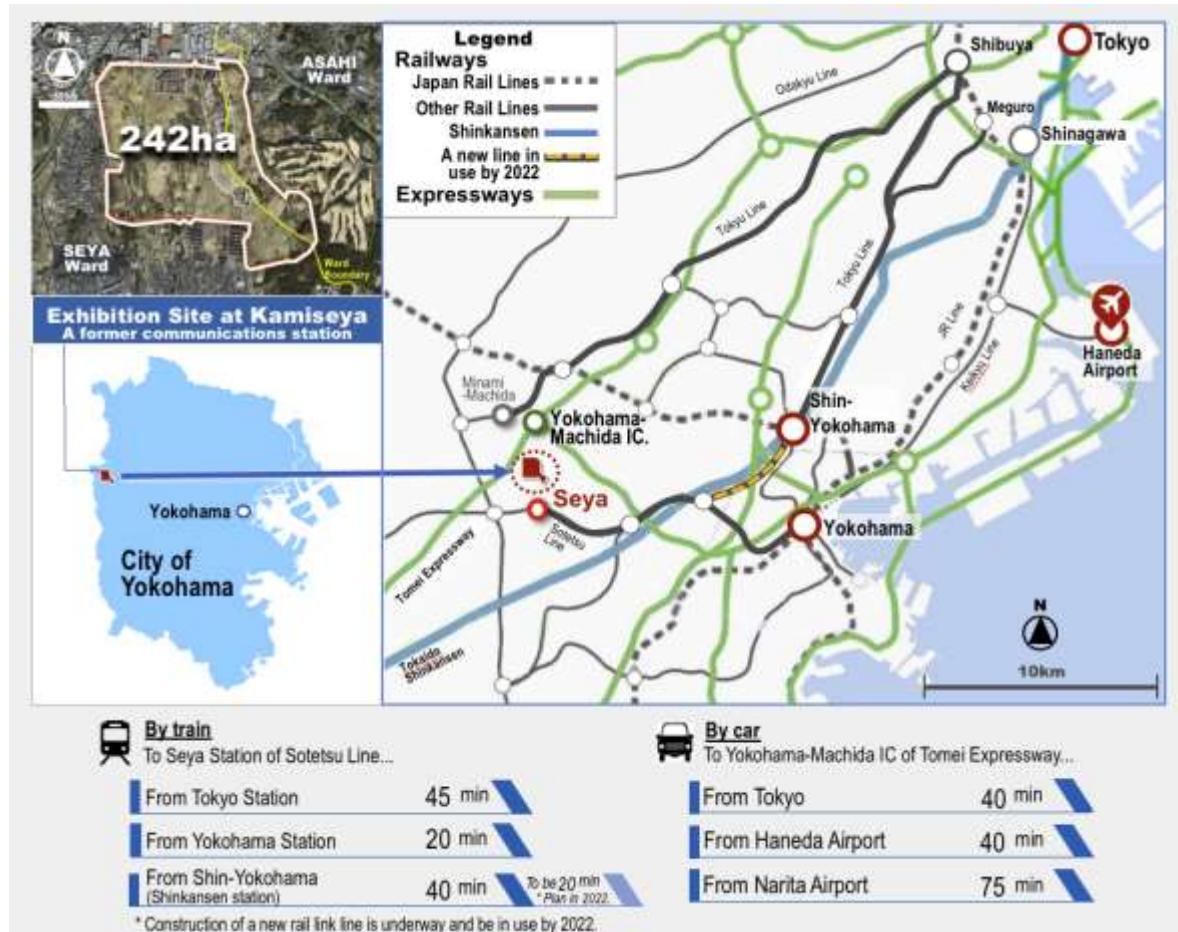
SUBURBAN AGRICULTURE AND ABUNDANT NATURAL ENVIRONMENT

At present in Seya, there are large suburban farmlands mainly produce outdoor vegetables such as corn, sweet potato, and cabbage. There are paddy fields using spring water upstream of the Aizawa River produce rice. Adjacent to the Seya Citizen's Forest, there is a forest edge environment, which contributes to the inhabitant of various living things.

You can also see the panoramic natural landscape and views of Tanzawa and Mt. Fuji.

3.2.3. TRANSPORT AND ACCESS

The Kamiseya site, which will be the venue, is located about 15 km from the urban center of Yokohama. It is easily accessible by public transportation (the combination of railways and buses) and private cars.



ACCESS

There are two airports in the capital metropolitan area, Haneda International Airport (aka Tokyo International Airport) and Narita International Airport (aka New Tokyo International Airport). The venue is conveniently connected by the efficient transport network as shown in the figures.

Major airports in the other regions including Chubu International Airport (Nagoya) and Kansai International Airport (Osaka) can be accessed by Shinkansen or bus.

We are also considering the operation of the shuttle bus from main terminal stations such as Yokohama Station and Shin-Yokohama, and local railway

stations near the venue.

The site is well connected to both national and regional highway networks. The venue is close to the Yokohama Machida Interchange on the Tomei Expressway and the Hodogaya Bypass Kamikawai Interchange. In addition, Ring Road No4 is running across north and south in the former Kamiseya communication facility. Hachioji Kaido Road also passes the northern edge of the site.

The venue is surrounded by four railway lines: JR Yokohama Line, Tokyu Denentoshi Line, Sotetsu Main Line, and Odakyu Enoshima Line. These lines are connected to the major terminal stations including, Yokohama, Shin-yokohama, Tokyo, Shibuya, and Shinjuku stations.



Source: Yokohama City, "base map" by Geographical Information Authority of Japan.

TRANSPORTATION PLAN TO THE VENUE

The preliminary transportation plan for the exhibition is as shown in the following table.

Preliminary transportation plan for the exhibition

Mode	Plan
Private cars, Group tour buses	Reserve areas for parking lots for private cars and group buses.
New public transport system	Connecting to and from Seya station of Sotetsu Rail Line and the venue.
Shuttle Bus service	Seya Station, Shin-Yokohama Station, Yokohama Station and a total of seven other stations. About one bus in 10 to 20 minutes.
Shuttle Bus service to and from Haneda Airport	Connection to domestic terminal 1 and 2. About two services per hour. Connection to international terminal. About two services per hour.

PARKING

The placement of the parking lot is an important factor to reduce traffic congestion. Reduction of congestion leads to the reduction of NOx emissions. It is assumed to absorb three different traffic flows with two groups of parking lots for enabling "left turn" entry to minimize traffic interference.

MEASURES TO CURB USE OF PRIVATE CARS

It is considered to apply restrictive measures on driving private vehicles to the venue and to reduce congestion and NOx emissions in the neighborhood close to the venue.

Consider and implement measures such as making campaigns asking visitors to use public transport and setting restrictions on the use of parking lots. For example, "number coding" is effective to limit use of parking to the car with even or odd numbers on every other day rotation.

3.2.4. VISIONS OF TOWN DEVELOPMENT FOR KAMISEYA

CURRENT ISSUE, AND VIEWPOINTS IN TOWN DEVELOPMENT

Town development planning for the Kamiseya area is expected to include various viewpoints to address the changing urban environment. In Kamiseya area, there are two major factors to consider.

The first factor is the decreasing population and an aging society. In Asahi Ward and Seya Ward where the area is located, the population as of 2015 decreased by approximately 1.85% and 1.56% respectively from 2010 (the previous census results), and the aging rate has increased. A major question is how to revitalize the area under such a trend.

The second factor is the fact that infrastructure has not been developed in this area, because land use was restricted due to the existence of US military facilities over a long period. Developing local infrastructures including agricultural infrastructure and roads is necessary.

For agricultural promotion, it is required to create sustainable and stable farm management and new urban/suburban agriculture that meets contemporary demands and market in the metropolitan area settings. Concerning land utilization, it is imperative to create a new suburban revitalization base by creating a bustling space to accommodate business activities.

THEME OF TOWN DEVELOPMENT IN KAMISEYA

In this area, future land use that creates human and corporate activities can be considered by promoting urban agriculture, utilizing large-scale spaces, and taking advantage of the strengths of being close to traffic nodes.

Furthermore, based on the philosophy and business concept of the World Horticultural Exhibition, the whole area will be eco-friendly, sustainable, resilient to natural disasters, and keep attracting new people and companies.

PROGRESS OF PRELIMINARY LAND USE ZONING

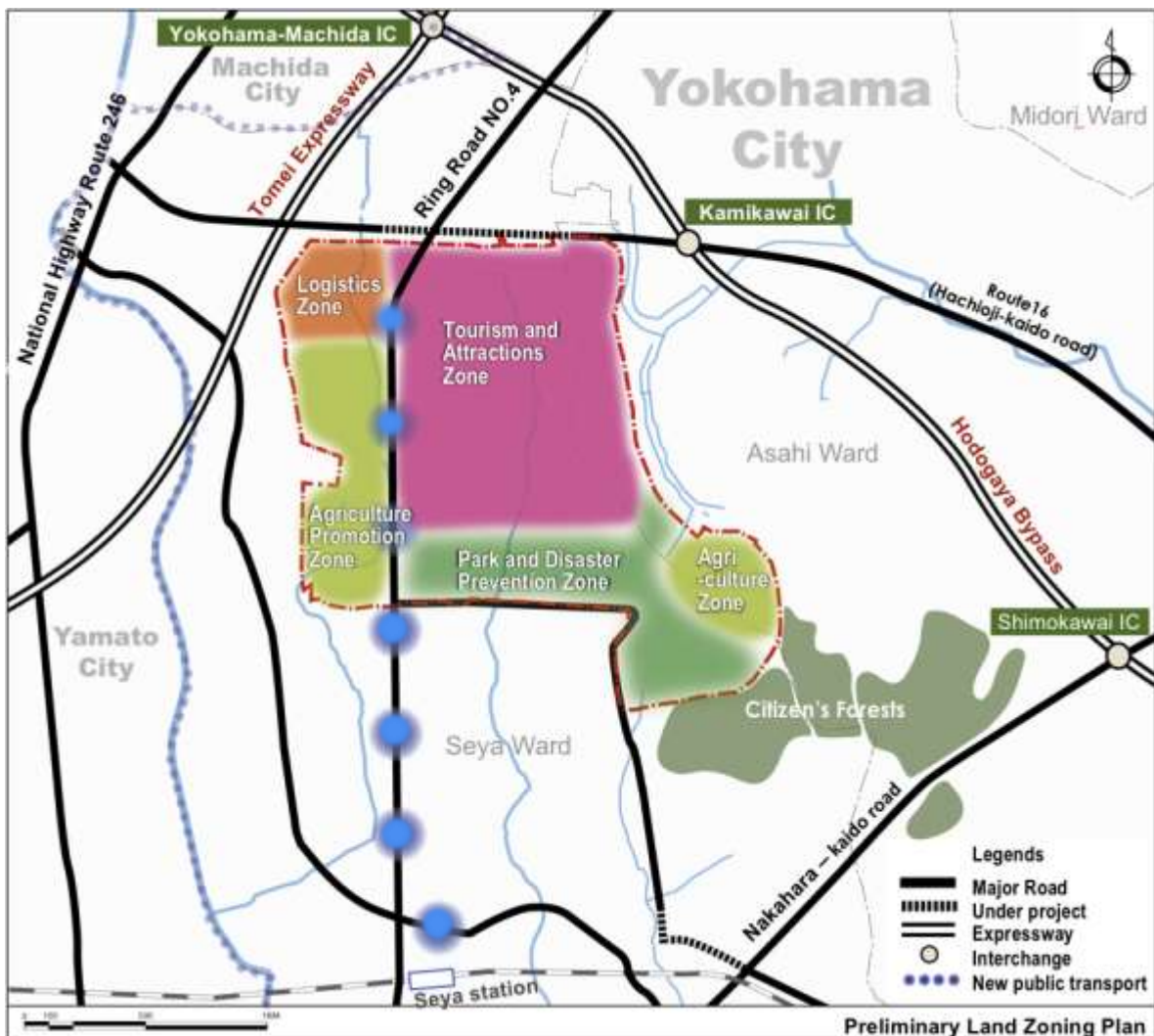
Given a goal to create a new suburban revitalization base, there are preliminary zoning concepts under consideration with all the local stake

holders. These are as summarized below.

Agriculture Promotion Zone	An area to develop new urban/suburban agriculture.
Park and Disaster Prevention Zone	An area to develop parks and disaster prevention facility and infrastructure.
Tourism and Attractions Zone	An area to invite large-scale facilities that can attract a large number of visitors and create a bustling atmosphere by taking advantage of the availability of large, flat, and open lands.
Logistics Zone	An area to develop new logistics industry by taking advantage of its proximity to major traffic nodes.

PRELIMINARY LAND USE PLAN

The preliminary land use plan is as summarized in the following figure.



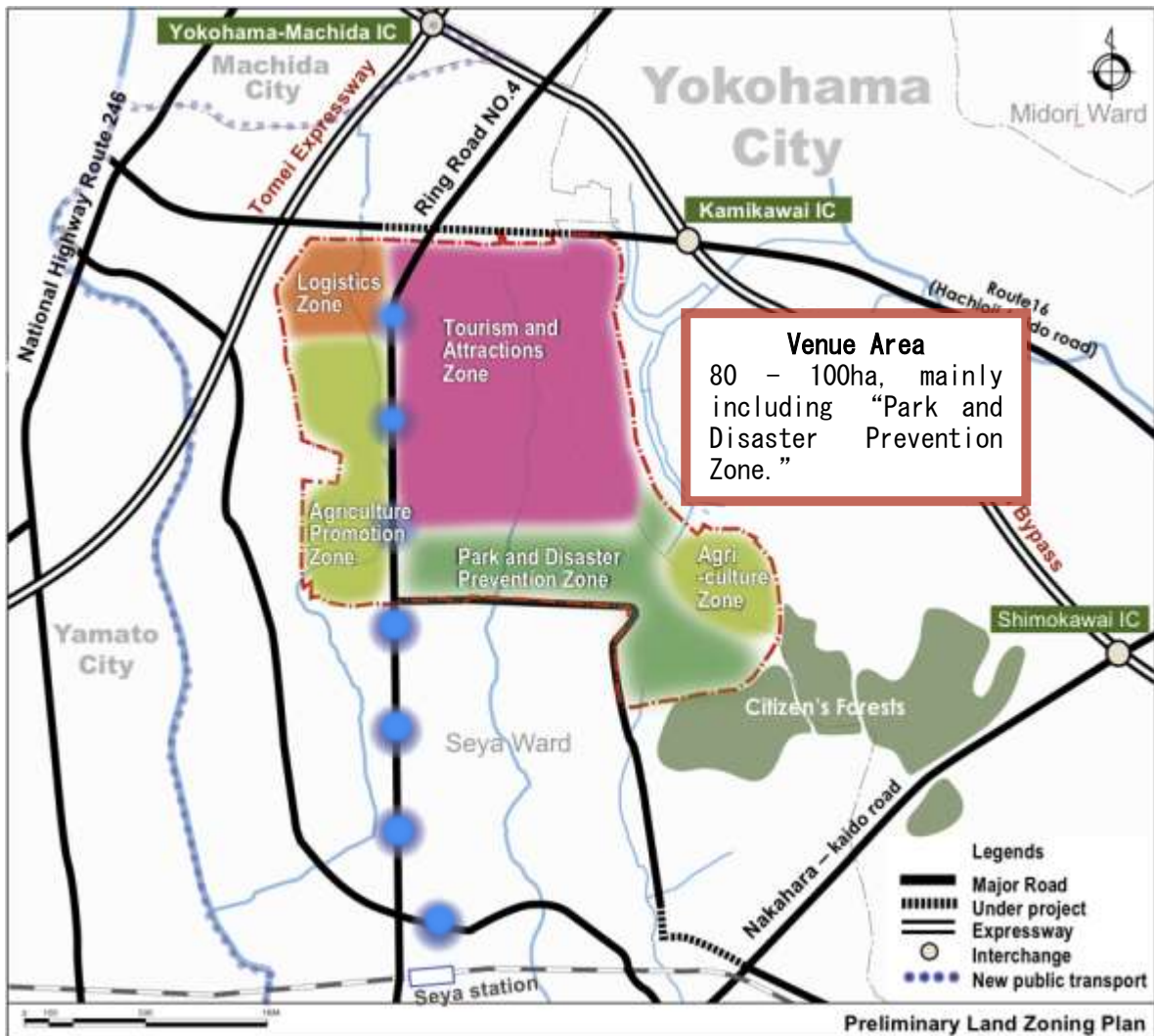
This preliminary zoning is under consideration with the local stakeholders



3.3. VENUE DEVELOPMENT

3.3.1. SIZE OF VENUE

The venue area for the exhibition is planned to be 80 to 100 ha out of 242 ha of the former Kamiseya communication station area including the area that will be developed as a park after the Exhibition.



This preliminary zoning is under consideration with the local stakeholders. Location of parking spaces will be determined after a transport plan is established.

3.3.2. FACILITY

OVERVIEW

According to the rules of AIPH, at least 5% of the entire venue will be

allocated for the official participants from overseas. Besides, there is an additional need for the area required by participants from each country. Accordingly, it is planned to secure approximately 4 to 5 ha as an area for international participants. With regard to the allocation of the area, it will be determined in consideration of the scale required by participants from each country.

The planned area of the building is assumed to be up to 8 to 10 ha (excluding the building for indoor display).

With regard to zoning and size for each zone, it is planned to secure the area appropriate to the realization of the theme. Distribution of lands to different zones will also be considered from the viewpoint of keeping good balance as the exposition venue, and the volume of the visitors referring to the cases in the international horticultural exposition held in the past, the safety, and transportation aspects of visitors, such as estimation of entry and exit times.

An international exhibition hall, an international garden, private company pavilions, an event hall, a guest reception hall, a reception hall, a main entrance/ terminal facility, and administration/ service facilities, which were commonly established at the conventional international horticultural exposition, will be provided in the venue site.

INTERNATIONAL EXHIBITION HALL

The International Exhibition Hall will function as a theme zone consisting of content that symbolizes the main theme of the exposition and also as a venue for international flowering exhibits and international contests that color the seasons.

In addition, it secures a function to introduce horticultural equipment and breeding technology related to the theme, examples of successful farming practices or overcoming the difficult conditions of farmlands.

Exhibitors from each country can use the international exhibition hall on demand bases. The size of the hall will be determined later with references to the past experiences and needs assessments of the potential participants.



INTERNATIONAL GARDEN

The International Garden assumes outdoor space for exhibitors from each country. It will be a space where exhibitors can have exhibitions and events such as gardens that incorporate the natural environment, history, traditions, and culture of each region, and the next-generation gardens that incorporate the latest technologies.

In consideration of the scale required by the participants from each country, secure a sufficient size for the exhibition and allocate accordingly.

PRIVATE COMPANY PAVILIONS

A private company pavilion is a space for an exhibition about the theme of this gardening exhibition and business contents of each company and the latest technology. Size of the area is decided by consultation with each company.

At this horticultural expo, it is expected to have participation from various fields related to horticulture. For example, based on the fact that various efforts are being carried out in collaboration with citizens, companies, universities in Yokohama on a regular basis, participation by one of such groups will be accepted as far as they incorporate themes and meets certain criteria. In addition, some exhibitors may consider the exhibition as opportunities for new business. It is considered to provide them with chances for presentations by these companies in addition to their pavilions.

EVENT HALL

The event hall will be a venue to hold opening and closing ceremonies, contest award ceremonies, ceremonies and attractions of "national day" and "special day," symposia, international conferences, and forums in line with the main theme of this horticultural event.



Analyze the examples of horticultural fairs held so far and the demand to secure the necessary scale of the hall.

RECEPTION HALL

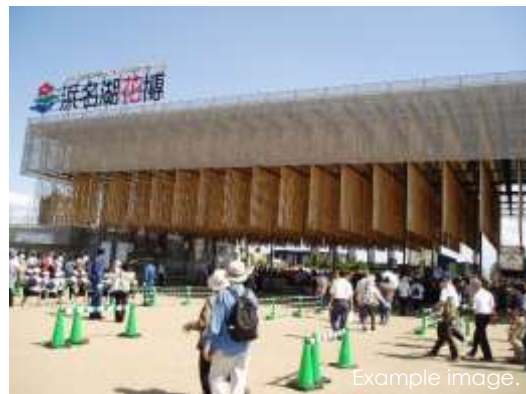
This horticultural event is expected to have a significant effect due to the participation of each nation and plans various activities such as National Day. A reception hall will be established as a hospitality space to welcome distinguished guests from around the world.

In addition, these facilities will be utilized on a long-term basis, such as using it as a philosophy inheritance facility after this horticultural expo.

MAIN ENTRANCE/ TERMINAL FACILITY

The entrance zone is a symbolic space that keeps the continuity with the surrounding towns and yet represents images of the main theme, as it is the entrance to the Exhibition.

Because this horticultural exhibition will welcome many visitors, it is required to secure a space where they can move or stay without stress, and they can safely



access public transportation, shuttle buses, and parking lots. It should be designed with easy to understand flow lines. Also, since these areas are also to be used as meeting places, need to consider taking measures to cover against sunshades and rain.

ADMINISTRATION/ SERVICE FACILITIES

The administration and service zone is planned to make all participants and visitors to spend comfortable time. The facilities will consist of restaurants, shops, information, relief areas, rest areas, and an administration building to manage the overall operation of the Exhibition.

In addition, based on the main theme of



the Exhibition, we will actively introduce environmentally friendly facilities and equipment and aim to function as a place for demonstrating and experimenting the construction of a future city. Regarding the scale of the

facility, we will calculate the required size of each function from the visitor forecast and plan to meet various needs.



3.4. PROGRAM OF EXHIBITION

3.4.1. CONCEPT AND ELEMENTS

CONCEPT

We regard various elements of the exhibition as scenery (SCENE) to create time and space that will lead us to the future by working with broad areas that are connected together through elements of flowers and greens, agriculture and food, earth, and interactions of people, by calling for emotion, long-lasting memories, deepening happiness, and “a feel” of tomorrow.

The following items will be raised as a perspective to create new sensibility and value through the World Horticultural Exhibition Yokohama 2027.

■ **Experience "a feel" of progress and universality-an exhibition that leads us to new behavior and creation.**

- Aiming at the fusion of daily and non-daily life and the synergy of progress and universality by combining spheres of real nature and cutting-edge information science and technology.
- As a symbol of universality, showcasing an overwhelming real world about life, by focusing on the presence and attraction of plants such as real flowers and greenery.
- As a symbol of progress, presenting the latest collaboration with virtual reality, robotics, and media art using most advanced information technology such as ICT and AI.
- Create new fields such as media and hybrid art and edutainment by linking the fields of education, information engineering and the art where both adults and children have learning experiences while enjoying the presentation of media and art.
- Introduce advanced information transmission system to convey the attractions of the venue, such as the latest video communication technology to generate more visits to the site.

■ **Accommodating diversity - presenting significance of symbiosis.**

- Showcasing natural ecosystems that accommodate full of diversity

with symbiosis as a model to promote acceptance of the difference in notions of values and richness, and develop contents to facilitate collaboration among various individuals.

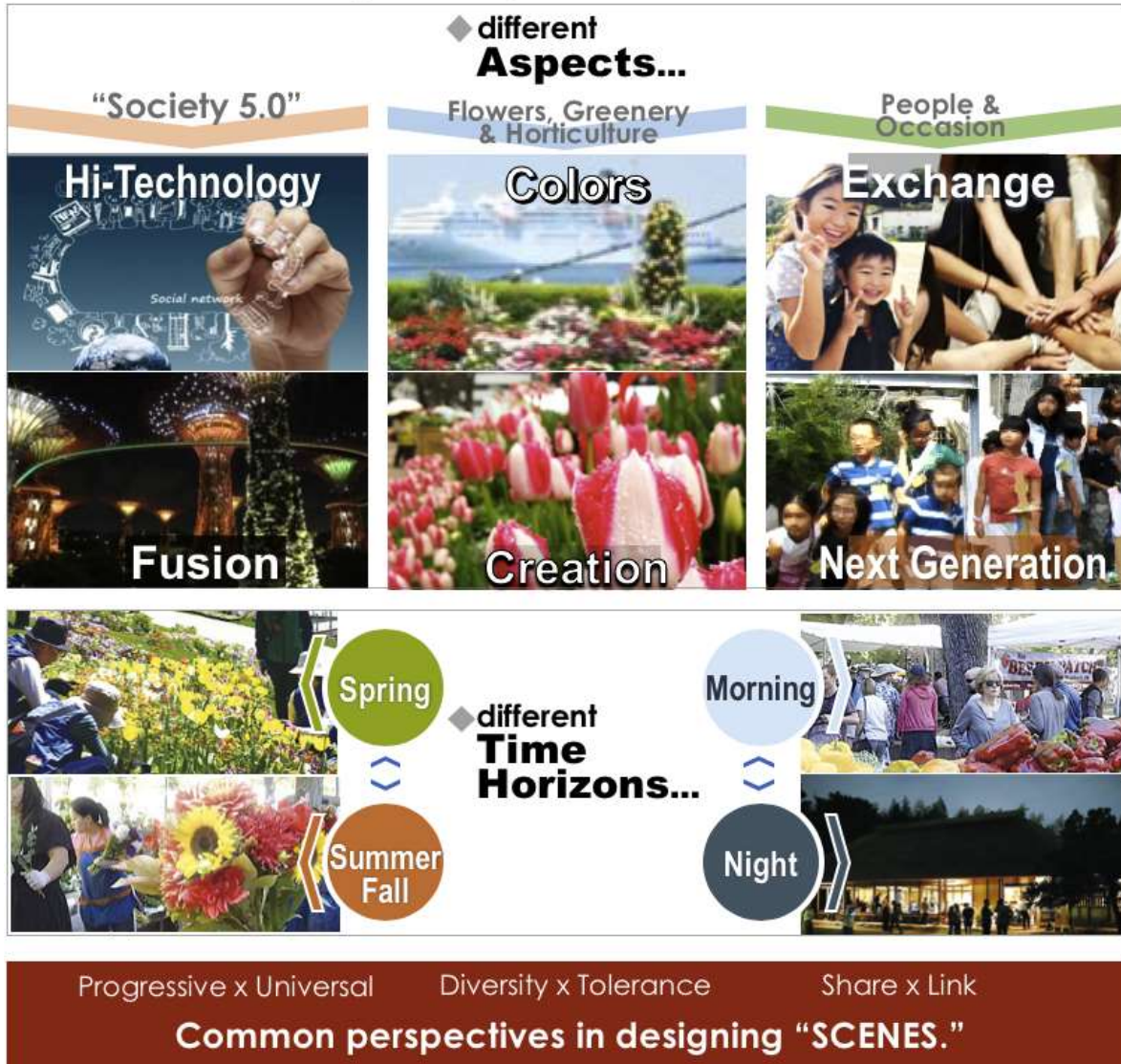
- Thorough application of universal design essential for comfortable participation for all, and develop contents for cooperation with the welfare field called agricultural-welfare-cooperation that promote diversity and inclusiveness of society.
- Collaborate with projects outside the venue, such as experiences that cannot be provided at the venue, in order to include a broader scope of participation including promoting the involvement of children from all over the world who will lead the next generation.
- Intermixing different aspects of concepts to maximize the diversity of contents including, the focus on individuals, the bird's-eye view of a broad audience, planning the event along the timeline, and designing the exhibition/display in space.

■ **Feel significance of the sense of sharing and belonging - an exhibition that spreads such notions throughout society.**

- Build the new value and history of exhibitions by setting it as the exhibition created by everyone involved from the preparation stage, by installing tools and mechanisms of promoting sharing/ distribution, participation/collaboration, through full participation of citizens in and outside of Japan.
- To realize a sustainable world, the share of natural capital goods and ecosystems is essential, thereby encourages visitors to be aware of the richness of life and ecosystems, and provides opportunities that trigger such awareness leading to actions.
- Emphasize the significance of the connection between people, the sharing through face-to-face communication, and exchanging information and experiences at the venue, and the people are the media who spread the ideas of the exhibition to the society.
- Spread the effects of the exhibition inside and outside the venue through collaboration with the other projects including international conferences with related themes, events by the City of Yokohama, and elementary and junior high schools in the neighborhood.

Citizens around the world – Variety of Private Companies
All together Create
 The scenery of tomorrow - The scenery of happiness

SCENES designed to represent...◆



Sample images of how to design “SCENE” at the Exhibition.

SIX ELEMENTS OF CONTENTS

The set of six elements are identified to represent the significance of the contents of the Exhibition as shown in the figure below. These are the elements that symbolize the charm and vitality of Japan, Yokohama, and Kamiseya, to convey it to many people, gain awareness, develop the enjoyable contents. Green infrastructure will be the basic structure to support the contents.

At the same time, we will actively develop the significance of the exhibition through various activities, products, and contents by collaborating with a wide area of industries and concerned parties, taking advantage of the high affinity of these six elements with society and living.



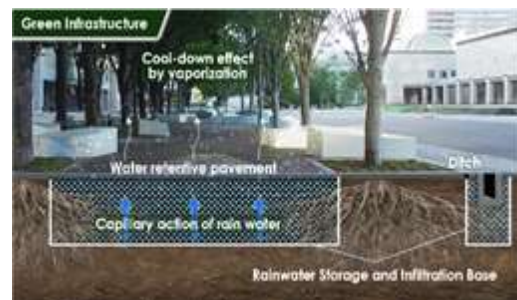
Six Elements of the Contents of Program

3.4.2. INDICATIVE IDEAS

The followings are some of the preliminary and indicative ideas for designing the program contents. The real contents shall be formulated by each exhibitor after their participation is finalized.

FULL USE OF GREEN INFRASTRUCTURE

- The contents of the exhibition shall be based on the green infrastructure that utilizes nature's various functions and will be combined with advanced technologies such as ICT technology. As a result, the site will be developed as an experimental site with the coexistence of nature and the city with high environmental friendliness and high comfort and convenience.
- Focusing on the "soil" that is the primary ingredient of the green



infrastructure, collect various "soils" around the world, use advanced technology to reproduce each environment, and learn the characteristics and compatibility with plants.

<SDGs expected to be relevant.>



SOCIOECONOMIC REVITALIZATION WITH FLOWERS AND GREENERY

- Introduce new varieties and cultivation technologies in the flowering and horticultural industry and lead to the creation of new markets.
- Open a cosmopolitan restaurant that combines local crops, edible flowers, cooking methods and ingredients from participating countries, and Japanese food.
- Develop an edutainment type restaurant where you can experience not only eating but also the theme of the horticultural exhibition through the five senses through VR technology, projection mapping, lighting, music, and art.
- In collaboration with the arts, clothing, music, photography and other cultural arts fields, carry out flower- and green-themed exhibits and live performances, and create new spaces to explore new possibilities for flowers and greenery.



<SDGs expected to be relevant.>



LATEST TECHNOLOGIES IN AGRICULTURE AND PROPOSALS FOR NEW POSSIBILITIES

- Display proposals for stable food supply such as agricultural products and production methods in response to climate change.
- Contribute to the creation of new farm management through the exhibition and experience of smart agricultural technology utilizing ICT technology.
- Experience wearable terminals that lead to the promotion of participation of older people and people with disabilities in the field of agriculture through agricultural and welfare cooperation.



<SDGs expected to be relevant.>

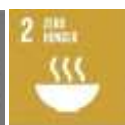


REALIZE AND FEEL THE PROGRESS OF THE BIO INDUSTRY

- Display distinctive flowers by world's leading Japanese genome editing technology.
- Introduce prospects in the field of biomimetics as well as our past achievements through installation, video, VR, hands-on, etc.
- Introduce food products by genome editing technology and future food products made possible by new technology.



<SDGs expected to be relevant.>



PARTICIPATION AND EXCHANGE PROMOTION

- Create participatory programs to exploit Social Civic Power.
- Develop flower beds and gardens jointly with elementary, junior high, and high schools.
- Include elements to promote grassroots exchange in each city, town, village, and etc.



<SDGs expected to be relevant.>



3.4.3. IMPACTS AND LEGACY

The Exhibition is expected to bring about the impacts and legacies as summarized below.

IMPACTS ON INTERNATIONAL SOCIETY

CONTRIBUTIONS TO TACKLING THE GLOBAL ISSUES INCLUDING UN SDGS.

- **Contribute to the advancement of technology worldwide.** Participating countries will share new industry creation and technological innovation leading to solutions for global problems.
- **Contribute to reducing hunger and chronic malnutrition from poverty.** Bring about an increase in world agricultural production. That is due to the sharing of technology related to smart agriculture, breeding technology that can ensure stable production, a technique that enables the production of high-value-added crops.
- **Contribute to the development of cities and housing that are resistant to disasters.** Proposing the way of town development strong against disaster using green infrastructure that utilizes the function of nature. In the event of a disaster, it is viable to adopt a model of a local production-type energy supply system using renewable energy so that the entire city can self-propelled. These include biomass, solar light, wind power, geothermal power generation.
- **Contribute to sharing experiences on how to solve urban problems.** From Yokohama City, we will send out the activities of "Garden City Yokohama" to the world. Above all, we share widely about various approaches contributing to the improvement of the resident-led living environment and quality of towns such as the greening activity of citizen group and town development led by the citizen.

CONTRIBUTION TO THE PROMOTION OF INTERNATIONAL EXCHANGE FOR MULTICULTURAL COEXISTENCE AND FRIENDSHIP AND PEACE.

- **It becomes an opportunity for an international citizen collaboration movement to a sustainable environmental society.** The two-way exchange and sharing of technologies and ideas between developed and developing countries will create a feeling of multicultural coexistence and promote the international exchange of friendship and peace.

- **A proposed social mechanism to create future happiness.** The idea is shared openly and flatly, including flowers and green as a symbol of peace and symbiosis, not only the technology but also efforts and frameworks of public-private partnership and social projects that can be developed in the community. Even after the session, it can be expected that it will spread like a circle of practice in the world as an application of advanced technology and various businesses.

IMPACTS ON JAPAN

JAPAN'S PRESENCE WILL BE MORE VALUABLE

- **As a leading runner in global problem solving and new values and lifestyle practices,** we will make presence of Japan more valuable in the international community. For example, it can be expected that Japan's initiatives in the fields of environmental technology and bio-industry will be more active in the international community and be developed into new economic relations.

CONTRIBUTION TO PROMOTING RECYCLING SOCIETY AND DECARBONIZING SOCIETY

- This will be an opportunity for the improvement and maintenance of sustainable urban environments centered on **green infrastructure** which is a viable approach to environmental society.
- **It is an opportunity to promote a recycling society and decarbonizing society.** In addition to the utilization of renewable energy and efforts to zero waste, models such as "local production for local consumption" type energy supply system are to be presented.

PROMOTION OF TOURISM COUNTRY AND CONTRIBUTION TO REGIONAL AND ECONOMIC REVITALIZATION

- **Promote green tourism and agritourism** that make use of domestic natural resources and landscapes. The coexistence of cities, greenery, and agriculture in various parts of Japan and cases of human-natural cohabitation are introduced to the world.
- **Promote domestic tourism and significantly contribute to regional development.** The Exhibition has many visitors from overseas, and by linking this with other sightseeing bases, which creates win-win

collaborations among the tourist places.

- **Economic revitalization can be promoted by creation of new industries.** New collaboration methods are shown and spread throughout the country by expanding the flowering and horticultural market and public-private partnerships at this exposition.

DIRECT AND INDIRECT ECONOMIC EFFECTS

- **Deploy as a new national event to lead the promotion of the capital metropolitan area.** The Exhibition will be a significant event in the capital metropolitan area after Rugby World Cup 2019™ and the Olympic Games Tokyo 2020 and the Tokyo 2020 Paralympic Games.
- **Contribute to revitalize the national economy.** The economic spreading effect to the whole of Japan by holding a horticultural exhibition is estimated to be 8,800 to 9,100 billion yen. Prospects of economic effects to a wide range of sectors are high. The development of related businesses before the event and the new technology shared at the Exhibition after the event are applied to induce new investment of companies, as well as railway, airplane, accommodation, food and drink and tourism industries.

IMPACTS ON YOKOHAMA AND KAMISEYA

CITY BRANDING AND CITY PROMOTION

- **Tourism and MICE throughout the city are promoted.** The international profile of Yokohama will improve, and network between the port and the hill will be strengthened, such as an increase in inbound tourism and the number of people visiting by the cruise ships calling at Yokohama Port.
- It can be expected that **Yokohama's global presence** will increase. By various projects developed in cooperation with the Yokohama SDGs Design Center, the effort of the city as an SDGs future city will be publicized to the world.
- **The spread of the name "KAMISEYA"** among the international community through the Exhibition leads to the strengthening of city branding. In Yokohama, Kamiseya area located in the northwest of the city is not well-known compared to the coastal zone, such as "Minato Mirai 21" where MICE facilities, tourism, and commercial facilities are abundant. It is an

opportunity to utilize the rich in nature and historical/cultural heritages, vast flat green open land, and farmlands.

ECONOMIC GROWTH THROUGH CREATION OF NEW INDUSTRIAL AREAS IN YOKOHAMA

- **Business Cluster:** Leads to business and research base formation in the industrial area by making use of advanced research in the field of life science, industrial restructuring, and revitalization in the city area.
- **Bio-economy:** This is a showcase of biomimetics and other activities, creating new industries based on biomaterials, and we can expect the development of a bio-economy centered on Yokohama.
- **New investments:** Seeding innovations and new industry seeds created through the development of new smart agriculture, we can expect companies in Japan and overseas to locate in the suburbs as well as the waterfront.
- **Formation of a new hub for suburban revitalization:** Kamiseya's publicity will be improved at home and abroad, and combined with the infrastructure development of the former site of a communication facility, promotion of urban agriculture, industry, such suburb area will be revitalized.

CREATION OF PLACE OF CITIZEN PARTICIPATION AND LIFELONG LEARNING

- **Public participation in environmental conservation is promoted:** As the sense and values that appreciate eco-friendly lifestyles and richness in spirit prevail, it becomes an opportunity to spread awareness and actions to be taken for managing the environment. For example, the actions of citizens and companies create diverse greens, conserve biodiversity and pass on to the next generation.
- **Yokohama's Social Civic Power is strengthened and inherited:** With the creation of intergenerational exchange at the exhibition, the citizen power of Yokohama will be inherited and developed, and it can play essential roles in various scenes of the local community and town development.
- **A place for lifelong learning** is provided: A great opportunity to accept different cultures, ideas, religions, beliefs, respect diversity, and deepen friendships with other countries by participating in international exchange events.

EXHIBITION LEGACY

POST-EXHIBITION SITE DEVELOPMENT

The infrastructure has been left undeveloped in this area because land use was restricted due to the existence of first Japan's navy and later of US military facilities over a long period.

With the envisaged development of infrastructures such as sewerage and new traffic improvement at the occasion of the Exhibition, it triggers effective use of valuable vast land. In doing this, it is expected to use the post-exhibition site in a way, utilizing the natural environment and locational conditions, which is appropriate for the "future landscape to create happiness," which is also the philosophy of the Exhibition.

Parks with Functions of Green Infrastructure

- Establish and operate efficient and attractive park facilities through PPP/ PFI public-private partnership. It is also planned that park to function as a wide area base for relief activity at the time of large-scale earthquake disasters.
- It leads to biodiversity conservation, rainwater runoff control, and heat island mitigation. In addition, it is planned to use it as a place for environmental learning and volunteer activities of local elementary and junior high schools.

Formation of smart agriculture promotion zone in urban area

- Agricultural training: as a place for fostering agricultural successors.
- Setting up an agribusiness R&D center: in collaboration with private industry, government, and academia, R&D center and demonstration fields, to function as a large-scale experimental site for Japan's next-generation smart agriculture.
- The one-stop supply chain of food: the development of integrating production sites such as greenhouses and plant factories with manufacturing/ processing facilities and storage/ shipping facilities to enable one-stop supply chain of food.
- To hold morning and weekend markets, selling agricultural products and processed foods produced there, providing food at restaurants
- To set up exchange farms where citizens can participate in farming.

Creation of a well-being zone that promotes the healthy life of citizens

- It could be used as an area where exchanges between regions and generations are promoted by holding large-scale events, public participatory events, and seasonal events.
- It could serve as a regional city park where various activities leading to health promotion can take place.
- To maximize the health benefits of greenery, establish a completely barrier-free forest therapy road, which could be used not only for self-care but also for rehabilitation programs of hospitals and welfare facilities, and stress management for workers of private companies.

SOCIAL AND NON-PHYSICAL LEGACY

Not only the legacy of the site use but also the many intangible legacies through the horticultural exposition will linger on.

It is expected that all participants and visitors will be more aware of environmental issues and regional issues and that even after the event, they will lead to environmentally friendly activities and consumption, and citizens' participation in voluntary local activities.

Moreover, it will be an opportunity to continue and develop the high citizen power of Yokohama City, which has more than 2,450 environment promotion groups, and the number of NPOs that are among the largest in the country.



3.5. VISITORS AND PARTICIPANTS

3.5.1. NUMBER OF VISITORS (PRELIMINARY ESTIMATE)

The number of visitors to the International Horticultural Expo held in Japan in the past year is Osaka (23.12 million in 1990), Awaji (6.95 million in 2000) and Lake Hamana (5.45 million in 2004). All international horticultural fairs other than Osaka are A2.

The expositions so far in Yokohama have such achievements as the Yokohama Exposition (13.33 million in 1989) and the National Urban Greening Yokohama Fair (6 million in 2016).

Considering the past experiences with the similar events and the population of the metropolitan area being approximately 43.8 million, the number of visitors is estimated to be more than 15 million, and the number of paid visitors is more than 10 million.

3.5.2. TYPES OF PARTICIPANTS

NATIONS

It is expected that many nations will be represented in the Exhibition in response to the invitations by utilizing the connections with various countries that have been cultivated so far.

Yokohama City regularly holds international events.

For example, the city has had the experience of having held the African Development Conference (TICAD) twice in the past, and this has led to deepening exchanges and cooperation with Africa. For example, at the Yokohama International Festa, there were many participants, mainly from African countries. In this way, we are engaged in various exchanges not only at international conferences but also in the fields of culture and business.

In the art field, there is an international exhibition of contemporary art and art festival "Yokohama Triennale", which is held once every three years. Artists from around the world participate in this contemporary art exhibition. The International Biennale Association (IBA) General Assembly was also held and attended from 18 countries.

In the field of environment, the 38th General Assembly of the United Nations Intergovernmental Panel on Climate Change (IPCC) was held in Yokohama in 2014. Here, the second working group report (impact, mitigation, vulnerability) of the fifth evaluation report, which evaluated the impacts and adaptation of measures in each field such as ecosystem, society, and economy, was approved and published. With 195 countries participated in the IPCC, a foundation was set up to tackle global issues.

In addition, Yokohama City is an SDGs future city that will lead initiatives to achieve sustainable development goals (SDGs). Lastly, "Asia Smart City Conference," an international conference for the realization of initiatives towards smart cities was also held. It facilitated active exchanges of information mainly in the Asian region.

CITIES

Yokohama has a strong network of cities under the various partnership. By making the most of it, it is possible to expect participation not only in Japan but from various cities and regions in the world.

Yokohama has developed wide-area initiatives in a wide range of fields, such as SDGs future city initiatives, smart city promotion, environmental initiatives, and disaster prevention.

Yokohama is also focusing on international exchange. These include eight sister cities and friendly cities conducting comprehensive exchanges through sports, culture and technology. There are seven partner cities conducting strategic exchanges in line with the key policies of Yokohama City sharing the philosophy of "grow together." There are five joint statement cities that carry out various exchanges and cooperation. In addition, as we have the Yokohama Port, an international port, we also carry out international exchange activities in the field of port operation and management, together with six sister ports, friendship and trade cooperation ports.

Lastly, Yokohama has four overseas offices in Europe, East Asia, India, Southeast Asia, and the Americas. The offices, on a daily basis, are working on city sales, business support, corporate invitation activities, tourist attraction, cultural exchange, global warming measures, and so on.

CITIZENS

In the locality in Seya near the proposed venue site, the residents are highly motivated to participate in the Exhibition, and a movement to invite international horticultural fairs is taking place.

Besides, more than two thousand citizen's groups are working on environmental activities in the city. In many places, they are in charge of cleaning and maintenance of parks and forests. There are numerous activities to grow flowers and greenery in various places all over the city. Cooperative relationships through the community are prevailing.

The citizens of Yokohama, very proud of their city, are ready to support the Exhibition and welcome visitors from all over the world.

PRIVATE COMPANIES

At this horticultural event, we plan to develop a wide-ranging business in a variety of fields, consisting of the main theme and six elements of business contents. Given such wide coverage, we can expect the participation of various private companies.

More specifically, it is expected to generate participation from industries such as floriculture and horticulture-related industries, food and agriculture-related industries, bioscience-related industries, new technology-related industries, construction, real estate related industries, and life and public service-related industries.

In Yokohama-, we cooperate with citizen, private company, university and push forward various new approaches. Consortiums have been formed in various fields such as smart city, international technical cooperation, water environment, ocean, infrastructure, IoT, and health and medical care. It is expected that these companies to participate.

In addition, Yokohama has a "Yokohama Chamber of Commerce and Industry," which is an economic organization consisting of corporations, individuals, and groups has more than 12,000 members.

At the Exhibition, it is planned to introduce methods that make it easy for many private companies to participate, encourage participation from diverse fields, and have lively exchanges with foreign exhibitors and visitors. This again aims to contribute to success and further industry development.

UNIVERSITY, OTHER ORGANIZATION

The participation of companies other than the above-mentioned industries, including universities, research institutes also has good prospects. For example, many companies advocate social contribution and environmental consideration as one of CSR activities, and many companies that support SDGs.

Also, with regard to universities and research institutes, there are institutions where they are conducting horticultural research including the ones in Yokohama City, Kanagawa Prefecture, and Tokyo. In addition, there are JA Cooperatives (Japan Agriculture) with a network covering the entire country, and related groups of organizations for horticultural seeds, seedlings, and machines.

There is a good room that many of them to participate in the form of sponsors and partners, once a good framework of participation is set for private companies, universities, organizations.

INTERNATIONAL ORGANIZATIONS AND OTHER TYPES

In Yokohama, there are offices of international organizations including the United Nations Food and Agriculture Organization (FAO), the United Nations World Food Program (WFP), and the International Tropical Organization (ITTO). Besides, other Japanese organizations dealing with international matters such as the Japan External Trade Organization (JETRO) and the Japan International Cooperation Agency (JICA) have their offices in Yokohama. These organizations could be participants in the Exhibition.

3.6. ORGANIZATION

It is expected that a new juridical person will be established as an organization responsible for the Exhibition.

The roles of related organizations in each phase from preparation to the Exhibition period and the post-event period are as follows.

Phase 1: Basic examination, application

- National government and local government (Yokohama City) to cooperate, examine, and apply.

Phase 2: Preparation, Promotion

- National, local government (Yokohama and other concerned local administrations), business circles to cooperate and promote preparation.
- Establishment and activation of a new organization (national, local government, and the business community participate).

Phase 3: Exhibition Period and the post-event

- Operation and management of the Exhibition by the newly established organization.
- Support by the National government, local government, and the business community.

Concerned Organizations in Japan

Government of Japan	Ministry of Agriculture, Forestry and Fisheries, Ministry of Land, Infrastructure and Transport, Ministry of Economy, Trade and Industry, Ministry of Foreign Affairs, and others.
Local Government	City of Yokohama and others.
Business Circle	Japan Business Federation (Keidanren), Yokohama Chamber of Commerce, and others.
Organizatoion (to be established)	Japanese government, local governments, business circles are expected to participate to establish.

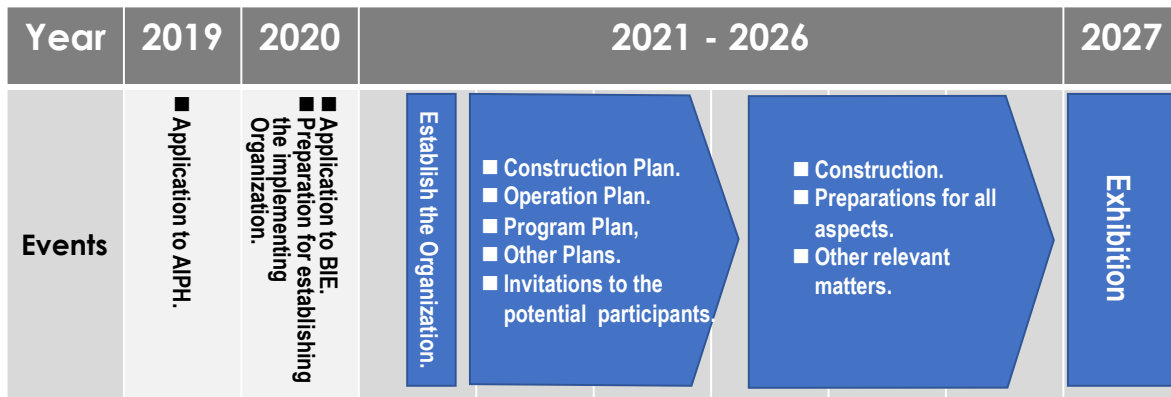
Organizations of international expositions and international horticultural expositions held in Japan in the past

Class	Year	Name of Expo	Organization
World Horticultural Exposition (A1 with BIE recognition)	1990	Flower Expo '90: The International Garden and Greenery Exposition, Osaka, Japan, 1990	The Foundation for the International Garden and Greenery Exposition, Osaka, Japan, 1990.
World Exhibition (General International Exposition 1st Category of BIE)	1970	Expo '70: Japan World Exposition, Osaka 1970	The Foundation for the Organization of Japan World Exposition.
	2005	Aichi Expo EXPO 2005, Aichi, Japan	The Japan Association for the 2005 World Exposition.
International Horticultural Exposition (former A2)	2000	Japan Flora 2000, Awaji International Horticultural Expo "Japan Flora 2000"	The Japan Association for "Japan Flora 2000". The Association for the Projects Commemorating the Dream Bridge.
	2004	Pacific Flora 2004 International Horticultural Expo Shizuoka "Pacific Flora 2004"	Foundation for International Horticultural Expo Shizuoka.

3.7. BUSINESS PLAN

3.7.1. SCHEDULE

The business schedule is as follows.



3.7.2. VENUE CONSTRUCTION

Assuming that the venue area is 80 to 100 ha, it is estimated that the venue construction cost to be approximately 19 billion yen to 24 billion yen (153-194 million Euro). References are made to the records of the International Flower and Green Fair held in Osaka in 1990.

The venue construction cost by the organizer is assumed to include the expenses for construction of the exposition venue such as temporary roads to be removed after the exposition, water supply/drainage, energy supply, information communication, outdoor exhibition/ event facilities, and visitors' facilities.

3.7.3. OPERATION AND MANAGEMENT

Assuming that the venue area is 80 to 100 ha, it is estimated that the venue operation and management cost to be approximately 32 billion yen to 36 billion yen (259-292 million Euro). References are made to the records of the International Flower and Green Fair held in Osaka in 1990.

The venue operation and management expenses by the organizer, from references to the cases of the past exposition, is assumed to include expenses

for business operation other than the venue construction, management of the venue and facilities, service provision for visitors, advertising and public relations.

3.7.4. FUNDING

Venue Development:

The national government, local government, and private sector will bear the expenses. More detailed coordination shall be made with concerned parties as in cases in the past.

Operation and Management:

The operation and management expenses will be funded by revenues generated by the exhibition project including gate fees, sales of various novelty goods, and car parking charges and alike involved.

3.8. SUPPORTS BY CONCERNED PARTIES

3.8.1. GOVERNMENT OF JAPAN

It is expected to receive the full support of the Government of Japan to the International Horticultural Expo in Yokohama in 2027. The government has been participating in observers and providing support in discussion meetings for the "International Horticultural Expo Basic Plan" formulated by the City of Yokohama in March 2018.

The government also has excellent records of having played an essential role in the International Horticultural Expo (A1) in Osaka, held in 1990, and the Japan International Expo held in Aichi in 2005.

3.8.2. BUSINESS CIRCLES

Business Circles in Yokohama are ready to support the Exhibition. To hold the World Horticultural Exhibition in Yokohama in 2027, a consortium has been formed by the local business circles including the Yokohama Chamber of Commerce, the Yokohama Association of Cooperate Executives, and the Yokohama Executive Council. They plan to work together with the other concerned parties from the preparation stage to the Exhibition period.

In addition, it is now under preparation to build a framework to cooperate with the national business circles such as the Japan Business Federation, which will open windows to invite private companies all over Japan to support the project.

3.8.3. LOCAL COMMUNITY

The local community in Yokohama, especially the one surrounding the proposed venue has hope to see the Exhibition. In the locality in Seya near the proposed venue site, the residents are highly motivated to participate, and a movement to invite international horticultural fairs is taking place.

Besides, Yokohama is known to be an area where citizen activities are active. There are thousands of groups working on environmental activities in the city. In many places such as parks, roads, and forest lands, many community activities are organized for cleaning and maintenance of parks and forests. There are many activities to grow flowers and greenery in various places all over the city, and cooperative relationships through the community are prevailing.

Furthermore, the local community in Yokohama is very good at hosting tourists and visitors. Yokohama is a tourist city with total number of visits to its tourist attractions of approximately 51 million people (2017). It has a unique and exotic atmosphere as a port city including the Chinatown, Minato Mirai 21 (a super-modern waterfront urban center), and Sankeien Garden (an authentic Japanese style garden) which are famous as global tourist attractions. The citizens of Yokohama, very proud of their city, always welcome visitors from all over the world.

3.9. PR STRATEGY

GOALS OF PR STRATEGY

PR Strategy is to achieve the following goals.

- To promote the understanding and agreement of all relevant parties such as administration, companies, and citizens about the thoughts and ideas behind the theme of the Exhibition.
- To establish a cooperative system for holding the Exhibition.
- To raise awareness and sense of ownership that everyone is involved.

FRAMEWORK

Set the themes of PR according to the timing and carry out productive PR activities as follows.

Period	PR Theme
2019	A. Consensus building Consensus and agreement building among concerned organizations, public administrations, private companies, and citizens.
2020-2021	B. Momentum building Fostering a sense of participation by private companies, citizens, and other concerned parties for the implementation of the exposition.
2022-2024	C. A sense of expectation PR activities to encourage "hopeful feeling" at the timing when the opening data of exposition is coming close.
2025-2026	D. Customer attraction PR Given the release of pre-sale tickets, develop public relations for attracting paid visitors.
2027	E. Mobilization PR Carry out mobilization PR including posters and displays in transportation.
2028	F. Appreciation and results PR Express appreciation abroad and domestically, after the closing of the event.



World Horticultural Exhibition 2027
Yokohama Japan

Annex

- 1. Transport at the Venue (as of July 2019) 1**
Explanations to supplement the section “3.2.3 Transport and Access” of the application.
- 2. Location (as of July 2019) 2**
Explanations to supplement the section “3.3.1 Size of Venue” of the application.
- 3. Land Utilization of the Venue (as of July 2019) 3**
Explanations to supplement a section “3.3.1. Size of Venue” of the application.
- 4. Exhibition Programs, Impacts and Legacy (as of July 2019) 4**
Explanations to supplement sections “3.4.2 Indicative Ideas” and “3.4.3 Impacts and Legacy” of the application.
- 5. Post-Exhibition Site Development (as of July 2019) 11**
Explanations to supplement the section “3.4.3. Impacts and Legacy” of the application.

1. TRANSPORT AT THE VENUE (Explanations to Supplement the Section “3.2.3 Transport and Access”)

As regards the transportation modes at the venue, we will consider a variety of environment-friendly transport modes such as electric cars, fuel-cell cars and cable cars with automatic driving and make it easy for visitors to move around the Exhibition Area.



Transport at the venue (image)

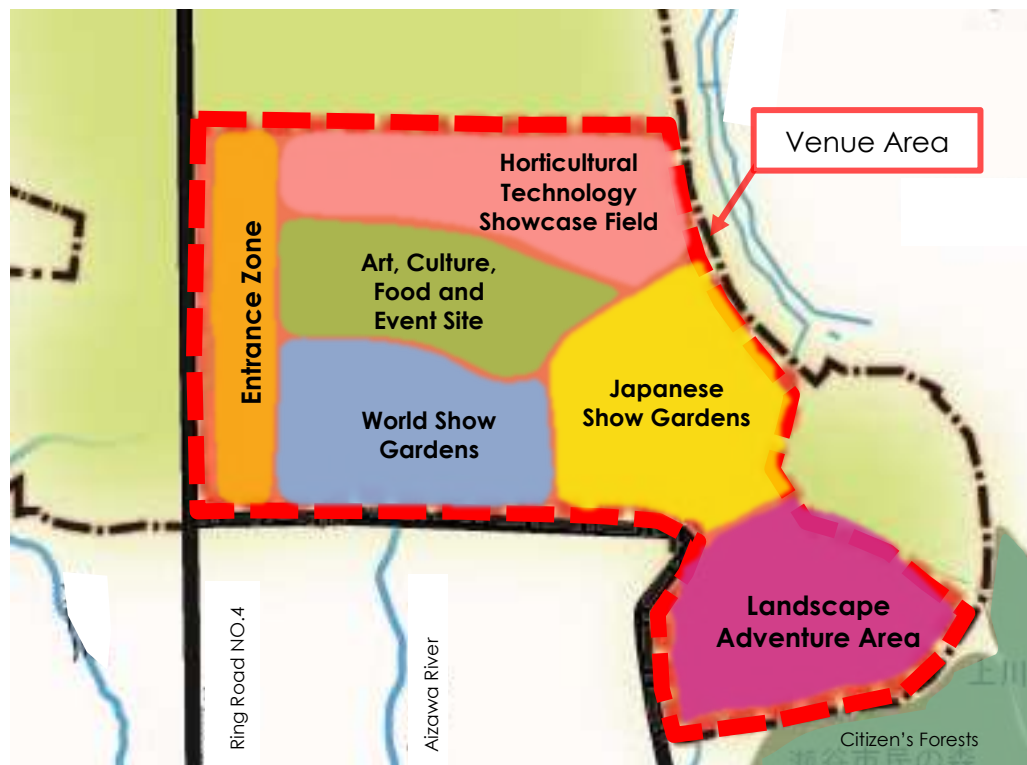
2. LOCATION (Explanations to Supplement the Section “3.3.1. Size of Venue”)

The venue area for the Exhibition is planned to be 80 to 100 ha out of 242 ha of the former Kamiseya communication station area including the area that will be developed as a park after the Exhibition.



Location of parking spaces will be determined after a transport plan is established.

Location of the Venue



In general, various functions will be organically located by utilizing the natural topography of the venue. The venue will be divided into an Entrance Zone, World Show Gardens, Japanese Show Gardens, Art, Culture, Food and Event Site, Horticultural Technology Showcase Field, and Landscape Adventure Area. The Venue Area will be unique due to its incorporation of the spatial structure of Japanese gardens.

Zoning of Venue

3. LAND UTILIZATION OF THE VENUE (Explanations to Supplement a Section “3.3.1 Size of Venue”)

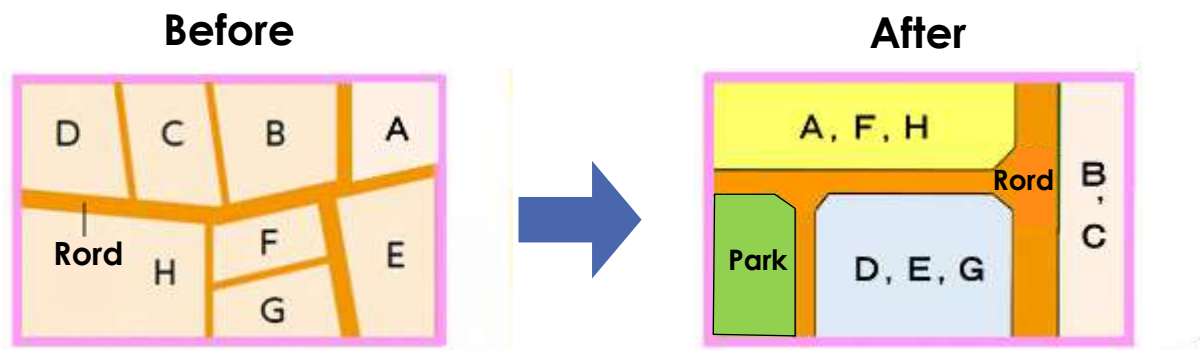
The former Kamiseya communication station area consists of state-owned land (approx. 110 ha), city-owned land (approx. 22 ha) and private-owned land (approx. 110 ha). The private-owned land owners have already established a “Former Kamiseya Communication Station Town Development Association” and Yokohama City has been discussing this town development with the association.

In November 2018, the association decided to promptly proceed with the town development in collaboration with Yokohama City and that Yokohama City would proceed with the land readjustment. The city will proceed with the discussions on the land use plan with the association and the procedures required for “environmental impact assessments” and urban planning decisions for the land readjustment.

We plan to consolidate the areas of state-owned land for the Exhibition Area so that this will not interfere with the construction of the venue.

<Land readjustment project by Yokohama City>

In accordance with the related laws and regulations, Yokohama City will be the implementing body responsible for adjusting land ownership and usage. In this project, the city will develop the whole area by reallocating public areas for roads and parks and other areas.



Land readjustment project (image)

4. EXHIBITION PROGRAMS, IMPACTS AND LEGACY

(Explanations to supplement sections “3.4.2 Indicative Ideas” and “3.4.3 Impacts and Legacy” of the application.)

The contents of the Exhibition Program will be formulated to represent the following set of six elements: “Flowers,” “Greenery,” “Farming,” “Landscape,” and “Exchange,” reflecting the characteristics and the charm of Yokohama and the Kamiseya area and to entertain a wide range of visitors.

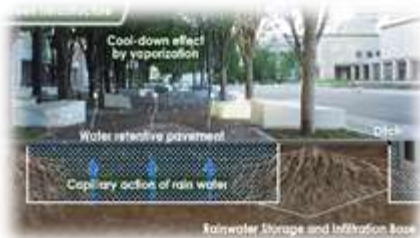
The following are the five conceptual ideas with their preliminary titles.

Exhibition Program Image

- **“Green Infrastructure ”**
 - Proposing plans and technologies to support the Garden City initiatives
- **“Landscape Adventure”**
 - Real and virtual world horticultural space
- **“Yokohama Farm” and “World Marche”**
 - Experience the next generation of agriculture and exotic food culture
- **“Exhibition of Advanced Technology”**
 - Mystery of nature and possibilities of the future
- **“Japonica Variety and Culture Events ”**
 - For cultural and art exchange all through the exhibition

In collaboration with citizens and companies in Yokohama, which is the city's strength, and by offering Exhibition Programs utilizing the characteristics and the charm of Yokohama and the Kamiseya area, **we can contribute to the promotion of the “Green City” initiatives of the AIPH.**

- **“Green Infrastructure” – Proposing plans and technologies to support the Garden City initiatives**



- To propose a model city that makes full use of the water and green functions by using the venue as "mini-city."
- To propose a local production-consumption model for renewable energy, making full use of various advanced technologies.

<Impacts and Legacy>

- As a practical mode of environmental society, improvement and maintenance of a sustainable urban environment centering on green infrastructure are understood.
- The way of the town development which is robust to the disaster that made use of the function of the green infrastructure is understood. A model of a locally produced energy supply system that responds to climate change is built, a robust and sustainable urban model is disseminated to the world, and it contributes to addressing the global urban problems.
- Part of the post-exhibition site will be a park where the people can feel the charm and function of flowers and greenery. It will be used as a place to promote the activities of older people in society and to form a community by exchanging among many generations, and realize a safe living and lead to problem-solving for an aging society.

■ “Landscape Adventure” –Real and virtual horticultural space



- "The Great Flower Bed of Yokohama" designed and built with the most advanced landscaping technologies offers "real" breathtaking experiences.
- "Wonderful World of Flowers and Greenery," a hi-tech virtual traveling program, makes it possible for visitors to warp to heritage sites of flowers and trees around the world.
- Robots and other A.I. technologies support the global operation of the venue.
- Let visitors and volunteers from around the world participate in gardening and other activities at the venue.

<Impacts and Legacy>

- Introducing the world's leading garden technologies and new varieties and breeding technologies of the flower gardening industry in Yokohama, with beautiful flowers and greenery. Also, promoting further technological evolution.
- Garden tourism and green tourism that make use of world-famous natural resources and landscapes are well-recognized.

- Effectiveness of international exchange utilizing flowers and greens is recognized through firm sense of participation that the exhibition is created by everyone.
- Sharing the approach and culture of "Garden City Yokohama" and other leading approaches contributing to the improvement of quality of town led by the local citizens. This will help to solve the problems facing cities in the world, such as environmental problems and an aging society.

■ “Yokohama Farm” and “World Marche” - Experience the next generation of agriculture and exotic food culture



- To display a model of big-city smart agriculture leading the next generation using A.I., IoT, robots, etc.
- To establish "Yokohama Farm," which has agricultural and livestock products and a farming landscape unique to Yokohama, and demonstrate local production for local consumption. Open "World Marche" to buy vegetables and fruits from around the world.
- To display rare food from around the world and experience food culture.

<Impacts and Legacy>

- Sharing Japan's efficient and stable smart agriculture, advanced breeding technology, and production technology to the world, likewise to contribute to the development of the agricultural sector.
- Sharing the latest breed improvement technology, to improve the productivity of agricultural products in the world, including developing countries, likewise to contribute to the solution to the problems for poverty and hunger.
- Sharing an agricultural management model (Yokohama model) that achieves efficient and stable agricultural production on small-scale farmland in a suburban area, and encouraging newcomers for the farming business.
- Health and food education is encouraged through farming experiences. By this, agriculture is recognized and established as one element of lifestyle.

■ "Exhibition of Advanced Technology" - Mystery of nature and possibilities of the future



- To display of prospects on advanced biotechnology.
- To exhibit rare plants on the Earth and growing environment replicated by advanced technology.

- To exhibit the history of technological development in imitating the remarkable functions and shapes of organisms (biomimetics and biomimicry)..
- To provide relaxation experience by “flower spa” filled with petal and aroma.

<Impacts and Legacy>

- Demonstration to the world the creation and management of venues suitable for SDGs future city.
- A new industry of biomaterials developed, and the bio-economy progresses in Yokohama.
- Development of understanding and inspiration for the conservation of natural environmental resources and species through discoveries of various functions and possibilities of plants.
- A healthy and stress-free new lifestyle is proposed by utilizing the effects, functions, and ingredients of plants with the latest technology.
- To contribute to expanding the market of the floriculture industry by offering global opportunities for horticulture businesses.

■ "Japonica Variety and Culture Events " - For cultural and art exchange all through the exhibition





- To present Japanese culture and art display on the theme of flower and green.
- To exhibit Japanese native species and gardening culture that greatly influenced the world's horticulture.
- To hold a competition of fireworks by pyrotechnicians all over the world.
- To hold flower-themed music live performance and fashion show.
- Collaboration with the world of Japanese Pop Culture of “manga” and “anime.”

<Impacts and Legacy>

- Understanding and right action towards nature are triggered by opportunities to experience art and culture, such as Japanese flower arrangement and gardens.
- Provide children, the next generation, with a chance to experience high-level flowers and diverse greenery gathered from around the world. Contributing to forming good humanity and behavior by experiencing various cultural arts with the theme of flowers and greens.
- Participating countries convey the attractiveness of cultural arts. International exchange of multicultural coexistence and friendship and peace is promoted.

5. POST-EXHIBITION SITE DEVELOPMENT (Explanations to Supplement the Section “3.4.3. Impacts and Legacy”)

(1) Provided to the US Navy from 1951 to 2015 (the area was returned to Japan in June 2015.)

Land use was restricted as the site was a communication station of the US Navy.



The land was surrounded by fences

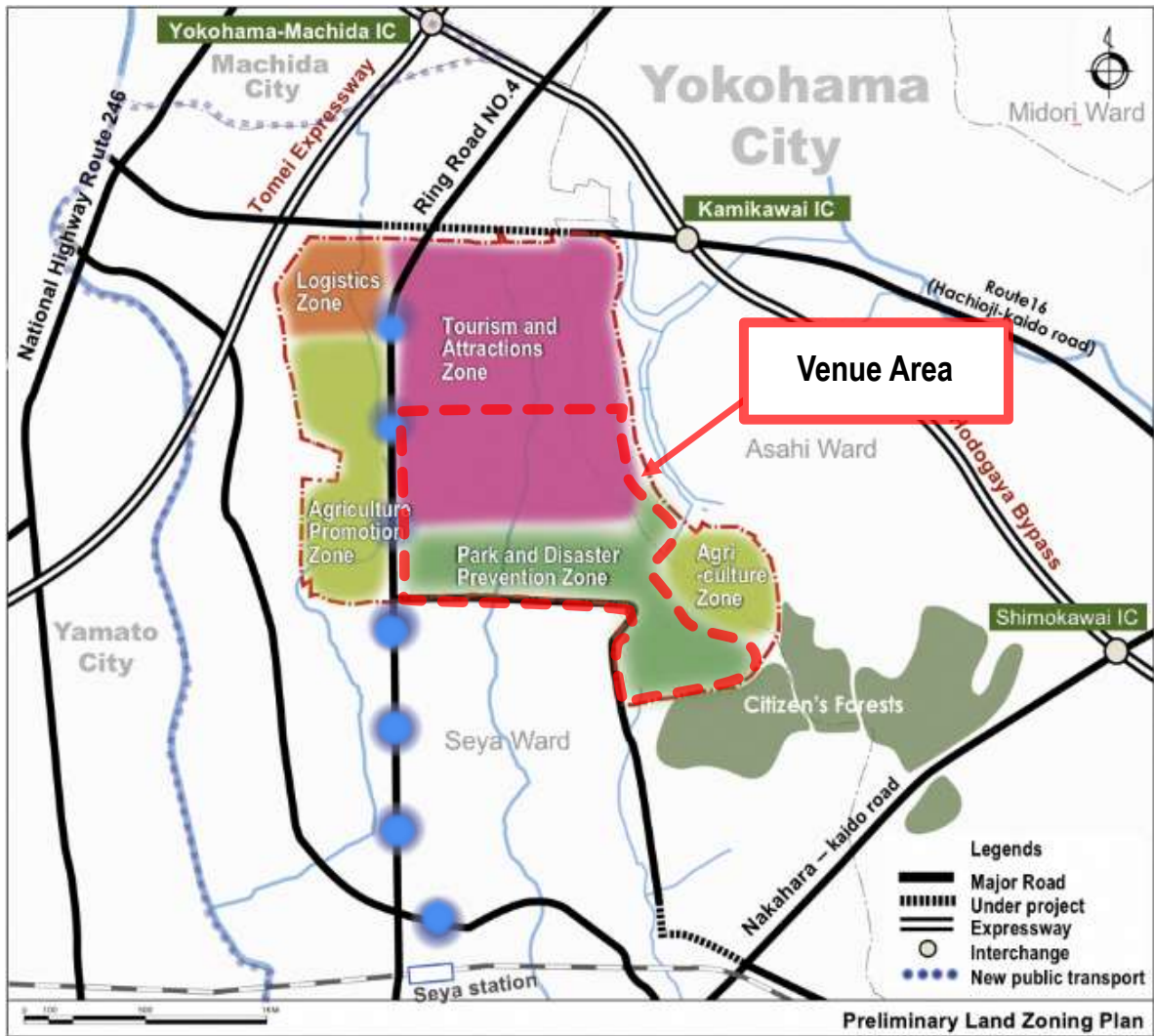
(2) World Horticultural Exhibition 2027 (March to September 2027)

By hosting the World Horticultural Exhibition 2027 at a former US Navy communication station, we can emphasize the importance of world peace and also contribute to peace through flowers and greenery.



(3) After the Exhibition

- We propose a new and prosperous city model in harmony with nature and agriculture.
- We will develop practical “Green Infrastructure” models and next-generation farming techniques and expand the introduction of these models into wider society.
- More than half of the Exhibition Venue will be permanently utilized as a regional city park and will be passed on to the next generation as a legacy of the Exhibition.



Discussions with stakeholders in the area are underway and the idea above is provisional.

Future land use (idea)



Park (image)



**World Horticultural Exhibition 2027
Yokohama Japan**