

JULY/2022

AHC 2023

The 4th Asian Horticultural Congress



AHC 2023

The 4th Asian Horticultural Congress

Tokyo, JAPAN

PROSPECTUS

Period: August 28, 2023 (Monday) - August 31, 2023 (Thursday)

Venue: The University of Tokyo

Hongo Campus (Ito International Research Center) • Yayoi Campus

The Japanese Society for Horticultural Science (JSHS)

AHC 2023 and 100th Anniversary Project Executive Committee

<https://ahc2023.org/>

FORWARD

The Asian Horticultural Congress (AHC) is the largest international horticultural congress held every four years in Asia, bringing together horticultural scientists from countries and regions throughout Asia. The AHC was first held in Korea in 2008 to build a community of horticultural scientists, promoting mutual exchange and scientific development in Asian countries and regions. This region, where 4.5 billion people live, work, and eat, has a huge horticultural industry and market for the production, processing, and distribution of fruit trees, vegetables, and flowers.

In 2012, the 2nd AHC was scheduled to be held in Japan but was cancelled due to the Great East Japan Earthquake. To date, the 2nd AHC (2016) was held in China and the 3rd AHC (2020) in Thailand (in a hybrid format due to the pandemic). The 4th AHC was originally scheduled to be held in 2024, but since 2023 is the 100th anniversary of the founding of the Japanese Society for Horticultural Science (JSHS), Japan launched a bid to host the 4th AHC. The bid was successful and JSHS is honored to host the 4th AHC in 2023 to coincide with the joyous anniversary. Due to the coronavirus pandemic, there are challenges in face-to-face meetings. However, in light of the current situation, the committee has decided to hold the AHC in person in August 2023 at the Hongo/ Yayoi Campus of the University of Tokyo.

JSHS holds two domestic annual meetings in Japan, one in spring and the other in fall, with 700 to 1,000 participants each time. In 2023, the autumn annual meeting will not be held as we encourage everyone to participate in AHC 2023. Through our request for support from Asian horticultural societies, we hope to bring together participants from all Asian countries and regions.

On behalf of JSHS, we encourage you to consider being our partner through sponsorships and gain invaluable relationships with all related organizations, companies, scientists, and others who are involved in horticultural sciences. We would like to thank you for your understanding, and we look forward to your support and cooperation in the great success of AHC 2023.

**SANEYUKI
KAWABATA**

—
CHAIR,

AHC 2023 AND 100TH
ANNIVERSARY
PROJECT EXECUTIVE
COMMITTEE

PROFESSOR,
GRADUATE SCHOOL
OF AGRICULTURAL
AND LIFE SCIENCES,
THE UNIVERSITY OF
TOKYO

EVENT OVERVIEW

1. Name: AHC 2023 (The 4th Asian Horticultural Congress)
2. Organizer and Chair
 - a. Organizer;
The Japanese Society for Horticultural Science (JSHS)
 - b. Chair;
Saneyuki Kawabata
AHC 2023 and 100th Anniversary Project Executive Committee (Professor, Institute for Sustainable Agro-ecosystem Services, Graduate School of Agricultural and Life Sciences, The University of Tokyo)
3. Period: August 28, 2023 (Monday) - August 31, 2023 (Thursday)
4. Venue: The University of Tokyo Hongo / Yayoi Campus (Ito International Research Center (7-3-1 Hongo, Bunkyo-ku, Tokyo) Yayoi Auditorium (1-1-1 Yayoi, Bunkyo-ku, Tokyo)



5. Purpose and Significance of the Conference

The 4th Asian Horticultural Congress (AHC 2023) will be held in Tokyo in August 2023, marking the 100th anniversary of the founding of the Horticultural Society of Japan. AHC 2023 aims to stimulate research activities to create sustainable and innovative outcomes that will support our food and environment in the next 100 years. To that end, the event provides a forum for researchers and experts from Asia and around the world to meet, discuss, and exchange information on a wide range of research, from basic to practical research on horticulture.



Supporting organizations (tentative)

- International Society for Horticultural Science
- The Chinese Society for Horticultural Science
- Korean Society for Horticultural Science
- Horticultural Science Society of Thailand
- Taiwan Society for Horticultural Science
- Indonesian Society for Horticulture
- Japanese Society for Tropical Agriculture (JSTA)

6. Secretariat

a. Secretariat of the Executive
Committee
JSHS AHC 2023 and 100th Anniversary
Project Executive Committee
Secretary General: Daisuke Tsugama
c/o Institute for Sustainable Agro-
ecosystem Services
Graduate School of Agricultural and Life
Science, The University of Tokyo
1-1-1 Midori-cho, Nishi-tokyo-shi, Tokyo
188-0002, Japan
E-mail: info@ahc2023.org

b. Secretariat Office
AHC 2023 Secretariat
c/o JTB Communication Design, Inc.
Celestine Shiba Mitsui Bldg. 3-23-1, Shiba,
Minato-ku, Tokyo 105-8335, Japan
E-mail: ahc2023@jtbc.com



7. Congress Details

a. Theme

Heritage and Innovation for Future Asian Horticulture

b. Program

JSHS 100th Anniversary Ceremony
 AHC 2023 Opening Ceremony, Plenary Session
 Invited Lecture, Oral Sessions, Poster Session
 Technical Tour

c. Schedule (Tentative)

Date	Morning	Lunchtime	Afternoon
Monday, Aug. 28			JSHS 100 th Anniversary Ceremony AHC2023 Opening Ceremony Plenary Session
Tuesday, Aug. 29	Invited Lecture, Oral Session	Luncheon Seminar	Poster Session
	Poster / Exhibition		
Wednesday, Aug. 30	Invited Lecture, Oral Session	Luncheon Seminar	Poster Session
	Poster / Company Exhibition		
Thursday, Aug. 31	Technical Tour		

d. Congress language

English

e. Expected number of attendees

500 attendees (200 people from overseas and 300 from Japan)

f. Countries and regions of attendees (15 countries and regions)

China	Malaysia
Korea	Australia
Thailand	New Zealand
Indonesia	Philippines
Taiwan *Chinese Taipei	Sri Lanka
India	Nepal
Singapore	Bangladesh
	Iran

8. Budget

【Income】	
Item	Amount (JPY)
1. Participation fees	28,400,000
2. Subsidies and grants	1,500,000
3. Sponsor contributions	4,400,000
4. Donations	300,000
Total	34,600,000

9. Sponsorship categories

Donation
Advertising
Co-sponsored seminar
Homepage banner ads
Ads in Program Book
Sponsor video ads
Company exhibition
(Details can be found in the following pages)

【Expenditures】	
Item	Amount (JPY)
1. Advance preparations	8,300,000
Preparation labor costs	2,500,000
Printing and production costs	1,600,000
Communications and transport	300,000
Public relations	2,000,000
Participant registration	1,600,000
Committee activities	300,000
2. Event	21,500,000
Venue rental	4,800,000
Equipment rental	1,800,000
Signage and venue installation	2,900,000
Event administration	3,000,000
Invitations	1,400,000
Awards	200,000
Reception	3,300,000
Food and beverages	1,500,000
Technical tour	2,600,000
3. Post-event	4,800,000
Total	34,600,000

10. Executive Committee

Chairperson	Saneyuki Kawabata	The University of Tokyo
Co-Chairperson	Satoru Kondo	Chiba University
Secretary-General	Daisuke Tsugama	The University of Tokyo
Secretary	Shoko Hikosaka	Chiba University
Member	Hiroko Hayama	Institute of Fruit Tree and Tea Science, NARO
Member	Yohei Higuchi	The University of Tokyo
Member	Chikako Honda	The University of Tokyo
Member	Zentaro Inaba	Shizuoka Professional University of Agriculture
Member	Motoyuki Ishimori	The University of Tokyo
Member	Takeshi Kurokura	Utsunomiya University
Member	Masayoshi Nakayama	Institute of Vegetable and Floriculture Science, NARO
Member	Takanori Saito	Chiba University
Member	Sumiko Sugaya	University of Tsukuba
Member	Sakae Suzuki	Tokyo University of Agriculture and Technology
Member	Ryutaro Tao	Kyoto University
Member	Takuya Tetsumura	University of Miyazaki
Member	Hisayo Yamane	Kyoto University
Member	Wataru Yamori	University of Tokyo

Sponsorship

Opportunities and inclusions



ADVERTISING

1. APPLICATION DEADLINE

Co-sponsored seminar •Monday, April 10, 2023

Homepage banner ads •Monday, July 31, 2023

Ads in Program Book •Wednesday, May 31, 2023

Sponsor video ads •Wednesday, May 31, 2023

Company exhibition •Friday, June 30, 2023

2. HOW TO APPLY

- Please contact the AHC 2023 Secretariat (ahc2023@jtbc.com.co.jp) to get the application form.
- After filling out the application form, please send it back to the AHC 2023 Secretariat

DONATION

1. SUBJECT

AHC 2023 (The 4th Asian Horticultural Congress)

2. APPLICABLE PERIOD

Jun 1st 2022 to 24th August 2023

3. USAGE

Preparation and hosting of AHC 2023

4. AMOUNT

JPY 50,000 per unit (Two or more unit allow a designated number of people to attend meetings free of charge)

5. MANAGER

Saneyuki Kawabata (Chair of AHC 2023, 100th Anniversary Project Executive Committee)

6. HOW TO APPLY

- Please download the application form <https://ahc2023.org/sponsorship.html>.
- After filling out the application form, please send it to the Secretariat (ahc2023@jtbc.com.co.jp) by e-mail.



CONTACTS/ENQUIRIES

AHC 2023 Secretariat; c/o JTB Communication Design, Inc.

Celestine Shiba Mitsui Bldg. 3-23-1 Shiba, Minato-ku, Tokyo 105-8335, Japan

E-mail: ahc2023@jtbc.com.co.jp

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Co-sponsored Seminars

1. Date/ Venue/ fees

	No.	Date & Time (tentative)	Venue	Seats (tentative)	Fee (Tax included)
Luncheon Seminars	LS1	Aug. 29 (Tue.)	Room 1 (Ito International Research Center)	200	JPY 550,000
	LS2	60 min. Lunch time	Room 3 (Faculty of Agriculture Bldg.1)	130	JPY 330,000
	LS3	Aug. 30 (Wed.)	Room 1 (Ito International Research Center)	200	JPY 550,000
	LS4	60 min. Lunch time	Room 3 (Faculty of Agriculture Bldg.1)	130	JPY 330,000

※The number of seats may increase or decrease, depending on the situations. We appreciate your understanding in advance.

※Applications can be made jointly by several companies.

※If we receive more than four applications and exceed the fixed number, the program may be rescheduled to accommodate another time slot.

2. INCLUSIONS

1. Venue fee and lighting cost
2. Basic equipment fee (see below)
 - Video equipment: 1 LCD projector (incl. equipment, screen, visual operator)
 - Audio equipment: 1 microphone for each of the chair, the speaker and facilitator; 1 microphone for Q&A
 - Small equipment: desktop light, laser pointer, table for materials and lunch box

※In consideration of future circumstances, if the number of seats is reduced or the event is held only online, the co-sponsorship fee will remain unchanged, as there will still be costs associated with the venue, equipment, and web environment setup. We appreciate your understanding in advance.

3. EXCLUSIONS

1. Participants' lunch: The AHC 2023 Secretariat will determine the details and consolidate all arrangements as follow.
 - Contents: A lunch box with beverage JPY 1,500 per piece (assuming tax excluded)
 - Quantity: 80% of total seats at minimum
2. Fees of staff in charge of announcement, facilitation, lighting, distributing/collecting lunch boxes and materials for the seminar.
3. Honorariums, travel expenses, and accommodation expenses for the speaker and chairperson
※Your company should be responsible for communicating with the chairpersons and speakers if such people are needed for your seminar
4. Fees for additional equipment, signage, and decorations.
5. Fees for drinks, food, and equipment for the speakers' lounge.

※Instructions for ordering the above will be explained in the "Seminar Operation Guidelines", which will be sent approximately one month prior to the seminar.

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Co-sponsored Seminars

4. SEMINAR SLOTS

1. Please leave the final decision on seminar slots to the Executive Committee.
2. Please note that we may not be able to fully accommodate your request for seminar slots.
3. Applicants are not allowed to transfer or lend all or part of their slots to a third party or exchange them with other applicants without the permission of the Secretariat.

5. CHAIRPERSONS, SPEAKERS, AND SEMINAR CONTENTS

The content of the seminar and the selection of the chairperson and speakers will be left to your company. The communication with the chairpersons and speakers (for lecture requests, travel expenses, honoraria, lodging, etc.) will also be left to your company. If there is an overlap in contents or speakers between seminars, the organizer may ask for adjustments.

※Please inform us of the chairperson, speaker, and title of the presentation as soon as they are determined.

6. SUBMISSION OF ABSTRACT

Seminar abstracts can be published in the "AHC 2023 Abstract Book" (data version) and "AHC 2023 Program Book". The details will be announced after the seminar slot is confirmed.

7. DETAILS OF DAY OPERATIONS

Arrangements for participants' lunches, waiting rooms, additional equipment, etc. will be announced by the AHC 2023 Secretariat approximately one month prior to the event. Please note that a handling fee of 15% of the total arrangement cost will be charged for any additional arrangements.

8. APPLICATION DEADLINE

Monday, April 10, 2023



2 Homepage Banner Ads

1. Homepage for banner display

<https://ahc2023.org/>

2. Banner display period (tentative)

From the time of completion of application acceptance and data reception until the end of the conference

3. Data file specifications (tentative)

- Size: Please see the specification in the table given below.
- File format: GIF, JPEG, PNG

4. Application deadline

Monday, July 31, 2023

5. Deadline for final data submission

Thursday, August 10, 2023

6. Fees, availability (tentative)

Type	Fee (tax included)	Specification	Availability
Large Banner	JPY 165,000	W260px × H100px	2
Small Banner	JPY 110,000	W182px × H70px	2

7. Determination of slot

- Please leave the final decision on the slot to the Executive Committee.
- Applicants are not allowed to transfer or lend their space to a third party or exchange it among themselves without the permission of the AHC 2023 Secretariat.

8. Data submission

- Please make the banner data in your company and send it as an e-mail attachment to the AHC 2023 Secretariat (ahc2023@jtbc.com.co.jp).
- Specify the URL of the linked website in the message body.
- We will not create data on your behalf.



3 Program Book Ads

1. Names of published media

- AHC 2023 Abstract Book
- AHC 2023 Program

2. Details

- Abstract Book: A4-size / PDF format, distributed electronically to participants (not as a printed material)
- Program Book: A4-size / PDF format, distributed to participants as printed materials

3. Number of copies (printed materials)

500 copies (A4-size H297mm×W210mm)

4. Book production cost

JPY 800,000 (Production cost of the Abstract Book and production/color printing cost of the Program Book)

5. Data submission

Please send the complete version data to the AHC 2023 Secretariat (ahc2023@jtbcom.co.jp).

6. Application deadline

Wednesday, May 31, 2023

7. Deadline for final data submission

Friday, June 9m 2023

8. Scheduled date of issue of Program Book

Monday, August 21, 2023

※ One copy will be given to the advertising company after the conference

9. Fees, availability (tentative)

Advertisement Page		Fee (Including tax)	Specification	Availability
Inside front cover	1 page	JPY 165,000	A4-size / portrait orientation (H 27cm×W18cm) / color	1
Inside back cover	1 page	JPY 110,000	A4-size / portrait orientation (H 27cm×W18cm) / color	1
Inside page	1 page	JPY 55,000	A4-size / portrait orientation (H 27cm×W18cm) / color	2

10. Determination of page

- Please leave the final decision on the pagination to the Executive Committee.
- Please note that the inside front cover and inside back cover are limited, and we may not be able to accommodate your request.
- Applicants are not allowed to transfer or lend their page to a third party or exchange it among themselves without the permission of the AHC 2023 Secretariat.

4 Sponsor Video Ads

1. Overview and specifications

- Video ads will be broadcasted before the sessions and during the breaks.
- Video length: about 5 minutes or less

Specifications

The number of broadcasts	When to broadcast the video	Fee (Including tax)	Availability
3	Plenary Session + Invited Lecture + Another session	JPY 330,000	1
2	Invited Lecture + Another session	JPY 165,000	1
1	Break time	JPY 55,000	2

2. Application deadline

Wednesday, May 31, 2023

3. Deadline for data submission

Monday, July 31, 2023

※We will not create data on your behalf.

※We will contact you later to let you know the submission method.

4. Notes

- A length of 5 minutes is standard.
- Broadcast times and frequency are given in "1. Overview and specifications".
- The fee is the same even if the video length is less than 5 minutes.
- Please indicate the length of the video in your application.
- If the length of the video you have already created is up to 5 minutes and 30 seconds, we will accept your application. Please adjust the video to within 5 minutes after the application.
- The language is English.
- Please note that applications will be closed before the application deadline if the number of applications reaches its maximum.
- Please leave the timing of the broadcast to the Executive Committee.

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Company Exhibition

1. Exhibition schedule (tentative) / Venue

- Tuesday, August 29, 2023,
9:30-19:00
- Wednesday, August 30, 2023,
9:30-18:00

※Please note the schedule may be changed without notice depending on program change.

※Please refer to the exhibition manual to be issued at a later date regarding the final schedule.

- Venue: Event space (B2 floor), Ito International Research Center

2. Booth specification, fee

- Exhibition fee: JPY 110,000 per booth (including tax)
- Availability: 10 booths
- Booth specification
- Booth size: W180cm × D45cm × H75cm (size of one desk)
- We will prepare one display desk and three chairs. Please prepare a decorative cloth if it is necessary.

3. Bringing exhibits in

Only catalogues and small exhibits can be delivered by courier service.

※Due to the convenience of the venue, we will only accept the application on the designated

4. Application deadline

- Friday, June 30, 2023
- Please fill out the application form and send it to the AHC 2023 Secretariat (ahc2023@jtbc.com.co.jp).

5. Others

- For power supply, only 100V is available.
- Please be sure to let us know in the application form if you need the power supply.
- The venue does not have a larger capacity (i.e., 200V) power supply. If you need such a larger one, please prepare it by yourself.
- Large vehicles cannot be used for loading and unloading your exhibition materials.

※We will inform you of the details after we have received your application.

6. Contact

AHC 2023 Secretariat (ahc2023@jtbc.com.co.jp)

Application & Payment

Application start date: July 15, 2022

1. How to apply

- Please contact the AHC 2023 Secretariat to get the application form.
- After filling out the application form, send it to the Secretariat by e-mail. The invoice will be issued afterwards.
- Please make a payment within 30 days after the issued date.
- Application will be completed when the payment is confirmed.
- Application deadline is as follows.
 - Co-sponsored seminar: Monday, April 10, 2023
 - Homepage Banner ads: Monday, July 31, 2023
 - Ads in Program Book: Wednesday, May 31, 2023

※ Application is accepted basically on a first-come, first-served basis. The final decision will be made by the Executive Committee.

※ Please contact the AHC 2023 Secretariat if you have any requests.

2. Payment

After notification of the decision, we will send you an invoice for the sponsorship fee.

Please transfer the amount to the bank account below by the due date.

Please note that your application may be cancelled if we cannot confirm your payment by the due date.

We do not issue receipts; instead, we will substitute a receipt with a "copy of bank transfer slip" or "details of bank transfer record".

<Bank information for transfer>

Beneficiary Bank: MUFG Bank, LTD.
Branch Name: Musashisakai
Beneficiary Account Number: 464-0475037
Beneficiary Name: AHC2023
SWIFT code: BOTKJPJT

3. Cancellation policy

- As a general rule, applications cannot be cancelled after they have been submitted.
- In case of unavoidable cancellation, 100% of the co-sponsorship fee will be charged as a cancellation fee. The date, time, and contents of the conference may be changed due to natural disasters, other unavoidable circumstances, or causes beyond the control of the Organizer. The sponsors cannot be compensated for any damage caused by this change. In addition, the sponsors cannot cancel the sponsorship application or terminate the agreement because of this change.

If we have decided to cancel the conference due to any of the aforementioned reasons, we will discuss your applications and inform you of our settlement procedures.

Privacy Policy

Personal information such as your name and e-mail address received upon application will be used only for processing your applications, business correspondence, billing and issuing receipts for donations, and advertisements in AHC 2023, and will not be provided to any third party.