



WFRS 20th  
WORLD ROSE  
CONVENTION  
2025  
in FUKUYAMA



ROSE  
EXPO  
FUKUYAMA 2025



WFRS 20<sup>th</sup>

# WORLD ROSE CONVENTION 2025 in FUKUYAMA

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18th - 24th May 2025,  
A New Future Begins in  
Fukuyama



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WORLD ROSE CONVENTION  
ROSE EXPO FUKUYAMA 2025

September 2024

Dear Rose Friends,



### ***Memories in Sweden***

*Members of the Japanese Rose Society and the WRC 2025 Organizing committee visited Regional & Heritage Rose Conference held in Kalmar, Sweden.*

*We were truly moved by the Nordic-specific scenery and a heart-warming welcome.*

*(Pictures with President Diane vom Berg, Chair of the Convention Liaison Committee Henriette de Briey, President of the Swedish Rose Society Svein Osen and President of the South Korea Rose Society Wook-Kyun Kim)*

Still in the excitement of Sweden, the WRC 2025 will take place from May 18th (Sun) to May 24th (Sat) in the City of Roses, Fukuyama, Japan, next year.

We, the Convention Organizing Committee, promise to give every delegate a wonderful experience. As described in the last issue of World Rose News, Fukuyama is a city where the culture of roses has been cultivated by all 460,000 citizens.

We believe all visitors will be inspired to experience our city through its rich history.

While registration began this July, fortunately, many friends from 18 countries (Australia, Belgium, Canada, China, France, Germany, Italy, Japan, Luxembourg, New Zealand, Republic of South Africa, Romania, Sweden, Switzerland, the U.K., the U.S., Uruguay) have already registered.

For those who haven't registered yet, we look forward to your early registration.

Many rose-loving citizens are eager to meet you here in Fukuyama, the City of Beautiful Roses.



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## Registration

We hope you will register for a full-day pass, allowing you to enjoy an 8-day stay filled with roses. In addition to the engaging lectures and tours of local rose gardens that are typically part of the World Rose Convention, Fukuyama offers unique experiences such as participating in the Fukuyama Rose Festival, immersing yourself in Japanese culture at the Opening Ceremony, and exploring the world of roses at the Rose Expo. This pass grants access to all these special activities, ensuring a truly unforgettable experience.

If you plan to select a one-day pass, please carefully consider which day and tour you choose. While one day may not be enough to fully showcase all the charms of Fukuyama, we promise that the day you join will still be an amazing and unforgettable experience for you.

When considering attending the Fukuyama Convention, we highly recommend suggesting the 'Accompanying Person Pass' to your family members. While exploring Japan's sightseeing spots without participating in the convention would also be a wonderful experience, the Accompanying Person Pass allows your companion to join all the tours throughout the convention period. These tours are designed to be enjoyable even for those who may not have an interest in roses.

You can participate in the convention at a discounted price if you complete your registration by **January 6th**, so don't miss out.

Registration will be completed by answering a series of questions. If you encounter any issues, feel free to reach out to the WRC desk ([wrc2025-regist@or.knt.co.jp](mailto:wrc2025-regist@or.knt.co.jp)). Our agents will respond within 3 business days.

Online Registration page

<https://en.wrc2025fukuyama.jp/registration/>



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## Accommodation

We have secured sufficient rooms in hotels around the venue, offering a variety of types and price ranges, which will be available to convention participants at special rates. However, due to certain local circumstances in Japan, the opening of hotel reservations has been delayed. We now plan to begin accepting hotel reservations starting on **October 21, 2024**. Please wait for our official announcement and avoid booking through other websites until then. We will notify those who have already registered by email once the reservation system is live. Below are some of the available hotels:

**Fukuyama New Castle Hotel** / <https://www.new-castle.net/global/en.html>

The main hotel where lectures and various committee meetings will be held.  
8-16 Sannomaru-cho, Fukuyama, Hiroshima 720-0066

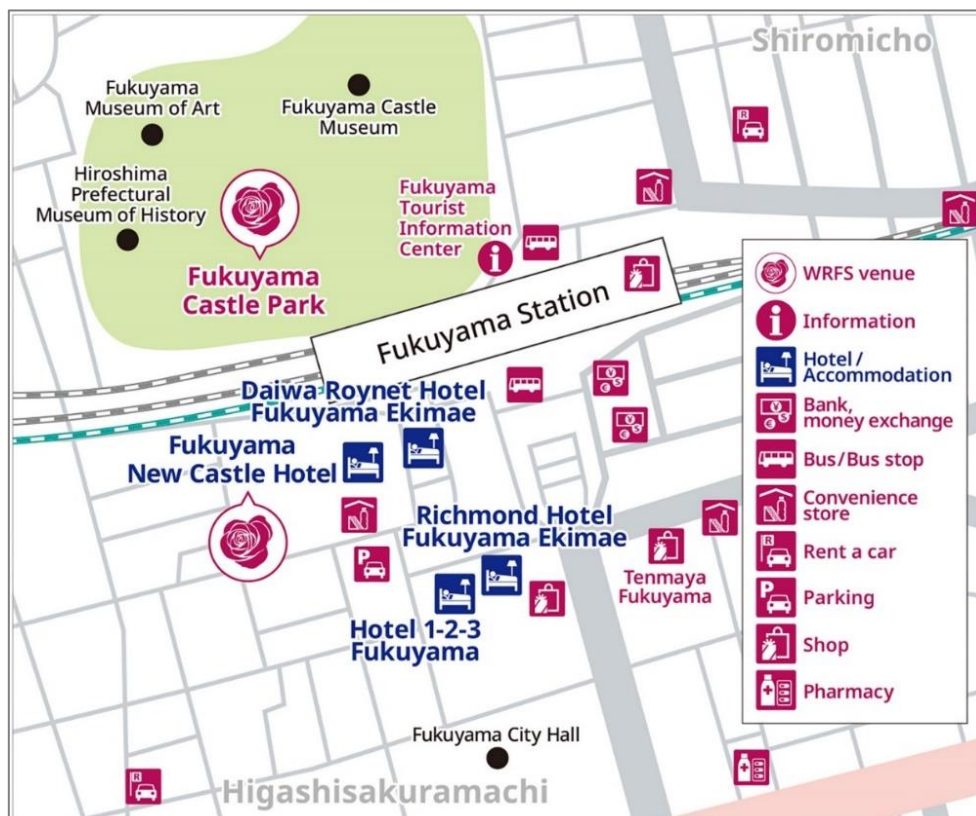
**Daiwa Roynet Hotel Fukuyama Ekimae** / <https://www.daiwaroynet.jp/en/fukuyama-ekimae/>

A city hotel adjacent to the main convention hotel.  
2-16 Sannomaru-cho, Fukuyama, Hiroshima 720-0066

**Richmond Hotel Fukuyama Ekimae** / <https://richmondhotel.jp/fukuyama/>

A city hotel located a 3-minute walk from the main hotel.  
1-1 Higashi-Sakuramachi, Fukuyama, Hiroshima 720-0065

Each of these hotels is fully prepared to ensure that you have a comfortable stay.





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**Day Tours**

For all participants in WRC2025 in Fukuyama, we are pleased to offer attractive day tours from the 3rd to the 6th day of the convention. These day tours are included in your registration fee, and you can choose which tours you would like to join. This is a wonderful opportunity to explore and enjoy the beautiful scenery and culture of Fukuyama.

Please note that day tours require pre-selection of the course. To ensure your preferred choices, please submit your selections by February 21, 2025. After registering for the convention, you can choose your preferred day tours through your personal page.

On May 22, we will host a full-day tour titled "A Day Trip to Hiroshima: City of Water, Peace, and Culture." All participants will follow the same itinerary, which includes visits to Hiroshima Peace Memorial Park and the Botanical Gardens.

For May 20, 21, and 23, you will have the option to choose from four different tour options each day. Feel free to select any combination and order of tours that best suits your preferences.

May 2025	20 Tue. Afternoon	21 Wed. Afternoon	22 Thu. All day	23 Fri. Afternoon
	A. Sera Kogen: a Fascinating Highland Surrounded by Flowers	A. Sera Kogen: a Fascinating Highland Surrounded by Flowers	D. Full of Peace and Culture, "The city of Water" Hiroshima	A. Sera Kogen: a Fascinating Highland Surrounded by Flowers
	B. Encounter with Anne, and Lakeside Affectionate Handcrafted Rose Garden Tour	B. Encounter with Anne, and Lakeside Affectionate Handcrafted Rose Garden Tour		B. Encounter with Anne, and Lakeside Affectionate Handcrafted Rose Garden Tour
	C. <Recommended> Join Rose Trials Voting! Explore Tranquil Rose Gardens & Meet Locals	C. <Recommended> Join Rose Trials Voting! Explore Tranquil Rose Gardens & Meet Locals		C. <Recommended> Join Rose Trials Voting! Explore Tranquil Rose Gardens & Meet Locals
	E. Tomonoura, the Japan Heritage port town, and Shinshoji temple in the season of fresh green	E. Tomonoura, the Japan Heritage port town, and Shinshoji temple in the season of fresh green		E. Tomonoura, the Japan Heritage port town, and Shinshoji temple in the season of fresh green



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The details of each course are as follows. All of the tours offer unique, special experiences that can only be enjoyed here, and the local community is working hard to prepare them. We encourage you to register for the full-day pass and experience all of the tours.

### **A. Sera Kogen: a Fascinating Highland Surrounded by Flowers**

About an hour by bus from the coastal city of Fukuyama lies Sera Kogen, a highland area known for its unique climate and diverse farms. One of the main attractions is the Sky Rose Garden, where English roses and perennial plants create a stunning landscape. In a special section of the garden, we will serve Sera burgers made from local ingredients, fresh salads, and wine crafted from local grapes. This tour provides a wonderful opportunity to enjoy the local cuisine.



**Maximum capacity: 200 participants**

### **B. Encounter with Anne, and Lakeside Affectionate Handcrafted Rose Garden Tour**

This tour explores Fukuyama's history through its rose community. First, visit the Holocaust Education Center, where local children will share the history of the Holocaust and their initiative of spreading the rose 'Souvenir d'Anne Frank' across Japan as a symbol of peace. You'll be moved by how this story connects with Fukuyama's own story of planting roses for post-war recovery.



The tour also includes a visit to 'Garden Tomitani,' which won the Grand Prize in the 2024 Fukuyama City Rose Garden Contest. Here, you'll interact with the local volunteer group, 'Friends of Garden Tomitani,' who manage the garden.

**Maximum capacity: 100 participants**

### **C. <Recommended> Join Rose Trials Voting!**

#### **Explore Tranquil Rose Gardens & Meet Locals**

On this tour, you will experience the charm of 'the City of Roses, Fukuyama.' At the Fukuyama City Gardening Center, featuring rose gardens on mountain slopes and grassy squares with views of the Seto Inland Sea, you will participate in the 'Fukuyama International Townscape Rose Trials.'



Next, visit 'Rose Garden Kanae' at a local elementary school to interact with children and residents who love roses. Finally, explore the unique rose garden at the Sanyo Expressway Fukuyama Rest Area, where you can enjoy rose-themed treats, gourmet food, and souvenirs while experiencing Fukuyama's warm hospitality.

**Maximum capacity: 100 participants**



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#### **D. Full of Peace and Culture, “The city of Water” Hiroshima**

This tour, held exclusively on May 22, invites all delegates to join together as we explore Hiroshima's history, culture, and commitment to peace. You will visit significant sites such as the Atomic Bomb Dome and Peace Memorial Park, where you can engage in reflective and thought-provoking moments.

The tour also includes a visit to the Hiroshima Botanical Garden, located on a hillside overlooking the Seto Inland Sea.

This 18.3-hectare garden features various greenhouses and gardens throughout its expansive grounds, where the scent of flowers and plants will accompany you as you stroll. Given the opportunity to visit Hiroshima, we highly recommend participating in this tour.

**Maximum capacity: 600 participants**



#### **E. Tomonoura, the Japan Heritage port town, and Shinshoji temple in the season of fresh green**

This course offers an in-depth exploration of Fukuyama's natural beauty, history, and Zen spirit. Your journey begins with a visit to Tomonoura, a renowned scenic spot featured in Japan's oldest poetry anthology, the *Manyoshu* (AD 759).

Historically known as the 'Harbor of Waiting Tides,' this picturesque town has preserved its Edo-period charm and has been the backdrop for numerous films and dramas.

Next, you will visit the Shinshoji Zen and Garden Museum. Here, amid lush greenery and tranquil surroundings, you will have the chance to fully immerse yourself in the essence of Zen. Experience the expansive world of Zen as you relax and engage your senses in this serene environment.

**Maximum capacity: 200 participants**



Details about the day tours can be found on the online registration page.

<https://en.wrc2025fukuyama.jp/registration/>



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## Lectures

On the second day of the lectures in Fukuyama (please refer to the previous WRN for the first day), we will focus on the theme of **Conservation**. In the context of this convention's theme, **Roses for the Future**, the conservation of heritage roses is a critical topic. The Fukuyama Convention will feature a distinguished lineup of speakers, who will address this vital issue and engage in discussions with participants.

Here, we provide brief introductions for each lecture. For full abstracts, please visit our website:

[https://en.wrc2025fukuyama.jp/program\\_conference/119/#conf0](https://en.wrc2025fukuyama.jp/program_conference/119/#conf0)

### *1st period*

#### **Brigid & Charles Quest-Ritson: Rose Conservation for Future**

Conserving rose varieties is not just about horticulture but also an important effort to protect culture and history. This lecture will cover methods for conserving roses that are at risk of extinction and emphasize the need for international cooperation. It will discuss strategies and techniques for conserving heritage roses that are disappearing from gardens around the world, ensuring they remain intact for future generations.



### *2nd period*

#### **Daniel J. Myhill: the UK National Collection of *Rosa persica* Hybrids**

The flowers of *Rosa persica* display a distinctive red “eye,” a unique characteristic not found in any other rose species. Recently, the appeal of these varieties has been gaining attention. In his lecture, he presents the history of rose breeding in the U.K. that has been ongoing since the 1960s and provides background on 55 different varieties conserved as the National Collection. He will discuss the importance of future breeding and conservation efforts related to these collections.







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*3rd period*

**Gregg Lowery: A History of Roses in California**

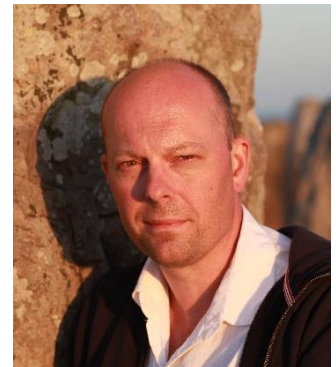
The history of roses in California began with their practical and spiritual significance to Native Americans. It includes the introduction of garden roses by European immigrants and has evolved into a blend of diverse cultures. In his lecture, he explores the influence of roses during the post-Gold Rush era and examines the key movements that have shaped their role in Californian life, drawing on the state's rich historical background.



*4th period*

**Svein Osen: The Collection and Conservation of Found Roses in Sweden**

He provides a detailed overview of the purpose and methods involved in conserving 'found roses' in Sweden. As part of a collaborative effort among five national rose societies in Scandinavia, these initiatives focus on maintaining genetic resources, conducting DNA studies, and conserving varieties at the Nordic Gene Bank and other institutions. Through the work of POM (Sweden's national programme for diversity of cultivated plants), he explores the significance of collecting and conserving historical rose varieties.



**More details below;**

[https://en.wrc2025fukuyama.jp/program\\_conference/](https://en.wrc2025fukuyama.jp/program_conference/)



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## FAQ

**Q: Can I change from a full-day pass to a one-day pass after registration?**

**A:** Yes, it is possible to change your pass type, but you cannot modify the registered name, email address, or pass type yourself. To make these changes, please email the WRC Desk([wrc2025-regist@or.knt.co.jp](mailto:wrc2025-regist@or.knt.co.jp)), and they will assist you with the updates.

**Q: If I have over two accompanying persons, how should I register?**

**A:** Please contact the WRC Desk. Note that registration for accompanying person is limited to family members

**Q: How does group registration work?**

**A:** Group registration is possible, but each individual must register separately due to the registration system. If you wish to register as a group, please contact the WRC desk.

**Q: Is it acceptable to make hotel reservations individually rather than through the convention office?**

**A:** While we recommend making reservations through the WRC Organizing Committee, as hotel options will be available on the convention website starting October 21, 2024, it is also acceptable to make individual reservations if you prefer.

**Q: What is the fastest way to get to Fukuyama?**

**A:** Please refer to the "Access to Fukuyama" section for details.

Additional information can also be found on the convention website.

<https://en.wrc2025fukuyama.jp/>



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## Language

If you have any concerns about language, English-speaking staff will be available at the convention venue, and many hotels and restaurants also have English-speaking personnel to assist you. Currently, 200 volunteers are diligently preparing to make your stay in Japan exceptional. They will help you navigate unfamiliar surroundings, facilitate communication, and become your friendly companions throughout your visit. Additionally, some staff members can communicate in other languages. We are committed to ensuring that you have a smooth and enjoyable stay in Fukuyama.



## Access to Fukuyama

For those not participating in the pre-tour, you will need to travel directly to Fukuyama. You have two main options:

**By Airplane:** Fly into Hiroshima Airport(HIJ). From there, take a bus to Fukuyama, which takes approximately 60 minutes.

**By Train:** If arriving at another Japanese airport, take a Shinkansen to Fukuyama. For reference, it takes about 3.5 hours from Tokyo and 1 hour from Osaka by Shinkansen.

Online reservations for Shinkansen tickets can be made starting one month before your travel date. Detailed booking procedures and links will be provided in the next issue.

\*For pre-tour and post-tour participants, please verify your departure and arrival points.





## Background

### History of Fukuyama, the City of Roses

Located at the center of the Seto Inland Sea coast, Fukuyama City sits in southeastern Hiroshima Prefecture. It is a hub city with a population of approximately 460,000, offering excellent access via the highway network and the Shinkansen (bullet train) train service. Known as the "City of Roses," Fukuyama boasts a million roses that flourish in its warm climate, offering scenic beauty across all seasons. The city is home to several notable sites, including the scenic harbor of Tomonoura, recognized as a Japan Heritage Site; Fukuyama Castle, which celebrated its 400th anniversary of construction in 2022; and Myoo-in, a temple housing two National Treasures. As for its industries, Fukuyama has developed as a city of manufacturing, with a diverse range of industries, including steel production and textile industry, notably high-quality denim used by top global brands.

The deep connection between the city of Fukuyama and roses traces back to the post-war reconstruction period following World War II. On August 8, 1945, Fukuyama City suffered an air raid that destroyed approximately 80% of its urban area. In the mid-1950s, with the wounds of war still fresh, a sentiment arose among the city's residents working towards reconstruction: "Let's plant flowers to bring vitality to our devastated city and restore comfort to our hearts." It was this movement that led to the planting of around 1,000 rose seedlings by citizens in what is now the city's Rose Park (Bara Koen), marking the beginning of Fukuyama's rose-centric urban development. This initiative, under the motto "Flowers are beautiful, and the hearts of those who nurture them are even more so," resonated deeply with the people. It inspired the creation of small rose flower beds throughout the city and various rose-themed initiatives, such as the communal celebration of the Fukuyama Rose Festival.

The affection for roses fostered a sense of compassion, kindness, and mutual cooperation, leading to the creation of the concept, "The Community Spirit through Roses". This spirit spread from home gardens to small flower beds along the streets, and eventually took root throughout the entire city.

We are truly delighted and excited to welcome everyone from around the world, with the citizens who have grown alongside roses taking the lead. We look forward to hosting the event with great anticipation.





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We are updating the latest information about the Convention on the official website.  
(<https://ja.wrc2025Fukuyama.jp/newsletter/>).

Please access the convention website and subscribe to the mailing list.

We are looking forward to seeing you in Fukuyama, the city where a million roses are  
flourishing.

Sincerely,

*Yukiko Shimura*

Yukiko Shimura  
President, Japan Rose Society

*Naoki Edahiro*

Naoki Edahiro  
Chair, World Rose Convention Fukuyama Organizing Committee