



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



WFRS 20th  
WORLD ROSE CONVENTION  

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ROSE EXPO FUKUYAMA 2025

March 2025

Dear Rose Friends,

The 20th World Rose Convention is now just two months away!

In February, we held a special event to mark the 100-day countdown. Renowned flower artist Nicolai Bergmann, known for his stunning flower box creations, decorated Fukuyama Station in celebration. We hope you will have the chance to visit and see it for yourself. The entire city of Fukuyama is adorned with decorations welcoming the World Rose Convention, reflecting the excitement and anticipation of its citizens.

The number of participating countries has now grown to 27, with registrations from Australia, Belgium, Canada, Chile, China, Denmark, France, Germany, Iceland, India, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Poland, the Republic of Korea, the Republic of South Africa, Romania, Slovenia, Sweden, Switzerland, the U.K., the U.S.A., and Uruguay.

We have also received many registrations for the Pre- and Post-Tours.

Japan is an outstanding travel destination, and May is an especially pleasant time to visit, with temperatures averaging around 20°C. Even if you are unable to stay for the full week, visiting Fukuyama, reconnecting with rose friends, and exploring Japan will undoubtedly make for a wonderful experience.

In this Convention, even with a One-Day Registration, you can select the tour you wish to join that afternoon. If there is a particular lecture that interests you in the morning, you can register for that day and then choose a tour that aligns with your interest. This flexibility allows you to create your ideal day. Of course, for those who wish to fully immerse themselves in all that Fukuyama has to offer, full registration remains the best option.

Until now, we have been sharing information on Fukuyama and the convention via our mailing list, but moving forward, we will focus on updates specifically for registered participants.

The final registration period will be open from April 1 at 11:00 AM to April 30 at 5:00 PM (JST). Don't miss this last opportunity—be sure to register before the deadline!

The people of Fukuyama are eagerly looking forward to welcoming you to our beautiful rose-filled city.



## Registration

### Plan Your Perfect Visit: Pass Options

The World Rose Convention in Fukuyama offers two participation options: the **Full-Day Pass** and **One-Day Pass**, allowing attendees to customize their experience.

#### ◆ Full-Day Pass

The **Full-Day Pass** includes:

- **Social Events** such as Welcome Reception and Opening Ceremony (pink).
- **Morning lectures** (four per day, red).
- **Afternoon Day Tours:**
  - **May 20/21/23:** Choose from 4 courses (A-D).
  - **May 22:** Fixed itinerary (Course E, blue).
- **Farewell Dinner** (May 24 / extra fee ¥).

#### ◆ One-Day Pass

For flexible participation, the **One-Day Pass** allows:

- Attending **selected lectures** or events.
- **One Afternoon Day Tour** on your selected date
- Social events such as **Welcome Reception, Lunch Party, and Farewell Dinner** (extra fee ¥).

For lecture details, visit: [Program Overview](#).

### How to Register

#### ◆ Full-Day Pass

##### 1. Register Online ([Link](#))

- Enter **participant and emergency contact details**.

**Note:** During registration, you will be asked to

provide your arrival date and transportation method to Fukuyama. If this information is undecided at the time of registration, you may update it later. (Please ensure that the information is accurate, as incorrect details may affect our ability to arrange a proper welcome.)

##### 2. Select Day Tours & Hotels via MyPage

- Choose **Day Tours**, book **hotels**, and edit details.

##### 3. Payment

- Complete payment via **MyPage**.

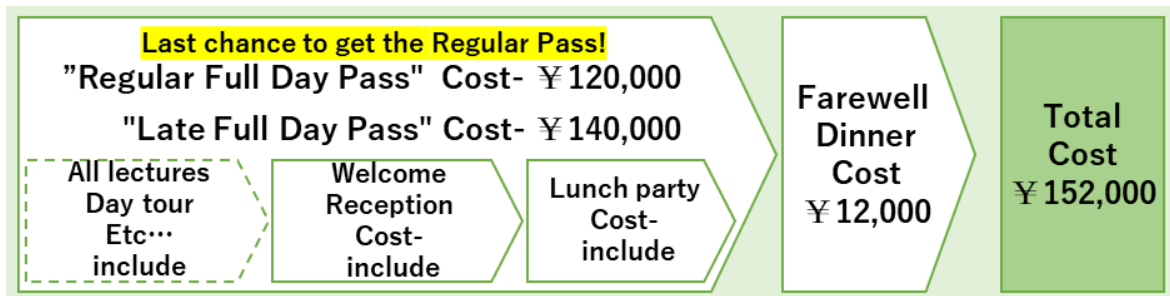
		Program
18 Sun.	AM	
	PM	Welcome Reception ¥
19 Mon.	AM	Opening Ceremony
	PM	Lunch Party ¥ Guided walk Rose Expo inspection
20 Tue.	AM	Lectures 「Roses in Asia」
	PM	Day Tour A or B or C or D
21 Wed.	AM	Lectures 「Conservation」
	PM	Day Tour A or B or C or D Fukuyama Street Dining
22 Thu.	AM	Day Tour E
	PM	Friends' Dinner
23 Fri.	AM	Lectures 「Disease Resistance」
	PM	Day Tour A or B or C or D
24 Sat.	AM	Breeders Panel Lectures 「New Techniques」
	PM	Farewell Dinner and Awards Presentation ¥



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> Optional events (extra fee):

- **Welcome Reception:** included
- **Opening Ceremony:** Free
- **Lunch Party:** included
- **Farewell Dinner & Closing Ceremony:** JPY 12,000



### ◆ One-Day Pass

1. **Register Online** ([Link](#))
  - Enter **participant and emergency contact details**.
2. **Select Day Tours & Hotels via MyPage**
  - Tour options vary by date (see [Day Tour Schedule](#)).
3. **Payment**
  - Complete payment via **MyPage**.

> Optional events (extra fee):

- **Welcome Reception:** JPY 5,000
- **Opening Ceremony:** Free
- **Lunch Party:** JPY 3,000
- **Farewell Dinner & Closing Ceremony:** JPY 12,000



For assistance, contact **WRC2025 Registration Desk** at [wrc2025-regist@or.knt.co.jp](mailto:wrc2025-regist@or.knt.co.jp). Responses within **three days**.

**Note:** Due to a high volume of inquiries, responses may take up to three days. Please note that general convention-related inquiries sent to [info@wrc2025fukuyama.jp](mailto:info@wrc2025fukuyama.jp) may experience additional delays due to limited English-speaking staff.

This will be the final opportunity to register for WRC 2025 in Fukuyama.

Be sure to secure your spot!



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## Highlights of the Opening Ceremony

### Experience the Spirit of Fukuyama at the Opening Ceremony! Opening Act

A special collaboration between Kodo, Japan's renowned taiko drum ensemble, known for their mesmerizing and powerful performances worldwide, and local high school students from Fukuyama. Kodo has captured global attention for their dynamic rhythms and emotional expression, making this performance a vibrant display of traditional Japanese culture. The high school students will perform an original composition, created specifically for this event two years ago, in collaboration with local musical groups, alongside Kodo. This unique performance reflects the spirit of Fukuyama and its dedication to the World Rose Convention.



### Ending Act

Aoi Teshima, renowned for her enchanting vocals in Studio Ghibli films, will perform Happy Rose, the official celebration song of the World Rose Convention Fukuyama 2025. This song has already captured the hearts of the people of Fukuyama, building anticipation for the event. Teshima's voice, cherished both in Japan and internationally, will add a profound emotional depth to this special occasion. Her bond with roses began when her demo of Bette Midler's *The Rose* caught the attention of Studio Ghibli producer Toshio Suzuki and *Tales from Earthsea* director Goro Miyazaki, marking the beginning of her remarkable career.



This grand event promises to be a spectacular celebration!  
The Opening Ceremony is a must-see program that beautifully showcases Japanese hospitality.  
We highly encourage **One-Day Pass** holders to attend as well!

The Opening Ceremony will also feature the participation of 1,000 local citizens who have kindly assisted in the preparation of the event. (Rest assured, the entire program will be conducted in English.)



**Day Tours**

As part of the WRC2025 in Fukuyama, we offer a selection of exciting Day Tours from the 3rd to the 6th day of the event. Day Tours are included in the registration fee. While the Full-Day tour to Hiroshima Peace Memorial Park and the Botanical Garden on May 22, titled "Hiroshima: A City of Peace and Culture," is fixed, on May 20, 21, and 23, you can choose your preferred destination from four different tour options.

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

In this issue, we introduce the "E. Full of Peace and Culture, 'The City of Water' Hiroshima" course.

This concludes the introduction of all courses. For details on courses A to D, please visit the following link.

<https://en.wrc2025fukuyama.jp/2025/02/1092/>

**Don't Miss Out! Secure Your Day Tour Spot!**

**Convention Delegates:** Day tours are **included** in your registration fee.

- **One-Day Registrants:** Tour available on your registered day.
- **Full-Day Registrants:** Choose any tour across all four days.

**Action Required:** Delegates must select your preferred day tours via Mypage **by March 31<sup>st</sup>** :

<https://gakkai-web.net/p/knt/rose/mod2.php>



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

The day tour on May 22nd is a group tour. It's designed to help you learn about the "peace" city of Hiroshima and understand the connection between peace and roses.

Leaving Fukuyama, we will visit the "**Peace Memorial Park**" and the "**Peace Memorial Museum**," places of solace for the atomic bomb victims and prayers for eternal world peace. A local expert guide will provide explanations about the Peace Park and its surroundings. From the "Orizuru Tower" near the Atomic Bomb Dome, you can enjoy a panoramic view of Hiroshima. Afterward, please take in the scenery of the Seto Inland Sea and the cityscape of Hiroshima while reflecting on peace.

We will also visit the **Hiroshima City Botanical Garden**, located on a hill overlooking the Seto Inland Sea. The spacious 18.3-hectare grounds feature various greenhouses and gardens in every area, with the fragrance of flowers permeating throughout.

The rose garden focuses particularly on the preservation of varieties from an academic perspective. You can admire Japanese native *Rosa sambucina*, many varieties created with peace as a theme, valuable old varieties and old roses tracing the history of variety improvement, all displayed by theme.



## What are Community Rose Gardens?

In Fukuyama, numerous Community Rose Gardens are maintained by local groups, including neighborhood associations, senior citizens' clubs, and Parent-Teacher Associations. As a result of post-war community development efforts centered around roses, more than 400 of these gardens are said to exist today.

Since 1969, Fukuyama City has hosted an annual *Community Rose Garden Contest* to promote community development through roses, bringing citizens together to showcase their achievements in rose cultivation.

While touring the destinations of courses **B** and **C**, you will likely spot many community rose gardens from the bus. Take a moment to appreciate how deeply rose cultivation is woven into the fabric of the community.

For more details on day tours, please visit the online registration page.

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



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## Lectures

**Dates: May 20, 21, 23, 24**

We will host 15 lectures at the Fukuyama New Castle Hotel, located near Fukuyama Station. These lectures will provide an opportunity to explore the latest exciting research on roses, with a particular focus on Japanese and Asian roses, presented by leading scholars and experts from around the world.



The theme for the final day, May 24, will be "**New Techniques.**"

### 1<sup>st</sup> Period

#### **Dr. Naomi Okubo: The Genealogy of Fragrance and New Scent Components in Roses**

She explains the genealogy of rose fragrances based on scent characteristics and the composition of scent components, ranging from wild roses to the old roses and the modern roses. She also introduces research findings on new distinctive scent components that were discovered through previous analyses of fragrance components.



### 2<sup>nd</sup> Period

#### **Dr. Koji Kawamura: The Origin of Mutations Introducing Recurrent Flowering and Double Flower Characteristics into Cultivated Roses**

He explains the genetic mutations that led to the development of the recurrent-flowering characteristic originated from Chinese roses and double-flower morphology having multiple origins, reports on research using wild roses native to China.



### 3<sup>rd</sup> Period

#### **Dr. Pascal Heitzler: Rosa arvensis: a 30-year Old Experience**

He discusses the usefulness of the European native *Rosa arvensis* as a model plant for genetics. He also reports on his achievements for 30 years, including his studies using collected wild mutants, as well as the establishment of the national collection aimed at applications in breeding programmes.







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## Breeders Panel



Following this lecture, a panel discussion will be held on the theme of "The Roses of Tomorrow," where various experts and breeders will share their insights. The panel will be moderated by Daniel Boulens, Chairman of the WFRS Awards Committee, and President of both the French Rose Society and the French Heritage Rose Association. The panelists will include Tom Carruth, Curator of the Rose Collection at the Huntington Library and Botanical Gardens in California; Doug Grant, WFRS Vice-President for Australasia; Takunori Kimura, a Japanese breeder known for his *Rosa Orientis* series; Ping Lim, Director of Ornamental Plant Research at Altman Plants in the United States; Matthias Meilland, Public Relations Manager at The House of Meilland in France; and Martin Vissers, a prominent Belgian rose breeder. The discussion will explore future trends and advancements in rose breeding, offering a fascinating glimpse into the future of rose cultivation.

More details below;

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



## FAQ

Information to help participants prepare for the convention will be sent to those who have completed their registration.

**Q: How much Japanese yen should I bring to Japan? Will I be able to use my credit card?**

**A:** During the Convention, lunch will be provided, so your main expenses will be for dinner and any personal purchases. In Fukuyama, you can enjoy a satisfying meal at many restaurants for approximately **1,000 to 2,000 JPY per person**. Of course, costs may vary depending on how much you indulge in local specialties or choose higher-end dining options. However, bringing around **20,000 JPY (approximately 130 USD or 125 EUR)** should be sufficient for general expenses.

Please note that some establishments **do not accept credit cards**, so it is advisable to check before entering. Many small independent shops and street vendors, especially those selling unique local products, accept **cash only**. Additionally, while Japan is known for its abundance of **vending machines**, most of them require **cash payment**.

Therefore, we recommend exchanging a reasonable amount of currency **before arriving in Japan**. ATMs are widely available throughout the city, often located inside **convenience stores and banks**, and they allow withdrawals using both cash and credit cards.

**Q: I am coming from a country that requires a visa. Do I need to apply for a short-term business visa, or is a tourist visa sufficient?**

**A:** Visa requirements and procedures vary depending on your country and Japan's regulations. Please check the following website to confirm if you qualify for a visa exemption.

Ministry of Foreign Affairs of Japan

[https://www.mofa.go.jp/j\\_info/visit/visa/short/novisa.html](https://www.mofa.go.jp/j_info/visit/visa/short/novisa.html)

If you require a short-term visa application support, please contact the registration desk after completing your registration and payment. The organizers will determine whether visa support can be provided. Please note that in some cases, support may not be possible.

**Q: Do I have to stay at one of the hotels listed on the official accommodation site ([https://en.wrc2025fukuyama.jp/registration\\_hotel/](https://en.wrc2025fukuyama.jp/registration_hotel/))? What should I do if I want to stay at a different hotel or on different dates?**

**A:** You are free to stay at a different hotel or on different dates. However, please make sure to check the designated starting times and locations for each day of the convention and arrive on time for the scheduled programs.

**Q: I have registered with a Full-Day Pass, but can I skip part of the convention to explore nearby cities?**

**A:** Of course, you are free to do so. However, please ensure that you do not select a day tour destination for the days you will not be participating in the convention.



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**Q: I would like to travel around Japan before or after the Convention. Do you have any recommended options?**

A: There are various ways to explore Japan depending on your interests and schedule. If you plan to visit multiple cities, the Japan Rail Pass (<https://japanrailpass.net/en/>) is a convenient option, allowing unlimited travel on most Shinkansen (bullet trains) and JR trains for a set period. For longer distances, especially if you are heading to places like Hokkaido, Okinawa, or areas east or north of Tokyo, domestic flights are a more efficient option.

If you have any other questions, please check this page:

<https://en.wrc2025fukuyama.jp/2024/12/1287/>



## Access to Fukuyama

Fukuyama is most conveniently accessed via **Hiroshima Airport**, but if you are traveling within Japan before or after the convention, you can choose between **domestic flights** or the **Shinkansen (bullet train)**.

If traveling from **Tokyo**, you can fly into **Hiroshima Airport** from:

- **Haneda Airport (Tokyo's main domestic airport)** – *Approx. 15 flights per day*
- **Narita Airport (Tokyo's main international airport)** – *Approx. 3 flights per day*

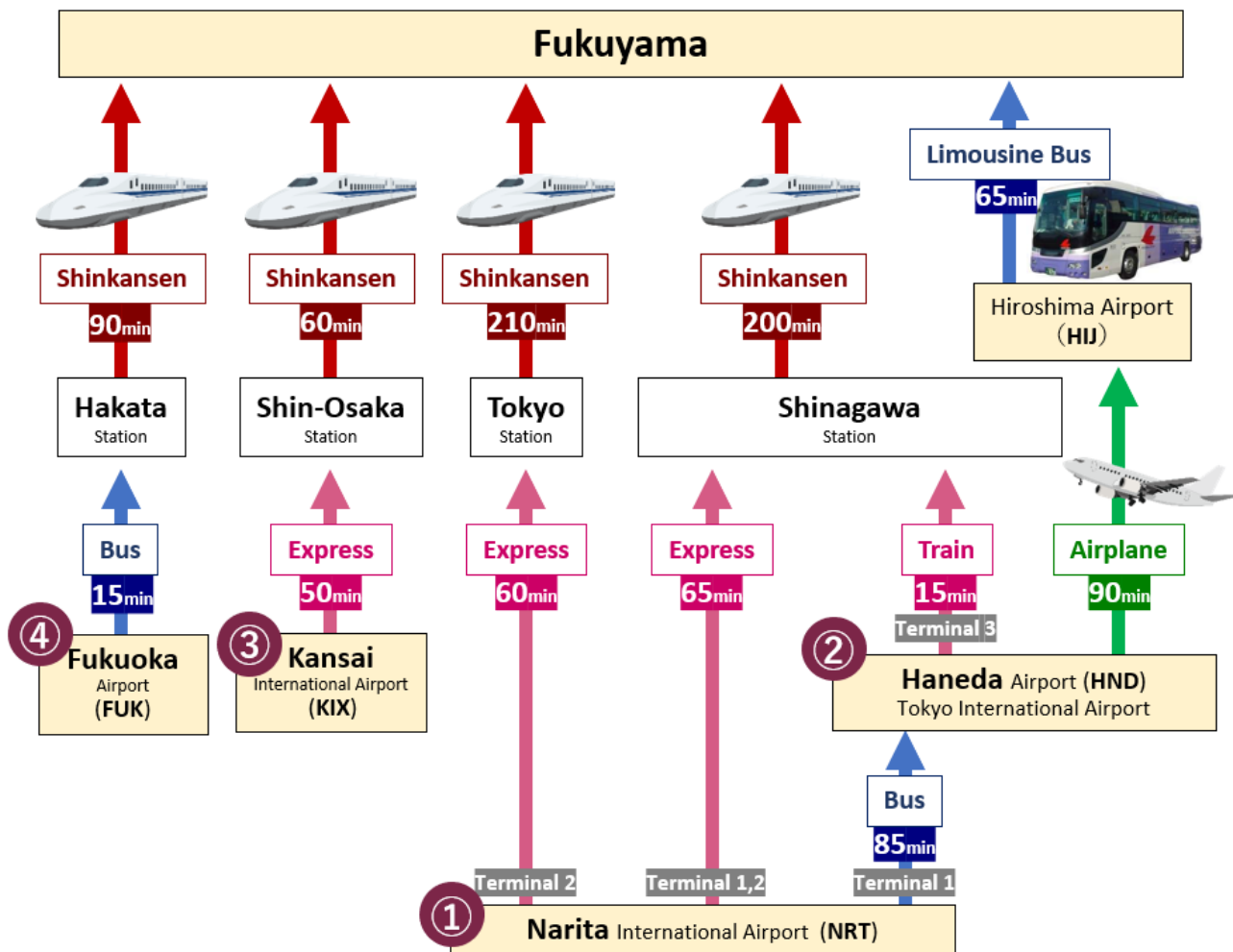
From **Hiroshima Airport**, take the **airport limousine bus** directly to Fukuyama.

For travelers arriving at **Osaka (Kansai Airport)** or **Fukuoka (Fukuoka Airport)**, the **Shinkansen is the more convenient option**.

Fukuyama Station is directly accessible from:

- **Osaka/Kyoto (Shin-Osaka, Kyoto)** – *Approx. 1 hr*
- **Fukuoka/Kyushu (Hakata)** – *Approx. 1.5 hrs*

Please choose the best route based on your itinerary and schedule.





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For more details about access, please refer to Newsletter Volume 7 and 8:

<https://en.wrc2025fukuyama.jp/2025/02/1092/>

Additionally, we would like to introduce a web service where you can register information necessary for immigration procedures (immigration control, customs declaration) and tax-free purchases. Please refer to the link below:

<https://www.japan.travel/en/>

This site contains useful information for traveling in Japan, including tourist and transportation details.

We are updating the latest information about the Convention on the official website.

(<https://ja.wrc2025Fukuyama.jp/newsletter/>).

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