

EXPOShanghai



Newsletter



Countdown: 520 days to go

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Expo projects are on track, delegates told

MORE than 700 World Expo 2010 delegates and international business people converged on Shanghai in early November for an update on the world's fair.

The message was not only that planning and construction for Expo is on track, but also the current global financial storm has not cooled Expo fever around world.

The Third Participants Meeting of World Expo 2010 Shanghai China wrapped up on November 14 at the Four Points by Sheraton Youyou Hotel.

During the two-day working meeting, 35 countries and two international organizations signed participation contracts with the Expo Organizer, 11 cities signed contracts to take part in the Urban Best Practices Area, and one country confirmed its participation.

The action of the participants showed their confidence in the event in spite of the current economic climate, Zhong Yanqun, Fulltime Deputy Director of the Shanghai 2010 World Expo Executive Committee, told local media.

"Our country will participate in Expo Shanghai," said Hreinn Palsson, First Secretary of the Ministry for Foreign Affairs for Iceland, a country facing a nationwide economic meltdown after the bankruptcies of its three largest



banks paralyzed much of its financial system in October.

None of the countries that have signed up or confirmed so far are backing off from their participation budgets, according to the Expo Bureau.

To date, 183 countries and 45 international organizations have confirmed their participation.

During the meeting, national

delegations viewed the sites where their pavilions will be built.

"When I came to the site a year ago, it looked like a desert, but now steel beams have been erected, and some structures have been formed. Everything seems to be in full swing," Dietmar Schmitz, Germany's Commissioner-General for Expo, said at the site of the Germany Pavilion which began

Vicente Loscertales (standing left), Secretary-General of the Bureau of International Expositions, and Jean-Pierre Lafon, President of the BIE, chat with Hong Hao (left), Director-General of the Bureau of Shanghai World Expo Coordination, and Hua Junduo, China's Commissioner-General for Expo 2010, when 37 countries and international organizations signed contracts on November 13 to participate in Expo 2010.

construction on November 15.

Construction has begun on more than 1.5 million square meters of structures in the Expo site, said Ding Hao, Deputy Director-General of the bureau. Among more than 40 self-built pavilions, two have begun construction and eight have confirmed their timetables.

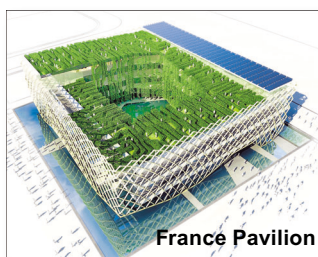
Five rented pavilions and two joint-pavilions have been completed and dozens of others are under construction.

Inside the Expo site, a total of 13.4 kilometers of road have been completed, accounting for 68 percent of the roads in the Pudong section of the site.

Expo Fact

Expo Shanghai site will open 15 hours per day from 9am to midnight.

Pavilions underway for Germany, France



France Pavilion

CONSTRUCTION started on November 14 on the Germany Pavilion for World Expo 2010 Shanghai China, signalling the beginning of the first batch of national centers to be built on the site in Pudong New Area.

The Germany Pavilion, known as the “Balancity,” will be completed around April 2010, according to its chief architect, Lennart Wiechell.

Prior to Expo starting on May 1, the completed pavilion will be headquarters for the country’s Expo delegation, said Dietmar Schmitz, Germany’s Commissioner-General for Expo 2010.

The 6,000-square-meter structure will be Germany’s largest for any



Albrecht von der Heyden (left), German Consul General in Shanghai and Dietmar Schmitz, German Expo Commissioner-General, take part in the groundbreaking ceremony for the Germany Pavilion on November 14.

Expo and will comprise three exhibition areas designed to give the impression of floating within an airy structure. It will showcase the urban life of Germany and how the country is coping with urbanization problems.

The German government will

invest 30 million euros (US\$38.10 million) in its Expo presence and will get support from some German companies, said Schmitz.

The France Pavilion also began construction this month. Another five to seven pavilions will also start before the end of the year.

New book reflects on Chinese optimism

CHINA’S amazing optimism in the face of difficulties and disasters – and its impact on the world – is the subject of a book by the French Sinologist heading France’s Expo participation.

Author Jose Freches is president of COFRES, the company in charge

of France’s participation in World Expo 2010 Shanghai.

He promoted the Chinese translation of his book, “If China Does Not Laugh, the World May Cry,” in Shanghai on November 15.

The book explores how China remains positive and optimistic in the face of challenges, difficulties

and even disasters, and what impact a loss of Chinese optimism could have on the whole world.

The former curator of the Musee Guimet in Paris said he hoped the book would help Westerners gain a better understanding of China.

More than 20,000 copies of the book in Chinese have been sold.

Expo Online

Construction starts on virtual pavilions

EXPO Online participants will start to build up their virtual pavilions by the end of this year, according to the Third Participants Meeting, held on November 13-14 with delegates from 67 countries and international organizations.

So far, 93 countries and 38

international organizations have confirmed their participation in Expo Online and 11 of them will build “experiencing pavilion.”

These countries are Switzerland, Bosnia and Herzegovina, Poland, Holland, Belgium, Saudi Arabia, United Arab Emirates, Uzbekistan,

Japan and Qatar.

Expo Online will offer two kinds of multi-media pavilions — “browsing pavilions” and “experiencing pavilions.”

“Experiencing pavilions” will offer online visitors more interactive content and tools.

In Brief

Expo tourism to sell ‘discovery’

TOURISM officials have unveiled a logo for Expo tourism with a slogan “Shanghai China: More Discovery, More Experience.” The logo uses a “sea wave” pattern and the Chinese characters for “Shanghai” to express the city’s openness to different cultures, just like the sea absorbs water from all rivers. The tourism officials said they will develop Expo-related tour packages in cooperation with travel agencies.

Fingertip fun

Taxis installed with touch screens providing Expo-related information and games are so popular they have generated millions of hits since September. About 30 million passengers have touched screens to get Expo updates while three million have played Expo-related games. The screens were installed by Shanghai-based Touch Media Inc in 8,000 taxis. Another 2,000 city taxis are expected to be equipped with the screens as soon as possible.

Corporate pavilion

CHINA Vanke Co and Coca-Cola China have finalized the plans for their corporate pavilions after signing contracts with the Expo Organizer. Vanke, China’s biggest listed property developer, will explore challenges confronting cities against the backdrop of global warming. Coca-Cola will present a series of energy-saving, earth-friendly, innovative concepts at its pavilion.

Trainees return

EXPO officials returning from a three-week training session in Milan, Italy, this month said it was a “fruitful” experience. The eight Expo officials took courses on venue operation, business service, security measures and information service. Their training was part of an agreement between Shanghai Expo Organizer and Fiera Milano, an international exhibition center and the Polytechnic Institute of Milan.

Expo Fact

Up to now, 10 corporate participants have signed Expo 2010 contracts.

Your Say

Expo Shanghai held the third and final participants' meeting from November 13 to 14 and key voices from many countries had their say on preparations



Vicente Loscertales, BIE's Secretary-General

"BIE encourages local interests or cities to buy pavilions after Expo so it can remain in China," Vicente Loscertales, Secretary-General of International Expositions Bureau, told local media at a press conference after the Third Participants Meeting of World Expo 2010.

According to BIE regulations, all temporary pavilions must be dismantled after Expo unless they are purchased and moved off site for other uses in China.

"To dismantle means not to destroy them or move them out of China," said Loscertales. He added BIE will also encourage participants to leave their Expo pavilions in the country after the 2010 event.

It would be a great shame if these beautiful pavilions were torn down after Expo, Loscertales said.



Alain Vauthier, France's Expo Commissioner-General

"Alain Delon will be the

'godfather' of the France Pavilion," said Alain Vauthier, France's Expo Commissioner-General.

Revered French actor Alain Delon has been selected as the World Expo ambassador for France, and the choice has been applauded by French President Nicolas Sarkozy.

Delon will come to the France Pavilion on June 21, the French Day during the Expo, said Vauthier. Delon would talk about his impressions of China with Chinese visitors during Expo, Vauthier added.

President Sarkozy will also be present on the day in the pavilion with Delon.



Dietmar Schmitz, Germany's Expo Commissioner-General

Germany needs to be innovative from the very start in building its pavilion for World Expo 2010 Shanghai.

"Our biggest headache is the soft ground under the Germany Pavilion. Constructors will knock 300 steel spikes of about 20 meters into the land to stabilize it before construction," Dietmar Schmitz, Germany's Commissioner-General for Expo, said at a ceremony before work began on the pavilion on November 15.

The pavilion is built on an alluvial plain land near the Huangpu River.

Called "the Balancity," it consists mainly of three exhibition areas that seem to float within the airy structure.



Hreinn Palsson, Expo Deputy Commissioner-General and Director of the Iceland Pavilion

"We hope the year 2010 and the Shanghai Expo will be a turning point in the difficult economic times both for Iceland and the world," said Hreinn Palsson, Deputy Commissioner-General and Director of Pavilion for Iceland. The Iceland government will allocate US\$2 million-2.5 million for the Shanghai Expo despite the economic situation in the country at the moment, said Palsson.

During Expo, the country will showcase its achievements on sustainable energy and its merits as a tourist destination.

"The year 2010 and the Expo will hopefully be a turning point for Iceland and the world, much as the 1933 Expo in Chicago was after the Depression," said he.



Walter van Weelden, Netherlands' Expo Commissioner-General

"Time is the largest enemy for us now, but we are committed

to presenting a splendid Dutch Pavilion," Walter van Weelden, Commissioner-General of the Netherlands, said after signing lease agreements for the site with the Organizer in Shanghai.

Construction on the Dutch Pavilion, known as the Happy Street, is scheduled to begin in January and the Organizer required all the pavilions to be completed at the end of next year, said van Weelden.

The pavilion is mainly composed of a pedestrian strip shaped like "8" with 17 small houses to be erected along the strip. Dutch Prime Minister Jan Peter Balkenende has said the pavilion is expected to attract more than 7 million visitors, accounting for 10 percent of the total expected visitors.



Ian McCartney, UK's Expo Commissioner-General

"The largest problem we face now is the UK Pavilion maybe too brightly colored and will make visitors feel dazzled," Ian McCartney, MP and UK Expo Commissioner-General said recently.

The UK Pavilion, known as the Pavilion of Ideas, is a unique "lighting box," which displays thousands of radiating pixels, or staves, each ending with a tiny light source that swings in the wind. At night, the pavilion will twinkle with a variety of different light effects.

UK designers were working with Chinese engineers to make the light and color look glorious but soft to the eyes, said McCartney. He added he believed Chinese engineers and constructors could realize the charming design of the pavilion.

Israel's stunning creativity

ISRAEL will highlight innovation at its pavilion at Expo 2010 Shanghai along with exhibition on traditional Jewish culture.

The country signed a participation contract with the Expo Organizer on November 12 and revealed the design of its pavilion which looks like two clasped hands.

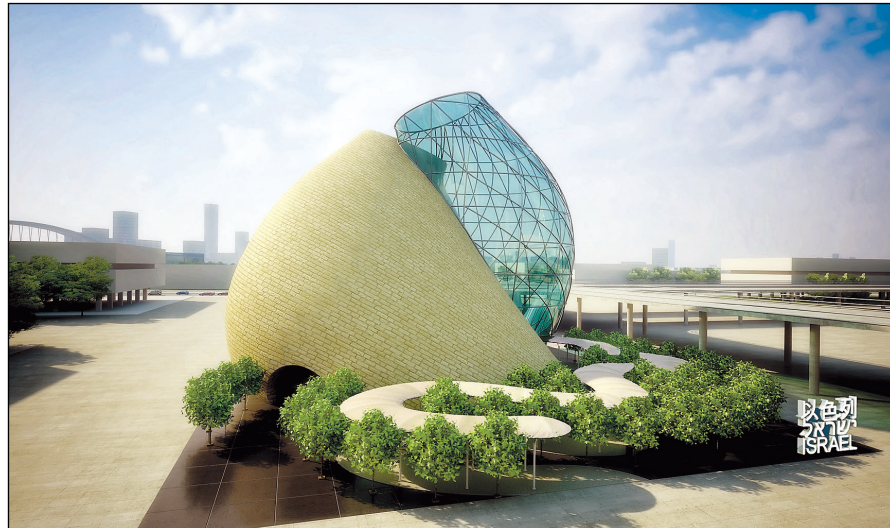
The design symbolizes Israeli innovation and technology, said Irit Ben-Abba, Israel's Commissioner-General for Expo 2010.

Israel's slogan for the Expo is "Innovation for Better Life," echoing the theme of the 2010 event, which is "Better City, Better Life," said Ben-Abba.

"Israel constantly seeks to contribute a substantial share to the world's leading innovations in art, science, literature and design, and we believe innovation will contribute to a better life," Ben-Abba said after signing the contract in Shanghai.

She added that the 2,000-square-meter pavilion could also represent the dialogue between humanity and nature, the earth and the sky, as well as the past and the future.

The pavilion consists of three



Shaped like clasped hands, the Israel Pavilion represents the dialogue between humanity and nature, the past and the future.

areas: the Whispering Garden, the Hall of Light, and the Hall of Innovations.

The Whispering Garden is an orchard that greets visitors as they enter the building. Facilities will be installed to make the trees "whisper" in English and Chinese when visitors walk close to them, said Haim Z. Dotan, chief designer of

the pavilion.

The Hall of Light includes a 15-meter screen that will show films highlighting the country's technological achievements.

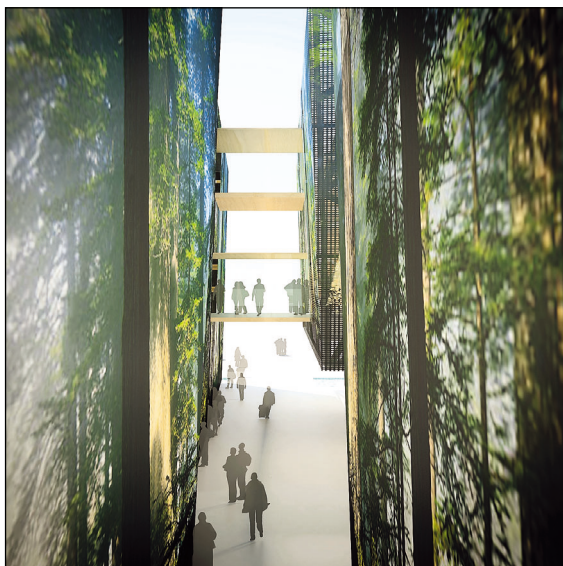
The Hall of Innovation is the centerpiece of the pavilion. An audiovisual show will allow visitors to hear from Israeli children, scientists, doctors and inventors via hundreds

of screens. These Israelis will introduce themselves and share their hopes for the future.

The talks will be pre-recorded, Dotan said, but visitors will be able to hold a genuine conversation with Israeli people in the virtual Israel Pavilion at Expo Online.

Israel will spend about US\$6 million on its Expo activities.

Sweden Pavilion full of innovation



The 3,000-square-meter pavilion will show harmony between urban centers and the nature.

SWEDEN Pavilion will showcase the Nordic nation's innovative spirit in solving problems and improving standards of living.

The country signed a participation contract with the Expo Organizer on November 15 and revealed the design of its pavilion — a big square divided into four blocks by a crossroad in the center to resemble its national flag.

The main concept of the 3,000-square-meter pavilion is a combination of urban and natural environments, said Christer Stenmark, chief designer of the pavilion.

Three sections will represent

urban areas and the other will be an open-air terrace representing nature, he said.

The pavilion includes restaurants serving both Swedish and Chinese food.

The cost of the pavilion is about US\$10 million. Swedish government will spend a total of US\$22.06 million for its Expo activities.

It will invite local interests to buy the pavilion after Expo so it can remain in China, said Hans Jeppson, Sweden's acting Commissioner-General for the Expo, after signing the participation contract.



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