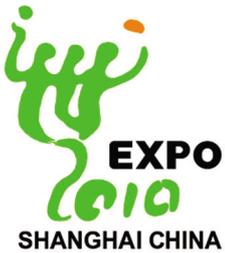


EXPO Shanghai



Newsletter



Countdown: 568 days to go

www.expo2010china.com

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Giant horns catch sunlight

CONSTRUCTION began at the end of last month on the most difficult part of the Expo Boulevard, which officials hope will become one of the highlights of World Expo 2010 Shanghai China.

Several steel structures were erected on September 26 above the foundation of what will become a three-level boulevard and one of the gateways to the Expo Park.

These structures will together form the so-called "Sunny Valley" that features six inverted horns with their colossal bases pointing skyward, each covering an area of about two basketball courts.

These horn structures will disperse sunshine into the underground level of the one-kilometer-long boulevard, said Ding Hao, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Wu Xinzhi, chief engineer of the Shanghai Mechanized Construction Company, which is in charge of the project, said it is the most difficult part of the boulevard construction because each piece needs to be measured to the micrometer.

Engineers from China and Germany have spent about six months designing this boulevard, which is expected to be finished in 2009.

In related news, only Expo shuttle buses and accredited vehicles will be allowed to pass through areas surrounding the Expo sites during rush hours when the event is under way, officials said.

Personal vehicles and taxis will be banned from areas within 500



**Above: one of the six 'Sunny valley' along the Expo Boulevard.
Left: the bird's eye view of the Expo Boulevard.**

meters of the Expo sites from 8am to 7pm, according to a traffic control plan drafted by Tongji University's School of Transportation Engineering.

The school is also working on

plans for vehicle parking control within 3 kilometers of the Expo sites.

"We're trying to minimize the impact of traffic control on local residents," said Chen Wugao,

Deputy Secretary of the Traffic Department under the Expo Coordination Bureau.

"The Expo Shanghai lasts for half a year. Strict measures of traffic control will unavoidably affect local people's daily life and the economic development of the city," the official said.

The city's traffic department is working on increasing public transportation such as shuttle buses to the Expo sites to reduce inconveniences caused to local residents.

Expo Fact So far 223 countries and international organizations have confirmed their participation.

Expo fever spreads across Taiwan

A TOURING exhibition designed to give people in Taiwan a taste of the World Expo 2010 Shanghai wrapped up recently in Taipei.

The road show, held at an outlet of the Eslite Bookstore, one of Taiwan's largest bookstore chains, featured artist's renditions of a number of Expo pavilions.

A short digital film helped visitors to learn about a wealth of Expo-related knowledge by a virtual journey to the Expo site in Shanghai.

The Organizer expects some Taiwan residents will visit

Shanghai during Expo from May 1 to October 31 in 2010. They also expect more Taiwan-based enterprises to participate in the opportunities created by the event.

Shanghai Executive Vice Mayor Yang Xiong said that the Organizer was convinced the Expo would serve as a new platform of friendship and cooperation between the mainland and Taiwan.

Taipei Mayor Hau Lung-bin said the exhibition would help Taiwanese get a better understanding of the Expo and the city would

spare no efforts in preparing its exhibits in the Urban Best Practices Area.

Taipei will present two of the 59 UBPA practices — “Wireless Taipei, Taipei Infinity” and “Total Recycling, Zero Landfill.”

The Expo exhibition was reported by nearly 60 media outlets. CtiTV, a major local TV channel, aired a one-hour special program about the opportunities and changes the Expo would create in Shanghai. Major Taiwan newspapers also gave big coverage on the 2010 event.

In Brief

Piers being built for Expo ferries

CONSTRUCTION has begun on the first ferry pier in the Shanghai World Expo Park. Ferries will be one of the major modes of transport for World Expo 2010. The 4,363-square-meter No. 4 pier will be built on the former site of the Pudong Steel Corp in the Pudong New Area. The Expo Park will have six such piers extending 5.7 kilometers along the Huangpu River, to ferry visitors from Puxi.

Work as usual during long holiday

ABOUT 97,600 construction workers continued their jobs during the week-long National Day holiday to ensure work is on schedule for the Expo 2010. More than 5,100 workers are on schedule in building a new Hongqiao transportation hub; the Yangtze River Tunnel and Bridge Project is moving ahead; and the drilling for a vehicle tunnel along the Bund is expected to be completed in November; and the renovation of Waibaidu Bridge on Suzhou Creek near the Bund will be finished next February.

Cooperation with UK industries

SHANGHAI is willing to conduct close cooperation with the Confederation of British Industry (CBI), the United Kingdom's largest business organization, Shanghai Mayor Han Zheng said at a meeting with CBI President Martin Broughton on September 24. CBI members are keen participants of Expo 2010, said Broughton. He also expressed hope the event would further facilitate trade exchanges between Shanghai and British enterprises.

Closer regional cooperation

THE Second Shanghai Expo and Yangtze River Delta Cooperation Forum was held in Ningbo, Zhejiang Province, on September 25, to enhance cooperation during Expo 2010, which is expected to push the tourism industry and the economy of the whole delta region.



Taiwan visitors check a model of the China Pavilion at an Expo exhibition held in Taipei.

What is Expo Online?

HOW to confirm participation in Expo Online?

Participation in Expo Online can be confirmed in one step by submitting the Expo Online confirmation form.

The form asks for the participant's basic information, style of the pavilion, theme and scheme, costs, and

intellectual property rights. The form will become valid after being signed by the Commissioner-General.

The Expo Online confirmation form usually is signed together with the Expo 2010 participation contract. The participant can also submit the confirmation form after the

contract signing.

Countries and organizations which recently confirmed their participation in Expo Online include Nicaragua and Iceland. So far, seven countries have confirmed to build online experience pavilions, while 44 counties have confirmed to build online browsing pavilions.

Expo Fact

Expo Online features “Browsing Pavilion” and “Experiencing Pavilion”.

Home, sweet home, was never quite this sweet

REMEMBER how the opening ceremony of the Beijing Olympics was a closely guarded secret, finally unveiled to gasps of amazement?

Planners and builders of the Expo 2010 Eco-House also have secrets galore up their green-techno sleeves and people are going to have to wait until Expo Shanghai opens on May 1, 2010.

Construction began on the house in Puxi on September 10.

It is one of China's contributions to the Expo's Urban Best Practices Area which will feature 59 extraordinary urban projects from around the world.

"Detailed information on the Eco-House case is still a secret," said Wang Wei, deputy director of the Shanghai Research Institute of Building Sciences. He is also the chief designer of the original two-story "Green House" in Minhang District — the sustainable inspiration for this project.

The Shanghai Eco-House will not simply be a larger "Green House," but "Green House" ideas will be incorporated.

The "Green House," the first of its kind in China, was built in 2004 in the Xinzhuang Industrial Zone. It's nestled in trees and greenery to provide natural cooling, but the roof-top angled solar panels are clearly visible so they can be adjusted for optimal energy absorption.

The aim of designers is to achieve zero consumption of nonrenewable energy inside the house, said Tao Fangfang of the Shanghai Research Institute of Building Sciences.

About 70 percent of the construction materials, including bricks and concrete, were made from waste coal ash and stones.

Plants help cool the building and skylights filter the sun.

Its heat exploitation network uses thermal and other renewable energy and keeps the house cool in summer and warm in winter.

The house's electricity network is linked to the East China Grid, so that it can send surplus electricity to the national grid. It doesn't store elec-



Clockwise from top left: The original "Green House;" street lamps using solar and wind power; geothermal heating for moderate indoor temperature; a central control panel; curtains with automatic control.



How the green dream house works

1. Street lamps around the Green House use solar and wind power. After a three-hour charging period can keep the lights run for more than three days. A single lamp can save about 1,000 yuan (US\$147) in electricity bill every year.
2. Waste water from the hand basin is stored in the toilet water tank for flushing.
3. Curtains and blinds have remote control, adjusted to different angles to control the amount of sunshine admitted. A garden awning can be extended or retracted so the host can have a cup of coffee outside whatever the weather.
4. Most equipment and appliances are linked to the house's central control system in the living room. The system is connected to the Internet, so the house can be controlled through the Net or 3G mobile phones. Activities in the house can be monitored off-site with mounted videocams.
5. The geothermal heating network within the walls is comprised of small water pipes with the ends drilled deep into the earth to tap geothermal energy. In the summer, the water keeps the temperature in the house cool. In the winter, the pipes are warmed by geothermal energy.

tricity in a battery, which causes pollution.

All aspects are eco-friendly and no toxic materials are used in furnishings. The highlight is the intelligent control system, the brain that controls everything and is linked to

your computer. The Expo Eco-House will be far more advanced "including more high technologies than the Green House."

"Shanghai's Eco-House will be a fascinating case," said Harvey M. Bernstein, vice president of

McGraw-Hill Construction.

He called the Eco-House a great advance for China's construction industry. "But the question is how to promote it on a larger scale, to take it from a demonstration on exhibit to reality."

Latest Expo contract signings

Ethiopia

Signing date:

September 14

Theme: "Mixed Heritage of the City"

The country will use the Africa Joint Pavilion to show its urban development and civilization and the "core of intelligence" over the centuries.

Congo

Signing date:

September 17

Theme: "Harmonious Life in Modernization"

The Republic of Congo will display a modern African city in harmony with surrounding villages, the country's rich natural resources, heritages and modern development.

Slovenia

Signing date:

September 20

Theme: "Integration of Diversity"

The country will present how it integrates various peoples and cultures while allowing them to live together harmoniously. Its exhibition will interpret the "integration" from the angle of the country's beautiful landscape and scenery.

Nicaragua

Signing date:

September 24

The country will showcase its urban features and culture in the Africa Joint Pavilion.

Benin

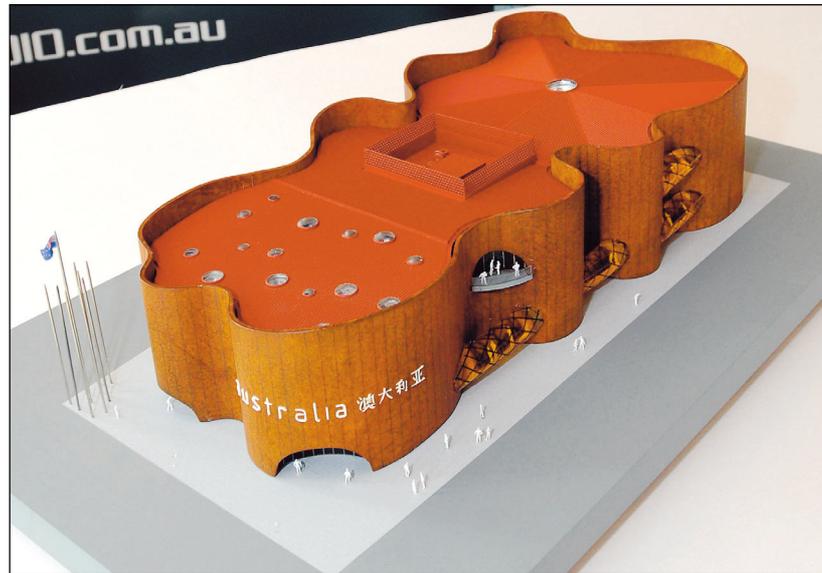
Signing date:

September 28

The country will showcase its culture, architecture, arts and handicraft on one of the subtopics of the Shanghai Expo, the interaction between urban and rural areas.

Your Say

Australian Prime Minister Kevin Rudd



Above: Australian Prime Minister Kevin Rudd.

Left: An artist's impression of how the Australian Pavilion will look at Expo 2010.

Building on a long history of friendship

THE World Expo 2010 Shanghai China will be the largest in history and present a tremendous opportunity for Australia to further strengthen bilateral ties with China.

The Australian Government is investing in a striking, attractive national pavilion in Shanghai — a pavilion with the capacity to welcome the seven million visitors we expect over the six-months of the Expo. Visitors to our pavilion will be able to experience and enjoy all aspects of Australian life through cutting-edge exhibits and

performances by contemporary Australian artists.

Australia and China have a long history of friendship, exchange and people-to-people links. After English, Chinese (Mandarin and Cantonese) is now the most commonly spoken language in Australia.

Existing ties between our countries are already very strong, and the potential of our bilateral relationship is great. At a political level, Australia and China continue to build a strong partnership, based on close cooperation in diverse areas, including climate change.

Economically, China is now

Australia's largest trading partner and is a growing source of tourists, overseas students and inwards investment.

Our objective at Expo Shanghai is not only to showcase to China the many facts of Australia's economy and culture. We also want to make a significant contribution to the Expo theme of "Better City, Better Life."

I am looking forward to the opportunity to take part in this historic event, and would like to extend a warm invitation to our Chinese friends to visit the Australia pavilion in 2010.

Brazilian showcase

PORTO Alegre, capital of the Brazilian state of Rio Grande do Sul, will showcase its efforts at improving social welfare and eliminating injustice in its exhibition at the Urban Best Practices Area. The exhibition will illustrate how the city is improving its government efficiency and promoting democracy.



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