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The USA Pavilion at Expo 2010 Shanghai

A business case for sponsorship

The American Chamber of Commerce in Shanghai

上海美国商会

Expo 2010 Shanghai China, whose theme is “Better City, Better Life,” is intended to give visitors a glimpse into the future, a future that includes a healthier, more sustainable urban environment. With Expo 2010 less than a year away, more than 190 countries have committed to participate. Most national pavilions are being funded by a public/private partnership that will enable countries to build pavilions costing tens of millions of dollars. However, due to a law passed by Congress in 1991, the United States is prohibited from using government funds to design, construct or operate a national pavilion. As a result, USA Pavilion organizers must raise an estimated US\$50 to 60 million from private sources and American companies are feeling the pressure to contribute. It is AmCham Shanghai’s position that, despite a historically difficult global economic climate, sponsoring the USA Pavilion at Expo 2010 can advance a company’s China strategy.

Since the Great Exhibition in London in 1851, expos have served as venues to exhibit advances in industrialization and to promote cultural exchange. The 1893 Chicago World’s Fair heralded America’s rise as a global industrial power. But in recent years, with advances in modern communications and increased frequency of world travel, some have questioned the relevance of world expos dismissing them as relics of past times. Awareness and enthusiasm among Americans for recent world expos have been minimal and perhaps as a result, pavilion organizers have had difficulties raising the necessary funds to build U.S. national pavilions. The U.S. was a no-show at the 2000 Expo in Hanover, Germany and at last year’s International Expo in Zaragoza, Spain. At the 2005 World Expo in Aichi, Japan, the USA Pavilion was partly funded by the Toyota Motor Corp.

However, given the growing importance of the U.S.-China relationship, most observers agree that U.S. participation in Expo 2010 is critical. In a March 30, 2009 letter to AmCham Shanghai President Brenda Foster, Secretary of State Hillary Clinton emphasized her strong support for U.S. representation at Expo 2010, stating that the USA Pavilion is a demonstration of American leadership in the Asia-Pacific region and a commitment to a forward-looking positive relationship with China.

Chinese government and Expo 2010 officials have waged an intensive, global campaign to ensure record participation and have made it clear that they expect the U.S. to attend. So far, more than 190 countries and 48 organizations have heeded the call, responding with commitments to build elaborate pavilions designed to make an impact on Expo 2010 visitors and their Chinese hosts.

Despite the obvious strategic importance to the U.S.-China relationship, U.S. participation in Expo 2010 will come down to contributions from American companies. And while most American business executives confess to a patriotic desire to make the USA Pavilion a reality, they face the worst economic

downturn since the Great Depression, pressure to cut costs, and an American public that is almost completely unaware of Expo 2010 and its significance. Many struggle with a practical question, what is the business case for participating in the USA Pavilion and how does it fit in to their broader “China Strategy”?

USA Pavilion Theme

The theme and design of the USA Pavilion is based on core principles that pavilion organizers believe Chinese and American people share: sustainability, teamwork, health and the values of hard work and opportunity. The success of the overseas Chinese community in America will also play an important role in the overall presentation. As envisioned by Pavilion organizers, the USA Pavilion will be a demonstration of American technology, innovation, business and culture as well as a celebration of the longstanding friendship between the American and Chinese peoples.

Building from the Expo 2010 theme “Better City, Better Life,” the USA Pavilion “story” provides a glimpse of an American city of the future and describes the path to creating it. Set in the year 2030, guests will experience firsthand the progress that has taken place due to technological innovations developed since 2010. An emphasis on clean energy, healthy living, sustainable farming and green technologies will support the underlying message of the USA Pavilion: by working together, we can overcome today’s challenges and look forward to a brighter future.



USA Pavilion
Exterior View

The USA Pavilion and Your China Strategy

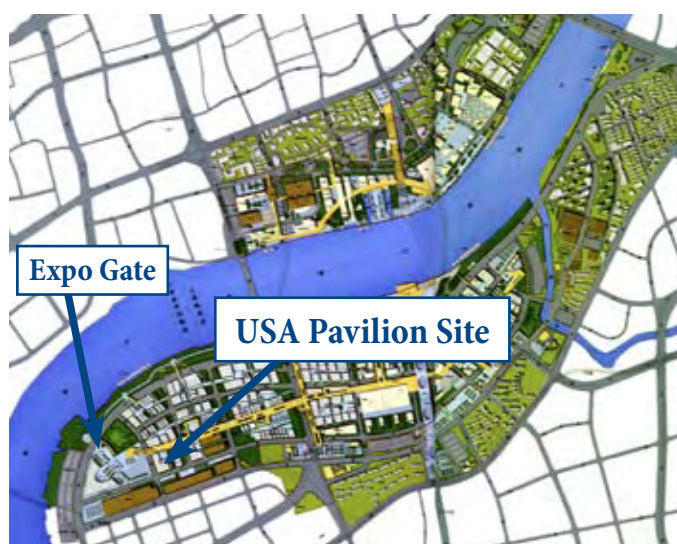
Participation in the USA Pavilion at Expo 2010 has the potential to advance a company's China strategy in two ways. First, by building brand recognition among USA Pavilion visitors, of whom, an estimated 90 percent will be Chinese, and second, enhancing government relations with the Shanghai Municipal Government, China's Central Government and visiting provincial government officials.

The USA Pavilion offers sponsors the opportunity to:

- Build your China brand recognition among millions of visitors from all over China.
- Hold high visibility promotional and marketing events at the Pavilion.
- Demonstrate your company's commitment to Shanghai and China.
- Advance your government relations agenda by hosting meetings and events with municipal, provincial and national level Chinese officials.

Brand Marketing

The Shanghai World Expo 2010 will be the largest world expo ever and by some projections, the largest event in human history. Starting May 1, 2010, and for six months after that, 70 million people, 60 million of them Chinese, will come to the 5.28 square kilometer expo park on the banks of the Huangpu River to experience "Better City, Better Life," Expo 2010's theme.



USA Pavilion Projected Attendance: 5 to 6 million

- Over 80 percent of attendees in the 15-45 age group
- Nearly 80 percent will attend with families
- Upwardly mobile Chinese with RMB40,000 in annual income
- Tech-savvy and fans of American brands and lifestyles

For American companies interested in China's domestic market, this is a unique opportunity to present themselves to Chinese consumers. The USA Pavilion is physically placed at the south end of the Expo 2010 grounds and is considered by expo authorities to be one of the two signature landmarks at Expo 2010, the China Pavilion being the other.

The USA Pavilion is likely to be one of the most well attended pavilions at Expo 2010 and is projected to attract a wide demographic of attendees. The targeted market is consumers of "best in class" products.

Given the anchor position of the USA Pavilion and the attention the U.S. presence at Expo 2010 will likely receive from local press, the Pavilion would be an ideal platform for product launches, promotional events and conferences. Sponsors will also have access to the Pavilion's VIP area to host customer meetings, executive visits from the U.S. and other meetings.



USA Pavilion
VIP Area

Government Relations

The city of Shanghai has ambitious goals – “Better City, Better Life” is more than just the theme of Expo 2010 but arguably an encapsulation of what Shanghai aspires to be. As part of its effort to develop a service-based economy, the Chinese government has endorsed a blueprint to make Shanghai a global financial and logistics center by 2020. Shanghai has been tapped as a science and technology leader for China and strives to be an “innovation-driven city.” Shanghai sees itself as a model for future urban growth.

For Shanghai's leadership, Expo 2010 is an opportunity to present Shanghai's best face to the world, an opportunity they don't intend to miss. The USA Pavilion team touts the “highly favorable evaluation

by the Shanghai Municipal Government and the China Central Government” as one of the benefits of becoming a USA Pavilion sponsor. The assumption is, both entities strongly desire a high-profile American presence at Expo 2010, and those sponsors who help to make it a reality will be remembered.

Expo 2010 will draw government officials from all over China, not only national government leaders and Shanghai city officials, but government leaders from every province in China. The USA Pavilion will be an ideal location to engage and meet with Chinese government officials and provides a unique setting to demonstrate a company’s commitment to China.

Support of the USA Pavilion and Sponsorship Opportunities

Since the beginning of the State Department’s tender process, AmCham Shanghai has been active in promoting interest and participation in the USA Pavilion and has served as a platform for companies and organizations to learn more about sponsorship opportunities.

- Together with the Bureau of Shanghai World Expo Coordination and USA Pavilion organizers, AmCham Shanghai has held a series of events for the American business community in Shanghai to learn about Expo 2010 sponsorship opportunities.
- AmCham Shanghai began promoting the importance of the Expo by hosting Zhou Hanmin, Deputy Director of the Shanghai World Expo 2010 Executive Committee, for a keynote speech at the AmCham Shanghai China Trends Conference in June 2007 and again at an event in June 2008.
- AmCham Shanghai provides office space for the USA Pavilion team and has provided its facilities for events, meetings and media opportunities.
- The USA Pavilion team has been featured in AmCham Shanghai’s monthly magazine, *Insight*, which has provided an introduction to the USA Pavilion to thousands of readers.

For American companies and organizations who would like to join AmCham Shanghai in supporting the USA Pavilion, there are a number of defined sponsorship levels available. Prospective sponsors will have the ability to work with USA Pavilion organizers to define their sponsorship designation and the overall scope of how they might contribute.

Current sponsors include:

General Electric is a Founding Partner of the USA Pavilion and will showcase its “Ecomagination” initiative through a range of environmentally friendly products in categories such as energy generation and water treatment in addition to incorporating its “green building” technology into the USA Pavilion.

Golden Eagle International Group is a Founding Partner of the USA Pavilion and will showcase its heritage of real estate and retail operations in China. Chairman H. Roger Wang is a member of the Committee of 100, an organization of Americans of Chinese descent, and his contribution is a part of the Committee’s support for the USA Pavilion.

The following provides a general overview of partnership rights and benefits that companies might expect as a sponsor of the USA Pavilion:

Experiential Branding

USA Pavilion sponsors will associate themselves with American culture, values and innovation and with the Expo 2010 themes of sustainability and Green technology. Sponsors will be able to present their companies, images and identities at the Pavilion through a number of “touchpoints” throughout the USA Pavilion where the sponsor’s name, identification and messaging can be integrated into the physical pavilion. Pavilion sponsors can also participate in a number of the “shows” that will make up the USA Pavilion visitor experience.

Marketing Rights

Sponsors will have the right to represent their association with the USA Pavilion. Sponsors will be able to incorporate Pavilion logos, trademarks, icons and characters into their marketing programs in accordance with established guidelines and approval processes.

Preferred Vendor Status

If the sponsor’s official product category is inclusive of products and services that can be utilized in the design, construction or operations of the USA Pavilion, then they will be granted the opportunity to have their products or services utilized in the USA Pavilion on a preferred basis, provided they meet required pricing and quality criteria.

For a more detailed discussion on sponsorship opportunities and available contribution levels, please contact the USA Pavilion team directly:

Norm Elder
Managing Director, Marketing & Sponsorships
U.S. Tel: 1-714-773-0165
Email: njtelder@aol.com

Felix Wong
Director, Partnerships & International Marketing
Shanghai Tel: (86) 135-0188-2044
Email: ftwong@usanationalpavilion2010.org

For more information on the USA Pavilion, please visit: www.usapavilion2010.com

For more information on Expo 2010, please visit: www.en.expo2010.cn

To learn more about what AmCham Shanghai is doing to support the USA Pavilion at Expo 2010, please visit: www.amcham-shanghai.org

About the American Chamber of Commerce in Shanghai

The American Chamber of Commerce in Shanghai (AmCham Shanghai), known as the “Voice of American Business in China,” is the largest and fastest growing American Chamber in the Asia-Pacific region. Founded in 1915, AmCham Shanghai was the third American Chamber established outside the United States. As a non-profit, non-partisan business organization, AmCham Shanghai is committed to the principals of free trade, open markets, private enterprise and the unrestricted flow of information.

AmCham Shanghai’s mission is to support the success of our members by promoting a healthy business environment in China, strengthening U.S.-China commercial ties and providing high-quality business information and resources.

For more information, please visit: www.amcham-shanghai.org

