

# EXPO Shanghai



# Newsletter



Countdown: 428 days to go

[www.expo2010china.com](http://www.expo2010china.com)

Newsletter No.18, February 27, 2009

## Cabinet urges 'perfect' Expo work

CHINA'S State Council, or cabinet, wants "perfect preparation" for the Expo 2010, emphasizing it will help boost market confidence and promote international exchange in economy, technology and culture.

Chaired by Premier Wen Jiabao, the State Council meeting on February 11 regarded this year as crucial for the preparation of the Expo 2010. The Council urged Shanghai Organizers to strengthen services for all participants and speed up the construction of venues and related facilities.

Work to install security, transportation and telecommunication services should be completed this year, featuring the latest technology in all areas and exhibits.

On February 14, the Chinese Communist Party Shanghai Committee also held a meeting to discuss issues relating to the Expo 2010 preparation. Shanghai Party Secretary Yu Zhengsheng called for public involvement in cleaning up the city's environment, changing bad habits, and sprucing up local streets and neighborhoods.



The Macao Pavilion is inspired by the "jade rabbit" of Chinese mythology.

## Macao hops in

MACAO launched a week-long promotion campaign at the Expo Exhibition Center in downtown Shanghai to introduce its Expo plan on February 9, the Chinese Lantern Festival.

The show featured the historic Tak Seng On Pawnshop, Macao's showcase at the Urban Best Practices Area, and the special administrative region's preparations for Expo 2010.

Macao's "rabbit lantern" pavilion was a highlight of the show. The real pavilion will be shielded with double-layer

glass membrane and fluorescent screens. Kinetic balloons will form the head and tail of the "rabbit." In Chinese mythology, the jade rabbit is the usher to the fairyland. More than 15,000 people visited the week-long exhibition.

On February 9, construction began on a replica of the 92-year-old Tak Seng On Pawnshop at the Expo 2010 Site.

"The pawnshop, with a floor area of 1,950 square meters, will show visitors how it operated decades ago, and how Macao has

made efforts to protect and convert it into one of the most popular museums in the territory," said Leong Pou Yee, a representative of Macao's Expo team.

The Tak Seng On Pawnshop, built in 1917 by Ko Ho Ning, was Macao's largest pawnshop in the first half of the 20th century. Beginning in the 1980s, its fortunes gradually declined, until it was finally closed in 1993.

The Macao government allocated US\$175,300 to restore the pawnshop in 2001 and turned it into a museum.

**Expo Fact** To date 231 countries and international organizations have confirmed their participation.

# Taipei keen to create an innovative display

TAIPEI is encouraging people to submit innovative works for its exhibition at the Expo 2010's Urban Best Practices Area, which will showcase a wireless city and recycling program.

Those who are creative and eager to shine at Expo 2010 are urged to design works. The public competition will run from February 11 through April 11 and has four areas of focus: Taipei Logo, Smiling Face, Love Letter, and Shining Picture.

Selected entries will be showcased at Taipei's UBPA pavilion,

which will feature a smile wall with photos of smiling Taipei residents. Taipei Mayor Hau Lungbin said the city hopes to create a venue focused on goodwill, love and innovation and will welcome all visitors with smiles.

For its wireless city exhibit, Taipei will demonstrate how it built a wireless network that allows people to do day-to-day tasks on the Internet.

"Our slogan is 'use the net, not the street' so that we can save public space to ease pressures such as traffic," Taipei Mayor Hau Lung-

bin has said.

Taipei is also aiming at a complete recycling of the city's resources and a "zero burial of garbage" by the year 2010.

"I feel honored that Taipei didn't miss out on such a grand and exciting international event," Hau said.

"I want Taipei to not only show itself to the world during the expo, but also to forge an interactive relationship with Shanghai so that the two cities can enjoy a win-win exchange and cooperation," said the Taipei mayor.

## New look for English Website

THE Expo 2010 English Website has been revamped and now offers a cleaner layout, easier navigation and more extensive coverage.

Visitors to [en.expo2010china.com](http://en.expo2010china.com) get an overview of the Expo Site from a live camera panning over the area. The Website, managed by Shanghai Daily, includes new sections on operations, events and forums, and expanded coverage of topics such as the China Pavilion and volunteers.

The Expo 2010 Japanese Website ([jp.expo2010china.com](http://jp.expo2010china.com)) has also been revamped to highlight the Japan Pavilion content.



Japanese journalists based in Shanghai take photos on the bus during a familiarization tour at the Expo Site on February 18. The Expo 2010 Organizer has set up a foreign correspondents salon to update foreign journalists on Expo preparations and answer their questions on everything relating to the world fair. — Wang Rongjiang

## In Brief

### Mexico heritage

MEXICO signed its Expo participation contract in Shanghai on February 18. Its pavilion theme will be "Living Better: Heritage and Future." The country plans to build a 4,000-square-meter pavilion to demonstrate how the country is working to create ideal living conditions by protecting the environment, ensuring good education for its children, and maintaining social harmony.

### Syrian showcase

SYRIA Pavilion will recreate the life and environment of its capital city Damascus at Expo 2010. The country signed its participation contract with the Organizer on February 17. Syria will spotlight the many features of Damascus, one of the most ancient cities in the world that has a history dating back more than 4,500 years. The planned theme is "Damascus: the Oldest Capital Still Inhabited."

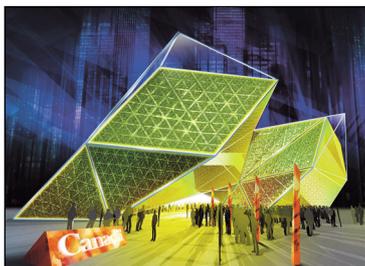
### Glamor of Tunisia

TUNISIA will present its history, civilization, culture, crafts and economic development at Expo 2010, officials said after signing their participation agreement with the Organizer on February 12. The country's exhibition, "Tunisia and Its Tourism Cities," will be held in a 1,000-square-meter space inside the joint Africa Pavilion. Tunisia was the 182nd participant to commit to Expo 2010.

### Expo hospital

PUDONG New Area is improving its medical facilities leading up to Expo 2010. Construction of Shanghai Pudong Hospital began on February 18 in the Sanlin area, three kilometers from the Expo Site. The 700-million-yuan (US\$102.4 million), state-of-the-art hospital is expected to open in April 2010. In addition, an expansion project at the Shanghai East Hospital in the Lujiazui central business district will add 90,000 square meters of floor space to the hospital.

## Expo Online



CANADA, Mexico, Brazil, Egypt, Togo, Vietnam, Iceland, Syria and Nigeria have all confirmed their participation in Expo Online, bringing the number of Expo Online participants to 154.

Sixteen countries will build "experiencing pavilions" and 12 cities will show their models of

Urban Best Practices in Expo Online. The site features "browsing pavilions" and "experiencing pavilions" — both use multi-media and 3D technology, but the latter offers interactive experiences.

The Expo Organizers expect 15 million to 30 million visitors to browse Expo Online every day during the six-month world fair.

# Pleasant stay for visitors

Yang Jian

**T**HE Expo 2010 Organizer has prepared cozy accommodations for delegations from participating countries.

Rooms in the Expo Village will feature impressive views of Expo pavilions and the shimmering Huangpu River. Guests will be able to walk to the Expo Site in just a few minutes, and unwind in 1930s-style bars.

The Expo Village is in the Pudong section of the Expo Site along the Huangpu River and covers 5 percent, or 264,000 square meters, of the land area of the Expo Site.

According to Shi Junjie, deputy manager of hotels in the Expo Land Holding Co, operator of the Expo Village, the Expo Village will include a five-star hotel, three budget hotels, and 20 apartment blocks, providing about 7,000 beds for Expo delegations from nearly 200 countries. Construction is expected to be complete by the end of June and the village is due to open in September.

## Renovation

The tallest structure in the village is the 26-story InterContinental Hotel, a five-star property for VIP visitors during the 184-day world fair.

Nine nearby factory buildings will be converted into pubs, clubs and multi-function halls. "These will be the highlight of



The guest rooms of the five-star InterContinental Hotel overlook the Expo Site and the Huangpu River. The design of the hotel's restaurant (below) contains rich Chinese elements.

the village," said Shi, adding that some pubs will be decorated in the style of 1930s Shanghai.

The Expo Organizer has also built special rooms for the handicapped, featuring lower keyholes and doorknobs.

Participating countries and organizations need to book the hotels and serviced apartments in advance. Each participant can apply for a maximum of 12 rooms. "The Expo Village will be big enough to host all the delegations," Shi said.



The new InterContinental Hotel

## Fact Sheet

**High-End Hotel:** VIP guests will be able to stay at the 398-room, five-star InterContinental Hotel in the Expo Village.

**Budget Hotels:** Hanting Inn, GreenTree Inn and Yahsin Business Hotel together offer 558 economy-class rooms with 784 beds.

**Serviced Apartments:** There will be 24 serviced apartment buildings in the Expo Village with a total of 1,730 one-bedroom to three-bedroom units.

**Logistics & Dining Area:** There will be

a factory-turned warehouse, several restaurants serving Chinese and international cuisines, and a police station.

**Recreation Facilities:** Nine factory buildings will be renovated into clubs, conference rooms, pubs and multi-functional halls.

**Office Area:** Office buildings and conference centers will be built in the section.

**Expo Bureau:** The administrative center of Expo 2010 and the headquarters of the Expo Organizer.

**Shopping Area:** The Expo village will feature a supermarket and several retail outlets.

# Germany offers Expo jobs

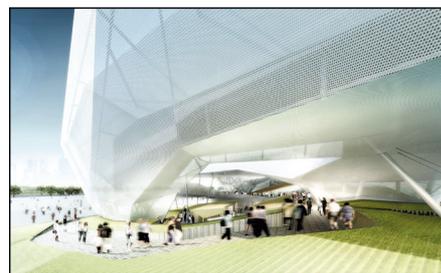
ACCORDING to Germany's official World Expo 2010 Website, Germans have begun submitting applications for the 200-plus jobs at their country's pavilion.

Applicants must have a strong command of both Chinese and German. English skills are a plus.

Jobs at the Germany Pavilion include 180 guides, 20 assistants for pavilion management, cultural events, press and VIP relations, as well as eight drivers.

Applicants should be friendly, communicative, reliable and able to work under pressure. According to the website, "They should be good team players, service-oriented, confident and smart looking."

Guides will explain exhibits, help direct visitors, and accompany delegations during their visits to the Expo Site. Staff members at the pavilion will be paid between 1,200 euros (US\$1,560) and 1,500 euros per month. Shared



**Left: Visitors will experience a dream-like undersea world in the Germany Pavilion. Above: Rather than being conceived as a building, the pavilion is meant to be a walk-through sculpture.**

accommodation and travel to and from Shanghai will be covered.

## Deadline

Applicants must be available to work for the duration of Expo 2010 from May 1 to October 31, 2010, and for a training phase that will start around March 2010.

The deadline for applications is April 30. Applications can be made online at [www.expo2010-deutschland.de/informieren/jobs](http://www.expo2010-deutschland.de/informieren/jobs). Inquiries should be sent to [personal-expo2010@koelnmesse.de](mailto:personal-expo2010@koelnmesse.de).

The aim of the 6,000-square-meter Germany Pavilion is to provide inspiration on how quality

of life and diversity in cities can be enhanced by ensuring that the elements of which they are composed interact in harmony.

The balance between renewal and preservation, community and individual development is the core topic of the exhibition and is also reflected in the pavilion's design.

## Luxembourg pavilion mimics old castle

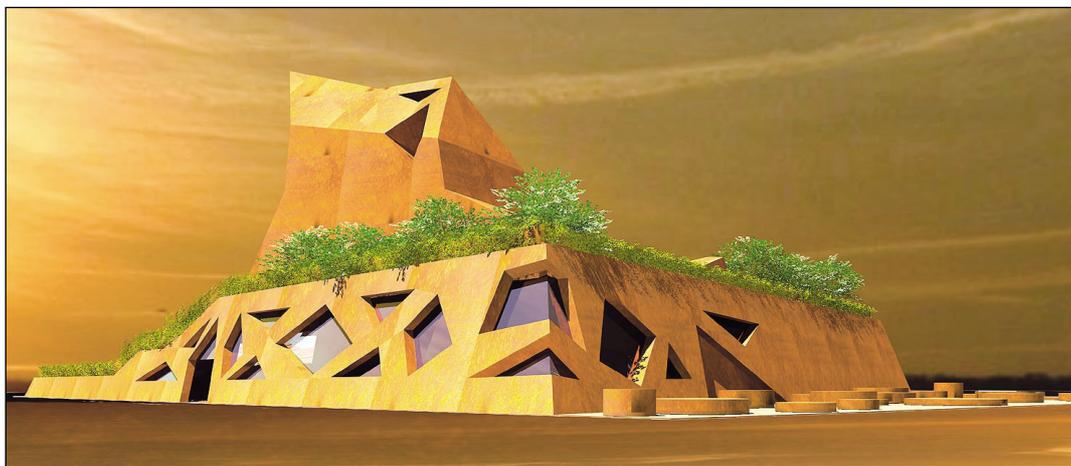
LUXEMBOURG became the third country to start building its national pavilion for Expo 2010, with a ground breaking ceremony on February 14.

The unique design of the pavilion gives visitors "an impression of a forest and castle," inspired by the Chinese characters representing Luxembourg.

Built with steel, wood and glass, the 15-meter-high structure will resemble, in abstract style, a medieval castle with large openings and shrubbery around the walls.

"All the materials are recyclable," said architect Francois Valentiny. Also, the outside walls will be translucent, on which Chinese characters will be shown.

The exhibition area is about



**The "castle" was designed by Francois Valentiny of Luxembourg's Hermann & Valentiny Company.**

1,300 square meters and the ground hall will host a satellite video show.

The castle will also contain a kindergarten and a restaurant serving food and drinks from Luxembourg and Chinese.

Visitors will be able to buy commemorative stamps that will be printed in 2010 by Luxembourg Post, as well as special Shanghai Euro coins.

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