

EXPO Shanghai

Newsletter



Countdown: 493 days to go

www.expo2010china.com

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Expo starts star list

THE Expo Organizer initiated selection on December 17 of 30,000 invited guests to take part in World Expo 2010 Shanghai to mark the 500-day countdown.

Anyone in China, including Hong Kong, Macau and Taiwan, as well as foreign residents, are eligible for "Expo Star" selection, said Chen Xianjin, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Candidates should have high regard for the environment and a healthy "green" lifestyle.

The "Expo Stars" will represent model citizens during the Expo in Shanghai and will be invited to a ceremony to celebrate the 100th day of Expo on August 8, 2010.

The Organizer will give each of them 20 "Star Seeds" (labels or badges) to hand out to Expo visitors as a token of good will, Chen said.

The Organizer will invite 15 corporations, all of them Expo global partners or senior sponsors, to select the "Expo Stars."

The corporations will announce their application and selection procedures in two months, Chen said, adding that they were told to extend their selection to different regions so people from all over the country could participate.

To mark the 500-day countdown, the Organizer also



Collectors show off their newly purchased stamps and First-Day Covers issued by China Post to mark the 500-day countdown to Expo Shanghai. The stamps cost 1.2 yuan (17.52 US cents).

launched a Website (wap.expo2010china.com) which can be viewed via Internet-enabled phones. The Website provides Expo-related news and information, weather forecasts, traffic and hotel guides.

On the same day, China Post issued a commemorative stamp and the Shanghai Philatelic Corporation issued a First-Day Cover.

China Banknote Printing and Minting Corporation also issued a commemorative gold bar.

TV documentary series targets wider audience

A DOCUMENTARY series promoting Expo 2010 featured nightly on Shanghai TV News Channel from December 17 to 22, marking the 500-day countdown to the event.

"A Long Dream About World Expo," six 45-minute episodes, reviewed the 157-

year history of World Expo and its influence on civilization and economic development.

The series took about a year to produce with interviews of more than 200 celebrities and scholars from 32 cities in 10 nations. An English version of the series is being dubbed.

Expo Fact The Expo site is 5.28 square kilometres, mostly between the Nanpu and Lupu bridges.

The Spanish city of Barcelona holds a promotion meeting to mark the 500-day countdown of Expo 2010.



Expo's global drive

THE Spanish city of Barcelona held a 500-day countdown to World Expo 2010 Shanghai on December 17, attracting more than 150 people from the local business community and press.

Barcelona Mayor Jordi Hereu called on local businesses to invest in the city's two exhibitions in the Urban Best Practices Area of Expo 2010.

UBPA, an innovation for World Expo in Shanghai, is intended to showcase creative concepts and technologies in solving urban problems. So far, nearly 60 cases have been selected from around the world.

Barcelona's two cases

will focus on the harmonious living environment of a local district and the protection of its historical city center.

Also overseas, people in Japan can now get a preview of Expo 2010 by visiting an exhibition hall in Tokyo where a large video screen projects information about the event.

The 300-square-meter show hall, opened on December 18, is the first of its kind set up overseas.

The screen, using advanced software developed by Japanese and French engineers, shows in vivid images the models of various Expo pavilions and the Expo 2010 mascot Haibao.



Coca-Cola China unveils its Expo-themed logo on December 16 at a ceremony attended by Chen Xianjin (2nd from left), Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Tokyo officials said the show would heighten public awareness and expectation of the event. Deng Wei, an attache with the Chinese

embassy in Tokyo, said officials believed Expo Shanghai 2010 would be just as marvelous as the Beijing 2008 Summer Olympics.

In Brief

Expo shutterbugs click away

SHUTTERBUGS, both Chinese and expats, are urged to take part in a digital photography contest "Expo Impression" to record the dramatic transformation of the city as it readies for World Expo 2010. The contest was launched on December 14 at the Expo Exhibition Center on Huaihai Road M. The first phase runs through March 31. There will be two rounds and a final.

Aichi volunteers

JAPANESE volunteers from the 2005 Aichi Expo are eager to help visitors at Expo Shanghai. More than 300 of them have already signed up in Japan and some have started learning Chinese. Their experience from Aichi Expo will enable them to apply these skills during the Shanghai fair, which needs over 1 million volunteers for six months across the city.

Theme songs

THE Expo Organizer selected 12 submissions for the Expo 2010 theme song on December 15. Six tunes are by musicians from China's mainland, four from Hong Kong, Macao and Taiwan, and two by musicians from Japan and Singapore. The songs can be heard on the Expo Website (www.expo2010china.com). More than 1,700 entries from around the world have been received so far.

HK show plan

HONG Kong has submitted a master plan for its exhibition to the Expo Shanghai Organizer. The Special Administrative Region plans a 3,000-square-meter pavilion to explore the theme "Hong Kong — the Infinite City" with a focus including convenient urban transport networks, advanced scientific facilities, financial and trade systems and multi-cultural environment. The city will also present a "Smart Card, Smart City, Smart Life" case at the Urban Best Practices Area.

Expo Online

CRYSTAL CG, Tencent and Ogilvy will work together to design the content of Expo Shanghai Online.

The project will be completed in three phases, according to a working schedule unveiled recently by the Expo Organizer.

The three companies have set up a team to tackle the project.

The team will apply multi-media and virtual reality technology to design the Website.

The three phases, namely "expectation inspiring," "surprise triggering," and

"real experience," will be online respectively by next May, and January and May in 2010.

So far, 100 countries and 37 international organizations have confirmed participation in Expo Online. In a latest development, France has

agreed to build an "experiencing pavilion." Cuba, Ecuador and the Czechs have pledged to build a "browsing pavilion."

Expo Online is one of the two innovations of Expo 2010. The other one is the Urban Best Practices Area.

Expo Fact

Expo 2010 plans 16 corporate pavilions, two of them converted from old factory buildings.

High-tech sanitation units for Expo 2010



A HIGH-TECH, closed-tube system based on Finnish technology is to be used to gather rubbish from the World Expo sites and will be cleaner and more efficient than traditional methods.

The automatic waste collection system will be installed inside all buildings and along the streets inside the World Expo site.

The system is powered by negative pressure. When waste thrown into collection units reaches a fixed quantity, the system will be activated so that negative pressure sends it to treatment centers.

After reaching the centers, the garbage will be instantly compressed. The system is completely automatic and by using closed tubing and instant compression, less smell is released into the air.

"We invested in this advanced system to see exactly how well it could work for improving garbage collection in the city," said Liang Chao, general manager of Shanghai Environment Industry Co.

The company handles 75 percent of the city's daily sanitation work and was authorized by the government to be the sanitary service provider for the Expo. The firm signed a contract with the Expo Shanghai Organizer on December 17 to be project sponsor.

Y-shaped collection units will be installed every 50 to 70 meters along roads as well as inside each building in a

0.5-square-kilometer area at the World Expo site in Pudong.

About 160 tons of garbage will be produced each day inside the site on both sides of the Huangpu River, the company estimates.

The tube system is able to handle 60 tons of waste a day. In other Expo areas, waste will be collected in the traditional way. The company has invested 1 billion yuan (US\$145 million) developing waste transport containers and a transport network using inland rivers.

"The containers are completely closed during transportation, which means no garbage can leak out and no smell escapes into the air," said Yuan Shumin, chief operating officer of the company's World Expo branch.

It is estimated that 400,000 people will visit the Expo each day, with a peak of 800,000 visitors on certain days.

Apart from preparing high-efficiency cleaning machines, the Expo Shanghai Organizer will also build at least 250 public toilets, including 50 portables, to serve the huge number of visitors.

Outside the Expo site, the city will build 1,039 new public toilets across the city to serve visitors attending Expo 2010. The city now has about 7,000 public toilets.

A worker sweeps the pavement along the People's Square in central Shanghai driving a motorized vacuum sweeper. Top right: Another model makes a routine run.

Your Say

Toomas Tiivel, Commissioner-General of Estonia for World Expo 2010 Shanghai



Toomas Tiivel

THE theme "Better City, Better Life" is very well chosen. There has been a strong tendency in past centuries for more and more people to move to cities.

Our task is to try and make their life comfortable, enjoyable and healthy.

We have to think about forthcoming generations, our children and grandchildren, to make sure the places where they will live are good.

In the Estonian exposition we will try to show how we understand what is important and what

we are doing to make this dream come true. We are concentrating on scientific and technological developments, entrepreneurial successes and the coexistence of cities and country areas where different, interchanging cultures live together.

Last, but not least, our capital Tallinn will be The Cultural Capital of Europe in 2011, when we hope a lot of people from all around the world, including China, will visit Estonia

The contemporary world is opening up which results in a free

movement of people, ideas and practices in a democratic way. It will definitely help to understand one another in a better way, which will assist the promotion of progressive ideas between countries and people.

The Expos unite people. These are big events, big gatherings where people can share their good experiences and bring us ever more together.

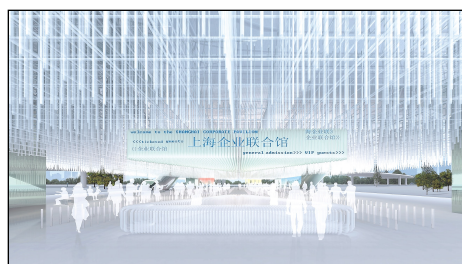
We have to understand that our world is unique and we have the obligation to take good care of it for the sake of future generations.

Expo Fact A fund of US\$100 million has been set up to provide developing countries finance assistance.

Pavilion tribute to industry



An artist's impression of the spectacular Shanghai Corporate Pavilion for Expo 2010.



THE Shanghai World Expo site was once home to China's most concentrated collection of industries and corporations. The nation's earliest steel corporation, shipyard, cotton factory, tap water factory and coal gas factory, all built between 1900 and the 1920s, were based there.

The former glory of these business and industry communities will be revived at Expo 2010 in the Shanghai Corporate Pavilion which will rise from the debris of these factories.

Thirty-eight corporations under the State-owned Assets Supervision and Administration Commission of Shanghai municipal government, or the city's financial authority, have announced they will jointly build this Expo pavilion to showcase the common spirit of local corporations.

The Shanghai Corporate Pavilion organizers have secured a 4,000-square-meter plot for the environmentally friendly transparent structure to be made from

recyclable materials.

It will be one of the largest corporate pavilions on the Shanghai Expo site and will offer a "dreamlike" journey to all the Expo visitors, said Gu Shuhang, president of the Shanghai Corporate Pavilion.

City corporations made their official World Expo debuts in 1915 at the Panama-Pacific International Exposition held in San Francisco. It was also the first time that Chinese corporations had participated in a World Expo.

The Shanghai Corporate Pavilion for Expo 2010 will not exhibit products from local corporations. It will use "abstract ways" to showcase elements of the spirit of local corporations, such as forward-looking and innovative, said Gu.

The dominant motifs of the pavilion will be "dream" and "butterfly," derived from "Zhuang Zhou's dream with butterfly," an ancient Chinese story with philosophical meanings, said pavilion designer.

'Light house' to put on a show of power generation

THE State Grid, China's main power supplier, will set out to impress Expo 2010 visitors with a mesmerizing show of "light and power." The state-owned company on December 19 unveiled its pavilion design — a structure with light trickling down a web of crystal cubes.

The pavilion will house an actual power station that supplies electricity to the Expo site and will feature displays showing how the substation works.

The pavilion's theme will be based on the "relationship between

electricity and daily life," said Teng Letian, the chief engineer of the State Grid Shanghai branch.

The exhibition's design will highlight the concepts "safe, high quality, clean and reliable," said Teng.

Zhao Xiaojun, chief designer for the pavilion, was senior designer for the National Aquatics Center for the 2008 Beijing Olympics, which became popularly known as the "Water Cube."

Right: The design of the State Grid Pavilion.



Bureau of Shanghai World Expo Coordination

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