

# EXPO Shanghai



# Newsletter



Countdown: 474 days to go

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## China's Expo icons

CHINA has many surprises planned for visitors to its major pavilions during World Expo 2010. Construction of both the icons, the China Pavilion and Theme Pavilions, will be finished by the end of the year.

A detailed show plan for the pavilion has yet to be decided, according to Mao Xiaohan, who is in charge of exhibition planning.

The 63-meter-high pavilion will consist of three exhibition floors, two cafes, and two observation decks. The final construction, started in December 2007, will be completed by May, said Yao Jianping, China Pavilion Project Manager.

Workers will start to decorate the pavilion in March and install exhibits in late September. Everything will be ready before the end of 2009, Yao said.

The 129,000-square-meter Theme Pavilions will highlight the Expo 2010 theme, "Better City, Better Life." Exhibits will showcase innovative urban living and solutions to urban problems.

Started in November 2007, it will be finished by September.

The energy-efficient Theme Pavilion will have 80,000 square meters of floor space above ground and 40,000 square meters of space underground. Exhibitions will take up more than 70,000 square meters.

Its gigantic halls are big



A worker cuts steel rods against the backdrop of the China Pavilion. — Wang Rongjiang

enough to park four jumbo airplanes, said Dai Liu, President of Shanghai Expo Group, which is in charge of construction.

The China Pavilion and the Theme Pavilions are among the five permanent "green" structures at the Expo site, along with the Expo Center, the Performance Center and the Expo Boulevard. Most of other Expo pavilions built by participating countries and corporations will be dismantled after the 2010 world fair.

### Expo adds fizz to 2009 New Year celebrations

EXPO was the recurring theme of nearly 100 New Year celebration activities held across Shanghai. It was featured in exhibitions, performances and sporting events.

People attended a New Year's Eve countdown party in Xintiandi, climbed the Oriental

Pearl Tower, and rang the Longhua Temple bell to celebrate New Year and Expo.

A troupe of more than 40 performers visited the Expo site to entertain construction workers who stayed on the job during the three-day New Year holiday.

### Expo Fact

So far 230 countries and international organizations have confirmed their participation.

# Expo seeks expert advice on site rules

CAN Expo participants use their own wireless devices? What should be allowed at the Expo site? How should Expo tickets be sold? These questions and more have been discussed between the Expo Organizer and local law experts.

The Expo Organizer invited domestic law experts, scholars and lawyers to a forum in Shanghai on December 23 to consult on Expo site rules.

The Organizer could lend wireless devices to Expo participants during the 2010 event and ban their own devices, said Zhou Yonghua, Senior Engineer of Shanghai Radio Association.

Zhou said signals of different

national standards would interfere with each other on the Expo site.

The Organizer will take the experts' suggestions as references, said Zhou Hanmin, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Zhou posed 10 questions to participants at the fifth Shanghai Expo Legal Forum.

The discussion included what should be banned at the Expo site, the use of wireless devices, ticket selling, intellectual property rights and security checks.

"Human-focused" would be the guiding principle the Organizer would use when making rules for

the site, Zhou said. More than 300 law experts, scholars and lawyers provided suggestions.

The Organizer is drafting a set of rules for Expo 2010 visitors and they will be announced at the end of 2009. A simplified version of them will be printed on Expo tickets, scheduled to go on sale this year.

The forum was jointly organized by the bureau, the Shanghai Law Society and Shanghai Zhongmao Law Firm.

Shanghai's law society will spare no effort to serve the 2010 event, Wu Guangyu, General Secretary of the Shanghai Law Society, told forum members.

## In Brief

### Indian TV reports on Expo Shanghai

THREE journalists from Doordarshan Television, India's state-owned broadcaster, visited the Bureau of Shanghai World Expo Coordination and the Expo site on January 5 to report on the progress of venue construction. Their interviews will be part of a special report on China's modernization through 30 years of reform and opening up.

### Steel guaranteed

BAOSTEEL Corp, China's biggest steel maker, has supplied more than 85,000 tons of high quality steel products for the construction of Expo venues. A company top executive said the Shanghai-based steel maker promised to provide all the steel needed for the China Pavilion, Theme Pavilions and Performance Center.

### Dapu Road Tunnel

WORKS to widen Shanghai's first tunnel under the Huangpu River, the Dapu Road Tunnel, have started. The 1.5-billion-yuan (US\$219 million) project will add a second tube to double the tunnel's traffic capacity for the upcoming Expo 2010. The tunnel links Luwan District in Puxi to the Expo site in Pudong. A tunnel boring machine with a cutting shield 11.22 meters in diameter has started drilling the tunnel.

### Volunteer guides

VOLUNTEERS who want to work as tour guides at the Expo Exhibition Center are receiving professional training in presentation skills. They have received lectures on the history of World Expo, China's participation over the decades, and its preparation for Expo 2010. About 700 people have worked as guides at the center since it opened last May. More than 6,000 people visited the center during the three-day New Year holiday.

# Photos focus on city life

A PHOTO depicting a foreign artist performing traditional Chinese opera in Shanghai has won the first prize in a photo contest that promotes the Expo 2010 theme, "Better City, Better Life."

"You! Good!" a photo (right) taken by Zheng Hao, was selected from a pool of more than 2,000 entries submitted by Chinese and foreign shutterbugs. Most pictures reflected the colorful life of Shanghai residents.

The contest achieved its purpose of promoting public awareness of Expo Shanghai, said Zhu Yonglei, Deputy Director-General of the Bureau of Shanghai World Expo Coordination. He said more contests would be held in the run-up to the world fair.



## Expo Online

LITHUANIA, Albania and Sudan have recently confirmed their participation in the construction of Expo Shanghai Online. They all agreed to build their versions of an "experiencing pavilion."

So far, 142 countries and international organizations have confirmed participation in Expo Online. Thirteen countries will

build an "experiencing pavilion."

Ten countries will also display their cases of Urban Best Practices in Expo Online — one of the two innovations of Expo Shanghai, the other being the Urban Best Practices Area.

The Expo Organizer has designed two types of online pavilions, namely the "browsing

pavilion" and "experiencing pavilion." Both rely on multi-media and 3D technology. The latter offers an interactive experience for visitors.

The Organizer expects 15 million to 30 million people per day to visit Expo Shanghai Online during the six-month world fair in 2010.

## Expo Fact

Expo 2010 now has 13 global partners, 9 senior sponsors and 12 project sponsors.



## January

**Key Words: UBPA**

The Shanghai Expo Organizer received 106 applications from about 80 cities around the world to exhibit in the Urban Best Practices Area before the application deadline of January 31, 2008. UBPA is an innovation for Expo 2010 intended to showcase creative concepts and solutions to many urban problems. So far, about 60 cases have been selected.

## March

**Key Words: Promotion**

Expo Shanghai officials made a whirlwind tour of Tokyo and Seoul in late March to promote the 2010 world fair to the Japanese and Korean public. Their road show, called "Expo Express," utilized six local trains in Japan, decorated with the Expo Shanghai logo and its mascot "Haibao" (pictured above). The promotion tour's first stop was Tokyo between March 20 and 24, and then Seoul on March 26. Lee An, a popular South Korean singer, was appointed the goodwill ambassador for the country.

## April

**Key Words: Expo Online**

People who can't make it to the real Expo 2010 can take a virtual tour by visiting Expo Shanghai Online. The project got the first confirmed participant on April 14. Visitors can explore every section of the Expo site by clicking the mouse to watch a wide variety of performances anytime, anywhere. So far,

142 countries and international organizations have confirmed their participation in Expo Online.

## May

**Key Words: Exhibition Center**

The Expo Shanghai Exhibition Center was opened to public view on May 1 on the third floor of the Hong Kong New World Tower on Huaihai Road. The 1,000-square-meter display presented the history of World Expo, memorabilia from previous events, and updates on participants, pavilions, planning and infrastructure. The show has attracted more than 500,000 visitors since its opening.



## June

**Key Words: Expo Zaragoza**

Focusing on the theme "Water and Sustainable Development," Expo 2008 attracted the participation of 105 countries from around the world. The three-month Expo on water (pictured above) was held in the Spanish city of Zaragoza from June 14 to September 14. The Expo Shanghai Organizer staged a Shanghai Week to promote Expo 2010 during Expo Zaragoza.

## September

**Key Words: Service Center**

A one-stop service center started operations on September 8 at the Bureau of Shanghai

World Expo Coordination, simplifying approval procedures for Expo participants who need to have residence permits, visa renewals and construction permits. The center brings together the work staff from customs, public security, quarantine, taxation, quality and technical supervision, health, as well as industrial and commercial authorities.

## October

**Key Words: UN Promotion**

A photographic exhibition about Expo Shanghai was unveiled on October 6 at the United Nations Headquarters in New York as part of the Organizer's overseas promotional drive. The show (pictured below), which ran until October 17, featured a virtual tour of the Expo site as well as boards and pictures regarding the UN's participation in past Expos.

## November

**Key Words: Financial Crisis**

The developing and deteriorating global economic climate could have been one of the largest difficulties during Expo preparation in 2008, however, participants were united in telling the Organizer at the Third Participants Meeting that the financial storm has failed to cool Expo fever around the world. During the two-day Expo meeting, participants expressed their confidence in the world's fair with 36 countries and two international organizations signing participation contracts, 11 cities signing contracts to take part in the Urban Best Practices Area, and another country confirming its participation.



# Czech creativity in design

THE Czech Republic will use ice-hockey pucks in the design of its World Expo 2010 pavilion.

The white 2,000-square-meter structure will feature rubber ice-hockey pucks on its facade. The design signifies that pucks are a significant Czech export and ice hockey is its national sport, Czech officials said.

The display will occur at a rented pavilion under the theme "Fruits of Civilization." It will spotlight the use of new technology and renewable energy, transport solutions as well as a desire for privacy.

Visitors will experience a fictitious and magical city, modeled on Prague's Old Town, inside the pavilion. One can "create and perform magic, travel and participate" in the city, said Pavel Stehlik, Commissioner-General of the Czech Pavilion at Expo 2010, late last week.

Visitors will be able to walk on the pavilion's artificial grass while noticing a regular grid of streets above their heads. Moving from street to street, visitors will discover different artifacts or the "fruits of civilization."

In the pavilion, simulated factories will be evident while a module may produce colors, scents and music in a bid to arouse emotions and a more complete experience for visitors. The display will also simulate a lake surrounded by fast-growing vegetation. The design will refer to environmental protection awareness.

The country launched a nationwide pavilion design competition that was won by film-making firm Dekor. The company also designed the Czech Republic's pavilions at Aichi Expo in 2005 and Hanover Expo in 2000. The company produced the James



The architect's impression of the Czech Pavilion.

Bond film "Casino Royale."

The Czech Republic is expecting about 30,000 visitors per day to its pavilion during the 184-day Expo. The government has earmarked

CZK 520 million (US\$27.6 million) for the pavilion.

The Czech Republic signed a participation contract with the Expo Organizer on January 23.

## Latest Expo Contract Signings

### Lebanon

Signing Date: December 19, 2008  
Theme: "Story-telling City"

The Republic of Lebanon plans to showcase its culture and customs, natural beauty and rich heritage. Its exhibit will tell stories behind its ancient cities and its approaches to "Better City, Better Life."

### Albania

Signing Date: December 20, 2008  
The Balkan state of Albania will use part of a US\$100 million fund offered by the Expo Organizer to developing countries to present its case both in the joint pavilion and a virtual pavilion on Expo Online.

### The International Association of Public Transport (UITP)

Signing Date: December 23, 2008  
Theme: "The future of cities relies on improved public transport"  
The International Association of Public Transport will present

### Paris, France

Signing Date: December 22, 2008  
Theme: "Paris: A River, A Territory, A Lifestyle"

Paris, the world's capital of fashion, will duplicate the scenery of Seine via multimedia means to let Expo visitors experience its vibrant, innovative and high-quality lifestyle in the Urban Best Practices Area. The display will feature Paris parks and gardens, cultural sites, eco-friendly buildings, high-tech transportation, and other modern facilities.

### Pakistan

Signing Date: December 31, 2008  
The Islamic Republic of Pakistan

its solutions to improving urban public transport networks. Headquartered in Brussels, UITP will exhibit in the 4,000-square-meter joint pavilion.

has secured a 2,000-square-meter self-built pavilion at the Expo site to show its culture, history and customs. The Pakistan Pavilion will stand close to the China Pavilion in section A of the Expo site.

### Sudan

Signing Date: December 31, 2008  
Theme: "City and Peace"

The Republic of Sudan will demonstrate the significance of peace in urban development at the joint pavilion for African nations during Expo 2010. The African state will showcase its efforts for peace and its achievements in urban

development under the theme "City and Peace."

### Lithuania

Signing Date: January 5, 2009  
The Republic of Lithuania's theme will unfold in a 2,000-square-meter rented pavilion which will show how Lithuanians get along well together and take an eco-friendly approach towards nature. The exhibition will also explore how the country developed into a political, cultural and economic center in the Baltic Sea region.

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