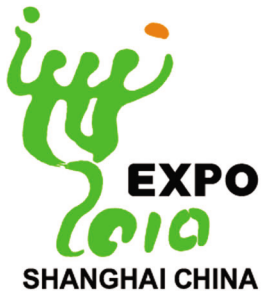


# EXPO Shanghai

# Newsletter



Countdown: 397 days to go

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

Newsletter No.20, March 30, 2009

## Expo tickets go on sale

CORPORATE and institutional buyers were the first to get a look at the new tickets for Expo 2010, passes that are slightly smaller than a credit card but packed with the latest in anti-counterfeiting technology.

The Expo Organizer unveiled the tickets on March 27 to mark the 400-day countdown to the opening of the world fair and sold 18,000 passes to corporations and local governments.

The Expo tickets, 5.4 centimeters by 9.8 centimeters, come in nine color codes for different prices, all featuring Haibao, the mascot, and the Expo logo and theme, "Better City, Better Life."

Every ticket uses nine anti-forgery technologies developed by the Shanghai Banknote Printing Plant and has an imbedded electronic chip.

"Fake tickets will be easy to detect," said Zhang Shucang, the printing company's deputy director. The tickets have a distinctive touch and the card edges can change color when the cards are turned, Zhang said.

Institutional buyers who order more than 30 tickets can now make the purchase with 13 ticket agents who have opened hotlines and websites.

A standard single-day ticket costs 130 yuan (US\$19), and a peak-day ticket costs 170 yuan until June 30, the end of the first sales phase. Both are 30 yuan less than the prices to be charged during the Expo. The public can start buying tickets on July 1.



Media interest is strong at the launch of the Expo tickets on March 27. The passes are made with the latest anti-counterfeiting technology and are in nine price differentiating colors.

### The 13 official ticketing agents

China Mobile	12580	<a href="http://www.sh.chinamobile.com">www.sh.chinamobile.com</a>
China Telecom	118114/114	<a href="http://expo.118114.cn">http://expo.118114.cn</a>
China Post	11185	<a href="http://www.chinapost.com.cn">www.chinapost.com.cn</a>
Bank of Communications	95559/4008009888	<a href="http://www.95559.com.cn">www.95559.com.cn</a>
China Travel Service Hong Kong	00852-2998-7010	<a href="http://www.ctshk.com">www.ctshk.com</a>
China Travel Service Taiwan	00886-1-408-369-6868	<a href="http://www.chinatravel.com.tw">www.chinatravel.com.tw</a>
China Travel Service Macau	00853-87998110	<a href="http://www.cts.com.mo">www.cts.com.mo</a>
New Sintra Tours (Macau)	00853-28355700	<a href="http://www.newsintratours.com.mo">www.newsintratours.com.mo</a>
JTB Corp (Japan)	0081-3-3984-8567	Site not available
China Travel Service Australia	0061-1300764224	<a href="http://www.chinatravel.com.au">www.chinatravel.com.au</a>
Ticketmaster (US)	001-888-303-2121	<a href="http://www.ticketmaster.com">www.ticketmaster.com</a>
Peregrine Travel Group (US)	001-408-369-6868	<a href="http://www.worldexpochina.net">www.worldexpochina.net</a>
Tianbao Travel Ltd (Canada)	001-866-840-990-001	<a href="http://www.expoticket.ca">www.expoticket.ca</a>

For more information, please call 86-21-962010

### Expo Fact

To date, 233 countries and international organizations have confirmed participation.



# Volunteer logo unveiled

EXPO volunteers got their own sign, slogan and song on March 27, the 400-day countdown to the opening of the 2010 event.

The logo features the Chinese character for heart. It also looks like the letter “V” for volunteer and a dove holding an olive branch.

“It was when I was watching a friend write cursive calligraphy that the Expo volunteer design popped into my mind,” said designer Li Xiaoli, who specializes in company logos.

Li said he began conceiving the logo design three months before the deadline. “I became desperate because all my work looked like stereotypes,” he said.

He tried to include Chinese elements, but that just didn’t work. Then, two weeks before the deadline came the inspiration. “It dawned on me that Chinese characters are the most direct



Graphic designer Li Xiaoli introduces his winning logo for Expo volunteers.

elements,” Li said. And he was able to complete the design in five days.

“I never thought I would win. I even forgot the competition after I submitted the design,” he added. Surprised and thrilled, he said he would visit the Expo next year.

The winning slogan is “At your service at Expo.” It was submitted

by Huang Yuanyuan, a student of Ji’nan University in Guangzhou, Guangdong Province.

The winning logo and slogan were selected from 15,717 entries during a 147-day competition. About 10 percent of those entries came from abroad. An online vote for the 10 finalists was held at the end of last year.

## City advocates good manners

SHANGHAI is urging its citizens to adopt environmentally friendly habits and civilized manners as it prepares for Expo 2010. The municipal government has published the second 100-point Expo Civilization Index, indicating a rise of two points to 80.35 points.

Starting last September, the city has been monitoring environmental changes, public behavior of residents, and service standards of its public service sectors. It will publish the index every 100 days.

Downtown Luwan District outperformed Jing’an District to top the district list, with a civilized behavior index of 85.34 points.



## Reporters tour

BBC Shanghai correspondent Chris Hogg (front) and Itar-Tass correspondent Maxim Sidelnikov take photos of the Expo Site from the roof of the Bureau of Shanghai World Expo Coordination during a recent foreign correspondents’ salon.

## Expo Online

# Paris symposium on virtual Expo

EXPO Shanghai Online now has an official Website, [www.expo.cn](http://www.expo.cn), the Expo Organizer told the 2nd International Symposium on Expo Online in Paris on March 30.

Vincente Loscertales, Secretary-General of the Bureau of International Expositions, said he

had full confidence for a successful Expo Online and encouraged more countries and international organizations to join it.

The Organizer showed a demo video to participants at the symposium and reported on the progress of Expo Online construction.

Canada, Italy, Germany and the Republic of Korea recently confirmed their participation in Expo Online, bringing the total number of confirmed participants to 166. Korea also submitted the construction plan and design of its online pavilion.

## In Brief

### Seashell emerges

WORKERS have erected more than 90 percent of the steel structure of the Expo Performance Center, which is expected to be completed by the end of this month. Already more than 90 percent of the 34,000-ton steel structure of the building has been hoisted into place. The Expo Performance Center has the shape of a seashell and will be the main stage during the six-month event.

### Expo Metro link

CONSTRUCTION on the Metro Line 13 stretch linking the Madang Road and Changqing Road stations has been completed. It will serve as a trunk line of mass transit during Expo 2010 and runs for 5 kilometers. The first phase of the line that connects downtown Nanjing Road W. with Jiading District is scheduled to be finished after the Expo. By 2010, Shanghai will have 11 subway lines totaling 400 kilometers. Currently, the city has eight lines in operation stretching 234 kilometers. The average daily Metro passenger flow stands at about 3.5 million.

### Drainage work

SHANGHAI will build and renovate a total of 67 drainage systems in its downtown areas before the Expo. The upgraded systems are designed to prevent flash flooding caused by heavy downpours. Four drainage systems will serve the Expo Site. The city government plans to build a total of 281 drainage systems before the event and has already finished 204.

### Volunteer talks

A DELEGATION of the Expo 2010 Organizer recently visited Japan, the host of the 2005 Aichi Expo, to draw on volunteers’ experiences. Led by Xu Weiguo, a senior official of the Bureau of Shanghai World Expo Coordination, the delegation held talks with Japanese volunteers who served at Aichi Expo and officials involved in the 1998 Nagano Winter Olympic Games.

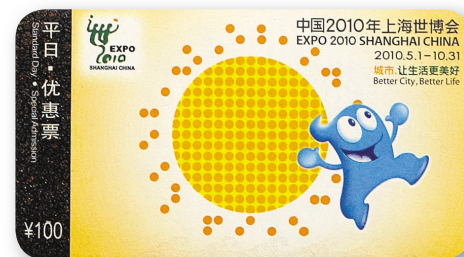
## Expo Fact

The Expo volunteer logo features the Chinese character for heart.



# Tickets for builders, school kids

Big-hearted buyers snap up 18,000 tickets to be given free to Expo venue builders, overseas Chinese, schoolchildren, and passengers of China Eastern Airlines, as Yang Jian reports.



CONSTRUCTION trade union chief Tang Wenzhou is among the first buyers of the first tickets for Expo 2010.

Tang, Chairman of Trade Union with the Shanghai Urban Construction Group, bought 6,000 tickets, worth 780,000 yuan (about US\$114,100).

He bought them not for his company staff, nor for his clients, but for the construction workers who have been toiling day and night on the Expo Site. They were thrilled to learn about their “free” admission.

“The workers may not fully understand the Expo theme — ‘Better City, Better Life’ — but it’s my duty to let them take a free look at the fairyland they have built with their own hands,” said Tan.

The first tickets went on sale on the day marking the 400-day countdown to the event. The basic price was 130 yuan per ticket; during the Expo period, admission will be 160 yuan.

The first batch of 18,000 tickets were sold to eight domestic governments, institutes and corporations.

Tang’s company is a major infrastructure constructor, building all the tunnels, underground areas and pipelines. Every day, more than 12,000 workers are laboring on the project.

Migrant workers will be among those getting free tickets; construction workers’ families will also get tickets, “since they provided great support to the workers,” said Tang. “In fact, the workers were the very first visitors to the Expo.”

Another big buyer was China Eastern Airlines, one



The Bureau of Shanghai World Expo Coordination Director-General Hong Hao (left) presents a specially designed sample of Expo tickets for overseas Chinese to a representative of overseas Chinese at the 400-day countdown event on March 27.

of the 12 Expo global partners. It bought 10,000 tickets for passengers on worldwide special Expo flights, said Shan Chuanbo, Director of Sales and Marketing, with plans to buy more than 1 million.

Zhao Jianchu bought 10,000

Expo tickets for elementary and secondary school students in Taicang, Jiangsu Province. Zhao, who is Director of Taicang’s Development and Reform Commission, is one of the two government officials to buy early-bird tickets.

Expo 2010 is a “required course” for our students, and their tickets will be free, said Zhao.

The Shanghai Overseas Chinese Affairs Office bought another batch of tickets. Director Cui Minghua said the tickets would be distributed to overseas Chinese associations around the world.

Shanghai residents can buy Expo tickets from July this year.



Expo tickets of different price scales.

## Ticketing FAQ

**Q: How much is a ticket for World Expo in Shanghai?**

**A:** During the May-to-October Expo 2010, a standard single-day ticket will cost 160 yuan (US\$23). A peak-day ticket will be 200 yuan; a three-day pass, 400 yuan; and a seven-day pass, 900 yuan. A night ticket will be 90 yuan. Early birds will get a discount.

**Q: How can we buy Expo tickets on the Chinese mainland?**

**A:** Tickets will be available at some outlets of China Mobile, China Telecom, China Post, and the Bank of Communications, the four ticket agencies of the Organizer. The agencies will sell tickets at more than 3,200 outlets across the country.

**Q: How can we buy Expo tickets outside the Chinese mainland?**

**A:** The Organizer has signed contracts with nine companies outside the Chinese mainland to sell Expo tickets and will include other companies. The companies are listed on [en.expo2010china.com](http://en.expo2010china.com), the official Website of the Expo.

**Q: Are there any other ways to buy tickets?**

**A:** China Mobile is providing a “mobile phone Expo ticket” service. The ticket will be stored in a mobile phone. People only need to show their mobile phone to the check-in machines at the entrances to Expo. This service will be available from China Mobile’s service centers.

If you have a question about Expo Shanghai, you can chat with the Expo Organizer at [en.expo2010china.com](http://en.expo2010china.com).



# Brits start on 'light box' pavilion

CONSTRUCTION of the UK Pavilion for Expo 2010 started on March 16 and officials said some changes had been made to its original design.

The pavilion will be a huge "light box" with 60,000 spines projecting into the air. The spines will swing in the breeze and be tipped with tiny, colored lights displaying images.

There might be pictures of David Beckham on display, said Carma Elliot, British Consul General in Shanghai and also the country's Expo Deputy Commissioner-General. They will also display what is happening inside the pavilion, she added.

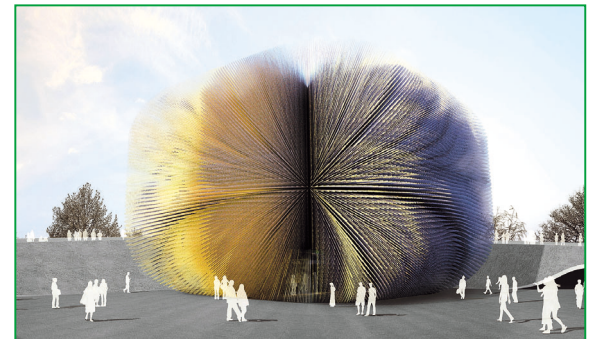
The "light box" will be surrounded by an English-style hamlet. Trees will shade the pavilion and shelter waiting queues. Gardens and lawns will offer comfortable places for visitors to rest. They will be able to sit in a typical British garden, sip a cup of English tea and chat with friends, just like a relaxing sunny afternoon in a traditional country garden.

The pavilion is named



Simon Featherstone (first on the right), UK's Project Director for Expo, joins Huang Jianzhi (2nd on the right), Deputy Director-General of the Bureau of Shanghai World Expo Coordination, and other VIPs to plant a ginkgo tree to mark the start of construction of the UK Pavilion on March 12, coincidentally China's Tree Planting Day.

Below: An artist's sketch of the UK Pavilion with spines.



simply "A Pavilion of Ideas." The 6,000-square-meter structure will be among the largest pavilions at the Expo, but will be light, without heavy concrete foundations and will seem to be "touching the ground softly."

The pavilion design has been modified many times and is still changing. The final design remains a secret.

Simon Featherstone, the UK's project director for the Expo, declined to reveal any more information on the new pavilion design and said it would give visitors a surprise. The design changes had nothing to do with the global financial crisis, he said.

Five British corporations

— Diageo, BP, GKN, AstraZeneca and Barclays — will invest 500,000 pounds (US\$714,500) each for the pavilion, the rest funded by the British government.

## Singapore unveils building design



THE Singapore pavilion will be a two-story, 3,000-square-meter structure with an "Urban Symphony" theme, a tourism industry official said on March 24 launching a promotion week of the country's Expo showcase.

The pavilion looks like a huge "music box." Its aluminum facade will feature Singapore's famous buildings, according to Alfred Poon Keng Hoi, Assistant Director of the Singapore Tourism Board.

It will share Singapore's urban planning experience in turning the densely populated city-state into a

"garden city," said Poon.

Water and gardens will be two major elements inside the pavilion. Fountains will be included and there will be a roof garden with precious tropical plants transported from Singapore, said chief designer Tan Kay Ngee.

The country's iconic Merlion statue — an imaginary creature with the head of a lion and the body of fish — may be brought to Shanghai for the event. More than one million tourists visit the statue each year and it was recently repaired after a lightning strike.

## ROK to showcase future

THE Republic of Korea will showcase blueprints of future cities along with its most advanced technology and traditional culture in its largest Expo outing in Shanghai in 2010.

The country, always among the most popular exhibitors at Expos, recently unveiled the design of its three-story, 6,160-square-meter pavilion, which is composed of 20 or so Korean letters.

"The Korean writing is one of the greatest inventions of our people, so we will highlight our letters," said Joon Sang Chang, director of ROK's Expo team.

The country's 2010 exhibit will feature a "Cool City, Colorful Life" theme echoing the Shanghai's

"Better City, Better Life." Visitors will be greeted with a miniature model of Seoul, the capital of ROK with its landmark buildings and mountains shrunk 300 times.

The pavilion will also contain a performance stage and a waterfall



to present Korean folk shows and a short film directed by the famous Korean director Kim Seong Soo.

The cost of the pavilion will be US\$20.72 million.

Visit [www.expo2010china.com](http://www.expo2010china.com) for more news & information

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