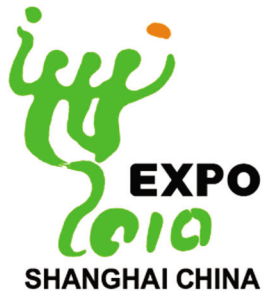


EXPO Shanghai Newsletter



Countdown: 383 days to go

www.expo2010china.com

Newsletter No. 21, April 13, 2009

Media service center in business

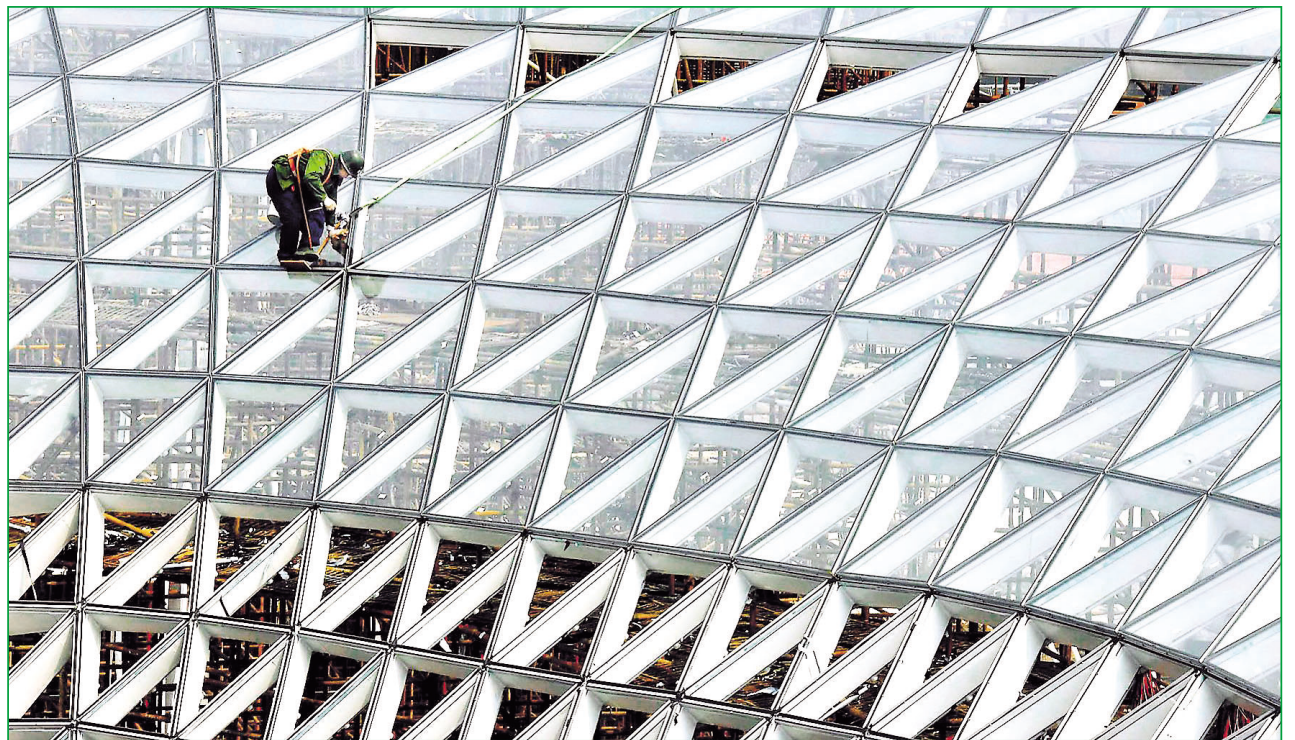
THE Expo Organizer has opened a media service center for journalists at the Expo headquarters in Pudong. The 2,800-square-meter center has a 500-seat press room with facilities for simultaneous translation and a newsroom equipped with computers and broadband access. There are also small rooms for interviews.

The Organizer has invited 50 Chinese and foreign journalists to inspect the media center and offer their feedback.

During Expo 2010, the premises will be turned into a registration center for journalists and the media center will be located in the Expo Center near the China Pavilion.

About 100 journalists can work simultaneously in the center's main newsroom. Local journalists can also use the facility as their permanent bases.

Some Expo staff will work at the media center to handle interview applications by journalists from around the world.



Workers install the glass roof on six horn-shaped "sunny valley" structures over Expo Boulevard, the main gateway to the Expo Site, connecting the subway station with main pavilions. The glass panels can collect rainwater and draw sunlight to underground levels.

Five main venues all taking shape

BUILDERS have finished structural work on five primary Expo buildings — the China Pavilion, Theme Pavilions, Expo Center, Expo Performance Center and Expo Boulevard.

Designed in a seashell shape, the Performance Center has a main theater that can be adapted to accommodate 4,000 to 18,000 seats, according to need.

The stage will have state-of-the-art prop and lighting equipment to deliver superb

theatrical performance effects. The 126,000-square-meter center is scheduled to be operational by the end of this year.

The iconic China Pavilion is in the installation and interior decoration phase and will host the exhibition, "Crown of the East," toward the end of the year.

The Theme Pavilions, 129,000 square meters in floor space, will highlight the Expo 2010 theme, "Better City, Better Life" and display innovations

and solutions to urban problems. It is expected to be completed by September.

The Expo Center, the main venue for hosting ceremonies, forums and conventions, is also in the interior decoration phase. The 142,000-square-meter building will also house the Expo operation and media center.

The Expo Boulevard, the main gateway to the site, is scheduled for completion by October.

Expo Fact To date, 234 countries and international organizations have confirmed their participation in Expo 2010.

Xinhua signs Expo deal

XINHUA News Agency has signed an agreement with the Expo Shanghai Organizer to be its official news service authorized to send Expo-related reports around the world.

It will file stories in Chinese, English, French, Spanish, Russian, Arabic, Portuguese and Japanese.

The State-owned news agency will also supply information to Expo

participants and journalists.

Xinhua will do its best to promote Expo Shanghai around the world and contribute to a successful Expo, said Lu Wei, the news agency's deputy director.

Zhong Yanqun, Full-time Deputy Director of World Expo Shanghai 2010 Executive Committee, said she believed Xinhua's news service would help attract

more visitors to Expo 2010.

The agency will dispatch a team of reporters to cover events and news stories during Expo 2010. It will provide news updates and feature reports to newspapers, radio and television stations, and Internet news portals. Xinhua will also cooperate with the Organizer in promotion campaigns for the world fair.

MediaCorp an event partner

SINGAPORE'S MediaCorp has been appointed an official media partner for Expo Shanghai. MediaCorp's more than 20 channels around the world, including Channel NewsAsia, will broadcast the 2010 world fair.

It will also broadcast a weekly infotainment program, called Expo Connections, from May and assist the Organizer in a program featuring Singaporean and Shanghai entertainers.

Shanghai Daily on cell phones

SUBSCRIBERS to Shanghai Daily's mobile newspaper can keep themselves up to date with news of Expo 2010. The mobile edition is designed for foreigners and bilingual Chinese readers.

To subscribe, Shanghai Mobile users can send a text message to 10658258; Shanghai Telecom E-Surfing users can send a text message to 10628666; and Shanghai Unicom users can send a text message to 106286662.



Blooming lovely

Crowds packed the flower show at the Shanghai Botanical Gardens during the Qingming Festival on April 4-6. This year's show features Expo-themed flower arrangement and sculptures with more than 3,000 varieties of flowers on display. "Home of Haibao" and "The Volunteers" are among works drawing the most attention. The show, to end on May 10, also presents soil free cultivation to be widely used in the city's Expo decorations.



In Brief

Tickets sold in HK, Macau and Taiwan

TICKETS to Expo 2010 went on sale in Taiwan on April 6 after sales began in Hong Kong on April 2 and Macau on April 3. Organizations, institutions and businesses can make group bookings through China Travel Services in Taiwan, Hong Kong and Macau. Macau's New Sintra Tours is also an agent. Regular tickets will cost US\$23.40 and early birds get a discount.

Imports arrive

THE first batch of materials from foreign Expo participants to build pavilions was shipped to Shanghai on April 1. Japan sent two trees to the city's Waigaoqiao Wharf to be planted in or outside its pavilion. The Shanghai Customs has opened a green channel for Expo materials. Participants who build pavilions need to import or buy their own construction material.

Plant revived

THE Nanshi Water Plant began a trial run on April 1 and will supply water to the Expo Site beginning in August. Built in 1902, the plant used to supply water for the city's downtown area. Shanghai Chengtong Corporation spent 1.1 billion yuan (US\$161 million) on renovating it to boost its daily supply to 700,000 cubic meters. The first-phase renovation will allow the plant to pump 500,000 cubic meters of water a day.

Confidence high

A SURVEY of 2,714 Shanghai residents, including some expatriates, has found that an overwhelming majority of local people are confident of China's capability to host a splendid and successful Expo. The survey by the Shanghai Quality Association found that 94 percent of the respondents believe Expo 2010 will be a great success. About half of those surveyed said they planned to visit the Expo, and 31.1 percent of foreign respondents currently in the city wanted to see the Expo.

Expo Online

Virtual venue support keeps growing

ITALY, Malaysia, Romania, Turkey, Singapore, Honduras, the Republic of Korea, Finland, Bolivia, Germany, Georgia, Spain, Argentina, Sweden and Austria are the latest countries to join in Expo Shanghai Online, bringing the number of participants to 171.

They will build "experiencing pavilions" and 16 cities will show online their models of Urban Best Practice.

Their virtual pavilions, enlivened by multimedia and 3D technology, can offer browsers interactive experiences. Visitors can

"walk around" the 3D pavilions, play games, chat with pavilion chiefs, and even plan a city of the future.

Detailed information about Expo Online is available at <http://www.expo2010.cn/czsw/wssbh/index.htm>.

Expo Fact

The Expo Site lies along the Huangpu River mainly between the Nanpu and Lupu bridges.

Local homes keen to host visitors

Visitors to Shanghai Expo next year can enjoy a special treat that few get to experience. Some of the city's senior residents will invite visitors from overseas to their homes for a taste of life here. Yang Jian looks down the *longtang* (lanes).



Shanghai residents take English lessons and other training courses as part of their preparation to host overseas visitors during Expo 2010.

YE Huizhen, 66, lives alone in her 20-square-meter home in a 1930s lane house. As she walks, the mottled wooden floor creaks, and there's a pleasant smell from her rosewood furniture. An electric fan hangs from the ceiling — just like the ones in movies about old Shanghai. A sewing machine sits silently in a corner, reminding people of its popularity among Shanghai homes decades ago.

It is a typical home in Shanghai's old quarters and it is here that Ye will undertake a special task — to host foreign visitors during Expo 2010.

The neighborhood around the downtown Jing'an Temple has 35 volunteer host families, mostly retired couples, who want to help foreign visitors experience

Shanghai daily life. These families are natural "pavilions" outside the Expo Site, quipped one Expo organizer.

According to the community's "Expo Family Plan," foreign guests will be invited to one of these homes in the morning. The hosts will take them to nearby Jing'an Park for morning exercises and then to the market to shop for food. After that they will cook and have lunch together.

In the afternoon, they will teach foreign guests how to make dumplings and speak the Shanghai dialect, or take them outside to play the *longtang* games, such as hoop rolling and shuttlecock.

Young volunteers, mostly high school students, will act as interpreters.

Ye Huizhen, 66, tends goldfish in her lane house. Her home has been selected as one of the 35 Expo host venues in the city's Jing'an District.



It will cost a foreign visitor 100 yuan (US\$14.62) to stay with a family for one day; 30 yuan just to have tea with a host; or 20 yuan for a tour of the old lanes and historic houses.

Individuals can book by phone (86-21-62480071) or email (baiwanqing11@163.com).

Ye, a retired worker from a Shanghai watch factory, thinks the project will enrich her life: "I am looking forward to the Expo," she said.

Ye's neighbors will also host visitors. Gao Yunxi and his wife looked after overseas visitors during the 2007 Special Olympics.



American students play alleyway games during a visit to a Shanghai neighborhood last summer.

Jing'an offers host family program

FOREIGN tourists will be able to experience typical Shanghai life through a host family program designed by Jing'an District tourism officials.

For just 100 yuan, they can stay with a Shanghai family for a whole day of activities. These include morning exercises in the park, learning Tai Chi, also known as Chinese

shadow boxing, shopping in a local wet market, meals with the host family, lessons in Chinese cooking and Shanghai dialect, as well as playing alleyway games.

They can also choose to have tea with a Shanghai family. The 30-yuan package includes Shanghai snacks and a simple lesson in Shanghai dialect.

Foreigners can also pay 20 yuan per person for a tour of historic houses in the former concession area and visit the centuries-old Jing'an Buddhist Temple and the Xin'en Christian Church on Ulumqi Road N.

Bookings can be made by phone, email or fax. The program will start on May 1, 2010.

Expo Fact The Expo Site will be open from 9am to 12pm; the pavilions will be open from 9:30am to 10:30pm.

Dubai beckons Expo visitors

EXPO visitors will have the chance to win trips to visit Saadiyat Island, climb the world's tallest building, Burj Dubai Tower, and stay in the seven-star Burj Al Arab hotel in the United Arab Emirates.

The UAE will run a quiz for the duration of Expo 2010, from May to October, and each month winners will be drawn for free trips, its Expo team said on April 2 at a ceremony for the construction of its desert-inspired pavilion.

Winners will be drawn from those who can correctly answer a series of easy questions, said Peter Vine, the UAE's Expo team

coordinator.

Details can be found on the website it will launch on May 1, 2010, the opening day of Expo Shanghai.

The UAE Pavilion will be a golden stainless steel structure with an undulating roof to mimic sand dunes. The unique building will shimmer in changing colors to remind visitors of the Arab state's natural environment and will be illuminated at night.

The pavilion designer also took into consideration Shanghai's weather. Visitors will be protect from the glare of the mid-day sun

An artist's rendering of the sand dune-inspired UAE Pavilion for Expo Shanghai.



and yet still be able to see the exhibition in natural light.

The 20-meter-high pavilion has 6,000 square meters of space, the largest of all foreign pavilions for Expo 2010.

"One of the most powerful and appealing experiences in the UAE is to travel through our vast desert and we want to share this experience with Chinese people," said Salem Saeed al-Ameri, Commissioner-General of the UAE's Expo participation.

The Arab state will present the fast development of its cities and environmental strategies and living experiences.

Visitors can approach the "dunes" by a walkway, which follows a stream of water toward the

UAE Ambassador to China Mohammed Rahed Al Boot (left) and UAE Commissioner-General for Expo 2010 Salem Sseed Al Ameri (2nd from right) present a gift to Huang Jianzhi (2nd from left), Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

exit. In the pavilion, UAE citizens from all walks of life will talk to visitors about their daily lives, Vine said, adding that the pavilion follows the tradition of great UAE structures such as the sail-shaped Burj Al Arab hotel.

The UAE Pavilion won a gold medal at the Expo 2008 in Zaragoza, Spain.

Hamburg starts building its model for the future

CONSTRUCTION began on March 31 on an eco-friendly house on the Puxi section of the Expo Site — a house which can create the perfect environment without traditional air-conditioning.

The Hamburg House will incorporate both living and office areas and covers 570 square meters of a 3,000-square-meter plot.

It will use solar and geothermal energy and natural ventilation systems to make its energy consumption 86 percent less than ordinary buildings of the same size.

The inspiration came from the



German city's HafenCity project, where old buildings on the waterfront of the River Elbe are being renovated.

Hamburg is spending 6 million euros (US\$7.97 million) on its showcase, including 4 million euros for the Hamburg House.

Shipbuilder's pavilion set on 140-year shipyard site

A HISTORICAL shipyard will be converted into a pavilion on the Huangpu River to provide an insight into future waterside life.

On March 31, the China State Shipbuilding Corporation (CSSC), owner of the 140-year-old Jiangnan Shipyard, signed a contract with the Expo Organizer to build a corporate pavilion and also released its design for the pavilion.

A former welding workshop will form the foundation of the 5,000-square-meter

pavilion. The original shipyard has been relocated to Changxing Island, north of the city.

The CSSC Pavilion will focus on the theme of "Ships make life better" by showing how ships can improve urban living in the future, said Nie Chenggen, the Pavilion Director.



Visit www.expo2010.cn for more news & information

The Bureau of Shanghai World Expo Coordination, 3588 Pudong Road S., Shanghai 200125, China

Contact: Ms. Lu Lixing, Tel: +86-21-2206-2310, Email: lulixing@expo2010.gov.cn; Mr. Zhang Jun, Tel: +86-21-2206-2924, Email: jameszhang@expo2010.gov.cn