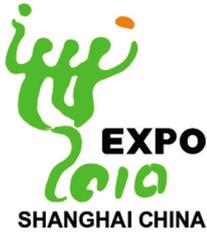


EXPO Shanghai Newsletter



Countdown: 365 days to go

www.expo2010china.com

Newsletter No. 22, May 1, 2009

Nation marks one-year countdown to Expo 2010

CHINA'S top legislator activated a countdown timer on May 1 in Beijing's Tian'anmen Square as Expo 2010 was just one year away.

Speaking at the ceremony, Wu Bangguo, Chairman of the National People's Congress Standing Committee, reiterated the government's support for World Expo, saying China is keen to "experience technological advances and share the achievements of human civilization with friends around the world."

He said the World Expo has played in its more than 150-year history a significant role in promoting world economic and technological development and as well as cultural development.

So far 238 countries, regions and international organizations have confirmed their participation in the event with "Better City, Better Life" as its theme.

Columbia and the International Network for Bamboo and Rattan were the latest confirmed participants.

Among the participating countries, 50 are from Africa, 34 from the Americas, 45 from Europe, 45 from Asia and 16 from Oceania.

The countdown timer was installed on the east side of the Tian'anmen Square. After the Expo begins in Shanghai, the



China's top legislator, Wu Bangguo, and Shanghai's Party secretary Yu Zhengsheng applaud after a countdown timer was unveiled on May 1 in Beijing's Tian'anmen Square.

Below: Shanghai residents perform drum dance at a countdown ceremony held in the host city on April 30.

timer will display the number of visitors to the world fair.

Wu said the Expo will help boost cooperation between China and the world.

"It will provide an opportunity for all participants to demonstrate effective urban planning and development, and environment-friendly lifestyles for sustainable development," he said.



Expo Fact To date, 238 countries and international organizations have confirmed their participation in Expo 2010.

Volunteer recruitment starts: 170,000 needed

PEOPLE who want to help at the Expo 2010 can sign up as volunteers starting on May 1. Foreigners, seniors and people of various backgrounds are welcome to apply for volunteer jobs, the Expo Organizer announced on April 21.

About 70,000 volunteers will be mobilized to work at the Expo site and another 100,000 to staff more than 1,000 service centers around the city.

Each volunteer must agree to work at least 14 days at the Expo, which starts on May 1, 2010 and runs for six months. About 70 million visitors are expected to visit the Expo.

Volunteers who will work at the Expo Site must be at least 18 years old, in good health, and willing to undergo training prior to their



World-renowned movie star Jackie Chan debuts his song, "The City," at a Shanghai event to mark the one-year countdown to Expo 2010.

service. Local youths are expected to make up the bulk of the volunteer team. The Organizer will also recruit some disabled people as well.

Volunteers at Expo venues will serve as information consultants,

receptionists, aids for disabled people, event coordinators, guides, interpreters, media coordinators, and management assistants. The Organizer will provide them with insurance, uniforms and meals but not accommodation.

Publicis takes event PR role

PUBLICIS Consultants, the PR network of the world's third largest communications group, was appointed Expo 2010's public relations service provider on April 15.

Public relations are significant in today's globalized world, said Huang Yaocheng, counselor for national participation with the Bureau of Shanghai World Expo Coordination.

He hoped the Paris-based company would contribute to Expo and acknowledged its support during Shanghai's bid to win Expo.

Publicis has business in 104 countries on five continents.



One of the six "Sunny Valley" horn structures on the Expo Boulevard which leads to the China Pavilion (far right). The horns are designed to collect rain water and disperse sunlight to the underground levels of the three-story boulevard.

Expo Online

3D pavilions offer glimpse of future

EXPO 2010 will highlight the "City of Future" by showing 3D imagery of urban lives envisioned by different cities and countries. Visitors can "walk around" the 3D pavilions and chat with each other as though they were playing

an online game.

The 3D technology and interactive features are innovations by Expo Online builders.

Expo Online consists of about 400 virtual pavilions built by participating countries, cities and

international organizations.

More information about Expo Online is available at www.expo2010.cn/czsw/wssbh/index.htm. The Expo Online will make your pavilion available "Anytime, Anywhere!"

In Brief

WWF proposes mini 'Earth Hour'

THE World Wide Fund for Nature has proposed a mini "Earth Hour" during Expo 2010 by switching off the lights for an hour at the Expo venues. James Leape, Director General of WWF, the world's largest non-governmental environmental protection organization, made the proposal when he met Hong Hao, Director-General of the Bureau of Shanghai World Expo Coordination on April 21. WWF initiated the Earth Hour to boost global awareness of climate change and energy saving.

Forum planners

SCHOLARS from across China are setting topics and schedules for a series of Expo forums and have suggested drawing up a "Shanghai Declaration" for a summit forum to provide guidelines for urban development. The experts included He Jiankun, Vice President of the Chinese Society for Energy Research, and Wu Jianzhong, Director of Shanghai Library.

New energy cars

THE Shanghai Automotive Industry Corporation, China's leading auto maker, signed an accord with the Shanghai Municipal Government on April 20 to provide 1,000 new energy vehicles for Expo 2010. The Corporation's all-electric, fuel-cell and hybrid vehicles will be used as VIP sedans and shuttle buses at the Expo Site. The Organizer has promised zero emission of vehicles used at the site.

Metro service

METRO Line 1 and Line 2 will use eight-car trains during peak hours to cope with the surge of passengers as a result of Metro expansion around the Expo Site. Shanghai Metro now has 11 lines totaling 420 kilometers and 400 trains connecting 280 stations. The Metro authority also plans to renovate 164 stations and 320 trains in preparation for the world fair.

Expo Fact

The Expo Organizer will recruit 170,000 volunteers for the world fair in Shanghai.



Executive Vice Mayor of Shanghai Yang Xiong presents the first Expo 2010 ticket to Yamada Tomiyo, a housewife from Seto City, who represents Japanese visitors at a promotion event held in Tokyo on April 11.

Expo support rekindled in Japan

PEOPLE from Japan should be quite familiar with the World Expo because the country has hosted five such events, including the widely praised Expo Aichi in 2005. Therefore it comes as no surprise that a promotion week for Expo 2010 in April was warmly welcomed in Tokyo.

Expo is a bridge, linking Shanghai and the world and it will help Shanghai and Tokyo know each other better, Hideo Sugawara, the Vice Governor of Tokyo, said at the launch ceremony.

Yamada Tomiyo, a housewife from Seto City, Aichi, received the first Expo ticket in Japan on behalf of Japanese residents from Yang Xiong, Executive Deputy Director of the Shanghai 2010 World

Expo Executive Committee and also Shanghai Vice Mayor.

She said that April 12 was her 60th birthday and the Expo ticket was the most valuable present she had received.

During Aichi Expo, she created a record by visiting the event every day, a total of 243 times, and taking more than 20,000 photographs.

Japan's Mainichi Daily News gave her a "Perfect Attendance Award for the World Expo."

She said Expo provided an opportunity to meet and talk with people from all over the world and proved to be a valuable experience.

She also plans to move to

Shanghai at the end of this year with her husband and son to enjoy Expo Shanghai.

Vice President of the Japanese company SPN (Security Protection Network) Nobutaka Kumagai said:

"Expo offers a gathering where I can promote my company."

He also said that he was looking forward to opening businesses in China and learning from Chinese entrepreneurs.

"I like the Expo Shanghai theme 'Better City, Better Life,' he said.

"Tokyo also has space and energy shortages. I just want to know where the better future is," he said. With these thoughts, the Hirabayashi family

visited a ticket sales event in Tokyo's Roppongi District and won a return ticket for Shanghai.

The Aoki family from Yokohama were fans of Chinese cuisine and Mrs Aoki was attracted by the promotional staff's Chinese traditional clothing *qipao* and the photo exhibition of the Huangpu River, Xujiahui and the Bund that was held on the Keihin Electric Express Railway.

"I did not know Expo Shanghai before, but I'm quite interested now because Shanghai is a colorful international metropolis," she said.

"I think I will go to Shanghai. I have thought about it for a long time and I love authentic Chinese cuisine."



JAPAN

Logo released for 3-stage pavilion

THE Japan Pavilion now has a nickname, *Zi Can Dao* (Purple Silkworm Island), describing both the color and shape of the building.

The Japanese Organizer has also published the pavilion's logo, Smile to Smile (pictured above), which is composed of four abstract smiling faces to convey the message of a union of minds.

The pavilion will be the largest overseas venue built by the Japanese government. Capable of holding 1,500 people, it will be made up of three parts dedicated to the past, present and future. A complete tour will take one hour and it is expected to receive 3 million visitors.

A robot violinist will make its debut in the second section

and others will be on hand to care for the elderly.

Performers will stage a musical depicting a harmonious future in the third section, the first time a live Japanese musical will be staged at an overseas Expo pavilion.

It is Japan's first Expo collaboration with the business sector, which has contributed 6.2 billion yen so far.



The interior of the Japan Pavilion, aka "Purple Silkworm Island," is expected to attract 3 million visitors during Expo 2010.

Expo Fact

About 70 million visitors are expected to visit Expo 2010, including 5 percent from abroad.

HK billionaire donates ¥100m

THE China Pavilion has received its largest donation — 100 million yuan (US\$14.6 million) — from Cheung Kong (Holdings) Ltd and Hutchison Whampoa Ltd, companies headed by Hong Kong billionaire Li Ka-shing.

Shanghai Party Secretary Yu Zhengsheng expressed his gratitude to Li and his companies on April 21 when he met Li's son, Victor Li Tzar-kuoi, Deputy Chairman and Managing Director of

Cheung Kong and Deputy Chairman of Hutchison Whampoa.

Victor Li said the companies would continue contributing to the 2010 event.

The donations will be used for the construction, operation and exhibition of the iconic China Pavilion.

The bureau launched a global donation campaign for the China Pavilion on December 18, 2007, welcoming people to donate as

much as they can or as little as 1 yuan.

The Expo Organizer will give certificates to all donors and will also publish, with their approval, the names of those who donated 1,000 yuan or more on the Expo Website.

Donors who give more than 1 million yuan will have their names carved into a wall of the China Pavilion and those giving more than 10 million yuan will be invited to

the Expo opening ceremony. Business donors will have their taxes cut by the amount they donate.

People can donate at any branch of the Bank of Communications or send donations in envelopes marked "Donation to the China Pavilion" to the bureau at the Expo Mansion, 3588 Pudong Road S., Pudong New Area, Shanghai 200125, China.

Readers can call 86-21-2206-0631 for further information.



Officials from the State Assets Supervision Commission, Bureau of Shanghai World Expo Coordination, China Aviation Industry Corp and China Eastern Airlines lay the foundation stone.

Industry giants start Expo work

CHINA'S two aviation and three oil industrial giants have started work on an Aviation Pavilion and an Oil Pavilion for World Expo 2010 Shanghai.

The China Aviation Industry Corp and China Eastern Airlines, both state-owned enterprises, will spend 280 million yuan (US\$40.88 million) on the pavilion.

It will look like a huge white cloud on the Puxi section of the Expo site, to give visitors the feeling

of "flying in the sky" and will create a magical atmosphere, showing visitors how technology in aviation helps make people's lives better.

The China National Petroleum Corp, China Petrochemical Corp and China National Offshore Oil Corp are building a 3,600-square-meter pavilion with an "Oil — Extending City Dreams" theme showing its contribution to urban development.

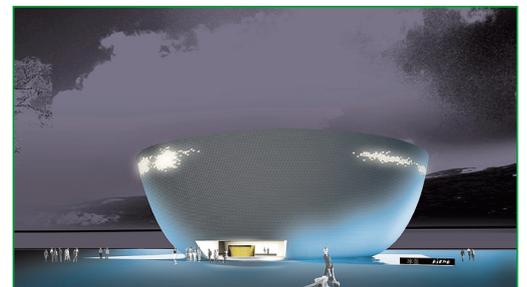
Finland presents a 'big bowl'

FINLAND is committed to its budget for World Expo 2010 Shanghai despite the global economic crisis, its economic minister said on April 22 as work started on its pavilion.

The country is investing 13.7 million euros (US\$17.83 million) on the project, said Mauri Pekkarinen, Finland's minister of economic affairs.

The government is providing 75 percent and the rest is from sponsors including the Helsinki Business Hub, Kone, Nokia, and Finnair.

The six-story pavilion, which looks like a huge white bowl, will be surrounded by a lake, appearing to float



An architect's rendition of the bowl-like Finland Pavilion.

on water, said Pertti Huitu, Finland's commissioner general for the Expo. The facade will be mainly made from waste paper and plastic.

Swedes show off innovations

CONSTRUCTION began on the 3,000-square-meter Sweden Pavilion on April 20. The Scandinavian kingdom wants to showcase its spirit of innovation and standard of living.

The main theme of the pavilion will reflect the interaction between urban and rural areas.

The pavilion, which has a floor plan resembling the Swedish national flag also has an open-air terrace representing nature and restaurants serving Swedish and Chinese food.

The Swedish government has committed itself to a US\$22.06 million budget for Expo activities and the pavilion will cost about US\$10 million.



Sweden's Vice Minister for Trade Gunnar Wieslander (right) and Consul-General Bengt Johansson celebrate at the groundbreaking ceremony for the country's Expo pavilion.

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