

EXPO Shanghai Newsletter



Countdown: 340 days to go

www.expo2010china.com

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Six cities to host forums

Expo Forum Schedule

EXPO 2010 will invite heads of state and the United Nations Secretary-General to a summit forum on “urban innovation and sustainable development” at the end of Expo in October next year. At the forum, they will sign a “Shanghai Declaration” on global urban development.

The Organizer announced the plans on May 11 for Expo forums and signed contracts with six Yangtze Delta cities where theme forums will be held.

The six forums, to focus on urban-rural relations, environment change, cultural heritage and other city-based themes, will be held once a month during the world fair. The six hosting cities are Nanjing, Suzhou and Wuxi of Jiangsu Province, and Hangzhou, Ningbo and Shaoxing of Zhejiang Province.

Up to 800 government officials and experts from Expo-participating countries and organizations will be invited to each theme forum. Another 1,500 to 2,000 people will be invited to the summit, including mayors from different cities and countries, international celebrities, business leaders, academics, cultural and media representatives.

The public will be invited to special forums held in local districts and other hosting cities or countries. There will also be international youth forums as well as cultural and media forums.

Type	Topic / Category	Venue	Time
Summit	Urban Innovation and Sustainable Development	Shanghai	2010.10
Theme Forum	Information Technology and Urban Development	Ningbo	2010.5
	Cultural Heritage and Urban Regeneration	Suzhou	2010.6
	Technological Innovation and Urban Future	Wuxi	2010.6
	Urban Responsibilities; Environmental Changes	Nanjing	2010.7
	Economic Transformation and Urban-Rural Relations	Shaoxing	2010.9
	Harmonious City and Livable Life	Hangzhou	2010.10
	Youth Forums	China/Abroad	2009.5-2010.10
Public Forum	Forums by Municipalities, Provinces and Regions	Chinese cities	2009.5-2010.4
	Shanghai District Forums	Shanghai	2009.5-2010.4
	Cultural and Media Forums	Shanghai	2010.5-2010.10



A visitor takes a bird's-eye view of the Expo Site from the top of the city's Lupu Bridge. The viewing deck on the arched bridge is 110 meters above the surface of the Huangpu River, which divides the Expo Site into Pudong and Puxi sections. — Wang Rongjiang

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

Expo theme interpreted in 5 ways, says Organizer

THE Expo 2010 Organizer will illustrate the "Better City, Better Life" theme using five video clips: one about family lifestyles, one featuring a haunting view of a degenerating Earth, visions of future cities and a film about last year's earthquake in Sichuan Province.

The Organizer unveiled plans for the Theme Pavilions as it signed contracts with five domestic design companies. It will feature exhibits showing the relationship between mankind, cities and the planet as a whole, said Zhang Keqin, head of the preparation team.

Its five divisions will be entitled "Urban Dwellers," "Urban Beings," "Urban Planets," "Urban Footprints" and "Urban Dreams."

"Urban Dwellers" will feature



"Urban Planets" exhibition at the Theme Pavilions, where visitors can see an artist's rendition of the fast-changing Earth as a result of human activities.

people's living and working conditions in different countries and regions. "Urban Beings" will have a virtual "traffic hub," where streams of people and commerce will interact.

Visitors to the "Urban Planets"

section will stand on a bridge above a virtual Earth. In "Urban Dreams," visitors will be able to talk to virtual people from the future, and "Urban Footprints" will reveal the development of world cities.

Appetizers have arrived

THE first batch of 14 restaurants and coffee shops, which include Starbucks, KFC and Nanxiang Steamed Buns, signed agreements with the Expo Shanghai Organizer on April 28.

This means Expo visitors will be able to enjoy fast food, traditional Chinese cuisine, coffee and snacks from both domestic caterers and worldwide brands such as Pizza Hut, Manabe Coffee, C.Straits Cafe, Jade Garden and others, in an eating area of 15,775 square meters.

Expo food prices will be the same as those at downtown outlets.



Green street art

A gardener attends to an Expo-themed sculpture erected in a street corner around Yan'an Road and Shaanxi Road. It is one of the many face-lift works carried out in Shanghai as the city spruces up for the coming world fair.

In Brief

Students recruited

THE Expo organizer started on May 7 to recruit 100 student journalists from domestic universities to report on the 2010 event for on-campus student newspapers. They will be able to interview people at Expo and work alongside journalists from around the world. University students, including those from overseas, can apply to their campus newspapers to be selected.

Designs on planes

CHINA Eastern Airlines calls for public ideas for designs to be painted on five new aircraft to promote the Expo. Designs must contain Expo elements including the emblem, the "Better City, Better Life" theme in Chinese and English and the Haibao mascot. Applicants can download forms and get more information from the Expo Website (www.expo2010china.cn) and China Eastern's Website (www.ce-air.com)

Tencent goodwill

TENCENT, the Internet service provider, organized about 2,000 of its users in 16 Chinese cities to promote good manners and habits to mark the countdown of the opening of Expo. Tencent users collected signatures on the street and showed the public proper etiquettes for riding escalators and buses. Tencent Inc (www.qq.com) is one of the senior sponsors of the world fair and is the only Internet service provider that operates and maintains the Expo Official Website.

Mobile network

CHINA Mobile and China Telecom started building an Information and Communication Pavilion at Expo's Puxi section on April 28. The 6,196-square-meter pavilion promises a dreamlike lighting fantasy on its surface. The theme for the building is "Information and Communication - Extending City Dreams." Visitors will be able to use mobile phones and terminals to "chat" with virtual characters and experience a new charming way of exchanging information and communication.

Expo Online

Countries with a virtual pavilion top 183

GREECE, Cyprus, Portugal, Norway, Mozambique, Saint Lucia, Saint Kitts-Nevis, Saint Vincent and the Grenadines, Gabon and Yemen became the latest participants of Expo Online, bringing the total number to 183.

The Organizer said that 24 countries will build "experiencing pavilions" and 22 cities will present their cases of Urban Best Practices online.

Both "browsing" and "experiencing" pavilions will employ multi-media and 3-D technology. The latter will also provide interactive exhibitions.

The Organizer will build "browsing pavilions" for all participants for free. For more information, please visit www.expo2010.cn/czsw/wssbh/index.htm.

Expo Online offers access to "Your Pavilion, Anytime, Anywhere!"

Expo Fact

The Expo Site will have catering outlets totaling 100,000 square meters.



Expo volunteers waving their flags at a mass rally held in Shanghai on May 1, while applicants throng the desk to fill out registration forms.

Volunteers gear up for big show

SENIOR citizens, foreigners and disabled people lined up at a recruiting drive launched by the Organizer on May 1 to apply to become volunteers at World Expo 2010 Shanghai.

A 17-year-old Shanghai student became the first registered volunteer. Lu Ruiyi, who lives close to the Expo Site in Pudong, wants to work as an information consultant. She said that she felt lucky not only because she was the first in line but also because she would turn 18 next year. Volunteers must be over 18 years old to qualify for jobs on the Expo Site.

Sun Xinyi, 68-year-old, was the eldest applicant to show up in the plaza under the Oriental Pearl Tower. The retired maths teacher has been teaching himself English for more than a year so that he can be an interpreter at the Expo. Sun reads English textbooks and listens to foreign radio for four hours every day. "I have no problem talking in English now," he said.

Gu Jiamin, 51, suffers from severe myopia and is classified as "visually disabled." He arrived at the volunteer mobilization event on May 1 with a bunch of certificates including one for his volunteering work at the Special Olympics in Shanghai in 2007.



A Polish student joins his Chinese classmates to apply for volunteer recruitment.



Gu expressed his wish to help handicapped Expo visitors. "I'm disabled myself so I know how to take care of other disabled people," Gu said. The Organizer wants to recruit physically challenged volunteers who have language skills

or other abilities.

About 70,000 volunteers will be recruited to work on the Expo Site and another 100,000 to work at the 1,000 or so service centers around the city during the event which is expected to attract 70



Shanghai retirees performing at the volunteers rally held underneath the Oriental Pearl Tower in Pudong.

million visitors.

Volunteers on the Expo Site will work as information consultants, receptionists, helpers for the physically challenged, event coordinators, guides, interpreters, media coordinators, and management assistants. Those outside will serve as guides, interpreters, emergency controllers and etiquette models.

Volunteers can submit their applications to registration offices in Shanghai's 19 districts and 53 universities. Would-be volunteers can also apply online at www.expo2010.cn; www.expovol.com; www.expo2010volunteer.cn; www.wmsh.gov.cn; and www.21campus.cn or dial the Expo hotline 962010. An English service is available.

The application deadline is December 31.

Aussies opt for a 'cheeky' mascot

AUSTRALIA unveiled its official Expo mascot — a kookaburra — and invited Chinese friends to propose a name for the Australian bird.

The winner will receive A\$2,000 (US\$1,519) and a free trip to Australia.

"Clever, confident, and resourceful with a cheeky sense of humor, the kookaburra reflects well the personality of Australian people," said Peter Tesch, Commissioner-General for the Australia Pavilion, when describing the native bird.

"We want to showcase a unique Australian animal that is less well-known to Chinese people, thereby demonstrating the depth and diversity of Australia — its

people, its achievements and its culture."

The naming competition will run for six weeks and entries can be made at www.australianpavilion.com, the newly-launched Australia Pavilion Website.

The builders have completed the steel structure of the Australia Pavilion, making it the first of all foreign national pavilions to reach this stage of construction.

Meanwhile, a digital version of Haibao comic books will soon be available to readers in Shanghai.

The comics chronicle the story of Expo mascot Haibao traveling through time to past World Expos.



Australia unveiled its official mascot for Expo 2010 — a kookaburra — at a ceremony in Shanghai on May 8.

Austrian venue mimics nature

AUSTRIA began the construction of its pavilion on May 1. The 2,000-square-meter structure will take visitors on a journey through snow-capped mountains, pristine forests, flowing rivers and urban landscapes.

It will display natural scenery and landmark buildings such as the Vienna City Hall under the theme "Feel the Harmony."

The pavilion will be clad in ceramic tiles in red and white, representing the colors of the Austrian national flag. The color red also represents good luck in Chinese culture.

Macau builds a fancy pavilion

CONSTRUCTION began on May 8 for Macau's Expo pavilion which has been designed to look like a rabbit lantern, sitting next to China's national pavilion.

Covered with double-layer glass and fluorescent screens, the pavilion has kinetic balloons which form the rabbit's head and tail. In Chinese mythology, the jade rabbit welcomes visitors to a magical fairyland on the moon.



Italian and Chinese officials attending the ceremony on May 8 for the construction of the Italy Pavilion that resembles a pile of "pick-up sticks" — a popular game among children.

Work starts on Italian version of 'pick-up sticks'

WORK on the Italy Pavilion, "Shanghai in Italy," started on May 8. The design is inspired by children's pick-up-sticks game.

The rectangular pavilion will be laced with intersecting lines, deriving from pick-up sticks.

The 3,600-square-meter pavilion comprises 20 functional modules of different shapes representing Italy's 20 regions and is bounded by "sticks."

Construction will be completed by the end of March, 2010, officials said.

The pavilion will present Italian operas, fashion shows and food to its visitors, said Beniamino Quintieri, Italy's Expo Commissioner-General.

The building will also make use of a cutting-edge construction material known as "light-transmitting concrete."

Ice hockey a Czech icon

THE Czech Republic on April 28 became the first country to take possession of its 2,000-square-meter rental pavilion from the Expo Organizer.

The pavilion will feature rubber ice hockey pucks in layout. Pucks are a major Czech export and ice hockey is a national sport in the Czech Republic.

The exhibition, named "Fruits of Civilization," will showcase the country's new inventions, renewable energy, transportation solutions and a desire for privacy.

Modeled on Prague's Old Town, the pavilion will allow visitors to explore its famous streets, watch live magic shows and experience urban life in the Czech capital.



The interior of the unique Czech Pavilion.

Visit www.expo2010.cn for more news & information

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