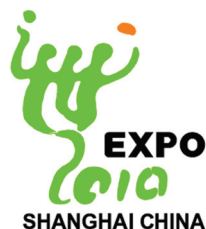


# EXPO Shanghai Newsletter



Countdown: 336 days to go

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

Newsletter No. 24, May 30, 2009

## Chile upgrades venue



A sketch of the Chile Pavilion proposed by Shanghai Art-Designing Corp.

CHILE has decided to build its own Expo pavilion rather than rent one from the Organizer as previously planned, a Chilean official for Expo preparation said on May 20.

The global financial crisis has not dampened Chile's enthusiasm for the Expo. On the contrary, it is increasing its investment because Chilean President Michelle Bachelet sees the 2010 event as a "long-term investment in its relationship with China," said Hernan Somerville, Chile's Commissioner-General for its Expo Exhibition, after signing a contract with a Shanghai architectural design firm.

Somerville said preparations are "on schedule" and the pavilion would be completed by the end of the year.

He quoted President Bachelet as saying it is absolutely necessary for Chile to participate in the Expo because it will be the most important event in the world in 2010.

He said the president was one of the main supporters of the country's Expo participation, and she would be in Shanghai in late November to oversee preparations.

"The cultural and business exchanges between Chile and China will be the best gift to celebrate Chile's Bicentennial on September 18, 2010," Somerville added.

The pavilion's theme will be "The Seed of New City" and will feature cylindric forms and a roof garden. Visitors will find videos about the country and its solutions to urban problems.

## Expo fund for African countries

FINANCIAL assistance from the Chinese government has enabled 50 African countries to participate in Expo 2010, the largest in World Expo history, a senior Expo organizer said.

About 20 percent of all African participants will make their debut at the world fair, said Chen Jintian, Director of the Joint Africa Pavilion Management Department of the Bureau of Shanghai World Expo Coordination.

Each country will receive

an average of US\$650,000, said Hua Junduo, China's Commissioner-General for the Expo.

Countries with per capita GDP below US\$3,255 are eligible for financial aid as China promised in its 2002 bid for the event. A total fund of US\$100 million is available for these countries.

Construction on the Joint Africa Pavilion began on May 12. The 26,000-square-meter pavilion will house exhibits by 42 countries and the African

Union, who will present their interpretations of the Expo Shanghai theme, "Better City, Better Life."

Eight countries from the continent, including South Africa, Egypt and Nigeria, will rent stand-alone pavilions from the Organizer.

The facade of the Joint Africa Pavilion resembles a big sponge tree that symbolizes the origin of human life, said Chen. The pavilion is in a prime location near the main entrance to the Expo Site.

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

# BIE boss bets on best Expo

CHINA will become more open by hosting the World Expo, which will be the best in history, says Vicente Gonzalez Loscertales, Secretary-General of the Bureau of International Expositions (BIE).

China is preparing for the Expo with "tremendous enthusiasm, innovative devotion and outstanding capacity," Loscertales told Xinhua News Agency recently.

A large number of countries are participating in the Expo, which signifies recognition of China's achievements and their willingness to regard China as an important partner and friend, he added.

He said he very much appreciates the Expo Shanghai theme, "Better City, Better Life," because about 60 percent of the world's population now live in cities.

The BIE has 155 member states, almost as many as the United Nations. In this regard, the Expo will



Expo ads are seen in major airports around the world such as this one at London's Heathrow Airport. The Expo Organizer said these ads are expected to reach 3.61 million people.

serve as a platform for dialogue between nations on the topic of cities, he said.

Although the current global economic crisis has hit most countries, it posed limited impact on the Expo. The BIE has not received a single withdrawal application from any

country, Loscertales said.

"For the past nine years I've been working with the Chinese people. They are competent and full of humor," he said. "Let's continue our hard work and maintain our confidence. I'm sure we will hold the best World Expo in history."

## Agents found to enlist Japan's volunteers

THE Expo 2010 Organizer on May 12 signed an agreement with two Japanese organizations to recruit volunteers in Japan for the world event.

One of the organizations ran volunteer recruitment for the 2005 Aichi Expo and the other has organized several exchange programs for volunteer workers between China and Japan.

The two organizations have set up a committee and will conduct training for volunteers, including language skills.

## Forum on Shikumen

AN Expo-related forum on preserving Shanghai's characteristic lane houses, known as *shikumen*, was held on May 17. The forum also marked the establishment of the *Shikumen* Research Center and its official Website ([www.shikumen.org](http://www.shikumen.org)).

Participants proposed three solutions for the preservation of *shikumen*:

- 1) Overhaul lane houses and turn them into commercial and recreational complexes like the famous Xintiandi;
- 2) Open shops and stores in lane houses following the



Participants visit a *shikumen* museum.

example of Tianzifang, where bars, galleries and shops stand alongside existing homes;

- 3) Install modern facilities in lane houses, such as the restored Bugao Lane, to improve the living standards of their inhabitants.

## In Brief

### Taiwan Pavilion

TAIPEI World Trade Center (TWTC) has been invited by the Expo Organizer to run the Taiwan Pavilion, which occupies a 1,000-square-meter plot in Zone A of Expo Site. Chih Kang Wang, Chairman of TWTC, said the pavilion will highlight Taiwan's achievements in technology and environmental protection and create business opportunities for Taiwan companies. Taipei will showcase its citywide wireless network and garbage-recycling scheme at the Urban Best Practices Area.

### Pastry supplier

THE Bureau of Shanghai Expo Coordination has signed a contract with Ganso Food Corporation Limited, making the company an official sponsor for pastries. Ganso, a project sponsor of Expo 2010, will not only supply desserts and breads for Expo visitors but will also promote traditional Chinese culture and cuisine through its two catering outlets at the Expo Site.

### 'Green' campaign

THE Expo Organizer and Coca-Cola have jointly launched the College Student Innovation Contest for Environmental Protection in Beijing. The contest, "Small Changes for a Better City," will involve more than 100 universities and colleges across China and invite creative ideas from students as well as advocate small changes in their daily life that contribute to conservation of natural resources.

### Expo songs

PEOPLE logging onto the official Expo 2010 Website ([www.expo2010.cn](http://www.expo2010.cn)) can now listen to and download Expo-themed songs performed by Chinese singers. The Organizer has decided to broadcast these songs online (<http://www.expo2010.cn/hdtj/xzhd/yyzj/yyzj.htm>) because many people have said they like them very much and want to download them as well as their lyrics. They are available in Chinese.

## Expo Online

# Collaborative Working Platform

THE Expo Organizer has launched a Website ([http://222.73.74.28/expo/login\\_en.html](http://222.73.74.28/expo/login_en.html)) to help participants prepare their Expo Online showcase.

The new Website consists of five web columns: flow condition,

news, repository, assignment list and Q&A.

Participants can get the latest information about Expo Online, make inquiries, download and submit their documents and data.

Participants can ask for

user names and passwords by contacting Chen Xuyan (Tel: 8621-22062079, E-mail: [chenxuyuan@expo2010.gov.cn](mailto:chenxuyuan@expo2010.gov.cn)) or Rong Jiachen (Tel: 8621-22062084, Email: [rongjiachen@expo2010.gov.cn](mailto:rongjiachen@expo2010.gov.cn)).

## Expo Fact

The Expo 2010 Summit Forum will focus on urban innovation and sustainable development.



Zhang Shehui shows a mobile phone video he took of his wife and son during his last brief visit home.

# From the Expo's heights to depths of destruction

ZHANG Shehui was making scaffolding for the World Expo 2010's China Pavilion at the Pudong Expo Site when an 8.0-magnitude earthquake ravaged his family's homes in Longnan City, Gansu Province, one of the hardest-hit areas in the country, on May 12, 2008.

Fortunately, his parents, his wife and two children escaped unscathed, but their houses were reduced to rubble. Despite the devastating disaster at home, 42-year-old Zhang stayed on job and is currently working on the Joint-Provincial Pavilion next to the iconic China Pavilion.

Zhang is one of the few workers from quake-hit areas who continued working at the Expo Site after the Sichuan earthquake. Most of the workers from Sichuan and Gansu left to rebuild their homes.

"I do want to go home, but I have to earn enough to rebuild my home," he said. "The wages at

the Expo Site are far more than I would get in my hometown."

Every day, Zhang gets up early and after breakfast, he begins to erect iron poles outside the pavilions to make them into scaffolding. He works until 5pm, then makes a phone call home.

Zhang said nothing changed in his daily life after the earthquake, apart from phoning his family

more frequently. He calls his family once every two days now — before the earthquake, he contacted his family once every week or two.

"After the earthquake, the telephone line at home was dead

for two days. I was extremely anxious and regretted not making phone calls every day," he said.

Zhang pointed to the China Pavilion behind him and said the structure had reached about 40 meters at that stage and he was working on the very top at the time.

Zhang has since brought his



Zhang has mounted and dismantled scaffolding at the Expo Site for more than a year.

18-year-old daughter to Shanghai and arranged a waitress job for her at a restaurant near People's Square. He said with their two salaries, his family can now save some money.

Zhang will go back to rebuild his home at the end of the month.

"The China Pavilion is almost completed, and I want to work for my home," he said.

Zhang has been working on the Pavilion since construction began in December 2007. He probably knows little of the master plan of the 5.28-square-kilometer Expo Site he is working on, but Zhang said he has been "witnessing the rise of the China Pavilion" and at least is very familiar with the magnificent structure.

"I can tell you some secrets," he said proudly. "The China Pavilion will use seven shades of red to make it look perfect to onlookers."

The painting of the pavilion has been a moot point for some time but few people know the details of the final design.

## Workers from quake area offered relief

MOST of the 189 Expo workers whose homes were ruined by the Sichuan earthquake a year ago have gone home to take part in local reconstruction, said an official from the Expo Site Construction Headquarters.

The Organizer had settled their wage payment and offered them relief subsidies, said She Zhipeng, a manager at the Construction Headquarters.

Those who chose to stay on job receive regular counseling from staff workers of the headquarters to allay their psychological stress, he said.

The Expo Organizer has pledged that all construction projects at the Expo Site will be completed on schedule.

# A monument to Jewish wisdom

CONSTRUCTION of Israel Pavilion is well underway at the Expo Site. The pavilion, resembling two clasped hands, highlights Jewish innovation and culture.

The 2,000-square-meter pavilion will not only showcase Israeli innovations but also represent the dialogue between humanity and nature, the past and the future.

Israel's slogan for the Expo is "Innovation for Better Life," echoing the Expo theme "Better City, Better Life."

"Israel constantly seeks to contribute a substantial share to the world's leading innovations in art, science, literature and design, and we believe innovation will contribute to a better life," said Issac Shalev, Director of the Israel Pavilion.

The pavilion consists of three areas: the Whispering Garden, the Hall of Light and the Hall of Innovations.

The Whispering Garden is an orchard that greets visitors as they enter the building. Technology



Israeli officials attend the groundbreaking ceremony for their pavilion.

Below: The creative structure will consist of the Whispering Garden, the Hall of Light and the Hall of Innovations.



will be installed to make the trees "whisper" in English and Chinese when visitors walk close to them.

The Hall of Light features a 15-meter screen that will show films highlighting the country's innovations and technological achievements.

The Hall of Innovation is the centerpiece of the pavilion. An

audiovisual show will allow visitors to hear from Israeli children, scientists, doctors and inventors via hundreds of screens. These Israelis will introduce themselves and share their hopes for the future.

These talks will be pre-recorded, but visitors will be able to hold

actual conversations with Israelis in the virtual Israel Pavilion at Expo Shanghai Online.

Israel will spend about US\$6 million on Expo activities. It is the first time Israel has built a national pavilion at a World Expo.



## Danes dig in

CONSTRUCTION of Denmark Pavilion started on May 15. When it opens next year visitors can ride bicycles inside just as Danes do in their cities. They can bring children to play in an open square, enjoy organic food on the rooftop garden and get a close look at their national symbol — the statue of the Little Mermaid that will be on loan from the city of Copenhagen for the six-month display in Shanghai.

The Denmark Pavilion will paint its steel structure white to represent the sailing traditions of the country and to help keep the pavilion cool. Its exhibition, arranged like a fairy tale, tells the stories of Danish cities, their people, and their innovations.



## Spain's 'basket' work

A CHINESE verse will be painted on the wicker basket-style walls of Spain Pavilion, said Spanish officials on May 15. The calligraphy will add a touch of Chinese culture to the pavilion and make the architecture artistic, said Benedetta Tagliabue, the pavilion designer.

The 6,000-square-meter Spain Pavilion looks like a woven basket supported by a steel framework. Wicker weaving is a tradition in both Spain and China and the pavilion serves as a bridge connecting the two nations. Its exhibit, "From the City of Our Parents to the City of Our Children," will take visitors on a tour of Spanish cities through time.



## Swiss Alpine tour

SWITZERLAND brought a model of an Alps mountain chair lift to Shanghai on May 7 for a preview of its Expo pavilion. Visitors can take a chair lift to view the exhibition of Switzerland during the Expo next year.

The Alpine country will use a chair lift in its pavilion to carry visitors on a spiral track from the ground floor to the roof to see scenes of busy urban life and beautiful mountains, said Manuel Salchli, the pavilion director.

The 4,000-square-meter pavilion has been dubbed "Nature's Playground." The total cost of the pavilion amounts to US\$21 million, which is being funded by the federal government and corporate sponsors.

**Visit [www.expo2010.cn](http://www.expo2010.cn) for more news & information**

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