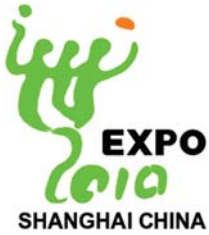


EXPO Shanghai Newsletter



Countdown: 325 days to go

www.expo2010china.com

Newsletter No. 25, June 10, 2009

Expo poll on public favorites

CHINESE people say they are willing to spend an average of 1,522 yuan (US\$222) each at World Expo 2010 Shanghai China on food, shopping and other activities, according to data from an online survey released on May 26.

According to the survey compiled by worldwide marketing services company Millward Brown-ACSR and Ogilvy, 38 percent of respondents said they would visit the Expo.

About 51 percent of those respondents who intend to go said they were looking forward to visiting the United States Pavilion, even though the country has not yet confirmed its participation in the event.

About 41 percent said they were looking forward to visiting the France Pavilion.

Other participants that generated a lot of interest included the United Kingdom, Japan and Egypt.

About 80 percent said they wanted to learn about foreign cultures and arts at the Expo, while 72 percent said new technology would be one of their main purposes for attending.

A total of 13,991 people took part in the survey, held from February to mid-March across the country.



Singapore Prime Minister Lee Hsien Loong (right) receives a model of the China Pavilion from Huang Jianzhi, Deputy Director-General of the Bureau of Shanghai World Expo Coordination on June 7, during the ground-breaking ceremony of the Singapore Pavilion (more on Page 4).

Color tone set for national pavilion

THE China Pavilion at the 2010 World Expo will be painted in seven shades of red, one of the pavilion's designers has revealed.

Construction began on May 25 on the facade of the Chinese icon for the event with two aluminum panels being installed on a 41-meter-high beam of the 63-meter structure.

Thousands of such panels, about 60,000 square meters in all, in seven shades of red will be installed on the crossbeams and the structure's four support beams.

Other parts of the pavilion will be covered by glass.

Different shades of red will be used on different levels to make the pavilion look as if it is the same color in the sun. Darker shades of red will be used on upper beams and lighter shades will prevail closer the ground.

The Organizer had considered painting the pavilion in a single red, but this would make it appear as different shades were used due to its irregular shape. The upper section of

the 20,000-square-meter China Pavilion looks like an inverted pyramid.

The Organizer spent more than six months finding the perfect shades of red, even looking at samples from the Forbidden City in Beijing. Experts from the China Academy of Art then combined and improved them.

Exterior work is due to be finished by July 25. Interior decoration and exhibition arrangements will start on September 30.

Expo Fact To date, 239 countries and international organizations have confirmed their participation.

Colorful stage for visitors

THE opening ceremony of World Expo in Shanghai will be held on the night of April 30 next year, the Organizer said on May 27.

The gala event will run in three parts both indoor at the Expo Center and Expo Performance Center and outdoor along the Huangpu River.

Expo visitors will be able to see the performance of Spanish tenor Placido Domingo, Cirque du Soleil from Canada, and martial arts by monks from the Shaolin

and Wudang temples.

A total of 680 performances from around the world have been selected to entertain Expo visitors. Some world-class troupes have confirmed their participation.

Visitors will also have a chance to see ethnic and tribal performances from Africa, such as a drum show from Burundi.

During the 184-day world fair, a total of 20,000 sessions of 1,000 concerts, dances, operas, acrobatic shows and other performances

will be staged, averaging about 100 shows a day in 32 venues throughout the Expo Site.

Domingo is expected to sing at the Expo Performance Center, while Cirque du Soleil will perform at the Canada Pavilion.

There will be no extra charge for performances unless the audience numbers have to be restricted due to high demand.

Shanghai will provide a Chinese local opera and a drama for the 2010 event.

In Brief

Power supply

THE World Expo Site will have the most advanced power system in the world to ensure electricity supply during the summer peak season, officials said. An intelligent power distribution system will help reduce power consumption at the main Expo venues by up to 30 percent. The system includes a substation built by Siemens, which can regulate power usage on the Expo Site.

State Grid

THE State Grid, China's main power supplier, began building the ground structure of its pavilion on May 25 after construction of an underground substation had been completed. The pavilion doubles as a power station and a showcase of the country's development in power generation and distribution. The State Grid's exhibition theme is "Electricity in Relationship with Daily Life."

Yili dairy sponsor

CHINA'S Yili Industrial Group has joined the Expo 2010 list of corporate sponsors after signing a contract with the Organizer on May 25 to become the sole senior sponsor for dairy products during the world fair. Yili also sponsored the Beijing Olympics last year. The company will provide quality dairy products and services that meet Expo standards. The Organizer chose Yili because of its consistently strong operation and favorable public image.

Outer space

CHINA'S Shenzhou and Chang'e space programs will be highlighted in the Space Pavilion, jointly built by China Aerospace Science and Technology Corporation, China Aerospace Science & Industry Corporation and China Electronics Technology Group Corporation. The pavilion is designed like a huge cube suspended in mid-air. The exterior will look like a scene from outer space and the exhibition will show how aerospace technologies change human lives. Twelve state-owned corporations will build six corporate pavilions at the Expo.

Win prizes with Haibao photos

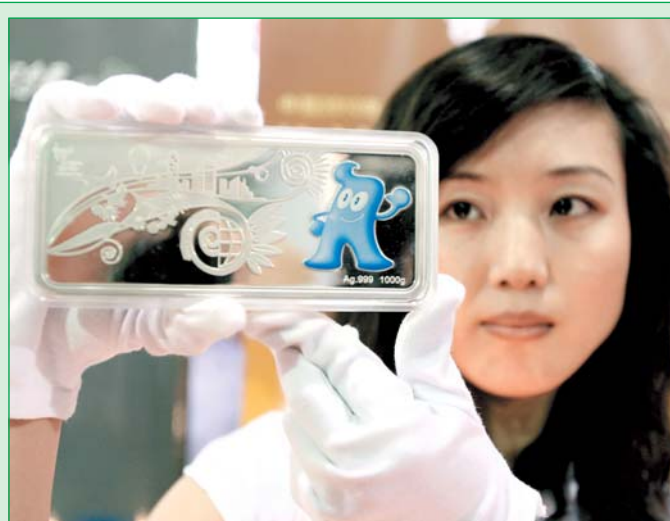
PEOPLE can send photos of World Expo 2010 mascot Haibao to the event's Website for a chance to win an 8,000 yuan (US\$1,172) travel certificate and Expo tickets. Other prizes will also be given out.

All photos, even those that have been touched up using software such as Photoshop, will be accepted.

The Organizer aims to gather photos of Haibao at famous attractions around the world.

People can upload photos to www.expo2010.cn/zt/2009/hbysj/upload.htm before July 10.

The Organizer will select some photos to make a greeting card that will later be sold as a souvenir.



Expo souvenir fair attracts retailers

An employee shows a sample souvenir at a fair held by the Expo Organizer on June 2. The fair at Shanghai International Exhibition Center was designed to find retailers for licensed Expo souvenirs. Nearly 3,000 types of souvenirs were on display, from garments to toys, handicrafts, accessories, clocks, stationery, bags and stamps. About 40 manufacturers have been approved to manufacture licensed Expo products.



Expo Online

Number of Online exhibitors reaches 187

FOUR more countries — Armenia, Luxemburg, Uruguay and Ireland — have confirmed their participation in Expo Online, bringing the total number of Expo Online exhibitors to 187.

Expo Online is designed to offer visitors a virtual tour of Expo pavilions in Shanghai. It features "Browsing pavilions" and "Experiencing pavilions." Both functions rely on multi-media

and 3D technology while the latter also offers an interactive experience.

Expo Online allows people to visit the pavilions at anytime no matter where they are.

For more information, visit <http://www.expo2010.cn/czsw/wssbh/index.htm> or contact Chen Xuyan (Tel: 8621-22062079, Email: chenxuyuan@expo2010.gov.cn).

Expo Fact

A total of more than 20,000 performance shows will be presented during Expo 2010.



The Expo Site's master plan was conceived by Wu Zhiqiang (above) as he and his team wanted to make the permanent venues a part of Shanghai.

A 'green' Expo for better city life

THE environment is a core theme of Expo 2010 and the Organizer has drawn master plans to show "green ideas" at every corner of the Site.

On June 4, the eve of the 38th World Environment Day, the Organizer issued guidelines with the United Nations Environment Program, calling on Expo visitors, participants and retailers to make Expo Shanghai a "green event."

Visitors are encouraged to bring tableware and reusable bags to the Expo Site to reduce waste, and take public transportation.

The Organizer urged Expo participants to design eco-friendly pavilions that are in harmony with surrounding buildings, avoid extravagant decoration, save water and electricity, and minimize pollution during construction and exhibition.

The participants all have shown a "green" attitude in preparing their exhibitions. Most of their national pavilions are built from green materials, including soy-bean-fiber sheets, bamboo strips and chipboard.

The participants have done far better than the Organizer's expectation, said Dai Jianmin, Director of Operation of the Bureau of Shanghai World Expo Coordination.

The Organizer has set a good

example itself by introducing solar energy, water recycling, zero-emission vehicles, and other "green" features in designing the 5.28-square-kilometer Expo Site.

Wu Zhiqiang, Chief Planner of Expo Shanghai, said he proposed the "H-city" (Harmony City) concept as a guiding principal for planning and design, at every level, to illustrate Expo's "Better City, Better Life" theme.

As a critical aspect of this theme, Wu conceived an "Eco+"

concept, which combines both passive strategies for conservation and active ones to improve the environment. The approach has been hailed by government officials as being capable of revolutionizing urban development.

"Our plan will excite Shanghai residents in 2010 but even more so in 2020 and 2030," said Wu, who leads the College of Architecture and Urban Planning of Tongji University.

"Once Expo is over and its fence is removed, the Site will instantly

become a natural part of the city," he said. "Many previous World Expo plans were only concerned with a designated site, like a Disneyland."

The UNEP will evaluate Shanghai's environmental condition before and after the 2010 event. It will be the first time such a study on the environmental impact of an Expo has been carried out.

UNEP experts will visit Shanghai in August and in November 2010. They will publicize their results in May 2011.



Expo Boulevard provides not only passage to the main pavilions but also space for recreation.

Expo Fact

All auto vehicles running at the Expo Site will use 'clean' energy with zero emission.

ROK starts pavilion work

CONSTRUCTION of the Republic of Korea Pavilion for Expo 2010 started on May 25 amid mourning for the country's former-president Roh Moo-hyun, who passed away two days before. The ceremony was curtailed because of Roh's death and a planned display of fireworks was canceled.

The South Korean Knowledge Economy Minister Lee Youn-Ho required all attendees at the ceremony to observe a moment of silence. More than 100 South Korean politicians and businessmen were present and most of them wore black.

The atmosphere lightened a little when South Korean singer and actress Jang Nara was appointed ambassador for the pavilion. She will greet visitors to the pavilion.

The country's pavilion will showcase blueprints of future cities along with its most advanced



Korean officials lay the foundation stone for their national pavilion at the Expo Site on May 25.

technology and traditional culture in its largest Expo pavilion ever.

The country, always among the most popular exhibitors at Expos, will build a three-story, 6,160-square-meter pavilion which resembles 20 basic letters

of the Korean alphabet.

The country's 2010 exhibit will be themed "Friendly City, Colorful Life."

The pavilion will cost US\$20.72 million and is expected to attract about 5 million visitors.

Belgium to give away 26 diamonds

THE Belgium Pavilion will give away 26 diamonds to lucky Expo 2010 visitors.

Each week during the Expo, the Organizer will draw a lottery to give away a Belgian diamond, Leo Delcroix, the country's Commissioner General for the Expo, said on June 3 after unveiling the nation's pavilion design.

The venue will also host the European Union exhibition.

For a chance to win, visitors will have to text the correct answers to trivia questions about Belgium.

The 5,250-square-meter pavilion will feature a huge "brain cell" as the centerpiece. Visitors can enter the pavilion via one of the "brain's" veins.

Belgium will highlight the "green economy" concept.

Opera to display Sino-Japan friendship

THE crested ibis was declared extinct in Japan in the 1970s but with help from the Chinese government, the birds were re-introduced to Japan in the 1990s and its population is growing again.

The Japan Pavilion will stage a 20-minute opera to highlight the Sino-Japanese friendship through

the tale of ibis. The opera will involve both Chinese and Japanese directors, said Hirofumi Wakamatsu, Director of the Japan Pavilion.

"The opera will be easy to understand, with children our prime target audience," opera creator Makoto Sato said recently in Shanghai.

Sato said he imagined himself as a child when he was composing the piece. "I am trying to send a message to the next generation that we will provide a beautiful future," he said.

The Japanese Expo team will soon begin to recruit Chinese actors for the opera.



Nepal's 'Tales of Katmandu'

NEPAL has published a new artist's rendition of its pavilion for World Expo 2010. Its exhibit will explore the theme "Tales of Katmandu City — Seeking the Soul of a City; Exploration and Speculation."

The pavilion will focus on Katmandu, the capital city of Nepal, as an architectural, artistic and cultural center that has developed over 2,000 years.

The theme touches upon the soul of a city by exploring its past and future. Another highlight of the pavilion will be Nepal's efforts in environmental protection and developing renewable energies.

Singapore presents 'Urban Symphony'

SINGAPORE Prime Minister Lee Hsien Loong attended a groundbreaking ceremony for the construction of the country's Expo pavilion on June 7.

Lee presented an orchid, specially nurtured by the Singapore National Parks for Expo 2010, to Executive Vice Mayor of Shanghai Yang Xiong.

The orchid hybrid, named "Dendrobium Singapore Shanghai Symphony," will be a highlight of the Singapore Pavilion.

"The pavilion will be Singapore's largest undertaking at a World Expo," Lee said.



Resembling a music box, the pavilion has an "Urban Symphony" theme and its aluminum facade will show Singapore's famous landmarks.

Inside, Singapore will share its

Resembling a music box, the pavilion will lure visitors to explore its exhibition as they hear music emanating from its core.

urban planning experiences for creating a "garden city." Almost all the exhibits will play music when visitors draw near, said Sauhoong Lim, Chairman of the Singapore Pavilion Advisory Panel.

Visit www.expo2010.cn for more news & information

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