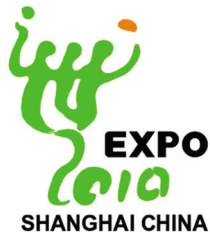


EXPO Shanghai

Newsletter



Countdown: 305 days to go

www.expo2010china.com

Newsletter No. 26, June 30, 2009

Mobile toilets for crowds

TO cope with the demand for facilities during the 2010 World Expo, 49 sets of mobile toilets will be made available, the Shanghai Greenery and Public Sanitation Bureau said on June 16.

The mobile toilets will provide 360 stalls for the public. They are high-tech facilities that use solar energy for lighting and advanced ecological processing technologies.

"The toilets have performed well on trials at recent big events like the Formula One Grand Prix in April," said Liu Weiguang, a sanitation bureau official.

"These toilets will be stationed around or in the Expo Site."

There will be 52 stationary toilets throughout the 5.28-square-kilometer Expo Site, with a total of 6,410 stalls, said Li Ye, Director of the Sanitation Center of the Bureau of Shanghai World Expo Coordination.

The proportion of male to female toilets will be one to two and a half.

During peak days, the center will be able to position the mobile toilets where there is greatest demand to ensure no long queues, Li said.

"Queues to toilets are unavoidable in the Expo Site, but we will promise no long queues," he said.



Shanghai residents snap photos of an illuminated China Pavilion on June 22. The lighting of the centerpiece structure on Expo Site was also to test the electricity supply by a newly built substation.

Search under way for Expo interns

THE Expo Shanghai Organizer on June 22 began to recruit 130 interns from a group of local university graduates to assist in the operation of the 2010 event.

More than 300 students applied on the first day for jobs in 28 categories, ranging from secretarial work, archive management, and marketing to legal services and public relations. They will work for the Expo bureau and in the pavilions on the Expo Site.

Unemployed graduates from local universities, who are between 20 and 25 years old are

eligible for Expo jobs that pay a monthly salary of 576 yuan (US\$84.22), in addition to the Organizer covering their other expenses. The interns are required to work from this September to October next year. They can quit any time if they find new jobs, but they need to give one month notice, said Zhuang Meichun, Deputy Director of the Shanghai Foreign Service Co.

The human resources service provider on June 22 signed a contract with the Expo Organizer to hold the first round

of interviews.

The Organizer will conduct final interviews at the end of next month. Training of the interns is scheduled to start in August.

Potential candidates can apply online at <http://jianxi.efesco.com/jianxi/index.jsp>.

The Organizer will recruit another 1,000 or so interns later this year.

All Expo interns will receive a certificate and a recommendation letter from the Organizer for future employment. Zhuang said his company will hold a post-Expo job fair to these interns.

Expo Fact

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

Central bank issues souvenir coins

THE People's Bank of China has issued one gold and two silver coins to commemorate World Expo 2010 Shanghai.

The gold coin is 23 millimeters in diameter and contains a third of an ounce of gold. The silver coins are 40 millimeters in diameter and contain one ounce of silver.

The face value of the gold coin is 150 yuan (US\$21.95) and the silver coins are valued at 10 yuan (US\$1.46). The retail price of the whole set is 4,343 yuan (US\$635.87) and the two silver coins are priced 780 yuan (US\$114.2).

The coins are now being sold at more than 100 outlets across the country. Buyers outside China can purchase them from China Greatwall Coins Investments Ltd. Prospective buyers can call 4008-188-666 to order the coins and English language service is available.

The coins feature the Expo 2010 logo and the world. The gold coin has an image of Haibao, the Expo mascot, on the reverse. One of the silver coins has a dandelion and the other has the Shanghai skyline on the reverse.



A set of gold and silver Expo coins to retail at 4,343 yuan.

More facilities unveiled

THE design of the Expo Shanghai's main ceremonial square and dining area has been unveiled at a recent architectural exhibition.

The Expo Celebration Square, which will host some parades, is located at the end of the Expo Boulevard — the main access to the site — near the Huangpu River, according to plans on display at the 2009 Shanghai Architecture, Design and Urban Planning Expo at ShanghaiMart.

Expo visitors will be able to watch performances in the 130m-by-120m square while taking in the city's waterfront scenery. The square will have a "water mirror" surface to reflect the sky and nearby buildings. A 1930s warehouse beside the square will be turned into a backstage area.

The dining area, comprising seven two-story buildings, will be able to serve 60,000 people a day during the Expo. The center has

a total of floor space of 150,000 square meters.

Some plans for future projects such as the A30 Outer Ring Road Tunnel are also displayed at the exhibition. The proposed tunnel will significantly reduce traffic congestion in the Outer Ring Road between Baoshan District and Pudong New Area. That highway section is constantly jammed with container trucks traveling to and from the Waigaoqiao Port.

Builders' kids get treated

More than 80 children of pavilion builders were invited by the Expo Organizer to tour the Expo Park where they also made drawings about their ideal world fair.



Expo Online

Web3D software for virtual pavilions

DASSAULT System's 3D VIA Virtools has been authorized as the only recommended Web3D plug-in for viewing Expo Online virtual pavilions.

Participants can use the lightweight Virtools to develop their

Experiencing Pavilions.

Regarded as a leading Web3D solution, Virtools is used across the world and offers 3D imaging to enhance interactive experiences.

Expo Online serves as a virtual copy of the physical World Expo.

It features "browsing pavilions" and "experiencing pavilions" for visitors to explore exhibits anytime and anywhere. Expo Online is scheduled for partial opening within this year and official opening on May 1, 2010.

In Brief

Haibao fever

THE "Haibao on World Tour" photo contest has proven popular among shutterbugs. More than 1,600 pictures featuring the Expo 2010 mascot have been submitted between May 27 when the contest started and June 16. About 220,000 Netizens have voted for their favorite images. Original photos or Photoshop-created images are all allowed. The contest will run through July 26.

Dragon TV

DRAGON TV is to air a new TV show to promote the 2010 Shanghai Expo. The weekly program is a joint production with TV stations in Zhejiang and Jiangsu provinces. After its debut in Zhejiang's Anji City, the program will be broadcast from 15 other cities. The program, called "Expo 2010 Shanghai China," will air each Saturday at 8:30am for the next four months.

Recycled seats

SHANGHAI residents are urged to collect milk containers for recycling and for making 1,000 couches for Expo pavilions. Initiated by the Bureau of Shanghai World Expo Coordination, Xinmin Evening News and Tetra Pak, the activity is being carried out in more than 500 residential communities in Shanghai. A 1.2-meter-long couch needs 856 250ml milk boxes.

Hunt for PRs

A NATIONWIDE contest to select 200 public relations workers for next year's World Expo has begun in Shanghai. People aged between 18 and 35 can enter. The final decisions will be announced next January. For more information, go to www.prstar-expo.com. The Website is in Chinese.

Expo-theme tours

THE Pacific Asia Travel Association will play a role in Expo 2010 ticket sales and developing related tour packages. The association's President and CEO Gregory Duffell recently met the Expo Organizer to discuss the details of its plan.

Expo Fact

The Expo Site will be covered by 3G cellular network during the 2010 event.



Expo means theater for visitors

ONE ticket will let Expo visitors see all the performances by artists from around the world, the Organizer promised.

More than 100 performances will be staged every day during the Expo and visitors with a 160-yuan (US\$23.35) ticket can choose to see any one they like. The shows run one after another from 9am until midnight.

There are 32 indoor and outdoor venues to stage these shows on the Expo Site.

During the 2005 Aichi Expo in Japan, some 109 million people – nearly half of all visitors – attended 11,000 theatrical shows. At the 2008 Expo in Zaragoza, Spain, about 84 percent of all visitors watched 5,000 performances.

Expo 2010 will present more performances than any previous Expo, about 20,000 shows during the 184-day event. Operas, concerts, dances, martial arts, acrobatics and pageants will delight visitors.

Approximately 680 foreign art programs have been selected by the Organizer, including some world-class performances, according to Hu Jinjun, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Spanish tenor Plácido Domingo

is expected to sing at the Spain Pavilion on August 30, 2010. He may also sing in the Performance Center.

Cirque du Soleil, a circus troupe from Canada will be the highlight at the Canada Pavilion. The world-renowned circus had already visited Shanghai back in 2006.



The Baosteel Stage is converted from a factory building.

China's Shaolin martial arts and Wudang kung fu are also on the program list.

Lesser known folk and ethnical artists will also make their appearances on the Expo stage. It will be a rare opportunity to see African acrobats, Hu said.

Aboriginal Maori artists from

New Zealand will greet visitors with their unique dancing rituals.

Almost every day a pageant parade will tour around the Expo Site in both its Pudong and Puxi sections. On special occasions and public holidays, fireworks will be displayed over the Expo Site by the

their artists and will have a balanced mix of performers for all continents. The Organizer will select what it considers to be the best performances for Expo visitors.

Shanghai will present a dance drama with a popular film song from the 1940s as theme music. The song, originally sung by Zhou Xuan, a famous Shanghai film actress, evoke nostalgic memories about old Shanghai. The drama will be directed by Chen Weiya, one of the directors for Beijing Olympics' opening ceremony. Chen is now collaborating with the Shanghai Opera House, and details of the drama will be revealed soon.

The Organizer also signed a contract with a local company to provide stage equipment for Expo participants.

The Shanghai International Cultural Service and Trade Platform will install and maintain stage equipment and guarantee safety of use.

The Organizer will launch a Website and a hotline for Expo participants to select and rent the equipment, said Jin Tao, Deputy Director of the Events Department of the Bureau of Shanghai World Expo Coordination.

Major venues for performances during the Expo

Performance Center

Location: Pudong section, near the China Pavilion

Size: 120,000 square meters

Capacity: 18,000 people

The main stage for Expo 2010 opening and closing ceremonies and other major performances. It will be Shanghai's largest theater.

Expo Center

Location: Pudong section, near the riverside

Size: 142,000 square meters

Capacity: 5,000 people

It will serve as the Expo operations and media center. Parts of the Expo's opening and closing ceremonies will be held here.

Baosteel Stage

Location: Pudong section, near the Expo Park

Size: 11,200 square meters

Capacity: 3,500 people

Converted from an old factory building on the bank, the venue will stage works by performing troupes from around China.

Arts Hall

Location: Puxi section, near the Lupu Bridge

Size: 9,000 square meters

Capacity: 2,000

This building is also converted from a former workshop and will stage concerts, dances and other performances by foreign artists.

Tang palace to be cloned

PEOPLE can get a taste of the daily life of Chinese emperors at the Shanghai Expo.

Construction has started on a replica of a palace for emperors of the Tang Dynasty (618-907 AD) in the Puxi side of the Expo site. The Qifengge Palace, literally meaning "a building for phoenix to live in," was a side palace for 17 Tang emperors.

The replica will house the Urban Best Practices showcase of Xi'an, capital of Shaanxi Province.

Historians got a full picture of the Tang palace through excavations in Xi'an, said Liu Lei, deputy chief planner for Xi'an's scheme for the protection of the Tang relics.

The city will share its experiences in protecting heritage buildings inside the replica palace where the original foundation stones, remains of pillars and other artifacts can be covered with glass. Visitors can see how the palace looked a thousand years ago through drawings and multimedia presentation, Liu said.

Xi'an also has turned the area of the former Tang palace into a 20-square-kilometer park, which



will open in October 2010. The replica palace will be moved to the park after the Expo.

Construction of the palace is scheduled to be completed by the end of October.

An architect's impression of the Tang Dynasty palace in Xi'an. A replica of the original will be built for display at the Expo Site as an example of the city's urban best practice.

Martial arts in Macau's UBPA plan

MACAU will set aside a special section in its Urban Best Practices Area showcase to feature the famous martial arts novelist Louis Cha's works, Macau's Expo preparatory team has announced.

The team has been authorized to put Cha's novels on display and showcase characters he created. There will be a poll of visitors to choose their favorite 10 heroes and heroines. The top 10 characters will make a multimedia appearance at the pavilion.

Cha agreed to provide every form of assistance, said Ieong Pou Yee, director of Macau's Expo team. Cha praised the special



Louis Cha, alias Jin Yong, is a household name in China. On his left is Ieong Pou Yee.

UK Pavilion with a Seed Bank mission

THE United Kingdom will embed more than 60,000 seeds, which can be planted at the conclusion of Expo 2010, into the structure of its pavilion to urge people to protect natural species from extinction.

The UK Expo team on June 17 signed a contract with the Expo organizer to participate in Expo

Online. The country also updated its Expo pavilion design, which will be an open gift box "from Britain to the Chinese people."

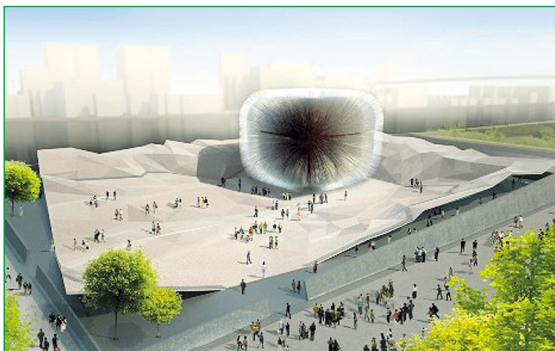
The seeds will be put inside 60,000 needle-like protrusions covering the surface of the 6,000-square-meter pavilion. The seeds will be well-protected and will not grow during the 184-day event, said Carma Elliot, British Consul-General in Shanghai.

These seeds demonstrate

the concept of sustainability and the diversity of nature. Elliot urged people to protect the environment for future generations.

The idea promotes the Millennium Seed Bank Project, an international conservation project launched by the country's Royal Botanic Gardens in 2000. It is designed to provide an insurance policy against the extinction of plants in the wild by storing seeds for future use. The project aims to collect seeds from 24,000 species of plants by 2010.

The UK team is choosing seeds for the pavilion from a seed bank in Kunming, Yunnan Province, which is run by the project, Elliot said, adding they are still considering how to use the seeds after the Expo.



administrative region's practice in promoting cultural development.

Louis Cha, known by his pen name Jin Yong, is famous for his popular martial arts genre works. His 14 novels and short fiction earned him the reputation as one of the finest martial arts writers. His works have been translated into English, Japanese, French, Vietnamese, Indonesian and Thai and adapted into films and TV series. The Zhejiang-born writer now lives in Hong Kong.

Macau will create a replica of the 92-year-old Tak Seng On Pawnshop in its UBPA exhibit to show how it operated nearly a century ago. Built in 1917 it was Macau's largest pawnshop in the first half of the 20th century.

Visit www.expo2010.cn for more news & information

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