

EXPO Shanghai Newsletter



Countdown: 290 days to go

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Chinese President Hu Jintao (2nd from right) looks at a model of the China Pavilion during a visit to the World Expo road show held at Beijing's Capital Museum on July 15. He was accompanied by Vice Premier Wang Qishan (3rd from right) and Yu Zhengsheng (right), the Party Secretary of Shanghai.

Ticket sales heat up

TICKETS for the first three days of visits to Expo Shanghai are either sold out or in short supply.

July 1 marked the first day that public sales started around the world via the four main Expo ticket agents in China and interest was high. More than 40,000 tickets were sold on that single day.

Tickets for the first three days (May 1-3) and the National Day (October 1-7) holidays, known as peak-day tickets, were sold out at China Post, an operator on its hotline said.

The Bank of Communications

has begun to set daily limits on the number of peak-day tickets to be sold.

China Telecom and China Mobile said people wanting peak-day tickets should act now to avoid being disappointed.

Long queues formed at most sales outlets in Shanghai. A 72-year-old man waited in front of a local post office from 3am to buy four peak-day tickets.

The Organizer expects 17 days, including the last week of Expo (October 25 to 31), to attract the most visitors.

A standard single-day ticket

costs 140 yuan (US\$20.49), and a peak-day ticket costs 180 yuan until September 31, which marks the end of the second sales phase.

The Organizer may issue more peak-day tickets to the public, according to Expo Ticketing Center official Zhang Haodong, who urged the public to buy these tickets "as early as possible."

The Organizer planned to sell 62 million Expo tickets, including just 600,000 per day for the peak period, said Chen Zhuofu, Director of the bureau's ticketing center.

Reserve a place to beat the lines

THE Organizer of World Expo 2010 Shanghai will set up 200 reservation machines at the Expo Site for visitors to access specific pavilions.

Pavilions expected to draw large queues will be accessible on each machine.

Each visitor will be able to make reservations at a pavilion each day, said Fei Jinseng, Director of the Visitors' Service Center of the Bureau of Shanghai World Expo Coordination.

When people make reservations, the information will be stored on a chip on their Expo tickets. An accompanying slip will tell visitors when they can enter the chosen pavilion and when they have to leave.

To enter the pavilion, they must show both their tickets and the reservation slip.

The machines will feature different languages. Volunteers will stand by at each of the machines to offer help.

Fei said the machines would alert patrons when too many people made reservations to certain pavilions, minimizing the possibility of long queues.

Large screens will be set up across the Expo Site to monitor and show queues at the most popular pavilions.

Expo Fact

The Expo Shanghai Organizer plans to sell 62 million Expo tickets.

US, EU sign on for Expo presence: total hits 240

THE United States finally confirmed its participation at World Expo 2010 Shanghai with a signing ceremony in Pudong on July 10.

A little later on the same day, the European Union, which has never taken part in a World Expo outside a member country, also signed a participation contract.

"We are not late, we are just in time," Jose Villarreal, the newly appointed commissioner general for the US Expo effort, said after signing a contract on behalf of the US government with Hong Hao, director general of the Bureau of Shanghai World Expo Coordination.

"We finally welcome the 240th confirmed participant to the Expo Shanghai — the United States of America," Hong said at the signing ceremony at the bureau's headquarters.

So far, 192 countries and 48 international organizations have confirmed participation in Expo 2010, with 212 having signed participation contracts.



Jose Villarreal (front left), representing the US, shakes hands with Hong Hao, Director General of the Bureau of Shanghai World Expo Coordination, after signing the contract on July 10.

It has been more than three years since Chinese Premier Wen Jiabao sent an Expo invitation to the US government, Hong said.

"Today we can finally say that we are rising to the challenge — we are participating," said Beatrice

Camp, the US consul general in Shanghai.

The theme of the US Pavilion is "Celebration 2030." It is planned to be 5,600 square meters and show a vision of American cities in 2030.

In Brief

Lenovo becomes senior sponsor

LENOVO has signed an agreement with the Expo Organizer to become a senior sponsor by providing computers and associated services to the Expo. The leading Chinese computer manufacturer will support the event through the "Lenovo Digital World Expo Program." The smooth operation of Expo requires a powerful information system for its administration, venue and operation management, exhibition applications, Web management and security.

Business focus

CONSTRUCTION on a joint corporate pavilion for eight Chinese private enterprises started on July 2. The pavilion will showcase the role of the private sector in China's economic development. Covering 6,000 square meters, it will consist of several large cells with a theme of "Infinite Vitality." The pavilion will use cutting-edge technology to give visitors a spectacular and interactive experience encompassing the energy and spirit of Chinese private companies.

Corporate Japan

JAPAN laid the foundation for its corporate pavilion on July 4. Fourteen Japanese enterprises will present their ideas of resource conservation and recycling in the 4,000-square-meter pavilion. All building materials used in the pavilion will be recyclable. The pavilion is located in an old factory built in the 1950s, demonstrating that both materials and spaces can be recycled.

Battery buses

BATTERY-POWERED buses will go into service this year on a downtown route to test their performance for next year's Expo. The super-capacitor buses are more energy efficient than trolley buses and do not need overhead wires. A small number of buses have already been used on a trial basis and it is expected that 36 will eventually be put into service.

Taking shape

ONE of the five Theme Pavilions at Expo 2010 has entered installation and decoration phase. The Future Pavilion will show visions for future cities, focusing on housing, transportation, energy and urban management.

Exhibitions in the pavilion will be enhanced with videos, graphics and models. An animation film will portray how technology can influence people's lives in five separate stories.

The pavilion is a conversion of the century-old Nanshi Power Plant in Puxi.



Expo Online

More Online exhibitors lift tally to 200

AUSTRALIA, Israel, New Zealand, Angola, Oman, Bangladesh, Algeria, South Africa, Sri Lanka, Estonia, Liberia, Peru and DevNet have confirmed their participation in Expo Online, taking the total number of exhibitors to 200.

The Organizer said 29 countries will build "experiencing pavilions" and 33 cities will present their models of Urban Best Practices online.

Expo Online is designed to offer visitors a virtual tour of Expo

pavilions in Shanghai. For more information, visit en.expo2010.cn/sr/node2292/indexn.htm or contact Chen Xuyan (Tel: 8621-22062079, Email: chenxuyuan@expo2010.gov.cn) and Chen Xiaobo (Tel: 8621-22062085).

Expo Fact

So far, 192 countries and 48 international organizations have confirmed participation in Expo.

A pedestrian walks past a historical building on Sinan Road in Luwan District on June 23. Before long, there will be a luxury office and commercial area along the road.



Heritage houses getting new life as luxury offices

DOWNTOWN Luwan District will renovate a zone containing historic buildings into a luxury office and commercial area, district officials said recently.

The zone consists of more than 50 historical villas, mostly built in the 1920s and '30s. All residents living in those houses have moved out voluntarily thanks to a 10-year effort by local authorities. The villas are now being decorated and are expected to be put into use by World Expo next year.

"The villas will complement the current shikumen business hubs," said Chen Yongliang, Director of Luwan District Development and Reform Commission.

The district is focusing on its Xintiandi and Tian Zi Fang areas, where renovated *shikumen* (stone gate lane houses) now house boutique shops and coffee chains.



This house at 73 Sinan Road was the residence of Zhou Enlai from 1946 to 1948 when he was the Communist negotiator with the Kuomintang party.

Stretching along Sinan Road, the zone occupies more than 20,000 square meters of land. It will be used by small offices and facilities such as boutique hotels, bars and galleries.

Some overseas companies responsible for the design or construction of their country's Expo pavilions have signed agreements to move in and use the space,

officials said.

The renovation is part of a move to increase the district's business capacity. Luwan District aims to add more than 1.5 million square meters of office and commercial space over the next five years.

About 94 percent of the current 3.2 million office buildings and commercial spaces are occupied in the district, officials said.

Historic archway to come home

A 100-YEAR-OLD wooden archway made in Shanghai will return to the city later this month after 96 years overseas, Xuhui District Culture Bureau said on June 24.

Tushanwan Archway, exhibited in three World Expos, will be on display during Expo 2010, officials said.

The archway is being shipped back from Sweden in thousands of pieces for experts to restore.

It was created in Shanghai at the Tushanwan Orphanage, a home for Chinese orphans set up by French missionaries in the 19th century where students learned about Western art and techniques. The arch was carved by dozens of orphans in 1912 at the school, which once stood just south of today's Xujiahui area. The school has been called China's "cradle of Western painting."

The four pillars of the archway are carved with coiled dragons and are inscribed with Taoist legends. Forty-two lions are carved at their foundations and each side of the archway is inscribed with Chinese characters. The top is carved with two more coiled dragons encircling a pearl surrounded by dolphins.

The archway was transported to San Francisco in the United States for the 1913 World Expo and displayed at China's pavilion, said Chen Chengquan, Director of the culture bureau.



Legend of the city made into a film

THE documentary "Shanghai Legend" by Jia Zhangke will be screened during Expo 2010.

Jia, known for his acclaimed movies "Still Life" and "The World," researched old and new Shanghai, visiting many old lane houses and some of the city's

breathtaking new landmarks.

The film, featuring Jia's typical long shots, will depict the city's ups and downs and its ever-changing architecture, culture and daily life over the decades. It also will explore the Expo theme, "Better City,

Better Life."

Jia's team has already interviewed about 100 local celebrities, scholars and residents, including Lu Zhenxiong, grandson of novelist Lu Shi'e, who in 1910 predicted Shanghai would host a World Expo.

Germans toast pavilion

ON July 8, wine glasses were smashed against its steel structure to wish the Germany Pavilion good luck for the upcoming World Expo 2010 Shanghai.

A dozen German Expo organizers toasted the pavilion's success and then threw their glasses against the steel frame — a German tradition believed to bring good luck to all those who enter the pavilion during the 2010 event.

"Let's admire the beautiful structure and hope the construction goes smoothly," the German Commissioner-General Dietmar Schmitz said.

The Expo team brought their tradition to the Expo to wish all the officials and visitors good luck, said Albrecht von der Heyden, German Consul General.

There was a sombre moment during the ceremony when a minute's silence was observed for one of the architects who had been involved in the project.

He died in a car accident in Germany several days ago.

The 6,000-square-meter structure will be Germany's largest at any Expo and will comprise three exhibition areas that will showcase German urban life and how the country's design and products can help solve urbanization problems.

The German government is investing 30 million euros (US\$38.10 million) in the pavilion and the total budget for the Shanghai event is about 50 million euros, said Schmitz.

The theme of the pavilion is "Balancity." It will demonstrate the importance of balance between modernization and preservation, innovation and tradition, community and the individual, work and leisure, and between globalization and national identity.

Pavilion architect Lennart Wiechell said one of the highlights of the pavilion will be a cone-shaped structure housing a revolving metal sphere, three



People gather outside the steel framework of the Germany Pavilion where organizers wished good luck to its future visitors.

meters in diameter and covered with 30,000 LEDs, which will be activated by the noise and movement of spectators.

Romania builds 'Greenopolis' pavilion

CONSTRUCTION of Romania's national pavilion for World Expo 2010 Shanghai broke ground on June 26.

Designed as a green apple, the Romania Pavilion, also called "Greenopolis," has a budget of 2.5 million euros (US\$3.5 million) and will cover 2,000 square meters.

Mircea Geoana, President of the Romanian Senate, said on June 26 at the ground-breaking ceremony that Romania is honored to be an Expo participant. He said the country would use vivid visual effects to showcase how Romania worked on challenges of urbanization and created a better life.

Zhong Yanqun, Fulltime



Deputy-Director of the Shanghai 2010 World Expo Executive Committee, believes the unique and fresh design of the Romanian Pavilion, will impress Expo visitors.

She also said that the Expo

Organizer will help participants arrange and operate their exhibitions.

She hoped that the Expo Organizer could work closely with Romania to create a successful, wonderful and impressive Expo.

Romanian and Chinese officials break the ground for 'Greenopolis' at the Expo Site on June 26.

San Marino: small place, big heart

THE Republic of San Marino, the world's smallest and oldest republic, will display a full-sized reproduction of its Statue of Liberty at Expo 2010.

The country signed its participation contract with the Organizer on July 2, confirming it would exhibit the statue at the joint pavilion for European countries.

San Marino, with a territory of 61 square kilometers inside the heart of Italy, will also spotlight episodes of its history, its unusual institutional system with two heads of state and government, as well as its culture, tourism and economy.

Thais to show their harmony

THAILAND will provide a comprehensive depiction of its culture at its Shanghai World Expo pavilion, the country's government said on July 1 as it unveiled plans and the theme "Thainess: Sustainable Way of Life."

The pavilion will consist of three Thai-style buildings, named "A Journey of Harmony, A Harmony of Different Tones and A Harmony of Thais."

The 3,117-square-meter pavilion and exhibition will cost about 600 million baht (US\$17.62 million).

HK spares no effort for event

THE Hong Kong Special Administrative Region has committed HK\$346 million (US\$44.64 million) for its Expo activities, introducing their plan in Shanghai recently.

Hong Kong would spare no effort for the Shanghai event as it would be the first registered World Expo in China, said Henry Tang Ying-yen, the SAR's Chief Secretary at the display opening.

The multi-focus Expo exhibition theme will be "Hong Kong, the Infinite City."

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