

EXPO Shanghai Newsletter



Countdown: 275 days to go

www.expo2010.cn

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Show your pics

Hundreds of Shanghai students and workers took part in a photo shoot on July 20 to capture the twilight of the Shanghai skyline. The photo shoot is to mark the start of a year-long photographic campaign — The People's Archive. As part of the Expo 2010 Shanghai, "Dream Cube," Shanghai Corporate Pavilion has launched a Website (www.expo2010scp.com), inviting people around the world to upload their favorite images of Shanghai. Some of these images will be selected for large scale projection in the pavilion.

Reasonable food prices

FOOD prices at the World Expo 2010 Site will be the same as other places in the city, the Expo Organizer said on July 9 as recruitment began for the site's third batch of caterers.

An average meal will cost 35 yuan (US\$5.12) per person at Expo restaurants. Chinese food will be the most common but authentic foreign dishes will be available in many national pavilions. Most participating countries have decided to include a restaurant in their pavilion.

About 110 restaurants will be spread out across the Expo Site, not including those inside foreign pavilions.

Naming game open for China Pavilion

THE Expo Shanghai Organizer began to invite the public on July 20 to help name the China Pavilion.

The name should be two to four Chinese characters and suggestions need to be posted online by August 20. People will then be able to vote for their favourite name once the final candidates have been selected.

Foreign names are also acceptable. They will be translated into Chinese.

China Mobile users can send names to 106582086 to take part in the naming contest. Others can dial 12580 to suggest a

name. People can also discuss names on online forums of more than 50 Websites in the country, including Shanghai Online and International Online.

Ten participants will win tickets to the 2010 event each month in a random draw.

The China Pavilion is now called the "Crown of the East," but the iconic Expo structure does not have an "official" nickname.

At the 2008 Beijing Olympics, the "Bird's Nest" and "Water Cube" made the National Stadium and the National Aquatics Center in Beijing widely known

across the world. The China Pavilion at the Expo also needs an unforgettable name, said a contest notice on the Website of Jiefang Daily.

The contest received more than 20,000 entries within three days. Popular names include the "Oriental Red Tripod," "Oriental Stamp" and the "Ark."

"I will feel honored if they choose the name I suggested, but it's also fun to just take part in the contest," said one online poster with the username Feel. Feel suggested the name "Shining Red Star."

Expo Fact

The Expo Site catering area will cover a total of 80,000 square meters.

Job opportunities flow

ABOUT 10 national Expo pavilions have started a global talent search for jobs in their pavilions.

They are offering 100 to 500 positions each, ranging from managers to drivers.

Germany is recruiting 450 people with salaries starting at 1,200 euros (US\$1,704) per month. Australia is looking to hire 180 people, including two manager positions.

Switzerland only wants waiters for its restaurants. And Japan and Finland are recruiting guides. France and Spain will launch recruitment drives soon.

Language is the common qualification. Fluent Chinese is required in most pavilions since approximately 95 percent of Expo visitors are expected to be Chinese.

All positions are open to both Chinese and foreign people.

The Expo will have about 40 stand-alone pavilions designed and built by participating countries, so more than 3,000 positions will become available at the 2010 event.

Liu Shenjun, a German Bochum University graduate, used to be an editor at the German Northwest TV station and a TV opera script writer. But she gave it all up in February to work for the Germany Pavilion at Expo Shanghai.

"I don't mind that I may lose the job six months after Expo 2010 finishes because there will be few chances to take part in such a meaningful event," the woman from Jilin Province said.

Because the May-to-October event will only last 184 days. The job opportunities it provides are temporary.

Juliane Barnikol, a postgraduate from Germany's Koeln University majoring in East Asia and China studies, said she does not mind the temporary nature of the jobs at all. "It is normal for a new graduate to hop to other jobs within one or two years," Barnikol, now assistant to the director of the Germany Pavilion said.

She describes the job as a "positive challenge" because there are many new tasks and every day is exciting.

"University graduates should grasp the Expo opportunity," said Zhuang Meichun, deputy director of the Shanghai Foreign Service Co, a city talent agency.

"They might do some different jobs in the future, but this is a fantastic beginning and will be a highlight of their career."

In Brief

Expo signs in 3 media partners

THREE Shanghai media groups in on July 21 signed contracts with Expo 2010 Organizer to become the event's official media partners. Publications and TV channels under Wenhui-Xinmin United Press Group, Jiefang Daily Group and Shanghai Media Group promise to give full coverage to Expo Shanghai. Wang Zhongwei, senior municipal official in charge of mass media, attended the signing ceremony, which was chaired by Zhu Yonglei, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Journalists briefed

A MEDIA salon was held at Pullman Shanghai Skyway Hotel on July 18 with about 30 journalists from Hong Kong and Taiwan. Among them were the journalists from Hong Kong's Wen Wei Po, Cable TV Hong Kong, Taiwan's ETTV, and Taiwan's TVBS TV Station. The Expo Organizer introduced Expo tour routes and ticket sales to the journalists and also answered questions on Expo promotions in Hong Kong and Taiwan.

Steel work done

THE State Grid Pavilion, built by China's main power supplier, finished its steel structure on July 26. The 4,000-square-meter pavilion is a metallic square with a crystal cube embedded inside, and it will feature a working substation supplying power to parts of the Expo site.

Structure complete

THE Oil Pavilion has become the first corporate pavilion at Expo 2010 to finish its main structure. The constructors of the pavilion spent 82 days to complete its structure on July 11. The China National Petroleum Corporation, China Petrochemical Corporation and China National Offshore Oil Corporation, are building the 3,600-square-meter pavilion.

Beijing store for souvenirs

A saleswoman holds an Expo souvenir in the Arts and Crafts Mansion in Beijing's Wangfujing Street. The city's first Expo-licensed gift shop opened last week in the downtown store that was used last year for selling Olympic products. It is stocked with 1,000 kinds of Expo products from toys, sports equipment to personal care products.



Expo Online

Online pavilions make steady progress

THE United Arab Emirates, Saudi Arabia, Republic of Korea, Spain, Chile, Denmark and other countries have confirmed their online "experiencing pavilions," and affirmed they can submit plans in time. Many countries have already

sent in exhibition and construction proposals.

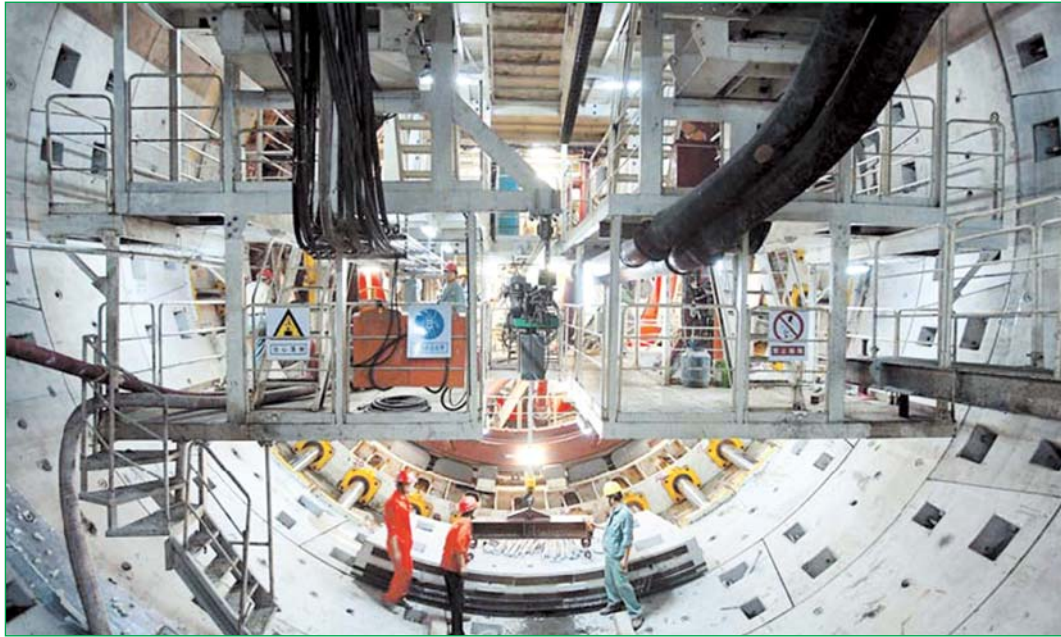
The Organizer urges all exhibitors to edit and prepare their plans according to the "Guide For Development & Construction Of Expo Online" and finish their

submissions in time.

For more information, visit <http://en.expo2010.cn/sr/node2292/indexn.htm> or contact Chen Xuyan (Tel:8621-22062079 Email:chenxuyuan@expo2010.gov.cn).

Expo Fact

To date, 240 countries and international organizations have confirmed their participation.



Builders work inside the Xizang Road S. Tunnel, the only one of its kind connecting the Expo 2010 venues on both sides of the Huangpu River.

Tunnel links both sites

ENGINEERS working on the Xizang Road S. Tunnel, one of Shanghai's newest cross-river vehicle routes and the only one connecting Expo venues on both sides of the Huangpu River, say it will be an innovative combination of art and technology.

The 2.67-kilometer-long tunnel, with a 1.17-kilometer stretch under water, is crucial for Expo traffic. The tunnel has been partially put into use with the opening of one of its two tubes.

The project's chief engineer, Yang Junlong, said the requirement to service the Expo has been incorporated from the start into the tunnel's design.

"It will be the only tunnel across the Huangpu River to connect with

ramps beside the main roadways," Yang explained.

The tunnel meets on the western side of the river at the crossing of Xizang Road S. and Zhongshan Road S. Different from other tunnels, it also has three ramps, one exit ramp near the Puxi end and two others at the Pudong end.

Two ramps

Anticipating much larger traffic demand from inside the main Expo zones in Pudong, the designer has opened two ramps on the tunnel's Pudong end that facilitate traffic both arriving and departing. The ramps are expected to divert traffic effectively during Expo 2010.

An estimated 60,000 to 70,000 visitors per hour will cross the

river between the two sections of the Expo Site. Most of them will be in vehicles with the rest of them transported by ferries and Metro, according to the Expo Organizer.

The engineers have not only tried to maximize the tunnel's traffic efficiency but have also addressed its aesthetics in their design.

A special material called Artech plate has been used to cover the main structure inside the tunnel.

The white plate is refined and is pleasing to the eye, Yang said.

Vertical greenery strips are also being laid along some parts of the tunnel, not only for decorative purposes but also to help absorb noise and vehicle exhaust, according to project designers.

Luggage check for Metro passengers

METRO passengers might have to put their bags and luggage through X-ray scanners before entering stations during next year's World Expo, Shanghai Metro police said on July 21.

The scanning machines, planned to be installed in Metro stations near the Expo Site, in transport hubs and important areas, are to check for flammable and explosive materials banned from public transport, police said.

"We are planning to introduce security checks similar to those at airports and railway stations," said Liu Hao, deputy director of the Metro police. "But to impose strict checks in fast-paced Metro traffic is hard."

Liu said police will discuss the detailed plan with the Metro operator, Shanghai Shentong Metro Group.

"We beefed up the manpower for security checks during last year's Beijing Olympic Games," Liu said. "But that was only a primary plan."

Currently, police officers and security guards make spot checks on passengers' luggage in Metro hubs, while 30 dogs sniff out dangerous materials, including highly concentrated industrial alcohol and lacquer thinner, police said.

This year, more than 2,000 people have been found carrying dangerous goods and over 7,500 banned goods have been seized.

Meanwhile, 5,000 more cameras will be installed in Metro stations near the Expo zone to better monitor security.

Security checks will also be beefed up in buses, wharfs and school buses, police said.

Police have also launched plans for buses to make the Expo more secure.

During the World Expo period, every bus of the 94 bus lines that go to the Expo Site will have two conductors: one to sell tickets and one to do security checks.

Odd-even plate plan to limit Expo jams

WORLD Expo 2010 Shanghai will adopt the odd-even system of number plates used in last year's Beijing Olympics to ease traffic congestion during the extravaganza.

Under the system, privately owned cars with odd and even number plates will be allowed on roads on alternative days in downtown areas.

The rule would be in effect for at least the first week following the opening of Expo on May 1, 2010, top city officials said at a session of the Shanghai committee of the Communist Party of China.

With the six-month Expo expected to attract an average of 400,000 visitors every day, city officials said easing traffic pressure was a vital task and the duration

of the odd-even plate plan will depend on how it works initially.

Meanwhile, with most of the Expo-related tunnel, Metro and road projects completed or due to open early next year, the traffic authority said it would conduct a two-week trial run, covering roads, trains and ferries, in areas around the Expo Site beginning on April 14, 2010.

Taiwan Pavilion raises lanterns

TAIWAN will invite people to fly lanterns for good luck — a traditional island custom — and view its beautiful mountains and lakes at its pavilion for World Expo 2010 Shanghai.

The Taipei World Trade Center on July 21 signed a contract with the Expo Shanghai Organizer to be responsible for the Taiwan Pavilion.

The center also revealed its pavilion design, which will be a transparent cube housing a giant ball in its center.

Its exhibition theme is “Mountain, Water, Heart and Lantern.”

The pavilion will showcase the island’s natural scenery, its kind-hearted people and traditional culture, said C. Y. Lee, chief designer of the pavilion as well as Taipei 101, one of the world’s tallest skyscrapers.

The pavilion will showcase Taipei, a city that makes people comfortable with a very natural lifestyle, Lee said, to echo Expo Shanghai theme “Better City, Better Life.”

The pavilion will mainly be made of steel and glass, with the outlines of the island’s Mount Morrison and Mount Ali painted on the facade.

The globe, 12 meters in diameter, will house a theater, where a four-minute movie about Taiwan’s



An artist's rendering of the Taiwan Pavilion for the 2010 World Expo. The pavilion is designed by C. Y. Lee, chief designer of Taipei 101, one of the world's tallest skyscrapers.

culture and scenery will be shown. The globe doubles as a screen to show the island’s landscapes.

The globe will be suspended over a pool of water, which will reflect the images shown on the globe.

Visitors will be invited to take part in a multimedia lantern-flying ceremony on a platform above the pool.

If 40 people make a ring on the platform, each of them will trigger a beam that will light the globe, according to a virtual movie about the pavilion.

The five-minute show will be performed throughout the Expo.

Construction of the pavilion, which will cost NT\$150 million (US\$4.58 million), will start next month.

Madrid builds unique bamboo house

CONSTRUCTION began on July 22 on the Madrid Pavilion for Expo Shanghai’s Urban Best Practices Area.

The Spanish capital is exhibiting its best examples of urban development: a bamboo house and an artificial tree that can control climate.

The Madrid Pavilion will be a five-story residential building covered in bamboo to filter sunshine, heat and sound, similar to its progressive social housing project south of the city.

The rectangular building, with 2,923 square meters of floor space, can house 88 people.

Rooms on the second and third

floors will be decorated in Madrid style.

Other parts will be turned into exhibition areas to showcase Madrid’s main urban projects using models and multimedia and how they have changed people’s lives.

There will also be shops selling Madrid food and souvenirs in the pavilion.

The bamboo house in Madrid is costly, but the units are leased cheaply to low-income families, said Ignacio Nino, Co-ordinator-General for Madrid’s Expo exhibition.

The Expo bamboo house will cost about 2 million euros (US\$2.84 million), the same as the

original in Spain, said Wang Fei, the pavilion’s project manager.

The artificial tree, the Air Tree, which will be built next to the house, can reduce the temperature beneath it by 8 to 10 degrees Celsius in summer. The tree is like a massive umbrella, with 100 square meters of panels able to change orientation to achieve the desired conditions.

The theme for Madrid’s 3 million euro exhibition will be “Madrid is your home.”

“Madrid wishes to be the home of every visitor to the Expo Shanghai. That is what the pavilion is: a home (bamboo house) and a tree (air tree),” Nino said.

UPDATES

GAMBIA signed the Expo participation contract via mail on July 21. It will exhibit at a joint pavilion for African countries. The theme of its exhibition has yet to be decided. The country confirmed its participation in May.

COLOMBIA signed the participation contract on July 20. It will rent a 1,000-square-meter pavilion at Expo Shanghai. It will mainly showcase its cultural achievements.

THE Association of South-east Asian Nations signed the Expo participation contract on July 22. The 10-member regional organization includes Indonesia, Malaysia, the Philippines, Singapore, and Thailand. It said it would display the theme “One Vision, One Identity, One Community” in the joint pavilion for international organizations.

THE Council of Museums said it plans to demonstrate the interdependence of museums and cities through the theme, “Museums: heart of the city,” after signing the participation contract on July 20. Five areas — culture, economy, innovation, society and environment — will be used to express the council’s exhibit. The display will be presented at a joint pavilion for international organizations.

THE US Pavilion said Microsoft had become its 13th sponsor on July 17. Three US firms, Wal-Mart, NYSE Euronext and Intel, joined the sponsors’ list on July 16. The US Pavilion will be composed of three parts — two elliptical buildings and a circular theater — and will feature three chapters: the pre-show, the main show and the post-show, with a theme of “Celebration 2030.”

Visit www.expo2010.cn for more news & information

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