

EXPO Shanghai Newsletter



Countdown: 233 days to go

www.expo2010.cn

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Power panels in place

Workers install solar panels on the China Pavilion at the World Expo 2010 Site. Most panels for the structure and Theme Pavilions are now in place and being tested. They are expected to generate 2.84 million kilowatt-hours of power.

Top world identities back Expo

A NUMBER of senior national and international identities have sent special messages in support of Expo 2010 in response to an invitation from the Organizer.

The list so far includes Singapore's veteran politician and Minister Mentor Lee Kuan Yew, former German Chancellor Gerhard Schroeder and former Russian Ambassador to China Igor Rogachev. Nobel Prize winners in physics Tsung Dao Lee and Ding Zhaozhong have also sent messages of support.

Domestic names include Li Wuwei, a leading Chinese economist, Xu Kuangdi, president of the Chinese Academy of Engineering (CAE) and Wu Guanzhong, a renowned painter.

Their messages have expressed high expectations for Expo 2010, expressing the belief that China has the capability to host a grand economic, scientific and cultural event. They also shared their views of the Expo in terms of international relations, global economy, global culture, investment cooperation and urban development.

The project, called "100 Celebrities Worldwide Talking about Expo 2010" is organized by the Information Office of the Shanghai Municipal Government, the Bureau of Shanghai World Expo Coordination, the Shanghai Institute for International Studies, Jiefang Daily, Wenhui Daily and Shanghai Daily.

Interns on the job

THE first batch of 104 interns began working at the Bureau of Shanghai World Expo Coordination on September 1.

They were chosen from city university graduates to support operations for the event through the end of Expo in October of next year.

The interns were recruited from about 7,700 applicants and received a three-week training program from the Expo Organizer on Expo general knowledge,

Chinese and English writing, etiquette, group work, fire fighting and emergency aid.

The students, aged between 20 and 25, are employed in 23 departments of the bureau in areas including secretarial, archive management, marketing, construction, legal services and public relations.

The Expo Organizer aims to showcase the image of Shanghai youth to world visitors and provide job opportunities to

local graduates during the current financial crisis, said Xu Weiguo, Deputy Party Chief of the Bureau.

Interns in most of the positions require English speaking and writing skills. Wages are about 576 yuan (US\$84.27) per month with the bureau paying other expenses.

About 1,000 more interns will be hired at the end of the year for the Bureau, national pavilions or government entities on the site.

Expo Fact To date, 241 countries and international organizations have confirmed their participation.

Expo lottery sales start

SALES of Expo lottery tickets began on August 28 in Century Square on Nanjing Road E. in downtown Shanghai.

Issued by China Welfare Lottery Management Center, the tickets combine the cultural message of past World Expos with the spirit of public welfare of Chinese lotteries, said Bao Xuequan, director of the state-owned lottery center.

The tickets, with 17 designs in four themes, are priced at 5 yuan (US\$0.73), 10 yuan and 20 yuan.

The top prize of the lottery tickets is 300,000 yuan.

The tickets, which are printed in both Chinese and English, feature landmark pavilions of Expo 2010, exhibits from previous Expos, Expo 2010 mascot Haibao as well as Shanghai tourism attractions.

Up to 65 percent of revenue from ticket sales will be pooled as prize money.

The rest will be donated to May 12 earthquake-affected areas in

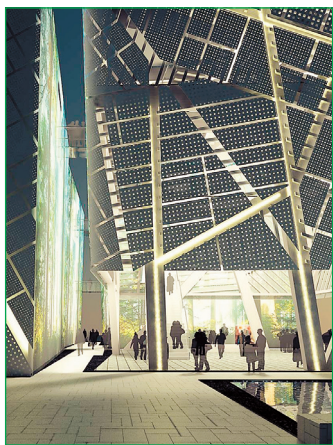


People buy Expo lottery tickets at an outlet.

the Sichuan Province to aid quake reconstruction.

People can buy Expo lottery tickets at any welfare lottery outlet in Shanghai. Sales will be

extended to Expo souvenir stores in and outside of the Expo Site. The sales will be expanded to places outside Shanghai in the future.



Sixty young people are needed to work in the Sweden pavilion.

Sweden Pavilion advertises for 60 energetic young employees

SWEDEN is looking for about 60 young, energetic guides, technicians and logistics personnel for its World Expo 2010 pavilion, according to its official Expo 2010 Website.

A good grasp of Mandarin is "essential," according to the posting, because the majority of visitors will be Chinese.

Other qualities required include the ability to work under pressure, being a good team player and having a service-minded attitude.

For guides, they should "have a talent for languages" as well as knowledge of Sweden and China.

A good grasp of English and Chinese is essential and a command of Swedish or other languages would be beneficial.

Those recruited will be trained in November, December and April.

The work will last from April to October. Online applications to www.expo2010.se/en by September 15.

In Brief

Bird fossil exhibit

A BIRD fossil dating back 121 million years will proudly be displayed in the stainless steel pavilion for northeast China's Liaoning Province, a senior official from Liaoning's Expo team said on August 31. A model of the bird, possibly the world's earliest species found in the province, will dominate the pavilion's entrance, said Zhang Xizhu. Multimedia exhibits will also take visitors through a journey of time to explore the province's past, present and future, Zhang said.

Xinjiang promo

EXPO 2010 is being promoted at the five-day 18th China Xinjiang Urumqi Foreign Economic Relations and Trade Fair that started on September 1. It will provide visitors a chance to see the world fair's history, updates on Shanghai Expo Site progress and some of the pavilions being built by Chinese and international participants. The Expo exhibition section covers 300 square meters.

Guizhou logo

SOUTHWEST China's Guizhou Province on August 30 unveiled its Expo 2010 pavilion logo featuring karst peaks with Miao ethnic minority designs, making it the first province to publish its logo. The logo combines Miao traditional designs featuring sun and moon as well as waves and butterfly motifs traditionally used in embroidery, signifying the province's urban blend of culture and nature.

Frankfurt winners

CHEN Xianjin, Deputy Director General of the Bureau of Shanghai World Expo Coordination, and his team promoted Expo 2010 at the Museumsuferfest (Museums Riverbank Festival) in Frankfurt, Germany, on August 28. The event attracted many tourists to Frankfurt. During the opening ceremony a lucky draw of Expo tickets and souvenirs was held. The winners promised to visit.

Expo Online

Online conference discusses progress

NEARLY a hundred of officials, Expo Online participants and operators took part in the second special conference for Expo Online in Shanghai on September 2. They included officials from the Bureau of Shanghai World Expo Coordination.

The conference heard a special report assessing the progress of construction of the online "Experiencing Pavilions." The detailed introduction also provided overall technical guidelines for the virtual pavilions' presentation, including general planning, integrated

solutions and construction. Delegates also discussed technology for the experiencing pavilions.

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

Expo Fact The new Expo lottery tickets went on sale on August 28 with a potential top prize of 300,000 yuan.

Expo's first-aid stations ready to deal with any medical emergency

City hospitals will run medical stations, wheelchairs will be available for the elderly, ambulances will patrol the site and strategy plans have been developed to deal with major accidents as the Expo gears up its health and medical strategy, Cai Wenjun reports.



An ambulanceman checks medicine and supplies before heading out on an emergency call. Seven to 10 ambulances will be stationed at the Expo Site to transport patients to designated hospitals and the health authority is considering allowing them to patrol the zone.

FIVE medical stations run by the city's top hospitals will serve the World Expo 2010 Site to offer first aid and arrange critical patient transport, said local health officials before the start of World First Aid Day on September 12.

With two nurses, one physician and one surgeon, each station will be able to provide basic emergency services, including surgery.

Apart from ordinary out-patient medicine and treatment, each station will be equipped with a simple surgery bed, surgery tools, one cardiac monitor and an automated cardiac defibrillator for heart arrest.

More staff will be made available if the weather is too hot or there are big events in the Expo Site.

The 184-day Shanghai event, which takes place from May to October, 2010, will occur during the city's hottest weather, said Fei Jinseng, Director of the Visitors Service Center of the Bureau of Shanghai World Expo Coordination.

The organizer will install shelter in all areas where people may need to queue and set up water sprays on

"We will also offer free wheelchairs on the Expo Site for weak and elderly visitors."

some roads to cool down visitors.

"We will also offer free wheelchairs on the Expo Site for weak and elderly visitors," he added.

The five medical stations will monitor people suffering sunstroke, intestinal ailments and respiratory problems.

In addition, seven to 10 ambulances will be stationed at the Site every day to transport patients to designated hospitals.

Shanghai Health Bureau is discussing with the Expo Organizer allowing medical staff in ambulances to patrol the Expo Site with first aid kits. Instead of waiting for patients, medical staff will go to where a sick person is located.

Health officials have reassured the Expo that visitors will receive

good medical treatment, with another five to 10 emergency medical teams and top experts from 30-odd local hospital medical centers on stand-by for complicated cases.

If a major accident with high casualty rates occurs in the Expo Site, staff working at medical stations and ambulances will hurry to the site while medical teams will be despatched from nearby hospitals.

The bureau has finished training 98 medical teams to the highest first aid standards.

Designated hospitals have also completed strategy plans for receiving big numbers of patients.

All urgent measures including patient classification, bed and medical staff arrangements and

patient transport if necessary are outlined and will be tested before the Expo.

Local health officials said they will undertake the highest level of scrutiny on food safety, medical treatment, public health and infectious disease prevention and control for the Expo, which is expected to attract 400,000 to 700,000 visitors per day and a total of 70 million visitors.

During the 2005 Aichi Expo, the Japanese organizer handled 23,000 medical emergencies during the 185-day fair and dispatched ambulances 913 times.

An infectious disease prevention and control network collaboration with neighboring provinces in the Yangtze River Delta has been established to protect visitors and local residents during the Expo.

Seasonal flu vaccine shots will be offered to medical staff, Expo workers, the weak, elderly and children from this month.

Smurfs, sweets, diamonds

National Pavilion

Yang Jian

FOR a chance to win a diamond, eat free chocolate and play with Smurfs, visit the Belgium Pavilion at World Expo 2010 Shanghai.

The pavilion will also house the European Union's Expo debut outside its member countries.

Belgium is most famous for diamonds and chocolates, and the country will be promoting both at the Expo as well as giving samples of each away. Each week of the Expo, Belgian organizers will give a free diamond to a visitor who can correctly answer questions about the country.

The pavilion will have a mini diamond and chocolate factory. The diamond factory will show visitors how an unremarkable stone can be cut into a glittering diamond.

Fifty of the world's top diamond designers, including 17 from China, will exhibit their work.

Visitors will be able to buy from the jewelers and all profits will go to charity. The chocolate factory will show visitors exactly how Belgian chocolate is made and give samples away.

People dressed as Smurfs, the pavilion's mascot, will welcome visitors.

The blue elf-like cartoon creatures, created by the artist Peyo in 1958, hit China in the 1980s with the Hanna-Barbera cartoon series and has won countless domestic fans over the years.



What to see?

The Belgium Pavilion will have a giant "brain" with changing, swirling colors as its centerpiece. Visitors will be able to buy jewelry with all profits going to charity.

What to eat?

Samples of Belgian chocolate will be given free to visitors. The chocolates will be shaped like

China's Great Wall or the Shanghai Oriental Pearl TV Tower.

Want to have fun?

Visitors will enter the pavilion via a "vein" walk to the center of the semi-transparent brain, where they can look over the inside of the pavilion. Visitors will feel as if they are walking on something soft, as if they were walking through a vein.

US\$13.98 m

The pavilion will cost 10 million euros (US\$13.98 million). Belgium will cover more than 75 percent of the budget.

5,000 sq m

Moving closer to the 5,000-square-meter pavilion, visitors will encounter a huge shape with changing, swirling colors.

UBPA case

Hangzhou embraces its watery site

WATER is the main theme of Hangzhou's pavilion at World Expo 2010 Shanghai, or rather "Five Waters," as its exhibition highlights the coming together of streams, creeks, rivers, lakes and seas. The West Lake is just one of the city's liquid wonders.

Seen from afar, the Hangzhou Pavilion in the Urban Best Practices Area will look like a grand boat sailing out of the mountains and waters of Hangzhou.

The pavilion will be built from the remains of four old factory buildings and will be decorated with hexagonal bricks to take on the appearance of a crystal palace.

The pavilion's art displays, combined with high technology, will give visitors a vivid experience of Hangzhou's ecological development.

A map projected at the entrance will tell the city's 5,000-year history and there will be a model of how the city looks now.

In the "Five Waters" area large screens will show videos featuring the West Lake, life by the Grand Canal and the Qiantang River.

(Qian Yanwen)



The Hangzhou pavilion will look like a boat sailing out from the mountains.

Win free Expo tickets, flights by voting for design

Expo Partner



PEOPLE have a chance to win one of 3,500 Expo tickets and free flights by voting for their favorite designs to be painted on four China Eastern Airline jets.

A total of 20 designs have been submitted for the aircraft which will be used to fly officials during World Expo 2010 and on regular routes.

Voters can opt for their favorite design on the Website

sina.com and on China Eastern's Website (www.ce-air.com).

China's third-largest air carrier, also an Expo global partner, unveiled its first Expo-themed Airbus 340 in 2006 when it signed on as a partner. A second Expo plane made its debut in July this year.

Winners will be announced within three months after the vote concludes.

Visit www.expo2010.cn for more news & information

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