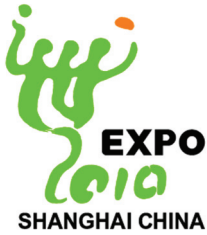


EXPO Shanghai Newsletter



Countdown: 226 days to go

www.expo2010.cn

Newsletter No. 32, September 17, 2009

Expo packages feature in city tourism festival

THE entertainment extravaganza that is the Shanghai Tourism Festival began on September 12 and will last for almost a month.

Tour packages focusing on World Expo 2010 will be on sale during the festival, the Shanghai Tourism Administration said.

The gala opening ceremony was held on September 12 at the Happy Valley amusement park in the Songjiang District.

At 7:30pm, a fabulous parade of floats made its way along Huaihai Road, between Xizang Road S. and Shaanxi Road S., a distance of 2.2 kilometers.

Twenty-two floats were featured at the parade, with seven from overseas countries, including Malaysia and Thailand.

The crowd of onlookers were also treated to performances by groups from nine countries during the parade.

As a promotion that will take place during the festival, tourists will be asked to select their eight favorite scenic spots and 10 favorite night landscapes in Shanghai. Participants will have the chance to win a free trip. The list of selected scenic spots and night landscapes will be displayed to visitors during Expo 2010, officials said.

City agencies will be promoting Expo-related tourism



An Expo-themed float is a highlight in a parade on Huaihai Road on September 12 which marks the opening of the Shanghai Tourism Festival that runs until October 6. The parade of 22 themed floats attracted more than 400,000 onlookers.

packages during the festival. These packages will include the Expo Site and also scenic spots in Shanghai and Zhejiang and Jiangsu provinces.

The administration said festival events had traditionally been centered downtown, but this year the suburbs were playing a key role. This would help disperse people and prevent the spread of swine flu. The city will also strengthen health checks on tourists coming to the city during the festival.

During the first six months of

this year, more than 2.9-million tourists from overseas came to Shanghai, a drop of almost 11 percent over the same period last year. However, July saw more than 542,300 tourists visiting the city, up 6.3 percent from the same month last year.

"As the yuan has been rather firm recently, foreign tourists tended to rush to countries whose currency depreciated during the global economic downturn," said Dao Shuming, Director of the Shanghai Tourism Administration.

Flight data on call

- Travelers at Pudong International Airport can now receive instant flight information via their mobile phones by sending their flight number to 021- 2333-0999. The service is one of 98 new "extras" that the Shanghai Airport Group is planning in a bid to improve services before World Expo 2010.

Expo Fact

To date, 192 countries and 49 international organizations have confirmed participation.

Here's the weather

EXPO participants and visitors need not worry about Shanghai's weather. They will receive precise and updated weather forecasts for the Expo Site for free.

The Shanghai Meteorological Bureau opened an Expo Meteorological Station early this month. It will issue up to 35 weather forecasts every day to Expo participants. Visitors will see updates on screens throughout the site.

Forecasts will be published from 7am to 12pm and will cover the next eight days.

They will include the weather

at the opening and closing of the Expo Site, air conditions and disaster alerts. The forecast will also remind people when to bring an umbrella and when they need to bundle up.

The weather in neighboring cities, especially tourist destinations, will also be featured.

The bureau will be sending nine weather forecasters to stay at the station to provide service to World Expo participants and visitors.

People will also be able to get updated weather forecasts from a meteorological pavilion built by

the United Nations' World Meteorological Organization in the Pudong section.

The station will send forecasts to visitors every one to three hours. During the city's plum rain or typhoon seasons, the station will issue weather alerts and send updates every half an hour.

Expo 2010 will be held from May through October. The period includes Shanghai's plum rain, flood and typhoon seasons when people may encounter constantly changing weather ranging from sunshine to thunderstorms.

Exclusive: take Metro Line 13

UNDERGROUND construction of Metro Line 13, linking the Jiading District in northwest Shanghai to the downtown Jing'an District, began on September 4.

The 16.4-kilometer-long first phase line will open after World Expo 2010 Shanghai finishes.

The line will run through four districts with 14 stations.

But Line 13 will have an exclusive feature in time for the big event, the Expo section, which saw tunnel work completed on July 30.

This section will link Shanghai's Xintiandi to the Expo Site.

Expo visitors will be able to take trains between the Madang Road and Expo Site stations in time for the May start.

Line 13 will eventually be connected to another six Metro lines, forming a complete subway network by 2012.



Haibao on the ball

Haibao "plays" basketball with (from left) Caron Butler, Gheorghe Muresan and Wes Unseld at the US Pavilion site.

In Brief

Playing for Brazil

FOOTBALL star Kaka may make an appearance at the Brazil Pavilion, a senior official of the Brazilian Expo team said.

Other football stars, such as Ronaldinho, may also come.

The Brazilian Expo team will decide the final list for the Shanghai event according to players' performances in the finals of the 2010 World Cup in South Africa from June 11 to July 11.

Some of Brazil's World Cup games might also be screened live in the pavilion.

Promoting peace

VISITORS to the United Nations Pavilion will learn how the UN and its agencies are promoting world peace as well as meeting the challenges of urbanization.

Awni Behnam, UN Commissioner General for Expo 2010, discussed the progress of the pavilion with senior Expo Organizers earlier this month.

Visitors will also see how the UN is tackling climate change and promoting sustainable development.

Jade shines

CHINESE jade culture and its 8,000-year history will take center stage at the Taiwan-based Aurora Group's Expo 2010 Pavilion.

The pavilion will feature rare exhibits such as a 2.5-ton piece of jade and Beijing Olympic medals made of fine jade from the Kunlun Mountains in northwest China's Qinghai Province.

The pavilion will also feature about 30 rare jade relics from the Aurora Museum.

Grassland beauty

THE Inner Mongolia Autonomous Region will present a vivid picture of its vast grassland scenery and also showcase its heroic spirit and civilization through multimedia displays at the Expo.

It also aims to offer a glimpse of urbanization as well as sustainable growth, said Liu Shaokun, director of the region's Expo 2010 Participation Office.

Expo Online

Virtual version on target to go live later this year

EXPO Shanghai Online (www.expo.cn) is well on track to reaching the goal of going live within the year, the Organizer of World Expo 2010 told a seminar of senior officials with the Bureau of International Expositions (BIE) and participant representatives in

Paris. Vicente Gonzalez Loscertales, Secretary-General of the BIE, hailed the program as a milestone with strategic significance for both the BIE and the Organizer of Expo 2010.

He called on participants to work hard on their virtual online

pavilions with the same effort and enthusiasm as they had shown in building their national pavilions. The Expo Organizer is hoping that this initiative will make Expo 2010 an everlasting event through the online channel, an extension of the real Expo.

Super-capacitor bus

SUPER-CAPACITOR buses have advantages in high power output, long lifespan and fast charging and discharging. They are able to release heavy currents to achieve rapid acceleration and to restore the instant braking power in deceleration, thereby making up for the insufficient specific power of fuel cells. As it generates no exhaust gas, it's a zero-emission vehicle.



Fuel-cell vehicle

AUTOMOBILES powered by hydrogen fuel cells are high-performance, low-noise, and pollution-free, and carbon dioxide-free vehicles. The efficiency of fuel cells is up to 50-60 percent. Through the recovery of surplus heat, total efficiency can reach 80-85 percent.



Electric bus

THE electric bus features a combination of super capacitors and fuel cells which forms an assembled electric pile as the power generator. The cell-capacitor electric bus operates during the day and charges at night, taking advantage of lower demand on the power grid, thus improving loading distribution as well as balancing the maintenance and efficiency of the power grid.



Clean transport for 70 million visitors

EXPO Shanghai expects 70 million visitors. During the 6-month event, the flow of traffic into Shanghai will also see a sharp increase. The city government is constantly working to improve the city's public transport network in an effort to encourage a reduction in the use of private cars.

The Expo Organizer is committed to achieving a "zero emission" public transport system in the Expo Site, and to using vehicles powered by clean energy.

Before Expo 2010 begins, Shanghai will have completed 400 kilometers of Metro lines, 300 kilometers of special public transport lanes and 84 public transport hubs.

The Metro will cover 50 percent of the passenger flow to the site. Shuttle buses will cover 35 percent while 10 percent of visitors will take ferries.

The Metro Line 13 is designed as a special line for the Expo. Five ferry routes and four surface transport lines are designed as auxiliary lines.

At the same time, many parking lots will be constructed around the Expo Site, especially for local buses, long-distance shuttles and special Expo cars.

During the construction of the parking lots, ecological and environmental protection requirements will be put into practice.

The Expo has set a target of "zero emission in the park, low emission in surrounding

areas." Domestically developed and manufactured clean energy buses and vehicles will run inside the Expo Site.

It is predicted there will be over 1,000 vehicles powered by clean energy, of which about 500 will be used inside the Expo Site and for transfers, including zero-emission super-capacitor buses, fuel-cell vehicles and electric buses.

Another 500 low-emission vehicles, including hybrid buses, will be used in the surrounding area.

Visitors will be able to reach the Expo Site within one hour from anywhere in the city and gain entry to the site within 20 seconds using an advanced entry system at the Expo gates.

Super-capacitor buses will serve as shuttle buses for visitors. When their batteries are drained, the buses can change a battery at stations in the Expo Site.

Mechanical arms in the station will change the battery in 10 minutes.

Visitors will be able to see this in action, said Gan Pin, Manager of the New Energy Automobile Department of the Shanghai Automotive Industry Corporation.

Hydrogen-fuel-cell cars will also be used at the Expo Site to transport VIP visitors.

Hydrogen-fuel-cell tour buses that resemble golf carts with eight seats, will take visitors on the elevated pedestrian way that links different pavilions.

Expo Fact

More than 1,000 clean-energy vehicles will serve visitors in the Expo Site.

All the flavors of France

National Pavilion

MOST visitors to France include these things in their must-do list — taste French cuisine; drink French wine; visit art galleries to view priceless paintings; and, of course, buy souvenirs.

Next year you will be able to do all of these things in an hour without leaving Shanghai. It will be possible at the France Pavilion of World Expo 2010.

Even better than going to France, perhaps, Expo visitors will be able to meet heartthrob actor Alain Delon, an Expo ambassador for France, or even take part in a French wedding.

Mystery souvenirs will be given out to visitors every day for free.

The France Pavilion, entitled the “Sensual City,” is a 6,000-square-meter pavilion located on the banks of the Huangpu River. It will showcase the sights, smells, tastes, sounds and feel of France — visitors will be able to admire French gardens and paintings, smell French perfume, taste French cuisine, touch the cool water of pools and fountains, and watch clips from classic French movies.

The building itself will be impressive with a large, classical roof garden and a pond. The walls of the square structure will be covered in plants and it will look like a white floating palace.

A restaurant called Sixieme Sens (The Sixth Sense) will have a different menu every day.



What to see?

Paintings on show will include Cezanne’s “Woman with Coffee Pot,” Van Gogh’s “The Dance Hall in Arles,” Millet’s “The Angelus” and Manet’s “The Balcony.” Rodin’s “The Age of Bronze” sculpture will also feature.

What to eat?

The French restaurant, Sixieme Sens (The Sixth Sense) will serve all kinds of food with a different menu every day. People will be able to enjoy the roof garden, the scenery along the Huangpu River and the food at the same time.

US\$70 million

At a cost of 50 million euros (US\$70 million), the “Sensual City” is one of the most expensive pavilions at the Expo.

6,000 sq m

The pavilion occupies 6,000 square meters. Seven million visitors are expected to visit the pavilion.

The pavilion will also offer dream weddings for 1,400 couples.

Seven group weddings are planned during the six-month event. Some 200 couples will tie

the knot inside classical French-style gardens.

The mayor of the city of Tours will issue marriage licenses to the couples and actor Delon will be a witness at some of the weddings.

UBPA case

Leftovers to power houses

LONDON will build two houses at Expo 2010 Shanghai that will not need conventional electricity and water supplies but instead make use of the sun, wind, biotic energy and rainwater.

They will be London’s Urban Best Practices showcase.

Zero Fossil Energy Developments, a British organization based in Northampton that promotes sustainable architectural ideas around the world, unveiled plans for the houses in Shanghai.

The two three-story houses on the Puxi side of the Expo Site will cover 2,500 square meters. They will have slanted rooftops covered with plants and solar panels.

Eleven windmills on each house will bring fresh air into the houses.

Restaurant leftovers will be used for power generation and visitors will be able to observe the process by which waste is turned into electricity.

The organization aims to help to build a total of 10 square kilometers of such buildings across the country by 2015.

Some 20 ambassadors from home and abroad will promote the carbon-neutral concept.

The inspiration for London’s UBPA Pavilion came from the Beddington Zero Energy Development, an environmental-friendly housing development near Wallington, in the London borough of Sutton.

Construction started in May and the structures will be finished by the end of this month.



Organizer congratulates Tencent on HQ move

Expo Partner



THE World Expo 2010 Organizer has congratulated Tencent Inc, a senior sponsor of next year’s event, on moving its headquarters to a new mansion in Shenzhen, south China’s Guangdong Province. The message says the completion of the mansion’s construction in July marks another milestone in Tencent’s burgeoning development as one of China’s best Internet enterprises.

“The Organizer sincerely hopes

Tencent, as Expo’s only Internet service supplier, will continue to serve the Expo and let more people savor the extravaganza of a successful, splendid, unforgettable and ‘everlasting’ event.” Tencent, China’s No. 1 instant messenger service provider with its chat program QQ and a leading domestic Web portal, is in charge of Expo Shanghai Online, an online platform which will be supplementary to the real Expo.

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