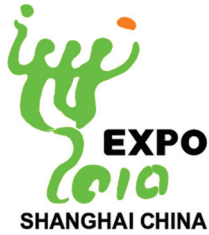


EXPO Shanghai

Newsletter



Countdown: 219 days to go

www.expo2010.cn

Newsletter No. 33, September 24, 2009

Parks keep visitors cool

THE Shanghai Expo Organizer will build two parks along the Huangpu River in the Pudong section of the Expo Site for visitors to enjoy a cooler climate in the summer time — a temperature drop of 5 degrees Celsius compared to other parts of the site.

The Organizer has unveiled the design of the two main parks — the 230,000-square-meter Expo Park and 140,000-square-meter Houtan Park — that will cover the 2-kilometer riverside.

More than 5,000 tall trees will provide shelter from the sun and provide natural air-conditioning by channeling the wind through the site, said Yu Zhiyuan, director of the Expo park project.

Purified water from the Huangpu River will also be sprayed on the ground to keep temperatures lower.



A corner of the 230,000-square-meter Expo Park, which is now under construction.

Metro promises more room before Expo begins

CITY subway commuters may get a little more elbow room by the end of this year.

The Metro authorities have begun test runs on a new four-car train that will carry 1,170 people on Line 6.

The new train will be the 22nd to run on the line, and the authorities plan to increase the number to 32 before the World Expo to cope with an increase in passengers and address complaints about overcrowding.

“The new train will relieve both passenger flow and

complaints about us,” said an official surnamed Feng with the Metro operator, Shanghai Shentong Group.

Shanghai’s subway system is one of the fastest-growing in the world, with plans to make it the biggest by 2012.

It now runs eight lines over 250 kilometers of track, carrying about 4 million passengers per day.

Complaints have mounted among commuters about crowded cars and long waiting times since Line 6 started operations

in December 2007.

Line 6 runs through Pudong New Area and 26 stations. It carries about 170,000 passengers a day, more than 4 percent of the total Metro volume.

Up to 6,000 people board the trains during rush hour from 8:30am to 9:30am.

The Metro operator increased capacity on the line last year with two new trains, but that did not stop complaints. “We are still squished together like sardines in a tin,” said Lu Fei, who rides Line 6 every morning.

Feng said it was a hard job keeping up with demand. The more capacity is increased, the more people ride the trains, he said.

“The best way, probably the only way, we can solve our problems is to introduce more trains,” said Lan Tian, a Metro spokesman.

More than 1,000 new train carriages will arrive in Shanghai by the end of this year. They will be phased into use on Metro lines 6, 8, 9 and on four lines due to fully open before the Expo.

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

Indians to welcome you

SOUTH American Indians will welcome visitors to the Venezuela Pavilion.

The country unveiled the design of its national pavilion on September 15, with representatives saying it will embrace “sustainability, anticipation and democracy” with the theme “Better Life, Better City.”

The Yanomami, a tribe that has thrived in the rainforests of South America for thousands of years, will perform in the pavilion, said Facundo Teran, its chief architect.

The pavilion will also highlight other indigenous inhabitants of the country.

Ethnic community houses, such as the traditional Yanomami huts, or shaponos, will be built in the pavilion.

The houses depict the tribal way of life characterized by solidarity, living together, balance and respect for the environment — concepts that should be embraced by all modern cities, said Teran.

The 3,000-square-meter pavilion will be in the geometric shape

of a “Möbius strip,” or an inverted cylinder.

The exhibition area will feature two-way audiovisual transmissions via satellite between Shanghai and Venezuela.

A live program of Venezuelan events will be broadcast.

Venezuelans will also be able to see what’s happening in the Expo pavilion from large screens installed around their country.

A children’s orchestra will perform regularly in a 286-seat theater of the pavilion.

US goes online in bid for cash

THE United States World Expo 2010 Shanghai team launched a dual online initiative on September 15.

The website will offer Shanghai Expo-themed clothes and souvenirs and at the same time will seek donations to help finance the construction and operation of its pavilion.

The US now has two-thirds of its US\$61 million budget.

The team is accepting donations from individuals and corporations via the website, said Frank Lavin, Chairman of the Steering Committee of the World Expo 2010 USA Pavilion.

“It is a bit difficult to predict how successful it might be, but it would not be unusual for thousands of individual Americans to eventually contribute,” Lavin said.

People can buy items and donate at <http://usapavilion2010store.com>.

The store offers dozens of items, including T-shirts, pins, caps and bags from US\$5 to US\$70.



Blast from the past

Visitors check out the model of a locomotive from the 1915 San Francisco Expo at The Factory at 695 Lingshi Road. More than 1,200 exhibits, all of which have featured at World Expos, are on display for free until October 3.

In Brief

Clean Transport

SAIC Motor Corp will begin to produce more than 1,000 vehicles powered by clean energy beginning next month to serve Expo visitors. After the event the buses will be used in the city’s public transportation network, a senior official of the auto maker has said. About 500 vehicles will be used inside the Expo Site, said Gan Pin, manager of SAIC’s new energy automobile department. Another 500 low-emission vehicles will be used in the area surrounding the Expo Site.

Powerful Panels

INSTALLATION has been completed on the solar energy systems on the rooftops of the China Pavilion and Theme Pavilions. It is the largest solar system in Asia and will generate 2.84-million kilowatt-hours per year, enough to serve 2,500 Shanghai families for a year. The system has a shelf life of more than 20 years. All the electricity will be sent to the state grid and funneled back to the pavilions.

Boulevard Smiles

THE Expo Boulevard will display people’s faces with smiles on its six horn-like structures, known collectively as Sunny Valley. Sunny Valley will be similar to a section of the opening ceremony of last year’s Beijing Olympics, according to an Expo official on the project. The facade of the valleys, each about the size of two basketball courts, will be covered by LED lamps that each can display more than 10,000 colors, said Zhao Keping, Assistant Boulevard Director.

Cloud Walking

THE MeteoWorld Pavilion unveiled its main structure on September 14, and the construction of the pavilion will be finished by the end of this year. Funded by the United Nations’ World Meteorological Organization, the so-called “Cloud Droplets” building will be built with a white and transparent membrane structure to give visitors the feeling of walking in the clouds.

Expo Online

More parties sign up to give visitors a virtual experience

MAURITIUS, ASEAN, International Council Of Museums (ICOM), Eritrea and Colombia have confirmed their participation in Expo Online, taking the total number of participants to 207.

The Organizer said 31 countries

and organizations will build “experiencing pavilions” including EU, Armenia, Israel, World Meteorological Organization and 35 cities will present their models of Urban Best Practices online.

Expo Online is designed to offer

visitors a virtual tour of Expo pavilion in Shanghai. For more information, visit <http://www.expo2010.cn/czsw/wssbh/index.htm> or contact Chen Xuyan (Tel: 8621-2206-2079 Email: chenxuyan@expo2010.gov.cn).

Expo Fact

The Expo Site will have four parks along the Huangpu River.

Brands cashing in on sponsorship

WORLD Expo 2010 has 42 sponsors, many of whom have invested millions of dollars to promote their brand image. A new survey looked at six sponsors to ask whether they were getting value for money.

World Expo 2010 in Shanghai has drawn huge amounts of investment from the world's business community.

Because about 70 million visitors are expected at the Expo, companies in China and overseas consider the event an ideal stage to showcase their brand images.

To become one of the 42 Expo sponsors, companies pay a large undisclosed sum of money. Some will also have corporate pavilions, pouring millions of dollars more into the event.

The overall Expo budget is 28.6 billion yuan (US\$4.19 billion). Income from expected sales of 62

million tickets is likely to reach 6 billion yuan, while 8 billion yuan worth of bonds have been authorized for sale in China.

Much of the balance of 14 billion yuan will come from sponsorship.

So, with the Expo arriving in eight months, the big question is whether sponsors are getting value for their money with a boost in their recognition ratings and perception of their brand image.

Ipsos, a global market research company in Paris, early this month released a survey report on whether sponsors' brand images had been enhanced by their involvement in the big event.

The Expo has 42 sponsors — 13 global partners, 13 senior sponsors and 16 project sponsors. The 2008 Beijing Olympics had 63 partners and sponsors.

The Expo sponsor list includes Olympics sponsors such as Coca-Cola, Lenovo, China Mobile and Yili. They significantly improved their brand images through the Games.

Some new faces have joined the Expo, such as China Eastern Airlines and China Telecom, which have less experience sponsoring world-level events and did not make a showing at the Olympics.



A woman walks past an Expo Shanghai advertising board. Companies consider the event a showcase for their brands.

Ipsos surveyed six global partners (China Mobile, China Telecom, China Eastern Airlines, Bank of Communications, Coca-Cola, Siemens) and four senior sponsors (Tencent, Yili, Lenovo, IBM).

They interviewed people in Shanghai, Beijing, Guangzhou, Chengdu, Wuhan and Shenyang about the brands and received 1,200 responses.

Among the 10 sponsors, the Bank of Communications most effectively improved its image. The number of positive comments about the bank increased 39 percent since its sponsorship.

Then came Siemens, the German engineering conglomerate, which got a 36 percent increase in positive comments.

China Mobile seems to have benefited least from sponsorship. The country's main telecommunication provider only got 2 percent

more positive comments than it had before its sponsorship.

According to the survey, Siemens has benefited greatly from its Expo sponsorship over the years.

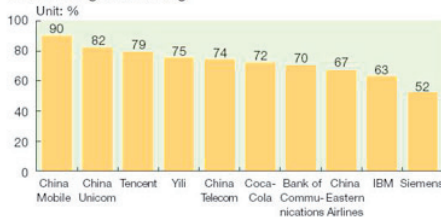
It has sponsored 16 World Expos since the first World's Fair in 1851 in London, so it already has a good image among Expo followers, according to the report.

For Expo Shanghai, Siemens set up an "Expo Project Center" in 2006. It launched an Expo-City-Version Campaign in May that provides energy-efficient plans and facilities to the main Expo venues, including the China Pavilion.

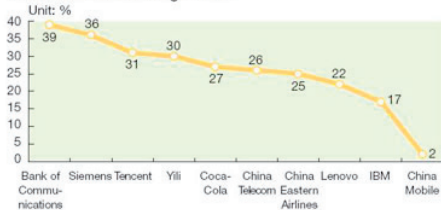
However, the recognition rate of Siemens among Chinese consumers was the lowest of those companies in the survey. Only 52 percent knew the German brand.

The survey will be repeated in November.

Brand recognition rating



Increase of brand image value



Source: Ipsos

Shanghai Daily

Foreigners sign up to play their part as volunteers in Shanghai

THE spirit of community and enthusiasm for the World Expo is inspiring foreign residents of the Changning District to become volunteers.

Changning and other districts are encouraging their foreign residents to sign up to help.

Rona Noyan from Turkey is head of the Changning World Expo Volunteers' Service Team, and he's looking for more people to join.

Around 70 million visitors are expected during the Expo, including 4-5 million foreign visitors, Noyan notes.

"I hope I can provide them with information about living in Shanghai, offer advice, do translation and many other things.

"All of us should do something to help prepare for the Expo," he says.

Another volunteer is Hideo Kasai, a Japanese citizen in

Changning District. He has lived in Shanghai since November 2007. When he was at primary school, he attended the Osaka Expo in 1970.

"That Expo impressed me greatly and shaped my life," he says. "Now that I'm in Shanghai and another Expo is coming, I hope the children of Shanghai and China can take advantage of the fair to think about and understand the world, and our future."



Volunteer Rona Noyan from Turkey (right) talks to a drugstore employee.

No entry at this pavilion

National Pavilion

THE Netherlands Pavilion will likely stir curiosity among World Expo 2010 visitors with its “inaccessible” exhibit.

Many people know Holland as the home of Philips, Johan Cruyff, tulips, wooden shoes and windmills. At the upcoming World Expo Shanghai, the European country will demonstrate it has far more to offer.

The national pavilion of the Netherlands at Expo 2010 will be built on stilts, with ups and downs, twists and turns — a happy change from regular “straight” urban design.

The Netherlands Pavilion design, known as “Happy Street,” is about curves and creativity. It will be the only pavilion at Expo 2010 to be “inaccessible” — visitors will be invited to just walk around and have a panoramic view of the whole exhibition.

Twenty-six small elevated houses will line the main pedestrian way that forms the shape of the number 8. This will make for an “open” pavilion and reflect the country’s open-minded nature.

The houses will present exhibitions exploring themes such as energy, water, space and many aspects of urban issues. Some will show the daily life of Dutch people with a real family living inside.

Visitors will go up and down along the 400-meter pedestrian path with houses of different sizes



An artist's rendition of the Netherlands Pavilion, which is known as “Happy Street.”

What to eat?

Some traditional Dutch dishes will include hutspot (a dish of boiled and mashed potatoes, carrots and onions), a Dutch sausage called rookworst and snert, also known as Dutch pea soup.

Want to have fun?

One of the houses will host a mini water-purification station. Visitors will be able to see the water purification process and even sample the results should they wish to do so.

US\$29.4 m

The pavilion will be the only one at Expo to be “inaccessible” with visitors walking around it.

5,000 sq m

Twenty-six different elevated houses will present exhibitions on urban issues.

on either side, just like walking along a path in a Dutch city.

Visitors will enjoy the 26 exhibits by looking through the windows of the houses.

Perhaps the most interesting house will be the one at the top of the pavilion. It will host a small water purification station where

visitors will be able to sample the purified water.

A Dutch restaurant will be built on stilts beneath the pavilion.

For those wishing to see the famous windmills, don’t worry, they will be there.

Visitors will also find organic tulips, canals, and wooden shoes.

UBPA case

Wetland park to purify water

CHENGDU City, capital of Sichuan Province, will build a wetland park at the Expo Site that will use soil and vegetation to purify rainwater.

The 2,680-square-meter park in the Puxi section of the Expo Site will be the city’s Urban Best Practices Area showcase.

The 20 million yuan (US\$2.92 million) park can purify about 30 cubic meters of water every day. The water will be used to flush toilets on the Expo Site.

The park will be shaped like a fish as Chengdu is known as the “land of fish and rice” due to its rich resources, said Liu Zong, Deputy Director of the Chengdu Water Authority.

A 200-cubic-meter underground pond will be built to collect rainwater for purification. If it doesn’t rain, water from the Huangpu River will be pumped to the pond.

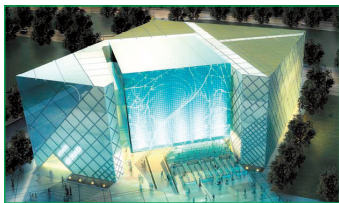
Another pump will then send the collected water to terraced fields. The pond water will start at the top of the 2.5-meter terrace and flow down through the 16 fields. The water will be purified as it flows through the fields.

The park will also include more than 60 species of plants and trees — some of which will be transplanted from Chengdu — including camphor and ginkgo trees and gardenia flowers.

The plants have been chosen for their ability to absorb pollutants in water.

State grid exhibit offers audio-visual sensations

Expo Partner



An artist's rendition of the State Grid Pavilion

ALMOST all the pavilions at next year’s World Expo Shanghai will have a theater, but one of them — China’s State Grid Pavilion, from the country’s main power supplier — will provide unprecedented audio and visual experiences.

Patrons will be invited to stand at the center of a 20-meter-high cubic theater with six screens covering the walls, ceiling and floor.

The images will keep changing

and visitors will experience the sensations of surfing in the sea and being engulfed by waves, or standing on a cliff and then dropping.

The movie will tell a four-minute story about comfortable future life made possible by intelligent power systems, says Hua Bin, Director of the pavilion. The movie will be displayed for the duration of the Expo, and some 250 viewers will be able to take part at any one time.



Visit www.expo2010.cn for more news & information

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