

EXPO Shanghai

Newsletter



Countdown: 212 days to go

www.expo2010.cn

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Expo College chair elected

HIROSHI Tsukamoto, Commissioner General of Japan for Expo Shanghai 2010, was elected the Chairman of the Constituent Session of the College of Commissioners General of Expo 2010 Shanghai China on September 24.

He also became Chairman of the Steering Committee of Commissioners General of Expo 2010. The committee has 32 commissioners general from countries including Albania, Kenya, Brazil, Canada, China, Belgium, Czech, Finland and Australia, among others.

Pertti Huitu, Finland's Commissioner General for the Expo, Hernan Somerville, Commissioner General for Chile's Expo exhibition and Liberian Information Minister and the country's Commissioner General, Laurence Konmla Broplehat, were elected the Vice Chairmen of the committee.

Tsukamoto said he was committed to strengthening friendly cooperation with all participants to create a successful event.

Vicente Loscertales, Secretary General of the Bureau of International Expositions, said Japan has rich experience in world expositions and the Shanghai organizer could learn from the 2005 Aichi Expo.

He noted that the steering committee has the responsibility to keep close contact with non-members to learn their requirements and ensure that all parties' interests are met.

He wished the Expo every success.



Update on progress

Participants in World Expo 2010 attend a two-day annual update meeting which opened in Shanghai on September 23.

700,000 test run

SOME 700,000 people from China and around the world will be invited to visit the site of World Expo 2010 Shanghai ahead of the event's May 1 opening to ensure that everything is working smoothly.

Journalists, employees of Expo's 42 sponsor companies and some local residents will be called in for a test run, which will take place over several days in mid-April, Huang Jianzhi, Deputy Director of the Bureau of Shanghai World Expo Coordination, said at an annual meeting of Expo participants in Shanghai on September 23.

More than 800 representatives from the 192 countries and 49 international organizations that have confirmed participation in the Expo attended the two-day meeting in Shanghai to be updated on preparations, the last such session before the Expo's opening.

Shanghai Vice Mayor Yang Xiong told the meeting that everything is proceeding smoothly. More than 8 million tickets have been sold around the world since July 1. A standard ticket costs 160 yuan (US\$23.44).

The Organizer originally scheduled the on-site test for

January. It did not explain the reason for the timing change, but it did urge the more than 200 participants to finish construction of their pavilions by mid-December and final outfitting before February.

Forty-two countries have confirmed they will build stand-alone pavilions at the Shanghai event. Half of them have completed their main steel structures.

Sales of licensed Expo products, including dolls, clothing and jewelry, have reached 1.1 billion yuan, according to the Organizer.

Expo Fact

To date, 192 countries and 50 international organizations have confirmed participation.

Thumbs up to Organizer

TOP Bureau of Expositions (BIE) officials on September 23 expressed satisfaction with the World Expo 2010 Shanghai Organizer's progress on the sidelines of the 4th Participants Meeting.

Jean-Pierre Lafon, President of the BIE, said China has hosted a successful Olympics so he had "no doubt" it would be an amazing Expo.

He noted that everything was running "according to schedule."

Vicente Loscertales, Secretary General of the bureau, praised the Organizer's efficient work.

"The Organizer has proven that we are on track."

Talking about the major challenges, Lafon said it was important to keep the Expo's theme in mind as the topic of city and life is a "difficult problem" all over the world.

"The majority of the Chinese population will live in cities in the next decades therefore, how to manage big cities is a challenge."

Loscertales said the key task at present was to "ensure that participants meet the deadline required by the Organizer."

The Organizer hoped construction of exhibitors' pavilions could be finished by end of the year.

Lafon hoped that international

promotion of Expo would be "intensified."

They also shared their vision of the official Expo website.

Lefon said he was impressed by the coverage of the website in all aspects regarding the Expo, from forums to events.

He expected to see other language versions in the future, such as a Spanish version.

Loscertales said he loved the website for its interesting news stories.

He said "the first thing he does when arriving in the office is to check the website and quote good news on the BIE website."

In Brief

Red Cross at work

MORE than 600 Red Cross workers will serve at 10 onsite stations to offer first aid to visitors. A senior official of the Red Cross Society of China revealed the numbers on September 22 as the Expo Organizer handed over a 500-square-meter pavilion to house the society's operation. Each station would have two Red Cross staff members working from 9am to midnight for the duration of Expo, said Xiong Fangjie, Deputy Party Chief of the society.

High-tech gear

THE Future Pavilion at World Expo 2010 will showcase cutting-edge technologies in traffic, energy, health care and agriculture, the Organizer said on September 21 as Shanghai Zhangjiang High tech Park signed a contract with the event's Organizer to take over the 1,600-square-meter facility. The pavilion will boast artificial trees with solar energy panels hidden inside the leaves and a refrigerator that tells its owner where to find the best discounts on groceries.

Power tunnel

IT'S all systems go for the central cable tunnel system to supply power to the World Expo as construction of the second section near the Bund was completed on September 17. The Xizang Road Cable Tunnel, stretching nearly 5 kilometers under the Bund area, is now connected to the section that runs across the Huangpu River to connect Expo zones on both banks, said project operator Shanghai Urban Construction Group.

US on track

RAISING funds will no longer be a problem for the USA Pavilion as several companies are "on the verge" of sponsoring America's entry at World Expo 2010 Shanghai, according to Commissioner General Jose Villarreal, the top official for the country's Expo project, who spoke on September 21. The US has now raised more than US\$40 million of its US\$61 million budget.

First batch of volunteers are interviewed

THE first interviews to select World Expo 2010 volunteers were held in Shanghai on September 20, drawing 520 applicants.

The interviews took place simultaneously at Gezhi High School and three local universities, testing applicants on their views and performance of voluntary duties, foreign language proficiency and character.

The first batch of volunteers will be named on October 13, the 200-day countdown to the Expo. The volunteers selected will receive field training, including volunteer service in major events and working at volunteer stations in the city.

About 80 percent of applicants interviewed were students. There is a total of 400,000 applicants.



High-flyer says hi!

Russian pole vaulter Yelena Isinbayeva meets Expo mascot Haibao on September 17 after she was named Promotion Ambassador for World Expo 2010 Shanghai.

Expo Online

Expo Online development praised as 'pioneering'

EXPO Shanghai is a pioneer in Expo Online and Urban Best Practice Area, says V.G.Loscertales, Secretary General of Bureau of International Expositions at the 4th participants' meeting for World Expo 2010 Shanghai.

According to Loscertales, it is the first time in the history of

Expo that the event has included Expo Online which will make a great contribution to international exposure and promotion of Expo Shanghai.

It will become an example and model for upcoming Expos to follow, he said.

He urged participants to join in

Expo Online as soon as possible, to set up a successful model for Expos in the future.

For more information, visit <http://www.expo2010.cn/czsw/wssbh/index.htm> or contact Chen Xuyan (Tel: 8621-22062079 Email: chenxuyuan@expo2010.gov.cn).

Expo Fact Visitors will find a shuttle bus station every 300 meters and buses will roll by every three minutes.

Update on new rules, transport

How to avoid queuing hours for a popular pavilion? Can visitors bring pets to the Expo? What should visitors do if their children get lost in the site?



V.G. Loscertales (right), secretary general Bureau of the International Expositions, and Wang Jinzhen, the vice chairman of the China Council for the Promotion of International Trade at the 4th participants' meeting.

THE World Expo 2010 Shanghai will have the largest Expo Site at 5.28 square kilometers, more than 200 pavilions and the largest number of expected visitors at 70 million.

To have a pleasant tour around the so-called "Olympics of Science and Economy," visitors should make some preparations before entering the Site.

During an annual meeting held last week in Shanghai for participant countries and international organizations, the Organizer revealed tips for visitors to the world fair, including onsite transportation, visitor services and many rules.

The update session, the last before the Expo starts on May 1, brought together 818 representatives of the 242 countries and organizations taking part.

More than 100 free shuttle buses will drive visitors from pavilion to pavilion, and ferries will carry them across the Huangpu River to ensure convenient transportation throughout the Site, said Huang Jianzhi, Deputy Director of the Bureau of Shanghai World Expo Coordination.

The Expo Site is at both sides of the Huangpu River. It is about 3 kilometers long from east to west and about 2 kilometers wide across the river.

There will be about 40 stand-alone pavilions built by participant countries.

It will take a whole day if visitors walk across the Expo Site without entering any pavilions. The Organizer has not only prepared enough shuttle buses for visitors but also designed their route to make an Expo tour efficient.

Visitors will be able to find a shuttle bus station every 300 meters and buses will roll by every three minutes, Huang said.

The main 14-kilometer-long shuttle bus route will be served by 120 zero-emission, super-capacitor buses that will make stops at an Asian Pavilions Station, China Pavilion Station, Theme Pavilion Station and America Pavilion Station in the Pudong section of the Expo Site and a Corporate Pavilion Station in Puxi, or the west side of the Huangpu River.

The vehicles will use the Xizang Road S. Tunnel, one of Shanghai's newest cross-river routes and the only one connecting both Expo zones along the Huangpu River. The route will be ideal for those who don't want to miss any aspect of the Site.

Visitors will also be able to tour the grounds for a fee on eight-

seat, golf cart-like vehicles.

The electric tour buses will run on the elevated pedestrian paths that link the pavilions, and on the roads. Visitors can stop and board anywhere on the site.

Parents can go to a kindergarten to be built on Site for children who get lost.

Patrolling volunteers will bring stranded children to the kindergarten to play with others. Some baby sitters will take care of them.

Water and other drinks, lighters and pets will be banned at the entrance.

The Organizer will issue a notice on any other banned articles before the opening of the Expo.

To avoid queuing at Expo Site, visitors can make a reservation at a pavilion every day at 22 reservation machines at the Expo Site.

The information will be stored on a chip on their Expo tickets.



Attendees at the two-day participants meeting of World Expo 2010 Shanghai at Sheraton Shanghai.

Key points on essential Expo services

- **Transportation:** More than 100 free shuttle buses will drive visitors from pavilion to pavilion, and 70 ferries will carry them across the Huangpu River. Visitors will be able to find a shuttle bus station every 300 meters and buses will roll by every three minutes.
- **Reservations:** Visitors can make a reservation at a pavilion every day at 22 onsite reservation machines. They can reserve tickets and a slip will advise when they can enter the pavilion and when to leave.
- **Visitor Services:** Fifty-four visitor centers will provide general information, emergency medical service, baggage checks, lost and found, lost children areas, complaints counters and aid for the physically challenged.
- **Eatery area:** Forty buildings for restaurants will put an eating spot within a five-minute walk from anywhere on the site. They will offer more than 300,000 Chinese and Western meals a day. The prices will be no more expensive than outside the Site.
- **Banned:** Water and other drinks, lighters and pets will be banned at the entrance. The Organizer will issue a notice on any other banned articles before the opening.
- **Parking:** The Organizer will build 19 parking lots near the Expo entrances, with capacity for 4,000 buses and 1,400 cars.
- **How to get to the Expo Site:** Visitors will be able to take six Metro lines — No. 4, 6, 7, 8, 9 and 13, known as Expo Special Line — to the Site.
- **Money:** Twenty-five ATM machines will be on-site.

Norway in pine, bamboo

National Pavilion

A FOREST from Norway will provide a cool introduction for visitors to next year's World Expo Shanghai. Norway's pavilion will be constructed around 15 model trees made from Norway's pine wood and Chinese bamboo.

The trees, ranging from 5 meters tall to 15 meters, will be arranged to present a clear interpretation of Norway's varied landscapes of forests, fjords, mountains and coastline.

Moreover, the fantastic sight of the country's polar lights as well as a taste of its delicious salmon will be displayed to pavilion visitors.

The model trees will be covered by a semi-transparent roof and when the sun shines through the roof, it will create the effect of shade or blue skies.

The roof will also be able to collect solar energy to make the entire pavilion self-sufficient.

The pavilion, with the theme of "Powered by Nature," has four sections, including Coastline, Forest, Fjord and North Pole, says Arild Blixrud, Norway's Acting Commissioner General for the Expo.

Touring across the pavilion, visitors will finish a journey across the landscape of northern Europe.

Two large screens will describe how Norwegians use solar, wind and wave energies in the Coastline section.

People can watch four movies in the Forest section.

These will introduce Norway's



What to see?

The pavilion will be constructed around 15 model trees made of Norway's pine wood and Chinese bamboo. Sinnatagen, also known as the "angry boy," a sculpture that is a popular tourist attraction in Oslo, may be exhibited.

What to eat?

A Norwegian restaurant will serve authentic salmon, reindeer and lamb as well as Akvavit, a spirit that is produced in Scandinavia.

What to enjoy?

The spectacular scenery of the northern lights from Norway's winter will be projected onto the facade of the pavilion at night.

US\$22.8 m

The pavilion will cost US\$22.8 million and will include its own solar energy power source.

3,000 sq m

Within 10 weeks, the shape of the 3,000-square-meter pavilion will emerge.

natural scenery and daily lives of Norwegians, as well as outline its scientific research.

The nation's fishing industry will be introduced in the Fjord section.

And in the North Pole section, visitors can learn about the importance of these lands to global climate changes. Then, visitors can walk

onto a terrace to view the pavilion's scenery.

At a Norwegian restaurant, they'll be able to try authentic salmon, reindeer and lamb meats as well as Akvavit, a flavored spirit that is produced in Scandinavia and typically contains 40 percent alcohol.

UBPA case

Reconstructed pawnshop a Macau exhibit

MACAU will present a replica 92-year-old Macau pawnshop on the Expo 2010 Site as part of the special administrative region's Expo Urban Best Practices Area showcase.

The pawnshop will demonstrate to visitors how it operated nearly a century ago, said Ieong Pou Yee, from Macau's Expo team.

Macau will also show how the pawnshop was protected and later restored to become one of the most popular museums in the special administrative region, said Ieong.

The Tak Seng On Pawnshop was built in 1917 by Ko Ho Ning, a Macau businessman. It was Macau's largest pawnshop in the first half of the 20th century.

From the 1980s, its fortunes gradually declined until it finally closed in 1993.

The Macau government allocated 1.4 million Macau patacas (US\$175,300) to restore it in 2001 and turn it into a museum.

The "Pawnshop Pavilion" will be in the Puxi section of the Expo. The pavilion will be finished by the end of the year.

Macau will build a separate Expo building near the China Pavilion, in the shape of a rabbit lantern.

The pavilion will be wrapped in a glass membrane and have fluorescent screens on its outer walls.

Hutchison Whitecat offers detergents for Expo

Expo Partner



SHANGHAI Hutchison Whitecat Company Limited signed agreements on September 17 with the Organizer of Expo 2010 to become a project sponsor supplying detergents.

Expo 2010 now has 13 global

Hong Hao, director of the Bureau of Shanghai World Expo Coordination, offers a sponsor's plaque to Hutchison Whitecat's general manager.

partners, 13 senior sponsors and 17 project sponsors.

World Expo hoped the deal would showcase the Whitecat detergent brand, said Chen Xianjin, Deputy Director General of the Bureau of Shanghai World Expo Coordination.

Hutchison Whitecat is outstanding among the detergents industry and is a trusted Chinese brand, said Cai Xiaopei, company general manager.



Ceremony attendees for construction of Macau's Urban Best Practices Area exhibit.

Visit www.expo2010.cn for more news & information

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