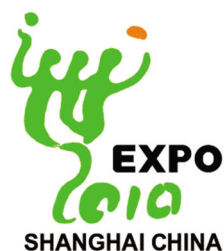


EXPO Shanghai



Newsletter



Countdown: 724 days to go

www.expo2010china.com

Newsletter No.3 May 7 2008

Participant list tops 205

WORLD Expo 2010 Shanghai achieved a milestone with the number of participants surpassing 200, Hong Hao, Director-General of the Bureau of Shanghai World Expo Coordination, said on April 10.

With the confirmation of UNHABITAT and UNCTAD of its participation, 205 countries and international organizations have accepted China's invitation to participate by April 30.

"Reaching the 200 mark is just the start of realizing our objective," Hong said. "The Organizer will provide better services to participants, making a success in quantity into a success in quality."

The Organizer also pledged to attract more than 70 million visitors to the event. Expo 2000 in Hanover, Germany, had a record 172 participants. That record was broken by Expo

Shanghai in October, three months earlier than scheduled.

The participation list for Expo Shanghai surpassed 100 by the end of 2006. Of the participants, 22 have signed contracts with the Organizer, and more than 50 have confirmed the location of their pavilions. About 11, including Italy, Britain, Canada, France, Spain and Switzerland, have unveiled pavilion designs. The Organizer will continue to search

for more participants and will sign participation contracts with more than half of the attendees shortly.

Expo Shanghai will also recruit 16 companies — nine of them domestic — to build corporate pavilions in the Expo site.

The Organizer has also chosen 55 projects to exhibit in the Urban Best Practices Area, a stage for cities around the world to show their solutions to urban issues.

Can't make it to Expo? Visit online

PEOPLE who can't make it to the real Expo 2010 can take a virtual tour by visiting Expo Shanghai Online, an amazing new Website launched on April 14 in Paris, France.

• Full report, Page 2

Authorities track fake products

THE Expo Organizer says it has cracked down the selling of unlicensed Expo products.

On April 24, the Organizer led 16 companies and Websites that produce or sell Expo-licensed products in a vow to protect proper usage of Expo Shanghai's logo and the image of mascot Haibao.

The officials reported they had found counterfeit cell-phone accessories and key chains using the image of Haibao in the gift shop of the Shanghai Ocean Aquarium in Pudong in February and in Yuyuan Garden in March.

Haibao takes a cruise on Grand Canal



A colorfully decorated boat featuring Expo mascot, Haibao, cruises along the ancient Grand Canal in Suzhou, Jiangsu Province on April 18. A fleet of 21 boats took part in Suzhou's annual tourism festival.

Expo Fact

So far 205 countries and international organizations have confirmed participation in Expo

Taste Expo online, then come and visit

IF you can't travel to the World Expo in person, you can experience the 2010 extravaganza in 3D via your computer. And you can interact, even create your own urban utopia.

Explore the Expo Shanghai Online, the first in Expo history to offer people a virtual tour of the real thing – with added dimensions and interactivity.

The virtual experience can add to the possibilities of the “real” Expo, promoting the six-month event to the world and reaching a wider audience than traditional media of television, broadcast and the press.

The Internet enables live broadcasts and solves problems of time differences and broadcasting rights. The new Website is separate from the official Website that focuses on releasing information. It will use advanced technologies to provide three-dimensional images of the pavilions.

Viewers can “walk” into every corner of the Expo site from a first-person point of view and watch performances anytime anywhere. Three types of pavilion tours will be available, offering different pavilion experiences.

- **Basic Browse:** A 3D view of any pavilion will provide a basic



Expo Shanghai Online is the first in Expo history to offer people a virtual tour of the real thing.

tour of the exhibition as it appears, including all exhibits, pictures and videos from the real site.

- **Advanced:** Visitors choosing this option will be able to interact in the virtual pavilions. For example, they can play games involving exhibits, chat with pavilion chiefs and other online visitors.

- **Creative:** Visitors will be able to plan a future city, in keeping with the Expo's theme of livable

cities and innovation.

Expo Shanghai Online will not require a super-performance computer as the Organizer wants it to be accessible to as many people as possible. A professional edition will also be launched for the fans of online games.

For more information about Expo Shanghai Online, contact us:

Tel: 2206-2079

Email: info@expo2010.gov.cn

In Brief

Sculptures to stay

EXPO Shanghai Organizer has launched a worldwide search for teams to find and arrange sculptures for the World Expo site.

The Organizer plans to install 200 sculptures in the 5.28-square-kilometer site, primarily at the eight main entrances, the art gallery on Expo Boulevard, the plaza of the former Jiangnan Shipyard, and the parks along the Huangpu River in Pudong.

The Organizer also hopes to see one or two “landmark sculptures” in the plans that could become highlights of the Expo site.

Free concerts

THE Expo Organizer staged five free concerts of foreign and ethnic Chinese music from April 30 to May 5 to introduce Shanghai audience to different cultures ahead of Expo 2010.

Ten different categories of world music, such as Spanish Flamenco, Burundi drums, and folk songs of ethnic Miao people in China, were performed in the Shanghai Concert Hall during the “Week of World Music.”

Expo road show

THE World Expo road show continued across China with a stop in Shijiazhuang, capital of Hebei Province, on April 10, followed by a stop in Tianjin Municipality on April 22, giving local people a taste of Expo Shanghai.

Your Say

Vicente Loscertales, Secretary General of the International Expositions Bureau

FOR the first time in the history of Expos, cities, with their concrete cases of best practices, are new actors in these world events, where they are taking an active role with the desire to become real drivers for change within the international community.

The Urban Best Practices Area will offer a unique international platform for cities to present themselves and to be widely acknowledged for their best practices.

It will also offer an opportunity to exchange ideas and experiences



Vicente Loscertales

Urban models are rich and varied

around the multiple facets of quality of life in urban environments in the face of a diversity of cultures, societies and natural environments.

In this sense, the Urban Best Practices Area of Expo 2010 meets all of the criteria to become an example of innovative thinking and implementation of what World Expos can achieve today and in the future.

As such, the UBPA can represent the benchmark by which future organizers will judge the usefulness of implementing such an area.

The UBPA must indeed reflect, on a much smaller scale, the same values of the overall Expo and create a convergence between a diversity of themes and the specific identities of the cities and countries represented.

The contents of the Urban Best Practices Area will embody the full scope of the Expo 2010 theme “Better City, Better Life” and will focus on three main dimensions.

They are a political dimension through urban governance, an economic and social dimension through urban development, and an

ecological and physical dimension through the urban environment.

Looking at the actual cases the International Selection Committee has received so far, there is a key observation that should be the foundation of our guiding principles: Urban best practices are indeed rich and varied, and the most innovative practices do not fit cut-and-dried criteria or pre-defined categories.

Presentations will be outstanding if they are concrete, with cities showing innovative and real practices as well as a diversity of perspectives.

• **Excerpt from Loscertales' speech at the Third Meeting of the UBPA International Selection Committee on March 20.**

Expo Fact

The 5.28-square kilometer Shanghai Expo site will be built on both sides of the Huangpu River

Cities in best practice showcase

SOCIAL inclusion in Brazil's Porto Alegre, protection and use of historic canals in Venice, and a tent city in the desert of Saudi Arabia are among the urban best practices to be showcased in World Expo 2010 Shanghai.

After a nine-month worldwide search, the Expo Organizer last month unveiled more than 55 city projects for the Expo's Urban Best Practices Area (UBPA), illustrating innovative ways to realize "Better City, Better Life," the Expo theme.

The UBPA will be a highlight of Expo 2010. The Organizer was overwhelmed by 106 show projects submitted by 87 international cities. They had initially planned for just 30 projects.

The 51 projects not chosen for the six-month Expo display may still be seen as one-day or 10-day events. Three spots will be left open for projects to be built by developing countries.

The projects all feature innovative solutions to urban problems and issues, such as water treatment, energy conservation, transportation, social interaction, and bringing residents into closer contact with nature. The Organizer chose 29 European cities, the majority. Ten cases come from Chinese cities, including one from Hong Kong, one from Macau and two from Taiwan.

Asia has 15, the United States and Canada five, South America two, Africa two, and Oceania (Brisbane, Australia) one.

There's a joint project in educating children about energy conservation by Bonn, Germany, and Bukhara, an ancient city in Uzbekistan.

Among the 55 cases, 15 real estate projects, presenting real architecture and landscapes, can be seen in the "Simulated City Blocks" that will be constructed in the northern part of the 15-hectare UBPA. Others are more suitable for exhibitions and multi-media presentations, such as car-pooling.

The 15 projects will not be stand-alone, but integrated into the city blocks, creating a feeling of being in an urban environment.

"Many projects have striking features. All these cases have real models and they are successful

Eco Excellence



Project: Shanghai-EcoHousing
City: Shanghai, China

The original building of Shanghai's demonstration project is in the Xinzhuang area, Minhang District. It will be rebuilt in UBPA's Simulated City Blocks. The Earth-friendly building automatically adjusts ventilation, lighting and air-conditioning according to people's needs and weather conditions.



Project: From Knowledge to Innovation: Urban Mobility and Car-Pooling
City: Bremen, Germany

An auto manufacturing center, Bremen launched a car-pooling project to tackle traffic congestion. People telephone a number for car-pooling volunteers who stop at the nearest car-pooling station to pick up those who need a ride.

practices. They are enlightening and will have big influence on people's lifestyle," said Zhou Hanmin, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

The list includes Shanghai's green building demonstration project, Shanghai-EcoHousing. Other best practices include Madrid's New Horizons for Public Housing, and the Tent City of Mina

from Mecca, Saudi Arabia.

Projects like the "Vegetable Wall" from Paris and "The Revival of the Bicycle" from Odense, Denmark, will be combined with other cases.

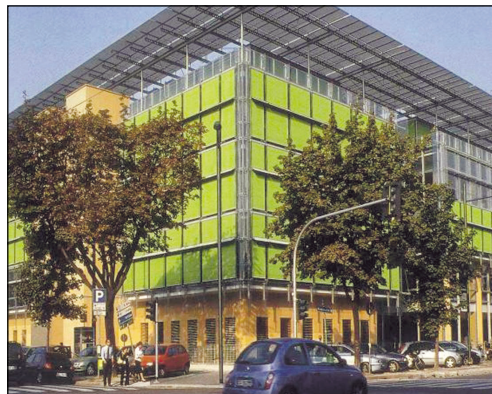
Three vacancies in the Simulated City Blocks will be reserved for developing countries, according to the Organizer.

Shanghai's neighboring cities will also take part. Suzhou in



Project: Living Water Park
City: Chengdu, Sichuan Province, China

To treat the highly-polluted Funan River, the mother river of Chengdu, the city launched a restoration project in 1997. The result is an ecological park in the downtown area that serves as a water purification system, a center for environmental education, and a recreation ground.



Project: New Il Sole 24 Ore Headquarters a Model of Sustainability
City: Milan, Italy

Il Sole 24 Ore (The 24-Hour Sun) is a national daily business newspaper. Its six-floor headquarters has a transparent wall that is ultraviolet radiation-proof. Windows are covered by hundreds of shades that can be controlled by computers.

Jiangsu Province will showcase the protection and renovation of its old town. Hangzhou, capital of Zhejiang Province, will show how it fights pollution and treats water of its scenic West Lake.

Hong Kong will showcase how "smart cards" have improved people's daily lives, while Macau will illustrate how it successfully renovated the historical pawnshop Tak Seng On.

Macau signs up

MACAU will build a pavilion within the China Pavilion at Expo 2010, the Macau Special Administration Region government said on April 4.

Macau will construct the 1,100-square-meter pavilion to showcase its history, culture, traditions and achievements.

The China Pavilion will now include a national pavilion, called "the Crown of the East," a joint pavilion for provinces and cities, and separate Hong Kong, Macau and Taiwan pavilions.

Monaco too ...

THE principality of Monaco signed a participation contract with the Expo Shanghai Organizer on April 16 to become the 20th country to ink a deal for the event.

The nation, with a population of about 32,000 people, has secured a 2,000-square-meter pavilion to showcase the concept of reclaiming land from the sea and its protection of ocean flora.

Nation No. 21

BOSNIA and Herzegovina last month became the 21st nation to sign a participation contract with Expo Shanghai Organizer.

Shanghai Mayor Han Zheng said the pavilion plan for the country exemplified its spirit, technology and culture.

Nikola Spiric, chairman of the country's Council of Ministers said Bosnia and Herzegovina will welcome more investment from Chinese companies.

Life theme

SAUDI Arabia signed its participation contract with the Bureau of Shanghai World Expo Coordination on April 14. The oil-rich Gulf nation will showcase its achievements in urban development as well as the life of its urban population around the theme "Vitality of Life."

Chile leads Latin America to sign up for Expo 2010



Shanghai Mayor Han Zheng and Chilean President Michelle Bachelet shake hands on April 15 in Shanghai after Chile signed its World Expo 2010 participation contract.

CHILE signed its World Expo 2010 participation contract with China in Shanghai on April 15, becoming the first Latin American country to commit officially.

The signing came as a Chilean government delegation led by President Michelle Bachelet, visited Shanghai for two days as part of a Chilean Week celebration in Shanghai.

Shanghai Mayor Han Zheng met Bachelet and her delegation before the two parties witnessed Chile's Expo contract signing ceremony.

"We highly appreciate Chile's full support and active participation in Expo Shanghai and wish Shanghai has a closer trade and economic partnership with Chile and Chilean entrepreneurs," Han said.

Bachelet, the first woman president of Chile was on her first visit to China after taking office in 2006. She arrived on April 14 and attended a business seminar in the city the next day.

"Chile attaches great importance to developing bilateral ties with China and we will also exert our advantages to serve as a platform for Chinese companies to enter Latin America," she said when talking with Han.

Chile was the first Latin American country to sign a free trade agreement and is the second-largest trading partner with China in the region.

Bachelet said in her speech that Chile needed to further expand its cooperation with China.

Gabon joins the celebration

AFRICAN nation Gabon became the 17th country to enter into a participation contract when it signed a deal with the Expo Shanghai Organizer on April 2.

Gabon will take part in the exhibition in the 31,000-square-meter African joint pavilion, where more than 40 African countries will gather.

The theme of Gabon will focus on the interaction between country and cities.

Gabon will showcase its experiences in urban development as well as establish cooperation with other participants in environmental protection and ecological management discussions, said Paul Biyoghe Mba, Gabonese Minister for Commerce and Industrial Development, at the signing ceremony.

Tianjin to showcase its model town

TIANJIN will reproduce a small town at Expo Shanghai's Urban Best Practices Area to show its efforts in turning rural town into a modern urban center.

Huaming is a small town in the eastern suburb of Tianjin. After two years of construction, it has a shopping street, a park, several schools and clinics, and a fire station.

The Huaming project has been

selected as one of the 55 urban best practices for display at Expo 2010 as good examples of innovative solutions to urban problems.

"Huaming reflects the new countryside of China," said Zhang Changhe, the Party chief of Huaming.

His town will be replicated using multimedia methods to show the modern life of townspeople.



Bureau of Shanghai World Expo Coordination

Contact us:

Tel: +86-21-2206-2010

Fax: +86-21-2206-0670

Email: newsletter@expo2010.gov.cn

Address: 3588 Pudong Road S.
Shanghai 200125, China

浦东南路 3588 号