

EXPOShanghai



Newsletter



Countdown: 690 days to go

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March of the Expo volunteers

MORE than 15,700 ideas for a World Expo 2010 Shanghai China volunteer theme and slogan are under consideration.

The winner will be announced in October when the recruitment of volunteers begins. There are 6,982 entries for the logo and 8,156 for the slogan contest, according to the Bureau of Shanghai World Expo Coordination.

Entries were submitted from the Chinese mainland, Hong Kong, Macau and Taiwan and many other regions and countries including Britain, Italy, Japan, France and Mauritius.

Solicitations began on December 5 2007 and finished on April 30 2008.

The volunteer logo is to be modern but embody Chinese characteristics and will be integrated with the Expo logo.

At least 20,000 volunteers are needed for 38 types of on-site positions, including interpreters, media assistants, traffic guides and "environment maintainers."

Center a big hit

Nearly 66,000 people have visited the Expo Exhibition Center by May 25.

The center is receiving nearly 3,000 visits daily. On the May 1 Labor Day holiday more than 11,500 people went through while on May 2, the number exceeded 5,000.

The Organizer had set a ceiling of 3,000 visitors daily, but the enthusiasm of local residents was so high that they had to allow more people to enter.



The World Expo Exhibition Center at downtown Hong Kong New World Tower is attracting visitors.

Center launch marks Expo countdown

SHANGHAI opened the Expo Shanghai Exhibition Center and unveiled the ticket sales plan for the world fair on May 1, marking the two-year countdown to Expo 2010.

Tickets to the event are tentatively set at 160 yuan (US\$23) and are expected to go on sale after the Beijing Olympics, most probably in late September, the Expo Organizer said.

According to the Organizer, they have finished the draft plan for ticket sales and are now

working on the details.

The Bureau of Shanghai World Expo Coordination plans to start trial operation of the Expo site on January 1, 2010. Rehearsals for the opening ceremony of the world fair is scheduled for April 1, 2010 and previews of the exhibits will begin on April 20. The six-month Expo starts on May 1.

The Organizer is expecting more than a million people to visit the new exhibition center on the third floor of the Hong Kong New World Tower on

Huaihai Road M.

"This exhibition center will create the necessary bridge between World Expo 2010 Shanghai China and the citizens," said Vicente Loscertales, Secretary General of the International Expositions Bureau, in his congratulatory letter on the opening of the center.

The center contains some rare exhibits donated by regional governments including a brick from the Great Wall donated by Hebei Province.

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Expo Fact A total of 11 corporate pavilions have been confirmed for World Expo 2010 Shanghai China to date.

Expo roadshow in Fujian draws crowds

THE Expo 2010 roadshow reached Fuzhou, capital of Fujian Province, on May 17 for a weeklong promotion in this coastal province in East China.

The Organizer canceled the opening ceremony for the roadshow and donated the saved money to Sichuan Province which was hit by a devastating earthquake on May 12.

The May 17-23 promotion in Fujian featured a 1,200-square-meter exhibition. The exhibition, which also stopped in 10 other Chinese cities, has already attracted more than 800,000 visitors.

The exhibition highlighted some Fujian products, such as hand-made combs, lacquerware and paper umbrellas, which received golden medal at previous World Expos.

Ye Shuangyu, Deputy Governor of Fujian Province, visited the exhibition, accompanied by Zhong Yanqun, Deputy Director of the Shanghai 2010 World Expo Executive Committee.

Ye said Fujian would use the Expo platform to showcase its glamor.

Fujian has already established a special committee to prepare its exhibit for Expo Shanghai.

The province has also proposed four candidates for the theme of Fujian exhibit and asked for public opinions during the promotion week.

Meanwhile, lectures and forums were held during the roadshow. The Organizer plans to take a smaller version of the Expo exhibition to some local universities in Fuzhou.

A young visitor enjoys the Expo 2010 roadshow in Fuzhou, Fujian Province.



In Brief

Auto companies sign contract

The two exclusive automobile partners of Expo 2010 signed the event's first participation contract for corporate pavilions in May. Shanghai Automotive Industry Corp and General Motors Corp were the first to confirm their corporate pavilion and were the first to submit a theme for their joint exhibition. The SAIC-GM corporate pavilion will present the concept of "sustainable personal mobility." The concept is part of an emerging class of vehicles for single-person transport and is a new direction in the automobile industry.

Coca-Cola to build corporate pavilion

THE Coca-Cola Company, a global partner of Expo 2010, has confirmed its construction of a corporate pavilion for World Expo 2010 Shanghai China. It is the 11th confirmed corporate pavilion for the event. Coca-Cola will showcase its understanding of the Expo Shanghai theme "Better City, Better Life" by displaying its practices and research in environmental protection during beverage production. It will create an enjoyable experience for visitors.

Gas and power supplier named

SHENERGY Co, a Shanghai-based power and gas supplier, will take charge of power and gas supplies for the six-month Expo Shanghai. The company signed a sponsorship agreement with the Organizer on May 10. Renewable energy is crucial to sustainable development and creating a better urban life, Expo official Zhong Yanqun said at the signing ceremony.

Weather pavilion shows green living

The World Meteorological Organization (WMO) signed an Expo participation contract on May 9. Expo Coordination Bureau Chief Hong Hao and Xu Xiaofeng, Deputy Director of China Meteorological Bureau, signed the contract representing each party. China is a member of WMO. Green living, energy conservation and efficiency will be highlighted in the 2,000-square-meter Meteorology Pavilion.

Online

Saudi Arabia to participate in Expo Shanghai Online project

The Kingdom of Saudi Arabia on May 11 confirmed its participation in Expo Shanghai Online.

Saudi Arabia submitted its participation confirmation form with a signature from Commissioner General H.R.H. Prince Dr Mansour Bin Mutaib Bin Abdulaziz, to the Bureau of Shanghai World Expo Coordination.

Saudi Arabia is the second country, following Switzerland, to participate in the Expo Shanghai Online project.

The country has chosen a B-type pavilion setting, an advanced one, to allow visitors to interact in the virtual pavilion.

Several countries are in discussions about joining the project, said the Organizer.

Expo Shanghai Online is one of the two highlights of Expo 2010, along with the Urban Best Practices Area project.

By using Internet technology, the project will present a virtual tour of all the pavilions in the 5.28-square-

kilometer Expo site in Shanghai.

People will be able to visit the site by accessing the Internet from anywhere in the world.

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Expo Fact

To date, 42 countries and international organizations have signed Expo participation contracts.

Provinces tout unique charm in Expo show

Frigid Heilongjiang Province and tropical Yunnan Province will be showcasing their urban achievements at Expo 2010 on the central theme of "Better City, Better Life."

The two provinces recently submitted themes for their exhibits. All mainland provinces will have an exhibit in the joint China Pavilion. Hong Kong, Macau and Taiwan will have separate pavilions.

Heilongjiang, the northernmost province bordering Russia, suggests "Ice and Snow Make Us Unique" and "Livability of a Cool City" as the theme; Yunnan which borders Myanmar and Thailand favors "Colorful Yunnan, Harmonious Urban and Rural Development."

The Expo 2010 roadshow in Kunming, capital of Yunnan, in January, drew enthusiastic response from local people. The province is a well-known tourist destination for those who long for nature, Shangri-La and minority cultures. It has 52 of the total 56 ethnic minorities in China. Minorities account for 30 percent of Yunnan's population.

Heilongjiang, too, is famous for breathtaking winter scenery and sports. The annual Harbin Ice Sculpture Festival draws hundreds of thousands of tourists from around the world. The average annual temperature in Heilongjiang ranges from minus 5 degrees Celsius to 5 degrees.

New center offers a glimpse of Expo

MORE than one million people are expected to visit, and be thrilled, by the city's newly inaugurated Expo Shanghai Exhibition Center on the third floor of the Hong Kong New World Tower on Huaihai Road M.

The 1,000-square-meter display presents the history of World Expo, foreign and Chinese memorabilia from previous events, and updates on participants, pavilions, planning and infrastructure.

The designs for national pavilions will be displayed as soon as they are released.

One of the oldest bricks from the Great Wall, a contribution by Hebei Province, is on display — it was first exhibited with nine others at Expo 1982 in Knoxville in the southern US state of Tennessee.

A replica of a Maotai liquor bottle is shown as well. The original was broken on purpose at the 1915's Panama-Pacific International Exposition in San Francisco — to attract drinkers with its aroma. It worked. The liquor from an ancient distillery in Guizhou Province in southwest China became a world-famous brand after winning a gold medal at the Expo.

The new show is similar to, but bigger and more colorful than, the Expo roadshow held at the Shanghai Urban Planning Exhibition



The new Expo Exhibition Center will feature a myriad of great displays, information and Expo memorabilia.

Center last August to mark the 1,000-day countdown. It boasts many multimedia and interactive displays.

National flags line the walkway to the entrance. "The colorful entrance marks a grand gathering of all nations. Perhaps only at the United Nations can we see a similar scene," said Yu Li, chief planner of the exhibition.

He praised Hebei and Guizhou provinces for their contribution of precious exhibits.

The Thomas Edison gramophone that was unveiled at

Expo 1889 in Paris is also on display. "People had to wait three hours to see the gramophone invented almost 120 years ago, now it's just a touch away," said Yu.

Opening hours: 9am-6pm
Reservations required. Visitors must book three days in advance by calling 6335-3336 or 6335-3338 (English service)
Online booking: www.scw.org.cn/TesseraShow.aspx (in Chinese)
Address: 3/F, 300 Huaihai Rd M.
Admission: Free

Your Say

Dr. Jean Marie Cishahayo, Commissioner General A.I. for Burundi in World Expo 2010 Shanghai China

CHINA is the first developing country to host the World Expo.

For African countries, most of which are also developing countries, Expo Shanghai will surely become a unique opportunity for them to promote and display their historical values, cultural uniqueness and business opportunities.

The most important task in Expo 2010 for African countries is to transform a traditional friendship into a real partnership with China and the world.

The Chinese government has decided to provide a US\$100 million aid fund to developing countries, US\$650,000 for each qualified applicant for exhibitions, booths, activities and accommodation during the Expo.



Dr. Cishahayo

China has made it possible for other continents' less-developed countries to attend this important global event.

Although China has had a strong official and traditional relationship with African countries for the last five decades, people in the two continents still need to enhance

African countries can learn from Chinese 'way'

mutual understanding.

Expo Shanghai can provide African countries a platform for direct cross-cultural communication with the Chinese people and the market. Millions of people from all over the world will visit the African pavilion and discover Africa's spirit of innovation and

competitiveness in civilization and development.

Africa has an open retail market where foreigners can easily open a shop and develop trade. Until now trade between China and Africa is more than 70 percent indirect and less than 30 percent direct.

We welcome the (establishment of Chinese) production assembly lines in Africa as a form of direct or joint-venture investment. These will make cheap products, increase the African consumer market capability, technology transfer and industrial development.

World Expos, however, are not merely commercial exhibitions. The spirit of Expo is cultural promotion and national branding in general.

Expo Fact

To date, 205 countries and international organizations have confirmed their participation in Expo 2010.



The pick-up sticks-inspired Italian Pavilion design.

Chinese game inspires Italian Pavilion

FOR children of the 1970s and 1980s in Shanghai, a game of pick-up sticks stirs nostalgia. We all know the game, it's known worldwide: Drop a bunch of sticks and try to remove them one by one without disturbing the others – a game of dexterity and mental concentration.

In Italy, the game is known as “Shanghai” (the game was played in ancient China, maybe Marco Polo took it home), and Italy recently announced that its national pavilion design at World Expo 2010 Shanghai China is inspired by pick-up sticks.

This comes as a charming surprise for Shanghai. Milan, Italy, will play host to the World Expo in 2015.

The rectangular Italy Pavilion is laced with intersecting lines – representing a number of pick-up sticks.

It looks as though the shadow of jumbled sticks had been projected onto the surface, and the surface itself then sliced accordingly.

The 3,600-square-meter structure is comprised of functional modules of different shapes, bounded by the “sticks.” They can be assembled into smaller structures and after Expo Shanghai the project will be disassembled and reconfigured.

The Expo 2010 theme is “Better City, Better Life,” so living green, recycling and reusing urban construction materials are part of ideal city life. “Green” was also a standard for Italian designers, since national pavilions will be removed after the six-month event, said Giampaolo Imbrighi, the designer.

“These parts can be rebuilt on single squares of Italian cities, as a reminder of the contemporary quality of Expo Shanghai amid the continuous and industrious buzz of Italian urban everyday life,” said the Italian organizers.

Italy will use 6,000 square meters for its pavilion, surrounded on three sides by water, which will reflect natural light into the exhibition space.

The design uses a cutting-edge construction material known as transparent concrete.

Imbrighi's winning design, chosen among 65 candidates in Europe, is “characterized by a very flexible internal space, where an artificial landscape made of alleys, streets and squares is situated,” said Franco Purini, professor of architecture at Rome's La Sapienza University.



The German Pavilion will be all about balance in diversity.

Germany's urban balancing act

CITIES can be great places to live, as long as there's balance in diversity instead of uniformity and monotony. It's all about equilibrium and harmony. That's the idea of “Balancy,” the German Pavilion for World Expo 2010 Shanghai China.

The 6,000-square-meter pavilion, Germany's largest-ever at an Expo, showcases German urban life and how German design and products can help solve urbanization problems. It's Germany's contribution to the Expo theme “Better City, Better Life.”

The recently unveiled Balancy design has a feeling of light, with three exhibition areas that seem to float within the airy structure.

The pavilion will demonstrate the importance of balance between modernization and preservation, innovation and tradition, community and the individual, work and leisure, and between globalization and national identity.

The German government will invest 30 million euros (US\$47.34 million), and some German companies will also contribute, said Dietmar Schmitz, commissioner-general of the German Section in the Expo.

Pavilion architect Lennart Wiechell said the highlight of the pavilion is a cone-shaped structure that can accommodate 750 visitors. In the center of the cone is a 1-ton metal sphere, 3 meters in diameter and covered with 30,000 LEDs displaying a kaleidoscope of images during a five-minute show.

To begin the show, spectators must shout and move, according to the directions of virtual guides.

The image display will respond to movement and sound. The more active people are, the more energy they create, the more the sphere will react. Around 9 million visitors are expected during Expo period, around 50,000 per day.



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