

EXPOShanghai

Newsletter



Countdown: 537 days to go

www.expo2010china.com

Newsletter No.11 November 10 2008



Japanese pavilion a 'breathing organism'

JAPAN will highlight ecological technology and the role technology can play to help humans achieve a more comfortable life in its largest ever pavilion for a World Expo in Shanghai.

The country has revealed its pavilion in 2010 would be a huge "breathing organism" which expresses the harmony between the human heart and technology.

The concept is an extension of the "Nature's Wisdom," theme of Japan's Aichi World Expo 2005 and also an interpretation of the "Better City, Better Life," Shanghai Expo theme.

Intelligent robots will be featured at the pavilion but Japan has declined to reveal more information in order to maintain an element of surprise.

The pavilion and exhibition will, for the first time, be jointly supported by corporations as well as national and regional governments.

Finland and Ireland also unveiled their national pavilion designs recently.

Finland promised that visitors to its pavilion would experience a view of a promising future that celebrates man's place in nature.

Ireland would highlight its urban lifestyle with an emphasis on the efficient use of space.

Detailed report, Page 4

Expo Center is taking shape

CONSTRUCTION of the steel structure of the Expo Center was completed recently. The center will be the main venue for hosting ceremonies, forums and big conventions during the World Expo 2010 Shanghai China.

The 142,000-square-meter behemoth in Pudong New Area will also serve as the operation and media center during the Expo. It is one of the five permanent and "green" structures at the Expo site, along with China Pavilion, the Theme Pavilions, the Performance Center and the Expo Boulevard. After the 2010 event, it will be turned into a convention center.

The Expo Center is the first construction to top off at the site. Workers will now start installing the wiring and facades on the center, said Gu Ya'nan, chief director of Shanghai No. 7 Construction Co, which is in charge of the construction.

About 42,000 square meters of the Expo Center will be below ground. Construction is ahead of schedule, said Gu. It began in June last year and is scheduled to be finished in November next year.

The highlight of the Expo Center is its environmentally friendly design, said Jason Chen, assistant

director of the Construction and Operation Department of Shanghai World Expo (Group).

Chen told Shanghai Daily that the center will recycle river and rain water and will be made of ecologically friendly materials.

The center has become one of the three top environment friendly projects in China by taking 62.8 percent of its energy and 52 percent of its water from renewable or recycled sources.

All pavilions for Shanghai World Expo are supposed to be completed by the end of next year. Trial operation of the Expo site begins in January 2010.

Expo Fact So far, 227 countries and international organizations have confirmed their participation.

Macao keen on Expo

EXPO 2010 road show opened at the annual trade and investment fair in Macao. "The Path to World Expo" was held in the downtown Senado Square surrounded by historical buildings. The Organizer hoped the venue would highlight the Expo's efforts on heritage protection.

The show, occupying a 500-square-meter space at the 13th Macao International Trade and Investment Fair, presents a virtual tour of the Expo 2010 site, models of pavilions, and preparation updates.

The Macao SAR government also arranged an exhibit of Macao's Tak Seng On Pawnshop, to be showcased in the World Expo's Urban Best Practice Area in Shanghai.

Macao will create a visual presentation of the restoration of the pawnshop — one of its most important cultural sites — at Expo 2010.

Tak Seng On Pawnshop was built in 1917 and was Macao's largest pawnshop in the first half of the 20th century. Its fortunes gradually declined until it finally closed in 1993.



Macao SAR Chief Executive Ho Hau Wah, 1st with flower from the right, looks at a model of the Expo Shanghai site during the road show.

The Macao government restored the old pawnshop in 2001 and turned it into a museum.

The facility has attracted more than 40,000

visitors since its opening in 2003.

The 13th Macao International Trade and Investment Fair was held from October 23 to 26.

Dutch PM in Expo mood



Prime Minister Jan Peter Balkenende of the Netherlands (pointing) shows children the model of his country's pavilion in Shanghai during his visit on October 29. The pavilion, called "Happy Street," comprises a pedestrian street in the shape of "8".

The pavilion will have 17 small houses along the spiraling pedestrian street to present exhibits on themes from energy, water, space to other urban issues.

The country also signed a contract with the Expo Organizer to build virtual pavilions at Expo Shanghai Online.

Expo Online

Expo Online seeks input from builders

THE Expo Shanghai Organizer held a national meeting on October 30 to pool ideas and regional resources for the construction of the "Experiencing Pavilion," which is an advanced model of the two Expo 2010 virtual pavilions.

The other is called "Browsing Pavilion."

About 100 officials from 30 provinces, autonomous regions and municipalities attended the meeting.

The Organizer also scheduled two more meetings to be held on November 13-14 and next March to solicit creative ideas and suggestions for Expo Online.

Newly confirmed participants,

including Japan, The Netherlands, Uganda and Coca-Cola company will be invited to the meetings.

So far, 47 counties and international organizations have agreed to build their own "browsing pavilions" and ten countries will build "experiencing pavilions," which feature interactive contents and tools, allowing online visitors to virtually explore the exhibits.

In Brief

Zorro's new role

ALAIN Delon, who starred in "Zorro" and "The Black Tulip," now has a new role — Expo 2010 ambassador for France. The French actor was picked by Jose Freches, president of COFRES, the company in charge of France's participation in Expo 2010. French President Nicolas Sarkozy has endorsed for the choice. French officials hoped Delon would help attract the Chinese to their pavilion and their country.

Hotel room rates

SHANGHAI authorities will monitor local hotel rates and find accommodations in neighboring cities when hordes of Expo visitors arrive. The host city may be short of supply by 400,000 beds a night on peak days and 60,000 beds on non-peak days. Nearby cities can provide about 390,000 hotel beds. The Organizer will ask hotels in surrounding cities to offer room package with Expo and bus/train tickets.

MTV ready to rock

MTV Networks International has agreed to cooperate with the Expo Shanghai Organizer to supply MTV performances for the six-month event. The Organizer hopes the programs provided by MTV Networks will make Expo 2010 a place of fun.

New Expo rules approved by BIE

THREE special regulations proposed by the Expo 2010 Organizer have been approved by the International Bureau of Expositions (BIE) in Paris.

The new regulations spell out in detail the rights, privileges and obligations of the host country and all participants. The concern the rights and privileges of commissioners general representing Expo participants, admissions and awards.

Drafts were circulated to the 154-member BIE General Assembly to solicit suggestions for customs supervision, parking, ticketing, taxation and criteria for award selection.

Zhou Hanmin, Deputy Director-General of Shanghai Expo Bureau, explained the new rules to a BIE panel meeting in Paris a week ago.

Expo Fact

So far, 19 countries have unveiled their national pavilion designs for Expo 2010.

Working day and night, and feeling mighty proud

Yang Jian

FENG Bin is a 38-year-old carpenter from Hunan Province who has worked on the China Pavilion making wooden structures since construction began last December.

When asked where he works, he pointed to a highest corner of the pavilion which, at 63 meters, is three times higher than any other Expo pavilion.

"The daily work is really hard and sometimes we have to work all night to keep up with the schedule," said Feng.

More than 10,000 workers are working day and night to shape the 5.28-square-kilometer site into a world stage for more than 220 participating countries and organizations.

Now, the four huge concrete pillars of the China Pavilion have been erected to support an inverted structure that will be known as the "Crown of the East," making it much easier to envision the magnificent landmark.

About 80 percent of the pavilion structure has been built with the entire building expected to be finished next month.

The workers are the very first visitors and residents of the Expo site.

The Pudong section of the site will have more than 160 national pavilions and about 20 pavilions for international organizations, while the Puxi section will accommodate 16 corporate pavilions.

The total floor area of all pavilions will reach 850,000 square meters.

So far, 227 countries and international organizations have confirmed their participation in Expo.

The construction schedule is extremely tight, said Zhang Zengcai, an Expo construction site project manager.

Pressure

So there is great pressure on workers to ensure both the schedule and quality of work are maintained, Zhang added.

Normal work hours for workers



A worker stands in front of the 63-meter high China Pavilion. Every day, more than 10,000 workers are working by shifts around the clock at the Shanghai World Expo site. — Zhang Suoqing



An architect's impression of the China Pavilion.

is 6am to 11am followed by a lunch break and then another three to four hours work.

Zhang said sometimes workers needed to work overtime to meet the tight schedule, but most of them seemed zealous about their task.

"I don't mind the hard work because it is a worker's duty," said Feng, adding that he felt great pride seeing the China Pavilion growing every day.

Wang Genlu, 45, is another worker at the site. He has been

carpenter for more than 20 years and his feelings about daily hard work are simple.

"More work means I can earn more," Wang said.

All the construction workers live in nearby dormitory quarters complete with a canteen.

There are 20 rows of prefabricated houses, each with 20 rooms on two floors. Four to five workers share a 25-square-meter room with four bunk beds, a table and a window to the south.

The houses will be torn down before Expo begins.

Between the rows of dormitory houses, workers wash their clothes in public sinks. There is also a grocery store for their convenience.

The meals are good, said Tan Bingchun, a 45-year-old stonemason from western China's Sichuan Province. Tan said his lunch included pork braised in soy sauce, stir-fried seasonal vegetables, and a bottle of beer.

The Shanghai site is not only the biggest in the World Expo's 157-year history but also the largest construction site in China.

As China is the first developing country to host the World's Fair, the Chinese government is determined to make it the most impressive ever, said Hong Hao, Director-General of the Bureau of Shanghai World Expo Coordination.

The success of Expo 2010 can not be achieved without the efforts of these workers.

Expo 2010 will feature many outstanding pavilions and exhibitions that are certain to dazzle visitors from all around the world. Here's how three of them will look.



An artist's rendition of the Japan Pavilion.

Designs of ingenuity

Japan Pavilion

Theme: "The harmony between the human heart and technology"

Space: 6,000 square meters

JAPAN will build its largest ever pavilion for a World Expo at the 2010 Shanghai event. It will highlight the role of advanced ecological technology in helping humans achieve a more comfortable life and confidence in the future with its huge "breathing organism" pavilion.

Technology can contribute to a cleaner world and a better life but it should be guided by the love of the earth, people and our children.

The theme is an extension of the Aichi Expo 2005 theme "Nature's Wisdom" and also an interpretation of the "Better City, Better Life" Shanghai Expo theme.

The 24-meter-high pavilion will be one of the largest pavilions at Expo 2010 and will be divided into past, present and future exhibits.

The semi-circular pavilion will also make efficient use of natural resources with solar batteries and a double-layer membrane that can filter sunshine.

Some intelligent robots will also be a part of

the pavilion but officials have declined to reveal details in order to keep the exhibit a surprise.

Visitors will be able to experience some Chinese influences at the Japan Pavilion involving Chinese characters and traditional Chinese architecture. The history of Japanese diplomatic envoys visiting China will also be part of the exhibit.

A sketch of the Ireland Pavilion



Ireland Pavilion

Space: 1,500 square meters

IRELAND will showcase its changing cityscapes down through the ages and its urban lifestyle with an emphasis on the efficient use of space at its pavilion.

The structure will be built across gentle inclines and will have five enclosed galleries. It will also feature a courtyard that will serve as an exhibition space and a performance area.

At the facility, visitors will get a feel of

Dublin's famous Liffey River and walk down a re-creation of O'Connell Street, another landmark of the Irish capital.

A military barracks dating back to 1722 also helps to trace the city's history.

The rich cultural heritage of Irish cities and their achievements in arts and literature will be presented through exhibitions and performances.

Finland Pavilion

Theme: "Sharing Inspiration"

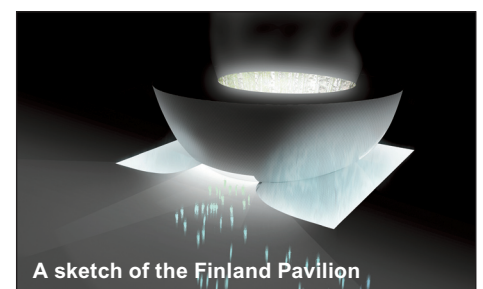
Space: 3,000 square meters

FINLAND will attempt to capture the ideas of freedom, creativity, innovation, community, health and nature in its pavilion and exhibition.

Shaped like a "kirmu," a Finnish word for a rocky hollow formed naturally along the sea-shore, the six-story pavilion will look like a huge white bowl surrounded by a lake. It will contain a restaurant.

Six pillars will support the bottom of the "bowl," and the building will appear to be floating on water.

The Finnish Government has allocated more than 14 million euros (US\$18 million) for its participation in Expo 2010.



A sketch of the Finland Pavilion



**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

Visit www.expo2010china.com for more news & information