

US Government Supports 2010 World Expo USA Pavilion Initiative

US Secretary of State Hillary Rodham Clinton has issued a letter supporting the United States' representation at the Shanghai 2010 World Expo.

In her letter to the American Chamber of Commerce in Shanghai and a number of similar letters sent to leading US-China trade associations, Secretary Clinton urges the Chamber and its members to support the official US Pavilion organizer in its effort to successfully raise funds and build and operate the proposed USA Pavilion.

"I believe that it is crucial for the United States to be present along with the other 180 nations participating in this major global event with its environmental theme of 'Better City, Better Life.' Our national pavilion will also demonstrate America's commitment to renewing its leadership in the Asia-Pacific region and to a forward-looking, positive relationship with China." Ms. Clinton wrote in her letter.

USA Pavilion Co-Chair Ellen Eliasoph stated, "The US Pavilion, which will form a key element of one of the most spectacular events in world history, will showcase American ingenuity, innovation and its 'Can Do' spirit in China's most dynamic city, embody America's commitment to the 'greening' of our country and the world, and foster an even stronger friendship between the American and Chinese peoples."

Letter from US Secretary of State:

March 30, 2009

The American Chamber of Commerce in Shanghai

Dear Ms. Foster:

I am writing to inform you of my strong Support for United States' representation at ttre 2010 Shanghai World Expo in China, and I hope you will give your support as well. The Shanghai Expo offers an unprecedented opportunity for U.S. companies and organizations to hoist their flags in one of the most important centers of world commerce and cultural exchange. From May to October 2010, the Expo will be attended by an expected audience of 70 million visitors, over 60 million of whom are expected to come from China. As you know, we have authorized Shanghai Expo 2010, led by Mr. Nick Winslow and Ms. Ellen Eliasoph, to raise funds to design and build a U.S. pavilion. I urge you to support this effort.

I believe that it is crucial for the United States to be present along with the other 180 nations participating in this major global event with its environmental theme of "Better City, Better Life." The U.S. presenge at the Expo will showcase American business, culture, and values in China's most dynamic city and foster an even stronger friendship between the Arnerican and Chinese peoples. Our national pavilion will also demonstrate America's commitment to renewing its leadership in the Asia-Pacific region and to a forward.looking, positive relationship with

China.

I hope that you will strongly consider joining us in this important endeavor.

Sincerely yours,

Hillary Rodham Clinton

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<http://www.blooloo.com/PressReleases/US-Government-Supports-2010-World-Expo-USA-Pavilion-Initiative/1395>

Can Locke save the world's fair?

Eyes turn to new Commerce Secretary Gary Locke as U.S. expo boosters look for someone to prevent China's "humiliation" over America's possible no-show at Shanghai's Expo 2010.

By [Knut Berger](#)

Former Washington governor Gary Locke is the newly minted Secretary of Commerce and his in-basket is already overflowing. One problem some observers hope winds up on his to-do list: save the U.S. from the looming international embarrassment of dropping out of history's largest-ever world's fair, [Expo 2010](#) in Shanghai, China.

Locke is well-suited to end the, well, gridlock. As America's first Chinese-American governor he has a special relationship with China. He's led trade missions there, he headed up the Davis Wright Tremaine's [China practice](#), and he even [keynoted a conference](#) in Shanghai in 2007 on the benefits of corporate event sponsorships. No one doubts that Gary Locke is well-regarded by both the Chinese and the corporate community, key players in a successful expo venture. As Commerce Secretary, Locke heads a government department that has played a role coordinating expo efforts, though the U.S. State Department is officially charged with sanctioning U.S. world's fair pavilions. Expositions are both a commercial and a diplomatic exercise.

But the State Department efforts have [stumbled](#). A federal law prohibits them from funding pavilions, thus the onus for raising pavilion funds falls to the private sector. In addition, State's process for considering proposals from potential pavilion creators was a dud. Every bid was rejected and most bidders were caught in a Catch 22: They could not raise money without State's seal of approval, but could not get that approval without having raised money. In the meantime, a year of fundraising was lost. Major pavilions at expos often cost tens of millions of dollars, and the current estimate for the U.S. Shanghai pavilion is about \$60 million.

Maybe not in AIG bonus terms, but \$60 million is a lot of money. We're in the middle of a global downturn, and in recent years, U.S. government, public and corporate sponsors have been reluctant to spend on world's fairs even in good times. Americans tend to think expos are no longer happening, in part because a generation has passed since North America hosted a fair (Vancouver's Expo '86). But they are still going great guns overseas and spreading. Japan, Spain, Portugal, and Germany are some recent expo hosts; Italy and Korea have world's fairs in the works. Mexico, Morocco, and Turkey have been touted as other possible expo sites. One day, you might be able to say "Meet me in Tangiers."

The event in China is a big deal, symbolically and physically: more than 200 countries are expected to participate and over 70 people million projected to attend. Failing to be a presence would be seen as a slap at the Chinese, and perhaps a lost opportunity to win the hearts and minds of a growing mega-market.

Given the world economic climate, some are getting the jitters about whether [China can indeed pull it off](#). A headline in Britain's *Telegraph* said China risked "[humiliation](#)" if corporations and countries don't follow through. That turns up the heat on the U.S. "I'm sorry to say it is just unbelievable that the richest country in the world would decide to ignore the Expo," Shen Dingli, the head of the Centre of American Studies at Shanghai's Fudan University, told the newspaper. The pressure increases as things get dicey. In boom times, the U.S looks arrogant for not participating; in tough times, it can be accused of abandoning a major trading partner when the chips are down.

After its bidding failure, State did sanction a new non-profit group headed by Nick Winslow, a theme park expert, and Ellen Eliasoph, a Washington, DC attorney with China experience, to pull a pavilion together. At first, they got nowhere and last fall threw up their hands. But State talked them into trying again, and Winslow now reports progress. Recently, [3M Company](#) came on board as a sponsor and the former head of international trade at the Commerce Department and ambassador to Singapore, Frank Lavin, has joined their group's advisory board.

Winslow says the diplomatic efforts have picked up too: the Chinese Foreign Minister and Chinese ambassador are talking with State officials and U.S. CEOs to get them on board supporting the pavilion effort. As a result, he says, his phone is "ringing off the hook." Still, he faces stiff deadlines: he has about a month left to raise his \$60 million. April 15 looms as the date when the U.S. must make a final commitment. The Chinese press is putting on an [optimistic face](#), but it's a huge hill to climb.

That deadline pressure, and the long history of the U.S. expo effort being snagged and tangled, combined with the lateness of the hour, have caused at least one major pavilion bidder that was passed-over by State to suggest that it join forces with the Winslow group. The jilted BH&L Group has long expo experience and advisors that include many with Northwest ties, including the Seattle area's legendary China consultant Sidney Rittenberg, UW Hit Lab co-founder Bob Jacobson, and Northwest tech consultant Mark Anderson. BH&L believes it has a better pavilion concept (one with an Internet component) and the know-how to pull off something special (they had architect Frank Gehry lined up to consult on pavilion design). They were angered that State backed a group that wasn't even part of the bidding process. But they're determined to help make something work. Jacobson says that the bungled process is because of roadblocks thrown up by the former Bush administration. Winslow, pressing ahead, has not taken them up on their offer to join forces.

Jacobson also believes that everyone involved in the process has been operating under a mistaken assumption about the U.S. law regarding funding pavilions. It is widely believed that federal law prohibits the government from spending money on pavilion efforts, but Jacobson says that his reading of the law suggests wiggle room. He says that it only prohibits the State Department from spending its funds. That means other government sources could potentially be tapped or Congress could appropriate money (or better, change the law). The Commerce Department, he says, could pass the hat and get funds from other agencies. Given the economic climate, it's hard to imagine private sources being the sole source of pavilion support.

One problem with relying so much on sponsorships versus public funds is that corporate funded pavilions can become either too commercial, or a surreal mish-mash. In 1992, the U.S. pavilion in Seville, Spain featured a recycled geodesic dome, an old film from General Motors, and a display of the wonders of Kansas City. In 2005, in Aichi, Japan the U.S. pavilion sported garish commercial signs, funding from Toyota, and a hip-hop friendly Ben Franklin.

Winslow's pavilion funding pitch sketches out the thrust of a multimedia presentation that takes visitors on a tour of the ideal American city of 2030 (high-rises, clean smart cars, etc.), but it indicates that the future portrayed will be shaped by sponsor marketing needs: "The USA Pavilion organizers will work closely with Pavilion sponsors to incorporate their visions of the American city of 2030 into the Pavilion story." Perhaps the people of the future will all sport Microsoft tattoos.

Both Winslow and Jacobson pin hopes of success on new goals and leadership from the Obama administration. Hillary Clinton was going to [discuss the expo](#) with officials on her trip to China. Winslow tell me things are already shifting in DC: "The prevailing attitude has moved from 'should we do this' to 'let's figure out how to get it done.' Senior U.S. Government people will now be pro-active in support of the pavilion. We are feeling very good and look forward to having a wonderful pavilion at Shanghai Expo."

Jacobson isn't at all certain of Winslow's success, but he's optimistic that his group's efforts in DC will boost their chances to become part of the Shanghai solution. One reason is Gary Locke, who Jacobson describes as a great "go-to guy for American fans of Expo." BH&L is working its DC contacts to push its case for collaborating on the pavilion project. While he won't say who his potential Locke contacts are, it's certain that at least one member of the BH&L advisory board knows the former governor well: Sidney Rittenberg, the China expert from Fox Island who serves with Locke on an advisory board for [Blue Marble Energy](#), a Seattle company seeking to turn algae into an energy source. When Locke was appointed to the cabinet, [Rittenberg told](#) the *Seattle Post-Intelligencer*, "Gary is 130 percent American, and yet being ethnic Chinese, and having grown up around Chinese culture, he is a natural...He is such a nice guy, everybody likes him." Certainly expo boosters do.

Winslow, shortly before Locke's confirmation by the Senate, said he'll be seeing the new Commerce Secretary and that "we have good reason to believe his office will take an active role" in the expo effort. No one knows what Locke's official role might be, if any, and everyone expects he'll have a full plate at Commerce. But if anyone has the resume, position and prestige to help untangle this Bush-era leftover expo mess, it's Gary Locke.

If Expo 2010 isn't on his plate, it's a good bet it'll be a side-dish.

<http://crosscut.com/2009/03/26/mossback/18916/?pagejump=1>

China offers strong support to help facilitate U.S. participation in Shanghai Expo

March 21, 2009

China offers strong support to help facilitate U.S. participation in the 2010 Shanghai Expo and hopes the U.S. side soon to confirm its participation, China's Ambassador to the United States said here Friday.

Ambassador Zhou Wenzhong told attendees at a breakfast with potential U.S. corporate sponsors of the to-be-constructed U.S. pavilion at the Expo that the U.S. participation will be a good opportunity for the United States to increase friendship, understanding and exchange with China and other participating countries.

Since the Expo will contribute to restoring confidence in the world economy, Zhou said he hopes U.S. corporations to look at things in a long-term perspective and provide active support to facilitate U.S. participation in the Expo.

So far 185 countries and 47 international organizations have confirmed their participation in the Expo, which will run from May 1 through Oct. 31 in Shanghai, China.

Last year, the U.S. Department of State picked a nonprofit institution to prepare U.S. participation in the Expo and the basic floor design of the U.S. pavilion has been completed with joint China-U.S. efforts.

However, since U.S. laws prohibit direct governmental involvement in preparing such participation, fund raising and other preparations must be done by the private sector.

So far, the U.S. nonprofit preparation institution hasn't raised enough funds for the participation.

Source: Xinhua

<http://english.people.com.cn/90001/90776/90883/6619117.html>

Shanghai Expo official: US would regret absence

As fundraising time runs short, Shanghai Expo officials say US would regret failure to attend

March 20 2009, Elaine Kurtenbach,

SHANGHAI (AP) -- The United States would regret missing the Shanghai 2010 World Expo if it fails to raise funds needed for an American exhibit in time, one of the organizers said Friday, though he also said he believed a USA pavilion would be built.

"The failure of the U.S. would be a cause for regret for visitors to the event, but I think it will be a greater cause for regret for the U.S. and the American people," said Zhu Yonglei, deputy director general of the Shanghai World Expo Coordination office.

Zhu said he believed the United States would come through, given the effort by President Barack Obama's administration to rebuild America's global image.

The Expo, he said, "is a chance for the U.S. to present its new image not just to China, but to the whole world."

American organizers have been struggling to raise the \$61 million in private funding they say is needed for a pavilion at the event. U.S. law prohibits the State Department, the government body in charge of participation in such activities, from using public funds to build or operate an exhibit.

Other countries have also been cutting back on budgets for their pavilions amid the global economic downturn, although the Expo organizers insist the event is proceeding as originally planned.

"We believe the financial crisis will have no big impact on the Expo," Zhu said. "There is no change," he added.

China would likely view a U.S. absence from the Expo, a key event for Shanghai, at the very least as a massive missed opportunity, if not a slap in the face. A record 70 million visitors are expected.

The United States missed the 2000 Expo in Hanover, Germany, because of a lack of funding. The U.S. pavilion at the 2005 Expo in Aichi, Japan, was built with help from Japanese companies, including Toyota Motor North America.

Shanghai has a \$100 million fund to subsidize pavilions, but that money is earmarked for developing countries, Zhu said.

The Shanghai Expo will run May 2010 to October 2010 at a 2-square-mile (5.3-square kilometer) site of former shipyards and steel mills that is rapidly being transformed by a construction crew of 10,000.

Pavilions must break ground by late May or early June, at the latest, to be ready in time, and officials in charge admit being a bit anxious about meeting their deadlines.

"We'll definitely get it all done in time. We're working weekends and overtime to make sure we do," said She Zhiping, an engineer working on the project. "But sure, in our hearts we feel great urgency."

<http://finance.yahoo.com/news/Shanghai-Expo-official-US-apf-14698654.html>

US Pavilion at Shanghai World Expo confirms first sponsor

March 06, 2009

Reporters learned from 3M, a Fortune 500 company known for technological innovation, that the organizer of the US

Pavilion for the World Expo 2010 Shanghai has confirmed that 3M is the first innovation sponsor for the US Pavilion. During the Shanghai World Expo, 3M will put on display in the US Pavilion its environmentally-friendly products that are in line with sustainable development and provide technical support.

Ms. Ellen Eliasoph, Co-Chairwoman of the US Pavilion, said, "We are excited to announce the confirmation of the first sponsor of the US Pavilion. We hope to work together with 3M to verify how sustainable science and technology can better serve cities and give people a brighter life."

The US Pavilion covers an area of 5,600 square meters. It will be one of the largest showrooms at the World Expo 2010 Shanghai.

By People's Daily Online

<http://english.people.com.cn/90001/90776/90883/6608010.html>

FOR IMMEDIATE RELEASE (FINAL DRAFT)

3M JOINS AS INNOVATION SPONSOR FOR THE USA PAVILION AT THE SHANGHAI WORLD EXPO IN 2010

The USA Pavilion organizers are delighted to announce that 3M will join as an Innovation Sponsor of the USA Pavilion at the 2010 World Expo in Shanghai. 3M will showcase environmentally sustainable products and services through the duration of Expo within the USA Pavilion.

Ellen Eliasoph, Co-Chair of the USA Pavilion Organization, remarked: "We are thrilled to announce our first confirmed sponsorship for the USA National Pavilion and look forward to partnering with 3M to demonstrate how sustainable technologies can promote better cities and better lives."

"We are delighted to welcome 3M as an official sponsor of the USA National Pavilion at the World Expo in Shanghai," said U.S. Consul General in Shanghai, Beatrice Camp. "The Expo offers us an opportunity to showcase American innovation, opportunity, and culture to the 70 million visitors expected to attend from China and around the globe."

Kenneth Yu, Managing Director of 3M China, said, "We are glad that 3M has become the first official sponsor of the USA National Pavilion. 3M is renowned for its innovation. We have previous experience in support of the Olympic events in 2008 -- including construction of the Bird's Nest. I believe that with 3M's diversified technologies and dedicated team, we will be a trusted partner of the USA Pavilion organization for the building of a 'Green & Innovative' USA Pavilion."

The Shanghai World Expo 2010 will be held from May 1 through October 31. It is slated to be the biggest event in human history, with a projected 70 million attendees. This will be China's first role as host of a world expo; and 95 percent of all the Expo attendees are expected to come from Mainland China.

At 60,000 square feet, the USA National Pavilion will be one of the largest pavilions at the World Expo 2010. It will showcase American culture, values, and businesses in China's most dynamic city while celebrating the friendship between the U.S. and China.

In accordance with U.S. legal requirements, the USA Pavilion is being funded and operated through a non-profit organization. The entity is co-chaired by Ellen Eliasoph and Nick Winslow. The U.S. Department of State is prohibited by Federal Law from spending appropriated funds to participate in expositions such as World Expo Shanghai 2010. Therefore, U.S. private sector participation is essential to raise the necessary funds to design, build and operate the USA Pavilion.

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<http://www.amcham-shanghai.org/amchamportal/mcms/presentation/template/content.aspx?guid=F0499D81-C87C-497A-8D59-0D6F0EC6B11A>

U.S. Pavilion at Shanghai Expo to break ground on schedule: officials

Mar. 2nd, 2009

Officials of the U.S. Pavilion of the Shanghai World Expo 2010 said here Friday that they were confident that the pavilion would break ground on schedule despite the difficulties in raising funds for the project.

"We are on schedule. We are getting good support," said Franklin L. Lavin, co-chairman of the Steering Committee of the U.S. Pavilion of the Shanghai Expo, at a promotional event at the American Chamber of Commerce in Hong Kong.

Lavin and Co-Chairwomen Ellen R. Eliasoph told representatives of American businesses in Hong Kong that the Shanghai Expo is a historical opportunity for U.S. companies and institutions to show their best to the people of China and the world.

The Shanghai Expo, due to be held from May 1 to Oct. 31 next year, is expected to attract 70 million visitors, according to the organizer.

"I think just as the Beijing Olympics was the most successful Olympics in the history, I think the Shanghai Exposition will be the most successful exposition in the history," said Lavin.

"This would be a historical event that will attract a large number of people. So it's very important for the U.S. companies and institutions to show their very best to the people of China and in the world," he said.

Lavin said that he and his colleagues had special promotional activities with the American Chamber of Commerce in Shanghai, Beijing and Hong Kong, and talked to all major U.S. companies who are active in China market, encouraging them to participate.

In general, the response from companies who are already very serious about the Chinese market and positive about the China market were very positive, he said.

But he said that the world economy is not very favorable right now, so the abilities of the companies to support them right now is more limited than even one year before.

Because the U.S. pavilion is 100 percent private fund and no government money, "it is not possible to guarantee success," he acknowledged.

"But we are on the path of success, if we continue on the same path we will be successful. So I'm confident," he said, adding that the building and operating of the U.S. Pavilion will cost 60 million U.S. dollars.

Zhong Yanqun, deputy director of the Shanghai Expo National Organizing Committee said in Shanghai on Thursday that 231 countries and international organizations had confirmed they are coming as of Feb. 23.

But the committee said it was not yet clear if the United States would attend. The U.S. Congress ended public funding for the event in the early 1990s, and private-sector companies must pay the costs. There was no United States exhibit at the 2000 Expo, nor at the one in Zaragoza, Spain last year.

The U.S. government assured its participation in the exhibition orally in October 2006. However, no agreement in written form has been signed to confirm its attendance yet.

<http://www.blooloo.com/PressReleases/US-Pavilion-at-Shanghai-Expo-to-break-ground-on-schedule-officials/1318>

Good prognosis for US pavilion at Shanghai 2010

Plans for realizing a US pavilion at the upcoming world expo in Shanghai, which will run from 1 May to 31 Oct 2010, appear to be on track and the nonprofit group led by Nick Winslow and Ellen Eliasoph is heading into the design development phase, with detailed estimates in place and major sponsorship announcements imminent, according to Winslow, who spoke with us by phone on Feb 13.

by Judith Rubin

In April 2008, the US Dept. of State issued a letter of intent authorizing Winslow's team to take on the

challenge of putting together a national pavilion concept – a package including creative, construction and sponsorship. The group reached a thin-ice stage and announced suspending its activities in October 2008, but was empowered to resume by new assurances from the State Department. Two recent design presentations given by Winslow's group in Shanghai garnered positive responses from the Shanghai expo organizers as well as the business community, including AmCham (the American Chamber of Commerce in Shanghai, which is providing the group with office space in that city) according to Winslow.

There are still hurdles to clear. National participation in a BIE-sanctioned world expo such as Shanghai 2010 is formalized at the highest levels of government. Some money is being sought from states and cities, and it is hoped that the Fed will appropriate some funds, but most of the pavilion's \$61 million budget must come from private sources. Winslow's group must have letters of intent from those sponsors by April 15 in order for the State Dept. to sign the official participation agreement and the project to break ground by May 1.

Winslow indicated that a primary corporate sponsor is on board now, and that the sponsor's identity will soon be made public by an announcement issued by the company itself. Heading up the US pavilion fundraising effort is Norm Elder, a specialist known for brokering corporate sponsorship deals for major theme park projects such as Disney's Epcot, Tokyo Disneyland and Universal Studios Japan.

The US Pavilion will emphasize urban sustainability, health, teamwork and the Chinese-American community, in keeping with the expo's theme of “Better City, Better Life.” The guest experience is being produced by [BRC Imagination Arts](#), a company with many past expo pavilions to its credit, including the famous General Motors “Spirit Lodge” pavilion at Vancouver Expo 86, and the US Pavilion at Aichi Expo 2005 (Japan). The building itself will be a model of sustainable design and energy efficiency. Architect Clive Grout of Clive Grout Architects also has numerous world's fair pavilions, beginning with Vancouver 86, among his numerous credits.

Ellen Eliasoph is an attorney with Washington, DC law firm Covington & Burling. She has extensive business ties and experience in China, dating back to the 1990s. Nick Winslow is a renowned leisure industry expert, economics analyst and theme park development consultant whose past positions include president of Warner Bros. Recreation Enterprises, president of Harrison Price Company and VP, Technical Subsidiaries at Paramount Pictures.

Winslow reports that Federal support and enthusiasm for the project have increased since the Obama administration took office, and that the US pavilion at Shanghai will be among the topics that Secretary of State Clinton will discuss with the Chinese government on her upcoming visit there.

Shanghai Expo 2010 augurs to be the largest world's fair ever. Expo organizers are projecting some 200 national and corporate participants, and about 70 million visitors. In hosting this international mega-event just two years after the stellar summer Olympic Games in Beijing, China underscores its new status as a major player on the world stage. Visit <http://en.expo2010china.com/>.

<http://www.blooloop.com/Article/Good-prognosis-for-US-pavilion-at-Shanghai-2010/116>

U.S. could be no-show at 2010 Shanghai World's Fair

Fundraising for the American exhibit suffers from a lack of interest and the recession. International relations could be affected.

By Don Lee

January 17, 2009

With the Beijing Olympics over, China is counting down to its next big coming-out party: the Expo 2010 World's Fair in Shanghai.

But will the U.S. show up?

With construction deadlines approaching, organizers of the American exhibit are scrambling to come up with tens of millions of dollars from corporate sponsors for a national pavilion. The recession has only added to longer-running problems that could end up with the U.S. missing the Shanghai expo and, in the view of many, hurting bilateral relations and American commercial interests in the world's third-largest economy.

"I think it'd be tragic if the U.S. isn't represented in this expo," said Nick Winslow, a Pasadena theme park expert who, with Beijing lawyer Ellen Eliasoph, was selected by the State Department to develop the U.S. pavilion and show. The pair, former colleagues at Warner Bros., say they have until April to raise as much as \$84 million that was originally estimated for the project.

"It's coming down to the wire," Winslow said.

He and Eliasoph have talked with the Walt Disney Co., PepsiCo and some 120 other parties, as well as wealthy Chinese Americans, but there's been no public commitment of funds except for \$500,000 of seed money put up by Connecticut vitamin importer AnMar International.

Companies are hesitant to invest a lot for a building where their names and logos are to be presented subtly in the background rather than splashed out front.

What's more, the expo lacks the international appeal of the Olympics, and its allure has faded, especially in the United States. The expo (or world's fair) had its origins in mid-19th century Europe and for decades focused on trade, cultural exchanges and artistic and scientific innovations. In more recent years it has become more of a platform for so-called country branding, with national pavilions being the main attraction.

Winslow remembers going to his first world's fair as a teenager in Seattle in 1962 and being captivated by the Space Needle and the monorail. In 2000, the U.S. skipped the expo in Hanover, Germany, drawing criticism from organizers but hardly a peep back home.

Yet many regard the Shanghai expo as far more important than those in the recent past, as it's taking place in the commercial hub of the world's most populous and arguably most important emerging economy. Some 70 million visitors are expected during the May-to-October exhibition, nearly triple the attendance

at Hanover. About 185 countries will probably participate, and some already have broken ground on their national pavilions.

"This is sort of a very important thing to France," said Franck Serrano, spokesman for the French company that's handling the pavilion. "And also it is in China, the new giant. That's why the scale of France's exhibition is unprecedented this time."

American officials are generally banned by law from using public money for an expo, so they have to rely on private sources. But bureaucratic missteps hurt the process: It wasn't until last April that the State Department gave the go-ahead to Winslow and Eliasoph to design the pavilion, develop a show for it and raise funds. By October, their nonprofit venture ran out of money and word was out that they were shelving the deal. (It's since been revived.) State Department representatives wouldn't comment about the expo, except to say that the U.S. intended to participate.

"It's a bizarre situation," said Alex Xu, a Los Angeles developer of Greentree Inn hotels in China. "We can't pay for a pavilion while we're spending billions and billions on the war on terror." Whatever Americans may know or feel about the expo, he added, "it's a good opportunity to showcase the great side of the U.S. . . . for millions of people to see and experience who we are."

Xu has a 178-room hotel in the Shanghai expo village but worries that even if the U.S. pavilion gets built, it won't be up to par because of time and money constraints.

Local government officials are anxious too, and have suggested they could even help with some of the construction of the U.S. building. Last week the Shanghai expo's deputy director, Hong Hao, told an American group that included potential sponsors that "especially when the U.S. pavilion project is faced with difficulty, we will remember any enterprise putting its shoulder to the wheel."

Shanghai officials long ago set aside prime space for the U.S. pavilion at the fairgrounds, near the banks of the Huangpu River in Shanghai's Pudong District.

The U.S. building would be about 60 feet high, encompassing 60,000 square feet, with wings on each side, representing a bald eagle, and a roof garden in the center. Burbank-based BRC Imagination Arts, a specialist in museum and exhibit designs, was brought in to create a high-tech, interactive show centering on sports heroes.

Whether corporations will pony up is the big question. Two U.S. companies -- Coke and General Motors (with its Chinese partner, SAIC) -- are setting up their own pavilions at the expo, paying \$50 million each to be corporate sponsors. McDonald's and Starbucks, familiar brands throughout China, figure to have a strong presence in the expo village.

Observers speculate that Disney may become a major backer. The entertainment giant is planning to build a Disneyland in Shanghai, and getting behind the expo would likely give it some cachet in negotiations with officials in Shanghai and at the central government. A Disney spokeswoman declined to comment.

Although a no-show by the U.S. wouldn't go down well in Beijing, it would really hurt America's image among the Chinese public, said Sidney Rittenberg, a prominent China consultant based in Washington state.

"Most will feel it's a deliberate humiliation," he said. "It's going to stir up a lot of bad feelings," including the possibility of boycotts of American goods.

Eliasoph certainly hopes it won't come down to that. By design, China's pavilion was placed at one end of the fairgrounds and the U.S. pavilion at the other.

"It looks like America and China are co-anchoring the world," she said. "It's really striking if you imagine if we're not there."

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http://articles.latimes.com/2009/jan/17/business/fi-shanghai-expo17?s=0&n=0&rd=www.worldsfaircommunity.org&sessionid=f35dbbcfcac572b3219f0f00278b1f0dbcf6aa2f&uuid=f35dbbcfcac572b3219f0f00278b1f0dbcf6aa2f&pg=2&pgtp=article&eagi=&cat=computers+%26+electronics&pe_id=4814966&page_type=article&exci=2009_01_17_business_fi-shanghai-expo17

A Special Announcement from the BH&L Group

January 8, 2009

To Our Advisors and Friends:

We were surprised to learn this week that Nick Winslow and Ellen Eliasoph's team, otherwise known as "USA Pavilion" (USAP), as of late December has again been working with the State Department to fund and develop a US national pavilion despite having resigned from the process in October 2008.

This new initiative was not public knowledge – at least, it did not show up in the press or blogs covering the Shanghai Expo or in any official State Department press release. We made this discovery ourselves. When we contacted the US Consulate in Shanghai to liaise with their staff, after three months of hard work helping, we thought, to resuscitate a failed US Pavilion effort, we were told that we were redundant again.

How and why Winslow and Eliasoph resumed their activities is something of a mystery. Their October resignation as the State Department's partner, widely circulated via email and reported in the press, reported "both time and money... have now run out and we are shutting down the enterprise, effective immediately." Their memo continued,

We continue to believe that the current policy regarding US participation in world expos is misguided and that US presence is important to both diplomatic and commercial relations. We will urge that the process be fixed in anticipation of the Milan Expo in 2015.

It's not fixed yet. Because of the policy that Winslow and Eliasoph correctly criticize — an old law and a current official bureaucratic approach — the US Government is prohibited from funding US participation in Expos, so it cannot be the source of their apparent new finances.

Given the economic climate and the continuing ban on public funding, we remain skeptical of USAP's ability to raise the funding necessary to implement the project, based on its expressed vision of the Pavilion's program and design. It has failed once already, resulting in its shutting down in October.

If USAP fails again, the State Department may well have used up the remaining time available for any party to create a memorable, high-quality US Pavilion that satisfies the Expo's ecological theme, "Better City, Better Life"; the aspirations of the American people; the expectations of our Chinese hosts; the enthusiasm of 70 million in-person guests; and the hopes and dreams of the whole world that will, quite literally, be watching via the Internet.

Of equal importance, the US will miss out on a magnificent, once in a lifetime opportunity to speak to the entire world about its new, progressive orientation; President Obama's economic and civic recovery program; the resilience of the US market; and our desire to join with the family of nations to fix global problems that affect the lives of those who live in cities and those who live in their surroundings — all of us.

The US will also miss out on all the commercial, cultural, and technological cross-pollination that goes on at Expos. The US will definitely be the odd man out.

We will continue to maintain our website, [our Facebook Page](#), and our mailing list. They will be vital tools to recoup momentum should the State-USAP effort falter. We will continue to scout out useful technology and ways for creating cutting-edge physical and online Pavilion experiences, thus enlarging our list of advisors and business partners. And we will build a financial reserve, just in case.

We invite USAP to avail itself of our extensive Expo experience and creative insights regarding pavilion content, its effective presentation, and the media best suited to that purpose, all of which together would constitute a viable and impressive US national pavilion.

Meanwhile, we are not resting on our laurels. We continue to champion and work for a US presence in Shanghai in 2010. There are many ways to achieve this goal.

- The BH&L Group, Santa Monica, California

<http://www.bhlgroup.org/letter.html>

US Expo Pavilion Team Seeks Champion to Realize Presence at Shanghai 2010 World's Fair, Rescue the US from Acute International Embarrassment and Prevent Trade Losses with Asia

December 02, 2008

If the right things happen, there's just enough time to create a US Pavilion for the Shanghai 2010 world's fair that is worthy of the name, according to Barry Howard.

Howard ([Barry Howard Limited](#)), a renowned designer of educational exhibits for museums and world

expos, is, with fellow designer Leonard Levitan, heading up the BH&L Group, a coalition that has been lobbying long and hard to get the US government to participate at Shanghai. Howard's and Levitan's combined credentials include dozens of world expo pavilions over the past 40 years. Their team of world's fair experts, designers, technologists, China specialists and advisors is coordinated by Dr. Robert Jacobson, based in Santa Monica, Calif.

In a statement titled "The Shanghai 2010 World Expo: Another Potential US Diplomatic Blunder?" Howard and his colleagues write: "We need a private sector champion...a 'CEO' with a love of country, the imagination to collaborate in a cutting-edge creative adventure, and the courage to underwrite the initial costs of generating the visual presentation materials necessary to illustrate our current vision. With a fully articulated plan in hand, we will secure Congressional support and White House designation as the official United States Pavilion. We will aggressively seek sponsorship from US corporations, foundations, prominent philanthropists, and the American People to fund the design, construction, and operation of the Pavilion."

The statement goes on to outline sponsorship plans, as well as the core educational message envisioned for the exhibits.

So far, the right things have not been happening. [The Shanghai Expo](#) opens May 1, 2010 and as of yet the US has made no commitment to participate.

In addition to being for public enjoyment, world's fairs traditionally function as venues for the expression of international goodwill at the highest government levels, and for the fostering of trade relationships between the international business community. It seems unthinkable that the US would today snub a world's fair hosted by China. Being in the throes of a recession makes it more difficult to fund such an enterprise - yet not to do so could further damage our country's economic health and global standing. How can the US ignore a rising world power such as China?

As Howard declares, "Without immediate and decisive action on the part of American industry leaders the United States of America will be glaringly absent from this global celebration. The result will be an insult to the Chinese government, global humiliation for the American people, and a serious blow to the sale of US products and services in the vast Chinese market. The repercussions could reverberate for decades."

For more information or a copy of the BH&L Group's statement, contact Dr Robert Jacobson at the BH&L Group, bluefire@well.com.

<http://www.blooloop.com/blog/posts/US-Expo-Pavilion-Team-Seeks-Champion-to-Realize-Presence-at-Shanghai-2010-World-s-Fair--Rescue-the-US-from-Acute-International-Embarrassment-and-Prevent-Trade-Losses-with-Asia/92>