

EXPO Shanghai

Newsletter



Countdown: 550 days to go

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F1, Masters Cup offer Expo bigger platform

THE Expo Shanghai Organizer is promoting Expo 2010 during the Shanghai Formula One Grand Prix and the Tennis Masters Cup, under an agreement it signed with Juss Event, the local operator of these two international sports events.

Expo promotions at both the F1 and Tennis Masters Cup events will continue through the end of the six-month Expo that opens in May 2010.

The Expo Organizer said the F1 race has a worldwide TV audience of over 600 million, while the Masters Cup draws 400 million viewers. They provide excellent platforms for Expo promotion.

At the Shanghai International Circuit — the F1 Grand Prix venue — a vast World Expo landscape covers 11 stands featuring the Expo 2010 logo and mascot Haibao. It stands at one end of the track.

At the venue entrance, an Expo tableau of three Haibao sculptures welcomes spectators.

There is also an exhibition at the grand stand showing pictures of dramatic Expo structures, such as China Pavilion as well as the master plan of the Expo site. Expo flags can be seen throughout the stands.

Juss Event also displays an Expo visual promotion along the F1 track.

When they're not watching the race, spectators can watch a film taking them on a virtual journey through the Expo site.



The giant logo of World Expo 2010 Shanghai China is seen on the stands of Shanghai International Circuit, the Formule One China Grand Prix since 2004.

Sponsors in marketing drive

SPONSORS of Expo Shanghai plan to launch a global campaign on December 17 to mark the 500-day countdown to the 2010 event.

The campaign will include marketing Expo registered products, said Hong Hao, Director-General of the Bureau

of Shanghai World Expo Coordination.

Corporate involvement can help shield Expo 2010 from the global financial crisis, Hong said.

"The crisis has not yet affected our preparation work. We are fully prepared for the consequence of the uncertain financial

prospect," the official said. The campaign is expected to push the Expo fever to a new height, Hong said.

It is the first time all corporate sponsors joined hands in a campaign.

"China Mobile will spare no effort to contribute to the Expo," pledged Wang Xiaojie, Director of China

Mobile's Shanghai World Expo Commission.

The Expo's 12 global partners include, among others, Coca Cola, Siemens, China Eastern and China Mobile. Partners were at the top tier of the sponsorship system. Expo 2010 also has 10 senior sponsors and six project Sponsors.

Expo Fact So far 225 countries and international organizations have confirmed their participation.

HK students learn about Expo Shanghai

THE University of Hong Kong, the oldest university in the territory with 22,200 students, has shown keen interest in the World Expo in Shanghai.

Wu Zhiqiang, chief planner of the site of Expo 2010 and dean of Tongji University's College of

Architecture and Planning recently made a presentation to UHK students and faculty. Wu said Expo 2010 will center on achieving harmony in urban living.

The presentation was part of the weeklong Expo promotion in Hong Kong.

"Expo 2010 in Shanghai will become the most important event for China after the successful hosting of the Beijing Olympics," said Albert Chan, the university's dean of student affairs. "The University of Hong Kong has the responsibility of promoting the event."



Officials examine the master plan of Shanghai Expo site. They include Kiyotaka Akasaka, UN Under-Secretary-General for Communications and Public Information, Sha Zukang, UN Under-Secretary-General for Economic and Social Affairs, and Zhong Yanqun, Deputy Director of the 2010 World Expo Shanghai Executive Committee.

Expo 2010 promotion makes a stop at UN

A PHOTOGRAPHIC exhibition about Expo Shanghai was unveiled recently at the United Nations Headquarters in New York as part of the Organizer's overseas promotional drive.

The show, which ran until October 17, featured a virtual tour of the Expo site as well as boards and pictures regarding the UN's participation in past Expos.

Zhang Yesui, the Permanent

Representative of the People's Republic of China to the UN, said the exhibition was rich in content and enhanced visitors' understanding and knowledge of Shanghai and the 2010 event.

The opening of the exhibition coincided with the World Habitat Day. This year's theme of "Harmonious Cities" also embodied the concept "Better City, Better Life," said Kiyotaka Akasaka, UN's

Under-Secretary-General for Communications and Public Information. Zhong Yanqun, Deputy Director-General of the World Expo 2010 Shanghai Executive Committee, briefed UN officials on the latest progress in the Expo 2010 preparations and noted that the event would provide a platform for discussions on how urban construction and development would contribute to a better lifestyle.

What is Expo Online?

HK forum discusses Expo Online

THE Shanghai World Expo Organizer invited more than 100 Internet and digital science experts to a forum in Hong Kong on October 13 to discuss Expo Shanghai Online.

The "Path to World Expo" forum was intended to tap Hong Kong's

rich experience in hosting international conferences and exhibitions. "It would be of great help if the Expo 2010 Organizer can draw on that knowledge," Zhu Yonglei, Deputy Director-General of the Bureau of Shanghai World Expo Coordination, said at the forum.

Zhu said the online version was one of the highlights of Expo 2010.

Expo Shanghai Online will be a virtual counterpart to the real thing. Visitors can "walk around" the 3D site and interact by playing games, chat with pavilion chiefs and even plan a future city in keeping with the theme of livable cities and innovation.

The Organizer expects 15 to 30 million people per day to visit Expo Shanghai Online.

In Brief

Beijing signs on to Expo pavilion

BEIJING Municipality signed a participation contract on October 18, marking a full stop for all the participation of Chinese mainland's 30 provinces, municipalities and autonomous regions. The mainland participants will show their uniqueness in a joint pavilion, while separate pavilions will be created for Hong Kong, Macao and Taiwan.

Muslim cuisine

The Expo Shanghai Organizer is making sure that Muslim visitors will feel at home with food that's appropriate for their culture. Expo venues will be prepared to dish up some 14,000 meals a day based on Muslim cuisine and as many as 21,700 during peak periods. "Fifty-five Islamic countries have confirmed their attendance at the Expo. A Muslim food service center will be built to cater to the need of Muslim visitors.

Park-and-ride hubs

SHANGHAI will set up 37 park-and-ride centers in the next two years to ensure adequate parking during Expo 2010. By the end of 2007, there were more than 600,000 private cars in the city. To speed up road travel, a new electronic toll collection system will start next month along highways in the Yangtze River Delta. Shanghai will set up 100 ETC machines at toll stations under its jurisdiction. Drivers using the ETC system can configure a swipe card to the windshield of their vehicles.

Design competition

THE Expo Organizer has urged university students to contribute ideas and designs for Expo registered products. A global competition was launched in August to collect innovative designs. Participants can send their entries with a participation form, a letter of commitment, and a DVD to the Shanghai Expo Bureau at 3588 Pudong Road S. Entries close on November 16 and the results will be announced in mid-December. Licensed products range from garments, toys, stationery, bags, to sports equipment.

JV to run Expo show venue

IT'S all systems go for the World Expo 2010 Shanghai China Performance Center, with basketball expected to eventually hold center court.

The Shanghai Oriental Pearl Group, the United States AEG Corporation and NBA China formally set up a joint venture on October 14 to operate the center, which will host most of the performances during the World Expo.

The company will be in charge of the daily operations of the center and manage the ticketing and performance promotions. The deal was announced amid great fanfare on the banks of the Huangpu River.

The company will turn the center into a "hot venue" encompassing performances, art exhibitions, basketball and other sports.

The firm will begin work after receiving approval from the Ministry of Culture and the Ministry of Commerce. It will take part in the design and construction of the center, estimated to eventually cost 1.9 billion yuan (US\$278.05 million).



American NBA legend Kareem Abdul-Jabbar, escorted by a Chinese hostess, attends the Shanghai Oriental Pearl Group, AEG and NBA China partnership deal announcement in Shanghai.

Being one of the five permanent constructions at the Expo site for the 2010 event, the shell-like center on the Huangpu will be retained along with the China Pavilion, the Theme Pavilions, the Expo Center and the Expo Boulevard after Expo's completion.

The Shanghai Oriental Pearl Group is a well-known

cultural and entertainment company formed in 1992, and also the owner of the city's Oriental Pearl Tower.

AEG is one of the leading sports and entertainment presenters in the world. It operates more than 90 major facilities worldwide, including London's O2 arena, Berlin's O2 World

and the Staples Center in Los Angeles.

At the ceremony on October 14, it was pretty clear that the US National Basketball Association's new joint venture is to design and develop a dozen arenas in China which would start in Shanghai, The Associated Press reported.

The plan to build on the

NBA's huge fan base in China was announced in mid-October and could take decades to complete.

However, the Shanghai arena, which will seat 18,000 spectators, must be ready for the 2010 Expo.

Shanghai deserves to have a center "as iconic as Madison Square Garden in New York," AEG President and CEO Timothy J. Leiweke said at the ceremony.

Heidi Ueberroth, president of NBA global marketing partnerships and international business operations, said officials were thrilled to be able to bring regular NBA games back to Shanghai, the hometown of NBA superstar Yao Ming.

Other cities for the China-arena project are still under negotiation, but the list is expected to extend beyond the mainland, the AP said.

Earlier this year, NBA China, broadcaster ESPN and Chinese companies joined promoter AEG and the Beijing Wukesong Culture and Sports Center in designing, marketing, programming and operating Beijing's Olympic basketball venue.

Your Say

Dr Jean Marie Cishahayo

African countries embrace diversity

FOR the first time ever, the World Expo is to be held in a developing country, China. It will be very exciting as almost all African countries are expected to participate.

Never in the previous Expos have we witnessed so much participation. China is making exhibitions of developing countries one of the highlights to promote the UN Millennium Goals.

To date, 50 African countries have confirmed participation. Forty-three of them have named their Expo commissioners general.

The Expo Organizer has made a large space available for the Africa Pavilion, covering 22,000 square meters in Pudong.

Forty-two countries plus the African Union will use the collective

exhibition space. Eight countries will use independent spaces.

Practical assistance from China and the International Bureau of Expositions has made possible the participation of many African countries.

The Expo will be a platform for cooperation and sharing among all countries of the world.

Africa is one of the cradles of human civilization, a region that has bred primitive urban civilizations. About 30 percent of Africa's population live in cities.

Urbanization in Africa is progressing at a rate of 3.5 percent annually, the fastest in the world. Africa's urbanization experience is an invaluable input to the Expo.

World Expo 2010 Shanghai China

will be the best platform to exchange development experience with the world community.

There are many reasons for African participation. A few of them:

The practical mechanism arrangements and assistance from the International Bureau of Expositions and the Shanghai Expo bureau.

The compelling theme, "Better City, Better Life," reflects a magic link between human beings and their cities. It addresses diversity, cultural heritage, the balance between tradition and modernity.

The need to develop a city that not only supplies basic human needs but also enriches life and protects the environment.

The environment must be protected



Dr Jean Marie Cishahayo is the adviser to the Beijing-based United Nations' China-Africa Business Council.

and improved, otherwise urban life will be blighted by pollution and climate change.

A better city is a diverse and inclusive one, not one that excludes.

A better city promotes harmony, international citizenship and global corporate social responsibility.

Expo Fact

About 200,000 volunteers will be needed for World Expo 2010 Shanghai China.



An artist's impression of the Norway Pavilion at Expo 2010 Shanghai.

A fjord-inspired pavilion

NORWAY, the country of forests, fjords, mountains and coastlines, will invite visitors to an Expo pavilion consisting of 15 model trees each offering different experiences.

The Scandinavian kingdom will share its experiences in resources and energy conservation in its pavilion with the theme "Norway

Powered by Nature," said Oyvind Slaake, Norway's Vice Minister of Trade and Industry, after signing a participation contract with the Expo Shanghai Organizer.

Most Norwegian cities are close to the sea, forests or mountains, and Norway will show the world "how we invite nature into the city and

use nature to improve the quality of life," said Philip Lote, Communication Director of Norway's Expo delegation.

Slaake said the Norwegian concept for the Expo would also be presented through the innovative design of the Norway Pavilion, which will be a highlight of the country's participation.

The pavilion will be made of wood and bamboo with 15 model trees. The trees will be arranged in a way to give a clear interpretation of Norway's varied landscapes, said Arild Blixrud, Acting Commissioner General of Norway at the Expo.

The country will ship prefabricated laminated wood building kits to the Expo site for assembly.

The main section of the pavilion can be adjusted to allow large or small presentations. The pavilion will also have the Fjord Restaurant that will serve Norwegian food and a business center for conferences

and forums, the commissioner general said. "Visitors will enjoy a "powerful sensory experience," he added.

Symbol of friendship

The Norwegian government hopes to keep the 15 trees in China after the Expo as a symbol of the friendly relations between the two countries, Blixrud said.

The pavilion could be split and moved to different areas of China, or relocated as a whole, Blixrud told Shanghai Daily.

The trees could become restaurants, conference halls, or located in local parks for people to enjoy, Reinhard Kropf, one of the chief designers of the pavilion said.

The pavilion costs 150 million Norwegian kroner (US\$22.8 million), half provided by the Norwegian government and another half from state and private enterprises, Blixrud told media at the signing ceremony.

Latest Expo Contract Signings

Guatemala

Signing date: October 9

Theme: "The Mayan Legacy of an Eternal Spring"

The ancestors of the Central American nation used its natural resources without damaging the ecosystem and found ways to live harmoniously with the natural environment. The birthplace of the Mayan Civilization will show its rich legacy in the joint pavilion for Latin American countries.

Egypt

Signing date: October 10

Egypt will showcase its capital city of Cairo and the Nile Delta as one of the cradles of human civilization in a 1,000-square-meter exhibiton at the Joint Africa Pavilion.

Guinea

Signing date: October 14

Guinea will join the Africa pavilion with a theme of urban development

in varied circumstances and with natural resources. Guinea, one of the earliest countries to sign up for the Shanghai Expo, confirmed its attendance in June 2006.

Morocco

Signing date: October 15

Theme: "The Art of Life"

The African kingdom boasting a mixture of Arab Muslim and African cultures, will present its solutions to the urban problems, such as over-urbanization, rural migration, security, traffic and pollution in its own pavilion, which is expected to be a work of art.

Moldova

Signing date: October 15

Theme: "My City, My Fortress"

The eastern European country is famous for its beauties, good wine and unspoiled landscapes. It will build a fortress-like pavilion to showcase its wine culture as well as its history and modern cities.



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