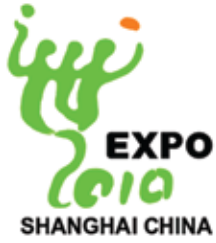


EXPOShanghai



Newsletter



Countdown: 505 days to go

www.expo2010china.com

Newsletter No.13 December 11 2008



Expo record

A total of 445 cars form the logo of Expo 2010 Shanghai on November 22 at Shanghai International Circuit, the Formula One racing venue. The setup took five hours and established a Guinness World Record for a pattern involving the largest number of cars.

Logo goes to a vote

THE Shanghai World Expo Organizer has started a competition to choose the design of the Expo volunteer logo.

The winning design will be printed on volunteers' clothes and flags and used at about 1,500 volunteer service centers across the city. It may also be printed on T-shirts and sold to the public, said Xu Weiguo, Deputy Party Chief of the Bureau of Shanghai World Expo Coordination.

People can vote for their favorite among 10 short-listed designs and offer comments on the finalists at www.expo2010china.com. China Mobile users can vote and comment by sending an SMS to 10658222.

The competition was launched on December 4 and closes on December 31.

The winning logo will not be decided only by the number of public votes, said Xu. The Organizer will make the final

decision based both on votes and comments.

Everyone who votes will be included in a lucky draw to win tickets, 2,000 pairs of which will be awarded.

The volunteer logo design competition was launched on December 5 last year and a total of 15,717 entries had been received by the April 30 deadline. About 10 percent of the entries were from overseas and 25 percent from Shanghai, said Xu.

The Organizer plans to recruit about one million volunteers to work outside the Expo site and another 200,000 will staff service centers across the city. The number of volunteers working at the Expo site is yet to be decided.

Recruitment for volunteers is due to kick off in about June, 2009, the Expo official said.

See details about the logo designs on Page 2

Expo Fact So far 228 countries and international organizations have confirmed their participation.

Pick a winning logo



Expo 2010 officials have selected 10 finalists from a total of 15,717 entries in an international design competition for the Expo volunteer logo. The winner will be announced on March 5. Ten voters who make the most valuable comments can win a mobile phone and two Expo tickets each.

Six permits issued to market products

SHANGHAI'S industry and commerce authority has granted permits to six Expo 2010 participants to do business in their pavilions.

The Shanghai Administration of Industry and Commerce issued business licenses to Luxemburg, the Netherlands, the World Meteorological Organization and Devnet (International Development Information Network Association).

Two Urban Best Practices Area participants — China's Macao

and France's Rhones-Alpes Region — also got permits.

The licences were granted on December 5 and presented at a ceremony in the Participants Service Hall in the Bureau of Shanghai World Expo Coordination.

The Shanghai Municipal Bureau of Quality and Technical Supervision and Shanghai Tax Bureau also issued permits for imports, customs clearance and tax rebates.

World Expo participants can use no more than 20 percent of

their pavilion space for commercial activities, such as opening restaurants or selling souvenirs, according to Bureau of International Expositions (BIE) rules.

Participants building their own pavilions need a license to import construction materials to the site, BIE said.

Expo participants can apply and receive all licenses in the service hall, said Huang Jianzhi, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

In Brief

Daikin donates air conditioners

DAIKIN (China) Investment Co Ltd's Shanghai branch has donated around 100 air conditioners to Expo Shanghai. The air conditioners are worth more than 1 million yuan (US\$146,434) and were donated to the Organizer late last month by the Japan-based air conditioner manufacturer.

Tinkling harmony

A STEINWAY'S most valuable piano has been dedicated to Expo 2010 Shanghai and is named "The Sound of Harmony." The 2.7-meter-long instrument is valued at 8 million yuan (US\$1.17 million) and is the most valuable item in the renowned piano maker Steinway & Sons collection in Germany. The piano has an inlaid image of a peacock copied from a Chinese painting by Shi Qi.

Finland promotion

FINLAND wrapped up its pavilion design promotion at the Expo Exhibition Center on November 30. The show featured the Finland Pavilion through a video, an architectural model and photos. The pavilion is shaped like a "kirmu," a Finnish word for a rocky hollow formed naturally along the seashore. The promotion drew more than 50,100 visitors. Finland is the first country to hold a month-long promotion at the center.

Countdown concert

A CHARITY concert was held at Shanghai Grand Stage on December 5 to mark the 500-day countdown to Expo 2010. The concert was presented by a traditional Chinese music orchestra, starring *erhu* player Ma Xiaohui, Chinese flute player Tang Junqiao and *pipa* player Wang Yiyan. The show included well-known Chinese dancers Tan Yuanyuan and Huang Doudou. A children's chorus from Inner Mongolia also performed.

What is Expo Online?

Video demo of virtual pavilions praised

EXPO Online has received good feedback from a demonstration at the Third Participants Meeting held in Shanghai last month.

The video presentation aroused keen interest from participants and encouraged further development of Expo Online.

Vicente Loscertales, Secretary-General of the Bureau of

International Expositions, spoke highly of the video show, which has been edited into 30-second and one-minute versions.

Expo Online is one of the two innovations of Expo Shanghai, the other being the Urban Best Practices Area.

The Expo Shanghai Organizer has designed two types of online

pavilions, namely the "browsing pavilion" and "experiencing pavilion." Both rely on multi-media and 3D technology.

The latter offers an interactive experience for visitors.

So far, 96 countries and 37 international organizations have confirmed their participation in Expo Online.

Show traces ties with Expo

CHINESE products have won thousands of awards at international Expos since the country participated in the first World Expo in 1851.

This winning streak reached a peak at the 1915 Panama-Pacific International Exposition when 1,218 Chinese products were included on the award list, topping all other participants.

Winning Expo exhibits have recently been put on display at the Expo Heritage Show in Shanghai, re-creating elements of the World Expos over the past 157 years.

The show features mainly Shanghai-manufactured products which "remind many old people of their early days," said Feng Jianzhong, the organizer and president of Shanghai Pudong Collectors Association.

More than 300 historical Expo items are on display, including official certificates, a wide variety of handicrafts and manufactured consumer goods. All are on loan from Shanghai collectors.

Most of the exhibits date before 1949. "The old items illustrate the early relationship between China and the World Expos which people rarely know about," said Feng.

The Pudong Collectors Association started an Expo collection drive in 2002 when Shanghai won the bid for Expo 2010. Most of its members live in Pudong District where the main Expo site is located.

"My home is just beside the Expo Village and I am watching the buildings rising up there," said Peng Xuewei, the curator of Shanghai Nanjing Road Museum.

He is keen on collecting old Shanghai items, especially Expo-related items as the year 2010 approaches. More than one-third of the collections on display at the World Expo Heritage Show belong to Peng.

Last year, he collected a purple-clay teapot with a plum blossom design, dated from the 1915 Panama-Pacific International Exposition. It is engraved in English "For Panama Exposition, Republic of China."



Clockwise from above: Ying Chuming holds booklets about the World Expo in 1876. A Chinese government appointment letter naming an official as a judge at the Chicago Expo in 1933. The clay teapot bearing the label for Panama Exposition in 1918. — Zhang Suoqing



"Few vendors in the antique market know about the Expo's history," said Peng when telling about how he acquired the teapot. The seller thought it was an ordinary purple-clay teapot and agreed to cut his initial price of 5,000 yuan down to 3,000 yuan.

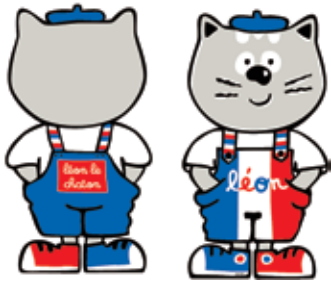
"Because few people are aware

of the value of Expo-related antiques, it is difficult to find them on the market," said Feng. Although Expo memorabilia attract a low price "they are important for stirring our national pride and can help people know about China's participation in the World Expos," Feng said.

Above left: A souvenir emblem of the first World Expo held in London in 1851.

Right: A book published in 1915 documents the Panama-Pacific International Exposition held in San Francisco and a small replica of Beijing's Forbidden City.

Mascot 'Leon' to purr for France



Leon, France's feline mascot.

A CAT named "Leon" will be the mascot of the France Pavilion at World Expo 2010 Shanghai China.

French Expo officials have described the cute and plump feline, aged seven years, as "happy and vigorous."

"Leon is always ready to explore the mysteries of the world and sometimes forgets things like turning off the tap," according to

the country's official Website.

Leon will interact with visitors at the pavilion, known as the "Sensual City," which will feature classic French gardens, perfume, food, wine and fashion as well as modern urban achievements.

The "Sensual City" design, selected from 49 submissions, presents a distinctive but simple building with a big, internal

French-style garden.

Surrounded by water, the garden appears to be floating, said Jose Freches, President of COFRES, the company in charge of France's participation.

The French have selected renowned actor Alain Delon, a national cinema heart-throb who starred in "Zorro" and "The Black Tulip", as the country's ambassador to Expo Shanghai.

Poland tunes up for Expo



Polish
composer
Piotr Rubik

POLISH composer Piotr Rubik has started recording music for his country's pavilion after being commissioned by the Bureau of the Commissioner General of the Polish Section 2010 Shanghai Expo.

In one of the most innovative pavilions, the building will contain a concert hall within which performances will be conducted, as well as on the roof.

It is a fitting venue for Poland to present some of its world-renowned composers and musical programs.

A 15-minute performance with orchestra and choir will resound in the pavilion during the exhibition.

And the Pavilion will celebrate the life and music of Frederic Chopin (1810-1849), who "is more than a composer and represents the character

of the nation," according to the Polish organizer. Musicians from the country will deliver modern interpretations of the piano poet's works in modern ways. A separate concert by Rubik and his band has been planned to celebrate Polish National Day in May 2010.

The country's 3,000-square-meter pavilion will give the impression of being a huge paper-folded construction, tilting upward from the ground.

The exterior walls of the oblong, quadrilateral structure will be patterned like a traditional paper cut-out and illuminated from within.

The design, selected from 20 proposals, embodies the pavilion



The design of the Poland Pavilion.

theme, "People Create Cities," and echoes the Expo 2010 theme of "Better City, Better Life."

Poland will also take part in

Expo's Urban Best Practices Area, showcasing the city of Kielce's revitalization of the town's old section.



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