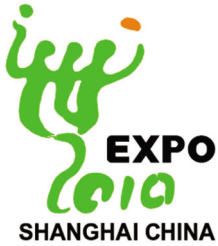


EXPO Shanghai



Newsletter



Countdown: 463 days to go

www.expo2010china.com

Newsletter No.16, January 23, 2009

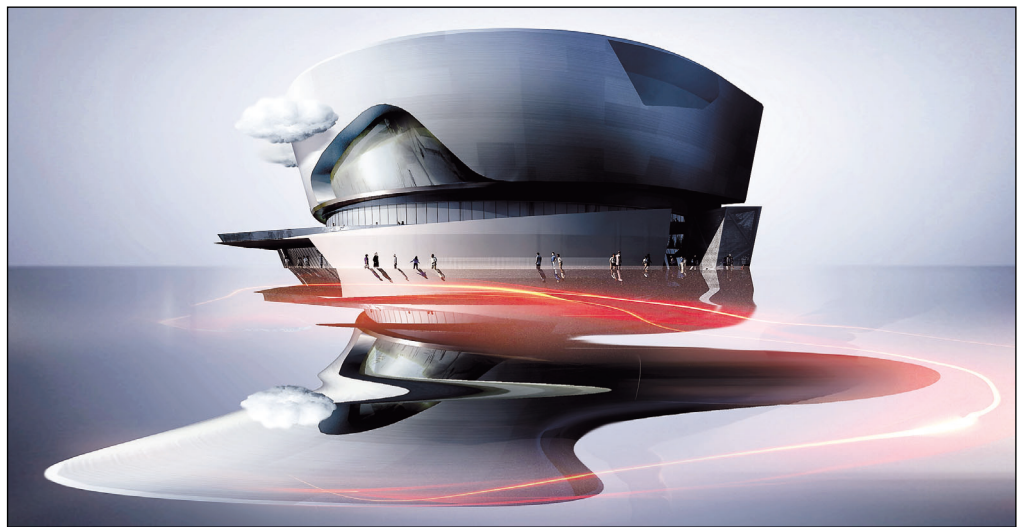
Pavilion to use 25% less energy

THE China Pavilion for World Expo 2010 Shanghai will adopt advanced technology enabling it to use 25 percent less energy than a building of its size would normally consume.

Siemens on January 20 signed a contract with the Expo Organizer to build an environment automation system for the China Pavilion. The system will control all electric devices in the pavilion. It will automatically adjust heaters and lights in different areas according to the number of visitors. It will also sound an alert when any device failure occurs. The system will circulate fresh air throughout the pavilion to replicate the feeling of walking outside, said Meng Fanchen, Senior Vice President of Siemens China. The German engineering conglomerate will also provide energy-saving lighting to enable 80 percent less energy consumption, said Meng.

The China Pavilion will be a model for other buildings, said Ding Hao, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Auto giants tie up for display



A concept design of the SAIC-GM Pavilion, where the auto industry will display futuristic models proposed for the next 20 years.

EXPO visitors will have the chance to see what vehicles will look like in 2030 in a pavilion jointly built by the Shanghai Automotive Industry Group and General Motors.

The two auto giants on January 19 unveiled the design of their pavilion, which resembles a huge metal bowl on the bank of the Huangpu River in the Puxi section of the Expo site.

The vision of a safe, convenient and highly intelligent

future traffic system will be a highlight of the pavilion, said Kevin Wale, President and Managing Director of GM China Group. The theme of the exhibition will be "sustainable personal mobility."

In the future, vehicles will be able to "communicate" with each other, so there will be no accidents, said Xiao Guopu, SAIC Shanghai Vice President.

The two senior company officials declined to reveal

exhibition plans. They said the pavilion would be a "great surprise" to Expo visitors and show the development of the world's auto industry.

At World Expo 1933 in Chicago, the GM Pavilion proposed the idea of freeways for the first time. It built a small future city with freeways linked with each other. Sixteen years after the Expo, the world's first freeway system was built in the United States, Xiao said.

Expo Fact So far 230 countries and international organizations have confirmed their participation.

Service providers for Africans

NINE exhibition and design companies will help African participants prepare exhibits for Expo 2010, according to the official organizer.

The Expo Shanghai Organizer on January 15 held training sessions for the nine companies to better understand the African countries and their needs.

These service companies will help African participants design their exhibits, communicate with Chinese businesses, and sign contracts with the Organizer.

The nine service providers, based in Shanghai, Beijing and Taipei, were selected from a list of 290 service companies. They will offer services in construction,

design, translation, logistics, Web-site development and advertising.

About 45 countries and international organizations will present their shows in the joint Africa Pavilion.

So far, 50 African countries have confirmed their participation, according to the Expo Shanghai Organizer.

In Brief

Work starts on Australia Pavilion

CONSTRUCTION of the Australia Pavilion is moving ahead with 167 piles being sunk into the ground. The Bureau of Shanghai World Expo Coordination's technical office is assisting the construction contractor to obtain project approvals. Australia will showcase its practice of keeping a balance between urban development and natural environment during Expo 2010.

GPS for Expo tour

EXPO visitors no longer need to worry about getting lost at the vast Expo 2010 site. They can use mobile phones to download and install Global Positioning System software for free guides. Visitors will get a digital map of all Expo venues and information on crowd flows. GPS services will also be used for Expo logistics.

Clean-air pavilion

BROAD Air Conditioning Company, based in Changsha, Hunan Province, will build a pavilion at Expo 2010 to promote energy-saving and clean air solutions. Expo visitors can experience "green" and healthier living at its pavilion. The company will also provide air conditioners and air purifiers to the main Expo buildings. It is the only private enterprise in China to become the Expo's global partner.

Beauty sponsor

L'OREAL China has become Expo 2010's project sponsor and will provide cosmetics for the fair. The world's leading cosmetics maker will use Expo to convey its message of beauty to a broad audience and offer them information about skin care and makeup. It is the 13th project sponsorship agreement signed by the Bureau of Shanghai World Expo Coordination, which now has 13 global partners and nine senior sponsors.

Expo 'stars' light-up

THE nationwide search for "Expo Stars" got a big boost on January 11 when the Expo Shanghai Organizer and its corporate partners held a televised party, featuring such celebrities as China's first taikonaut Yang Liwei, Olympic gymnastic gold winner Chen Yibing and Taiwanese pop singer Lee-Hom Wang.

The event was aimed at involving more Chinese people in the selection of "Expo Stars" who are, most of all, supporters of a "green" lifestyle.

The 14 corporate partners were also invited to select the "Expo Stars" — a reward for their contribution to Expo 2010. The corporations, including Coca Cola, Crystal CG, Tencent and China Telecom will announce their selection methods later.

The "Expo Stars" selection was officially launched on December 17 in 2008 to mark the 500-day countdown to Expo 2010.

Anyone living in China, including Hong Kong, Macao and Taiwan, is eligible for nomination to "Expo Star." Foreign residents



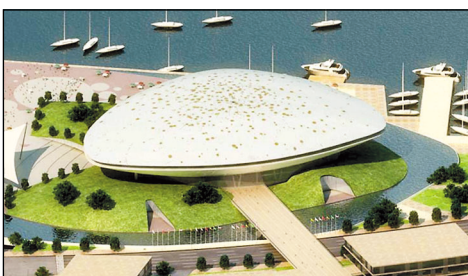
are also entitled.

About 30,000 people are expected to become "Expo Stars."

They will be invited to visit the Expo and take part in a ceremony on August 8, 2010, to mark the 100th day of the event.

Lin Hao, a 10-year-old hero who rescued two classmates during the massive earthquake in Sichuan Province last year, lights up a globe symbolizing healthy lifestyle at the televised "Expo Stars" party.

Expo Online



NAURU, Afghanistan and Panama are the latest countries to join in Expo Shanghai Online. So far, 145 countries and international organizations have confirmed their participation in Expo Online (graphic sample pictured left), which offers netizens a virtual tour of the world fair.

The Expo Online project is jointly developed by Crystal CG, Tencent and Ogilvy. The three companies have formed a special team to build online pavilions, which allow visitors to browse and experience the exhibits through multi-media and 3D technology.

Expo Fact

Expo 2010 will show 59 cases of Urban Best Practices from cities around the world.

Wanted: A Chinese national treasure to wow the world

A SECRET “national treasure” will be unveiled in the China Pavilion as the centerpiece to attract visitors, according to the Organizer of World Expo 2010 Shanghai China.

What could it be? An extraordinary relic, a mummy, a painting, an example of one of China’s four great inventions — paper-making, gunpowder, printing and the compass? A display like that at the opening ceremony of 2008 Beijing Olympics?

Could it be a modern treasure? A person perhaps? An invention? A cure? Something ancient and modern? Something harmonious?

The Organizer is looking for the treasure, but won’t reveal anything before the opening of the China Pavilion on May 1, 2010.

Expos have long been the venue for the exhibition of great art, inventions and extraordinary items. These include Rodin’s bronze statue “The Thinker” at Expo 1900 in Paris; the world’s first earth satellite (USSR) exhibited at Expo 1958 in Brussels, Belgium; a moon rock from the lunar surface shown at Expo 1970 in Osaka, Japan; A fossil of a mammoth unearthed in Russian Siberia at Expo 2005 in Aichi, Japan.

These treasures became the most popular exhibits at the

Expos.

In the China Pavilion of Expo 2010, the country’s achievements in urban development from ancient to modern times will be the main focus. The theme is “Better City, Better Life.”

The treasure for the China Pavilion should reflect the country’s culture and fit the Expo theme, said He Jingtang from the Chinese Academy of Engineering, the pavilion’s chief designer.

It should involve some core philosophical thinking of China such as “human harmony with nature” and kindness and love to others, said He.

Harmony will be the core meaning of the treasure, predicted Huang Jianzhi, Deputy Director-General of the Expo Bureau.

Cultural relics, ancient architecture and even Chinese traditional gardens were possibilities, he said. Modern technology and multimedia could be part of the exhibit.

The national treasure will be exhibited on the top floor of the 70-meter-high China Pavilion. The display area will be about 11 meters high, said He. All the heavy exhibits will be put on the top floor, he added. The pavilion will be 160,000 square meters, the largest national pavilion at the Expo.

All the exhibits in the pavilion



A lacquer work based on “Along the River During the Qingming Festival,” a Song Dynasty (960-1279) scroll, is recommended by Liu Chang, history professor of East China Normal University. The original painting is in the Palace Museum in Beijing.

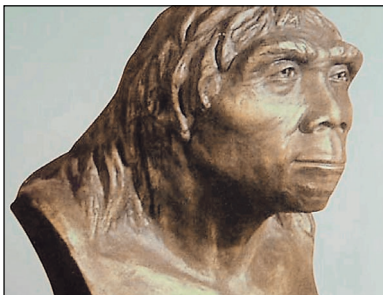
will be conserved and transported just like top-grade cultural relics. After the Organizer decides on the national treasure, He will design the settings for it.

The pavilion might have more than one national treasure, said Zhou Hanmin, Deputy Director-General of Shanghai World Expo Coordination. He promised the treasure would “wow the world.”

The pavilion will be converted into a museum of Chinese history and culture after the Expo closes.

Other Expo Treasures

- 1851 London: High-powered steamer
- 1900 Paris: Rodin sculpture “The Thinker”
- 1937 Paris: Picasso’s “Guernica”
- 1958 Brussels: First earth satellite (USSR)
- 1970 Osaka: Moon rock
- 2005 Aichi: Fossil of mammoth unearthed in Siberia



The fossil skull of a Peking ape-man who lived 200,000 to 700,000 years ago is one of the oldest homo sapiens skulls ever found in the world. The skull, lost in 1941 during the war, can be replicated for Expo 2010, suggests Sun Yabing, history professor of Chinese Academy of Social Sciences.



The world’s largest bronze tetrapod (Simuwu Tetrapod) represented authority and keeping faith in ancient China, suggests Su Zhiliang, professor of History Department of Shanghai Normal University. The tetrapod of Shang Dynasty (c.16th century-11th century BC) is the most valuable treasure in the National Museum of China in Beijing.



The flagship of Zheng He, a Ming Dynasty (1368-1644) envoy who led seven expeditions to the Indian Ocean from 1405 to 1433, is a fitting symbol of China’s eagerness for peace and exchanges, says Gu Weikang, a professor of Buddhist College Singapore and a visiting scholar at Harvard University. The ship was twice as large as Columbus’s flagship.

Osaka shows water works

OSAKA will present a watery world at Expo Shanghai's Urban Best Practices Area, officials from Osaka Prefecture and Osaka City revealed as they signed a participation contract with the event's organizer.

Osaka's practice in developing water transport as well as curbing water disasters will be displayed, featuring innovative and sophisticated technologies designed to achieve a more comfortable life and better environment.

The theme will be "Advanced Environment City: The Challenge of the Water Metropolis." Construction of the pavilion is expected to start in November.

Hong Hao, Director-General of the Bureau of Shanghai World Expo Coordination, said at the signing ceremony that Shanghai

would learn from Osaka's experience in hosting the 1970 Expo, which set an attendance record for the event with more than 64 million visitors.

The layout of the pavilion will draw on some features of the famous Song Dynasty (960-1279) scroll painting, "Along the River During the Qingming Festival."

Total cost of the exhibition is estimated at 400 million yen (US\$4.4 million) with Osaka Prefecture and Osaka Municipality investing 100 million yen respectively. The rest will be donated by corporations.

Japanese officials expect about 1.1 million visitors to come to the pavilion.

Hong and Osaka Mayor Kunio Hiramatsu signed the participation contract.



An artist's rendering of Osaka's exhibition for Expo 2010.

Bureau of Shanghai World Expo Coordination

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Bremen Town Hall Musicians, a famous sculpture in the German city, is used as a metaphor for the interplay of different modes of transport in sustainable traffic systems developed by Bremen.

Traffic solutions from Germany

BREMEN, a port city in northwestern Germany, will introduce a car rental system that has improved local traffic conditions in its showcase at the Urban Best Practices Area during World Expo 2010 Shanghai China.

The city has obtained permission from the Expo Shanghai Organizer to begin preparations for its UBPA case presentation.

Zhou Hanmin, Deputy Director-General of the Bureau of Shanghai World Expo

Coordination, presented a registration license to Dr. Heiner Heseler, Bremen's Economic and Harbor Minister.

The city will build a pavilion in a paper-folding style to present the case to be themed "From Knowledge to Innovation: Urban Mobility Solutions."

The pavilion will have five display areas — "City of Nature," "Science," "Mobility," "Culture" and "Future," according to the Expo Organizer.