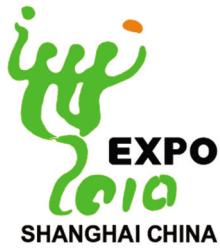


EXPO Shanghai



Newsletter



Countdown: 446 days to go

www.expo2010china.com

Newsletter No.17, February 9, 2009



Singing contest for world fair

"EXPO Singing Gala," a TV competition to spot singing talent for Expo, kicked off on January 22 in Shanghai.

Its sponsors, the Bureau of Shanghai World Expo Coordination and the Shanghai Media Group, hope the show would encourage ordinary citizens to sing and win an opportunity to perform in Expo pavilions.

Contests will be held next month in Shanghai, Hangzhou, Suzhou, Ningxia, Wuxi, Nanjing and Chongqing. The winners from each city will gather in Shanghai for the grand final. The show will be broadcast on Dragon TV.

Contestants are stopped by the judges hitting a gong. The longer the participant keeps singing, the better the prize he or she will win. If they last 20 seconds, they can win quilts and bicycles. Those who last a minute can win tickets to World Expo, air-conditioners, televisions or refrigerators. Participants who last the full 90 seconds will have an opportunity to win a car.

The competition is open to anyone regardless of age, sex or nationality. See 2009.vip.qq.com for online application or call +862162871111.

Expo tours UK

BRITISH people are getting a preview of Expo 2010 with the opening of an exhibition that features dozens of pavilion models and pictures, all designed to outline the Expo master plan as well as China's role in the event's history.

The exhibit "From London to Shanghai," unveiled on January 29 at the Victoria and Albert Museum in London, heralded the start of the Organizer's promotional drive in Britain.

A short digital film takes visitors on a virtual journey through the Expo Site, and silk exhibits from Nanxun, a town

in Zhejiang Province, trace the heritage of Rongji Silk that won a gold medal at the 1851 Great Exhibition in London, the first world Expo.

Models of the China and UK pavilions were presented beneath the "Royal Commission" painting which depicts the scene of members of the commission checking pavilion designs. The commission, founded in 1850, administered the 1851 Expo. Prince Albert, who conceived the idea of World Expo, is also seen in the painting.

The exhibit runs through to February 12. Fu Ying, Chinese

Ambassador to the United Kingdom, Jiang Zhuoqing, Deputy Secretary-General of the Shanghai Municipal Government, and Song Chao, Director of the Information Office of the Shanghai Municipality, toured the exhibition.

The Victoria and Albert Museum, founded in 1852, is named after Prince Albert and Queen Victoria who initiated the first Expo. The museum now boasts a vast collection of exhibits from the world's first Expo held in 1851.

See more on Page 3

Expo Fact So far 231 countries and international organizations have confirmed their participation.

City leaders visit builders

SHANGHAI Party Secretary Yu Zhengsheng and Shanghai Mayor Han Zheng paid a visit to construction workers at the Expo Site and had dinner with them on January 25, Chinese New Year's Eve.

Yu thanked workers for their selfless contribution to the city and expressed gratitude for the support of their families.

Yu and Han, together with Shanghai Vice Mayor Yang Xiong and other officials visited the China Pavilion construction site for a panoramic view of the Expo venue.

They also visited a canteen and made dumplings for the workers.



Yu Zhengsheng (left) and Han Zheng (2nd on the right) make dumplings in a canteen at the Expo Site. — Xu Jiecheng

EU's debut at Expo

THE European Union confirmed on February 4 its World Expo debut at the world fair in Shanghai — a change from its usual policy of not participating in Expos outside the EU zone.

The policy switch reflects the fact that the EU attaches great importance to the Sino-EU

partnership, said Serge Abou, the EU's Ambassador to China and head of the delegation of the European Commission to China, in a letter to Shanghai Mayor Han Zheng.

The EU's Expo participation also reflected the "strength and vitality of the European business

and cultural community in Shanghai," said Abou.

The participation was announced by Jose Manuel Barroso, President of the European Commission, during a meeting with Chinese Premier Wen Jiabao at EU headquarters in Brussels.

It plans to showcase policies and efforts in environmental protection, energy saving, transportation and product safety, said Abou.

China has been the largest exporter to the EU since 2007, while the EU is China's biggest trading partner.

Trading between the two reached US\$425.58 billion in value in 2008, 19.5 percent up on the previous year.

The EU is the 231st participant in the Expo 2010.



Two young visitors stick "Chinese hearts" to Haibao, the mascot of Expo Shanghai 2010, at the Expo Exhibition Centre on Huaihai Road during the Spring Festival. — Jiang Ying

Expo Online

Seminar on building virtual pavilions

THE BIE and the Bureau of Shanghai World Expo Coordination will hold the 2nd seminar on Expo Online, tentatively scheduled on March 30 in Paris.

Confirmed and would-be participants of virtual Expo will be invited to discuss technical details

of their online "Experiencing Pavilions" and issues they encountered when building these pavilions.

The Organizer urges all participants to get well prepared with their specialists and kick off their construction work as soon as possible because the seminar will try

to solve their problems.

The Organizer also asks would-be participants to sign contracts with them before the seminar so more time can be devoted to testing their online pavilions. So far 150 countries and organizations have confirmed their participation.

In Brief

Expo starts global video campaign

EXPO 2010 started a global promotional video campaign around Chinese New Year. So far the videos have been shown in shops and office buildings in India, Australia, Indonesia, Guatemala, Viet Nam and China's Taiwan region. Officials from the Bureau of Shanghai World Expo Coordination said the campaign was aimed at increasing awareness of Expo 2010 around the world.

MPs in support

AN alliance of Japanese lawmakers supporting World Expo 2010 held a meeting on January 22 at the Diet building to discuss how to support the event and push forward construction of the Japan Pavilion. Nearly 100 lawmakers from the Japanese House of Diet and House of Representatives, and delegates from some government units learned the progress of Expo preparation. They agreed it was a major event for Asia and would help revive the growth of the regional economy.

Food monitoring

THE city has announced it will set up an office to monitor the quality of food served during World Expo 2010. The Shanghai Food and Drug Administration will oversee the work of the office in handling quality and food poisoning issues. The office will track the sources of all food materials, the FDA said.

Public signs

GK Design Group from Japan has signed a contract with Expo 2010 Organizer to create public signs for Expo venues. The company also designed public signs for Expo Aichi in 2005. The fact that a Japanese company was invited to work for Expo 2010 reflects that this Expo is a stage for the whole world, said Chen Xianjin, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.

Expo Fact

Urban Best Practices Area and Expo Online are new inventions for Expo.



1. Haibao greets passengers in London's subway as part of Shanghai Week activities.



2. From Left: Song Chao, Director of Shanghai Government Information Office, Neil MacGregor, Curator of the British Museum, Fu Ying, Chinese Ambassador to the UK, Jiang Zhuoqing, Deputy Secretary-General of Shanghai Government, and Ian Clement, Deputy Mayor of London, cut the ribbon for the Shanghai Week in London and "Treasures from Shanghai" exhibition at the British Museum.



3. A lion dance celebrates the Chinese New Year in central London's Trafalgar Square.



4. A photographer takes pictures of the model China Pavilion for Expo 2010 at the "From London to Shanghai" exhibition.



5. Sarah Brightman, Expo Shanghai's promotion ambassador in the UK, visits the "Treasures from Shanghai" exhibition.

Snapshots of Shanghai Week in London

SHANGHAI Week in London began on January 29 with the opening of the "Treasures from Shanghai" exhibition at the British Museum. British singer Sarah Brightman, who performed at the Beijing Olympics opening ceremony, was named Shanghai 2010 World Expo Promotion Ambassador in the UK during the ceremony.

On the same day, a seminar was held in London as Chinese and British academics and officials discussed topics ranging from urban planning to architecture and energy conservation.

On January 31, Haibao, the Expo 2010 mascot, greeted visiting Chinese Premier Wen Jiabao whose visit to London coincided with Shanghai Week.

The event organizers also staged a colorful Chinese New Year celebration in central London's Trafalgar Square, pushing the Shanghai Week and Expo London promotion to a climax. More than 350,000 people watched the Chinese lion dance and other performances.



6. Three-year-old Hazel Mehmet sitting on the shoulder of her mother Carmen Mehmet as they watch the Chinese New Year celebrations in London's Trafalgar Square.

Japan to display national treasure

THE highlight of the Expo 2010 Japan Pavilion will be a statue of Monk Jianzhen, one of the country's most prized treasures.

Jianzhen was a Chinese monk who popularized Buddhism in Japan during China's Tang Dynasty (AD 618-907) and introduced a great deal of Chinese culture to Japan. The statue is a clay impression made from his body shortly after his death in AD 763 in Japan. It is now stored in the Toshodai Temple in Nara City.

The statue will be on display at Expo 2010 as a symbol of Sino-Japanese friendship and cultural exchanges, said Japan's Economic, Trade and Industry Minister Toshihiro Nikai.

The Japanese government is constructing a special container to protect the statue during transportation to China, said Xu Dimin, a

representative for the Information Office of the Shanghai Municipal Government and the Expo Organizer in Japan.

Even if the container fell from an aircraft into the sea, the statue would not be damaged, Xu said, adding it will cost about 20 million yuan (US\$2.92 million) to ship.

The statue was brought to Jianzhen's original temple in Yangzhou, Jiangsu Province, in 1980 in a friendly exchange program.

Japan's Expo exhibition will highlight the historic period from 7th and 9th century when it sent dozens of envoys to China's Tang Dynasty to learn about culture, science and technology, Xu said.

Sino-Japanese friendship will be the main theme of Japan's exhibition, Xu said.

The country will also showcase

the new technology it uses to tackle global warming, water shortage, and an aging population, he added.

Robots will welcome visitors to the pavilion and can take care of children and elderly people.

At other Expos, robots have always been a highlight of the Japan pavilions. At Expo 2005 Aichi in Japan, robots were one of the biggest attractions, Xu said.

The Japanese government will not trim its Expo budget, despite the financial crisis, Xu added, citing Hiroshi Tsukamoto, the Commissioner-General of the



Jianzhen's statue is a clay impression made from his body shortly after his death in AD 763. It is now enshrined in the Toshodai Temple in Nara, Japan.

Japanese Section of the Expo.

Japan will build a 6,000-square-meter pavilion which, at 24 meters high, will be one of the largest pavilions at the event.

French offer wedding of a lifetime

THE France Pavilion at Expo 2010 will offer couples a chance for a romantic dream wedding during the six-month event.

It will host a group wedding, possibly involving dozens of couples,

inside classical French-style gardens in the pavilion, according to France's official participation Website at Expo Shanghai.

The lucky couples, whose names will be selected in a lottery, will

win a honeymoon in the French city of Tours and castles in the Loire Valley.

Tours has operated several group weddings for Chinese couples since 2007, when 40 couples tied the knot there (pictured left).

The 6,000-square-meter France Pavilion, dubbed "The Sensual City", will showcase the sights, smells, tastes, sounds, and glamour of France.

Restaurants will offer the best of French cooking in an outdoor setting, with flowing water, singing birds, fragrant flowers and marvelous food.

Construction of the pavilion started in November last year.

Couples seeking to enter the wedding draw should email their names, address and mobile phone numbers to romantique@pavillon-france.com.cn.



Bureau of Shanghai World Expo Coordination

Contact us:

Ms. Lixing Lu Tel: +86-21-2206-2310
Email: lulixing@expo2010.gov.cn

Mr. Jun Zhang Tel: +86-21-2206-2924
Email: jameszhang@expo2010.gov.cn

Fax: +86-21-2206-0645
Email: newsletter@expo2010.gov.cn
Address: 3588 Pudong Road S.
Shanghai 200125, China



Visit www.expo2010china.com for more news & information