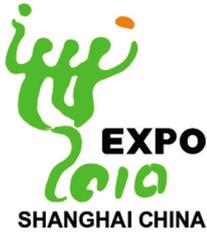


EXPO Shanghai

Newsletter



Countdown: 411 days to go

www.expo2010china.com

Newsletter No.19, March 16, 2009

Ticket deals for Expo early birds

LOCAL residents will be able to buy tickets for Expo 2010 starting in July, the Organizer said last month, with a promise that there will be enough to go around.

Early birds will get a price break, as will those who buy multi-day packages or wait for special nighttime prices.

Corporations and organizations can start to buy group tickets on March 27.

The Organizer has signed contracts with four local outlets and nine overseas companies to sell Expo tickets.

Tickets will be available at some outlets of China Mobile, China Telecom, China Post and the Bank of Communications.

The four ticket agents will ensure more than 3,200 outlets for tickets across the country. People will also be able to book tickets via the agents' hotlines and Websites.

Visitors will be able to buy tickets during the event at entrances to the site, or through ticket offices and automated machines that will be located around Shanghai. Tickets will allow access to all Expo pavilions.

Regular tickets will cost 160 yuan (US\$23.43) during the event while those for holidays and other peak periods will be 200 yuan (US\$29.29).

Early birds who buy between March and the end of June can get discounts of 30 yuan on each type of ticket. There will be two other bargain phases prior to the event offering lesser discounts.

Night tickets, which will be sold daily starting from 5pm once Expo starts, will cost 90 yuan.

A three-day ticket will cost 400 yuan and a seven-day ticket 900 yuan.

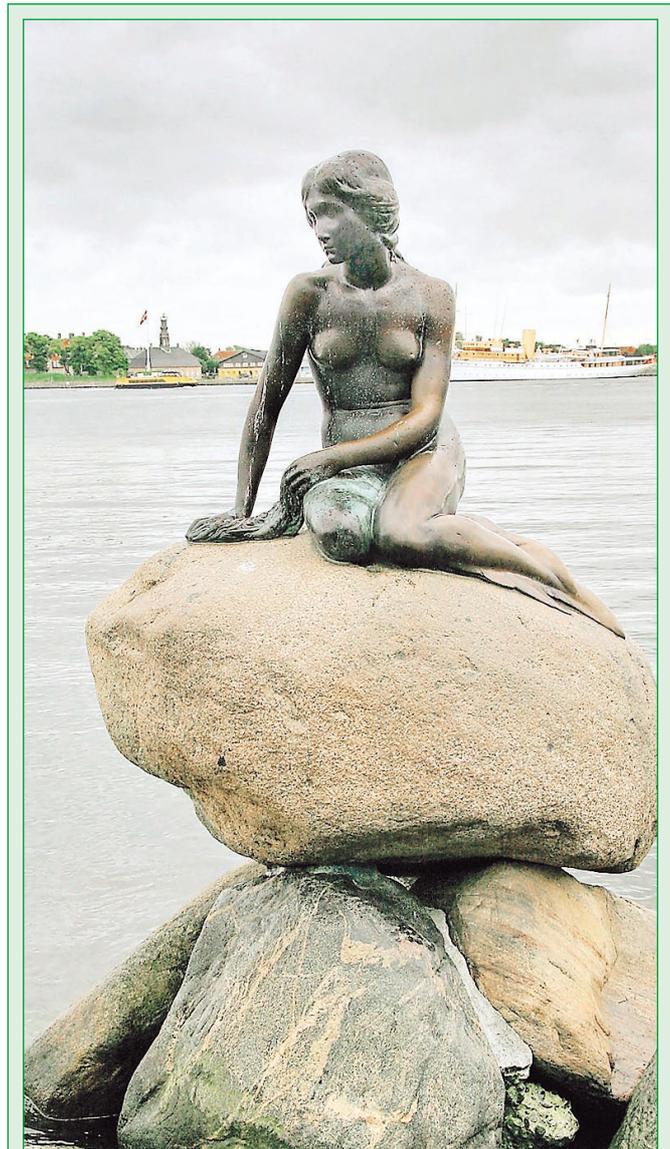
The Expo Site will be open daily from 9am to midnight although exhibitors will operate only from 9:30am to 10:30pm.

Seniors, handicapped people, students, children and military personnel will be eligible for discounts.

Around 62 million tickets will be made available to the public.

Tickets will be sold separately for the opening ceremony on April 30 and the closing ceremony on October 31. Detailed plans will be announced later.

Income from ticket sales is expected to reach 6 billion yuan.



The Little Mermaid statue, a famous icon of Denmark, will leave its perch in Copenhagen harbor for the first time since being installed there in 1913. The City Council of Copenhagen made a decision on March 12 that their beloved statue can take a trip to Shanghai and greet visitors to the Danish pavilion during Expo 2010. The statue, a tribute to Danish fairy-tale writer Hans Christian Andersen, draws at least 1 million visitors a year.

Expo Fact To date, 233 countries and international organizations have confirmed their participation.

BIE Secretary-General is upbeat for Expo success

THE visiting Secretary-General of the International Exhibitions Bureau is confident about the progress of Expo preparations.

“I am pleased to see construction of the pavilions is progressing. It is all going well, according to plan,” Vicente Loscertales told Shanghai Mayor Han Zheng.

The Organizer told a press conference on February 27 they were optimistic that about 70 million visitors would come, despite the current gloomy world economy.

Zhong Yanqun, Full-time Deputy Director of the World Expo 2010 Shanghai Executive Committee, said 231 countries and international organizations have confirmed their participation. She said market research showed about 95 percent of the 70 million visitors would be native Chinese, and the rest foreigners.

Despite the financial crisis, which started to affect China in the second half of last year, 5.26 million people from outside the

Chinese mainland visited Shanghai in 2008, up 1.23 percent year on year.

Expo 2010 is on track to be the largest fair of its kind since the first World’s Fair (known as the Great Exhibition), the Expo’s predecessor event, held in London in 1851.

Zhu Yonglei, Deputy Director-General of the Bureau of Shanghai World Expo Coordination, said there have been no cancellations because of the global downturn.

In Brief

Promotion videos seen abroad

VIDEOS promoting Expo 2010 have now been seen in nearly 100 cities abroad. Expo videos are being played in offices and shops in India, Australia, Indonesia, Malaysia, Vietnam 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.

Tunnel on track

MAJOR construction work on the Renmin Road Tunnel, which will connect the Bund with Lujiazui in Pudong New Area of Shanghai, was completed on March 2. The project is among the city’s infrastructure construction plans for Expo 2010. Currently, seven tunnels, including the Renmin Road Tunnel, are under construction and all are due to open before the event.

Jobs for graduates

THE Expo Organizer announced on March 3 an offer of hundreds of internships for university graduates this year. More than 1,000 places would be available with training due to start this autumn. Even more places will be made available over the winter. The positions would be in 13 categories and suit students with a knowledge of foreign languages, marketing, media, architecture, engineering, secretarial services and other skills.

Tips from Zaragoza

THE Organizer of last year’s Expo Zaragoza has shared its experiences with the Shanghai Organizer of Expo 2010, touching on issues from accommodations to security control and clean-up services. Salvador Pons, one of Expo Zaragoza’s organizers and now Operational Director of the Spain Pavilion, offered numerous suggestions to Chen Xianjin, Deputy Director-General of the Bureau of Shanghai World Expo Coordination at their meeting on March 5.

Weather forecast assured

EXPO visitors will be kept up to date on Shanghai’s weather. They will receive precise and updated weather forecasts for the Expo Site free on their mobile phones when strolling around the 2010 world fair.

Construction began on March 4 on the United Nations’ World Meteorological Organization pavilion in the Pudong New Area section of the Expo Site.

The organization will build a high-tech weather station inside the pavilion.

The station will send forecasts every one to three hours and a large screen outside the pavilion will telecast updates.



3G for Expo visitors

China Mobile will set up additional 1,000 3G base stations in Shanghai ahead of Expo 2010 to make its 3G service equal in quality to the current 2G network. The country’s No. 1 telecom carrier will also lower fees and offer new applications for laptops with built-in 3G chipsets. It has already installed 3,779 3G base stations. The additional 1,000 base stations will raise its 3G coverage to more than 95 percent across Shanghai.

Expo Online

First group of service providers named

THE Expo Organizer has appointed the Crystal CG, Shanghai Theatre Academy, Shanghai University Ding-Tech Software Co Ltd, and Shanghai Huabo Science and Technology Group as the first group of Recommended Service Providers to help Expo participants construct their “experiencing pavilion” for Expo Shanghai Online.

The Organizer has designed two types of online pavilions, the

“browsing pavilion” and “experiencing pavilion.” Both rely on multi-media and 3D technology. The Organizer will build the “browsing pavilion” for the participants free.

Expo Online is one of the two innovations of Expo 2010, the other being the Urban Best Practices Area.

Detailed information about the Recommended Service Providers can be viewed at en.expo2010china.com.

Expo Fact

The Expo Site will be covered by 3G cellular network during the 2010 event.



Wan Jifei at the Beijing press conference.

Expo can help us dispel world gloom, top lawmakers told

The annual meetings of the National People's Congress and the Chinese People's Political Consultative Conference featured Expo 2010 high on their agenda

THE World Expo 2010 can help China and the world ride through the global financial crisis, a Chinese political advisor said at the country's annual top political advisory meeting on March 8 in Beijing.

"It's hoped that Expo 2010 will be a precious opportunity to help China overcome economic difficulties and lift the world out of the shadow of crisis," said Zhao Qizheng, head of the Committee for Foreign Affairs, a working body of the National Committee of the Chinese People's Political Consultative Conference.

Zhao cited the example of World Expo 1933 in the US city of Chicago, which attracted nearly 23 million people and created about 100,000 jobs directly and indirectly.

The Chicago Expo greatly boosted people's courage and confidence in fighting the Great

Depression, said Zhao during a speech to the annual session of the CPPCC National Committee.

"The global financial crisis will have only limited effects."

The global financial crisis will have only limited effects on Expo 2010, top officials of the event said in the capital.

Although some of the participants faced difficulties raising funds, no country or organization had pulled out of the event, Wan Jifei, Deputy Director of the Shanghai World Expo Executive Committee and a member of the Chinese People's Political Consultative Conference, said at a press conference on Expo 2010 during the annual meeting of the advisory body.

"I think all the participating countries want to use the Expo as

an opportunity to boost their national image," Wan said. "China is willing to offer assistance to help them cut costs and increase efficiencies."

Zhou Hanmin, also Deputy Director of the executive committee, said the Expo Organizer has set up a special US\$100 million fund to help developing countries to participate.

"The Expo is expected to at least break even."

The overall budget for the 2010 Shanghai World Expo totals 28.6 billion yuan (US\$4.18 billion), Zhou said.

The budget includes 18 billion yuan for construction of the 5.28-square-kilometer Expo Site and 10.6 billion yuan for daily operations of the May-to-October



Zhou Hanmin answers questions.

event.

The funds will come from the central government, Expo construction bonds, ticket income and sponsorships.

The Expo is expected to at least break even, Zhou said.

Left: Well-known Chinese TV hostess Yang Lan and three other CPPCC deputies attend the Beijing press conference on Expo 2010 preparations.



Right: A Chinese journalist poses a question at the press conference.



Expo Fact

The overall budget for World Expo 2010 Shanghai totals 28.6 billion yuan (US\$4.19 billion).

Aussie monument taking shape

THE Australian government's investment in Expo 2010 was greater than any of its six other World Expo showcases, an official said at an event on February 26 marking completion of the pavilion's foundations.

It had allocated A\$61 million (US\$40 million) for the event and raised another A\$22 million from corporations and state governments.

Peter Tesch, Commissioner-General for Australia's exhibition, said the country was making this unprecedented effort in Shanghai because of the importance of its relationship with China.

The pavilion would be finished around October when the inner decoration would start, he said.

It will be on three levels with a structure comprising several cylinders merging together, providing a place for the public over six months to experience the diversity of Australia's stories, lifestyle and

culture, Tesch said.

Visitors will be greeted by a team of Australians, many of them bilingual, acting as on-the-ground ambassadors.

Pavilion merchandise and gift bags will be given to school groups, and visitors will be able to purchase a range of Australian products.

Visitors will also be able to relax and enjoy Australian food and drinks or experience a vibrant cultural program which will present the best of Australian music, physical theater and dance to Shanghai.

The country will showcase its practice of keeping a balance between urban construction and the natural environment through the theme "Mastering the challenges: Australia's smart solutions for our urban future."

Recruitment will start soon for English-Chinese bilingual staff to work in the pavilion.



Peter Tesch (left), Commissioner-General for the Australia Pavilion, and Huang Jianzhi, Deputy Director of the Bureau of Shanghai World Expo Coordination, on February 25 jointly pour Australian and Shanghai soil into a glass bottle, which will be buried in the ground on which the Australia Pavilion will be constructed.



An artist's impression of the Japan Pavilion dubbed "the Breathing Organism."



Naming competition for futuristic Japan Pavilion

JAPAN is inviting people in both China and Japan to find a good Chinese name for its Expo pavilion. People are asked to send ideas to aicheng@jetro.go.jp together with their name, age, mail address and telephone number.

The open competition will close at 5pm on March 27 and the winner will be announced in April.

About 40 participating countries are expected to build their national pavilions for Expo 2010.

The Japan Pavilion was put

under construction on February 27. It will highlight the role of modern technology in helping mankind achieve better life. The futuristic Japan Pavilion is dubbed "the Breathing Organism" and occupies 6,000 square meters of land.

"I hope China and Japan will strengthen exchanges during the World Expo," Yasuo Fukuda, former Japanese Prime Minister, told Shanghai Mayor Han Zheng during a recent meeting.

Work starts on 'Happy Street' of Dutch pavilion

CONSTRUCTION began on the Netherlands Pavilion at the Expo Site on February 27.

The 5,000-square-meter Dutch pavilion, known as Happy Street, consists of 17 small elevated houses along a winding pedestrian street that goes like "8" — a lucky number for the Chinese, suggesting fortune.

Each house will hold an exhibition and the 17 houses will explore themes such as energy, water, space and other urban issues.

The Dutch Organizer hopes to attract between 5-10 percent of the 70 million visitors expected during the six-month Expo 2010, which means an average of 2,400 visitors will walk through the Happy Street each hour.

Construction of the Dutch pavilion will be completed before November. "We want the pavilion to be one of the 10 best pavilions at the Expo Site," said Walter van Weelden, the Netherlands' Commissioner-General for World Expo.



The Dutch pavilion features 17 elevated showrooms along a "8"-shaped winding street.

Visit www.expo2010china.com for more news & information

The Bureau of Shanghai World Expo Coordination, 3588 Pudong Road S., Shanghai 200125, China

Contact: Ms. Lu Lixing, Tel: +86-21-2206-2310, Email: lulixing@expo2010.gov.cn; Mr. Zhang Jun, Tel: +86-21-2206-2924, Email: jameszhang@expo2010.gov.cn