

Sweden to show 'spirit of innovation' on Expo

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scene of the signing ceremony



Hans Jeppson(left), Sweden's Acting Commissioner General for the Expo, signs contract with Hong Hao(right), director-general of the Bureau of Shanghai World Expo Coordination

Sweden will highlight innovation in its pavilion at World Expo 2010 and how the country solves problems and improves people's living standards by its spirit of innovation.

The country signed a participation contract with Expo organiser today, and revealed that its pavilion would be a large square that is divided into four blocks by a crossroad in the center to comprise the image of its national flag.



Hans Jeppson, Sweden's Acting Commissioner General for the Expo



Hong Hao, director-general of the Bureau of Shanghai World Expo Coordination



Christer Stenmark, chief designer of the pavilion

The main concept of the pavilion, which has a floor area of 3,000 square meters, was a combination of urban and natural areas, said Christer Stenmark, chief designer of the pavilion. The three blocks represent the urban areas and another one which will be an open-air terrace represents the nature, he said.



scene of the signing ceremony

The pavilion includes restaurants serving both Swedish and Chinese cuisine.

The cost of the pavilion is about US\$10 million, and the Swedish government will spend a total of US\$22.06 million for its Expo activities.



artistic rendition of Sweden Pavilion



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(Source: www.Expo2010China.com)