

Folleto informativo sobre Expo Shanghai 2010

EXPO 2010 SHANGHAI CHINA



城市,让生活更美好 Better City, Better Life

The city, with full vitality, is the essence of human civilization. It embraces all varieties in the world and keeps regenerating itself. It plays a significant role in the advancement of human society and the improvement of living conditions.

EMBLEM

The emblem, which depicts the image of three people hand in hand representing you, me and him or her, symbolizes the big family of mankind. Inspired by the shape of the Chinese character "世" (meaning the world), the design conveys the Organizer's wish to host an Expo of global scale and to present the diversified urban cultures of the world.

MASCOT

Haibao is the mascot of World Expo 2010. Its implied meaning in Chinese is "the treasure of the whole world". The Chinese character "人" (meaning people) is the core idea for its design because it is people who create good life and benefit from it. The blue color represents many elements - such as the ocean, the future and technology - which are consistent with the characteristics of the host city as well as the theme "Better City, Better Life".



DURATION

May 1 to October 31, 2010 (184 days)

OBJECTIVES

200 official participants including countries and international organizations
70 million visitors

LOCATION

The site of Expo Shanghai is located at a waterfront area along both banks of the Huangpu River, mostly between the Nanpu Bridge and Lupu Bridge. It has a total area of 5.28 square kilometers including 3.93 square kilometers on the eastern bank and 1.35 square kilometers on the west. The enclosed area restricted to ticket holders is 3.28 square kilometers.

The master plan is based on the concept of "City of Harmony" which comprises the harmonies between man and nature, the past, present and future and every individual human being.



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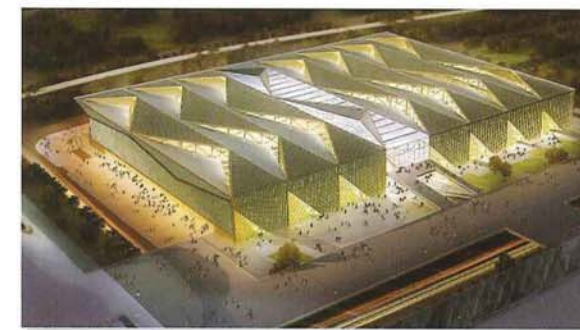


EXPO PAVILIONS



CHINA PAVILION

The China Pavilion is designed with the main concept of "Oriental Crown" and adopts an ancient Chinese architectural element in wooden structures, called Dougong brackets. The main concept of "Oriental Crown" also indicates the prosperity of China, the barn for the world and the wealth of the ordinary people. All these ideas reflect the accumulation of the time-honored Chinese culture. The main color of the China Pavilion is "Forbidden City Red" -- the traditional and sacred color that symbolizes the taste and spirit of the Chinese culture. The China Pavilion consists of three parts: the Chinese national pavilion, the joint pavilion of domestic provinces, autonomous regions and municipalities, and the pavilion of Hong Kong, Macao and Taiwan.



THEME PAVILIONS

The Theme Pavilions are located in Zone B of the enclosed area of the Expo Site and to the west of Expo Boulevard. The outlook of the Theme Pavilions is inspired by the "lane" and "dormer" of the old Shanghai. A special architectural method similar to origami is used to build the pavilions into a structure with both two-dimensional and three-dimensional effects. In addition to its unique appearance, the Theme Pavilions will also be an energy-efficient and environmentally friendly building.



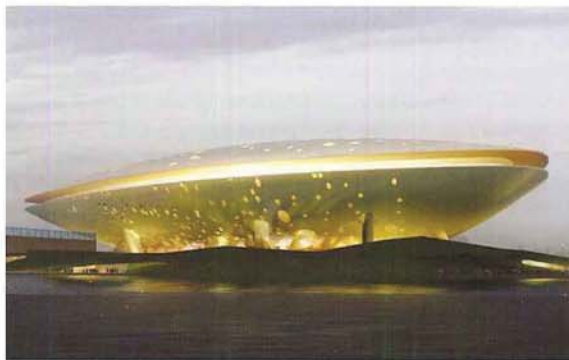
EXPO BOULEVARD

The Expo Boulevard is located in the centre of the Pudong part of the Expo Site and is the largest stand-alone structure within the Expo Site. The Expo Boulevard has two levels underground and one above plus a canopy. It is a semi-open structure and will serve as a large transportation and commercial complex of multiple functions. It will act as the main axis for pedestrians, ground traffic and sightseeing in the Expo Site during Expo Shanghai and will continue to be the main axis of landscapes in the city after Expo Shanghai.



WORLD EXPO CENTRE

The Center is located within the water-front park in Zone B of the Expo Site. As one of the major permanent constructions in the site, the Center will be used to hold ceremonies, conferences, press conferences and various forums during the Expo period.



EXPO PERFORMANCE CENTRE

The Expo Performance Center is located in the north of the Pudong section of the Expo Site and to the east of the Expo Boulevard. It mainly consists of a large central stage, a large multi-functional hall and other related facilities. The multi-functional hall can house 18,000 audiences. The audience seats are convertible according to the requirements for performance and volume of audiences. The central stage is the first of its kind in China that can be adjusted to form different shapes within 360 degrees, providing enough space for stage design, art innovation and imagination as needed for different performances.

OFFICIAL PARTICIPANTS

(Countries and International Organizations)

By July of 2008, 211 countries and international organizations have confirmed their participation in World Expo 2010 Shanghai.

NON-OFFICIAL PARTICIPANTS

1. NON-GOVERNMENTAL ORGANIZATIONS (NGOS)

In order to encourage the international participation of Expo Shanghai, the Organizer of Expo Shanghai has invited NGOs with international reputation and close relationship to the theme of Expo Shanghai to participate in the World Expo.

Those NGOs that have confirmed their participation include: International Federation of Red Cross and Red Crescent Societies, World Trade Center Association, Boao Forum for Asia, World Wildlife Fund and International Water Association.

2. CITIES

Expo Shanghai is the first World Expo with a "city" theme. The Organizer is to establish the Urban Best Practices Area in the Expo Site to present those commonly acknowledged, original and valuable programs and practices adopted by typical cities around the world to improve their living conditions. The demonstration of those successful solutions is expected to suggest the future of urbanization.

3. CORPORATIONS

Corporate Pavilions are located in the Puxi section. The participating companies must have outstanding strength, high reputation and a good public image. The global partners of Expo Shanghai will be given priority in participation. A total number of 16 corporate pavilions have been planned.



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THE INNOVATION PROGRAMS OF WORLD EXPO 2010 SHANGHAI CHINA

1. URBAN BEST PRACTICES AREA (UBPA)

The Urban Best Practices Area is a creation of Expo Shanghai. The area will present those commonly acknowledged, original and valuable programs and practices designed to improve the quality of urban life by typical cities around the world. It is intended as a platform for these cities to share and exchange experiences in urban construction and development.

The UBPA will be divided into four exhibition fields including Livable Cities, Sustainable Urbanization, Protection and Utilization of Historical Heritages and Technological Innovation in Built Environment.

2. EXPO SHANGHAI ONLINE (ESO)

The Expo Organizer will initiate ESO as an effective supplement to the physical one. Taking full advantage of the internet, the Expo will have a wider coverage and bigger influence.

The Expo Organizer will bring the essence of the physical Expo to web surfers, combining the virtual and real manners through internet technology and making the ESO a role-acting and interactive platform. Through ESO, people around the world can better experience Expo Shanghai which is expected to be a successful, splendid and unforgettable one. The ESO will also help generate a "curtain-never-ring-down-expo" and contribute to the global development of the World Expo.

Schedule: Expo Shanghai Online will be launched on a test basis on Jan 1, 2010 and in full operation as of May 1, 2010.

Please contact the Bureau of Shanghai World Expo Coordination for further information about World Expo 2010 Shanghai China.
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E-mail: news@expo2010.gov.cn
Official Website: www.expo2010china.com

MARKET DEVELOPMENT

The purpose of the market development of Expo Shanghai is to call upon companies and the public to actively support and participate in the Expo. It serves to provide different companies different channels to participate in the Expo. According to the plan, the Organizer will recruit 10 to 12 global partners and some 15 senior sponsors. By the end of April, 2008, a batch of companies have become global partners of Expo Shanghai. Among them: China Eastern Airlines, China Mobile, China Telecom, the Bank of Communications, a consortium of Shanghai Automotive Industry Corporation Group and General Motors, Siemens, Coca-Cola, the State Grid, PICC and Baosteel Group. These companies have already been involved with the participation and promotion of the Expo. They are also the practitioners of the Expo theme.

EVENTS

The Expo events refer to various cultural and entertainment activities and performances to be organized inside or outside the Expo Site before and after the opening of the World Expo. In the Registration Report of World Expo 2010 Shanghai China, exhibition, event and forum are the three key approaches to interpret and express the theme of World Expo. More than 20,000 events are to be held during the 184-day Expo Shanghai.

FORUM

Forum will serve as an important platform to explore the Expo theme, adopt the spiritual heritage and foresee the future of Expo. The forums of World Expo 2010 Shanghai China will facilitate the exchange of ideas. They will discuss the cities' sustainable development, reexamine the theme "Better City, Better Life" and explore possible solutions to solve the potential challenges cities are encountering in the 21st Century. There will be three categories of forums, namely summit forums, theme forums and public forums.

SHANGHAI CHINA

The Center uses a variety of artistic approaches to present the history of the World Expo as well as the basics of World Expo 2010 Shanghai China.

Organizers: Bureau of Shanghai World Expo Coordination,
Luwan District Government

Operator: Shanghai Creative Window

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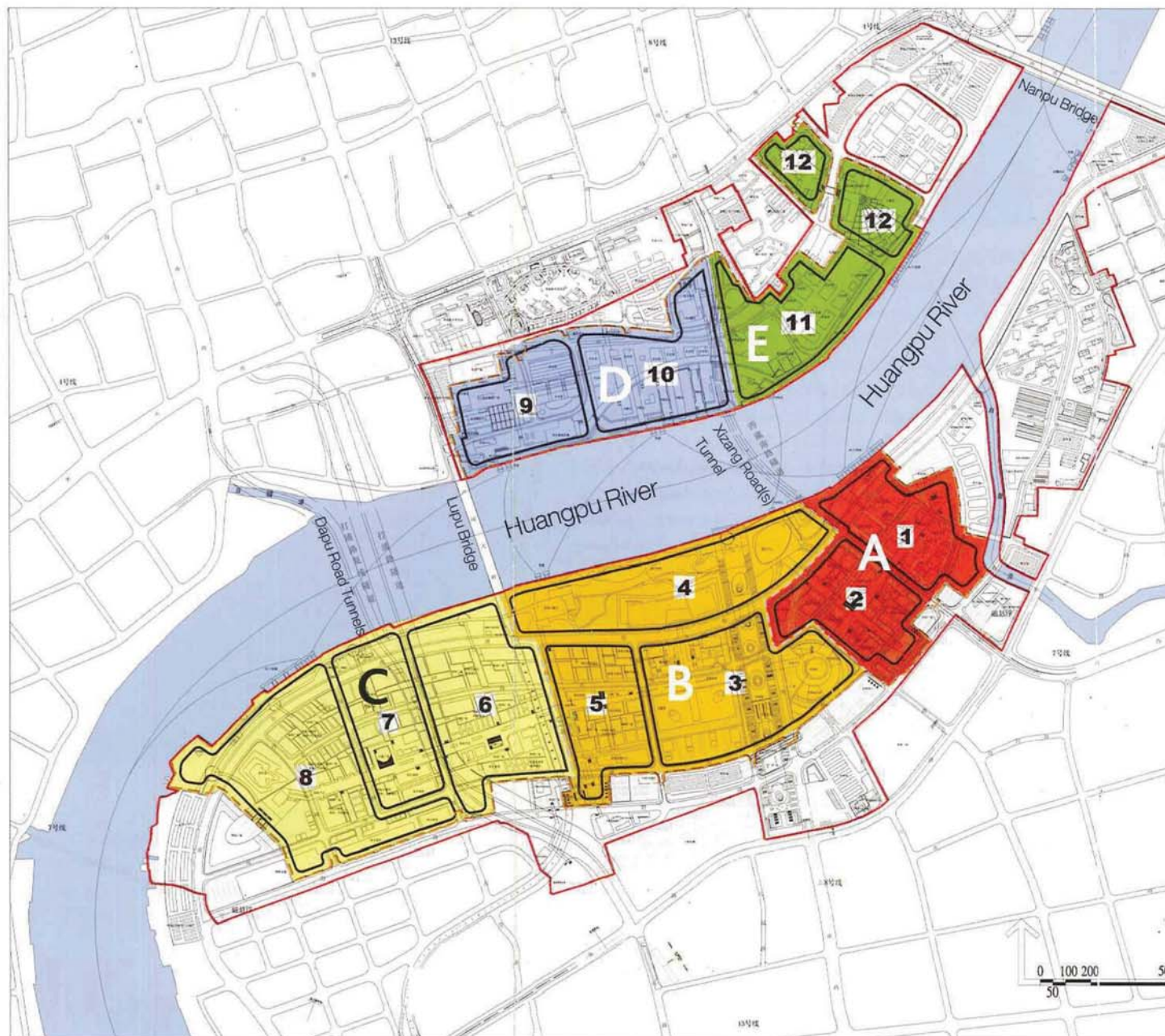
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Pavilion Arrangements

Zone
A

China Pavilion
International Pavilions
(some Asian countries)

Zone
B

Theme Pavilions
International Pavilions
(Southeast Asian and
Oceanian countries)
Pavilions for International
Organizations
Expo Centre
Performance Centre

Zone
C

International Pavilions
(European, American and
African countries)

Zone
D

Corporate Pavilions

Zone
E

Corporate Pavilions
Theme Pavilion
Urban Best Practices Area
Theme Pavilions