

The 7th 2010 Shanghai World Expo China Forum

Theme:	Building the Future City with Global Wisdom: <i>The ideas, innovations and transformations of Expo Shanghai 2010</i>
Time:	November 12, 2009
City:	Beijing, China
Venue :	China World Hotel (No.1 Jianguomeiwai Avenue, Beijing)
Organizers :	Shanghai Municipal Government Bureau International des Expositions
Attendees :	Representatives of the Executive and Organizing Committees of Expo 2010 Shanghai China Official representatives from Expo participating countries and organizations Scholars, Entrepreneurs, Media, etc.
Size:	300 participants (including speakers)

Introduction

As specified in the Expo 2010 Registration Document, every year between 2003 and 2009, the Shanghai Municipal Government and the BIE organize the 2010 World Expo Shanghai China Forum to further develop the Expo theme “Better City, Better Life.” By providing an important platform for Shanghai to learn from the experience of previous host cities and to form partnerships, the World Expo Forum has made positive impacts on the preparation work for the Expo 2010.

The 7th 2010 World Expo Shanghai China Forum will be the last one of this series. Under the theme of “**Building the Future City with Global Wisdom,**” this forum will explore how the three core parts of the Expo 2010 (exhibitions, events and forums) will illustrate the theme “**Better City, Better Life.**”

The main goal of this forum is to carry on the discussions on Expo and

urbanization which is the overarching theme of all the previously held expo forums, and to preview some of the highlights of the 2010 World Expo. By discussing the influence of today's Expo, the forum organizers hope that all participants could share the values of the Expo: education, innovation and cooperation, and to have the same vision of holding a successful 2010 World Expo.

The forum will be divided into three sessions: *Sustainable Urban Civilization, Diverse Urban Cultures and Developing Expo Values*. From these three dimensions, scholars, business leaders, officials from a number of countries and international organizations will gather to define cultural diversity in the process of urbanization, find solutions to the challenges people facing globally and design the future of the World Expo. The forum will apply different formats to better engage the audience, including **keynote speeches, case studies, panel discussions and short film showing**.

Agenda :

- **Nov. 11. 2009 (Whole Day)**

All guests check in

Venue: China World Hotel, Beijing China (No.1 Jianguomeiwai Avenue, Beijing)

- **Nov. 12. 2009**

Forum Program :

08:30-09:00	Registration
09:00-09:40	Opening Plenary
	Moderator : HAN Zheng <i>Mayor of Shanghai</i>
09:00-09:05	Introduction by moderator
09:05-09:35	Opening Speech Chinese State Leader
09:35-09:40	Video Showing <i>Dream City-Expo Park Tour</i>
09:40-10:10	Opening Address
	Moderator: HAN Zheng <i>Mayor of Shanghai</i> Speakers <i>Celebrating World Civilizations at the Expo: Overview of the</i>
09:40-10:00	World Expo 2010 Shanghai China YU Zhengsheng <i>Secretary, CPC Shanghai Municipal Committee</i>
10:00-10:05	WAN Jifei <i>Chairman, China International Trade Promotion Committee</i>

10:05-10:10 Jean-Pierre Lafon
President of BIE

10:10-10:25 **Coffee Break**

Session I: Sustainable Urban Civilization

10:25-12:10 Today, with more diverse living styles and rapidly developing information technology, cities have become hubs in the process of globalization and regional integration. The quality of future urban life will no longer only depend on materialistic development, but also increasingly on city's cultural depth and breadth as well as city dwellers' environmental and cultural awareness.

Through examining the concepts of Expo pavilions and the Urban Best Practice Area, this session will explore how the Expo participation countries and cities achieve sustainable development in the wave of globalization.

Moderator :

ZHOU Hanmin

Vice Chairman, Shanghai Committee of Chinese People's Political Consultative Conference

Deputy Director, Shanghai 2010 World Expo Executive Committee

Keynote Speeches:

10:30-10:45 ***1.Connecting the Tradition and Modernity : A Case Study on the China Pavilion***

HE Jingtang

Chief Designer of the China Pavilion

10:45-11:00 ***2. Integrating Humanity with Nature: A UBPA Case on the Tent City of Mina***

Dr. Mohammad Alghamdi,

Executive Director of the Saudi Commission

11:00-11:15

3 . *Harmonious Community: Urban-Rural Integration*

Annika Rembe,

Commissioner General of Sweden at the 2010 Expo

11:15-11:30

4 . *Designing a Livable City: A UBPA Case on Social Integration Policy at Porto Alegre, Brazil*

José Fogaça,

Mayor of Porto Alegre City

(OR Alessandro Teixeira, Commissioner General of Brazil at the 2010 Expo)

11:30-12:10

Panel Discussion between the speakers above, monitored by the moderator

Questions:

1) *What kind of cities is sustainable?*

2) *How does EXPO Forum balance ancient traditions and the modern culture?*

12:15-13:30

Luncheon

Session II: Diverse Urban Cultures

The culture of a city reflects its history, and empowers its future growth. With its unique and interesting culture, cities attract visitors from all around the world and become vital platforms for international communications. As cultural heritage is not renewable, protecting and preserving traditions becomes even more imperative for modern cities. City leaders are responsible for shaping city's unique characteristics through preserving city's cultural originality and promoting its diversity.

13:30-15:15

Through speeches and case studies, this session aims to inspire participants to reflect on the blending and co-existence of various cultures in global cities.

Moderator:

Yang lan

*Member of Chinese People's Political Consultative Conference,
famous Chinese TV anchor*

Keynote Speeches:

13:35-13:50

1.The World Expo and its Cultural Role

Hans d'Orville

Assistant Director-General for Strategic Planning, the UNESCO

13:50-14:05

***2. When the East Meets the West: Highlights of Events at 2010
World Expo***

ZHONG Yanqun

Deputy Chair of Shanghai 2010 World Expo Executive Committee

14:05-14:20

***3.Protecting and Revitalizing Indigenous Cultures: African
Cultures at the World Expo***

Dr. Laurence Konmla Bropleh,

Minister of Information, Culture & Tourism and the Chief

Spokesperson of the Government of Liberia

14:20-14:35

***4.Cross Cultural Intercommunication: The Perspective of a
Canadian to the Cultural Difference between East and West
World***

Mark H. Rowsell,

Commissioner General of Canada at 2010 World Expo

14:35-15:15

**Panel Discussion between the speakers above, monitored by
the moderator**

Questions:

*1) What role does the World Expo play in enhancing cultural
diversity on a local and global scale?*

*2) In what forms are different cultures presented at the World
Expo?*

15:15-15:30

Coffee Break

Session III : Developing Expo Values

15:30-17:00

Since its debut in the 19th century, the concepts of Expo have been tremendously enriched. The positioning and function of Expo keeps evolving-it not only satisfies people's intellectual curiosity, but also gathers advancements in science and technology, economics, cultural and sustainable development, etc, which are all fields undergoing profound transformations.

The session will probe into the developing Expo values, introducing the practices and innovations in the Expo preparation process. The outcome of this session is expected to benefit the current preparation work and to bring positive influences to the development of the future Expos.

Moderator :

WU Jianmin

Honorary President of BIE

Keynote Speeches:

15:35-15:50

1. The Evolution of "Sustainable Development"

Maurice F. Strong

Former Under Secretary General and Special Advisor to the Secretary General of the United Nations, the first Executive Director of the United Nations Environment Programme (UNEP), Secretary General of the United Nations Conference on the Human Environment.

15:35-16:05

2. The Impact of Expo Values in Japan

Toshio Nakamura

Secretary-General, Japan Association for the 2005 World Exposition

16:05-16:20

3. Opportunities at the Expo and the Implications for Chinese

Cities: Expo Forums (including EXPO Forums, Virtual EXPO on-line etc)

HONG Hao

Director General, Bureau of Shanghai World Expo Coordination

16:20-16:35

4. Innovation and Communication in World Expos

Federica Busa

Head of Communication, BIE

16:35-17:00

Panel Discussion between the five speakers, monitored by the moderator

Questions:

1)How does the World Expo influence the generation and evolution of the ideas on sustainable development?

2)What opportunities will the Shanghai World Expo provide to find solutions for some global challenges?

17:00-17:35

Closing Plenary

Moderator:

YANG Xiong

Vice Mayor of Shanghai

Speakers:

17:05-17:20

China State Leader

17:20-17:35

Vicente Gonzales Loscertales

Secretary General of BIE