

progression

the BIE newsletter



130 days until... Expo Shanghai 2010 !

Special Edition n°1 Expo Shanghai

Shanghai 2010 Building Future Cities with Global Wisdom

There is no better time and no better place than Shanghai 2010 to host the largest international platform for exhibition, dialogue and practices on Better City, Better Life.

Today cities are key players in the global stage, driving the dialogue and the implementation of solutions to enhance urban quality of life. Expos support this leadership by offering a platform that advances the city's innovation capacity and its global cultural, social and political identity.

Because of its size, its rapid development and the millenary tradition of China, Shanghai embodies the challenges faced by the majority of the world's cities and stands at the cross-roads of the global effort to connect developed and developing world, rich and poor, urban and rural

environments, innovation and tradition. While applying the fundamental principle that urban quality of life can only be improved through a permanent and productive exchange with the city's surrounding region and environments, Shanghai has developed three key directions for future Expos.

The first are best practices as an innovative form of exhibition which makes the Expo even more universal by introducing new participants (i.e. cities), new types of solutions and new opportunity for cooperation.

The second is Expo Online as an innovative form of communication that expands the educational reach of Expo and make presentations richer and more dynamic.

The third is the unprecedented breadth and depth of participation of influential and diverse players viewing the Expo as



a powerful tool for public diplomacy.

As Expos continue to be increasingly aligned with the expectations and the tools of the global community, they are contributing their timeless universal values of education, innovation and cooperation which are the foundations for enacting the global wisdom that is so necessary to tackle the urban challenges of our communities.

Vicente González Loscertales, Secretary General of the BIE

Expo Shanghai Online

In order to get more Participants and visitors involved in the world expositions, the Organizer of Expo Shanghai 2010 will launch a creative program of Expo Shanghai Online by making use of unique advantages of Internet. As a creative innovation to the traditional way of presenting the World Expo, Expo Shanghai Online is considered as one of two highlights of Expo Shanghai 2010.



Expo Shanghai Online will present by using Internet technologies an online version of Expo Shanghai 2010 featuring a combination of virtual presentation and reality, thus creating an internet platform enabling alternative experience and real time interaction, in addition to other supportive functions.

As an introductory channel, supplement and extension, Expo Shanghai Online will indeed promote participation and dialogue for the duration of the 6 months of Expo Shanghai 2010, and meanwhile promote exhibition theme and physical pavilions worldwide. Moreover, Expo Shanghai Online enables Expo Shanghai 2010 to become an EVERLASTING world expo. Compared with previous world expositions, Expo Shanghai Online lasts a longer time than ever.

The domain name of Expo Shanghai Online, www.expo.cn has been released. The Organizer is focusing on the full preparation of the official go-live of Expo Shanghai Online at May 1, 2010. Expo Shanghai Online will bring you to experience the splendid of Expo Shanghai 2010 at fingertips of each person with Internet access across countries.

Germany at Expo

in hand with this level of urbanisation are already the focus of economic and social policy – and that goes for Germany too. That's why the exhibition in the German Pavilion, «balancity», will showcase possible German-made and German-created solutions to these issues.

«Balancity» is a newly coined word, combining «balance» and «city», and signifying a city in balance. The point it makes – and the message behind the German Pavilion – is that a city can be an attractive place to live – if it provides a balance between renewal and preservation, innovation and tradition, urbanity and nature, community and individual development and work and leisure.

Visitors to balancity will embark on an entertaining and informative journey through a city of ideas, moving around as they would in a real German city. On foot, moving walkways and escalators, they will make their way through different urban spaces that present specific themes. The journey starts at a harbour and leads through gardens and parks, via a town planning office and a factory and past a square to end at the

“Energy Source”, the city's power plant. This is where the visitors will take centre stage in a spectacular live show featuring a pendulum weighing around 1.2 tonnes with a sphere three metres in diameter attached to it. Purely by shouting and making movements, they will steer the sphere's motion and set it swinging. Images from “balancity” and images related to the EXPO theme of “Better City, Better Life” will appear on the sphere, displayed by the almost 400,000 LEDs on its surface. Through this extremely impressive community experience, visitors to the German Pavilion will discover that together they can – quite literally – get things moving.

Dietmar Schmitz, Commissioner General, Germany Section of Expo Shanghai 2010



<http://www.expo2010-germany.com>



The Italian Pavilion sums up our proposal for the City of man:

an urban model that combines cities' need for renewal with the need to maintain a sustainable relationship with the territory. It is an example of Italian contemporary values and it pays homage to the host country.

Conceived as a "bioclimatic machine" the Pavilion is inspired by Italian urban tradition and by the typical grid of streets and alleys of our cities. Seen from above, it resembles the start of the Chinese game pick-up-sticks – also known in Italy as Shanghai Game – where a number of sticks are thrown in a random pile. The different sections of the building shape a geometrical figure that symbolises the complexity of regional cultures that define Italian identity.

The Pavilion combines common elements of ancient Chinese and Italian cities and suggests a return to a simpler life based on human relations improved by the contribution of an eco-sustainable environment. It will be a quality structure, the result of our research and creative capacity of innovation, designed and built with the best Italian materials.

The Pavilion has been conceived as a container

of Italian best practices: we will show Italy's excellence in all those sectors that can improve the quality of urban areas, like engineering, urban development and architectural design, technological innovation and cultural events. It will host exhibitions and unique events, with a rich cultural and artistic program that aims to surprise and awaken emotions, to inspire new ideas and to open opportunities for Italian businesses.

“Made in Italy” is often perceived as synonymous of “good life” and the six-month exhibition will enable us to reinforce the perception of Italy as a country capable of exporting quality of life.

Beniamino Quintieri, Commissioner General of Italy for Shanghai World Expo 2010

Italy at Expo



<http://www.expo2010italia.gov.it>



The Republic of Korea Pavilion presents Korea in style and elegance

« So full of color, and look at those artistic patterns! » Most visitors feel enchanted by the colorful design and the unique appearance of the outer wall when viewing the Republic of Korea Pavilion for the first time. Their curiosity aroused, they can't help but keep their eyes glued to the artistic building.

The Hangeul patterns on the surface of the walls of the Republic of Korea Pavilion are abundant with the spirit of Korea, while the colorful art pixels express the country's dynamism. Curiosity piqued, one enters the Pilotis Space on the ground floor, where you feel as if you have arrived in a real Korean city.

You enter the main exhibition hall on the second floor where Korea's style and elegance await you. The Culture Zone introduces you to the dynamic Korean culture of both past and present.

Next is the Nature Zone. Visitors will learn about the Korean pursuit of harmony with nature and the drive for a more eco-friendly lifestyle which is embedded in Korean society. After having enjoyed the freshness of nature, you enter the Humanity Zone where you can experience Korean jeong,



perhaps for the first time in your life. Jeong is the character which best describes Korea's community spirit combined with the warm soul of the country's people.

The Technology Zone introduces visitors to Korea's advanced IT and her ubiquitous and

convergence technologies. Furthermore, the Zone exhibits an idealized future city, where the dreams of its residents become reality. In the movie theater, you can watch a short film featuring Korean celebrities, reflecting a city where diversity of life and urban culture is interwoven in perfect harmony.

When the film ends, the theater opens and a promise is made to meet again during the Yeosu EXPO in Korea 2012. At last, the "Dream of Asia" Zone unites the peoples of both Korea and China, and through works created by a team of Korean and Chinese artists, the two countries vow to maintain an everlasting friendship.

The Republic of Korea Pavilion exhibits the vision for a future city of colorful life and cultural diversity. The Republic of Korea Pavilion will certainly be among the most impressive national pavilions you have ever witnessed. Welcome to "Friendly City, Colorful Life"!

Expo Team, KOTRA (Korea Trade-Investment Promotion Agency)





South Africa at Expo

The South African government attaches great importance to international events such as the Shanghai Expo, which provides the opportunity for countries to showcase the best of what they have to offer the world. Indeed, the World Expos are regarded as the Olympic Games of the Economy, and of Science and Technology. South Africa has participated in all the major Expos since 1992, namely Seville, Spain in 1992; Lisbon, Portugal in 1998; Hanover, Germany in 2000 and Aichi, Japan in 2005. We will draw on these previous experiences in Expos to make our participation in the Shanghai Expo a memorable one.

For us as South Africa, next year will be an especially important year. In addition to our participation in the Shanghai Expo, we will be hosting the 2010 FIFA World Cup. As part of the Expo sub-themes, our Pavilion will launch with a major focus on the FIFA World Cup, which starts in June, 2010.

One week before the end of May, we will host a Food and Wine week. During this time, we will be showcasing some of the best wines South Africa has to offer. This event, like many others, will be peppered with our cultural activities, for example, different South African cultural troupes, musical groups, (including South Africa Jazz) and the reading of poetry. Some of these events will be repeated until the end of the Expo. We hope they will dazzle our visitors.

The succeeding months (June-October) will then highlight a variety of themes that range from tourism to economic developments that showcase South Africa as a modern and vibrant economy. During the last month of the Expo, the South African Pavilion will highlight science and technology and the importance of the green revolution and the environment. In addition, in October, fashionistas will be pleased to see our

South Africa Means « Business »

South Africa's participation in the Shanghai Expo in 2010 is yet another demonstration of our commitment to the Strategic Partnership that began with the formal establishment of bilateral relations in 1998.

The South African Pavilion's theme is: « The Rise of A Modern Economy – KE NAKO! » We have also created sub-themes that indicate why a modern economy is necessary for a « better city and a better life ». Each month will see the practical aspect of how to create or provide a better city and a better life.



models prancing on stage, "the cat walk." The Fashion Week will bring some of the best designers we have who have successfully participated in major international fashion shows.

The figures show that there are more participants than the 2000 Hanover World Expo which attracted 155 countries and 17 international organisations. The Shanghai Expo is also expected to draw some 70 million visitors, including investors from all over the world. The 2010 Shanghai World Expo will therefore be the biggest ever in the history of World Expos. Already a huge amount of work has been done to ensure that the event is a success and our Pavilion is currently under construction.

The South African government is aware that in China we have a strategic partner working with us to create a better world and achieve a better life for all. South Africa and China are both committed to finding solutions to common challenges, those of underdevelopment, poverty, disease, illiteracy, and inequality.

We are therefore working to strengthen and enhance this strategic bilateral relationship and to implement the China-Africa partnership commitments made. Our two countries also work together in many multilateral forums and are also committed to promote South-South cooperation and to make the world a better place for present and future generations.

In conclusion, let us as partners ensure the success of 2010 Shanghai Expo, to which South Africa is fully committed. We also invite all our Chinese friends to support the 2010 FIFA Football World Cup, and in this way further deepen our strong diplomatic ties and indeed our people-to-people interactions.

V.M. Khumalo, Commissioner General, South Africa Section of Expo Shanghai 2010.





Expo Shanghai Travelling Exhibition

regions, municipalities in China, as well as Hong Kong, Macao and Taiwan, attracting an audience of more than 2.8 million person-time. The tours, becoming the most significant Shanghai Expo platform for nationwide communication and promotion, have aroused an Expo fever in the local areas.

The exhibition highlights a collection of participation proposals from participants of World Expo 2010 Shanghai China; it also features contents such as the review of the relationship between China and the World Expo, the profile of the BIE and the history of the World Expo.

'The Path to World Expo' was successfully held at Beijing's Capital Museum from July 5th to July 25th, 2009. On that day, Wang Qishan, member of the Political Bureau of the CPC Central Committee, Chinese vice-premier and Director of the National Organizing Committee of Expo 2010, declared the opening of and paid a visit to the exhibition. Vicente Loscertales, the secretary general of the BIE, also attended and addressed the

Opening Ceremony.

On July 15th, Chinese president Hu Jintao and some 30 state and party leaders visited the exhibition of 'The Path to World Expo'. After an earnest visit, they fully affirmed the remarkable achievement accomplished by the organizer of Shanghai World Expo and highly appreciated the enthusiastic involvement engaged by the Participants. Hu stressed that we should mobilize all the strength in China and integrate all the wisdom in the world to present a successful, splendid and unforgettable World Expo.

This exhibition serves not only a huge success for the communication and promotion of Expo Shanghai, but also the highest leveled and most influential event contributed to the

An Overview on the Travelling Exhibition :

« The Path to World Expo - Introduction to World Expo 2010 Shanghai-China and Retrospection of World Expo History »

A travelling exhibition named 'The Path to World Expo - Introduction to World Expo 2010 Shanghai China and Retrospection of World Expo History' was launched on August 5th 2007 (the 1000-day-countdown to the opening ceremony of Expo 2010). Up to now, the exhibition has toured around 20-plus provinces, autonomous

Expo 2010 up to date, which keeps a good momentum to mobilize the whole nation for a successful Expo.

'The Path to World Expo' is also scheduled to tour around Shandong, Shanxi, Hainan, Sha'anxi and Hubei province in the near future. As of January, 2010, the exhibition will have covered all the 31 provinces, autonomous regions, municipalities in China as well as Hong Kong, Macao and Taiwan.

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