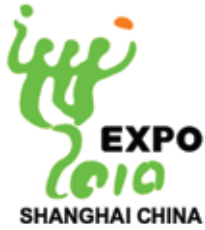


# EXPO Shanghai Newsletter



Countdown: 37 days to go

[www.expo2010.cn](http://www.expo2010.cn)

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## Queuing areas set for check

Workers install queuing and security checkpoint facilities at the main entrance of the World Expo 2010 Shanghai Site on March 15 in preparation for a test run starting on April 20 for the big event. There will be eight entrances to the Expo Site, with a quarter of visitors expected to enter from the main one, known as the Expo Boulevard, in the Pudong New Area.

## Currency services

VISITORS to the World Expo shouldn't have any trouble finding a place to change currencies.

The city has 2,315 bank outlets equipped with foreign exchange services, 489 foreign exchange parlors in hotels and shops, and 12 forex outlets in currency-exchange companies.

On March 18 Financial services officials said they were well prepared, with 238,200 swipe-card point-of-sale machines at 76,400 merchants; 11,000 automatic teller machines; and 20 billion yuan (US\$2.9 billion) in brand-new banknotes to keep those machines amply stocked.

## Value of souvenir items 8bn yuan

SALES of more than 5,000 varieties of Expo souvenirs have exceeded 8 billion yuan (US\$1.17 billion).

More than 4,000 stores have been opened to sell the products, including 2,500 in Shanghai.

The Organizer will set up stores in major cities across the country by the end of March, said Xin Junhui, director of the Sales Office of Expo Licensed Products.

There are 28 main categories

of licensed products, including garments, toys, craftwork, accessories and gold and silver items.

The Organizer will have 10,000 types of Expo souvenirs before the event opens in May. Souvenirs went on sale in Shanghai in December 2007.

Among the most popular souvenirs are a 15-centimeter Haibao doll at 45 yuan, and a 35-centimeter model, costing 95 yuan.

Visitors to the Expo can buy

products at 80 stores and eight convenience areas.

The convenience stores will also sell medicated oil which can help prevent fainting in hot weather, said Lin Shengyong, director of the Commercial Administrative and Service Department of the Bureau of Shanghai World Expo Coordination.

Total sales of souvenirs are expected to reach about 2.1 billion yuan.

### Expo Fact

The sales of licensed Expo 2010 products have reached 8 billion yuan (US\$1.17 billion).

# Final issues discussed

THE first conference of the Steering Committee of the Constituent Session of the College of Commissioners General of World Expo 2010 Shanghai China took place at the Expo Center on March 18, when issues regarding the upcoming Expo were discussed.

Fifty members and their assistants attended the meeting. They talked about the invitation of guests to the opening ceremony on April 30, transportation issues, security, site passes, visa applications and Expo village services.

## Choppers set to carry sick

HELICOPTERS will be used during World Expo to transport patients from the Expo Site to designated hospitals, officials from the Shanghai Health Bureau said on March 18.

The Shanghai Medical Emergency Center is cooperating with Shanghai Police Aviation Force, which has one medical helicopter and another helicopter that will be used as backup.

Xu Jianguang, director of the Shanghai Health Bureau, said Shanghai has made detailed preparations for medical needs.

"Prevention of major public health events and infectious disease outbreak, drinking water safety inside the Expo Site, food safety and effective medical services are our top tasks for a smooth Expo," Xu said.

Five first-aid stations have been set up and seven nearby hospitals have been designated to receive patients.

The Organizer reported issues regarding the trial run of the Expo Site, the cooperation among Shanghai's districts and Chongming County, event arrangement, reservation of pavilions and restaurants for staff.

Members expressed appreciation for the Organizer's efforts in tackling problems confronting participants.

Vicente Loscertales, secretary general of the International Expositions Bureau, Hua Junduo, Commissioner General for World

Expo 2010, Hong Hao, Director General of the Bureau of Shanghai World Expo Coordination, Huang Jianzhi and Hu Jinjun, Deputy Directors General of the Bureau, attended the meeting.

It was hosted by Hiroshi Tsukamoto, the Chairman of the Steering Committee of Commissioners General of World Expo 2010 Shanghai China and Commissioner General of Japan.

The second meeting is scheduled for May. Following the meeting, attendees visited the Expo Site.



## Seeds of success

**British Foreign Secretary David Miliband pushes in the final acrylic pole, containing different kinds of seeds, to signal the successful completion of construction of the exterior of the United Kingdom Pavilion at the World Expo 2010 Shanghai Site on March 15.**

## In Brief

### Thais on trial

THE almost completed Thailand Pavilion will be open during the five test runs of World Expo. Thailand hopes to present the image of a vigorous commercial center boasting rich natural landscape. The 3,117 square meters pavilion will explore the theme "Thainess: Sustainable Ways of Life." There will be a friendship clock on the roof of the pavilion, symbolizing friendly ties between China and Thailand.

### Spanish dance

THE Spain Pavilion will be turned into a cabaret that offers a feast to visitors every night by serving authentic delicacies and sizzling shows. More than 50 Spanish artists will perform at the pavilion, presenting performances that range from avant-garde theater to soap bubbles and flamenco dancing. The daily show will be staged twice, at 6pm and 8pm, in the pavilion's amphitheater, which has 100 seats.

### Czech winners

IF you are one of 10 people who comes closest to guessing the weight of golden artifacts at the Czech Pavilion and, you will win 50,000 yuan (US\$7,310) at the end of Expo. The prizes are being offered by the Czech Republic, which also plans to invite every 500th visitor to sit on a sensor chair and have his or her current emotions recorded. A bottle of perfume reflecting their feelings will be made and gifted to the visitor.

### USA's parable

THE USA Pavilion will feature a show entitled "The Garden" — the story of a 10-year-old girl who envisages turning a vacant city lot into an urban oasis working with her neighbors. The movie — a visual parable without dialogue — will include computer-generated imagery and 4-D effects, like vibrating seats, mist and lightning, said Greg Lombardo, Director at BRC Imagination Arts, the Burbank, California.

## Expo Online

### Symposium discusses progress, CDN band width

THE fourth Expo Online Symposium was held in Paris on March 10. More than 30 delegates of experiencing pavilions' participants and developers attended.

The Organizer outlined latest progress of Expo Online and released the deployment plan for

global CDN band width. Specific technical problems like the integration of experiencing pavilions were also discussed.

The Organizer collected seven file packages of experiencing pavilion outcomes and gave immediate feedback.

For more information, please contact Chen Xuyan (Tel: 8621-2206-2079, Email: chenxuyan@expo2010.gov.cn) and Rong Jiachen (Tel: 8621-2206-2084, Email: rongjiachen@expo2010.gov.cn or visit <http://en.expo2010.cn/sr/node2292/indexn.htm>).

## Expo Fact

The Expo 2010 has a "passport" for visitors to get stamped at the fair's pavilions.

# Five-star hotels welcome Expo

The city's luxury hotels are outdoing themselves in preparing for the six-months invasion of visitors during World Expo 2010 Shanghai.

SHANGHAI'S five-star hotels are ready for a busy World Expo 2010, with many expanding their food and beverage services to cater to a flood of visitors from around the world.

From launching new facilities and promotions to preparing new staff, the hotels are putting the finishing touches on food and beverage strategies for the six-month event.

The Hilton Shanghai is no stranger to big events, having catered for the 2009 Shanghai ATP 1000 Masters tennis tournament.

The hotel is also gearing up to support Expo participating countries in their national day celebrations, says Hilton Shanghai General Manager Guy Hutchinson.

"We are negotiating two or three large national day events that will be held either on our premises or in other external venues off the Expo Site," Hutchinson says.

These events could cater for as many as 2,000 people. The hotel would also feature the cuisine of the particular country for a week, says the general manager.

"We have always been very international, but we are taking a few extra steps in terms of bringing in new foreign chefs who will be based in our hotel during the period."

The hotel has already brought in a new French pastry chef and will add a chef specializing in Mediterranean food.

Along with bolstering its cooking team, the Hilton Shanghai has also spent the last four months fine-tuning all aspects of its food-safety procedures.

This has involved a full audit of food supply to ensure food safety best practices from the source to the kitchen.

The Pudong Shangri-La Shanghai will be in the heart of

Expo-related activities and its executive chef Tim Stanhope says they are expecting a big increase in food and beverage demand during the six months.

As well as providing outside catering to pavilions, Stanhope says the hotel has a dedicated World Expo Service Center managing all ticket bookings, information, shuttle buses and tour arrangements.

Along with offering its catering services to national pavilions, the Shangri-La is also the official caterer for the SAIC-GM Pavilion.

"We are taking a few extra steps in terms of bringing in new foreign chefs."

"We can deliver a variety of customized celebrations including luncheons, large-scale events, cocktail receptions and dinners, with a focus on VIP needs," says Stanhope.

"All menus can be designed to fit a chosen theme or concept as our chefs prepare authentic world cuisine and local specialties from a wide range of countries."

Giving a touch of class to its Expo preparations, the JW Marriott Hotel Shanghai is creating the perfect English afternoon tea experience as part of its role as official supporter of the UK Pavilion.

Food and Beverage Director Josef Schuppler says the Marriott's 38th floor Lobby Lounge has been given a new look and will be ready in mid-April.

The hotel will offer a traditional English afternoon tea straight from the iconic Marriott hotel

**From launching new facilities and promotions to preparing new staff, Shanghai's five-star hotels are putting finishing touches on their food and beverage strategies for the World Expo.**

in Mayfair London, Grosvenor House.

"We will be recreating the whole experience here in Shanghai by flying all the original crockery and stands, the menu and recipes and we will serve it the exact Grosvenor House way here to guests," says Schuppler.

Also in the heart of Shanghai, Le Royal Meridien has been heavily involved in promoting food and beverage for the Expo.

Executive chef Cameron Ballendine has been chosen "World Expo Chef Guide" as part of the World Expo Countdown 100 Days Cooking Show. Ballendine performed

a cooking demonstration with his family as part of the show.

Chinese executive chef Peter Cheung has also created a dish welcoming the Expo, which was included in the book "Shanghai Residents' Private Menu."

Marketing Director Shirley Xiao says they will showcase the best of Shanghai's food culture across six restaurants.

"We are dedicated to offering delicious cuisine, creative cocktails and the finest of wines to our guests from around the world. This is an integral part of the heritage and tradition of Le Royal Meridien Shanghai," she says.



# Romania's 'apple' world

## National Pavilion

THE old proverb "an apple a day keeps the doctor away" is the philosophy behind the Romania Pavilion — a big green apple and a slice of apple lying on the ground.

The 2,000-square-meter glass "apple pavilion" might be the largest apple-shaped Expo architecture. For the Romanian Expo team, the apple represents a healthy lifestyle as well as knowledge, freshness, temptation and eternity.

It reminds people to take care of the city they are living in, says Ferdinand Nagy, commissioner of the World Exhibition of Romania.

Lights will illuminate the apple from inside. It will be green under sunshine, and turn red, yellow and blue at night.

Nagy says Romania is trying to highlight a city's historical and cultural heritage in order to understand, develop and translate this wisdom into a better quality of life for contemporary urban Romanian citizens.

The exhibition is based on the theme of "Greenopolis."

"Greenopolis is a term with universal meaning, represented by the apple, which means health, knowledge and freshness," he says.

Visitors will first enter the apple via an opening that is like a small bite. The pavilion will showcase the cultures of the country, while the slice will house the main exhibition area.

The apple will have five levels inside. Three stories will be open to visitors. The first and highest



### What to see?

Made of glass, the Romania Pavilion is a big green apple and a slice of apple lying on the ground. Classic Romanian movies that amazed Chinese people in the 1970s will be played.

### What to eat?

A restaurant will serve traditional Romanian food, which

may include the famous sarmalute cu mamaliga, a popular dish of stuffed cabbage rolls.

### Want to have fun?

When entering the pavilion, visitors will be warmly welcomed and invited to dance by Romanian folk dancers in traditional costumes made of hemp.

**US\$3.5 m**

The main exhibition area promises a "secret and very special activity" for visitors.

**2,000 sq m**

The glass "apple pavilion" might be the largest apple-shaped Expo architecture.

levels are for technical use.

Visitors will be welcomed by Romanian folk dancers on a stage. They will be dressed in traditional costumes — a shirt or chemise made from hemp, linen or wool for both men and women.

Visitors will be invited to a restaurant to taste a typical Romanian meal, which will include soups made with meat, vegetables or fish.

Romanian wine will also be served.

## UBPA case

### Bremen's 'how to get around' solutions in UBPA display

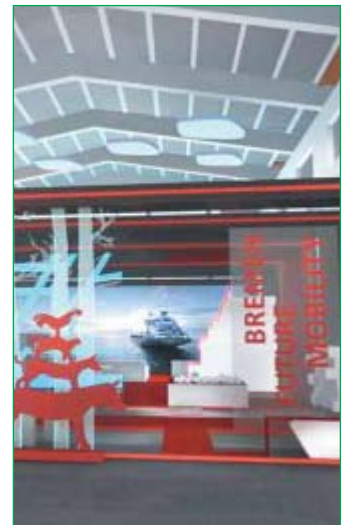
THE German city of Bremen will explore urban mobility solutions in the Urban Best Practices Area exhibition at World Expo Shanghai.

Bremen, which has also confirmed it will take part in the Expo Shanghai Online showcase, has signed a participation contract with the Organizer.

The exhibition, "From Knowledge to Innovation: Urban Mobility Solutions," will outline an innovative program that allows people to rent vehicles that fit their needs at any time with a smart card to curb the excessive use of private cars hitting the streets. It falls into UBPA's "Livable City" section.

Heiner Heseler, Deputy Minister of Economic Affairs and Ports of Bremen, said the city would display its plans in urban transport, football and ecological development.

Bai Wenhua, Chairman of Shanghai World Expo Land Holding Co Ltd, said Bremen's case is a good response to the issue of intelligent, sustainable urban mobility and would attract a large number of visitors interested in city planning.



## Get World Expo 2010 news on a BlackBerry

### Expo Partner

OFFICIALS from the Bureau of Shanghai World Expo Coordination will use BlackBerry cell phones when the Expo opens, the Organizer said on March 17.

And users of BlackBerry cell

phones worldwide will be able to read Expo news provided by Shanghai Daily. They will get access to the newspaper's stories after downloading the free app from Blackberry App World.

Research In Motion, developer of the BlackBerry cell phone, which signed a contract with the

Organizer, has a system tailored for Expo staff, enabling them to handle e-mails, get information updated and keep in touch with co-workers. Li Tong, Director of RIM China market, said the system has been expanded in function to help Expo workers share real-time information on networks.

**Visit [www.expo2010.cn](http://www.expo2010.cn) for more news & information**

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