EXPOShanghai Newsletter

Countdown: 107 days to go | www.expo2010.cn | Newsletter No. 47, January 14, 2010

Expo float a big hit in US New Year parade

HUNDREDS of thousands of spectators burst into cheers when the Expo Shanghai float debuted in the 121-year-old Rose Parade, in Pasadena, California, one of the most traditional New Year celebrations in the United States.

Excited crowds hailed "Jackie, Jackie" when the Expo float carrying action film star Jackie Chan veered into view on Colorado Boulevard in Pasadena, the main street of the 10-kilometer parade route.

Chan, also an Expo Shanghai image ambassador, joined US Commissioner General Jose Villarreal and Chinese baseball team coach during the Olympics, Jim Lefebvre, to wave to crowds during the two-hour float trip.

Yao Ming, Shanghai's NBA star and another Expo ambassador, cancelled his plan to board the float at the last minute to protect his left foot, which was recovering from an operation last July. Yao watched the parade roadside with spectators.

"It's a pity that Yao Ming wasn't able to appear, but those roller-skating kids really amazed us," said Grace Esplin, a California-native parade watcher.

"Look at their beautiful costumes ... those kids are so talented."

Consisting of 80 Shanghai pupils, the roller-skaters dressed in blue Expo Shanghai mascot "Haibao" costumes with colorful wings, danced and performed in front of the 16.8-meter-long, 11-meter-high float.

An inflated "Haibao" character joined the fun by marching and amusing spectators as the Shanghai float passed.

A promotional fair for the upcoming World Expo took place in the city the next day after the parade, gathering US and Chinese guests from all walks of life, including Chan and Yao.

About 200 guests attended the promotion, including representatives from the US Embassy of the People's Republic of China, US consulates-general of the People's Republic of China, overseas Chinese, members of US Congress, US government officials and reporters.

Jackie Chan and Shanghai students staged performances.

The flower-decorated Expo Shanghai float, with models of Shanghai landmarks, impresses spectators at the annual Rose Parade in Pasadena, California.

Photo Show

A photographic exhibition featuring Expo 2010 was launched in Pasadena. It consisted of 120 pictures of the Expo Site, its national pavilions and daily life in Shanghai. It will also be shown in Los Angeles, New York and Boston.

Expo Fact 192 countries and 50 international organizations have confirmed their participation.

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Special clearance center for participants' goods

FOREIGN participants at World Expo Shanghai will be able to get customs and other services at a clearance center set up on the Expo Site.

Local customs, inspection and quarantine authorities plan to provide simplified approvals and tariff reductions at the center which will be operational 24 hours a day.

"It's a demanding task as many Expo-related goods are special and unique," said Mao Xiaohan, the center's director. Mao estimated the arrival of Expo-related goods will reach a peak between February and March.

The site has three warehouses covering 40,000 square meters and six dispatch centers. Another 1,000 square meters will be set aside for precious Expo exhibits.

About 600,000 people are expected to visit the Expo Site each day, said Mao.

Foreign participants can declare goods beforehand and some items will not be taxed, said Shi Min, an official with the Shanghai Customs department. State tax authorities are discussing tariff discounts for other goods.

Shanghai Customs officials checked 205 batches of Expo-related goods worth over US$31 million from September 26 to December 15, 2009.

Local inspection and quarantine authorities said that they would pay "special attention to some rare or endangered species." Eleven teams have been set up to check goods such as plants, animals, and industry exhibits items.

4,000 Expo taxis get ready to roll

THEY will look different from the usual Shanghai taxis: white with special logos, and they'll be roomier.

Four thousand new taxis for World Expo will hit the roads next month. Most of them will be Volkswagen Touran cars, higher-level vehicles than the Volkswagen Santana cars that make up most of Shanghai's current taxi fleets.

About 350 will be Buick LaCrosse Hybrids, in line with the new direction of the local taxi industry, according to Huang Rong, Director of the Shanghai Construction and Transport Commission.

They'll all be painted white and display the logos of "World Expo 2010 Shanghai China" and Haibao, the Expo mascot.

Pandas settle in

TEN young pandas — a high-level promotion for World Expo 2010 Shanghai — have arrived safely in the city. They have been placed in quarantine where they will stay before making their Shanghai debut at the end of January. The pandas arrived at Hongqiao International Airport and were quickly transferred to Shanghai Zoo. All are about 18 months old and were born after the massive earthquake in Sichuan in 2008.

Expo Online

Future City virtual site test for functions, bugs

A FUNCTION test of the Future City site was recently launched for Expo Online. Two hundred accounts were created for the test.

Through the test, Organizer of Expo Online will source information and feedback from internet users about the system controls, the main functions and any bugs in the alpha version.

Future City is a virtual platform for Netizens to communicate and cooperate during the Expo.

Applying proven online gaming concepts, the platform will allow users to take a free virtual trip of the Expo Site and significant venues and pavilions by role playing or as the first person.

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

In Brief

Take controls

SIT in a cockpit and try to pilot a plane in a virtual-reality exhibition in the Aviation Pavilion at World Expo 2010, sponsored by the China Aviation Industry Corporation and China Eastern Airlines. On January 6, the aviation giants launched a website, www.airexpo2010.com, for visitors to book a chance to be a virtual pilot. The two state-owned enterprises spent 280 million yuan (US$41 million) on the 4,000-square-meter Aviation Pavilion.

Peru cuisine

PERU will build a restaurant in its pavilion to showcase Peruvian food, one of the most diverse in the world consisting of French, Chinese and Indian cuisines. When Expo Shanghai Organizer handed over a 1,000-square-meter rented pavilion to Peru, Harold Forsyth, ambassador of Peru in China said that the pavilion will have a 200-square-meter restaurant that seats 120 people. Food will be free for visitors on July 28, the country's national day, Forsyth said.

Southern style

SOUTH China's Guangdong Province has started building its exhibition, which will feature a typical southern China perspective with a "green life" flavor. The structure will take the shape of a Qilou building, a classic fusion of Eastern and Western design. Qilou, or Chinese arcade houses, are cultural landmarks in the coastal cities of south China.

Blend of images

SHAANXI Province will display a four-meter tall terra-cotta soldier replica holding hands with a two-meter tall modern girl made of glass as a centerpiece of its exhibition, depicting the province's historic and modern images. Two Shaanxi people selected from across the province as most resembling Emperor Xuanzong of the Tang Dynasty (AD 618-907) and his consort Yang Yuhuan will also welcome visitors to the pavilion, a replica of a palace.

Expo Fact

Expo Village can serve around 7,000 officials of Expo participants.

Ticket options suit needs, budgets

NOW is the time to plan your visit to this year's World Expo and the best way to enjoy it is by selecting the right ticket combination. There are many options offering discounts that allow you to avoid crowds and heat.

Buying the right tickets to World Expo 2010 Shanghai can help make your visit to the massive fair more time- and cost-efficient.

The Expo Organizer has designed six main types of tickets with different prices to meet most people's needs.

Sales of the ordinary tickets (160 yuan, US$23.46) and peak-day tickets (200 yuan) have already started. People are also able to buy three- (400 yuan) and seven-day (900 yuan) tickets that will allow repeated visits to the Expo. People can enjoy a 10-yuan discount until the Expo opening on May 1.

Discounted tickets, which are nearly 40 percent less expensive than regular tickets, are also available. After the Expo starts in May, people can buy cheaper night tickets (90 yuan) at the entrance.

Which ticket will be the most suitable for you? Who can enjoy the discounts? Why are the peak-day tickets more expensive?

The multi-day tickets are an innovation at World Expo 2010 Shanghai. They will be good for any three- or seven-day period during the event, which runs from May 1 to October 31, apart from holidays and other peak periods.

The multi-day tickets — with an average price of about 130 yuan per day — will be suitable for travelers who have several days in Shanghai to attend the Expo. They can divide the Expo Site into different regions according to country to facilitate a visit to one region each day.

The main areas of the Expo Site cover 2.38 square kilometers in Pudong and 0.9 square kilometers in Puxi, as such three-day ticket holders can spend two days in Pudong and one day in Puxi.

However, people in Shanghai can buy tickets and choose days in different months to watch different events.

The Organizer is planting different trees and flowers to make the Site distinctive in different months. Foreign pavilions will also change their exhibitions from time to time.

For example, a three-day ticket holder can go to the Expo Site one day in May to see the grand opening of various pavilions, another day in September when there will be fewer crowds in the site because of the end of school vocations as well as some day in October that is expected to be the climax month over the Shanghai event.

Since a single multi-day ticket will enable different people to visit the Expo Site on different days, people can also buy tickets with friends and family members to attend the Expo.

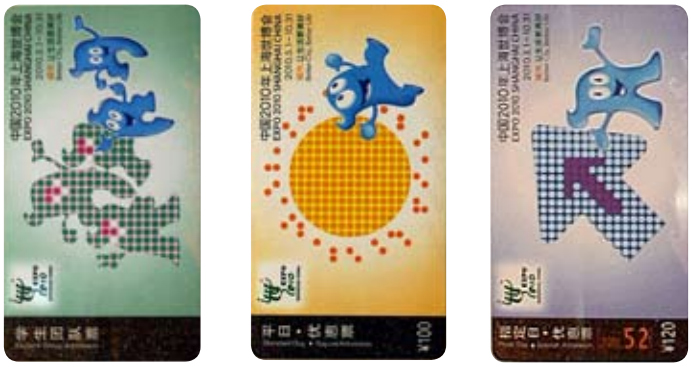
Night tickets, which will only be available for sale during the Expo, will be suitable for those who mainly want to see the exotic pavilion designs and who prefer a cooler environment.

Night-ticket holders will be able to enter the Expo Site from 5pm to midnight. All the pavilions will stay open until 10:30pm but the lights will stay on later.

The pavilions will be more beautiful under the lights at night. Many pavilions will even have special events. For instance, the Norway Pavilion will have a polar light show on the rooftop of its pavilion, and the Korean Corporate Pavilion will launch snow shows every night.

Those who dislike crowds and sunshine can buy night tickets for June or September, expected to have the least number of visitors, to enjoy both less-crowded spaces and a cooler climate.

However, night tickets will allow only brief visits to the inside of pavilions and limits might be set on quantity when the Expo Site is over-crowded, says Chen Xianjin, Deputy Director-General of the Bureau of Shanghai World Expo Coordination.



The Expo Organizer has designed six main kinds of tickets (top) and three kinds of discounted tickets (above) with different prices to meet the needs of most people. The multi-day tickets (left) are an innovation at World Expo 2010 Shanghai and will be good for any three- or seven-day period.

Last week

The peak-day tickets have been hot items. The 200-yuan ticket for 17 days that are expected to be especially crowded, including the May Day and National Day holidays and the last week of the Expo (October 25 to 31), have been extremely popular since sales began on March 27 last year. The Organizer plans to sell 400,000 tickets for the opening day on May 1, and more than two-thirds have been snapped up, so a new rule has been implemented: only prepaid tickets will be sold for these days and won't be available at the gate — visitors will have to book in advance.

What can visitors see on these days? The 17 peak days are expected to be the most brilliant period of the Expo. Many foreign pavilions will hold grand opening celebrations on the first three days in May. October 1 is the national celebration day of the China Pavilion. In addition, many stores of foreign pavilions will offer discounts in the last week of the Expo as they prepare to close.

People can buy tickets at more than 5,300 outlets of four major ticket agents: China Mobile, China Telecom, China Post and the Bank of Communications. Those outside China can buy the tickets at 15 foreign agents across 18 countries.

Details are available at www.expo2010.cn, the official website of World Expo 2010 Shanghai. You can also dial 86-21-962010, the Expo hotline, for details.

Expo Fact

A standard ticket to Expo 2010 Site is 160 yuan.

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Oman links past, future

National Pavilion

VISITORS will embark on a journey to discover Oman's amazing culture and remarkable geographical diversity inside its pavilion.

Oman Pavilion's story is one of controlled and sustainable economic development, creating better cites and better life while preserving the values of its ancient heritage.

The pavilion's exterior combines elements of two of its famous historic forts. At the back is the distinctive round tower of Oman's old capital, Nizwa, while in front will be the elegant tower of Sohar, a port city once known as "The Gateway to China."

These structures are complemented by a stylized glass enclosure reminiscent of the prow of a ganjah, one of the largest and most beautiful of traditional Omani sailing ships.

The theme of the Oman Pavilion is "Oman — The Evolving Journey" and the pavilion will comprise three sections.

The first will allow visitors to understand the varied geography of Oman, ranging from the stark desert and austere mountains to the rich marine reserves of its warm seas, and the stunning subtropical diversity of its southern Dhofar region.

Visitors will then experience the cultural and social heritage of Oman, gaining fresh insight into its heritage. The Omani values of living in harmony with nature via sustainable use of available resources is a key factor in Oman's future and is the focus of the third and final area in the pavilion.

HE Mohsin Al Balushi, Commissioner General of the Sultanate's participation at Expo promised Oman's pavilion will draw attention to the country's "rich culture and history as well as promote Oman's artistic talent."

What to see?

The pavilion's exterior combines elements of two of its famous historic forts — the distinctive round tower of Oman's old capital, Nizwa, and the elegant tower of Sohar, a port city once known as "The Gateway to China."

Want to have fun?

The pavilion will encourage visitors to understand the diverse geography of Oman, ranging from the stark desert and austerity of its mountains to rich marine reserves in warm seas, and the stunning subtropical diversity in southern Dhofar.

'Evolving' theme

The Oman Pavilion's theme is "Oman — The Evolving Journey," and the attraction will comprise three sections.

2,000 sq m

The 2,000-square-meter pavilion's story is one of controlled and sustainable economic development.

Expo card will replace need for cash during fair

Expo Partner

PEOPLE will be able to use a single card to pay for all their expenses such as food, traffic and souvenirs at World Expo Shanghai.

The Expo Organizer has issued a commercial card jointly with Shanghai Commercial Investment Co Ltd, a state-owned company that falls under the city's state-owned assets watchdog. A gold card will cost 500 yuan and a silver one will be 200 yuan. People can add money to the cards at a total of 7,000 locations across the city, and they will be on sale at China Post and China Telecom outlets. The cards are refundable.

The 3.28-square-kilometer enclosed area of the Site will have a total of 85,000 square meters of catering areas and plenty of stores selling souvenirs. Water and other drinks will be banned at the entrance to the Expo.

UBPA case

Local concepts applied to energy saving

WORK has started on an environmentally friendly building featuring traditional Shanghai *shikumen*-style natural ventilation systems and a geothermal heating network for the Urban Best Practices Area of World Expo 2010.

Officials said inspiration for the project came from an eco-friendly office building in the Xinzhuang area of the city's Minhang District.

The office building was the first of its kind in China and will be remodeled into a residential structure at the Expo Site to demonstrate energy efficiency concepts.

The "Eco-house in Shanghai" aims to achieve zero energy consumption inside the structure.

Plants will help cool the building and skylights will filter the sun and help make rooms airy, according to officials from the Shanghai Xian Dai Architectural Design (Group) Co Ltd.

In addition, the house will tap solar and wind power. Rain will be collected and light-emitting diode (LED) technology will be adopted for lighting.

The four-story structure containing eight apartments with a floor area of around 3,000 square meters is located in the Puxi section of the Expo Site. The project is scheduled to be completed in October.

The structure promotes a healthy and sustainable lifestyle, officials said, adding that the residences would be piloted in the city after the Expo.

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