EXPO 2010 SHANGHAI CHINA

Slava Cherkasov
on behalf of
Ms. Haiyan Qian
Director, DPADM/UNDESA

.....May  2009
UNITED NATIONS
AT THE EXPO
With half of humanity now living in an urban environment, the world is at the dawn of a new urban era. Expo 2010 in Shanghai, under the theme “Better City, Better Life”, is the first global exposition dedicated to the potential -- and the problems -- of urban living in the 21st century-- and the problems -- of urban living in the 21st century. The United Nations pavilion at Expo 2010, with the theme “One Earth, One UN”, will showcase the wide-ranging efforts of the UN system to help the world to achieve sustainable urban development. The exhibitions will display not only our knowledge and best practices, but also our unity of purpose advancing this crucially important agenda.

I encourage all UN system agencies, programmes and funds to seize this opportunity to communicate with a large global audience. Let us, together, show the world the many ways in which the United Nations promotes social justice and harmony, environmental protection and the overall the well-being of the world’s urban-dwellers.

Ban Ki-Moon, UN Secretary General
Basics info

- **Time**
  May 1 to October 31, 2010

- **Duration**
  184 days

- **Theme**
  Better City, Better Life

- **Location**
  Waterfront Area of the Huangpu River between Nanpu Bridge and Lupu Bridge, downtown Shanghai
Theme and Sub-themes

- Blending of diverse cultures in the city
- Economic prosperity in the city
- Rural-urban Interaction
- Remodeling of communities in the city
- Innovation of science and technology in the city

Theme: Better City, Better Life
Emblem and Mascot

- **The Mascot**
  
  Created from the Chinese character “人” which means people, the mascot embodies the character of Chinese culture and echoes with the designing concept of the logo of World Expo Shanghai. The blue color shows its latitude and imagination.

- **The Logo**
  
  The logo, depicting the image of three people-you, me, him/her holding hands together, symbolizes the big family of mankind. Inspired by the shape of the Chinese character (meaning the world), the design conveys the organizers’ wish to host an Expo which is of global scale and showcases multiculturalism of the world.
Site Plan
Site Planning

**Layout**

- **Zone A**: National pavilions for Asian countries (-ASEAN)
- **Zone B**: National Pavilions for ASEAN and Oceania countries, Pavilions for international organizations
- **Zone C**: National pavilions for European, American and African countries
- **Zone D**: Corporate pavilions
- **Zone E**: Urban Best Practices Area
One Expo Boulevard and four permanent buildings

- Expo Center
- Art Performance Center
- China Pavilion
- Theme Pavilions
- Expo Boulevard
The Expo Boulevard, which links four permanent buildings, the riverside celebration plaza and metro stations, will be both a transportation hub and a sightseeing venue. It is scheduled to be finished by the end of 2009.
Covering an area of about 140,000 m², the Expo Center will be the venue for forums, conferences, VIP reception, grand banquets and Media Center during the Expo. The construction started in June, 2007, with smooth progress so far.
There are three theme pavilions to be built from scratch, namely, the Pavilion for Urbanian, the Pavilion for Urban Being and the Pavilion for Urban Planet. The construction started on November 10, 2007.
China Pavilion, with a total floor area of 20,000 m², features a traditional Chinese style architecture called “oriental crown”, with rich elements of Chinese culture and wisdom.
With a flying saucer structure, the 80,000 m² Art Performance Center will host various cultural performances during the Expo period.
Up to today, 186 countries and 47 international organizations have confirmed their participation in the Shanghai World Expo with 156 Commissioners-General of Section appointed.
Self-built Pavilions

UK, Switzerland, Luxemburg, Spain, the Netherlands, UAE, Nepal, Canada, New Zealand, Poland, Italy, France, Germany, Australia, Denmark, Norway, Ireland, Japan, Finland, Israel, and Sweden, etc.
The Expo Shanghai Online program, one of the two highlights of Shanghai Expo, will operate alongside traditional pavilions. It will adopt cutting-edge technology that will provide three-dimensional images of the pavilions.
The hosting and participating countries will organize various kinds of events during Expo 2010.
During the 184-day Expo, more than **100** cultural performances will be held every day, totaling more than **20,000**.

- Unique cultures of China’s 56 ethnic groups
- More than 300 local traditional shows
- More than 500 national intangible cultural heritage presentations
The Summit Forum — Urban Innovation and Sustainable Development, is to be held at the Expo Centre at the end of Oct., 2010.

- 1500-2000 participants are estimated to attend the Summit including heads of states, Commissioners General of Section, mayors of major cities in the world, world-renowned entrepreneurs, representatives of non-governmental international organizations, local and foreign academic experts and young elites, etc.
- DSD/UNDESA will be the Focal Point for the Summit Forum.
Substantive events: Theme Forums

- Delegates of Commissioners General, representatives from political, academic and business circles will be invited to the forum. The scale of the forum is about 500 to 800 people. Please see details below.
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<td><strong>Information Technology and Urban Development</strong></td>
<td>Ministry of Industry and Information Technology of PRC</td>
<td>Ningbo</td>
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<td>June</td>
<td><strong>Cultural Heritage and Urban Regeneration</strong></td>
<td>Ministry of Culture of PRC, State Administration of Cultural Heritage</td>
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<td>July</td>
<td><strong>Urban Responsibilities during Environmental Changes</strong></td>
<td>Ministry of Environmental Protection of PRC, China Meteorological Administration, Energy Bureau of National Development and Reform Commission</td>
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<td>August</td>
<td><strong>Science Innovation and Urban Future</strong></td>
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<td><strong>Economic Transformations and Urban-Rural Relations</strong></td>
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<td>October</td>
<td><strong>Harmonious City and Livable Life</strong></td>
<td>Ministry of Housing and Urban-Rural Development of PRC</td>
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UN Participation
The day of August 18\textsuperscript{th}, 2008 witnessed the signing of the Memorandum of Understanding (MOU) and Participation Contract as well as the groundbreaking of the UN Pavilion.
UN Participation
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Better City, Better Life

- Bringing UN work in cities to the forefront

One Earth, One UN

- Centrality of UN system in global development
- System-wide coherence and greater coordination in delivering UN mandate
PERMANENT CHANGING EXPO ONLINE MAGAZINE EXHIBITION EXHIBITIONS
UN Participation

Permanent exhibition for the full six months under the concept of “One UN”.

Permanent Exhibition

GIANT LAMP SHADES/
EXHIBITION “PANELS”
FORUM
FORUM SEATING
PHOTO EXHIBITION
UN Participation

Focus on agency topics.

Approximately 120 square meters.

Two main components; Chinese lanterns with the agency logo and the exhibition with panels.
UN Participation

EXPO ONLINE

Expo Online is the online edition of the physical World Expo 2010 Shanghai China.

MAGAZINE

Greater insight into the showcased projects through additional texts, facts, photos and captions.
UN Participation

Events

PIVOTS

Wide enough to accommodate the mandate of different agencies

Narrow enough for the audience to navigate

✓ Issues-based
✓ Jointly organised
A few important dates in 2009

1 June 12
✓ Online registration
✓ Multimedia
✓ Audiovisual + photos

2 September 18
✓ Preliminary information for events

3 November 18
✓ Final information for events
Thank You!

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