



Since the Great Exhibition in London in 1851, World’s Fairs have served as venues to exhibit advances in industrialization and to promote cultural exchange. Today, they are more commonly referred to as World Expos, and have become an avenue for countries to boost national branding with elaborate country pavilions.

Beginning on May 1, 2010, Shanghai will host Expo 2010. Over 200 countries and international organizations are expected to participate, with pavilions located on each side of the Huangpu River encompassing a total land area of 5.28 square kilometers. The event is expected to attract 70 million visitors – the most in world expo history – before its conclusion at the end of October.

The theme of Expo 2010 is “Better City, Better Life,” and represents a common goal to raise the standard of living in urban environments by increasing dialogue that can aid the advancement of sustainable development policies and strategies.

Through both educational and entertainment platforms, expo visitors will experience “Better City, Better Life” through five urban-focused sub-themes that will be represented throughout the expo: the blending of diverse cultures, economic prosperity, science and technology innovations, remodeling of communities, and interaction with rural areas.

### A better Shanghai

Shanghai’s journey towards Expo 2010 began in 1999, when the central government announced it would back Shanghai’s bid to host the Expo. An Expo Organizing Committee was formed a year later and China officially filed its application in 2001 with the International Exhibitions Bureau in Paris, the global governing body for world expos. Shanghai was selected as host city in December 2002 over competing bids from cities in Korea, Mexico, Poland and Russia.

In terms of cultural and economic impact, world expos typically trail the FIFA (Fédération Internationale de Football Association) World Cup and Olympic Games. However, expectations for Expo 2010 are high as Shanghai is pulling out all the stops. The city has undergone a steady wave of renovations and infrastructure improvements aimed at preparing for the 60 million domestic visitors and 10 million foreign tourists expected to descend on Shanghai for the Expo.

Official figures estimate direct investment of RMB30 billion for construction and operation of the actual Expo while indirect investment is expected to top RMB270 billion. Significant upgrades stretch across the entire city from public transportation systems and airport improvements

**As Shanghai pulls out all the stops for the 2010 World Expo, organizers of the USA Pavilion are looking to ensure a U.S. presence at the largest Expo in history.**

## Opportunities to Participate in the USA Pavilion at Expo 2010



As China prepares to host the largest World Expo in history in 2010, the USA Pavilion offers opportunities to:

- Present America's story to 60 million Chinese visitors plus 10 million international visitors over a period of six months.
- Demonstrate U.S. commitment to strengthening U.S.-China relations and engagement in Asia.
- Provide corporate sponsors a high visibility marketing platform.
- Show support for the environmental theme of the Expo.

If your company is interested in participating, please contact Felix Wong, Director of International Marketing & Partnerships, Shanghai Expo USA Pavilion, at [ftwong@usnationalpavilion2010.org](mailto:ftwong@usnationalpavilion2010.org) or (86 21) 6279-7152.

to environmental protection initiatives and new energy resource systems. Consumer-related sectors such as hospitality, retail, and food and beverage will also receive a significant boost as the city develops the capacity to support tourism and increased consumer consumption.

### Pushing for participation

A large digital clock stands at the waterfront boardwalk along the Bund, counting down the days, hours, minutes and seconds until the start of the Expo. To the southwest at the event grounds, construction activity is beginning along each side of the Huangpu River as national and corporate pavilions are built. With a little over 420 days left until May 2010, organizers of the USA Pavilion are pushing to secure funding from the private sector in order to ensure a U.S. presence at the largest Expo in history.

Unlike most other participating nations, the United States is prohibited by law from using public funds to support Expo activities. Instead, the State Department, through the Bureau of Educational and Cultural Affairs, selects an organizer who is mandated to develop a pavilion theme and design before securing the necessary funds from the private sector to develop, build and operate the pavilion.

In April 2008, Shanghai Expo 2010, a non-profit group led by former Warner Bros. executives Nick Winslow and Ellen Eliasoph, was awarded a letter of intent by the State Department to develop and run the USA Pavilion and to raise the necessary funds.

Most recently, Ambassador Franklin L. Lavin,

former Under Secretary for International Trade at the U.S. Department of Commerce, was named Chairman of the Steering Committee of the Shanghai 2010 World Expo USA Pavilion. Led by Ambassador Lavin, the Steering Committee will provide the USA Pavilion team with guidance and assistance as they continue efforts to meet fundraising and construction deadlines.

### USA Pavilion – Celebration 2030

Sixty million Chinese visitors are expected at Expo 2010. Just as many Americans living in the U.S. have limited knowledge of China and the Chinese people, most Chinese have no first-hand knowledge of America. The stated goal of the USA Pavilion is to provide an opportunity for the people of China to learn something about the “real” America and to experience an emotional connection with Americans.

The theme and design of the USA Pavilion is based on core principles that pavilion organizers believe Chinese and American people share: sustainability, teamwork, health and the values of hard work, innovation and opportunity, which have driven the success of the Chinese community in America. Through an entertainment show and dedicated zones, visitors will be able to enjoy an American experience and have the opportunity to develop an emotional tie with Americans.

Building from the Shanghai Expo theme “Better City, Better Life,” the USA Pavilion “story” provides a glimpse of an American city of the future and describes the path to creating it. Set in the year 2030, guests will experience firsthand the progress that has taken place due to technological innovations developed since 2010. An emphasis on clean energy, healthy living, sustainable farming and green technologies will support the underlying message of the USA Pavilion: that by working together, we can overcome today's challenges and look forward to a brighter future.

### Fundraising efforts

According to USA Pavilion officials, the 2008 Beijing Olympics and the U.S. presidential election


distracted American companies normally inclined to sponsor the pavilion, and with the onset of the global economic downturn last fall, fundraising continues to be a challenge. A revised budget calls for US\$61 million to fund all costs associated with construction, staffing and operation of the pavilion, in addition to post-Expo demolition and removal.

As Director of International Marketing and Partnerships for the USA Pavilion, Felix Wong is on the ground in Shanghai meeting with prospective sponsors. Wong was the in-market executive of AT&T's sponsorship of Team USA during the 2008 Beijing Olympics, and he is confident in the USA Pavilion's ability to attract sponsors.

"This is a historic opportunity for an American company to present itself to the Chinese people and to be associated with such a hopeful message for the future. We've seen a lot of interest from American multinationals who want to get involved," says Wong.

Since the beginning of the State Department's tender process, AmCham Shanghai has been active in promoting interest in participation and sponsorship of the USA Pavilion by connecting members who wish to contribute with organizers.

"The USA Pavilion will highlight America's commitment to the U.S.-China relationship and as such is extremely important to the U.S. business community in Shanghai," says Brenda Foster, president of AmCham Shanghai. "We are delighted to serve as a platform to bring people together who want to be part of this exciting experience."

Together with the Bureau of Shanghai World Expo Cooperation and USA Pavilion organizers, AmCham Shanghai has held a series of events for members to learn about Expo opportunities. Under the State Department's approval process, a percentage of funding must be secured by April in order to meet the May deadline for commencing pavilion construction. 

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