



EXPO 2010 SHANGHAI CHINA OFFICIAL ALBUM

Bureau of Shanghai World Expo Coordination

China Publishing Group Corporation

World Exposition Shanghai China 2010

Type

Registered International Exhibition to
International Exhibitions Bureau

Theme

Better City, Better Life

Duration

May 1—October 31, 2010

Site Area

5.28km²

EXPO 2010 SHANGHAI CHINA
OFFICIAL ALBUM

EXPO
2010

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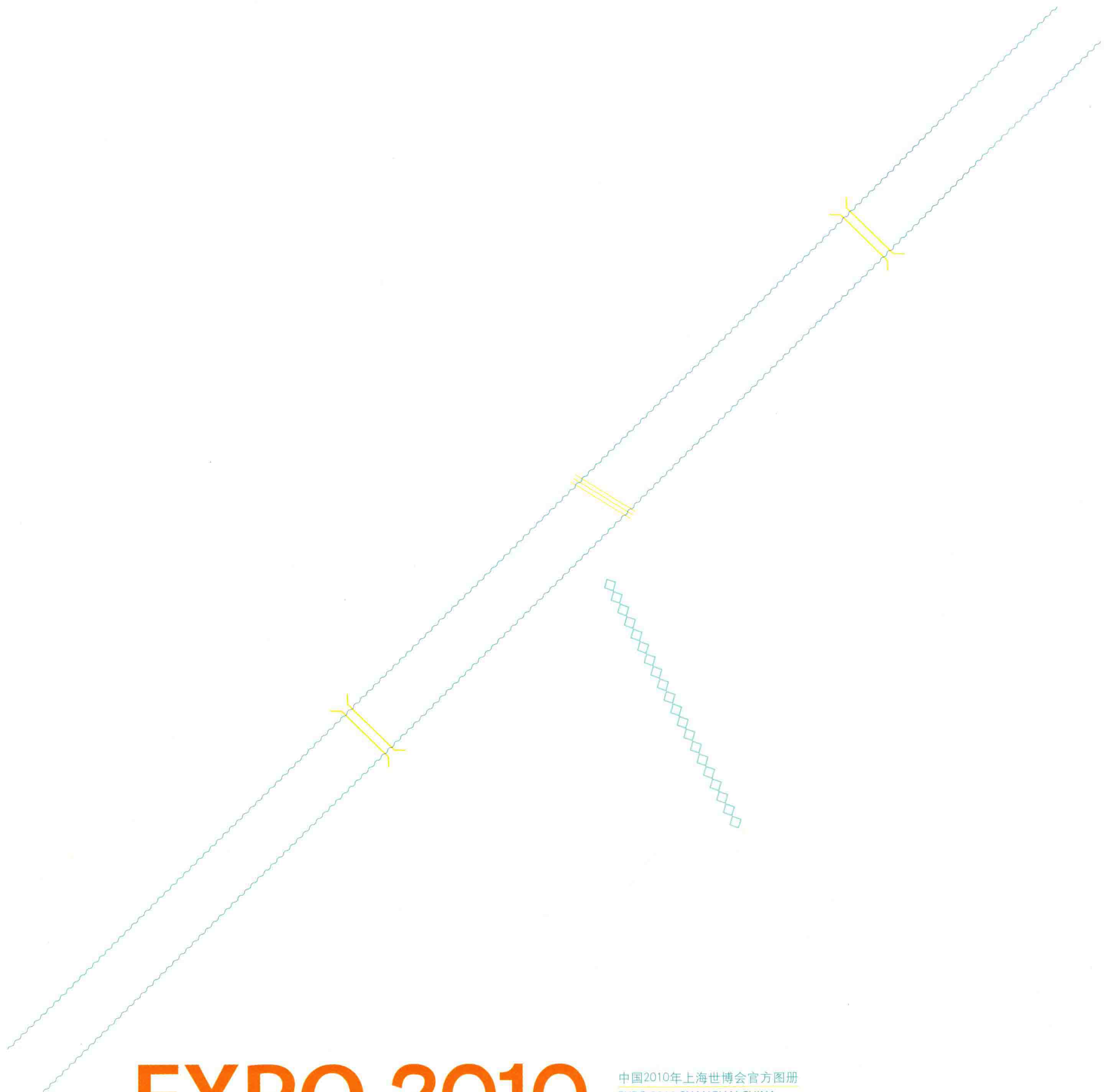
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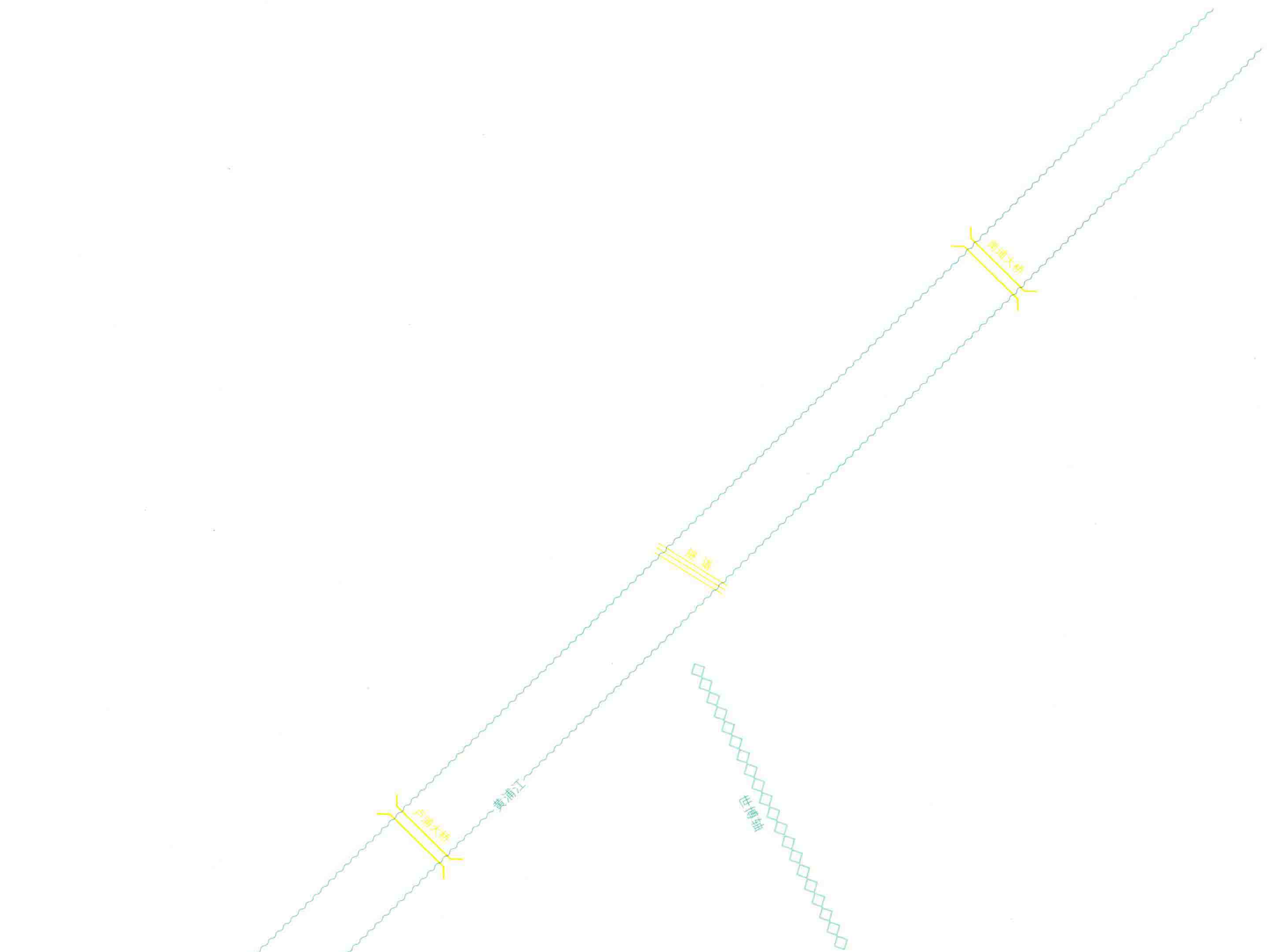
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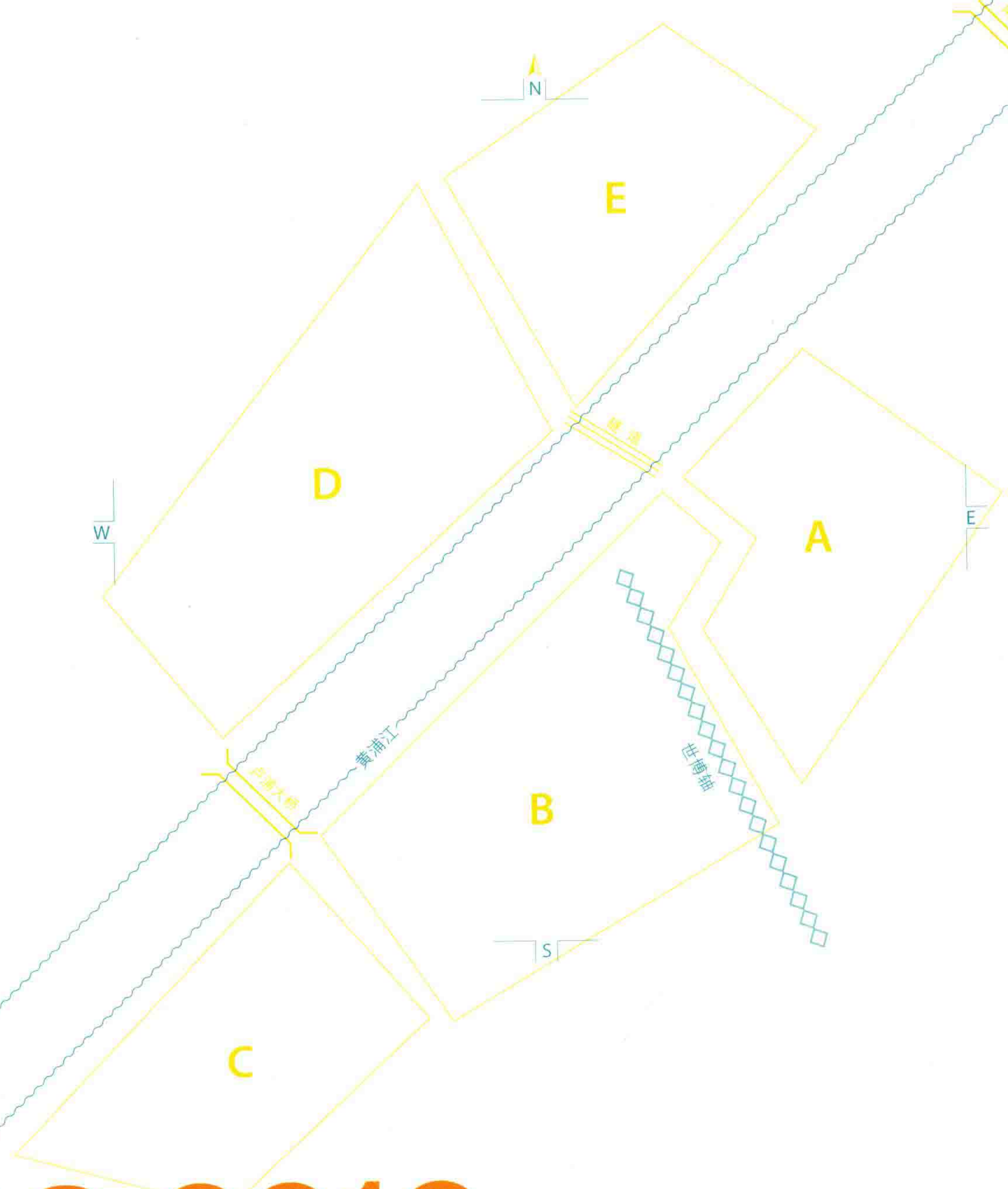


EXPO 2010

中国2010年上海世博会官方图册
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中国2010年上海世博会



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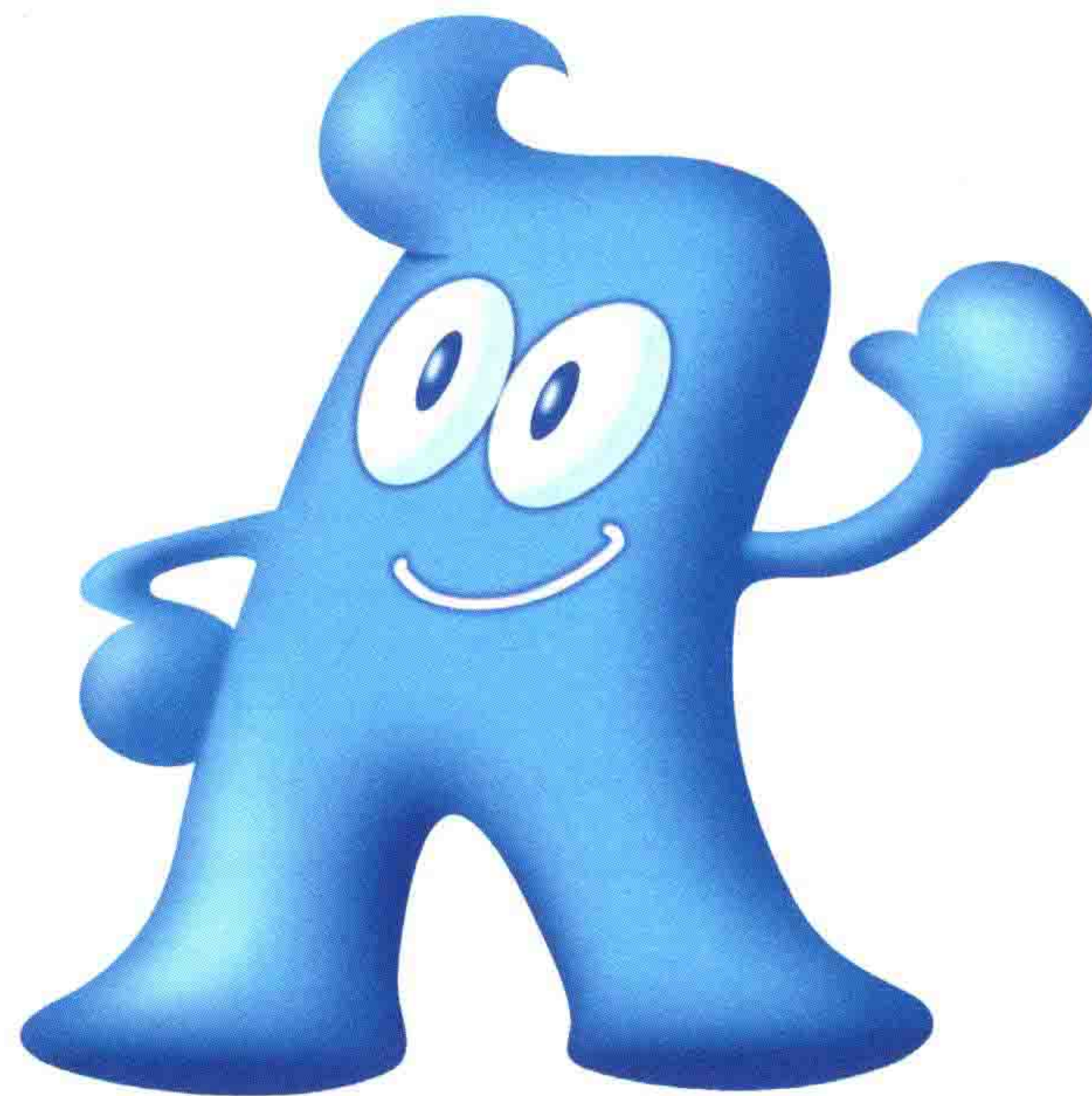






Emblem

The emblem for Expo 2010 Shanghai China resembles the Chinese character “世” (meaning “the world”) and has the image of three people holding hands, looking like a happy family. It symbolizes the big family of mankind in harmony and happiness, conveys the world expositions’ notion of “understanding, communication, reunion and cooperation”, and showcases the great efforts of Expo 2010 Shanghai China to focus on the humanistic core.



Mascot

The mascot for Expo 2010 Shanghai China, HAIBAO (literally "sea treasure"), is created from the Chinese character "人" (meaning "people"), which reflects the feature of Chinese culture and echoes the Expo's emblem design.

The blue color: implying inclusiveness and imagination, symbolizing China which is full of hope and potential of development.

Hair: resembling the rolling waves, lively and distinct, and explaining the mascot's home and origin.

Face: simplistic cartoonish expression, friendly and confident.

Eyes: big, round eyes, shining with expectation.

Body: round body, evoking beautiful feelings for harmonious life, cute and lovely.

Fist: the thumb is raised to praise and welcome friends from the whole world.

Big feet: standing firmly on the ground and giving strong support to the outspread arms, which implies that China has the capability and determination to hold a wonderful world exposition.

The structure of the Chinese character "人" implies mutual support

and signifies that beautiful life needs our joint efforts.

Only by supporting each other and living in harmony between man and nature, people and society and people among themselves, can urban life be better.

The World Exposition Shanghai China 2010 is yet another mega event hosted by China following the Beijing Olympics. It attracts the greatest number of participants in the history of the World Exposition. By March 25, 2010, 242 countries and international organizations have confirmed their participation.

The Expo is themed on “Better City, Better Life”, the first time for a World Exposition to focus on the issue of city. Centering around the theme, participants from all over the world will stage exhibitions, events and forums to discuss the development of cities, offer their visions for the future, and promote understanding, communication and cooperation between nations and between cultures.

Expo 2010 is to be held in a downtown area between Nanpu Bridge and Lupu Bridge along Huangpu River. It has a total area of 5.28 square kilometers, and tickets are required for admission to the enclosed area of 3.28 square kilometers. Out of the five zones in the enclosed area, Zones A, B and C are in Pudong, and D and E in Puxi.

Exhibitions, events and forums are three core components of the Expo. Theme pavilions, national pavilions, pavilions of international organizations and corporate

pavilions are built by the Expo Organizer or participants who will stage exhibitions in these buildings based on their own cultural background and exploration of the theme.

During the Expo, about 20 000 performances will be given. These amazing events, sponsored by the Organizer or participants, also provide interesting interpretations of the theme.

Forums, which deal with the Expo theme most directly, are always a central part of Expo legacy and an important platform to look into the future. A Summit Forum together with a series of theme forums and public forums were and will be staged before or after the opening ceremony of Expo 2010.

Besides these core components, Expo 2010 also introduces, for the first time in the history of the World Exposition, two great innovations, i.e., UBPA and Expo Shanghai Online.

Expo 2010 is expected to produce a positive effect in the development of the world's cities and contribute greatly to the sustainable development of human societies.

Let's wish Expo 2010 Shanghai China a great success.

Preface

EXPO 2010 SHANGHAI CHINA

Confirmed participating countries and international organizations

Up to March 25, 2010, 242 countries and international organizations have confirmed their participation in Expo 2010

Countries

China, Afghanistan, Albania, Algeria, Angola, Antigua and Barbuda, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belgium, Belize, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Brunei Darussalam, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Central African Republic, Chad, Chile, Columbia, Comoros, Congo (Republic of the), Cook Islands, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Democratic People's Republic of Korea, Democratic Republic of the Congo, Denmark, Djibouti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Fiji, Finland, France, Gabon, Gambia, Georgia, Germany,

Ghana, Greece, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hungary, Iceland, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kiribati, Kuwait, Kyrgyzstan, Lao People's Democratic Republic, Latvia, Lebanon, Lesotho, Liberia, Libya, Liechtenstein, Lithuania, Luxembourg, Madagascar, Malawi, Malaysia, Maldives, Mali, Malta, Marshall Islands, Mauritania, Mauritius, Mexico, Micronesia (Federated States of), Monaco, Mongolia, Montenegro, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Niue, Norway, Oman, Pakistan, Palau, Palestine, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Republic of Korea, Republic of Moldova,

Romania, Russian Federation, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, San Marino, Saudi Arabia, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, Solomon Islands, Somalia, South Africa, Spain, Sri Lanka, Sudan, Suriname, Sweden, Switzerland, Syrian Arab Republic, Tajikistan, Thailand, The Former Yugoslav Republic of Macedonia, Timor-Leste, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Tuvalu, Uganda, Ukraine, United Arab Emirates, United Kingdom, United Republic of Tanzania, United States of America, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Yemen, Zambia, Zimbabwe

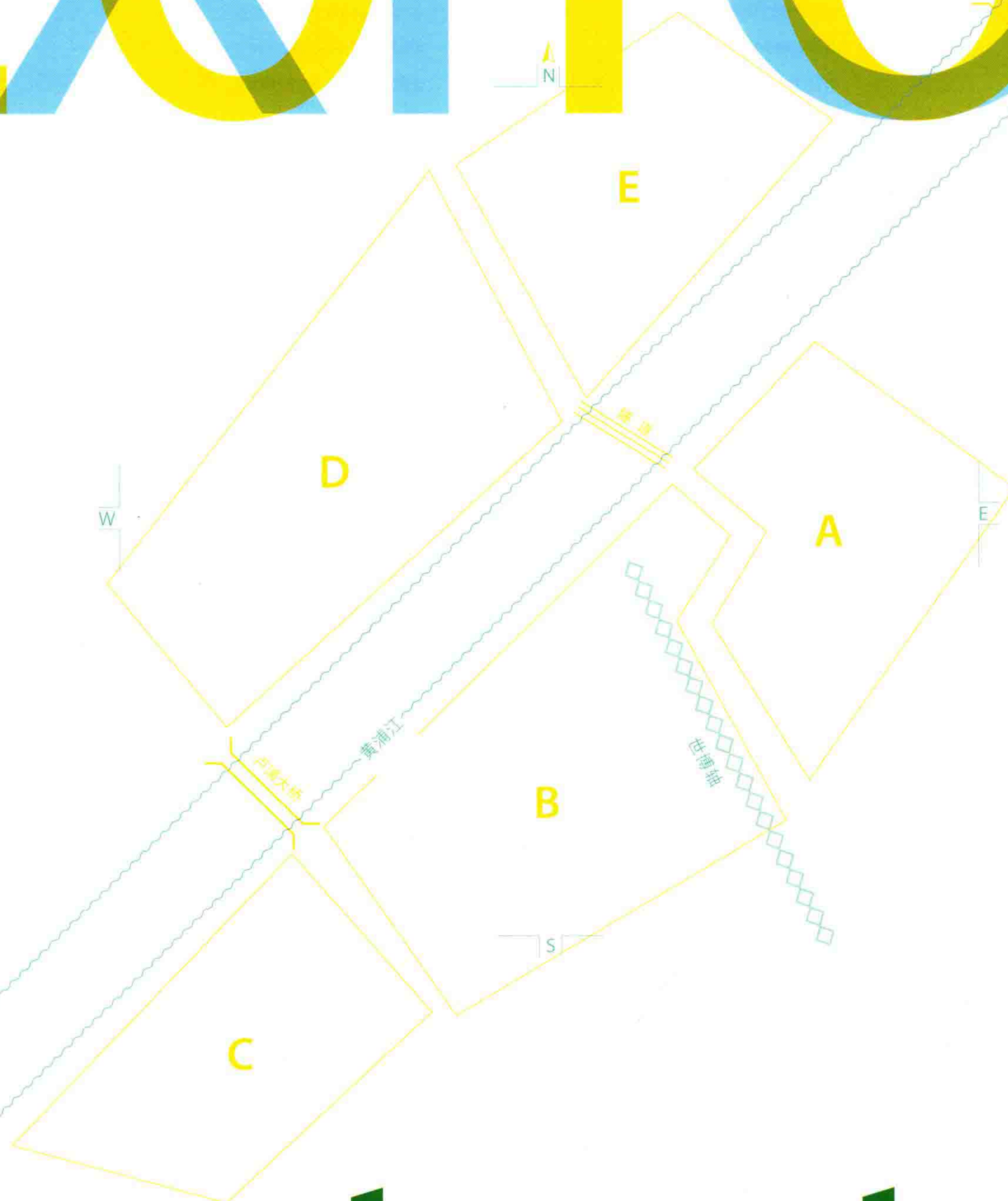
International organizations

African Union Commission, Association of Southeast Asian Nations, Boao Forum for Asia, Caribbean Community, Caribbean Development Bank, Common Market for Eastern and Southern Africa, Commonwealth of Independent States, European Organization for the Exploitation of Meteorological Satellites, European Union, Food and Agriculture Organization of the United Nations, Forum Francophone des Affaires, Global Environment Facility, Group on Earth Observations, International Association of Public Transport, International Atomic Energy Agency, International Council of Museums, International Development Information Network Association, International Energy Agency, International Federation of Red Cross

and Red Crescent Societies, International Maritime Organization, International Network for Bamboo and Rattan, International Telecommunication Union, Joint United Nations Program on HIV/AIDS, League of Arab States, Organisation for Economic Cooperation and Development, Pacific Islands Forum, Convention on Biological Diversity, Shanghai Cooperation Organization, South Pacific Tourism Organization, UN Framework Convention on Climate Change, UN Habitat, World Organization of United Cities and Local Governments, United Nations, United Nations Capital Development Fund, United Nations Children's Fund, United Nations Conference on Trade and Development, United Nations Educational,

Scientific and Cultural Organization, United Nations Environment Program, United Nations High Commissioner for Refugees, United Nations Industrial Development Organization, United Nations Population Fund, World Bank, World Health Organization, World Intellectual Property Organization, World Meteorological Organization, World Tourism Organization, World Trade Centers Association, World Trade Organization, World Water Council, World Wide Fund for Nature

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