

## World Expo 2010 Shanghai (May 1 to Oct 31, 2010)

Written by

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World Expositions are galleries of human inspirations and thoughts. Since 1851 when the Great Exhibition of Industries of All Nations was held in London, the World Expositions have attained increasing prominence as grand events for economic, scientific, technological and cultural exchanges, serving as an important platform for displaying historical experience, exchanging innovative ideas, demonstrating esprit de corps and looking to the future.

With a long civilisation, China favours international exchange and loves world peace. China owes its successful bid for the World Exposition in 2010 to the international community's support for and confidence in its reform and opening-up. The Exposition will be the first registered World Exposition in a developing country, which gives expression to the expectations the world's people place on China's future development.

So what will Expo 2010 Shanghai China deliver to the world? There is no doubt the Chinese people will present to the world a successful, splendid and unforgettable exposition.

Expo 2010 Shanghai China will be a great event to explore the full potential of urban life in the 21st century and a significant period in urban evolution. Fifty-five percent of the world population is expected to live in cities by the year 2010. The prospect of future urban life, a subject of global interest, concerns all nations, developed or less developed, and their people. Being the first World Exposition on the theme of city, Exposition 2010 will attract governments and people from across the world, focusing on the theme "Better City, Better Life." For its 184 days, participants will display urban civilisation to the full extent, exchange their experiences of urban development, disseminate advanced notions on cities and explore new approaches to human habitat, lifestyle and working conditions in the new century. They will learn how to create an eco-friendly society and maintain the sustainable development of human beings.

Expo 2010 Shanghai China will centre on innovation and interaction. Innovation is the soul, while cultural interaction is an important mission of the World Expositions. In the new era, Expo 2010 Shanghai China will contribute to human-centred development, scientific and technological innovation, cultural diversity and win-win cooperation for a better future, thus composing a melody with the key notes of highlighting innovation and interaction in the new century.

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Expo 2010 Shanghai China will also be a grand international gathering. On the one hand, we shall endeavour to attract about 200 nations and international organisations to take part in the exhibition as well as 70 million visitors from home and abroad, ensuring the widest possible participation in the history of the World Expositions. On the other hand, we will put Expo 2010 Shanghai China in a global perspective and do our best to encourage the participation and gain the understanding and support of various countries and peoples, in order to turn Expo 2010 Shanghai China into a happy reunion of people from all over the world.

In addition, Expo 2010 Shanghai China will offer a wonderful opportunity for cross-culture dialogues. Before the conclusion of the Exposition, a "Shanghai Declaration" will be issued. This declaration, hopefully a milestone in the history of the World Expositions, will epitomise the insights to be offered by the participants and embody people's ideas for future cooperation and development and extensive common aspirations, thereby leaving a rich spiritual legacy of urban development to people throughout the world.

The Chinese Government will go to great lengths to make Expo 2010 Shanghai China a special event that carries on traditions and opens a new vista into the future. Our motto is: "Keeping in mind the next 60 years' development while preparing for the six months' Exposition." We count on the continuing attention, support and participation of all the peace-loving countries.

The emblem, 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 organizer's wish to host an Expo which is of global scale and which showcases the diversified urban cultures of the world.

(Expo2010china.com)

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