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Trade Show News via PR Newswire

Shanghai's Executive Vice-Mayor Previews Much-Anticipated Shanghai World Expo 2010

- Largest World Expo to Date Promotes Sustainable Development, Innovation, and Quality of Life to Attract Visitors -

SAN FRANCISCO, Dec. 2 /PRNewswire/ -- Mr. Yang Xiong, Executive Vice-Mayor of Shanghai and Mr. Hong Hao, Director-General of the Bureau of Shanghai World Expo Coordination previewed the Shanghai World Expo 2010 to several state and local government and business leaders at an event last night at the San Francisco Yacht Club.

To encourage visitors to experience the World Expo first hand, Executive Vice-Mayor Yang, along with Peregrine Travel Group, Shanghai World Expo 2010's designated ticket distributor in the U.S., are launching a series of Expo Shanghai-themed package tour products that feature three-day to seven-day trips to China, all including on-site Expo Shanghai experiences. Peregrine's extensive experience in operating Chinese tours enables the travel company to provide world-class arrangements at competitive rates. Tour packages are available by contacting Peregrine directly.

Expo Shanghai: The Biggest World Expo Ever

The Shanghai World Expo 2010, with the theme of "Better City, Better Life," is scheduled for May 1 to October 31, 2010. The Expo seeks to attract 70 million visitors, including 5 percent, or more than 3.5 million, visitors from overseas. Among them, approximately 600,000 visitors are expected to come from North America. Two hundred and forty two countries and international organizations have confirmed their participation in Expo Shanghai, including 192 nations and 50 international organizations.

As of November 18, 2009, more than 10 million tickets were sold. U.S. residents looking to secure tickets can purchase them online at <http://www.WorldExpoChina.Net>.

Exploring "Better City, Better Life"

The Expo will be rich with opportunities to explore and learn about "Better City, Better Life." Each participating country and international organization will host pavilions to showcase their interpretation of the Expo's theme. A specific exhibition section, Urban Best Practices Area (UBPA), will allow cities and regions around the world to demonstrate innovative and valuable practices that are conducted to improve the quality of urban life and exchange ideas and experiences in urban governance and development. Multiple forums will offer platforms for discussions and exploration on topics related to urban development issues. Various cultural and artistic performances and amusement activities will be held inside and outside the Expo Site before and during Expo 2010. More than 20,000 events will be held during the 184-day Expo.

Aiming to build a powerful and lasting example of sustainable and harmonious urban living, Expo organizers have developed guidelines and taken practical measures to ensure a successful and environmentally-friendly event. For example, solar power is generated and applied extensively throughout the Expo site and zero-emission vehicles will be used for the Expo's public transportation system. The designs and construction of pavilions and facilities within the Expo Site conform to high standards of eco-friendly and energy-efficient buildings.

U.S. Participation

The U.S. Pavilion, "Celebration 2030," will showcase sustainability, teamwork, health and struggle and achievements. U.S. corporations and organizations, such as Coca-Cola, Dell, Intel, Cisco and General Motors will participate as either part of the U.S. Pavilion or with their own pavilion.

More than 50 projects from Chinese and international cities have been selected by an International Selection Committee to exhibit in the Urban Best Practices Area. As a sister city to Shanghai, San Francisco participate in the UBPA, introducing several projects involving solar

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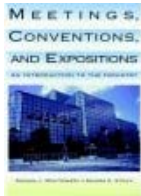
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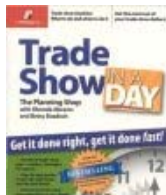
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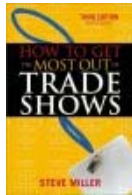
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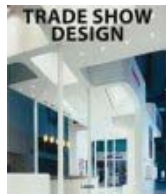
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energy use, energy-consumption monitoring and control systems and green buildings on display July 15-22.

About The Shanghai World Expo 2010

To date, 242 countries and international organizations have confirmed their participation in Shanghai World Expo 2010, including the United States. A staggering 70 million visitors are expected to visit the Expo from home and abroad. With an estimated budget of 28.6 billion yuan (\$4.18 billion U.S.), the site of Expo 2010 covers an area of 5.28 sq km, spanning both sides of the Huangpu River - four times bigger than the 2005 Archi Expo, twenty times bigger than the 2008 Zaragoza Expo and twice the size of the country of Monaco. With the theme of "Better City, Better Life", Shanghai World Expo 2010 will be held from May 1 to October 31, 2010.

For more information, visit <http://www.expo2010china.com>.



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