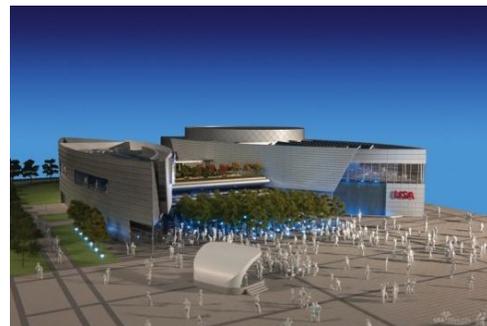


World Expo 2010 Overview

- The Expo will run May 1 - October 31, 2010. Chinese officials predict a record setting 70 million visitors.
- 246 countries and organizations are participating in the Shanghai World Expo, the largest number in the history of world's fairs. The theme of the Expo, "Better City – Better Life" signifies Shanghai's commitment to green urban development.
- The USA Pavilion is one of the most visited. Several U.S. companies also have pavilions including Coca-Cola, GM, and Cisco. IBM is also an Expo sponsor, but does not have a pavilion. Wait times for entrance into each pavilion (especially the China Pavilion) are as long as 2 hours.
- The USA Pavilion is a public private partnership, 100% funded by sponsors. (Please visit the USA Pavilion's website for a full list of USA Pavilion sponsors: <http://www.usapavilion2010.com/>)
- The United States itself has hosted a number of historically significant world fairs, including Chicago 1893, which introduced the Ferris Wheel, St. Louis 1904 (the inspiration for the famous movie "Meet me in St. Louis"), Seattle 1962 (the Space Needle) and New York 1964 (the Unisphere).

The **USA Pavilion theme of “Rising to the Challenge”** tells the story of the American spirit of perseverance, innovation, and community-building in a multi-dimensional, hi-tech presentation. The Pavilion presents the U.S. as a place of opportunity and diversity where people come together to change their communities for the better. Visitors to the Pavilion experience a three-act show that provides a glimpse of future cities.

Designed by architect Clive Grout to resemble the wings of an eagle extending out to welcome visitors, the Pavilion is an urban building with technical features highlighting sustainability. With an exhibition space of over 60,000 square feet, the USA Pavilion is one of the largest pavilions at the 2010 World Expo. The Pavilion has adopted a wide range of design and construction strategies to mitigate the environmental impact, including using solar water heating for washrooms and specifying that wood products must be derived from certified, sustainable sources. The Pavilion also includes a roof garden and “living” roof, to provide habitat and promote biodiversity and uses LED and dimmable halogen lighting fixtures where possible.



Rendering of USA Pavilion



Secretary Clinton and José H. Villarreal, the U.S. Commissioner General to the Shanghai 2010 Expo

Highlights: The Philadelphia Orchestra performed as part of opening week celebrations and July 2 was celebrated as U.S. Day at Expo. In addition to a daily "Dance-America!" outdoor show, the USA Pavilion showcases a wide range of performances including jazz, pop, ska and classical music, university marching bands, and theater and dance ensembles. The Expo Bureau is hosting six thematic forums on urban development issues in Shanghai and neighboring cities as well as a youth summit and closing summit in Shanghai in late October.

Meet the Expo Mascot:

"Haibao" is blue to represent the sea (海) and Shanghai and the second part of his name is treasure (宝). Haibao's shape is based on the character for person (人).

