

WORLD EXPO: DESTINATION SHANGHAI

The World Exposition has been regarded as a gallery of human inspirations and thoughts since the Great Exhibition of Industries held in London in 1895. Unlike purely political events with large scale economic and culture features, the Expo demonstrates the highest level of economic, social, cultural, scientific and technological fields.

Shanghai is the host city of World Expo 2010, which will be the first time that this world event is being held in a developing country. It will definitely show Shanghai and China's current situation and boost Shanghai's involvement in the international community.

The theme of Expo 2010 Shanghai is "Better City, Better Life," which also is the first time that people take "city" into the theme of Expo. It is said that over 55% of the global population lives in cities, and the theme represents the common wish of the whole humankind for a better living in future urban environments. All the participants will display their improving results in the past years, exchange experiences of urban developments and explore new approaches and notions on urban strategies and sustainable development to create an eco-friendly society.

The Expo 2010 Shanghai will also be a grand international gathering, attracting about 200 nations and international organizations together with about 70 million visitors home and abroad. Understanding and support between nations and different peoples will be highly encouraged, making it a great occasion for a happy reunion of people from all over the world.

Another highlight of Expo Shanghai China is the cross-culture dialogues, which are important for future's understanding, cooperation and development. Before the conclusion of the Exhibition, the Shanghai Declaration will be left as the spiritual legacy of urban development. In the new era, Expo 2010 Shanghai China will contribute to human-centered 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.

With Haibao as mascot, Expo 2010 Shanghai will open May 1, 2010 to October 31, 2010, a duration of 184 days. It is located at a region between Nanpu Bridge and Lupu Bridge along both sides of Huangpu River, covering an area with 5.28 sq km (divided into Zone A, B, C, D, and E respectively), including the enclosed area and outside area of support facilities. World Expo 2010 Shanghai China is the occasion for China to bring the world home, and for the world to feel at home in China.



The Name -- Hai Bao

The name of the mascot of World Expo 2010 Shanghai China is Hai Bao, which means "the treasure of the sea". The name of Hai Bao is easy to remember, echoes with the color of its body and is a typical lucky name in Chinese tradition.

Hai Bao is the goodwill ambassador of Shanghai Expo. He is embracing friends from all over the world with his arms and confident smile.