

# EXPO 2010 SHANGHAI CHINA

The World Exposition Shanghai China 2010, otherwise known as Expo 2010, will be held in Shanghai, China from May 1 to October 31, 2010. This is the first ever World Exposition to be held by China and is another major international event after the 2008 Beijing Olympics.

The theme of the Expo 2010 is "Better City, Better Life". The site of Expo 2010 is located between the Nanpu Bridge and Lupu Bridge in the waterfront area on both sides of the Huangpu River, covering an area of 5.28 sq km. A total of 192 countries and 50 international organizations have formally confirmed their presence in the expo, which is expected to attract 70 million visitors from China and abroad.

The "Macau Pavilion - Jade Rabbit the Imperial Lantern" was erected inside the China Pavilion Zone and the replica of Pawnshop "Tak Seng On" was built in the Expo's Urban Best Practices Area. Macao will also participate in the "Expo On-line" initiative and hold more than 100 performances.

The Macau Pavilion takes the shape of a rabbit lantern standing on traditional Portuguese cobblestones, symbolizing Macao as a harmonious blend of Eastern and Western cultures. "Macao - Spirit of Cultures, Essence of Harmony" is the theme of the MSAR at the Expo 2010. The Macau Pavilion is 19.99 meters high, symbolizing Macao's return to China in 1999. Positioned as a colored lantern in the China Pavilion Avenue, the Jade Rabbit pavilion welcomes visitors from across the world to the Chinese National Pavilion, while fully reflecting China's implementation of the "one country two systems" policy. The external wall is made of reflective glass which illuminates the China Pavilion during the day, which represents the concept "China in Macao's Heart". The exterior wall can be converted to show different colors at night, which reflects the vitality and dynamism of Macao.

The Macau Pavilion is a giant theater, with the inner ring acting as a "Ring of Time" and the outer ring as a "Ring of Harmony". The inner ring is a five-storey 360 degree circular theater, whereas the "Ring of Harmony" is divided into four sections, "Harmony between Land and Sea", "Cultural Harmony", "Harmony between Traditions and Modernity" and "Dynamic Harmony". Through these areas, visitors can embark on a magical journey through time to experience the development of Macao from a small fishing village to an international tourist city, with the underlying message of "Return to the motherland, Macao a better city!".

"Tak Seng On" stood out and was chosen in the fierce selection process for the Urban Best Practices Area due to its innovative management model involving cooperation between the government, the public and private enterprises. The "Tak Seng On" replica will focus on Macao's efforts and achievements regarding the conservation and revitalization of its historical buildings and will, at the same time, promote Macao's cultural and creative industries through an internal exhibition, thereby fulfilling the MSAR Government's policy of creating a moderately diversified economy.

In 2009, the Government of the MSAR was given authorization by Jin Yong to display his works, making "Tak Seng On" one of the highlights of Expo 2010. Some of Macao's international award winning martial arts athletes will reprise the roles of some of the most iconic characters from Jin Yong's novels. This display not only aims to bring the various personalities in Jin Yong' novels to life, but also to reveal the prowess and outstanding achievements of martial arts in Macao to the world.

"Tak Seng On" will remain a permanent feature of the Expo 2010. It will be preserved in situ after the event, as a permanent landmark representing Macao in Shanghai.

Author: Christiana P. Y. Jeong  
Director of the Office for Preparation of  
Macao's Participation in the Shanghai World Expo  
Government of the Macao Special Administrative Region