

# Beijing Great Wall Int'l Travel Agency

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## World Expo 2010 Shanghai

### About The World Exposition

The World Exposition (Word Expo for short) is a large international exhibition hosted by a country's government and participated by many countries or international organizations, aiming to promote the exchange of ideas and development of the world economy, culture, science and technology, to allow exhibitors to publicizes and display their achievements and improve international relationships. With a history of over 100 years, the World Expo features a long time, a large scale, many participation countries and a profound influence.



Presently, there are two types of world exhibitions in light of nature, scale and duration of an exhibition: registered and recognized. Registered Word Expo is the biggest category event, which lasted six months, and at registered exhibitions, participants generally build their own pavilions, starting from 2000, it held once every five years, the World Expo 2010 Shanghai is of this type. Recognized World Expo is smaller in scope and investments and generally lasts three months, it is held between two registration world expos.

### Brief Introduction of World Expo 2010 Shanghai



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China owns 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.

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. Being the first World Exposition on the theme of city, Exposition 2010 will attract governments and people from across the world, focus on the theme "Better City, Better Life". For its 184 days, participants will display urban civilization 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. It will be not only a trip for people to look forward to, but also a grand assembly for human beings to create a wonderful future.

Expo 2010 Shanghai China will center on innovation and interaction, Innovation is the soul, while cultural interaction is an important mission of the World Expositions. Expo 2010 Shanghai China will also be a grand international gathering, we shall endeavor to attract about 200 nations and international organizations 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. In addition, Expo 2010 Shanghai China will offer a wonderful opportunity for cross-culture dialogues.

As an international metropolis, Shanghai will display its glamour to the whole world during the World Expo 2010 Shanghai. The whole world will be overwhelmed with admiration for Shanghai because of its integration of sightseeing, leisure, holiday and business, convention and exhibition, the merger of classics and fashions, the mutual radiance of the Eastern and Western cultures, and the combination of finance, trade, wealth, actual strength, picturesque scenery and rich life.