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MEETING AND INCENTIVE TRAVEL PLANNER

2010



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Better City,Better Life

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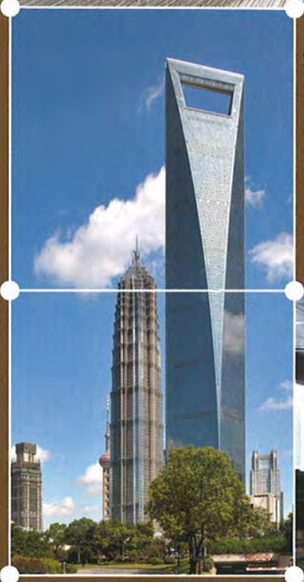
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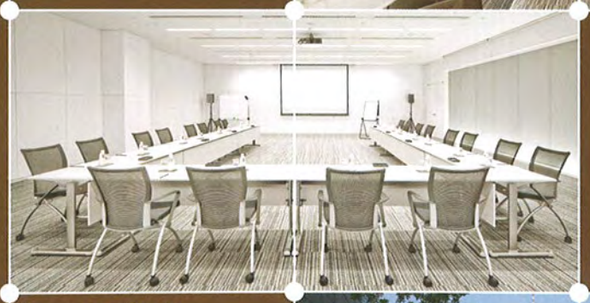






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Better Shanghai Better Events

The global financial crisis will have only limited impact on the overall success of the Expo, who would "bring surprise to the Chinese people".

Shanghai, also named "Hu" or "Shen" in short, is situated in the middle of China's east coastline with a total resident population of 18.88 million. An open city on the coast and a famous historical and cultural city, it is a gate to the Yangtze River Delta and a municipality under the direct jurisdiction of the Central Government, the largest economic and trade center, a comprehensive industrial base and the leading port in China.

With the country's best MICE facilities and services, Shanghai succeeded in winning the bid for hosting World Expo 2010. In return, preparation for the Expo accomplished the city's MICE and tourism infrastructure.

The global financial crisis will have only limited impact on the overall success of the Expo. Although some of the participants had difficulties in raising funds, none of them had yet quitted. All the participating countries are willing to use the Shanghai Expo as an opportunity to boost their national images. The organizers of the Expo have set up a special fund of US$100 million to facilitate the participation of developing countries.

Budget for the Expo included RMB18 billion for venue construction and an operating fund of RMB10.6 billion. In brief, the Expo would at least make both ends meet, if it can not make profit. More than 70 million visitors were expected to come to the Expo and tickets would be sold at RMB160 each.

Officials from Shanghai 2010 World Expo Executive Committee noted that construction of the China Pavilion would be finished within 2009, and would "bring surprise to the Chinese people". But what more vital is that, the Expo will lift China's economy, with investments and employment opportunities, boosting consumption in the tourism and commerce sectors.





Massive job opportunities in areas such as logistics, creative industries and facilitating service sectors like food and beverage, shopping, transportation and sightseeing and a program to recruit college graduates to fill 13 categories of job vacancies has already been launched.

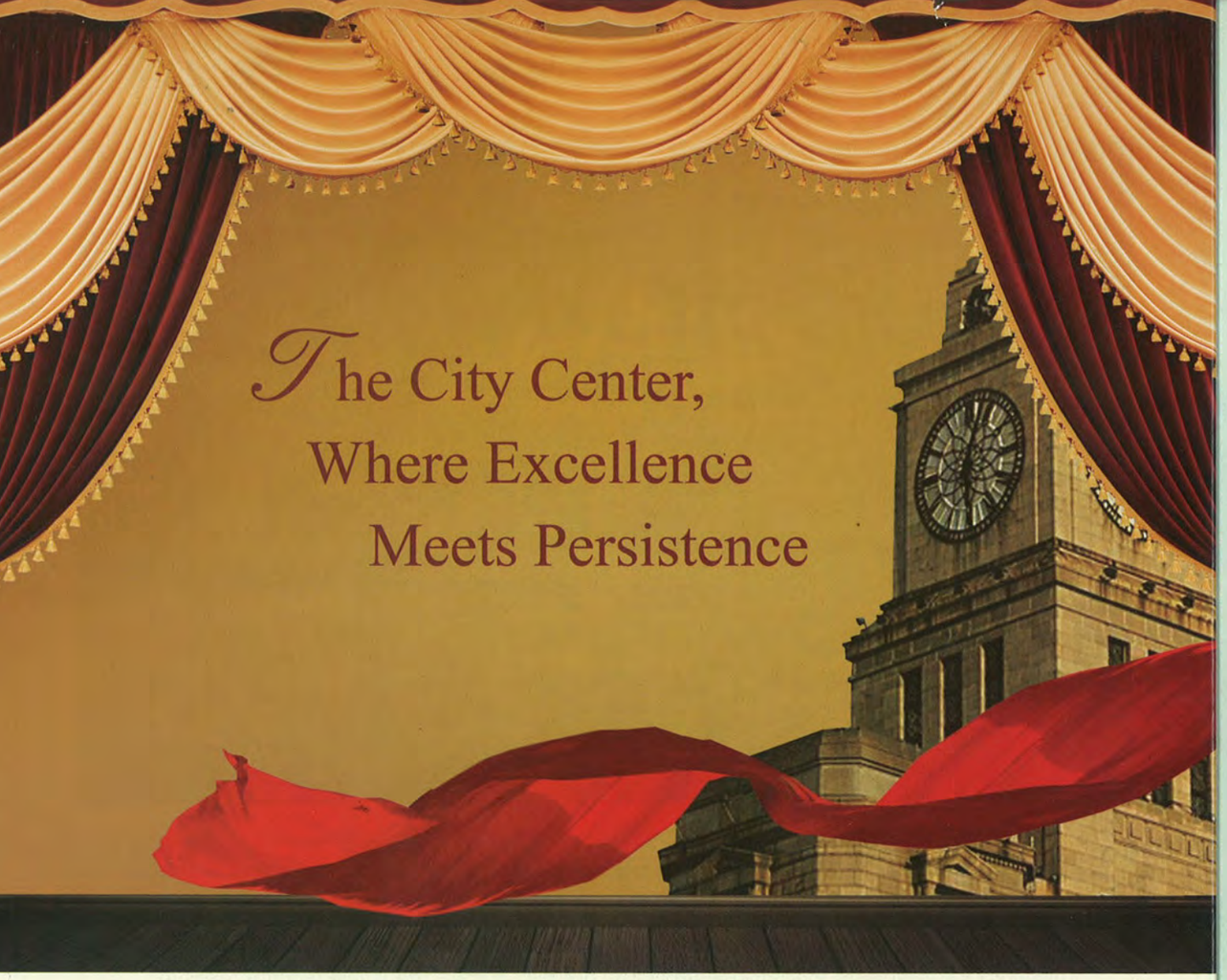
The Expo not only spurs the nation's economy, but also gathers the whole world to explore the global cooperation and development and seek way-out for the current financial crisis. It is expected to strengthen the belief and courage in the recovery of the world's economic growth.

From the historical perspective, World Expo has been honored as an active power to accelerate the world's economy. China also functions more and shares more responsibilities in this economic globalization age. World Expo offers every foreign participant the best opportunity to showcase their technology, products and culture to Chinese consumers, let alone the visitors from abroad. For example, Australia, whose biggest trading partner is China, will display its most innovative techniques in environmental protection, urban planning, life patterns and more fields to Chinese people and the world as well.

Shanghai also promises, "We are well prepared to overcome the difficulties, fulfill our commitments to the BIE (Bureau of International Exposition) and ensure the success of the exposition."

Up to the end of August, 2009, a total of 192 countries and 49 international organizations have confirmed their participation in the Expo, among whom 144 countries and organizations have designated their commissioners and 164 have signed participation contracts.

Shanghai expects and determines to add more splendor to the Expo, one of the world's most focused events. Shanghai is ushering in excellent opportunities for development and warmly welcomes visitors from home and overseas.



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2010
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Better Understanding
Better Experience

Shanghai, which literally means the "City on the Sea," lies in the Yangtze River Delta at the point where the mother river of China completes its 5,500-kilometer journey to the Pacific.

Although the downtown area of Shanghai was no more than a fishing village as recently as in the mid-19th century, Shanghai as an administrative region has a history much longer than that. It began as Huating County, an administrative district established in 751 AD in the south-western suburbs of the city. In 991 AD, the township of Shanghai was set up within the county. In the 14 years between 1260 and 1274, the town

evolved into an important trade hub and in 1292, the central government approved the establishment of Shanghai County, which has been widely deemed as the official beginning of the City of Shanghai.

The city proper now has a total area of 6,340.5 square kilometers (including Chongming Island, the third-largest island of China). The city occupies 0.06 percent of China's total territory. It has 17 districts and one county under its jurisdiction. Its population has recently topped 20 million. The city is undergoing one of the fastest economic expansions the world has seen. Since 1992, the city has maintained a double-digit annual GDP growth rate and is well on its way to becoming East Asia's leading business city. While it can't match the epic history of Beijing or Xi'an's grander sights, Shanghai is the epitome of modern China and a cosmopolitan city featuring architectural temples of art, fine dining and contemporary urban living.





Recent History

As early as in 1930s, Shanghai, especially the Bund, has fascinated Chinese, Western, and Japanese residents and writers. Chinese and non-Chinese commentators, embracing various and distinctive cultural and political agendas, viewed Shanghai as the exotic city -- alluring, foreign, and shivering. Justly called the Paris of the Orient, the city was one of the melting pots of the party world and thousands of immigrants came to the party.

The following half century witnessed wars and peace, pains and gains, and crisis and development. The reform and opening up policy has revitalized and nurtured Shanghai, who plays a significant role in either China's or the world's economic scene.



Geography

Bordering Jiangsu and Zhejiang province on the west, Shanghai is washed by the East China Sea on the east and Hangzhou Bay on the south. North of the city, the Yangtze River pours into the East China Sea. It also assumes the central

location along China's eastern coastal line. Thanks to its advantageous geographic location, it has now become an excellent sea and river port, boasting easy accesses to a vast hinterland and nearby Asian countries, including Japan and Korea.

Climate

Shanghai summers are hot and humid with temperatures reaching 40 degrees Celsius. The rainy season begins in June. Fall is mostly mild. In winter (January to February) temperatures can reach below freezing. Spring begins again in March. March to May, spring, a period of warm weather, blue skies and sunny days before the rainy season. June to September, summer and rainy season, hot and humid days and nights. October to November, autumn, very comfortable, mild weather, dry and sunny. December to February, winter, long days of grey skies, rain and cold.





Economy

Shanghai is regarded as the economic capital in mainland China and maintains a 10 percent increase in GDP between 1992-2007. Even 2008 when the world suffers financial crisis witness an increase of 9.7 percent in Shanghai with a GDP totalling RMB1.37 trillion. Besides its leading role of economic development, Shanghai also serves as the important cultural, financial, trading and industrial centers of China.

Shanghai is the largest industrial base in China. In China, there are 166 different kinds of industry of which 157 are in Shanghai. The output of steel is in the first place of the iron and steel industry in China. Oil and chemistry industries are developing at a high speed. The car industry can approach the international level. Shipbuilding, machine, textile, instrument and some other traditional industries are well developed as well.

Environment

Cities in Southern China are endowed with bluer sky and cleaner air, so is Shanghai. The city has rich water resources, but you cannot drink the tap water without boiling before hand. Thirty-five percent of Shanghai's area is covered by forest, which produces much fresh oxygen and offers excursion choices.



Functional Zones

Broadly, central Shanghai is divided into two areas: Pudong (east of the Huangpu River) and Puxi (west of the river). Shanghai has no real single focus and the feel of the city still owes much to the original concessions. For visitors, most attractions are in Puxi, including the Bund - the tourist centerpiece, though not the physical center of town. West of the Bund are the former International Settlement and one of Shanghai's main shopping streets, Nanjing Road. West of the old town and hidden in the backstreets north and south of Huaihai Road (Shanghai's premier shopping street) is the former French Concession, with tree-lined streets, 1930s architecture, and cafes and bars. At its western end is a collection of Western-style restaurants and bars.

Continuing southeast, you come to the massive shopping intersection of Xujiahui. Further south is Shanghai Stadium. Northeastern Shanghai, Yangpu, has an industrial feel and is home to several universities.

Pudong is a special economic zone of banks, skyscrapers and new residential complexes. It has four state-level development zones of Lujiazui Finance and Trade Zone, Jinqiao Export Processing Zone, Zhangjiang Hi-Tech Park and Waigaoqiao Free Trade Zone and one city-level development zone of Sunqiao Modern Agriculture Development Zone. It collects most of the city's international hotels and newest MICE venues, thus the most developed MICE industry in China.



Culture

In recent times, Shanghai has become a prominent city and a cultural center. Both the Chinese and Western cultures have merged and developed here since the mid-19th century AD.

Catholicism has a long history in Shanghai dating back as early as the Ming Dynasty (1595 AD). After

Protestantism was introduced, Protestant churches were also built in Shanghai, the largest being the International Church. Shanghai also has Buddhist temples. Please check the Supplement for the list of churches.

Shanghai architecture mixes Chinese and European styles. Dramas performed in Shanghai include Kunqu, Beijing, Yue, Hu, Huai, Yong, Xi and Shao operas, as well as farce and Pingtan. Shanghai is the cradle of plays and movies. Traditional Chinese paintings flourished in Shanghai and became a special style. Shanghai is famous for silk embroidery of the Gu family style. It was created earlier than the other four famous embroidery styles (the Su, Xiang, Yue, and Shu) which were influenced by the Gu embroidery. Shanghai's food features vegetable and seafood dishes with stew-in-brown-soy-bean and stir-fly-in-vegetable-oil as the main cooking method.



Population & People

Shanghai has approximately 18.88 million people, more than 100 thousand of whom come from 53 minor nationalities. Over five million resident population of other parts of China work, study or live in Shanghai. Each nationality has its own culture and history, it is wise to get to know and avoid mentioning their taboos if meeting them. Those who come to work in Shanghai from China's other places and overseas also account for a considerable part of local population.



Fast Facts

Visa

Chinese visa is a must for entry into, exit from or transit through the Chinese territory. The ordinary visas consist of eight sub-categories, which are marked with Chinese phonetic letters (D, Z, X, F, L, G, C, J-1 and J-2 respectively). Applications for different visas require different documents, and to answer relevant questions. For further information, please consult the nearest Chinese visa authorities or visit the web site of China's Ministry of Foreign Affairs at http://www.fmprc.gov.cn/eng/.









Languages

Chinese mandarin, based on the Beijing dialect, is the official standard language used by the People's Republic of China. Shanghainese, sometimes referred to as the Shanghai dialect, is not mutually intelligible with other Chinese dialects such as the Mandarin, but most Shanghai people can understand Mandarin.

English and Japanese also have a large amount of speakers, especially in the service sector.

Currency

Foreign currency and traveler's check can be changed into Chinese currency Renminbi (RMB) at the main branches of the Bank of China, the tourist hotels, Friendship Stores and some department stores. Hotels usually charge the official rate. You can change from many foreign currencies to RMB at the Bank of China counter located at the Arrival Hall of the Pudong Airport. Also, if you check their website at http://www.bank-of-china.com, you can find the real-time current exchange.

You will need to keep your exchange receipts if you want to change any of your remaining RMB at the end of your trip. Travelers check are the best option because they are safer and the exchange rate is more favorable than that for cash; MasterCard and Visa are most commonly accepted on ATM. If you have to exchange cash, stay away from less reputable sources that may try and slip you counterfeit notes.

Credit card

Most large shopping malls and department stores accept credit card. All major credit cards, such as Visa, MasterCard, American Express, JCB and Diner Club, have their presence in Shanghai. However, check with the store or restaurant before you shop or dine there. Also, keep in mind to bring some RMB cash with you since the credit card, especially international credit card may not always work at local machines.

China's own credit card brand UnionPay can be applied at Bank of China and widely used in the whole country.

International banks

Most big international banks operate in Shanghai, especially Pudong. The city now has over 100 foreign bank branches, where you can find ATM machines and cash RMB or certain foreign currencies. Please check the Supplement for the list of banks.

Electrical plugs

220V, 50Hz (please ask the hotel you stay for help if you have any trouble or problem.)

Weights & measure

Metric

Mobile phone service

China Mobile's GSM network provides coverage in most of the populated areas of mainland China, but does not extend to Hong Kong or Macau. If you wish to use the GSM network, you need a Chinese SIM card and can buy one in drugstores or newspaper stand. If you do not have a GSM mobile phone, please check the phone rental services at the airports.

Business Hours: 9 am-6 pm

Most big stores, restaurants, banks and entertainment places operate on public holidays, which include January 1, Spring Festival (seven days in mid-January–late-February), April 5, May 1, Dragon-boat Festival (one day in late May or Early June) and Mid Autumn Festival (one day in late September or early October) and October 1-7.

Security

Shanghai is a fairly safe city. Police and security are fairly present in the city in navy uniforms, and the police can be reached by dialing 110.

Healthcare

Compared to the rest of China, Shanghai's medical facilities and services are the best. There are expatriate medical facilities run by private companies such as WorldLink that offer decent and specialized medical services for maternity, dentistry, counseling and others. Big local hospitals also have English-speaking staff, and doctors are trained to provide same kind of bedside manner most expatriates are used to, back in their home









countries. Healthcare offered by the hospitals, clinics and dentists listed in the Supplement in the last pages of this manual, provide services for expatriates in Shanghai.

English Language Newspapers and Magazines

Shanghai has a good selection of English language publications that you can turn to for up to date information and details. The key ones are listed below together with their websites. The English newspapers are sold on almost every newsstand. The magazines can be picked up free from many bars, restaurants and outlets frequented by foreigners or you can pay a subscription to have them delivered.

Star hotels offer free international channels, such as CNN, BBC, HBO, AXN, NHK and CCTV9. Other channels may not be free.

Shanghai Daily, www.shanghaidaily.com
Shanghai Star, appl.chinadaily.com.cn/star
China Daily, www.chinadaily.com.cn
Global Times, english.huanqiu.com/
That's Shanghai (free), www.thatsshanghai.com
City Weekend (Shanghai) (free), www.cityweekend.com.cn
Metrozine Shanghai, www.metrozine-sh.com

Social Networks

Shanghai is alive with societies and opportunities of social interaction for expatriates and their families. Whether you need a formal business network, advice in business or emergencies to deal with, you can find a group of like-minded people in Shanghai. The English language listings magazine (and web site) *That's Shanghai*, regularly carries information about all the various networks, societies and clubs.

Shanghai City Tour Card

Issued in June, 2009 and comparable with a City Card offered in many European Cities, the Shanghai City Tour Cards give holders discounts up to 50 percent at around 30 tourist attractions. They can be used at more than 100 convenience stores and restaurants and over 50 hotels and resorts in addition to being used to pay for shows, sports events and transport on the Metro, buses, taxis and ferries. The cards can also be used to pay for tours at over 100 outlets of tour operators.



The card is designed to give convenience to independent tourists coming to Shanghai. Shanghai City Tour Card is expected to combine the city's best tourist resources together. It will gradually extend the card to be used in Zhejiang and Jiangsu provinces.

The cards – which come in RMB 500 (US$71) and RMB 1,000 denominations plus a RMB 10 deposit – can be bought from over 80 branches of the Shanghai Pudong Development Bank and more than 80 branches of the Industrial and Commercial Bank of China. The card, valid for two years, is also available from airports, sightseeing bus centers and railway stations.

The full list of where the cards can be purchased is on the card's official website: www.sctcd.com. English version of the website will be available on a later date. Also the participating venues are listed on the website. For more information call 86-21-962020, which has an English service.

Fun Readings

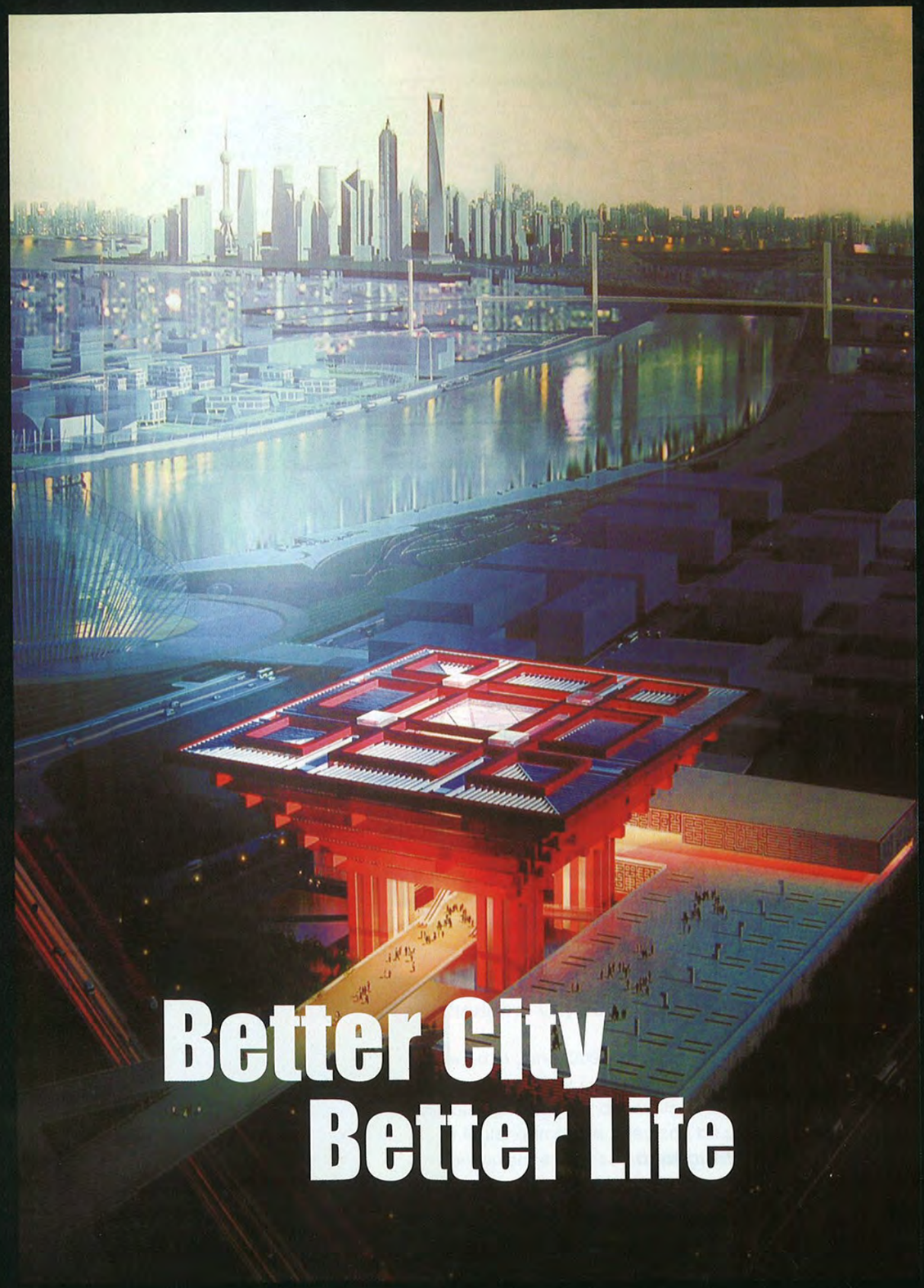
City Flower: White Magnolia

The white magnolia is one of the few spring flowers commonly grown in the Shanghai area. It usually comes into full blossom in early April. The flower has large, white petals that usually open up towards the sky. This feature makes it a perfect symbol of the pioneering and enterprising spirit of the people of Shanghai.

City Emblem

The emblem of the city was selected in 1990. It is composed of the images of a white magnolia flower, a local-style sail boat and a propeller. The propeller symbolises the continuous progress of the city. The white magnolia is the city flower. The historical sail boat, which used to ply the busy waters of the port of Shanghai, is a token of history. Together with the propeller, it brings out the rich connection between the history of the city and its waters.







What will Expo 2010 Shanghai China deliver to the world? There is no doubt the Chinese people will present to the world a successful, splendid and unforgettable exposition.

World Expositions are galleries of human inspirations and thoughts. Since 1851 when the Great Exhibition of Industries of All Nations was held in London, the World Expo has attained increasing prominence as a grand event for economic, scientific, technological and cultural exchanges, serving as an important platform for displaying historical experience, exchanging innovative ideas, demonstrating esprit de corps and looking to the future.

With a long civilisation, China favors international exchange and loves world peace. China owes 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 Expo 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

World 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. Fifty-five percent of the world population is expected to live in cities by the year 2010. The prospect of future urban life, a subject of global interest, concerns all nations, developed or less developed, and their people. Being the first World Exposition on the theme of city, Exposition 2010 will attract governments and people from across the world, focusing on the theme "Better City, Better Life." For its 184 days, participants will display urban civilisation 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. They will learn how to create an eco-friendly society and maintain the sustainable development of human beings.

World 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. In the new era, World Expo 2010 Shanghai China will contribute to human-centerd 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.

World Expo 2010 Shanghai China will also be a grand international gathering. On the one hand, we shall endeavor to attract about 200 nations and international organisations 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. On the other hand, we will put World Expo 2010 Shanghai China in a global perspective and do our best to encourage the participation and gain the understanding and support of various countries and peoples, in order to turn World Expo 2010 Shanghai China into a happy reunion of people from all over the world.

In addition, World Expo 2010 Shanghai China will offer a wonderful opportunity for cross-culture dialogues. Before the conclusion of the Exposition, a "Shanghai Declaration" will be issued. This declaration, hopefully a milestone in the history of the World Expositions, will epitomise the insights to be offered by the participants and embody people's ideas for future cooperation and development and extensive common aspirations, thereby leaving a rich spiritual legacy of urban development to people throughout the world.

The Chinese Government will go to great lengths to make Expo 2010 Shanghai China a special event that carries on traditions and opens a new vista into the future. Our motto is: "Keeping in mind the next 60 years' development while preparing for the six months' Exposition." We count on the continuing attention, support and participation of all the peace-loving countries.

A Better Glimpse of World Expo

Theme and Duration

Theme of Shanghai World Expo, from May 1, 2009 to October 31, 2009 is Better City, Better Life. The city is a crystallisation of human civilisation. Just as the American social philosopher Lewis Mumford put it,"the city is a special structure which, fine and compact, has been designed to preserve the fruits of human civilisation." Many Western languages have derived their versions of the term "civilisation" from the same Latin word "civitas" (meaning "city"), and it is by no means a coincidence. By virtue of its embracing and regenerating nature, the city has played a significant role in the perfection of order in human society.

In 1800, only two percent of the global population lived in cities, but by 1950, the figure had risen to 29 percent, and by 2000, almost half the world population had moved into cities. The United Nations estimates the urban population will account for 55 percent of the total human population by 2010. Despite all its glories, there is no denying that the city today, because of high-density living patterns, faces a series of challenges, such as spatial conflicts, cultural collisions, resource shortages and environment degeneration. Without effective controls, the unchecked expansion of cities will aggravate these problems and consequently erode the quality of urban life.

The Expo emblem, depicting the image of three people -- you, me, him/her holding hands together, symbolizes the big family of mankind. Inspired by the shape of the Chinese character (meaning the world), the design conveys the organizer's wish to host an Expo which is of global scale and which showcases the diversified urban cultures of the world.



Site and Pavilion Plans

The site of World Expo 2010 Shanghai China, an area of 5.28 square kilometers, is in the waterfront area on both sides of the Huangpu River, mostly between Nanpu Bridge and Lupu Bridge. The eastern part of the site covers 3.93 square kilometers and the western part 1.35 square kilometers. The core area (into which an admission ticket will be required) is 3.22 square kilometers.

The site, cramped with old industrial facilities and run-down residential quarters, has been waiting its turn for regeneration for decades. The Expo will not only give the area a complete facelift, but also turn it into a pilot for new urban living, a firm testament to the very theme of Expo 2010: Better City, Better Life.

The site is close to Shanghai's downtown and is easily accessible by various means of transport. Existing downtown facilities can readily serve visitors to the Expo.

The old industries, such as the shipyards and steel plants now on the site, will be moved to the urban periphery. After the Expo, the site will be used mainly by the tertiary sector. This fits perfectly into the city's industrial restructuring strategy. The after-use of the site is a key component of the Huangpu Riverside Regeneration Program and will thus receive sufficient political and financial support.

The main building called "Expo Axis" with the world's largest membrane construction will be built by SBA (architects) and Knippers Helbig (structural engineers). The building consists of some steel-glass funnels with a 1,000 meter long membrane construction.

The 2010 World Expo Theme Pavilion will showcase innovative solutions to urban problems. The major exhibition hall covers 30,000 square meters and the other two halls are big enough to accommodate four large passenger jets. The pavilion's roof will be covered with energy-producing solar panels. The structure is expected to attract 125,000 people everyday during the six month event. After the Expo ends, the Pavilion will be turned into an exhibition center part of a new commercial hub in Shanghai.

The 63 meter high China Pavilion, known as the "Crown of the East" has completed construction by September 2009. The RMB1.5 billion pavilion contains a national hall, a 30,000 square meter exhibition hall for provinces and regions, and a 3,000 square meter room to be shared by Hong Kong, Macao and Taiwan.

The main structure will be used for an exhibition entitled Chinese Wisdom in Urban Development, showcasing the values of harmony, nature and spirit. It will provide opportunities for provinces, municipalities, autonomous regions and other governments to share their achievements in urbanization.

The design will feature a square roof fashioned from "Dougong" -- a type of bracket used more than 2,000 years ago. The China Pavilion will be one of the five permanent "green buildings" on the Expo site, along with the Theme Pavilion, Expo Center, Performance Center and the Expo Axis. Other buildings will be dismantled after the event.

The Expo Center (350 meter in west-east direction, 140 meter in north-south direction), with overall building area of 140,000 square meters, is one of the core buildings of Expo Shanghai. It is located within riverside green areas of Zone B on the Expo site, with theme pavilions on the south side, the Expo Axis, the Expo Performance Center and China Pavilion on the east side. The building, no higher than 40 meters, will be built and put into operation by the end of 2009. It is defined with four core functions and four corresponding support functions -- 2,600-seat conference hall, 600-seat international conference hall, 5,000-seat multi-functional hall, 3,000-seat banquet hall, medium and small scale meeting area, public dining hall, VIP reception area, and press conference area.



The Performance Center is located in the center of the World Expo 2010 site and one of four new venues being built for the World Expo 2010. It will have a seating capacity of 18,000, two levels of luxury suites, VIP clubs and a river view restaurant and include a 20,000 square meter retail area beneath the Arena and an ice skating arena, a music theater and cinemas. The center will be home to top international and Asian live performances, sporting events games, family shows, commercial and retail activities after the Expo.

Expo 2010 Public Event Center (PEC) is a 142,938 square meter complex facing the Huangpu River, the city's major tributary. The PEC will be an architectural icon and a cultural platform for Shanghai. Three distinct buildings comprise the PEC: meeting, banquet and festival halls. There are three entrances with formal public and VIP lobbies, and one for pedestrians with a footbridge to the public panoramic gardens. Above the gardens, a loggia connects all three buildings. With a large terrace, the loggia hovers above the halls, providing gathering and circulation spaces: event, ceremonial, media halls, and kiosks. Lounges offer stunning views of the cityscape. The basement and plinth connect the lower levels between buildings. Outside, the loggia's skin is a dynamic urban frieze, responding to changes in orientation and climate. LED tiles behind glass become large, vibrant light murals that broadcast events and allow interaction with the public. The PEC has a small ecological footprint. It collects and generates energy, takes advantage of the river, impacts the environment minimally, and has an "intelligent" skin fa?ade for insulation.

The Urban Best Practices Area (UBPA) is an opportunity for cities to participate in the World Expo independently. The area will not only present those commonly acknowledged, original and valuable programmes and practices designed to improve the quality of urban life by typical cities in the world, but also act as a platform for these cities to share and exchange experiences in urban construction and development. The UBPA will be divided into four

exhibition fields, namely Livable Cities, Sustainable Urbanization, Protection and Utilization of Historical Heritages and Technological Innovation in Built Environment. It mainly presents various on-going practices, along with some experimental examples which have huge application potentials and has a land area of 15.12 hectares and is located in Section E of Puxi area in the enclosed area of the Expo Site. It is comprised of two blocks -- the south and the north.

Preparations Well Underway

The Shanghai 2010 World Expo National Organising Committee was founded by the Chinese Government in as early as 2004 as the leading organisation to host the World Expo in 2010.

The Shanghai 2010 World Expo Executive Committee is the organisation responsible for the specific works set out by the Organising Committee and the Bureau of the Shanghai World Expo Coordination is responsible for the day-to-day work of the Executive Committee.

The Expo General Deputy of the Chinese Government is responsible for direct international liaison with World Expo.

Budget for the Expo included RMB18 billion for venue construction and an operating fund of RMB10.6 billion. In brief, the Expo would at least make both ends meet, if it can not make profit.



Members of the Shanghai 2010 World Exposition National Organising Committee include Chairperson Wu Yi (Vice Premier of the State Council), First Deputy Director Han Zhen (Mayor of Shanghai), Deputy Director Wan Jifei (Chairperson of the CCPIT), Deputy Director Xiang Zhaolun (Deputy Secretary General of State Council), Deputy Director Gao Hucheng (Vice Minister of Commerce), and Deputy Director Cui Tiankai (Assistant Minister of Foreign Affairs).

The Expo has put special focus on innovative ideas. Cities from across the globe will also reveal slices of urban life in the 15-hectare UBPA. For the first time in the event's history, cities will show off cutting-edge architecture and design concepts. People who cannot make it to the real Expo in Shanghai will be able to view three-dimensional images of the pavilions at Expo Shanghai Online.

The organizing committee strives hard to promote the Expo as well. Their recent effort included a Shanghai Week event in London. From January 29 to February 1, a series of seminars and exhibitions were held in London under the theme of "Exciting Shanghai, Splendid Expo 2010 – Shanghai Week in London 2009" to showcase the city of Shanghai and promote Expo 2010 abroad.

Such efforts have produced positive effects. By the end of August 2009, altogether 241 countries and international organizations have confirmed attendance to World Expo in Shanghai. Of the participating countries, 50 are from Africa, 33 from



America, 45 from Europe, 45 from Asia and 16 from Oceania. Twenty of them are yet to forge diplomatic relations with China, including Bhutan, Palau and Guatemala.

Shanghai will therefore replace Hannover of Germany to host the most crowded World Expo ever. The Hannover World Expo in 2000 drew155 countries and 17 international organizations.

Another Access to Approach the World

Facing the concerns that whether China's economy will grow weak, Chinese are confident in no economy depression after hosting Olympic Games and preparing for the 2010 World Expo. From when it was applied to when it was hosted, Beijing Olympic Games has brought as long as seven years' Olympic opportunity cycle, which stimulated China's economic growth and China's rise in popularity index. Shanghai World Expo to be presented will obviously effect to economic growth, which will become a positive factor towards investment cooling in China, who has entered the cycle of World Expo, the most prominent point in which shows in investment, attention and application of technical and innovation.

During the preparation of World Expo, some new green technologies are being payed high attention by Chinese people. For example, solar energy will be widely used in Shanghai World Expo garden, in which solar power generation capacity is going to reach 5,000 kilowatts. Then this garden is going to become one of the biggest areas in which solar energy is intensivey introduced and applicated. Some major venue facilities and several self-built national venues are going to be applicated solar energies, which will synchronously generate power together with Shanghai Main Power Grid to explore more experiences for cities to develop and use solar energy on large scale.

In resources recycling field, paying more attention to river heat resources and terrestrial heat resources, Shanghai World Expo will utilize her superiority of bordering Huangpu River to gather and use zero-polluted and recycled clean energy, which can not only supply heat but also make refrigeration. A rain-collecting-system is to be widely built on many venue roofs. The rainwater will be purified and put into use of irrigation in order to save water resources. Meanwhile, water in Huangpu River will also be purified by using several kinds of physical and biological technicals in order to be utilized in greening and fountain facilities around garden areas.

Expo attendants or visitors should be expected to reach 100 million, thus stimulating the industries of transport, infrastructure construction, tourism, finance and culture. It is expected to be a great drive for Shanghai's economy and long term development.

The organizing committee foresees great benefits from the Expo, learnt the best of Beijing Olympiad experience and carefully made development plans for post-Expo era. Shanghai World Expo will undoubtedly promote infrastructure construction, environmental work and better lives for residents not only in Shanghai but also around the whole country.





Better 2010
Better Expectations

Former chapters may show some profiles of Shanghai's MICE industry and this chapter focuses to tell you how powerful Shanghai's capability is in event organizing.

The MICE industry is quite young in China and in Shanghai, the country's business center, so it enjoys development without limitations and indicates bright potential. Much has been written, but statistics are more impressive and persuasive.

There were 678 international conferences held in Shanghai in 2008, 46 more than 2007. Among the 678 conferences, 178 are corporate ones, accounting for 26.2 percent of the total and 11 less than 2007; 163 are association ones, accounting for 24 percent and 56 more than 2007; 279 are industrial conferences and seminars, accounting for 41.2 percent and the same as 2007; and 58 other ones including governmental meetings, accounting for 8.6 percent, one more than 2007. Regarding the scale of the conferences, 12 ones involved more than 1000 participants, accounting for 1.8 percent of the total 678 conferences; 60 involved 500-999 participants, accounting for 8.8 percent; 120 involved 300-499 participants, accounting for 17.7 percent; 293 involved 100-299 participants, accounting for 43.2 percent; 107 involved 50-99 participants, accounting for 15.8 percent; 69 involved less than 50 participants, accounting for 10.2 percent; and 17 cannot be determined the number of participants, accounting for 2.5 percent. The 661 conferences whose participants can be counted involved 157,031 participants altogether, 44,609 of which are from abroad. Twenty conferences lasted more than six days, 275 lasted three to five days and 383 lasted one to two days.

The statistics proved the MICE industry is advancing in Shanghai with the aid of top quality facilities, for example, Shanghai New International Expo Center, became one of the world's busiest exhibition and convention venues, whose rate of general utilization reached 72 percent in 2007.

Shanghai's logistics industry develops rapidly and the city is one of China's logistics hubs. The container throughput of Shanghai port was 26 million containers in 2007, a year-on-year increase of 20.4 percent, for the first time being world's second largest container port and surpassing Hong Kong. Thanks

















to the rapid development of modern logistics in Shanghai, the logistics service for exhibition industry is also progressing with scientific plan, comprehensive functions and management skills. The distribution capability of Shanghai airports will be greatly enhanced as the logistics network, based on the Pudong International Airport transportation center and strengthened by deep-water port and Waigaoqiao logistics parks, has started up new plan and construction on Pudong Airport Logistics Park.

Shanghai is the financial center of China, and the healthy and improving financial development and services enable Shanghai to be the top level place for international events. In addition, Shanghai's position as China's financial center is strengthening. The total market capitalization of Shanghai Stock Exchange was RMB26.85 trillion in 2007 accounting for 82.78 percent of China's total, while the number in 2006 is RMB7.07 trillion. The total trade volume of the future market was RMB23 trillion and exceeded 50 percent of China's total. Inter-Bank Bond Market, foreign currency market, diamond market, and International Shipping and Airing Market are also flourishing.





The rapid development of MICE industry in Shanghai raises the standard for relevant services. More and more international events are held here, thus accumulating top-level service companies. Not only international giants but also local companies who have a strong belief that Shanghai is very competitive as a MICE destination come here to serve the events professionally.

Big brands in this industry, such as Exhibit Works, Inc., Pico Exhibition Services, MAR, Legend Exhibition Design Engineering, Oriental Expo Services and more. Their main business is display design and construction, organization or co-organization of medium- and large-scale conventions, and event planning and management. These companies have professional teams and offer one-stop services, including business consultancy, market research, company registration, customs clearance, commodity inspection, product agent, distribution, online sales and purchase, promotions and site construction. In addition, these service providers have established regional headquarters to perfect their service experiences.

Since Fortune Global Forum was held in 1999, more major international conferences and exhibitions arrived in Shanghai. The successful organization of such events demonstrates Shanghai's strengths as a world exhibition destination. Meanwhile, professional exhibition organizers and service companies have also put their trust in Shanghai.





Better Support Better Functions

Secretary General of Shanghai Tourism Trade Association stated in April 2008 that MICE industry is still in infancy and Shanghai has pledged to continue to grow it as an important sector for development in coming years.

The Shanghai Municipal Tourism Administration (SMTA) under the Shanghai Municipal Government, is a regulating arm in charge of drafting the master plans and strategies for developing the city's tourism industry, implementing the trade policies and regulations, and coordinating the operations of related organs and businesses in the industry.

Under the SMTA is a specific department – International Tourism Promotion Department responsible for promoting Shanghai as an ideal MICE destination as well as the city's MICE industry. Its major responsibility is to market Shanghai in international meeting and event industry, organize or coordinate the organization of meetings in Shanghai and provide training to the people in the MICE industry.

SMTA has been a member of ICCA (International Congress and Convention Association) since 2001. To upgrade the service level of the city's MICE industry, SMTA has been making efforts in training the professional employees and working with industry partners such as PCO, DMC, hotels and airlines to bid various international meetings and conferences to Shanghai.

Besides the above mentioned functions, SMTA also published multi-lingual guidebooks for MICE industry insiders home and abroad regularly and played an important role in the organization of hundreds of events in Shanghai. In addition, SMTA takes an active part in the world's major tourism promotion events where you can find and talk to SMTA staff if you have any inquiry. Please surf www.meet-in-shanghai.net for more detailed information.

SMTA recognized that Shanghai has the potential for being China's main center for its growing MICE industry, however has outlined numerous drawbacks the city currently faces in order to make it a world-class destination.

Mr Huang Guangrong, Secretary General of Shanghai Tourism Trade Association said, "Shanghai has an abundance of resources in the meetings and incentive travel industry, and there is tremendous potential in developing the meeting and incentive travel market."

"Although in recent years, Shanghai's tourism industry has developed rapidly, it still pales in comparison to other world-class destinations. This is especially since it is still in the midst of transforming its own perspectives and positioning, from that of a traditional tourist destination to a favoured incentive-travel destination."









SMTA will deal with the lack of acknowledgment towards incentive travel as an important business tool by senior management, a shortage of experienced travel agencies servicing the incentive travel sector, and the inability to recognise the merits and investments incentive travel brings to the MICE industry sector.

The government issued several regulations to promote and support the development of MICE industry and guarantee the market competition and development. The Shanghai Customs has established a complete services system and regulations to monitor and guarantee the healthy progress of the local exhibition business. Due to the large number of the exhibitions held in this city, Shanghai Customs has provided strategies to simplify the procedure of applying and approving exhibition projects, to improve the well function of the exhibition services and to speed the custom accesses. Speedy clearance windows and channels are set up at seaports and airports to secure the arrival and departure of the exhibition products.

ATA Carnet, general international custom document, which is created by World Customs Organization for the temporary admission of import and export goods, is adopted at Shanghai's customs for international exhibits clearance.

About SICMO

Shanghai International Conference Management Organization (SICMO) is a SMTA's subsidiary and in charge of conference and exhibition promotion. It provides the following services:

Professional conference services including proposal, organization and execution;Professional promotion service including media promotion and promotion proposal, organization and execution;Professional consulting service for tourism , MICE and other related industries.

EXPO 2010 SHANGHAI CHINA
城市,让生活更美好
Better City,Better Life

Shanghai 2010
中国上海
发现更多·体验更多
More Discovery More Experience

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Better Infrastructure Better Guarantee

China's best MICE environment, complete transportation network, continuous industrial development, safe and secure city and rich tourism resources illustrate why Shanghai outshines as the country's, even Asia's top destination.



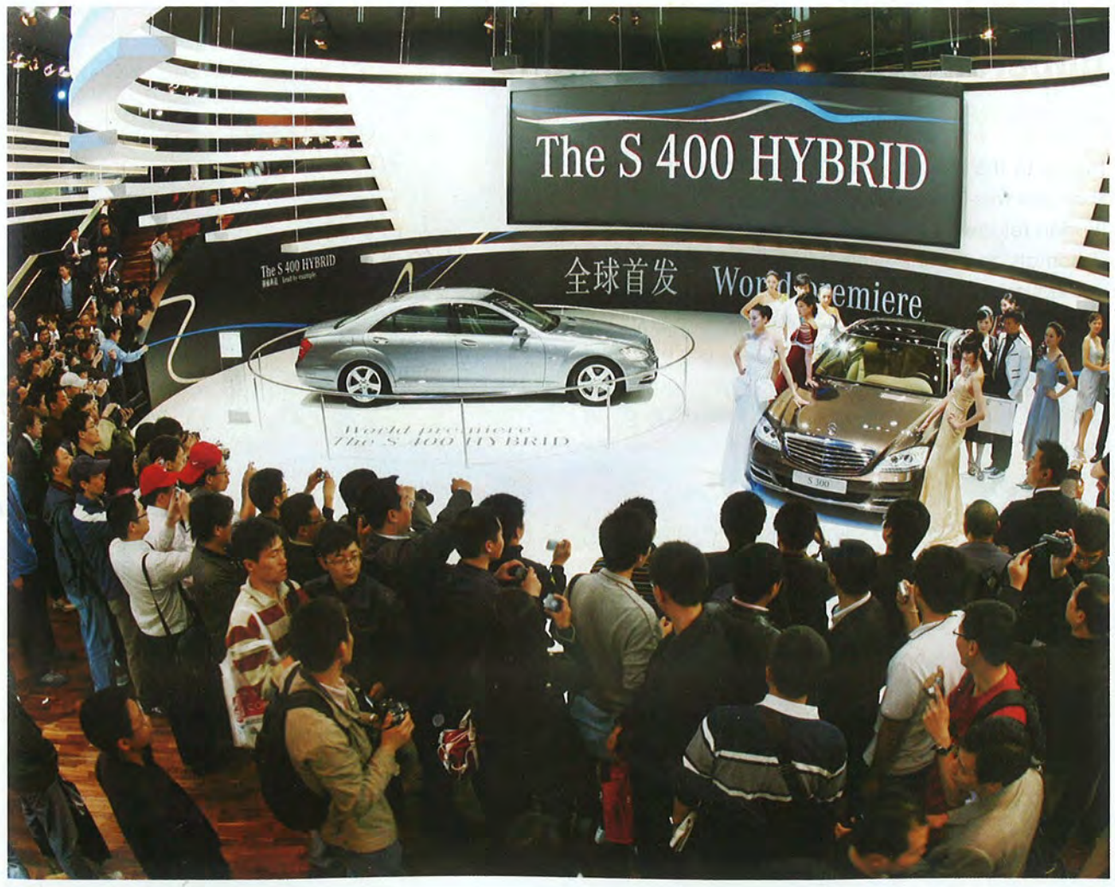
Chinese exhibition industry has been developing rapidly these years, which leads China from a rising exhibition power to a flourishing stage. Shanghai, as one of the most developed, vital cities with great potential, has attracted more and more MICE event organizers worldwide to come here. The rising number of large-scale and influential exhibitions promoted the international status of Shanghai as a power in the MICE industry and set it as a MICE exhibition destination globally.

MICE industry is a rising economic force in Shanghai. With the rapid development of the MICE industry, talents from various working fields, cutting-edge information and top grade products flooding into Shanghai, which stimulated the improvement and progresses of the related exhibition service industry.

The modernized and professionalized service industry is heading towards international level. In 2008, Shanghai welcomed 6,403,713 inbound tourists. The occupancy in five-, four- and three-star hotels reached 59.89 percent, 55.24 percent and 51.96 percent respectively. By the end of 2010, it is expected that over 10 million inbound tourists will come to Shanghai.

With the increasing number of exhibitions held in Shanghai, many world famous exhibition companies and organizations come into the region, bringing their professional knowledge and services. Meanwhile, the local government implemented relating rules and regulations, which help improve the exhibition industry and its services.

China is the oldest continuous civilization in the world with a rich and diverse cultural tradition. By contrast, Shanghai is a young city, with much of its development only occurred in the last century. Unlike other Chinese cities, it has absorbed many foreign influences, making it an unusually exotic cosmopolis in a relatively reserved country.





Unparalleled MICE Environment

Thanks to the International Settlement, by the 1920s, Shanghai was famous for its intoxicating mix of cultures: Russian refugees, Jewish merchants, jazz clubs, British diplomats and Chinese agents. It became the prime destination for the rich and glamorous. In the following century, Shanghai maintained its uniqueness as the wonderland where eastern and western culture clashes, co-exists and adapts to each other. Visitors can trace all these tracks in downtown Shanghai, or "Puxi", as Shanghainese called it which means west of the Huangpu River.

Puxi is the right place in China for entertainment. Puxi not only has great restaurants and bars but also, the biggest selection of theaters (outside of Hong Kong), film and art available anywhere in China. And this selection is of a class and quality which is sophisticated enough to compete with most western cities.

Puxi's contemporary art scene is impressive too. Shanghai, long the center of more radical ideas, is now one of the most important cities in China for young and new artists who come from throughout the country to display their works. Shanghai has a long list of art galleries



including ShangArt in Fuxing Park and EastLink on Fuxing Road. Aside from these, there are also some excellent exhibitions in the Shanghai Museum at People's Square.

Naturally there are all the usual Chinese favorites too. Bowling alleys, Karaoke halls and Computer Games rooms are scattered throughout the city. Another favorite Shanghai past time is Tai Chi, which is also great to watch especially after a night on the town taking in the city life. Why not take a wander along the Bund at dawn, for a taste of a different kind of entertainment.

Puxi boasts rich resources for incentive tour, while Pudong reveals another facet.

On April 18, 1990, the Chinese Government decided to open up and develop Pudong. Great changes are taking place everyday on this magic land ever since. With skyline drawn by hundreds of high buildings, numerous heavy-traffic-burdened roads and vast green land, a modern new Pudong has emerged, full of vigor and vitality.

Along the Huangpu River, Pudong, the oriental star has sped up its process towards becoming the most modern part of metropolis Shanghai, with quite a few landmark buildings completed, such as Shanghai Pudong International Airport, Shanghai Stock Exchange, Shanghai International Convention Center, Shanghai World Financial Center (SWFC), Jinmao Tower, etc. Meanwhile, the four functional zones -- Waigaoqiao Free Trade Zone, Lujiazui Finance and Trade Zone, Jinqiao Export Processing Zone and Zhangjiang Multi-functional Park, have become important pillars in Pudong's economy, promoting the economic development of the whole Yangtze River Delta.

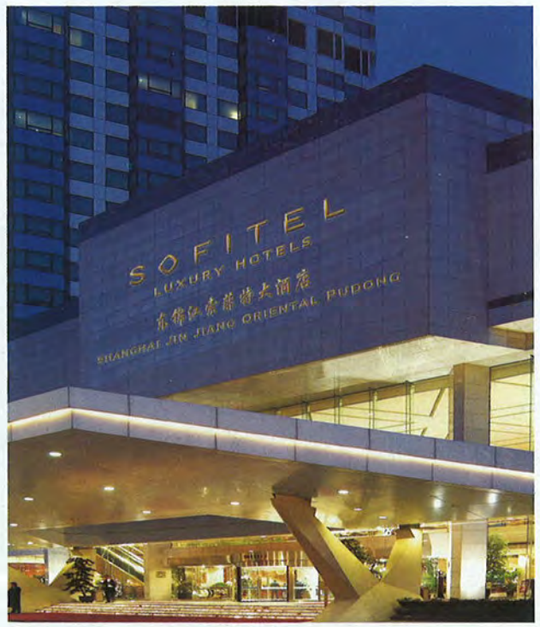
Looking in retrospect, Pudong has developed from a relatively less developed suburban area to a multi-functional, modern and export-oriented new district, miniature of Shanghai's





modernization, and symbol of China's reform and opening-up, demonstrating huge potential in its economic and social development. During this process, the area has relocated and positioned its trade, export processing, free trade and high-tech industries. It has also perfected its diversified functions such as technology, transportation and art. In particular, the rapidly-growing convention and exhibition, tourism and relating service industries have further propelled its fledging economy.

Pudong is where international hotel management groups and world-leading hotel brands compete silently but intensively, including Hyatt, Shangri-La, Starwood, InterContinental, Accor, Marriott, Holiday Inn and domestic brand Jinjiang. These top-tier hotels provide multi-functional services including accommodation, catering, conference, exhibition, entertainment, sightseeing and relaxation, able to organize mid- and





small-scale conference with professional conference consultant teams.

Pudong's professional services have rapidly surged in recent years, boasting over 4,000 service institutions of various kinds. Among them there are more than 100 law firms, and over 1,000 consulting firms. Meanwhile, over 1,000 software companies and more than 100 foreign research and development institutions are also located here.

Pudong has created an economic miracle. In the past few years, Pudong has contributed one quarter of Shanghai's GDP (gross domestic product) and a half of the city's foreign trade, with merely one-eighth of Shanghai's population and one-eleventh of its land area. Yet the astounding figures will be rewritten as the Shanghai World Expo 2010 to be held next year. As the first host city in China for World Expo, Shanghai Pudong will demonstrate its latest economic, technologiced and cultural achievements to more than 70 million visitors from 200 national and international organizations.



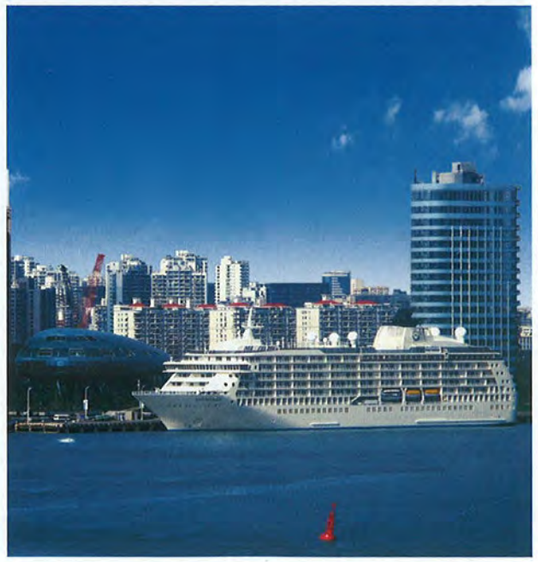


Complete Transport Network

Transportation within Shanghai is fairly inexpensive and certainly varied. Expatriates can take good advantage of either air or waterway, inbound tourists can choose from train, long distance buses and cruises and local passengers enjoy the convenience of a complete network of subway, buses, Meglev train and cruises as well.

Shanghai is served by Pudong and Hongqiao International Airports. Pudong Airport, with an area of 40 square kilometers, is in the eastern part of Shanghai, 30 kilometers from the city center and 40 kilometers from Hongqiao Airport. By the end of March 2009, the airport operates direct flights with 105 countries and regions and handles nearly 300,000 aircrafts and over 30 million passengers annually. Hongqiao airport is located in the west of Shanghai, 13 kilometers from the downtown. In the year of 2008, it handled 265,700 aircrafts and 28.2 million passengers. After the expansion project of Hongqiao airport to be finished in March 2010, the two airports will be connected by subway and expressway.

Located in the center of the north and south coastline of China, Shanghai is the biggest port city in China and the third largest port in the world. The steamers there are connected with more than 400 ports in the world. Travelers who want to go to Inchon and Pusan in Korea or Osaka and Kobe in Japan would board the interdomestic steamer and international cruises are available irregularly according to the different business plans of cruise providers.



Two railways intersect in Shanghai: Jinghu Railway (Beijing-Shanghai) Railway passing through Nanjing, and Huhang Railway (Shanghai-Hangzhou). Shanghai is served by two main railway stations, Shanghai Railway Station and Shanghai South Railway Station. Express service to Beijing through Z-series trains is fairly convenient. A maglev train route to Hangzhou (Shanghai-Hangzhou Maglev Train) might begin construction in 2010. A high-speed railroad to Beijing is also in the works.

More than six national expressways (prefixed with "G") from Beijing and from the region around Shanghai connect to the city. Shanghai itself has six toll-free elevated expressways (skyways) in the urban core and 18 municipal expressways (prefixed with "A"). There are ambitious plans to build expressways connecting Shanghai's Chongming Island with the urban core. For a city of Shanghai's size, road traffic is still fairly smooth and convenient but getting more congested as the number of cars increases rapidly.

The Shanghai Metro rapid-transit system and elevated light rail has eight lines (Lines 1, 2, 3, 4, 5, 6, 8 and 9) at present and extends to every core urban district as well as neighbouring suburban districts such as Songjiang and Minhang. According to the development schedule



of the municipal government, by the year 2010, another four lines (Lines 7, 10, 11 and 13) will be built, while extensions are also underway for Lines 2, 6, 8 and 9. It is one of the fastest-growing metro systems in the world -- the first line opened in 1995, and as of 2009, the Shanghai Metro is the 11th busiest system worldwide. Shanghai also has the world's most extensive bus system with nearly one thousand bus lines, operated by numerous transportation companies.

Taxis in Shanghai are plentiful and government regulation has set taxi fares at an affordable rate for the average resident -- RMB12 for three kilometers RMB16 after 11pm.

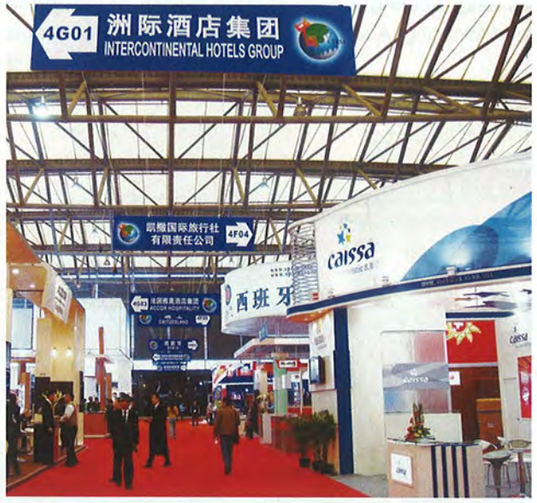




Shanghai Maglev Train is the first commercial high-speed maglev line in the world. The train can reach a maximum speed in normal operation of 430 kilometers per hour. It runs from Longyang Road station in Pudong on the Shanghai Metro Line 2 to Pudong International Airport, and the total track length is about 30 kilometers. The train takes less than eight minute to complete the journey, and its average operational speed is 60-70 meters per second. The train has three compartments and 200 seats in total. The interval is 15 minutes now.

Healthy MICE Industry

Shanghai tops the candidate list for host city of international exhibitions and displayed its strengths in exhibition industry since the very beginning. After decades of development, Shanghai's high-end civil projects and infrastructure construction, together with its speeding economy have laid solid foundation for exhibition industry, which now is competent as an exhibition host city.



Shanghai enjoys sound business environment, convenient traffic and unique culture, offering the most ideal soil for the exhibition industry. To date, Shanghai has already fostered three major exhibition-concentrated areas.

As Shanghai is selected as the host city for 2010 World Expo, it will witness greater improvement in its convention and exhibition industry and functional facility services, becoming an important hub of international exhibition and tourism center in Asia-Pacific.

Safe & Secure Shanghai

Shanghai has hosted a number of world events, including the 2007 Summer Special Olympics and a Live Earth concert. The Shanghai International Film Festival is annually held in the city. The city will be the host of the Expo 2010 World's Fair between May and October 2010. Shanghai is also home to a number of professional sports teams, including Shanghai Shenhua of the Chinese Super League, the Shanghai Sharks of the Chinese Basketball Association, and the Shanghai Golden Eagles of the China Baseball League. The city has also hosted the Formula One Chinese Grand Prix at the Shanghai International Circuit every year since 2004. But the best illustration of Shanghai security was the 2001 APEC, when 22 national leaders stayed safe and sound. Anti-terrorist exercises have been launched from time to time by either central or Shanghai governments. The police force has been active in securing the success of all events and taken corresponding measures as always. The annual survey shows that over 90 percent of Shanghai residents believe the city is very safe and secure.



Talented Shanghai

Shanghai's MICE economy is entering a period of rapid growth, which is good news for MICE companies and industry personnel. It means more jobs, better pay, and more avenues for their talents and expertise.

Figures from the Shanghai Convention & Exhibition Industries Association suggest that about 5,000 people are engaged in the MICE industry in the city, including





staff from C&E companies registered with the associations as well as C&E departments of travel agencies. The fast growing industry has been enjoying an average annual growth of 20 percent for the past several years and the 2010 Shanghai World Expo is estimated to demand 10,000 personnel, while Shanghai is preparing well on that.

Most of the current C&E personnel are engaged in foreign trade or English-related careers. They are educated on the job as well as via school study. In early 2000s universities and vocational schools began to launch specialized MICE educational programs. The graduates with Expo Economy or Management degree were warmly welcomed by the market, especially large corporations such as the China Travel Service, China Youth Travel Service, China Travel International and relevant departments of the China Council for the Promotion of International Trade, chambers and multinational exhibition groups. Vocational school educations also produce a large amount of talents who acquire proficiency in a foreign language, are capable of handling daily commercial mail, shipping and other exchanges with foreign clients, and can serve star hotels and venues.

Rich Resources for Incentive Tours

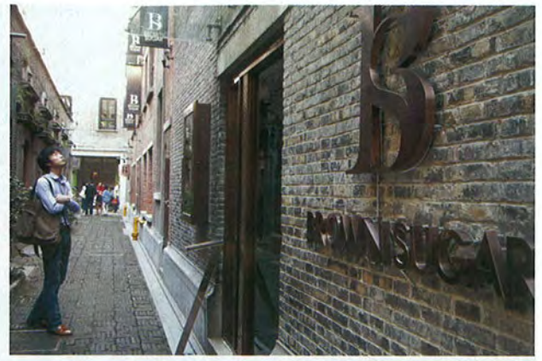
Because of Shanghai's status as the economic center of East Asia for the first half of the twentieth century, it is popularly seen as the birthplace of everything considered modern in China. It was in Shanghai, for example, that the first motor car was driven and the first train tracks and modern sewers were laid. At the same time, Shanghai still contains some picturesque rural suburban areas, thus gratifying all kinds of demand on incentive tours.

In the well developed incentive market in Shanghai, event organizers can either seek the assistance of professional service providers of incentive tour or plan their unique tours, as Shanghai has enough

logistics, catering and entertainment professionals who can help upgrade the events immediately.

With the aggregation of service capacities in travelling, ticketing, and event and exhibition, service providers of incentive tours in Shanghai present the market with strong capabilities in event organising and host, rich experience in event management and project planning, as well as quality tailor-made service solutions to travel package deal in accordance with the needs of customers.

Incentive tour services cover venue selection, project planning, site design and display, logistics and transport arrangements, media promotion and publicity campaign, application agency for any authorization and administrative approval certification, and all other pre or post event matters relevant to the arrangements on transportation, accommodation, entertainment, and inspection activities; as well as after-event evaluation reporting and research. If the incentive tour organizers can access enough talents and resources in some of the above mentioned aspects of an event, they only need the services of some specialized incentive companies, such as Catering Solutions, who



offer inspired cuisines for innovative events at a certain venue or their own places.

Xin Tian Di, which regards itself as the living room of Shanghai, is the No. 1 well known venue for incentive meetings. It holds the city's historical and cultural legalities and the most cutting-edge shopping, eating and entertainment outlets in Shikumen buildings. Besides Xin Tian Di, the Featured Venues in Part Nine are in the hope to satisfy your taste in site selection and the other recommended service providers are listed in www.sicmo.com.cn. You are encouraged to check them yourself.





Better Events Better Destination

Metropolitan Shanghai is so big a stage where thousands of events perform every year that no other city can compete in China.

Shanghai, with its fast economic development, is heading for international stage. More and more events are held here, hence strengthening its status as a center of international cooperation and communication. On the stage of Shanghai, ballet, opera, concert, drama, and dancing performances are held all the time, attracting people home and abroad to this international metropolis. In the exhibition and conference centers, events flow in and out.

Major International Exhibitions

Auto Shanghai

Auto Shanghai, authenticated by the Union of International Fairs, is the top-level auto exhibition domestically, which exhibits automobiles, auto engines, the external structure of motor vehicles, the product lines, the controlling equipments and accessories. Auto Shanghai has been held since 1995





and has become an international exhibition nowadays. There were more than 1,300 exhibitors from 20 countries worldwide at the 12th Auto Shanghai exhibition 2007, which includes world-known auto producers Daimler Chrysler, Peugeot, Hyundai/Kia Automotive, Dodge, Lincoln, Skoda, Shanghai-VW and Shanghai General Motors. Exhibited autos totaled more than 700. The exhibition area reached 140,000 square meters, where new products, technology and concept all had a perfect show to reveal the trend of modern auto industry.

Propak China

International Processing, Packaging and End-Line Printing Exhibition (Propak China) has been held at Shanghai New International Expo Center at Pudong for 13 years. Propak 2007 had 13,801 buyers among whom 26 percent come from over 80 countries other than China. The exhibitors include 517 companies from 24 countries and eight group shows from various countries or regions. Professional visitors are from Beijing, Jiangsu and Shangdong of China and India, Iran, Japan and Korea. Food Processing Suppliers Association from the US came to the exhibition for the first time. The 2008 event covered three halls at SNIEC, an enormous increase in area and won more support from major professional associations.





China International Furniture Fair

Starting from 1994 and aiming at promoting export, China International Furniture Fair has become the biggest furniture exhibition in China. The 13th Fair in 2007 in particular broke several records of furniture fairs in Asia. The total exhibition area was 220,000 square meters, attracting 65,232 professional visitors from 144 countries and regions. Among the visitors, 15,250 professional buyers are from overseas. China International Furniture Fair offered a platform for the participants with various exhibition themes. One tenth of the exhibitors are from 21 overseas countries and regions, including America, Germany, France, Australia and Thailand. The exhibition was divided into different parts, such as brand furniture, modern furniture, soft furniture and more.

Bauma China

International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment (Bauma China) is Asia's top or No. 1 exhibition for the machinery industry. This biennial focuses on the interactiveness, communication and cooperation of producers and users and displays the newest technique and strategy plan.

Bauma China celebrated its premiere in 2002, and established itself as a key event in Asia from the very beginning. In 2006, more than 80,000 competent Chinese and international trade visitors came to the Shanghai New International Expo Center to gather information about technological innovations for the construction industry and explore business, and 1,088 exhibitors revealed new technique and products in an exhibition area of 150,000 square meters, including 46,000 square meters indoors and 104,000 square meters outdoor. The largest and most important industry platform for this rapidly growing region is Bauma China in Shanghai, which opened its gate for the fourth time on November 25-28, 2008 at SNIEC.



China International Boat Show

China International Boat Show (CIBS) represents the entire manufacturing chain of the industry, from basic materials to ready-to-sail luxury boats. At CIBS 2008 from April 10 to April 13, about half of the exhibitors, mostly luxury yacht-builders but also high-end equipment and technology providers for domestic boat yards, came from overseas. Local exhibitors mainly showed small to mid-sized boats, and mid-range technology and supplies, creating an ever increasing market for international sourcing experts.

Anyone with a personal or professional interest in recreational boating knows that CIBS is the annual meeting point for Asia. Whether to do business or to satisfy a passion, whether to refresh networking opportunities or simply to be part of a community, visitors to CIBS acknowledge that the event has grown into a platform and milestone event for everybody in the industry, from insiders to the stylish jet-set, from traders to wealthy individuals, from maritime administration to families ... you will find them all at CIBS.



Major MICE Expositions

IT&CM China

IT&CM (Incentive Travel & Conventions, Meetings) China intends to be a platform for international and leading Chinese players in the MICE industry to explore exciting business.

IT&CM China 2009, from April 15 to April 17, and the third presentation of the annual tradeshow featured a series of fresh and exciting business, networking and learning opportunities for its participants throughout the three days. Despite the global financial downturn, China's travel industry continues to provide a leading-edge business platform for the international and local MICE players.



CITM

CITM (China International Travel Mart) is an annual event that is held in Shanghai and Kunming alternatively. As the largest professional travel mart in Asia, CITM has drawn the attention of people in the tourism industry worldwide. Participants in CITM come from all sectors of the travel industry including international and domestic tourist organizations, travel agencies, hotels, airlines and related travel companies.

CITM 2008, from November 20 to November 23 at Shanghai New International Expo Center was a trade and consumer show to provide exhibitors the opportunity of multiple business talks and negotiations with international buyers, travel agents in China and consumers. It also invited a large number of correspondents of domestic and overseas media to cover the mart.



WTF

World Travel Fair (WTF) is a high quality business-to-business platform to link the international tourism industry with Chinese tourism professionals and decision makers. It will be a best opportunity to expand and strengthen business in the rapidly growing Chinese outbound travel market.

The 6th World Travel Fair 2009 was held at Shanghai New International Expo Center on April 9-11, 2009 and provided all visitors and exhibitors with a high-quality B2B business platform: Trade Days from April 9 to 10; Consumer Days on April 10 (6-9 pm) and April 11. It attracted more than 450 exhibitors from over 50 countries and regions.

Major Tourism Arts & Sports Events

Shanghai Tourism Festival

Shanghai Tourism Festival is an important tourist festivity which is jointly sponsored by Shanghai Municipal Tourism Administration, Shanghai Municipal Economic Commission and Shanghai Municipal Culture, Broadcasting, Film and TV Administrative Bureau.

Since 1990, Shanghai Tourism Festival is held every year from the third Saturday of September to the 16th day of October. The tourism festival is organized on a large scale and showcases all that the city has to offer to the visitors. The festival acts as a perfect event for locals and foreigners to discover the fascination of Chinese culture and history.





A number of traditional as well as non traditional entertainment programs are held across different venues across the city. Some of the events that could be seen during the tourism festival include a "Rose Wedding" ceremony, float parades and markets. During the festival you could take a tour of the Shanghai Lanes, attend the Chinese Festival at Yuyuan Garden or be at the Century Park to witness the Shanghai International Music Fireworks Festival.

The tourism festival begins with an Grand Opening Ceremony Parade which is composed of around 20 floats. Different styles with the cultures of a particular area showcase their individual charm. Each float comprises of a square team. As the floats march forward, the crowds get immersed in happiness. The float parade attracts thousands of people and the streets become an ocean of cheerful chat and joyous songs.

Shanghai International Film Festival

The Shanghai International Film Festival (SIFF) is one of the largest film festivals in East Asia and one of Asia's only two A-list film festival, the other being Tokyo International Film Festival. The first festival was held from October 7 to 14, 1993, and was held biennially until 2001.

The annual event awards several "Golden Goblet" Awards for best film, best director, best actor/ actress, and other categories, as well as a "Special Jury Award." SIFF 2008 was held from June 14 to June 22 and chaired by Hong Kong director Wong Kar-wai. SIFF 2009, from June 13 to June 21 eyed Halle Berry and Danny Boyle at the opening ceremony.



China Shanghai International Arts Festival

As an official state-level function, the annual China Shanghai International Arts Festival has been drawing back the viewing curtains since 1999. Every year, hundreds of artists from all over the world come to China to present their works. For one month, Shanghai becomes the city of culture and art, presenting more than 200 dance shows, music shows, theater plays and operas, performed by various famous artists and companies and younger artists as well. The festival also plans expositions, conferences and forums, which are supposed to help average people to understand modern art.





Shanghai International Music Fireworks Festival

The festival is organized around National Day holidays at the Century Park annually and has been held since the year 2000. The 2000 festival was the first time that such a fireworks event was being staged in Asia. It is now a conventional in the Shanghai Tourism Festival and brought the new term "music fireworks" to Shanghai. Music fireworks refer to a "symphony of fire", blending the rhythm, color, and composition of fireworks with the cadence and artistic conception of music.

The musical fireworks performance makes a very deep audio and visual impact on the audience. The festival showcases new technologies of sound, light and electricity from well-known companies all over the world and brings out a charm of spatial and visual art. The entire composition, rhythm, melody and artistic conception are all combined to ensure perfect harmony.



Shanghai ATP Masters 1000

Masters Cup is actually the third evolution of a championship which began in 1970. It was originally known simply as The Masters tournament, and was organised by the International Tennis Federation (ITF). In December 1999, the ATP and ITF agreed to create a new jointly-owned event called the Tennis Masters Cup.

ATP Masters Cup Shanghai was held annually from 2002 to 2008 at Qi Zhong Stadium in November. Many top tennis players, such as Roger Federer and Rafael Nadal, and the top-ranked doubles pairing of Bob and Mike Bryan, competed in this event.

From 2009, Shanghai will host a session of ATP masters 1000. Shanghai ATP masters 1000 is destined to stand out as the flagship event on the new Asia Swing.

Shanghai International Marathon

The Shanghai Marathon is organized by the China Athletic Sports Association and the Shanghai City Sports Federation under the special sponsorship of Toray Industries, Inc. and Toray Industries (China) Co., Ltd. The event attracts runners from across China and the rest the world who come to compete in this popular race. Approximately 18,000 participants take part each year and the route is lined with thousands of spectators who enthusiastically cheer the runners on.

Recognized as one of China's four major international marathons by the State General Administration of Sports, the marathon offers three categories of the full and the half marathons, which have a more competitive nature and use a course certified by the International Association of Athletics Federations (IAAF), and the fun marathon which anybody can participate in.

Beginning at the intersection of Nanjing Road and Sichuan Road and ending at Minhang Stadium, the races are divided into male and female categories and in addition to the full 42km (26 miles) marathon. There is also a 21km (13 miles) half marathon and 4.5km (2.8 miles) health run.

The race has been held on the last Sunday of every November in Shanghai since 1996.



F1 Chinese Grand Prix

With the breathtaking speed and exciting race, FIA Formula One World Championship has become one of the three major sport events including the Olympic Games and FIFA World Cup. As the number of Asian F1 fans continue to increase each year, especially among the young Chinese. Shanghai, the charming eastern metropolis, was announced to host F1 Chinese Grand Prix since 2004, adding to the existing Malaysian and Japanese Grand Prix in Asia.

The Chinese Grand Prix debuted on September 26, 2004, and was won by Ferrari's Rubens Barrichello. The following year, it hosted the final round of the Formula One championship, in which the newly crowned world champion Fernando Alonso won and claimed the constructor's title for Renault F1. In 2006, the Chinese Grand Prix was won by Michael Schumacher -- his last victory in Formula One before he retired at the end of the season.

Shanghai Golden Grand Prix

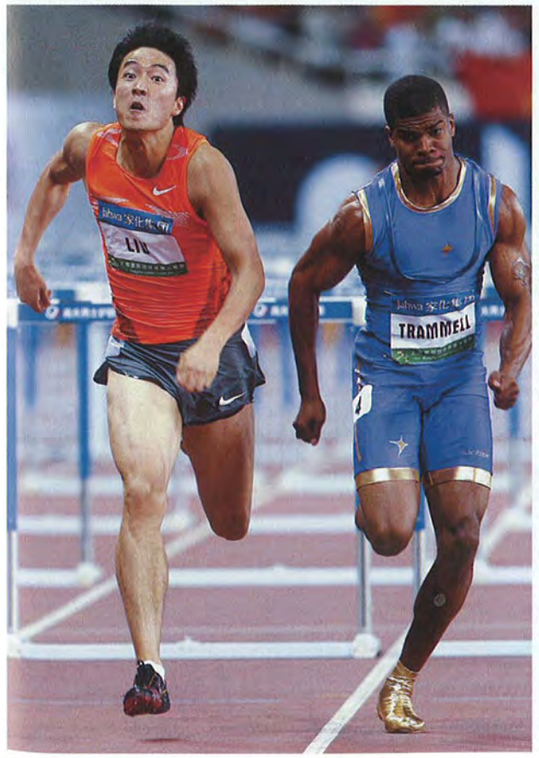
Starting from 2005, the world's top athletics competition -- the IAAF Grand Prix has been staged at Shanghai Stadium in Shanghai every September.

The Shanghai stop, Shanghai Golden Grand Prix has around 14-16 events, including men's 110m hurdles and women's 5,000m race. Over a dozen of world champions, Olympic champions and world record holders have been descending in Shanghai for the tournament every year.

The athletics meeting has been penciled in on the prestigious IAAF sports website calendar, confirming the event as China's biggest and most important track and field meeting.

The two main objectives of staging this international, world class event are first and foremost to put China on the world's athletics map and secondly, to increase an awareness and interest of the event to the citizens of Shanghai and China as a whole.

By staging the athletics event, Shanghai hopes to achieve its status as one of the world's sports capitals, capable of hosting major events.





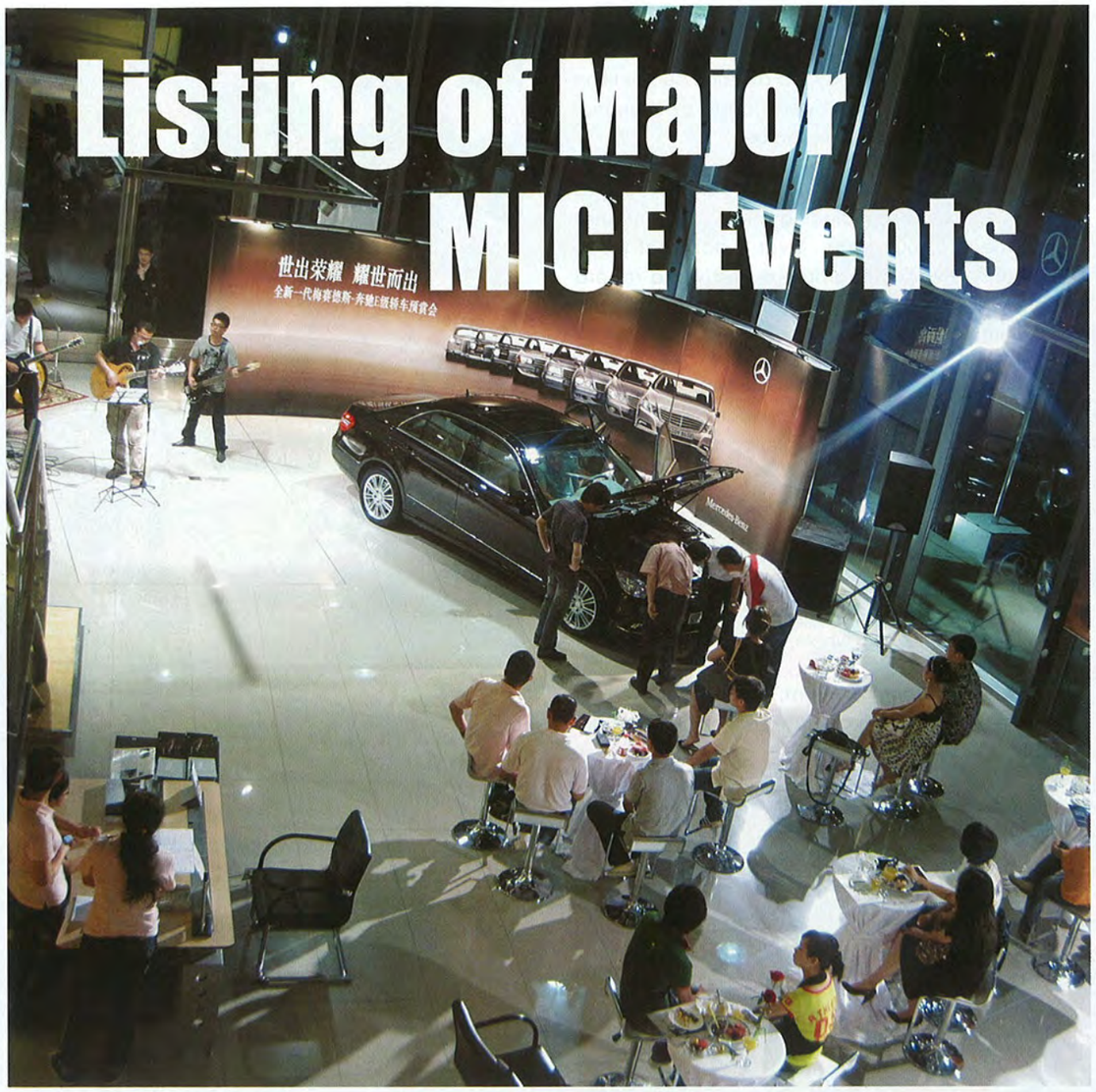
Shanghai IRB Rug by Sevens

As part of the IRB's ongoing plan to develop rugby in China, September 12-13, 2009 saw Shanghai stage an intensely fast and furious Rugby Sevens tournament. The event was sanctioned by the International Rugby Board (IRB), the China Rugby Football Union and the Asian Rugby Football Union and saw national teams from all over Asia including China, Japan, Hong Kong, Chinese Taipei and Singapore. The event was held at the Shanghai Rugby Football Club with doors opening at 8am on both Saturday and Sunday.

This two day rugby festival was the first stop in the newly established IRB Asian Rugby Sevens Series. This international tournament was supported by a wide range of other matches including a 16 team international club sevens tournament along with women's sevens, vets tens and kids' exhibition matches.

Along with the action on the field, the weekend was packed full of entertainment off the field. Families appreciated the professionally supervised kid's play area while the adults enjoyed themselves in the GUINNESS beer garden and watched live music on-stage.

For more info, please visit www.shanghai7s.com



When preparing to welcome the World Expo, Shanghai remains a favorable destination for other event organizers. An imcomplete listing of major MICE events in 2010 is offered below.

January

The 17th China-Shanghai International Wedding Photographic Equipment Exhibition	Jan. 20 - 23

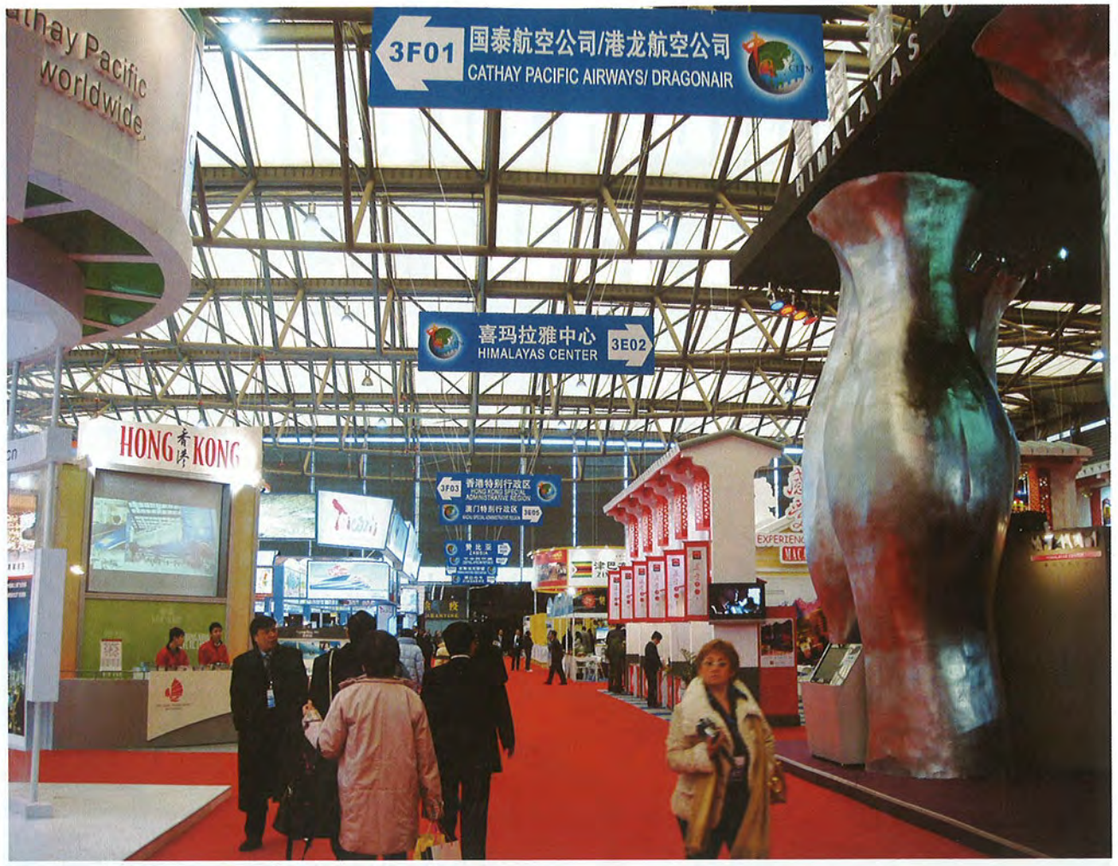
March

The 15th China Internata Hardware & Welding Fair	Mar. 10 - 12
Fashion Shanghai 2010	Mar. 10 - 12
International IC-China Conference & Exhibition	Mar. 15 - 16
International Conference on Advanced Automotive Electronics Technology	Mar. 16 - 17
Electronica & Productronica China /LASER. World of Photonics China /SEMICON CHINA/CPCA	Mar. 16 - 18
The 6th China International Press Photo Contest	Mar. 21 - 25
First World Health Forum and Cooperation Conference	Mar. 26 - 28
Expo Build 2009 /Hotelex Shanghai 2010	Mar. 29 - Apr. 1

April

Incentive Travel & Conventions Meetings (IT&CM) China	Apr. 7 - 9
Shanghai International Jewellery Exhibition	Apr. 9 - 12
The 26th International Congress of Radiology	Apr. 9 - 12
The 14th International Conference on Computer Supported Cooperative Work in Design	Apr. 14 - 16
F1 Chinese Grand Prix	Apr. 16 - 18
Chinaplas	Apr. 19 - 22
The 3rd China(Shanghai International Wind Energy Exhibition & Symposium /Power China	Apr. 27 - 29
China International Bicycle & Motor Cycle Fair	Apr. 27 - 30





May

World Expo 2010 Shanghai China	May 1 - Oct. 31
Westgate Mall FIE Men's Foil AND Women's Foil World Cup	May 1 - 5
2010 FIVB Beach Volleyball World Tour	May 4 - 9
SNEC International Solar and PV Conference & Exhibition	May 5 - 7
Tour of Chongming Island Women International Cycling Race	May 5 - 9
China International Exhibition on Mould & Die, Equipment and related Industry	May 11 - 15
2010 Shanghai International Aerospace Technology and Equipment Exhibition	May 13 - 15
The 48th Girdlestone Orthopaedic Society Annual Meeting	May 13 - 23
The 19th Annual Wireless and Optical Communications Conference	May 14 - 15
2010 (7th) Shanghai Textile & Apparel Trade Fair	May 19 - 21
Textile Arts Shanghai 2010	May 20 - 23
2010 China (Shanghai) International Tea Exhibition	May 21 - 24
2010 Shanghai International outdoor Tourism Fair	May 22 - 24
BioFach China 2010	May 27 - 29

World Travel Fair (WTF)	May 27 - 29
Shanghai Forum	May 29 - 31
The 29th International Conference on Thermoelectrics	May 30 - Jun. 3

June

The 13th Shanghai International Film Festival	Jun.
2010 the Seventh International Symposium on Neural Networks	Jun. 6 - 9
The 29th International Conference on Ocean, Offshore and Arctic Engineering	Jun. 6 - 11
The 2nd Shanghai International Special Ceramics Expo & Conference	Jun. 7 - 9
The Shanghai International Wine Challenge	Jun. 9 - 11
Asia Luxury Travel Market (ALTM)	Jun. 14 - 17
The 10th International Hydrocolloids Conference	Jun. 20 - 24
The 32nd International Conference on Coastal Engineering	Jun. 30 - Jul. 5





July

Ad Print Pack Paper Expo (APPPEXPO)	Jul. 7 - 10
The 8th International Symposium on New Materials and Nano-Materials for Electrochemical Systems	Jul. 11 - 15
EASTPO International Machine Tool Fair	Jul. 15 - 18
BIT' 3rd World Congress of Industrial Biotechnology 2010	Jul. 15 - 27

August

Shanghai Masters Snookers Tournament	Aug.
2010-4th-Shanghai international gifts & Home decor Trade Fair	Aug. 5 - 8
The 10th World Congress of the Econometric Society	Aug. 17 - 21
China International Trade Fair for Hometextiles and Accessories	Aug. 24 - 26
Archery World Cup2010 Stage 4	Aug. 31 - Sep. 4

September

Shanghai Tourism Festival	Sep.
Shanghai Golden Grand Prix	Sep.
China International Furniture Expo	Sep. 7 - 10
CITEXPO 2010	Sep. 8 - 10
Wire & Tube	Sep. 21 - 24

China International Hardware Show	Sep. 28 - 30
The 11th Shanghai International Music Fireworks Festival	Sep. 31 - Oct. 6

October

Shanghai ATP Masters 1000	Oct. 10 - 17
The 9th International Conference on Hydrodynamics	Oct. 11 - 15
2010 China International Trade Fair for Apparel Fabrics and Accessories	Oct. 19 - 22
Regional Meeting of the World Society for Pediatric and Congenital Heart Surgery	Oct. 21 - 23
The 12th China Shanghai International Arts Festival	Oct.

November

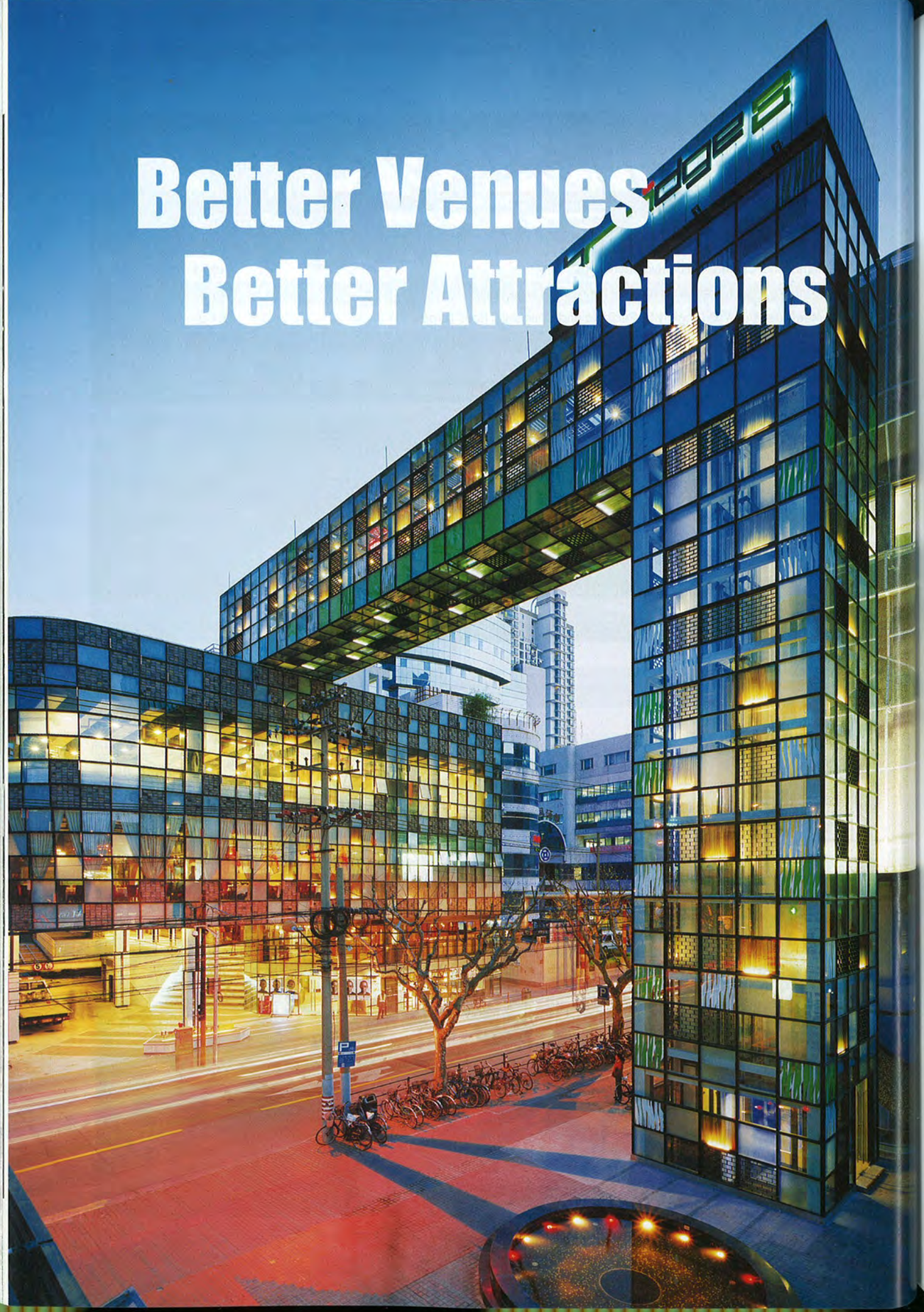
The 12th China International Industry Fair	Nov. 2 - 6
The 22nd General Conference of the International Council of Museums	Nov. 7 - 12
2010 The International Association for Shell Structures (IASS) Annual Symposium	Nov. 8 - 12
China International Travel Mart	Nov. 18 - 21
2010 "Toray Cup" Shanghai International Marathon	Nov.

December

Shanghai International Trade Fair for Automotive Parts, Equipment and Services Suppliers	Dec. 8 - 11
IDSF World Youth Latin	Dec. 11

More Information, please visit *www.meet-in-shanghai.net*





Shanghai boasts a total area for convention and exhibition of more than 220,000 square meters, with a bunch of high quality talent engaged in the MICE industry and venues of different functions.

Shanghai boasts a total area for convention and exhibition of more than 220,000 square meters (excluding the space outside the venues), with venues of different functions -- Shanghai New International Expo Center as comprehensive venue, Shanghai Science and Technology Museum and Pudong Expo as cultural venue, Shanghai International Convention Center and Oriental Pearl Exhibition Hall as luxury venue, and Waigaoqiao International Commodity Expo and Trade Center and Zhangjiang Jidiangang Convention Center as industry venue. World-famous hotel brands of many international groups have opened new businesses in Shanghai, such as Marriott, Hyatt, Continental, Starwood, Accor, Shangri-La etc, thus the area is capable to host large conventions and exhibitions with scale-economy effect.

Exhibition Halls and Conference Centers

Shanghai New International Expo Center

Shanghai New International Expo Center (SNIEC) is a joint venture invested by Shanghai Lujiazui (Group) Co Ltd, Hannover Messes, Messes Dusseldorf and Munich International Trade Fairs.

Since its opening on November 2, 2001, SNIEC has witnessed a rapid growth of exhibitions it hosted. About 70 exhibitions were held in the SNIEC on average each year. Located in Pudong, one of the most energetic business hubs in China, the expo center boasts a prime location, convenient transport, pillar-free hall and a variety of professional services. It has earned recognition from both home and abroad.



After completion of its expansion project in 2010, it will have a total indoor exhibition space of 200,000 square meters, plus 130,000 square meters outdoors. The expansion will further consolidate its leading role in China' s MICE market and its status as one of the leading MICE destinations in Asia Pacific area. A multi-functional facility, it is also an ideal venue for other public and corporate events.

Shanghai Exhibition Center

Shanghai Exhibition Centre (SEC) is an economic entity specializing in offering large-scale conference and exhibition services. It is located at the bustling downtown area in the city center, near the Jing'an Temple which has a rare advantage of easy traffic access and a well-developed surrounding environment.

SEC is divided into two buildings. The northern part includes several halls of various sizes, and the southern part forms an exhibition area. The whole center has an area of 93,000 square meters, with a floor space of 80,000 square meters. The exhibition space is 22,000 square meters with more than 40 multi-functional rooms.

SEC is an ideal venue for conference, exhibition and large-scale event in Shanghai.

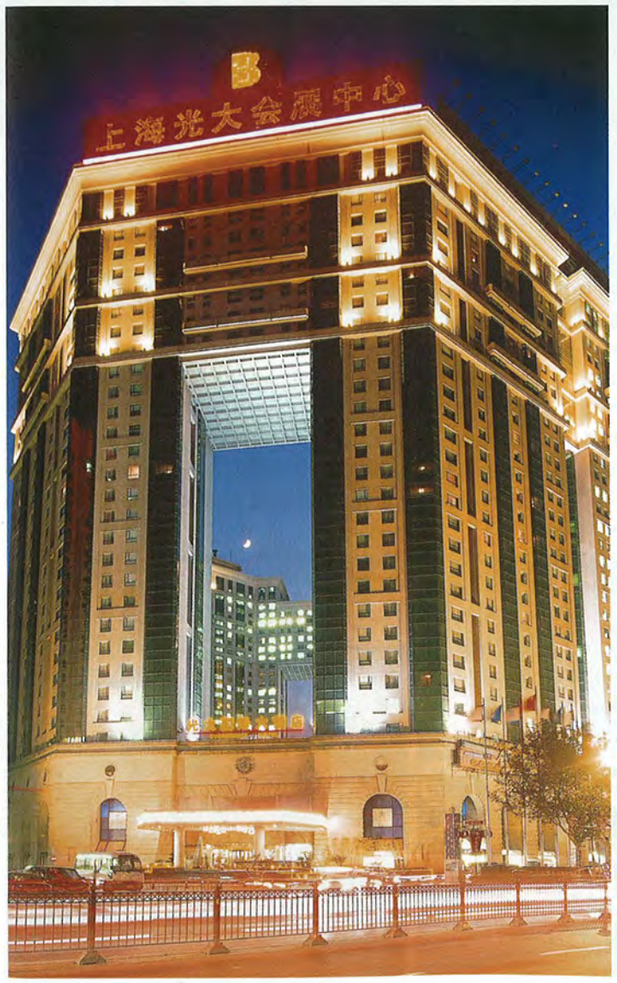
Shanghaimart

Shanghaimart, located in the Shanghai Hongqiao Economy Development Zone, comprises three main buildings: the Mart, Expo, and Tower. The complex is a superb international trading center featuring a mix of showrooms, trade offices, and information resources that provide both international and domestic buyers and sellers first class facilities and services.

This leading marketplace contains 2,200 permanent showrooms with a total of more than 200,000 square meters. It is an ideal venue to display your products and conduct your business. Thousands of qualified suppliers from three key industries – apparel, fabrics and home textiles; giftware and home decor; and building materials – operate businesses in Shanghaimart.







Shanghaimart Expo is a state-of-the-art facility occupying approximately 37,000 square meters of exhibition space and multi-function convention facilities. Hundreds of international and domestic short-term exhibitions and large-scale conferences are held here annually, allowing exhibitors and visitors the additional benefit of interacting with the permanent showrooms in the Shanghaimart.

Shanghai Everbright Convention & Exhibition Center

The center, a US$ 258 million-project invested by China Everbright Group, ensures an ideal venue for exhibition and conference. Facilitated with hotel and office, trade, financial, recreation and entertainment services, it is located at the intersection of Xujiahui commercial center and Caohejing High-tech Development Zone, and conveniently situated with excellent transport links include the metro services and the city ring roads.

It has a total construction area of nearly 260,000 square meters. The east part is a complex which connects six buildings, including an exhibition and convention venue which is 30,000 square meters, 40,000-square-meter four-star hotel and office buildings and apartments. The west hall is a standard exhibition hall of three floors, ideal for not only exhibition, commercial fair and exchange, but also recreation and leisure activities.



Pudong Expo

Located in the center of Huamu Cultural and Administrative District, Pudong Expo is a venue that features comprehensive functions of exhibition, conference, business talks, visiting and entertainment. Covering over 28,092 square meters, the hall has a total construction area of 45,461 square meters, among which exhibition space exceeds 10,000 square meters, including exhibition halls, a 400-seat conference room, a cafeteria, VIP lounges and a reception hall.

Major events held here include Shanghai Volkswagen' s auto fair and banquet, the famous Hennessy Night, and the welcome dinner for visiting The Prime Minister of Portugal Jose Socrates Carvalho Pinto de Sousa to Shanghai last year.

INTEX Shanghai

INTEX Shanghai is located in Shanghai Hongqiao Economic & Technological Development Zone, the first of its kind in Shanghai. Right from its establishment in







1992, INTEX has provided much needed new potential for the exhibition industry in Shanghai, becoming the birthplace of many industry definitive exhibitions here and making acclaimed contributions to the development of the city's exhibition industry.

INTEX has a modern international exhibition space of 12,000 square meters on two floors, equipped with various kinds of auxiliary service facilities including advanced wideband network, multi-function meeting rooms, digital monitoring equipment, and more. In addition, INTEX is also a professional organizer of international exhibitions. Since 1998, it has successfully organized large exhibitions, such as Interexpo China, Hortiflorexpo China, Music China, Die & Mould Shanghai and China Aid.

Shanghai International Convention Center

Located in Lujiazui Finance and Trade Zone, Shanghai International Convention Center sits next to the Oriental Pearl TV Tower and opposite to the exotic and nostalgic buildings on the famous Bund. With a total area of 110,000 square meters, this world-class meeting venue was known as one of China's top 50 constructions. The 4,400 square meter Grand Ballroom on the seventh floor is the largest banquet room in Asia, which could be used for a 3,000-people conference. The Auditorium seats 800 people and is equipped with an advanced simultaneous interpretation system that can translate up to 10 different languages. In addition, 24 other conference rooms are available in various sizes, all featuring state-of-the-art audio-visual equipment and with flexible capacities of seating 25 to 200 people.

Since operation in 1999, it has been the venue for Fortune Global Forum, the 9th APEC meeting, ADB Annual Meeting of the Board of Governors, Forbes Global CEO Conference, and more. Multinational companies and world-leading companies such as IBM, HP, Oracle, Sun Microsystem, Kodak and Volkswagen have all held major events with 1,000-plus participants.

Shanghai World Financial Center

Located in Shanghai's prestigious new landmark, Shanghai World Financial Center (SWFC), FORUM is Asia's new leading venue for international events.

The Forum houses 21 event spaces that provide a unique and well-designed atmosphere for events of all purposes and sizes. From exclusive dinner parties to large scale corporate conferences and product launch events, we can provide the ideal venue that makes the difference.

Facilities

- Conferencing with comfort: All conference rooms are modern and minimalist in design yet comfortably furnished with ergonomic furniture.
- Environmentally friendly: Energy saving lighting, air-conditioning and water facilities. Facilities and furnishings produced and finished with toxin free/low materials to prevent environmental illness.
- High-level security: Card key entry to all rooms.
- Universal Design: Easy access to for physically handicapped guests.

Services

- State of the art Audio Visual equipment and services.
- Business Support Service to assist with all kinds of business needs.
- Travel & Entertainment Arrangement Services
- Laundry & Clothing Repair Services

Food & Beverage

We know that good food is the key to a successful event. Our menus extend from exotic fusion style canapés to magnificent and delectable full course dinners. We provide refined dishes accompanied by perfected service to make sure every is unforgettably exquisite.

- Flexible menus
- Wide range of cuisine and style of dishes
- Food tasting
- Organic Food used to prepare dishes

Green Meetings

The Forum believes in the importance of living and working in a healthy environment and taking an active role in doing so.

Here are some of the actions the Forum is taking to make its meetings "Greener":

- The Forum is receiving consulting and staff training on selected topics and issues to create an Environmental Program.
- Providing biodegradable amenities at all meetings.
- Using recycled paper for all promotional materials.
- Investing in top quality furniture, thereby minimizing the use of table clothes & chair covers which in turn cuts down on water and energy needed for laundering and ironing.

MICE Center at Jin Mao Tower

Jin Mao Tower is an 88-story landmark supertall skyscraper in the Lujiazui area. It contains offices and the Shanghai Grand Hyatt hotel. Until 2007 it was the tallest building in the country, the fifth tallest in the world by roof height and the seventh tallest by pinnacle height. Along with the Oriental Pearl Tower, it is a centerpiece of the Pudong skyline.

A six-story podium at the tower base houses the Hyatt's conference and banquet facilities (first two floors) as well as a shopping mall, restaurants and nightclubs such as the hotel's "Pu-J's" on the third floor. The exhibition hall on the ground floor covers an area of 700 square meters and neighbors meeting rooms and multi-functional rooms as well as a smaller hall which can seat 380 people.

Featured Venues

Bund 18

Known as Shanghai's most intriguing and beautiful retail, dining and entertainment experience provider, Bund 18, at this city's most prestigious historic address, is located in the center of the Bund, the icon of Shanghai's Jazz Age. Combining history, modern design and an unrivalled location, it is now the essential way to experience new and old Shanghai.

The street-level and second floor mezzanine of Bund 18 house a selected group of the world finest luxury brand of clothing, accessories and jewelry along with an Italian cafe. The third floor is home to the headquarters for Zegna. Restaurants and bars located on fifth, sixth and seventh floors offer food and service of an unparallel class and character and unobstructed panoramic views of the Huangpu River. Bund 18 Creative Center on the fourth floor provides an international platform for creativity and art to interact and integrate, where is also favored by artistic event organizers.







Shanghai Science and Technology Museum

Located in Huamu Cultural and Administrative Zone in central Pudong, Shanghai Science and Technology Museum was the main venue for the 9th APEC meeting in 2001 and displayed Shanghai's cultural conception and spirit as a world renowned metropolis.

Completed in June 2001, it covers an area of 68,000 square meters, with construction area of 98,000 square meters and exhibition area of about 60,000 square meters. The 1,200-square-meter multi-functional conference room on the fourth floor is equipped with simultaneous interpretation system. In the annex building of the museum, there are several conference rooms, of which the capacity ranges from 50 to 300 people. In addition, the museum offers temporary exhibition space on the first and third floors underground. Such advanced facilities have attracted quite a few big events.

1933

Ferrari's Formula 1 Party in October 2007 turned 1933 -- the historic abattoir - into a blaze of glorious red as a parade of its magnificent cars were lined up on the forecourt.

Such has been the excitement surrounding Shanghai's 1933 urban renewal project that even before it officially launches to the public later this spring, has become the most sought after new events venue in Shanghai.

The historic abattoir turned leading lifestyle destination has attracted a host of high-profile international events, including Ferrari's Formula 1 Party, Rado's Anniversary and the most recent Asian Premier of Blueberry Nights attended by film director Wong Kar Wai and stars of the movie. A lavish banquet and catwalk parade was held in the presence of HRH Prince Joachim of Denmark as part of the Denmark Creative + Fashion Show.



1933 was also the chosen venue for the third annual Shanghai Creative Industries Week in November 2007, the size and scope of allowing all events to be held at the same location for the very first time.

Creek Art

Creek Art is housed in an old blue warehouse of seven floors, located in a back alley. The building has a history of 105 years, built under orders from Li Hongzhang, a famous minister in the Qing Dynasty. Now the old building has been given a rebirth as an exciting home for contemporary art. Creek Art has created a casual, elegant space by integrating the surroundings of Suzhou Creek, the historical building and an exciting agenda as an art center.

On the second and third floors are modern art exhibitions of domestic and overseas artists, whilst the fourth and fifth floors are combination spaces, where art activities such as seminars, screenings and music concerts are hosted. The floor also serves as venue for press conferences and private parties. The top floor also features the Creek Kitchen, a Western style restaurant, and a stylish art salon.







Highstreet Loft

For all the talk of Shanghai's growing middle class, fairly few retail or entertainment venues are dedicated to Highstreet Loft

For all the talk of Shanghai's growing middle class, fairly few retail or entertainment venues are dedicated to catering to their particular tastes and price points. Highstreet Loft, a new complex aiming to fill that gap, advocates "dress well, shop smart, live beautifully" and incorporates an array of small, funky shops and boutique restaurants, with a focus on promoting new, local designers and entrepreneurs.

Promoting the local fashion design scene ranks high among Loft's priorities and currently Loft is home to 20 stores by young designers, both ready-to-wear and couture, while another 40 stores are international design boutiques or multibrand, with buyers who collect and resell, and include as maybe 10 percent of merchandise of their own designs.

Loft is located at the intersection of 508 Jiashan Road and West Jianguo Road, in a heavily residential southwestern part of Shanghai's former French Concession and a few blocks from the Taikang Road design and art district. The building was originally an old factory belonging to Three Guns, which was long the monopoly holder for China's innerwear market, and today remains the largest brand with almost 30 percent of the market.



Bridge 8

Lifestyle center in Luwan District, Bridge 8 is located in Shanghai's city center – No.8-10, Middle Jianguo Road. It is an excellent platform for international and Chinese creative consulting professional teams to develop domestic business. It is also a lifestyle creation center to integrate offices, showrooms, business meetings, brand promotion activities, enterprise registration consultancy service, information exchange, education and training.

M50 Creative Garden

The Garden is the former Shanghai Chunming Roving Factory located at No.50 Moganshan Road on the south bank of the Suzhou Creek. Its occupies an area of about 2.3 hectares. It owns 41,000 square meters industrial buildings that were constructed in different historical moments since 1930s. It was renamed Shanghai Chunming Metropolitan Industrial Park in 2002 and Chunming Art Industrial Park in 2004 by Shanghai Municipal Economic Committee.

Within a few years, more than 130 artists from other provinces and abroad moved in here. Together with them are galleries, plane design institutes, architect firms, movie and television production firms, environmental artistic design institutes and artwork (jewelry) design institutes and so on. These artists enrich the artistic atmosphere here and an innovation industry base has gradually taken shape at No.50 Moganshan Road.

Sihang Warehouse

Sihang Warehouse has been famous for its defence battle taking place from October 26 to November 1, 1937, and marked the beginning of the end of the three-month Battle of Shanghai in the opening phase of the Second Sino-Japanese War.

The renovated Sihang Warehouse, still bearing a historical appearance, presents an utterly different room of modern art with black stairway, crisscross wire ropes and succinct lines behind the black iron door. Tenants of the 12,000 square meters warehouse are a dozen creative design companies, most of which are originality studios with overseas backgrounds that mainly engage in city planning, architectural design and environment art. It is the historical elements of the warehouse that they value. The historical and cultural details and imaginary space of the ancient warehouse can promote inspirations, and help tenants display their individual cultures as well. The warehouse owns creative





elements that office buildings and compartments are short of. Besides, a lot of companies choose the warehouse for some cultural and commercial activities, such as promotion fair of English fashion brands, the party of Cheers and release conference of Disney children's clothes.

Tianzifang

Taikang Road was built about 80 years ago and there are many old Shanghai style buildings, such as Shikumen. It retained the appearance of old building, and gradually developed to a commercial art street, including art galleries, design studios, craft shops, fashion shops and so on. The best place on Taikang Road is Tianzifang, which is on Lane 210, Taikang Road, like the Soho in New York, the artist's work zone. Many famous Chinese artists used to work or still work there, such as Er Dongqiang, so the entire area is full of artistic atmosphere.

SIC

Located in Jiading of Shanghai, Shanghai International Circuit (SIC) covers a total area of 5.3 square kilometers with the track of 2.5 square kilometers and the affiliated zone of 2.8 square kilometers. The track layout is based on the Chinese character "Shang" and has a total length of 5.451 kilometers. It is designed by the famous German architect and designer Hermann Tilke, whose





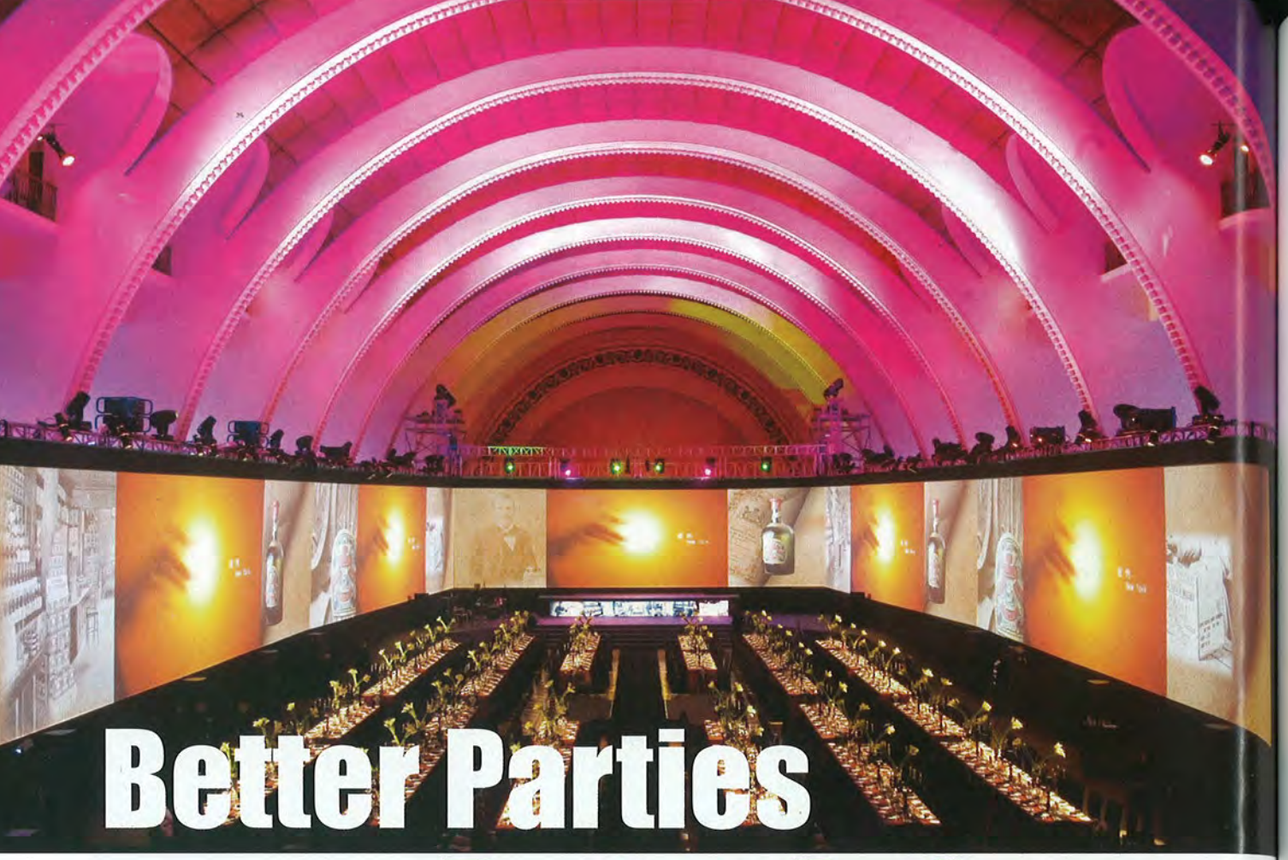
masterpieces include Sepang (Malaysia) and Bahrain F1 Circuits. The SIC affiliated zone is a multi functional area integrating automobiles, sports, entertainment and commerce. The circuit was completed and put into use in 2004 and has been a venue of a series of international events. Lots of famous F1 drivers, such as Ferrari's F1 champion Michael Schumacher, Massa, and Alonso, have raced here.

Meeting Hotels In Shanghai



Hotel	Largest Function Room(m^2)	No.of Guest Rooms	Address	Telphone	Fax
Central Hotel Shanghai	600	319	No.555 Jiujiang Road, Shanghai, China	86-21-53965000	86-21-53965188
Crowne Plaza Shanghai Fudan	570	309	199 Handan Road, PO Box 433-088,Shanghai, China	86-21-55529999	86-21-55529995
Crowne Plaza Lake Malaren Shanghai	660.24	274	No.6655,Hutai Road(No.9 Lake Meilan Road), Shanghai,China	86-21-56590888	86-21-56590136
Crowne Plaza Pudong Shanghai	657	398	1000 North Yanggao Road, Pudong, Shanghai, China	86-21-58621000	86-21-58621222
Crowne Plaza Shanghai	494	580	400 Panyu Road,Shanghai,China	86-21-61458888	86-21-62803353
Four Seasons Hotel	145	421	500 Weihai Road ,Shanghai,China	86-21-62568888	86-21-62565678
Galaxy Hotel Shanghai	900	666	888 West Zhongshan Road,Shanghai, China	86-21-62755888	86-21-62750039
Grand Hyatt Shanghai	920	555	Jinmao Tower, 88 Century Boulevard,Pudong, Shanghai, China	86-21-50491234	86-21-50491111
Hilton Shanghai	424	714	250 Huashan Road, Shanghai, China	86-21-62480000	86-21-62483868
Holiday Inn Hotel & Resorts Downtown Shanghai	500	510	585 Hengfeng Road, Shanghai, China	86-21-63538008	86-21-63543019
Holiday Inn Shanghai Pudong	540	352	899 Dongfang Road, Pudong, Shanghai, China	86-21-58306666	86-21-58305555
Hong Qiao State Guest Hotel Shanghai	402	216	1591 Hongqiao Road, Shanghai, China	86-21-62198855	86-21-62753903
Hotel Equatorial Shanghai	846	526	65 West Yan'an Road, Shanghai, China	86-21-62481688	86-21-62481773
Hua Ting Hotel & Towers Shanghai	1200	780	1200 North Caoxi Road, Shanghai, China	86-21-64391000	86-21-62550830
Hyatt on the Bund	850	631	199 Huangpu Road ,Shanghai,China	86-21-63931234	86-21-63931313

InterContinental Shanghai Pudong	756	398	777 Zhangyang Road, Pudong, Shanghai,China	86-21-58356666	86-21-58358665
InterContinental Shanghai Puxi	735	553	500 Hengfeng Road, Shanghai,P.R.China	86-21-52539999	86-21-52539998
Jianguo Hotel Shanghai	316	454	439 North Caoxi Road, Shanghai, China	86-21-64399299	86-21-64399433
Jin Jiang Hotel	529	442	59 South Maoming Road, Shanghai, China	86-21-32189888	86-21-64725588
Jin Jiang Tower	500	582	161 Changle Road, Shanghai, China	86-21-64151188	86-21-64150045
JW Marriott Shanghai Tomorrow Square	600	342	No.399 West Nanjing Road, Shanghai, China	86-21-53594969	86-21-63755988
Le Meridien She Shan Shanghai	1770	327	1288 Linyinxin Road, Sheshan Shanghai, China	86-21-57799999	86-21-57798999
Le Royal Meridien Shanghai	870	761	789 East Nanjing Road, Shanghai, China	86-21-33189999	86-21-63613388
Marriott Shanghai Hongqiao	745	313	2270 Hongqiao Road, Shanghai, China	86-21-62376000	86-21-62376222
Novotel Hotel Shanghai Atlantis	480	303	728 Pudong Avenue, Shanghai, China	86-21-50366666	86-21-50366677
Okura Garden Hotel Shanghai	625	492	58 South Maoming Road, Shanghai,China	86-21-64151111	86-21-64158866
Oriental Riverside Hotel	4400	273	No.2727, Riverside Avenue Pudong, Shanghai, China	86-21-50370000	86-21-50370999
Pudong Shangri-La Shanghai	1740	948	33 Fucheng Road, Pudong, Shanghai, China	86-21-68828888	86-21-68826688
Pullman Hotel And Resorts Shanghai Skyway	454	645	15 Dapu Road, Luwan District, Shanghai, China	86-21-33189988	86-21-53010000
Purple Mountain Hotel	800	368	778 Dongfang Road, Pudong, Shanghai, China	86-21-68868888	86-21-68868800
Radisson Hotel Pudong Century Park	429	362	1199 Yingchun Road, Pudong Shanghai, China	86-21-51300000	86-21-51300333
Radisson Hotel Shanghai New World	540	520	88 West Nanjing Road, Shanghai, China	86-21-63599999	86-21-63589705
Radisson Plaza Xing Guo Hotel Shanghai	364	190	No.78 Xingguo Road ,Shanghai, China	86-21-62129998	86-21-62129996
Rainbow Hotel Shanghai	720	640	2000 West Yan'an Road, Shanghai, China	86-21-62753388	86-21-62753736
Ramada Pudong Airport Shanghai	440	370	1100 Qihang Road, Pudong Airport, Shanghai, China	86-21-38494949	86-21-68852889
Regal International East Asia Hotel	575	330	516 Hengshan Road,Shanghai, China	86-21-64155588	86-21-64458899
Renaissance Shanghai Pudong Hotel	545	370	100 Changliu Road, Lianyang District, Pudong, Shanghai, China	86-21-38714888	86-21-68540888
Renaissance Shanghai Zhongshan Park Hotel	1250	684	1018 Changning Road, Shanghai, China	86-21-61158888	86-21-61158999
Renaissance Yangtze Shanghai Hotel	670	540	2099 West Yan'an Road, Shanghai, China	86-21-62750000	86-21-62750750
Shanghai JC Mandarin Managed By Meritus Hotels & Resorts	845	515	1225 West Nanjing Road, Shanghai, China	86-21-62791888	86-21-62791822
Sheraton Shanghai Hongqiao Hotel	830	600	5 South Zunyi Road, Shanghai, China	86-21-62758888	86-21-62755420
Sheraton Shanghai Hotel& Residence, Pudong	1019	525	No.38 Pujian Road, Shanghai, China	86-21-50899999	86-21-50892100
Sofitel Jin Jiang Oriental Pudong	600	446	889 South Yanggao Road, Pudong, Shanghai, China	86-21-50504888	86-21-58891122
St.Regis Shanghai	418	328	889 Dongfang Road, Pudong, Shanghai, China	86-21-50504567	86-21-68756789
Swissotel Grand Shanghai	575	467	1 Yuyuan Road, Jing'an District,Shanghai, China	86-21-53559898	86-21-62889638
The Eton Hotel, Shanghai	500	460	No.535 Pudong Avenue, Pudong New Area, Shanghai, China	86-21-38789888	86-21-38789889
The Longemont Shanghai	928	511	1116 West Yan'an Road ,Shanghai,China	86-21-61159988	86-21-61159977
The Portman Ritz-Carlton, Shanghai	489	610	1376 West Nanjing Road, Shanghai Center, Shanghai,China	86-21-62798888	86-21-62798800
The Westin Bund Center Shanghai	700	570	No.88 Henan Central Road, Shanghai, China	86-21-63351888	86-21-63352888



Better Parties
Better Artistry

Grand Hyatt Shanghai

Event - Pernod Ricard Launch of the Chivas Regal 25-year-old Scotch Whisky 2008
Company - Pernod Ricard
Venue - Shanghai Exhibition Centre
Date - Friday, March 7, 2008

Event Brief

Pernod Ricard wanted to launch Chivas Regal 25-year-old Scotch Whisky in Shanghai. They invited their top clients to attend an evening with Chivas Regal Master Blender, Colin Scott, and several Hong Kong movie stars (Daniel Wu, Lisa S, Zhou Xun, Karen Mok, Steven Fung, etc) at the Shanghai Exhibition Centre. Their clients were able to enjoy different varieties of Chivas Scotch with the meal, and the night ended with a fantastic cocktail party.

Challenges

We worked with Emotion to ensure that all the food was well prepared for the 350 guests and VIPs. A combination of the food and the Chivas Regal 25-year-old Scotch had to be perfectly balanced for each dish. The hotel's Executive Chef prepared everything on site and brought additional equipment to make sure that all the dishes served met the high standards of Grand Hyatt.

Execution

This outside catering event was held at the Shanghai Exhibition Centre. Grand Hyatt Shanghai worked closely with Emotion to ensure that the evening was a success.

The event was held in the old Russian-Roman dome-style exhibition centre, with more than 350 VIPs and guests invited to witness the historic launch of Chivas

Regal 25-year-old Scotch. This was a memorable year for Chivas Regal, commemorating the launch of the first Chivas Regal 25-year-old a century ago.

The event started with a red carpet walk where Master Blender Colin Scott, the guests and celebrities made their way to the event venue. A short film produced by Steven Kung, starring Karen Mok and Daniel Wu, showcased the history of the classic, legendary Chivas Regal 25-year-old Scotch was shown during the dinner. This was followed by Mr. Scott taking the lead in tasting this special whisky, which he described as his greatest accomplishment in life. Later events included a live performance by renowned jazz singer Laura Fygi and a live dance performance.

Verdict

The PR company, event organisers and attendees were impressed by the hotel's efficiency and the wonderful food that was presented during the event.



Hilton Shanghai



Shanghai, China, 9, October 2009 – Hilton Shanghai, the official Prestige Sponsor of ATP Masters 1000 this year, has proudly invited one-star Michelin Italian Chef Igor Macchia from Torino, Italy to offer enhanced catering experience for 1,000 tennis players and 80,000 fans attending China's most prestigious tennis championship event from 10 to 18 October 2009.

Having won over the international tennis community as the Official Partner Hotel of the prestigious Tennis Masters Cup (TMC) by catering some 80,000 guests at the week-long tournament from 2004 to 2008, Hilton Shanghai has determined to present a more elegant and abundant repast for tennis fans this year at Shanghai Qi Zhong Tennis Centre as well as Hilton's fine-dining restaurant Leonardo's with the help of Chef Macchia.

Backed by rich working experience with various three-star Michelin restaurants, Chef Macchia, currently working as the head chef of renowned Italian restaurant LA CREDENZA, has successfully endowed

traditional cuisine with innovative creations and has best interpreted the idea of "good and healthy" dining philosophy by applying today's techniques and instruments to gastronomy. He creates a compelling cuisine with a precise, modern identity that remains Italian in spirit, from raw materials to individual flavours, from traditional templates to countless combinations of ingredients.

At Leonardo's restaurant, two elaborately crafted menus pricing at RMB 360+15% and RMB 470+15% allows you to indulge your taste buds with a bountiful choice of authentic and innovative Italian cuisine featuring Macchia's signature dish "Panettone, tangerine and dried fruits" inspired by traditional Italian Christmas dinner but realized by Macchia with a unique form and texture. Besides the preference for authentic products from Piedmont region like fresh sausage, hazelnuts, chocolate, cheeses, anchovies and peppers, a few exotic ingredients will also be featured on Chef Macchia's menu such as wasabi, ginger and aromatic sprouts.

Along the court side, tennis fans will be delighted to feast on excellent Italian gourmet delicacies including Macchia's special pasta cooked to your likings at live station and prime roast beef on carving station etc. paired with elaborately selected wines and other appropriate beverages, while relax in the comfort and appeal of the Hilton's opulent ambience and impeccable service at the stadium.

A recent survey taken during the Tennis Masters Cup showed that Hilton Shanghai served some of the best food of the ATP circuit, thanks to its organic and gluten-free ingredients, reduced saturated fats, cholesterol, carbohydrate, calorie and trans-fat contents in its regular dining choices. This year, Hilton Shanghai promises to add more excitement and thrill to your dining experience based on the long-established healthy dining concept. Don't hesitate to enjoy us for the combination of tennis and Italian gastronomy only in this October.

About Hilton Shanghai

Set in the heart of Shanghai's business and entertainment centre, the Hilton Shanghai is within walking distance of major corporations and the main shopping districts. Business is a pleasure here with 18 meeting rooms, including the elegant Grand Ballroom. The hotel boasts an Executive Lounge and 24-hour business center. All offer wireless internet access. The 3,000 square meter spa is an oasis for exercising and relaxing, with a gym, pool, tennis and squash courts and 8 treatment rooms. The Hilton Shanghai is now in its fourth consecutive year as the city's exclusive hotel sponsor to the Tennis Masters Cup.





The St. Regis Shanghai

Event: Market leading Medical Equipment Company's Asia Pacific Sales Conference Group Awards Dinner
Venue: Astor Ballroom, The St. Regis Shanghai
Agency: Inspired Event Travel, Australia
Date: January 20, 2009

Brief

Organized by Inspired Event Travel, a large market leader in the medical equipment field held its 2009 Asia Pacific sales Conference/Incentive at The St. Regis Shanghai.

Execution & Challenge's

Due to the global economic recession, budget issues have become a key challenge to both hotel and its corporate clients, leading to total expenses being squeezed and every dollar detailed. Tailoring an event specific to the client's requests, The St. Regis Catering and Event Team designed a themed event, Old Shanghai, with a traditional Chinese table setup, replica antiques, menus on handwritten Chinese fans and a selection of gourmet Shanghainese food. In order to keep the cost down and still meet the client's requests, the Event Team found a more cost effective supplier for the centerpieces and brainstormed many other creative ideas to enhance the atmosphere. Instead of hiring outside handicraftsman, the hotel associates all wore traditional Shanghai costume and the ballroom and reception areas were decorated with folding backdrops and old Shanghai cigarette posters, saving more significant money for the client.

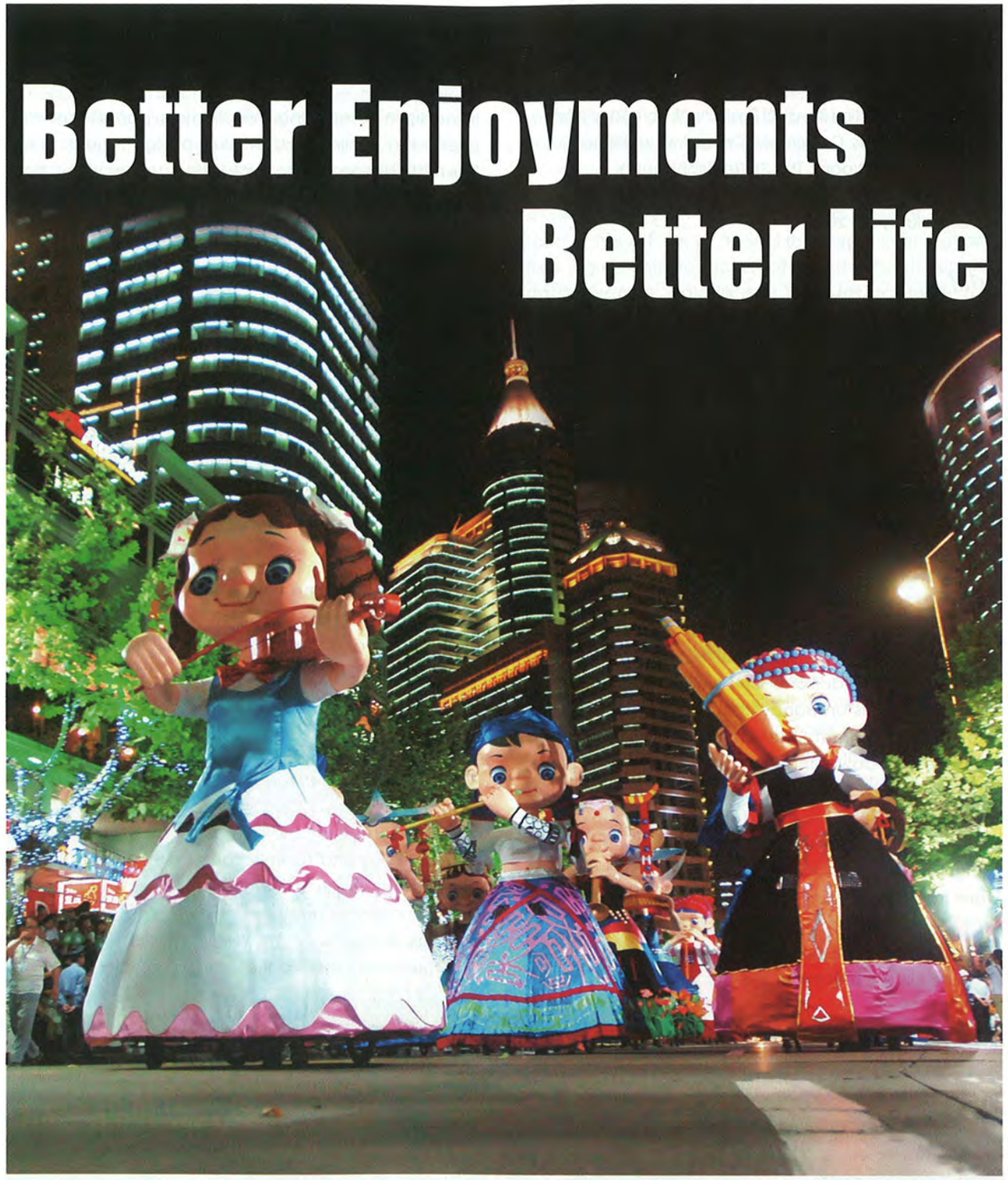
In addition to ensuring the clients expectations were exceeded within the allocated budget, the St. Regis Event Team was also operating under tight time constraints due to another meeting being held in the same conference room. However, the experienced Event Team was able to complete the setup within 3 hours. Meanwhile, some Shanghainese local delicacies were brought in and served by our costume themed waiters during the reception.

After the Cocktail reception, the gala dinner featured an 8 course Chinese set menu accompanied by a live band and a jujitsu performance. All the delegates were encouraged to wear their own national costumes turning the evening into a global celebration.

Verdict

"We appreciate the professional help and support provided by The St. Regis Shanghai's Catering, Event, Food and Beverage, Butlers, and Front Office associates." said Mr. James Drysdale, Managing Director/Meeting Planner of Inspired Event Travel. "The St. Regis Shanghai did an excellent job and helped execute a very smooth and successful event. The outstanding service here was recognized by our client and went a long way towards making them feel welcomed. The experience was beyond their expectations and for this I am very grateful. We are pleased with the innovative approach applied to some of our challenges and how they were executed by The St. Regis Shanghai team. We look forward to working with them more often in the years to come!"





Prosperous commerce endows Shanghai with the country's, if not Asia's, most dynamic life. No matter locals or visitors, the choices for catering, entertainment, shopping, sightseeing, traveling or whatever other leisure a man can think of are so abundant.

Shanghai, China's largest city with splendid history, top tourism destination, has rich resources in economy, history, culture and transportation.

Shanghai boasts huge tourism resources with over 440 attractions dotted the whole city. Except the renowned Bund, Nanjing Road, Yuyuan Garden and

People's Square, the new landmarks, such as the Shanghai Oriental Pearl TV Tower, Shanghai Museum, Shanghai Wild Animal Zoo, Jinmao Tower, Shanghai Urban Planning Exhibiton Center, Shanghai Aquarium, Shanghai Science and Technology Museum, Maglev Train and Shanghai World Financial Center, reveal the ever-changing scenes in the metropolis.









Gourmets' Favorites

The cooking styles of Shanghai are world-spanning. There is excellent European Continental cuisine in stylish restaurants. German and American cuisines are widely available. There are a couple of excellent Indian restaurants in the Tandoor and Hazara. Others include Italian, Thai, Mexican, Vietnamese and even Brazilian and Cajun cuisine. The only trouble you'll have when dining here is deciding where to go.





Shanghai is also a center of Chinese cuisine culture. It integrates various dishes from the country. Shanghai cuisine can be very delicious, too. Let us highlight Nanxiang Steamed Pork Dumpling (Nanxiang xiaolongbao) here. It is a traditional snack of Nanxiang Township in Shanghai's suburbs and can be found all over Shanghai. These dumplings are made with a thin skin of dough and stuffed with a seasoned minced pork. The dumplings are then steamed in a bamboo steamer. Note that these dumplings are wrapped and sealed differently than other dumplings like *jiaozi*.

We recommend taking a bite to let the juices cool. Otherwise, the juices could burn your tongue or spill out on you. Then one can dip the dumpling into the dark Chinese vinegar provided to cool the dumpling to an appropriate temperature.

In the city, there are two famous places to get Nanxiang Steamed Pork Dumplings. One is the area around the Yuyuan marketplace, while the other is the snack restaurants at the intersection of Xizang Road and Yan'an Road near People's Square.

If you love both Chinese and western food and want various styles of delicacies at the same time, buffet dinner in Shanghai is sure to give you satisfaction. If you are on a tight timetable, fast food chain restaurants are to be found all over Shanghai. These offer quality food at very reasonable prices. Vegetarian and Muslim restaurants are also available for diners who have special dietary requirements. Tired of common and dull dining experience? Many special restaurants in the city are for you to explore. If you want to have a leisurely afternoon, please do not hesitate to go to the bakeries, confectionaries, cafes and teahouses in the city. You are sure to enjoy yourself to the full!







Shopping Ecstasy

Shanghai is hailed as the "Shopping Paradise" and "Oriental Paris". So if you come to Shanghai, shopping should not be missed any more than its other charming attractions. Now there are already some wonderful high end boutiques, which keep even the most fashionable shoppers happy.

Exploring the following three shop streets which are the symbol of the business boom, you will find Shanghai makes every shopper satisfied.

As Shanghai's oldest shopping street, Nanjing Road gets its fame in 1930s. On Nanjing Road, shoppers will find both modern shopping malls and old stores of centuries. Nanjing Road is divided into two parts, east and west road.



Generally, stores on East Nanjing Road are more expensive. There is a dinning street Wujiang Road just nearby.

Huaihai Road, as famous as Nanjing Road, has a great number of elegant top-end designer brands all over the world. Nanjing Road may be the symbol of Shanghai shopping, but Huaihai Road is more tasteful, stylish and fashionable. Huaihai Road has 400 stores including Parkson, Printemps, Pacific Department Store, and No.2 Nobel Department store, selling top-class brands at sky-high prices. Even window shopping and strolling along Huaihai Road is a pleasure.

Xujiahui's charm lies in its mix of stores. Except the various stores, there are also plenty of







trendy restaurants and entertainment establishments include cinema, Mini-Disney Land and mini golf court for the shoppers. You can get whatever you want there.

The Yuyuan Garden Market sells gold jewelry, Chinese arts and souvenirs. Shops in this area imitate ancient buildings and temples in Yangtze River Region. The magnificent Yuyuan Garden is eminently worth a visit. Take a look at the jewelry stores and have some of the snacks. Bird and flower markets for a more pleasant life.

For those who favor big brands, we recommend Plaza 66, which has 66 floors and is the tallest building in Puxi. There is a department store from the first floor to the fifth floor and it is usually regarded as the leader of the fashions in Shanghai.



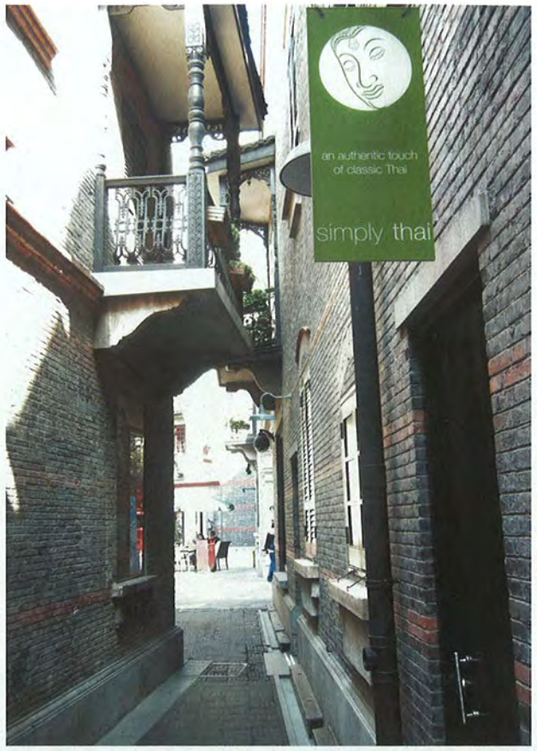


Must Sees

Shanghai is a quite modern city full of traditional Chinese and Asian elements. Skyscrapers are almost everywhere. You can also find large churches and Buddha temples here. European style buildings built by British have been standing on the Bund for over 100 years. And a few miles away, older Chinese buildings in Yu Garden had seen events that happened in Shanghai for more than 400 years!

It is indeed a huge city, and the more you explore, the more beauty you will find here.

The traditional touches prosper in Puxi. The Chenghuang Temple is the most famous place for its attractive traditional and historical Chinese architectures in Shanghai. The religious festivals of the temple are



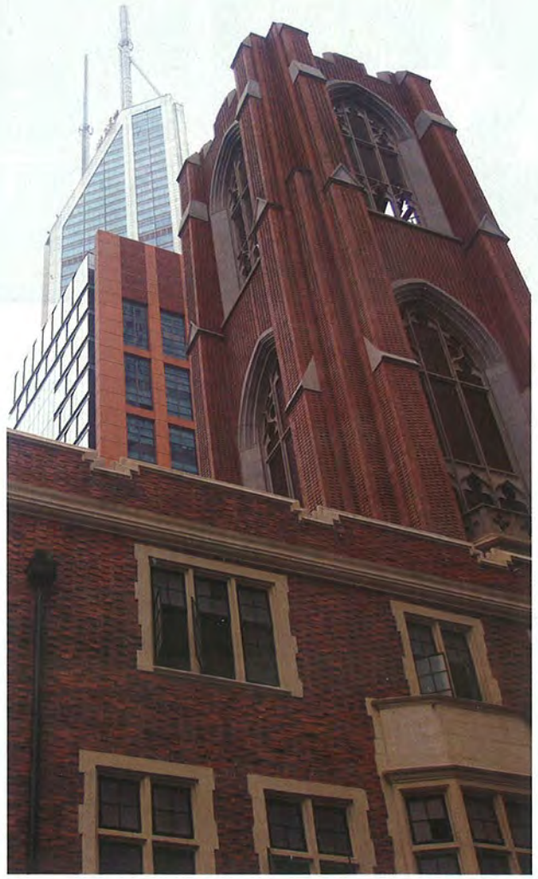


considered to be the festivals of all Shanghai people so it has a great influence on the residents of Shanghai.

There are many shops built in traditional Chinese style outside the Chenghuang Temple complex, where the visitors can taste almost all the authentic traditional food such as Nanxiang Steamed Dumplings, Chunfeng Songyue Vegetarian's Food, Pear Cream Sugar, Rice Dumpling in Sweet Wine, Ningbo Tangyuan Dumplings and so on.

In addition, some folk arts which are organized and performed in the temple, like cockfight, penmanship performance and acrobatics, are fairly attractive.

Shanghai has a rich collection of buildings and structures of various architectural styles. The Bund, located by the bank of the Huangpu River, contains a rich collection of early 20th century architecture, ranging in style from neoclassical HSBC Building to the art deco Sassoon House. A number of areas in the former foreign concessions are also well preserved, most notably the French Concession.



Opposite to the Bund are the skyscrapers in Pudong. The 420.5 meter high Jin Mao Tower used to be the country's tallest building, but surpassed by Shanghai World Financial Center (SWFC) in 2008. The ultimate height is the inevitable feature of SWFC. The building stretches to a height of 492 meters and boasts 101 storeys, becoming the second tallest building in the world and currently the world's tallest completed building by roof. The world's tallest observatory (474 meters) on the 100th floor supercedes Toronto's CN Tower, where the observatory is located at 447 meters. The 55 meter long Observatory Bridge with a glass floor can take a bird's view of the whole city. The observatory deck on the 97th floor seems like a bridge in the air. The open roof lets in the freshest air and the sceneries in the boundless sky. Touring the observatories, you will fully and truly enjoy the excitement brought by the extreme height and probably can't help appreciating such a unique experience created by high tech.

In recent years, a large number of architecturally distinctive skyscrapers have sprung up throughout Puxi as well. Notable examples of contemporary architecture include the Shanghai Museum and Shanghai Grand Theatre in the People's Square precinct.

One uniquely Shanghainese cultural element is the shikumen residences, which are two or three-story townhouses, with the front yard protected by a high brick wall. Each residence is connected and arranged in straight alleys, known as a nongtang. The entrance to each alley is usually surmounted by a stylistic stone arch. The whole resembles terrace houses or townhouses commonly seen in Anglo-American countries, but distinguished by the tall, heavy brick wall in front of each house. The name "shikumen" literally means "stone storage door", referring to the strong gateway to each house. The shikumen is a cultural blend of elements found in Western architecture with traditional Lower Yangtze Chinese architecture and social behavior.

Shanghai is a city with non-neglectable history and its museums have recollected these valuable memories, like the colorful night scenes on the 10-mile long foreign settlements, the road signs in various foreign languages, the yo-heave-hos from rickshaw-men and the singing and dancing on the theater balcony, so on and so forth...

Shanghai History Museum is sited at the zero-meter grand hall of Shanghai Oriental Pearl TV Tower. The 10,000 square meters exhibition hall consists of six sections, namely, "Cart and Horse Period", "Shanghai Urban Sight", "Open up as Port", "The Ten Mile Foreign Settlements", "A Trace of Old Shanghai" and "Construction Display". The museum puts objects in certain background to make objects and scenes integrity. Having waxworks, cultural relics, props, models and also multi-media including sound, light and electronics embodied, it takes good advantage of high-tech, which helps a lot to show the folk cultures and customs of old Shanghai.

Ultimate Entertainment

Shanghai, with its fast economic development, is heading for international stage. More and more cultural exchange events held here, hence strengthening its status as a center of international cooperation and communication. On the stage of



Shanghai, ballet, opera, concert, drama, and dancing performances are held all the time, attracting people home and abroad to this international metropolis. International stars and world-renowned performing troupes are often seen in this city. These events, such as Shanghai International Music Fireworks Festival, Shanghai International Film Festival and Shanghai Tourism Festival, have turned into Shanghai's best advertisement and make it a real pearl among foreign tourists.

There are theaters, cinemas and concert halls, attracting most of the big name Chinese musicians and pulling in western performers as well. Contemporary Shanghai art is impressive too. As the center of radical ideas, it is a place for young and new artists to display their works. So amuse yourself. That's Shanghai!

There are regular acrobatics displays at Shanghai Center, the old Lyceum Theatre and Shanghai Ciraus World, a must for travelers to the city. Even the most doubtful spectator would not fail to amuse themselves by the incredible flexibility and strength of these performers.





It is always worth checking out the magnificent Shanghai Grand Theatre to see what is on! It regularly hosts Chinese and Western operas, classical music performances and various plays. Located in the northwest of People's Square, this dazzling new building was designed by a French architect who came up with a complete design scheme including materials and lighting. The building seems to be made almost entirely from glass and the reflections of artificial and natural light are simply stunning.

The Shanghai Museum was originally housed within the City Library on Nanjing Road until 1995. This spectacular building is now the centerpiece of People's Square. The Museum is a harmonious combination of square shapes and circular ones, epitomizing the Chinese traditional concept which imagines heaven as round and earth as square. The design is also in keeping with Fengshui principles and this perfectly symmetrical building is said to resemble a large Chinese cooking pot with two handles





protruding from either side. In the evenings, smoke bellows out of the vents in the building, making the museum literally appear to be simmering away in the center of the city.

As well as embodying the modern spirit of the city, the museum also houses a great permanent collection and hosts various exhibitions throughout the year. Even if you are not a big museum fan, this place is worth a visit. The displays are well presented and labeled in English and Chinese and it's an excellent indication of the cultural wealth existing in the city. The museum boasts over 120,000 pieces, including bronze, ceramics, paintings, calligraphy, sculpture, ancient Chinese coins, jade furniture, and western art.

The flowing music culture is an essential symbol of modern fashion. World top orchestra, by the aid of modern high-class musical devices, will blend the time into their music and make it bound and flow with music.



Shanghai Oriental Art Center in Pudong is designed by Paul Andrew, a well-known French architect, costing a fortune of over RMB1.1 billion and occupying a floor space of nearly 40,000 square meters. Just as its name indicates, the hall, in the pursuit of the unique Chinese charm, is shaped like an iris, decorated by porcelain curtain in a traditional China red set. In addition, even the round shape, as a typical element of Chinese architectural art, is employed in stage design. This design, at the same time, will strengthen the sound effect by the round shaped wall of the concert hall. Performers will give an excellent show even without microphone. With such attractions, many world-known orchestras gather here to exert their artistic inspiration, such as Germany Berlin Philharmonic Orchestra, Germany Southwest Stuart Broadcast Orchestra, Tokyo Philharmonic Orchestra, Vienna Philharmonic Orchestra, St. Petersburg Philharmonic Orchestra, London Symphony Orchestra, Chicago Symphony Orchestra, Amsterdam Royal Music Hall Orchestra, Great Britain BBC Symphony Orchestra, etc.

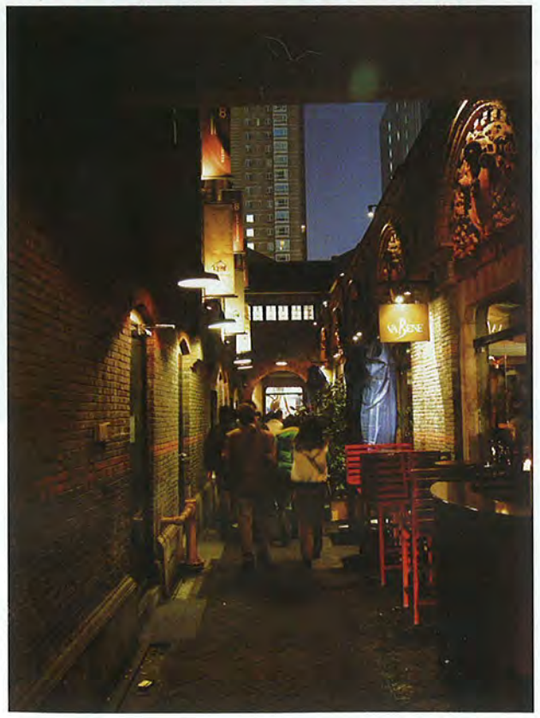
As an epitome of a city's culture, economy, and society, the ups and downs of Shanghai's nightlife reflects the boom and bust of Shanghai's history.

About a century ago, Shanghai was the most bustling city in Asia, with a nightlife so colorful that people called it "Non-Sleep City." And now, despite a slump of several decades, it shows signs of reclaiming its reputation, with the return of its nightlife.

Nightlife is closely connected to the countless bars scattered around the city. In Shanghai, various types of bars can be found on both its modern, bustling streets and its old, narrow lanes of Shikumen (a type of tenement found only in Shanghai).

Among all the main districts which are crowded with bars, Xin Tian Di, Hengshan Road, and South Maoming Road are listed as the top three by most local white-collars and expats who take up the majority of the barflies. However, each of the three bar streets has its own characteristics which form its unique style catering for different tastes. Park 97 is a stylish bar in the heart of the French Concession along Maoming Road and O'malley's is a friendly Irish joint right in the heart of things.







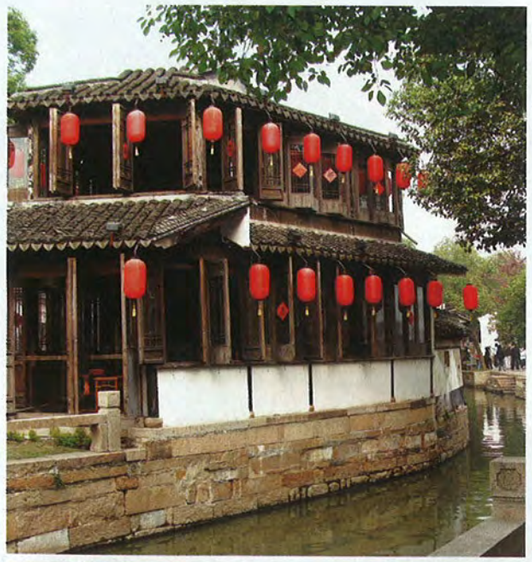
Better Jiangnan Better Tours

"Jiangnan" is what the region in the lower reaches of the Yangtze River is called in Chinese, a term that has also become a description meaning "delicately beautiful". Shanghai and quite a few tourism cities are blessed to be located in Jiangnan.

The charm of Shanghai are widely known due to its cosmopolitan ambiance, so let us go beyond Shanghai and explore the towns and cities nearby which have long been regarded by Chinese as heavenly resorts. Zhouzhuang, Wuzhen and Tongli are typical Jiangnan towns well reserved while "in heaven there is paradise, on earth there are Suzhou and Hangzhou", a proverb every Chinese people knows telling that.

Zhouzhuang, Wuzhen and Tongli

China's water towns, often referred to as "Venice of the East", are famous for their ancient buildings, bridges, canals, and lifestyle that have not changed in centuries. They are idyllic destinations to unwind from the hustle and bustle of China's cities and can offer visitors glimpses into China's ancient past.









The water towns are perfect destinations for lovers of photography. The photo opportunities are endless, and by taking a small water taxi, visitors can take a leisurely cruise through these villages getting a different perspective on them. The gardens in the villages, although not as well known as the villages in Suzhou, are of the same style, and no less grand. Because they are not as well known, they are not as crowded either which is a definite benefit.

Life in these water towns seems to have stood still and visitors can still see the unique traditional folk cultures of Southeastern China. Their vicinity to Shanghai makes the tour flexible enough to be extended. It is easy to fall in love with a place where life still seems traditional and laid-back. If you take the time to visit these water towns you will be surprised by what you discover.

There are quite a few water towns in Jiangnan and Zhouzhuang, Wuzhen and Tongli are the best of all.

Suzhou

Suzhou is located in the center of the Yangtze River Delta, in the south of Jiangsu Province, with Shanghai to the east. Forty-two percent area of the city is covered by water, including a vast number of ponds and streams. Taihu Lake, four fifths of which is in the territory of Suzhou, is one of the four largest fresh lakes in China, with East Hill, West Hill and other scenic spots in its vicinity. The city is cut by the Beijing-Hangzhou Grand Canal from north to south. Together with its mild climate, making it an available destination all year round, fertile landscape and abundance of produce, it is no wonder that Suzhou is called "Paradise on Earth".

Built in 514 BC, Suzhou is an ancient city with a 2,500 years' history. The unique characteristics of the past are still retained in present-day Suzhou. The double-chessboard layout of Suzhou, with 'the streets and rivers go side by side while the water and land routes run in parallel', are preserved basically intact. Strolling the streets, you can feel the unique lingering charm of this landscape left by its long history.











As the saying goes, gardens to the south of Yangtze River are the best in the world, and Suzhou gardens are the best among them. These gardens attain their high reputation not only for their vast numbers, but also for their charming natural beauty and harmonious construction. At present more than 60 gardens are kept intact in Suzhou, and a series of them have been listed in UNESCO's World Heritage List, including the Humble Administrator's Garden, the Lingering Garden, the Garden of Master of Nets and the Mountain Villa with Embracing Beauty.

Of course, tasting local delicacies should not be forgotten in your journey. Authentic Suzhou cuisines and snacks can be found in Guanqian Street, where delicious food and friendly service are memorable.





Hangzhou

Hangzhou, the capital of Zhejiang Province, has long been a famous tourist attraction. Marco Polo described this place as, "the most beautiful and magnificent city in the world" which have helped to make Hangzhou one of the biggest tourist attractions in the entire country.

Fortunately, while any city would struggle to live up to a reputation as "paradise", Hangzhou makes a good stab at it. Despite the crowds, hoards of tour groups and the idyllic preconceptions one might have before arrival, it is hard not to like this city. Even the most cynical traveler will appreciate the West Lake for its space and beauty.

West Lake provides the idyllic image of Hangzhou that most people leave with. This huge circular fresh water lake, covering three kilometers from north to south and three kilometers from east to west, is surrounded by hills on three sides and the city on the fourth. Two causeways cross the lake and three islands float in the middle. There are numerous historical relics and sights scattered around the Lake, including the famous Buddhist temple, Lingyin Temple. You can see many of Hangzhou's sights in a couple of days. However, this is a nice place to relax and do some good walking and eating so if possible, plan to spend at least a few days here.

Visitors to Hangzhou from Shanghai will find stark contrast between the two cities. Hangzhou can get very busy, but the sheer size of the area around the West Lake means that it is always possible to find a bit of peace and quietness. The air and the water feel refreshingly clean here too, and a day or two spent walking around the lake, the tea plantations and the surrounding hills should blow away any cobwebs, leaving you feeling refreshed and recharged.

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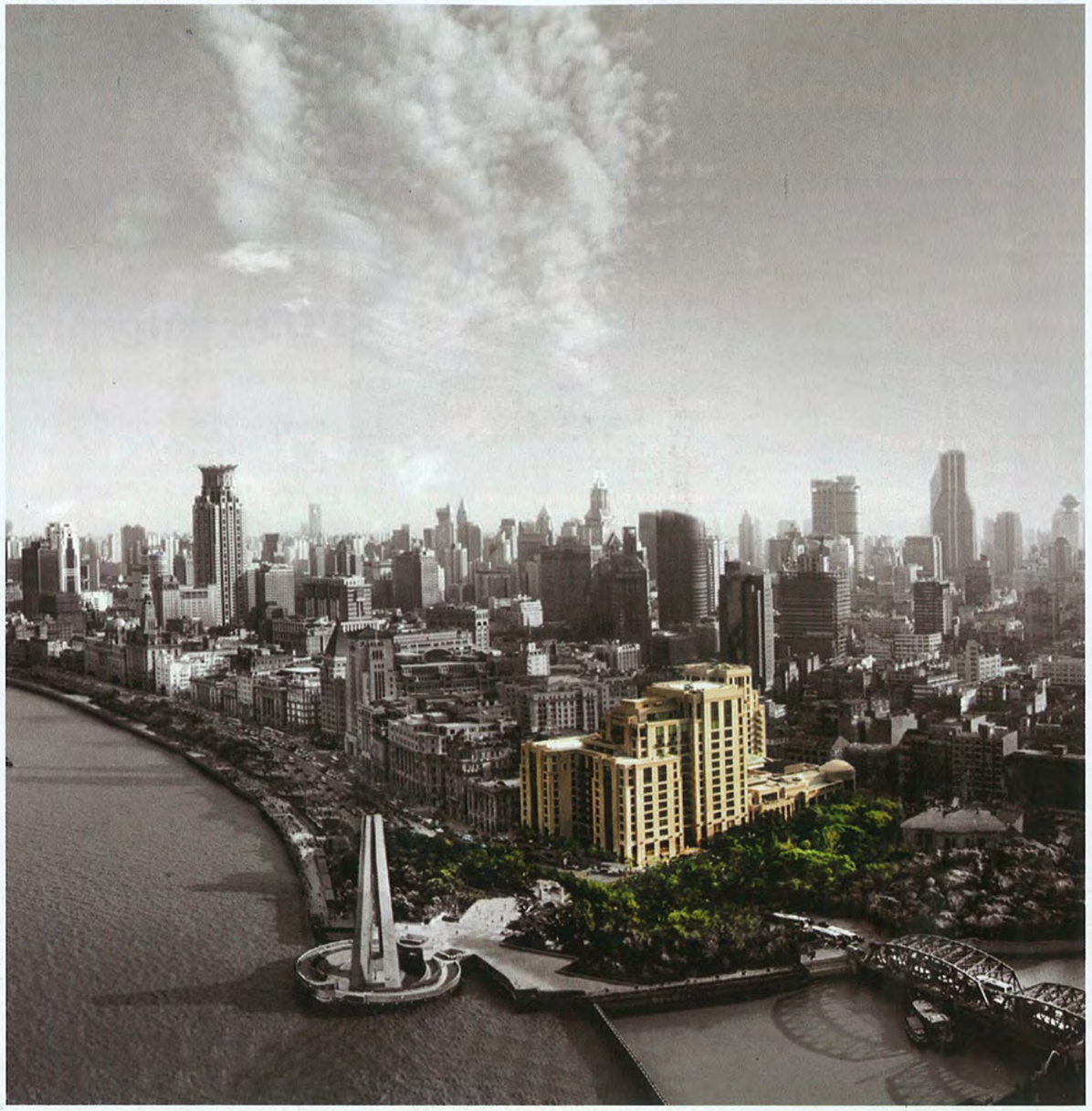
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