



Shanghai World Expo 2010

Take part in the most important international event in China after the Beijing Olympics

About Shanghai World Expo 2010

"Better City, Better Life". More than 70 million people are expected to visit the Shanghai World Expo site over the six month period, making it the largest world expo in history.

The expo site, covering 5.28 square kilometres, will be the waterfront area on both sides of the Huangpu River, mostly between Nanpu Bridge and Lupu Bridge. The core expo area (into which an admission ticket will be required) is 3.22 square kilometres.

There are three primary channels for commercial involvement in the Shanghai World Expo 2010:

- Shanghai World Expo Organising Committee (the Chinese government organising body)
- International pavilions (sovereign states, intergovernmental organizations, NGOs, NPOs and corporations that have been invited and approved by the Organising Committee to be involved in the Expo)
- The Australian Pavilion Commercial opportunities are typically managed through tender processes (private or public) which are initiated and managed by the organisers or by stakeholders of individual pavilions.

Austrade is working closely with Department of Foreign Affairs and Trade (DFAT) to assist with information dissemination regarding the Australian government's involvement in World Expo 2010. Austrade is working closely with DFAT's expo team to support the planning and development of the Australian Pavilion's Business Program. As the Expo draws closer, Austrade's support role is likely to broaden to include provision in-market support of Australian government and business missions and official export promotional activities in Shanghai during the Expo.

Enquiries regarding Austrade and the World Expo 2010 should be directed to:

ShanghaiWorldExpo2010@austrade.gov.au

The Australian National Pavilion

Australia's pavilion at the Shanghai World Expo will address the expo's 'Better City, Better Life' theme by highlighting Australia's strong and vibrant economy; our commitment to sustainable development; our technological expertise and innovation; our world-class research facilities and education system and our rich and diverse culture. It will also promote Australian cities as great places in which to study, live and work. It is anticipated that the Australian Pavilion will attract approximately seven million visitors during the six months of the expo.

The Department of Foreign Affairs and Trade (DFAT) has the lead role for Australia's "whole-of-government" and "whole of nation" presence at the Shanghai World Expo 2010. DFAT has established a team to manage the design, construction, fit-out and operation of the Australian pavilion, and oversee the business, communications and cultural programs. The team works in collaboration with other Commonwealth agencies, state and territory governments and private sector stakeholders. More information is available on the official Australian pavilion website:

www.expo2010.com.au

The Cultural Program at the Australian Pavilion will showcase the creativity and talent of Australia's performing artists, drawn from every State and Territory.

The Business Program will consist of over 200 targeted, invitation only functions hosted in a dedicated VIP space within the Australian Pavilion. These functions will include business networking functions and seminars; bilateral events and high-level visits by Commonwealth leaders; tourism and education promotions; State and Territory events; and corporate sponsor functions.



DFAT's Shanghai World Expo 2010 unit manages all commercial tendering relating to Australia's presence at Shanghai World Expo 2010. This is done through an open public competitive tendering process. Information on these tenders is posted on the official Australian pavilion website listed above (www.expo2010.com.au) as well as on the procurement page of the Department's website, and on [AusTender](#).

The first four tenders representing Phase 2 of the project have been released through national advertisements and postings on the DFAT website.

- The **RFT for Communications and Public Affairs**, was released on 30 May 2008 and closed at 2 pm AEST on Tuesday 8 July 2008. Parker & Partners, an Australian firm based in Sydney and Canberra, has won a \$2 million contract to provide communications and public affairs services for Australia's pavilion at the 2010 Shanghai World Expo. Parker & Partners was selected through a competitive open tender process run by the Department of Foreign Affairs and Trade.
- The **RFT for Construction, Exhibition and Technical Operations** was released on 20 June, and closed at 2 pm AEST on 8 August 2008. Bovis Lend Lease, a wholly owned subsidiary of the Lend Lease Group, won the tender to provide construction, exhibition and technical operations services worth \$49.15 million for Australia's pavilion at the 2010 Shanghai World Expo.
- The **RFT for Staffing, Retail and Operations** was released on 8 August 2008, and closed on Monday 22 September 2008 at 2pm AEST. International Venue Group (IVG), an Australian company based in Melbourne, won the tender to provide staffing, retail and operations services worth up to \$12 million for Australia's pavilion.
- The **RFT for the Australian Pavilion Cultural Program** was released on 22 August 2008, and closed on 3 October 2008 at 2pm AEST. On 17 December 2008 George P Johnson (Australia) Pty Ltd won the tender – which is worth \$3 million - to provide an innovative and diverse cultural program.
- The **RFT for the decommissioning of the Australian pavilion**, the final tender process of the project, was released on **23 February 2009** and applications closed on **3 April 2009**.

In addition to public tenders, DFAT encourages bids from Small to Medium Enterprises (SMEs) and consortia. SMEs are encouraged to list their company details on the contact list on their expo website. This will enable SMEs to bring their services to the attention of other companies that might be looking for a commercial partner (or sub-contractors and service providers). Email requests for listings to expo2010shanghai@dfat.gov.au

Please include in your email your company's details to be included on this website, please send an email with relevant details, including company name, website address, point of contact, email address and phone number.

The Industry Capability Network (ICN) is also currently seeking registrations from Australian businesses interested in opportunities with the Australian Pavilion at the Shanghai World Expo 2010. ICN is a government-funded organisation that supports Australian industry by matching businesses with relevant opportunities and assisting purchasers locate competitive Australian suppliers. To register your business visit: www.icnvic.org.au and follow the links or contact ICN International Business Capability Adviser Michael Fairbairn on (03) 9864 6744, 0405 098 915 or email: mfairbairn@icnvic.org.au

In addition to commercial opportunities, DFAT will be recruiting approximately 130 staff to work in various roles to form the on-ground team of the Australian Pavilion 2010 for the six month period. Recruitment will commence in 2009. More details are available on the website: www.expo2010.com.au/recruit/index.html

DFAT has also advertised nationally opportunities for in-kind sponsorship to support the Australian pavilion at the Shanghai World Expo in 2010. Expressions of Interest were sought from companies interested in being in-kind sponsors and should have been lodged by 16 January 2009. More information is available: www.expo2010.com.au/sponsorship/index.html



Chinese Government management of the World Expo 2010

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

The official website has more information: www.expo2010china.com

What is a World Expo?

The World Expo is a large-scale, global, non-commercial Expo. The hosting of the World Expo must be applied for by a country and approved by the international World Expo committee. Expo aims to promote the exchange of ideas and development of the world economy, culture, science and technology, to allow exhibitors to publicise and display their achievements and improve international relationships. Accordingly, the World Expo with its 150-year history is regarded as the Olympic Games of the economy, science and technology.

The World Expo is open to official participants: sovereign states and intergovernmental organizations, which are invited to participate by the Organiser (host). Non-official participants, such as NGOs, NPOs and corporations, can also be invited directly by the Organiser. The official invitees must confirm their participation through diplomatic channels, while the non-official invitees may confirm directly with the Organiser.

Once their participation is confirmed, participants will be requested to submit a "Theme Statement" and "Exhibition Project" to the Organiser. The land parcels or exhibition space will be allocated based upon formal application from participants and the consideration of the Organiser, and after a clear Theme Statement is received and approved.

Key contacts

Enquiries regarding Austrade and the World Expo 2010 should be directed to:

Australia

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