

# 2010Shanghai.eu

European Digital Project

## PARTNERSHIP & ADVERTISING

[www.2010shanghai.eu](http://www.2010shanghai.eu)  
[info@2010shanghai.eu](mailto:info@2010shanghai.eu)

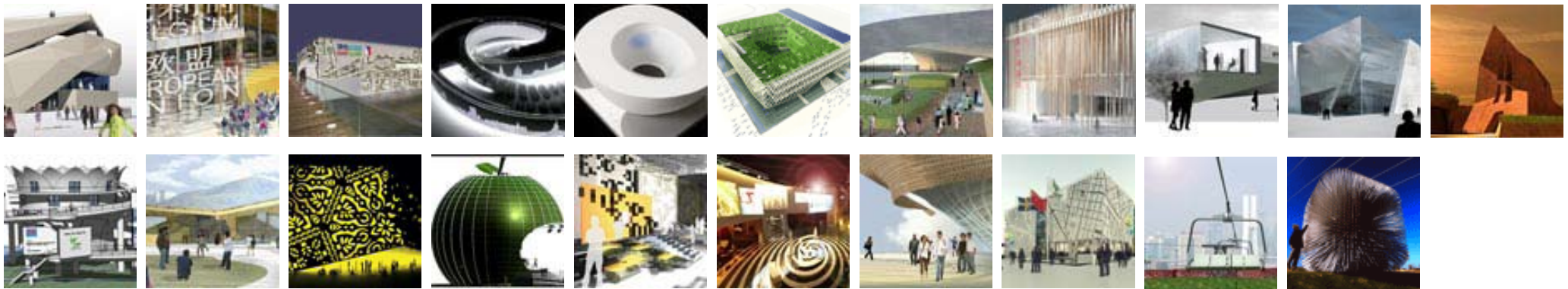


The largest  
World Expo  
in history will take  
place in Shanghai...  
Do not miss the  
opportunity!

# Because Europe matters more than ever...

**...let's share the news online...**

*More than 25 European Pavilions in Shanghai*



*Around 50 European cities and local governments involved in the Urban Best Practices Area (UBPA)*

Barcelona, Bilbao, Bologna, Bonn-Bukhara, Basel - Geneva - Zurich, Dusseldorf, Freiburg, Liverpool, London, Madrid, Milan, Paris - Ile de France, Prague, Rhône-Alpes, Rotterdam, Santiago de Compostela, Saint-Peterbourg, Venice, Zaragoza.

**...and showcase our strenghts during 2010 Shanghai World Expo !**

With a growing and diverse population of European Citizens bounded by a deep cultural, political, philosophical, artistical roots, European countries and cities enjoy some of the best places in the World

*to live  
to study  
to travel  
to work  
and to invest.*

# Project and website introduction

## Project introduction

The **2010 Shanghai World Expo** should be considered as a milestone event at a time when global and multilateral answers need to be found. What political and economical system are we building for our children, while learning from our mistakes ? How can **Europe** lead the way to a better, fairer and more prosperous World ? How can our growing cities still be enjoyable and sustainable, in regards to our overconsuming lifestyle ? These are the questions the people are really interested in... so should be any World Expo participant.

At the same time, we believe **Internet** is the most efficient (mass-)media where public spaces can be built to exchange freely over the major issues that concern us all. In its humble way, our project is about displaying online what Europe, European countries and companies do at their best. We, as Europeans, should take the opportunity of the Expo to show China and the World how Europe is, in its own way, ahead of its time, with world-class technology, know-how and creativity!

## Website : [www.2010shanghai.eu](http://www.2010shanghai.eu)

The structure of the existing website is organised around **7 main parts** :

- **Home page** : introduction and latest news about the EU Pavilions
- **Shanghai 2010**: introduction about Shanghai World Expo, the theme and the main venues and pavilions
- **European Pavilions**: presentation of each country's pavilion (theme, architecture, specificities, 3D rendering pictures, practical information, linked websites...)
- **Urban Best Practices**: information about EU projects in UBPA
- **News & Events**: latest news and events about Shanghai World Expo - updated on a weekly basis
- **Web 2.0**: online resources to connect and interact about Shanghai World Expo

+ a "**Plan your trip**" section to help users organize their stay in Shanghai (Flights/Visa, Hotels, Restaurants, Shopping, Art/Culture, Map/Transport, Tickets, Guided Tours and Best Deals).

# Website content


The content of around **150+ pages** is provided in English and is also available in **50+ languages** thanks to Google Translate.

**Text, images and rich content** are updated on a regular basis to give users the most accurate information about EU projects before, during and after the World Expo.

Designed to **raise awareness of the Expo both in Europe and in Asia**, the website aims to showcase online the exciting projects and pavilions that deserve a worldwide audience. **Feedbacks** are always welcomed to help updating the content and upgrading the main features.

# Website content

HOME SHANGHAI 2010 EU PAVILIONS UBPA NEWS & EVENTS ADVERTISE WEB 2.0



### China Pavilion - The Crown of the East

Located in the Zone A of the crossing of two axes in the Putong part of Expo garden, the China Pavilion comprises of three parts. The first is the national hall, which is 20,000-sqm for province and region, and 2,000-sqm shared between Hong Kong, Macao and Taiwan. The elevated crown, standing 65 meters in height, uses traditional dougong brace-tie and features wooden brace-tie layer upon layer between the top of column and a crossbeam.



As a permanent landmark in the inner part of Putong New Area, the structure of technology and energy-saving measures. These include the sun-shading device and landscaping on the roof to lower energy demands efficiently.

During the Expo, the main structure will be used for an exhibition based on the theme of urban development by explaining the values of economy, nature and health in urban development, municipalities, autonomous regions and other areas of urbanable elements.



**PLAN YOUR TRIP**

- Rights / Visas
- Hotels
- Restaurants
- Shopping
- Art and Culture
- Map / Transport
- Tickets
- Guided Tours
- Be it Deal


**NEWSLETTER SUBSCRIPTION**

Email:


Register

**European Countries Pavilions**

Each EU pavilion will display world-class technology and work only during 2010 Shanghai World Expo. The pavilions will be built on the Expo site using the most advanced technology.




**Belgium - EU pavilion**



Located in Zone C of the Expo site, the EU pavilion will be built on the site of the former Expo 2010 site. The pavilion will be built on the site of the former Expo 2010 site. The pavilion will be built on the site of the former Expo 2010 site.

**Joint European Pavilions**



Related information: [More about the design](#), [Background information about the pavilion complex](#), [EU pavilions at the Shanghai Expo](#)

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### Rhône-Alpes Pavilion - seeking happiness

An eco-friendly and sustainable pavilion to be when you visit!

The COPE 12 HOUSE OFFICE, ARCHITECT OFFICE IN FRANCE IN THE PROVENCE REGION OF FRANCE, which focuses on ecological innovations and a sustainable environment, will be inspired by the high quality French lifestyle.



The pavilion's structure is designed to be an energy-efficient and sustainable pavilion. The pavilion's structure is designed to be an energy-efficient and sustainable pavilion.

**NEWSLETTER SUBSCRIPTION**

Email:

Register

**Le Vent de la Chine**

Chinese music concert

**Children of Paradise**

Free exhibition

**MBO (en CHINE)**

Advertising and Public Relations

**RELATED WEBSITES**

[Shanghai Expo 2010](#)

**WEB 2.0**

**PLAN YOUR TRIP**

- Rights / Visas
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### The must-have iPhone Apps to navigate Shanghai and China

Discover below our selection of free or paying applications and click on the provided links to download them from iTunes!

**iChinese** By Hubernal Software

iChinese helps you to learn Chinese! As a native application for the iPhone and the iPod Touch, iChinese is the ideal companion to let you at any time and any place look up Chinese characters in the dictionary or to find out the correct pronunciation of a word.

[Download here!](#)

**5000 Chinese Audio Flashcards** By Daniel Cola

5000 Chinese characters (divided into 200 decks), each one spoken by a native Chinese speaker! Learn the character, the pinyin, the definition and hear the character spoken!

[Download here!](#)

**Panda Radicals Chinese Flashcards** By Sun Kai Productions

This Free version of Panda Flashcards, Panda Radicals, contains two wordlists covering Radicals and Measure words and is intended to give an introduction to the main program's interface. To take your Chinese learning to the next level download the complete Panda Flashcard App containing over 6000 words, numerous flashcard options, HSK

[Download here!](#)

**Talk Chinese!**

Hear and Learn Chinese (MP3)

How to come

[Download here!](#)

**Shanghai B**

Meeting & first Show To

**Map | Transport**

Find the Google Map of the 2010 Shanghai World Expo. Located on both sides of the Huangpu River, the Expo Site is a 5.6 km wide with south of the Inner Ring Road and a 4.8 km wide side from Putong Street. The Expo grounds comprise a large area of 5.28 km² and is divided into Main Areas, of which three are located on the western side of the river in Pudong district (zones A, B, C, 3.93 km²). Two zones comprising 1.35 km² (zones D, E) are on the eastern side of the river in the district of Puxi and are closer to the old city center.



**Expo site**

The Expo site offers 3 zones from A to E:

- Zone A** is the Asian zone with the [China Pavilion](#), the pavilions of Hong Kong, Macao, Taiwan, Japan, Thailand, Korea, F.R.G., Pakistan, Saudi Arabia, U.A.E., India, Mexico and Africa (all 11.9 km²).
- Zone B** English Area Pacific countries and host nations: [France Pavilion](#), [Germany Pavilion](#), [United States Pavilion](#), [Singapore Pavilion](#), [Australia Pavilion](#), [New Zealand Pavilion](#), [Canada Pavilion](#), [UK Pavilion](#), [OECD/NET Pavilion](#), [New Zealand Pavilion](#), [New Zealand Pavilion](#).

# Targets and Tools



## Targets

- **International** English-speaking web users, especially **European citizens, based in Europe and in Asia**
- **International people living or travelling in Shanghai** (expatriates, workers, tourists, students...)
- **Chinese** webusers in China and all over the world. 70 million visitors are expected to attend the Expo, with 60 million Chinese people.

## Website promotion and SEO

### Links on different websites :

- 2010 Shanghai World Expo related websites and blogs
- Embassies and Consulates websites
- European public institutions websites
- European pavilions websites

Indexing on main **search engines, portals and SNS** : Google, Yahoo, Baidu, Sogou, Linked In...

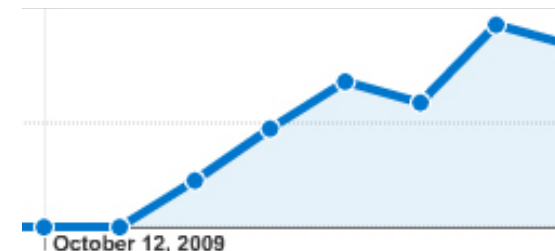
## Qualified traffic


*Full details on request.*


## Webhosting and Analytical tool

Webhosting provider: DreamHost, in USA to **guarantee the best accessibility from** from China to Europe.

**Google Analytics** (statistics of connexion).



 **20.96% Bounce Rate**

 **00:06:12 Avg. Time on Site**

# Advertising on the website

## 4 main reasons to advertise on [www.2010shanghai.eu...](http://www.2010shanghai.eu...)



**Upgrade your brand image and awareness in Europe and in Asia** thanks to a fanstastic media exposure during the 2010 Shanghai World Expo




**Drive qualified traffic to your websites and pavilions** through online marketing and digital campaign.

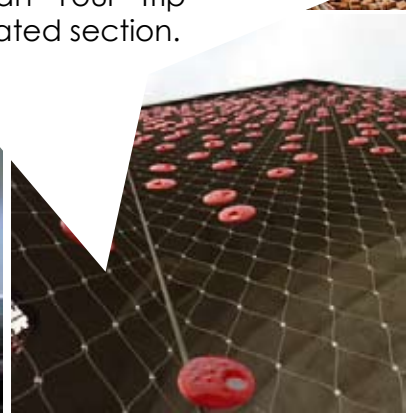


**Demonstrate your Corporate Social Responsibility**

and enjoy a great opportunity to be involved in our European project to showcase your commitments and innovations.



**Increase sales** making the most of our "Plan Your Trip" dedicated section.



# Support European Digital Project



## Become our official partner

and help us making the Chinese website possible, with enhanced features and even more content !

2010 Shanghai Expo will not only be the world largest event in terms of audience but also the **first Expo ever to be fully displayed online**. With the help of a great number of internet and mobile related projects, Shanghai World Expo will be accessible to anyone, anytime, providing virtual visitors with **3D lifelike experiences, real-time interaction and a global platform** to allow everyone's online presence at the Expo (through the [www.expo.cn](http://www.expo.cn) project and WEB2.0 websites including but not limited to Twitter, Facebook, LinkedIn, SlideShare, YouTube, Kaixin001, QQ, Xiaonei...).

You can be part of this process and become official partner of our digital project and enjoy a **great media exposure on the Internet**, the main source of information for international and local audience interested in the 2010 World Expo. Gold or Silver partnerships will allow your pavilion, private or public institution **to display a permanent full page and branded banners** on our website. Both partnerships represent a very smart and efficient way **to enhance your communication strategy** over a 6-month global event. You can also exchange links or become a media partner to help us spread the news.

Contact us for more details: [info@2010shanghai.eu](mailto:info@2010shanghai.eu)



# Project powered by



## **Méo (en Chine) – [www.meoenchine.com](http://www.meoenchine.com) / Shanghai**

Méo en Chine is a Sino-French communication agency specialized on the Chinese market. Based in Shanghai, our multi-cultural team provides turnkey marketing solutions and tailor-made communication services : consulting / design and production of web and print materials / press and public relations.



## **MeiAo Creative – [www.meiao-creative.com](http://www.meiao-creative.com) / Honk Kong**

MeiAo Creative is a clean creative factory with imagination (knowledge and skills) as main raw materials to design and deliver creative services wherever you are thanks to the World Wide Web.



## **New Sense – [www.new-sense.org](http://www.new-sense.org) / Beijing**

New Sense is a design communication agency that produces creative communications packages in managing projects from conception and implementation to production. New Sense provides the insight, ideas and tools that will support your company's communication initiatives such as setting up a brand, launching a product, selling a service or adapting a message to the Chinese market.

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