

EU @ EXPO 2010 SHANGHAI

PROVISIONAL PROGRAMME

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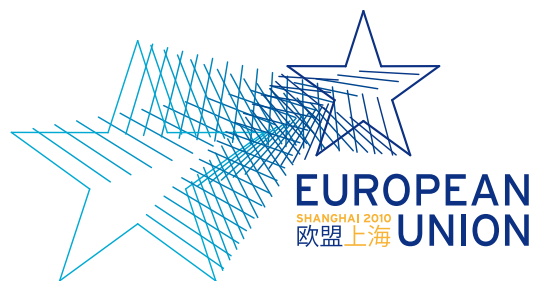
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The Permanent Exhibition

The European Union exhibition at the Shanghai World Expo 2010 is based around the theme of «Intelligent Europe». In line with the overall motto of the Expo, «Better city, better life», the EU will showcase examples of how European technology and innovation help to create a better life for European citizens in terms of standard of living, environment, urban solutions, communications and integration of old and new architecture in our cities.

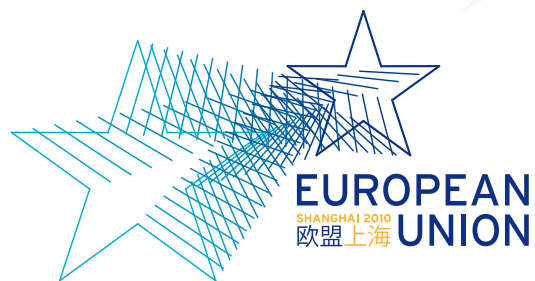
At the pavilion, which the EU will share with Belgium, you will be able to visit all 27 member countries at the same time in just one place, a unique attraction at Shanghai Expo. You will be immersed in the daily throng and excitement of the cities of Europe, wonder at their diverse architectural, culinary and cultural traditions, and see the innovations that are being born in Europe's search for the sustainable cities of the future.

At the entrance to the pavilion you will be greeted by Leonardo da Vinci, Einstein and other famous European figures, dressed in historical costumes, while children will be able to watch typical European puppet theater in our garden. Once inside the exhibition space itself, you will be presented with a brief history of the EU and introduced to its key tenets such as «peace and reconciliation», «solidarity, «protection of human rights», «respect for diversity», «rule of law», «economic and social progress».

Next you will arrive at the «Open Europe» space - a panorama of the economic and social achievements of a Europe without internal borders, including the euro, the Schengen visa and the Erasmus study programme. An amazing video installation will highlight the EU-China partnership.

Further along, the space «Green Europe» is devoted to the EU's environmental policy and its successes and ambitions in offering all citizens a better city» and a «better life». Split into three sections, it invites you to «Stop» and reflect on what has been achieved in the battle against climate change, «Change» what is currently being done in the EU and «Invent» intelligent and environmentally-friendly technology and solutions to tackle global environmental challenges.

As a grand finale to your visit of the European space at Shanghai Expo, we invite you to experience «Living Europe», a cylindrical-shaped array of screens dazzling the visitor with colourful sights and vibrant sounds of European life, sharing with you the emotional sensation of what it is like to be a citizen of a richly diverse union of 27 member countries.



Events and cultural calendar

Following the entry into force of the Lisbon Treaty, the European Union is now taking steps to create a common foreign policy. At the same time China is growing ever more important in the international arena. In the EU's view, China should occupy the position it deserves according to its size and geo-strategic importance in the international community, both politically and economically. With our presence at the 2010 Shanghai Expo, we hope to further establish our role as a partner of strategic importance to China, and as an attractive choice for the Chinese public, whether for travelling, studying or working in cooperation with their European friends to make the world a better place for all our peoples.

The EU will use the opportunity of the Expo to develop its constructive relationship with many parts of the Chinese society, including high-level policymakers, national and local authorities, academics and business representatives. Many leaders of EU institutions will visit the Expo and participate in constructive debates with their counterparts, and several hundred EU experts will also come to exchange their experience and know-how in all the EU policies that contribute to better cities and better lives with Chinese and regional experts.

Culture is the EU's greatest asset and it contributes to the enjoyment of everyday life in our vibrant European cities. Steeped in rich historical traditions, such as carnivals and street festivals, many artists and artisans continue to live, work and play as they have done for centuries. The EU Pavilion Cultural Programme will offer all visitors a truly European panorama of our artistic expression: dance, puppet theater, music, cinema, sculpture. But culture goes beyond this in Europe, and so we will also hold a science festival, a week dedicated to European languages and, last but not least, sport will also be honored. Our godfather of football, Michel Platini, President of the Union of European Football Associations (UEFA), along with several famous football stars from yesteryear, will demonstrate how we also play together in the EU.

We invite you to discover more in the following pages. Cultural events are clearly identified in orange background and unless otherwise specified, all events will be held in the auditorium of the Belgian-EU pavilion.

MAY

1st May: Grand opening of the EU permanent Exhibition
by Jose Manuel Barroso, President of the European Commission.

9 May: EUROPE DAY

On 9 May 1950, French Foreign Affairs Minister, Robert Schuman called for a united Europe to overcome the scars of World War II. This was the 1st step on the road to the construction of the European Union. It is highly symbolic that the 60th anniversary of this call to action will be celebrated in Shanghai in the presence of the highest level leaders of the EU. They will send a message from China, one of the EU's main trading partners, to the entire World about how strong economic ties and friendship between countries can bring durable peace and prosperity.

This day will be marked by a festival featuring multi-cultural performances:

- A fantastic parade with traditional troupes of dancers and marching bands from all over Europe
- A concert by the European Union Youth Orchestra, directed by the famous Spanish conductor Ms. Inma Shara, in partnership with Spain which currently holds the revolving EU presidency
- A night of live pop music from the 4 corners of Europe with a giant video show on the history of the EU over the last 60 years will take place at Europe Square.

Vice-President of the Commission, Viviane REDING, will be present in Shanghai to celebrate the EU Honour Day.

10-11-12 May: EU IN THE WORLD

The EU plays an important role in the world to promote multilateral agreements, to contribute to peace-keeping missions, to fight climate change. It is also the number one donor in terms of assistance to developing countries.

Several events will be organised to discuss how a stronger coordination of international policies can bring better and faster results at global level for many of today's challenges:

- How will be our world in 2020? With members of World level think tanks.
- What is the contribution of youth in innovative political solutions? With a «Future Leaders Summit» with 50 young policymakers from Europe and China co-organised by the European Youth Forum (YFJ) and the All China Federation (ACYF).
- How to improve the efficiency of assistance policies on Sustainable urbanisation, Climate change or UN Millennium Development goals? With experts from the EU, China and other countries.
- Shanghai-based students will simulated a practical international negotiation based on the EU model of decision making in cooperation with the CEIBS business school, the ESSCA business school of Angers in France and the Fudan University.

On 10 May there will be a show on Europe Square with artists and drummers from the 5 continents with, in the background, a video projection on EU development assistance on the ground.

11 May: TRAVELLING PIANO

A renowned European pianist will perform pieces by famous European Composers who were inspired by their home country or by their trips to other EU countries. In the background, a giant screen will show images of the countries evoked by the music.

17-18 May: DIGITAL CITIES

Europe is one of the largest players on the global ICT (Information and Communication Technologies) market, accounting for more than 1/3 of the world share. It is also the world's second largest supplier of ICT products and services.

Mrs. Neelie Kroes, European Commission Vice-President for the Digital Agenda, will address the Ningbo forum on «ICT and Urban Development» on May 15.

Mrs. Kroes will then deliver a keynote speech on the new European Digital Agenda on May 17 at the China Europe International Business School (CEIBS), followed by a series of exchanges on ICT for Sustainable Digital Cities, Internet of Things for a wiser planet, and Green & Smart Mobility on May 18 at the Shanghai Expo (Spanish Pavilion).

22 May: EU-CHINA MANAGERS EXCHANGE AND TRAINING PROGRAMME

Launched in July 2006, the EU-China Managers Exchange and Training Programme (METP) has already permitted 400 young managers from EU and China business world to participate to an exchange programme with field visits, language and business training in the both the EU and China.

The METP will hold an academic conference on «the EU-China landscape for sustainable business cooperation: prospects and challenges».

29-30 May: EUROPEAN PARLIAMENT FRIENDSHIP DAYS

The European Parliament is keen to establish relations with parliaments and non governmental organisations from all over the world as a means to increase the understanding of people's needs and to help shape the EU's external policy. Since 1979, the first year with direct elections, the EP has established a strong link with the Chinese People's assembly and with other groups.

The EU parliament will organise debates in the EU Pavilion on the role of representatives of the people in shaping strategic policies for sustainable development and on the EU-China economic partnership to overcome the economic crisis.

JUNE

4-5-6 June: HEALTHY CITIES

Over the last decade, the EU has established norms, regulations and standardisations which are key to a healthy life in European cities. Food safety is ensured from farm to fork and the main challenges regarding ageing and lifestyle as well as other health determinants are addressed through exchanges of best practices and multi-stakeholders' cooperation mechanisms.

To demonstrate the EU's know-how in this domain, there will be:

- A Conference on health needs and challenges of future urban dwellers with representatives from several major cities across the globe.
- A scientific seminar with the EU's joint research centre, the European Food safety Agency and the European Community Plant Variety Office on the most recent advances in the domain of food safety.
- A co-organised health forum at CEIBS premises on best practices for health.

15 June: TRAVELLING PIANO (see May)

18 June: 25TH ANNIVERSARY OF THE SIGNATURE OF THE TREATY OF SCHENGEN

The Treaty of Schengen is a major element in the quality of life in the EU as it permits residents of and foreign visitors to 22 of the 27 countries of the EU to travel freely in these countries without border controls.

An exhibition at the Luxembourg Pavilion will present the history and benefits of the treaty.

14 to 18 June: EU-CHINA SCIENCE AND TECHNOLOGY WEEK: INNOVATION FOR URBAN FUTURE

The European Union's ambition is to become the «most dynamic, competitive knowledge-based economy in the world». The 'knowledge triangle' - research, education and innovation - is key to achieving this goal and the EU is devoting a large part of its budget to fund research.

To promote a better understanding of the role of science in modern societies and stimulate a public debate about research-related issues at European and International level, the EU will organize a special week on Science & Technology for experts, journalists and the general public with many activities such as:

- Vision for 2050: a high-level scientific expert brainstorming debate on past, present and expected future socio-economic changes that will shape the world's future.
- A conference about opportunities for R&D to be funded under the EU 7th Research framework program and on possibilities for researchers' mobility in Europe.
- Conferences showcasing the EU's latest initiatives and contributions to «Better Cities, Better Lives» in various research fields (including energy and ICTS)
- A series of press briefings on objectives and concrete results of EU-funded projects involving international partners in the field of urban research, energy efficiency, environmental protection, intelligent transport, biotechnology, health and cities of knowledge.
- Fellows from the Science and Technology Fellowship China project, launched in 2009, will gather at CEIBS to hold 2 days of scientific workshops. The project promotes mobility of EU researchers at Chinese universities.
- The EU's Joint Research Centre will bring its researchers for a day of exchanges on the safety of cities from natural disasters, and on future energy options, focusing on nuclear safety and security.

In cooperation with the Shanghai Association for Science and technology, there will be one week of cultural events: screening of scientific films, public debates with scientists called «Science Cafés» and a laser show by the Swedish University of Lund.

12 to 20 June: EUROPEAN CINEMA FESTIVAL

Cinema was invented in Europe over 100 years ago. European cinema today is known around the world for its creativity and its focus on story and character. Evoking the diversity of European life, culture and history, cinema remains the most popular form of public entertainment for Europeans.

In partnership with the Shanghai International Film Festival and in accordance with the Expo theme «Better City, Better Life», the EU will show a retrospective of major European films which feature European Cities.

20 June: EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT AND CEIBS

CEIBS, the Shanghai-based China-Europe International Business School is a non-profit joint venture, established in 1994 by the European Commission and the Shanghai Municipality. It is now a success story ranking among the top business schools of the world and has establishments in several other Chinese cities and in Ghana.

CEIBS, in cooperation with the European Foundation for Management Development, will hold a symposium on best practices in managerial studies.

JULY

2-11 July: EUROPEAN FOOTBALL TEAMS AT THE WORLD CUP

Matches of the final stage of the World Cup where a European team is engaged will be retransmitted in front of the Belgian-EU pavilion

1 July: SUSTAINABLE TOURISM

The EU is the number one destination for tourism in the World. Every year it attracts 400 million visitors from outside its borders. Tourism is a very important source of income, but it also provides a major opportunity to protect cultural and natural heritage.

The EU is promoting standards for sustainable tourism and will organise a conference to exchange experience in this domain.

2 July: LET'S EMBRACE SPACE

Space is full of endless possibilities. As a major space power, the European Union supports research that takes on global challenges for sustainable development.

Europe is home to a large, hi-tech aerospace industry that supplies a significant part of the world's commercial requirements for satellite manufacture, launch and services, and the European Union is devoting important funds to space research activities.

A conference will focus on how space research furthers enhanced climate monitoring, energy efficiency, recycling and better air quality, contributing to the development of better and more sustainable cities. International cooperation is paramount for such research. In the past, EU space research projects have successfully brought Chinese and European scientists together; the conference will explore new opportunities for further enhancing this positive record.

3 July: THE EURO AND A STABLE MONETARY SYSTEM FOR THE WORLD

The EURO is the most famous concrete achievement of the EU for its citizens as well as for foreign visitors. It is also the symbol of the EU's economic strength and resilience.

Representatives from the financial sector, CFOs from multinational companies and financial journalists will debate on the importance of international cooperation to shape a stable and reliable financial world order.

5-6-7 July: GREEN ENERGY AND INTELLIGENT TRANSPORT FOR SMART CITIES

Transport and energy policies are the EU's top priorities to address climate change. These two areas are also key for the sustainable development of cities and the wellbeing of people. The EU has a comprehensive programme of research and innovation in cooperation with businesses.

Events will include:

- The EU-China bi-annual Energy Conference will review the latest progress in the fields of renewable energy (solar, wind, and biofuels), fuel cells, and hydrogen and electric vehicles.
- European businesses and delegates from European hi-tech companies will visit hi-tech zones, incubators and techno-centers located in the provinces around Shanghai.

12-18 July: DO YOU SPEAK EUROPEAN?

The EU is very proud of its cultural diversity, and especially of its languages. We have 23 national official languages in the European Institutions, but including all the regional dialects, it comes to about 40 different languages that are spoken in the European Union every day!

In the pavilions of the various EU countries, games, small performances and short lessons involving languages will be organised throughout this period.

23 July: TRAVELLING PIANO (see May)

22-23: July: THE CONTRIBUTION OF INTERNATIONAL TRADE TO SUSTAINABLE DEVELOPMENT

The EU is the largest free-trade zone in the World and, as a whole, it is the largest exporter and importer to the rest of the World. The EU is in favour of free but regulated trade as a means to ensure sustainable development across the world. Therefore it strongly contributes to building multilateral trade agreements and was a strong supporter of the entry of China into the WTO. The EU is China's biggest customer and No. 1 export destination, with Chinese goods representing almost one fifth of total imports to the EU.

There will be 2 days of debates on the benefits and conditions of free trade for the sustainable development of various parts of the World.

26-27 July: EU DEVELOPMENT CO-OPERATION WITH CHINA - PROJECTS FAIR

The EU, as a major global donor, is assisting China in its development and reform process. It currently finances over 30 projects for more than 280 million Euros. These projects cover areas such as Education, with the China Europe International Business School (CEIBS) in Shanghai and the China Europe School of Law (CESL) in Beijing; exchanges of young professionals through the managers exchange and training programme (METP). Structural capacity building supports the reform of the Social Security system, the protection of Intellectual Property Rights and the China's Trade and Investment System, as well as projects in the Energy, Environment, health sectors and it assist local authorities and communities.

A number of projects will bring their stakeholders to the EU Pavilion to present results achieved in past years and to exchange ideas on how to extend the benefits and lessons learned to other areas and sectors of society. 4 themes will be covered: support to local communities and minorities, environment and waste management, equal opportunities and, higher education.

AUGUST

August: TRAVELLING PIANO (see May)

30 August: STUDYING ABROAD

Today, spending a year in a university of a different country is very common in Europe and usually one of the most memorable experiences for young Europeans. This is thanks to a consolidated EU programme called «ERASMUS». A more recent EU programme called «ERASMUS MUNDUS» offers a framework for exchange and dialogue between cultures throughout the world, by supporting the inter-continental mobility of students and academics.

The topics of this thematic event will be international academic cooperation and learning mobility. The subject will be introduced through the presentation of the European academic offer in this field and the testimonies of students and professors who have experienced a period of study in the EU. EU experts will present opportunities for academic cooperation and network with Chinese experts to enhance the interaction between EU and Chinese higher education institutions.

31 August: BRINGING IDEAS FROM MIND TO MARKET

The overall goal of the European Institute of Innovation and Technology (EIT) is to create and test new ways of innovation, thereby delivering essential economic growth and societal benefits. The EIT's operational hubs are highly integrated and excellence-driven Knowledge and Innovation Communities (KICs) based in the EU and beyond. The KICs integrate the three sides of the knowledge triangle - higher education, research and innovation/business - to work closely together on better solutions for tomorrow's challenges, such as sustainable energy, climate change and the future information and communication society.

There will be a seminar on exchanges of best practices in the domain of innovation encouragement and promotion.

SEPTEMBER

1-2 SEPTEMBER: MODERN CUSTOMS: BUILDING BRIDGES TO FACILITATE TRADE WHILE PROTECTING CITIZENS

Reconciling trade facilitation objectives with the need to safeguard the security of citizens, protect intellectual property rights and combat illicit trade, is a core issue in the relationship between the European Union and China in the area of customs.

Customs play a fundamental role in managing the flow of goods between the EU and China. The choices we make today to manage the supply chain will determine tomorrow's trading conditions for companies. What are the constraints imposed on the international supply chain? How can we make customs procedures supportive of legitimate trade while preventing dangerous or illicit goods from reaching consumers? What can European and Chinese customs do to eradicate trade in goods that violate intellectual property rights? How can customs and other authorities prevent smuggling activities and protect the supply chain from terrorist risks? These questions will be discussed at a high-level conference with decision-makers from the EU and Chinese public administrations and businesses, and international organisations.

3-4 September: INTELLECTUAL PROPERTY: AN ASSET TO BE PROTECTED

Knowledge-based industries are critically important for modern economies as they involve media, cultural and knowledge industries which form a large part of the workforce. Ensuring the proper protection of designs, inventions, trademarks and other intangible assets produced only by the power of the brain is key to keep creativity alive. The protection of Intellectual property rights is part of the WTO agreement and the EU has been cooperating with China for many years in this area both for a healthy trade and to support China's ambitions to develop its creative industries.

Two seminars will present to industry and officials alike the trade mark protection in the European Union market and how to enforce intellectual property at trade fairs

6-7-8 September: GREEN EUROPE FOR A GREENER WORLD

As the preservation of the environment and the fight against climate change have to overcome barriers and borders, the EU was a vital chance for Europe. Over the last 20 years, we were able to build strong and successful environmental policies on our territory and to promote international cooperation in this domain. Engaging in a race to save the planet and its people is the first priority of the newly-installed European Commission as the five years of its mandate will be decisive for our common future.

Over 3 days, experts from the EU and China will gather to hold the following events:

- The EU-China annual biodiversity workshop as part of the International Year of Biodiversity.
- Take stock of the commitments and achievements of European governments with the partnership for biodiversity: Global Countdown 2010.

11-12 September: EUROPEAN OPERA FESTIVAL

The opera tradition in Europe dates from the 16th century and incorporates older forms of theatre which were very popular throughout Europe since ancient Greece. From 1600 onwards, all major European composers have created wonderful pieces and developed several regional traditions. Most cities in Europe have an opera house, often one of the most beautiful buildings of the city, and regularly hold performances. During the summer very famous opera festivals are performed in historical settings.

Five soloists from five different countries will recreate the atmosphere of these famous festivals.

13 September: EU BUSINESSES IN CHINA

The European Chamber of Commerce in China (EUCCC) is an independent and non-profit voice of European businesses in China. The EUCCC was originally founded in 2000 by 51 member companies; it now has a total of about 1,400 members and eight regional offices (Beijing, Chengdu, Nanjing, Pearl River Delta (Guangzhou and Shenzhen), Shanghai, Shenyang and Tianjin). 30 Working Groups and Forums regularly examine the conditions of trade and investment in China and present their views to EU and Chinese authorities.

The EUCCC will organize an event highlighting the long standing presence of European companies in China and their contribution to its economic development in the past, now and for the future.

18-30 September: EUROPEAN FOOTBALL FESTIVAL

Another great European invention, football is not only the most popular sport in Europe but also in the rest of the world. Either as a sport accessible to everyone or a form of entertainment that stirs the passions of its fans, football encapsulates a lot of symbolism and values for life in human societies. On the one hand it delivers many benefits in terms of integration, education, public health, teamwork and social cohesion, and on the other it promotes social inclusion and fights against racism. UEFA, the Union of European Football Associations, is the highest body in Europe that promotes the values of the European sports model and keeps it alive.

In cooperation with UEFA, there will be a temporary exhibition in the Belgian-EU Pavilion on the history of European football, displaying trophies and famous souvenirs from past competitions.

During this period, actors, wearing shirts of famous former players, will entertain visitors as they queue for the exhibition. There will also be quizzes, games and all sorts of activities to amuse the general public both inside and outside the EU Pavilion.

18 September: LEGENDS OF EUROPEAN FOOTBALL IN ACTION

Michel Platini, Zinedine Zidane, Luis Figo, Paolo Maldini and other former players that made football history will play an exhibition performance against veteran Chinese players. After that, the players will dedicate some time to signing footballs and other memorabilia for fans at the Performance Center.

26 September: TRAVELLING PIANO (see May)

OCTOBER

12 October: TRAVELLING PIANO (see May)

12 October: EUROPEAN NIGHT OF CONTEMPORARY ARTS

For one night, young European artists will hold artistic performances at the doors of several pavilions of EU member countries. These performances will demonstrate the most modern forms of artistic expression that can be seen today in many large European cities during specific night art festivals. These festivals take place at night as the special ambiance and lights of cities during that time adds to the atmosphere of the performances.

19 October: CITIES AS PART OF THEIR REGION

Europe's cities are the center of economic activity, innovation and employment. Yet they face the challenge of combining the requirements for an improved competitiveness while meeting social and environmental demands. The European regional and cohesion policies and funds address certain of these challenges such as sub-urbanisation, the concentration of deprivation and unemployment in urban neighbourhoods, increased congestion. These complex problems require integrated answers in transport, housing, training and employment schemes, which must be tailored to local needs.

The EU will organize a seminar to exchange best practices in the field of regional development.

26 October: BETTER CONSUMERS FOR A BETTER LIFE

Shopping for goods and services is a part of daily life. The EU has a well-developed legal framework to ensure that products are always safe and that consumers are properly informed and empowered to make good choices. Consumers are the driving force of the economy, and in the EU we ensure that they are also a leading force.

European experts will discuss how authorities and businesses can better take into account, monitor and protect the interests of consumers in today's digital world, and how the safety of products and services is the responsibility of all the actors involved as products travel across the world from the factory to the front door.

