



balancity 和谐都市

German Pavilion Expo 2010 Shanghai  
2010年上海世博会德国馆

## EXPO 2010 Shanghai China Key Facts and Contacts

### Facts and Figures

#### EXPO 2010 Shanghai China

Dates	1 May to 31 October 2010
Duration	Six months
Theme	„Better City, Better Life“
Size of the EXPO site	3.28 km <sup>2</sup> 5.28 km <sup>2</sup> including the river area
Number of expected participants	242 nations and international organisations
Total expected visitors	70 million
Expected international visitors	3.5 million
Website	<a href="http://en.expo2010china.com">http://en.expo2010china.com</a>

Official EXPO emblem



Official EXPO mascot



“Haibao” (treasure of the sea)

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Adress:

German Pavilion EXPO

2010 Shanghai

Shanghai EXPO Park,

Part C, Plot 9 DEU

China

上海世博会德国馆

上海世博会园区

C片区09 地块 DEU

#### The German Pavilion

Title of the German Pavilion	balancity
Size of pavilion plot	Approx. 6,000 m <sup>2</sup>
Exhibition space	Approx. 3,600 m <sup>2</sup>
Pavilion height	20 m
Utilized steel	1,200 tons
Foundation piles	462
Total membrane covering area	12,000 m <sup>2</sup>
Staff	Approx. 450
Visitor capacity	Up to 25,000 per day
Total expected visitors	Up to 4.6 million
Share of total number of EXPO visitors:	6 – 7 %
Duration of pavilion visit	30 to 60 minutes
Duration of pavilion show	7 minutes
Show frequency	Approx. 40 per day Up to 7,360 throughout the duration of EXPO



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Website [www.expo2010-germany.com](http://www.expo2010-germany.com)  
[www.expo2010-deutschland.de](http://www.expo2010-deutschland.de)  
E-mail address [pavilion@expo2010-germany.de](mailto:pavilion@expo2010-germany.de)

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### Responsible Parties

Government division responsible for the Federal Republic of Germany's pavilion	Division VC4 –Trade Fair Policy/EXPO Participations at the Federal Ministry of Economics and Technology
Head of Division and Commissioner General of the German Pavilion	Dietmar Schmitz
Deputy Commissioner General German Pavilion	Dr. Peter Kreuzberger
Project Manager	Wolfgang Löffler
Organiser	Koelnmesse International GmbH
Design, planning and realisation of the German Pavilion	Consortium German Pavilion Shanghai, comprising:
Architecture:	Schmidhuber + Kaindl GmbH, Munich
Exhibition:	Milla und Partner GmbH, Stuttgart
Construction:	Nüssli (Deutschland) GmbH

### Contacts in the German Pavillon, Tel. +86 (0)21 20228133

Project management and Pavilion Director	Urte Fechter
Deputy Pavilion Director	Julia Mok-Russo
Deputy Pavilion Director	Joël Willers
Press Officer	Marion Conrady
Head of Protocol	Liesa Koppatsch
Cultural Manager	Anja Goette