

## 2. BACKGROUND

World Expos are organized every five years. In 2005, Expo was held in Aichi, Japan and in 2000 at Hannover, Germany. A country showcases itself and its progress through such events. Expo 2010 is scheduled to be held from May 01 to October 31, 2010 at Shanghai, China. The location of Expo is at a region between Nanpu Bridge and Lupu Bridge along both sides of Huangpu River. The Expo 2010 covers an area of 5.28 sq. kms. About 70 million visitors are estimated to visit the Expo spread over a period of six months. More details may be referred on the website [www.expo2010china.com/](http://www.expo2010china.com/) www.expo2010.cn

### INDIA PAVILION

- 2.1 **India Trade Promotion Organisation (ITPO)** has been entrusted the task of setting up of **India Pavilion at Expo 2010 (1<sup>st</sup> May, 2010 to 31<sup>st</sup> October, 2010), Shanghai, China** on behalf of Government of India. A plot of 4,000 sq. mtrs. (80 mtr. X 50 mtr.) has been allotted for setting up of India Pavilion in Zone 'A' located on Eastern side of Huangpu River.
- 2.2 The theme of the Shanghai Expo is **"Better City, Better Life"**. Construction, decoration and the content of display in India Pavilion is to be developed keeping in view of the Theme/Sub-Themes. The proposed theme of India Pavilion is **"Cities of Harmony"** with sub-Themes: (i). Cultural Diversity and Harmony in Urban India (ii). Technology and Tradition in Urban India (iii). Integration of Rural and Urban India, and (iv). Providing affordable Urban Amenities to all Sections of Society.
- 2.3 In the area earmarked for commercial activities, inside the India Pavilion, there will be 14 number of shops and two restaurants as per details give below:

Details	No. of Units	Area of each unit
Shops	14	26 sqm (Appx.)
Restaurant -I With seating arrangement	1	105 sqm (Appx.)
Restaurant - II ( fastfood/take away)	1	50 sqm (Appx.)

No Cooking is permitted in the shops.

- 2.4 As per Expo guidelines, the shops will be for specialized goods of the country, mainly pictures, post cards, books, stamps, audio- visual products, souvenirs and handicrafts. Similarly, the restaurant will offer the delicacies and cuisine of the country.