



## The World Expo 2010 Shanghai – a unique opportunity for Basel



It's getting close! The World Expo 2010 Shanghai will be opening its gates for six months on the 1 May – and Basel is taking part. Basel is making use of this unique opportunity to present its strengths to an interested target market.

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## A rich and varied programme



Thanks to the participation of numerous persons and partner organisations from Basel, our city will be presenting a rich and varied programme at the World Expo 2010 Shanghai. The events provide a suitable platform to further strengthen and intensify the city partnership with Shanghai that has been in existence since 2007.

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## The Cities Pavilion – A water experience world



The element of water plays a central role in the attractive and original Cities Pavilion of Basel, Geneva and Zurich from the Basel designer Stauffenegger & Stutz. Under the motto "Better Water – Best Urban Life", the pavilion shows in a creative and versatile manner how a sustainable water management can have a positive impact on the urban quality of life.

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## Useful information



We welcome you most warmly to the city pavilion of Basel, Geneva and Zurich at the World Expo 2010 Shanghai from 1 May to 31 October 2010. Here you will find useful information about the location, travel arrangements, accommodation, ticketing and entry regulations.

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## Building on a long tradition



As presenting partner, Novartis supports the city pavilion at Expo 2010 in Shanghai. This engagement underlines the deeply rooted position of Novartis in Switzerland and especially in the greater Basel region, as well as the importance of China as an important growth market and strategic research location for the development of innovative medicines.

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Dear Readers

*The city of Basel has been twinned with Shanghai since 2007. The World Expo 2010, which will be opening its doors on 1 May in Shanghai, offers our city the unique opportunity to strengthen our links with this promising target market, and to expand still further our cooperation in the fields of education, health, culture and business. I am already looking forward with confidence and pride to our participation in the forthcoming World Expo, which we are realising jointly with Zurich and Geneva.*

*Our joint city pavilion is dedicated to the topic of sustainable water management – a topic which is of central importance to rapidly-urbanising China. Because of its location at the bend in the River Rhine, Basel has considerable know-how in this field. We are planning to present the relevant issues in a variety of ways to the up to 100,000 visitors who are expected each day.*

*The present newsletter contains further information about Basel's participation at the World Expo 2010 in Shanghai. I thank all state and private contributors and organisations who are helping to realise this major event.*



Guy Morin

President of the Executive Council of the Canton of Basel-Stadt

**Imprint**

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# The World Expo 2010 Shanghai – a unique opportunity for Basel

The big event is approaching fast: on 1 May the World Expo 2010 will be opening its doors in Shanghai for six months – and Basel will be there too. Amongst major cities such as Paris, Osaka and Prague, Basel will be presenting its know-how in the field of sustainable water management together with Geneva and Zurich in the Urban Best Practices Area (UBPA).

Shanghai, booming metropolis and host of the World Expo 2010, has been twinned with the city of Basel since 2007. Despite the difference in size, the two cities share key similarities: both Basel and Shanghai are cultural cities with international profiles, as well as being fast-growing business centres which play globally leading roles in the field of life sciences. For Basel and for local companies this represents a unique opportunity to present themselves at the World Expo to the economically interesting target market of Shanghai.

Basel and Shanghai also share another characteristic: their location on a river shapes the past, the present as well as the future of both cities. At the World Expo 2010 Basel will be showcasing the extent to which our population, environment and economy are profiting from the investment in sustainable water management made over the past 30 years, and supported the Rhine's many interest groups.

## Beacon project for the city partnership with Shanghai

Over the past two years the twinned cities of Basel and Shanghai have realised a variety of exchange programmes in the fields of education, health, culture and business. Basel is planning **numerous activities** at the World Expo 2010 in Shanghai which are designed to strengthen and deepen the partnership between Basel and Shanghai still further. A symbolic highlight is the ceremonial renewal of the existing Memorandum of Understanding by the twin city during the den Basel-Shanghai Days (8-11 August).

"The activities are intended to strengthen our inherent strengths still further," explains Sabine Horvath, Head of External Relations and City Marketing of the Canton of Basel-Stadt. She states: "The World Expo presentation represents a high-profile media platform, in particular

on the one hand because this means our expertise in the field of sustainable city development can be underscored, and on the other because the outstanding network between Basel and Shanghai can thereby be reinforced and extended still further."

## The cooperation with Zurich and Geneva pays off

"In terms of Basel's profile as a place to do business, the World Expo appearance presents not just an opportunity to strengthen the relations and cooperation between Basel and Shanghai," adds Sabine Horvath. "The joint presentation with Geneva and Zurich also promises to generate potential for further joint marketing presenta-

tions of the three cities abroad." The joint presentation will not merely raise the public profiles of the three Swiss cities, but also signals closer cooperation between urban Swiss areas at the domestic level.

The cooperation between Basel, Geneva and Zurich also makes good sense in financial terms: each city has pledged to provide one million Swiss francs towards the project. Thanks to the additional support of distinguished partners such as Novartis, MCH Group SA, Titoni and Swiss Re, the financing of the ambitious CHF 4.6 million project has been secured. Basel would not have been able to realise this "mega project" on its own.

➔ [www.basel-geneva-zurich.org](http://www.basel-geneva-zurich.org)  
➔ [www.basel.ch/sha-partnerschaft](http://www.basel.ch/sha-partnerschaft)

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Basel, Geneva and Zurich are presenting themselves with a joint Cities Pavilion at the World Expo 2010 in Shanghai.

## A rich and varied programme

The pavilion "Basel-Geneva-Zürich. Better Water – Best Urban Life" gives Basel together with its strong partners Geneva and Zurich a high-profile presence focusing on the subjects of sustainability and quality of life. The challenge will be to utilise this attractive platform during the World Expo in order to secure tangible benefits for Basel as a place to do business. Within the context of the city partnership nurtured with Shanghai since 2007, the External Relations and City Marketing Department will be able to call upon an active network of Basel-based protagonists who will seize the opportunity to pursue their interests in Shanghai and who are nurturing or building up co-operations. A large number of these protagonists have been secured in order to provide Basel with a varied and promising presentation in May with the Basel Week and in August with the Basel-Shanghai Days.

### Basel Week, 20 to 28 May

During Basel Week in May, numerous Basel-based protagonists and partner organisations will be using the pavilion as a platform for their own purposes. For example, new links will be forged between Shanghai and Basel, and existing co-operations will be further deepened. In addition, the Basel Week will also be used for specialist exchanges in the field of sustainability. In this conjunction, the Canton of Basel-Stadt will be officially represented by the President of the Executive Council Dr Guy Morin as well as by the Vice President of the Executive Council Dr Carlo Conti. These individuals will also use their stay to nurture cordial relations with the authorities in Shanghai. Basel will be presenting the full diversity of its facets during Basel Week.

#### • Water & Energy Day, 20. Mai

The Department of Environment and Energy of the Canton of Basel-Stadt presents its energy and water protection policies to representatives of the local administrations for environment and water protection and to representatives of the local chemical industries.

#### • Innovation & Business Day, 21 May

In cooperation with **SwissCham Shanghai**, Swiss entrepreneurs and their Chinese key accounts get together at the pavilion and are introduced to the vibrant Basel economic region. Companies and organisations involved in the i-net BASEL network showcase their technological innovations in the fields of water purification and water management, addressing entrepreneurs, researchers and decision-makers of municipalities and cities in China.

#### • Basel Ambassador Days, 22 to 23 May

Many people live in the greater Shanghai area who are familiar with Basel as an attractive place to live, work, study or conduct research. As ambassadors for Basel, they will report directly to pavilion visitors on their experiences in Basel, informing them about the sheer range of opportunities which the compact city offers. Visitors will also be given Basel drinking water and will have the opportunity to win attractive prizes.

#### • Health Days, 24 to 25 May

The Department of Health, the University Hospital and the Medical School of the University of Basel give an overview of the Swiss health system and the management of Swiss hospitals.

Furthermore, the experts of Basel present some of their cooperation in clinical

research together with renowned medical schools and hospitals from Shanghai.

#### • Trinational Day, 26 May

As part of a trinational region bordering Germany and France, Basel receives representatives of the French, German and Swiss communities in Shanghai as well as

the pavilions of the Region of Alsace and the City of Freiburg.

#### • University Day: FHNW, 27 May

The **School of Business of the University of Applied Sciences Northwest Switzerland** presents the Shanghai Economic Management College and its clients its attractive range of further training opportunities for executives.

#### • University Day: University of Basel, 28 May

In the year of its 550th anniversary, **Basel University** presents its outstanding range of activities in the fields of education and research, focusing on cultural sciences and life sciences.



*The city partnership between Basel and Shanghai, which has been in existence since 2007, is profitable for both sides.*

### Basel-Shanghai-Days, 8 to 11 August

Basel and Shanghai celebrate their twinning. In addition to the ceremonious signing of a new memorandum of understanding, individual days will be dedicated to the topics of architecture and urban planning. Basel, Geneva and Zurich will be inviting guests to the Shanghai concert given by Basel Symphony Orchestra within the framework of its tour of China. During these days the Canton of Basel-Stadt will be officially represented by Executive Councillor Dr Hans-Peter Wessels as well as the President of the Great Council, Annemarie von Bidder.

#### • Architecture Day, 8 August

As a city of architecture, Basel has a great deal to offer. Basel-based architects have been attracting attention around the world – including in China – with their innovative projects. With its growing collection of spectacular buildings, Basel has become something of a architectural Mecca. Chinese industry professionals drawn from the media, public authorities and investors will have the opportunity to get to know the Basel architectural scene better.

#### • City Planning Day, 9 August

Specialists and representatives of Basel and Shanghai public authorities will meet to exchange views on zone planning, transport planning and urban planning. With key topics such as the major World Expo project as well as Basel's special urban planning situation, the stage is set for a fruitful exchange.

#### • Concert Basel Symphony Orchestra, 11 August

On the day that a new memorandum of understanding is to be signed between Basel and Shanghai, the concert given by Basel Symphony Orchestra at Shanghai Concert Hall will lend the event a worthy setting. This gala concert, the inaugural social event of the official Swiss Day at the World Expo 2010 Shanghai, will be hosted jointly by the cities of Basel, Geneva and Zurich.

➔ [www.basel.ch](http://www.basel.ch)

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*The message of Basel at the World Expo is that a sustainable water management leads to more quality of life.*

## The Cities Pavilion – A water experience world

H2O plays a central role in every respect in the innovative city pavilion Basel – Geneva – Zurich “Better Water – Best Urban Life” created by the Basel-based designers Stauffenegger & Stutz, and is the perfect setting for the topic of sustainable water management.



Interior view of the Cities Pavilion designed by Stauffenegger & Stutz, with the panorama film.

The focus of the exhibition is integrated into the structure of the pavilion in the most varied possible manner: even the floor of the construction is a circular tank, 240 square metres in size, containing crystal clear water. Comfortable seats and water dispensers are located around the edge of the tank. Following their design for Bundesplatz in Berne featuring water fountains, the pavilion's Basel-based designers, Stauffenegger & Stutz, have now created a second sensational work dedicated to the subject of water.

### Walkway with views of Basel, Geneva and Zurich

The actual exhibition itself leads over a bridge bordered by playful water fountains. This broad walkway, which is capable of supporting hundreds of people simultaneously, serves as the viewing platform for a 360° panorama film. This depicts 24-hour days in Basel, Geneva and Zurich, in

each case compressed into around two and half minutes. As was already realised to a similar although smaller extent at the Van Gogh exhibition held at the Kunstmuseum, the film is projected onto a round screen, 3.60 metres high. This encircles the exhibition area and gives the visitor at the centre of the pavilion a perfect experience of water. Basel's panorama film shows the beauty and quality of life of our city on the River Rhine, and aims to encourage better water management in other towns and cities as well.

### Case study Basel

Twelve touchscreens explain how the three Swiss cities came to establish their responsible utilisation of water, detailing the best practices they developed on the way. These touchscreens are scattered around the pavilion. In these audiovisual city magazines, Basel presents five modules, each 45 seconds long, beginning with an

introductory module on the city located at the bend in the River Rhine. The second module deals with issues relating to the water quality of the Rhine: this explains the statutory operating conditions for industry, today's cross-border quality assurance for Rhine water, as well as the innovative processing of drinking water from Rhine water. The Rhine is also an urban oasis, offering a wide variety of leisure opportunities. These are described in the third module. The fourth module focuses on water utilisation by Novartis, as a case study for the industrial utilisation of Rhine water. In the fifth module, viewers are introduced to the international monitoring of the River Rhine.

### Lounge – Conference Room – Auditorium

The multifunctional 90m<sup>2</sup> Auditorium located at the far end of the Pavilion provides an ideal venue for exchanges of information between specialists, such as for example experts from Basel's Department of Energy and Environmental Affairs together with their Chinese counterparts. Basel-based institutions such as the i-net Basel, the University of Basel or Basel University Hospital as well as the University of Applied Sciences of Northwestern Switzerland will present themselves to the general public here during **Basel Week from 20 to 28 May**. The city partnership between Basel and Shanghai will also be celebrated in the Auditorium during the **Basel-Shanghai-Days from 8 to 11 August** – during which genuine Basel mineral water will of course be served.



The Basel panorama film shows a 24-hour day on the Rhine.

➔ [www.basel-geneva-zurich.org/Pavilion](http://www.basel-geneva-zurich.org/Pavilion)

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## Useful information

We welcome you most warmly to the city pavilion of Basel, Geneva and Zurich at the World Expo 2010 Shanghai from 1 May to 31 October 2010. Here you will find useful information about the location, travel arrangements, accommodation, ticketing and entry regulations.

### Flights

The airline Swiss ([www.swiss.ch](http://www.swiss.ch)) offers a direct flight from Basel and Zurich to Shanghai.

### Location of the city pavilion

The Basel, Geneva and Zurich pavilion is located in the Urban Best Practices Area (UBPA) at the centre of Hall B4-1, where Paris, Bilbao, Osaka, Malmö and Prague are also presenting themselves. Underground railway and suburban railway lines will transport visitors to the site in comfort. **Plan your route from the hotel to the Expo site**



The Pavilion of Basel, Geneva and Zurich is located in the Urban Best Practice Area (UBPA).

### Ticketing

Would you like further information about the purchase of tickets? The corresponding procedures can be found on the official **World Expo 2010** website.

### Entry regulations

A visa is required to enter China. The passport must be valid for at least six months after the return date. The visa can be applied for directly from the embassy, or via Consular Service Super Services in Berne, which will obtain the visa on your behalf.

### Embassies

Responsible for all cantons except AG, AI, AR, GL, GR, LU, SG, SH, SZ, TG, ZG, ZH:

Embassy of China  
Kalcheggweg 10  
CH-3006 Bern  
Tel.: +41 (0)31 352 73 33  
Fax: +41 (0)31 351 45 73  
e-mail: [china-embassy@bluewin.ch](mailto:china-embassy@bluewin.ch)  
Homepage: [www.china-embassy.ch](http://www.china-embassy.ch)  
Opening hours:  
Mon. to Fri. 9 a.m. – 12 noon /  
2.30 p.m. – 6 p.m.

Responsible for AG, AI, AR, GL, GR, LU, SG, SH, SZ, TG, ZG, ZH:  
Consulate General of China  
Bellariastrasse 20  
CH-8002 Zürich  
Tel.: +41 (0)44 201 10 05  
Fax: +41 (0)44 201 77 12  
Opening hours:  
Mon. to Fri. 9 a.m. – 12 noon

### Visa form for China

[www.travel.ch/tools/visa/China](http://www.travel.ch/tools/visa/China)

### Consular Service Super Services

Consular Service Super Services  
Visa & legalisations all embassies and consulates, including China and Russia  
Segantinstrasse 22  
CH-3006 Bern  
PO Box 245  
CH-3000 Bern 15  
Tel.: +41 (0)31 311 33 72  
Visa costs incl. processing fees:  
- for Swiss citizens: CHF 110.00  
- for EU citizens: CHF 115.00  
- for United States citizens: CHF 210.00

### Consular Service FLY GmbH

Consular Service FLY GmbH  
PO Box 7760  
CH-3001 Bern  
[info@consular-service.ch](mailto:info@consular-service.ch)  
Tel.: +41 (0)31 888 80 80  
Opening hours:  
8:30 a.m. – 11:30 a.m. / 2 p.m. – 4 p.m.

Visa charges incl. processing fees:

- for Swiss citizens: CHF 90.00  
- for EU citizens: CHF 95.00  
- for United States citizens: CHF 190.00

➔ [www.swiss.ch](http://www.swiss.ch)  
➔ <http://en.expo2010.cn/a/20100303/000002.htm>  
➔ [www.china-embassy.ch](http://www.china-embassy.ch)  
➔ [www.travel.ch/tools/visa/China](http://www.travel.ch/tools/visa/China)

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## The World Expo 2010 in Shanghai

The World Expo Shanghai will be opening its doors from 1 May to 31 October 2010. Under the motto "Better City, Better Life" the World Expo provides an international platform for economic, scientific, technological and cultural exchanges. 192 countries and 50 international organisations will

be showcasing themselves on the 5.3 km<sup>2</sup> exhibition site bordering the Huangpu River. In the "Urban Best Practices Area" (UBPA), around 40 cities will for the first time also be presenting their exemplary urban programmes. Over 70 million visitors are expected to make their way to the World Expo 2010 Shanghai, of which over 90 per cent are likely to come from China itself. You will find additional infor-

mation about the World Expo in Shanghai under <http://en.expo2010.cn>. Further information on the joint appearance of Basel, Geneva and Zurich at the World Expo 2010 in Shanghai can be found under [www.basel-geneva-zurich.org](http://www.basel-geneva-zurich.org).

➔ <http://en.expo2010.cn>  
➔ [www.basel-geneva-zurich.org](http://www.basel-geneva-zurich.org)

## Building on a long tradition

As presenting partner, Novartis supports the city pavilion at Expo 2010 in Shanghai. This engagement underlines the deeply rooted position of Novartis in Switzerland and especially in the greater Basel region, as well as the importance of China as an important growth market and strategic research location for the development of innovative medicines.



*China is an important growth market for Novartis.*

Successful Swiss companies have always thought and acted globally. The Basel chemical and pharmaceutical industry in particular distinguished itself very early on through an internationalization of its operations and a marked focus on export and direct investments abroad. A centuries-old tradition links Novartis, Basel and Switzerland with China. Already at the end of the 19th century, representatives from the predecessor companies of Novartis were traveling around Asian markets, and the first Chinese office opened in Shanghai in 1938.

### **Important growth market**

The engagement in the city pavilion also shows the importance of China for Novartis. All four Divisions of Novartis are represented in China, where Novartis employs over 4,300 people. China is a strategic growth market and Shanghai a strategic research

location for Novartis. In November 2009, Novartis announced investments worth over one billion USD. In Shanghai Novartis is expanding its research activities. The company is investing in advanced technical development and production capacity in Changshu. "The world expo in Shanghai offers a unique opportunity to introduce ourselves to a wider public in China", said Armin Züst, Head of Novartis Switzerland.

### **Engagement for Basel**

Our partnership in the city pavilion also reflects Novartis support for the efforts of Basel City to build a joint city pavilion with Berne and Zurich. Although Novartis only achieves just over one percent of its sales in Switzerland, the company invests a disproportionately large amount in its domestic market – whether in research or in the form of pay and purchases from Swiss suppliers.

Finally there is also a thematic reference. The city pavilion supported by Novartis focuses on the sustainable use of water in urban space. Novartis, too, attaches great importance to aspects of sustainability. This is impressively reflected above all in the redesign of the Novartis global headquarters in Basel: the new office buildings on the Novartis Campus consume only one-third of the energy used in conventional office buildings. The reuse of materials and the use of ecological building materials and water cooling are further examples of the company's systematic sparing use of resources and protection of the environment.

➔ [www.novartis.ch](http://www.novartis.ch)

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