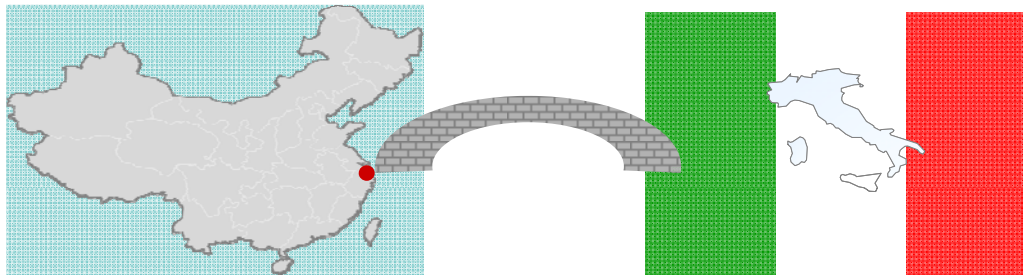




The Italian Pavilion at Shanghai World Expo 2010

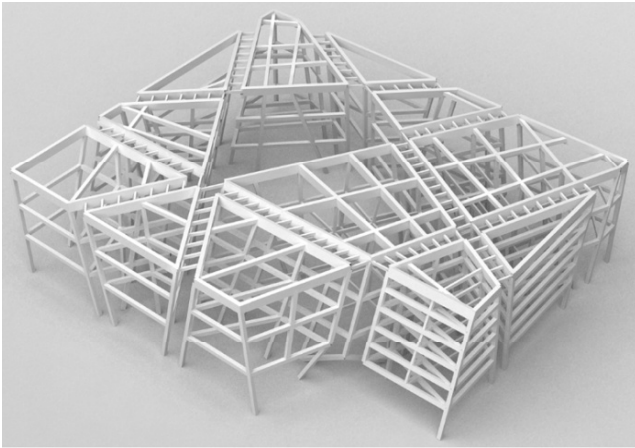
Ernesto Miraglia, Pavilion Director



With 11,200 sq mt, the Italian Pavilion was the second largest national pavilion after China

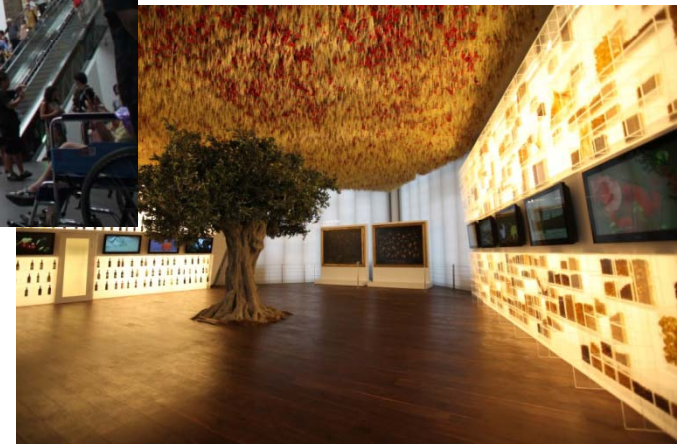


Its innovative structure was awarded best steel structure in the whole of Shanghai in 2009





The permanent exhibition developed the theme “City of man, living the Italian way” by putting Italy’s excellent lifestyle on show



The national Pavilion with the highest number of temporary exhibitions: 35 in six months

- 13 exhibitions dedicated to Italian Regions (11) and cities (2)
- “Italy of the cities”, featuring monthly industrial theme
- “The making of” – glass room dedicated to Italian craftsmanship: 11 brands and consortiums
- 10 art and cultural exhibitions



A platform for over 1,500 Italian companies, associations, academies and universities

- 150 business events organized at the Pavilion,
- Over 600 speakers and 25.000 attendants
- Key industries: architecture and urban development, cultural heritage technologies, environment, life science, welfare, R&D, tourism, design and lifestyle



The Italian participation to the Expo brought over 70 cultural events in Shanghai

- Concerts (Uto Ughi, Ennio Morricone, Giovanni Allevi, Teatro Regio, La Scala, Jazz Festival, ...)
- Theatre and folk performances
- Cinema



A total of 7.3 million visitors, approx. 40,000 daily, for a queuing time averaging 3 hours





The Italian pavilion enjoyed large visibility on Chinese traditional and online media

- 31 million contacts through QQ, the main social network in China
- 3,5 million visitors on Expo online platform
- 4.800 clipping on Chinese and international media, 250 TV clipping
- Winner of the “Expo Cup”, online contest launched by QQ to select the most popular Pavilion
- Awarded “Model Pavilion” by Expo Bureau



The Italian Pavilion has been selected to become a permanent venue, and will retain its national identity

- Following the signature of a donation agreement, the Italian Government has transferred property and management rights/responsibilities to the Chinese government
- **“Italian lifestyle and exhibition centre”**: the Italian Pavilion will continue serving as a platform for Sino-Italian commercial and cultural exchange
- Expo Bureau to visit Italy in March to present the project to Italian institutions, and discuss management agreements