

**United Nations Pavilion  
at the Shanghai World  
Expo 2010**

**Agency Guide**

24/03/2010

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## 1 Shanghai World Expo 2010

The Shanghai World Expo 2010 on ***Better City, Better Life***, is an international exposition that will take place from 1 May to 31 October 2010 in Shanghai, China. The Expo, which will cover over 5 square kilometers hopes to attract 70 million people to see the displays of exhibitors from over 200 countries. These include governments, international organizations, and public and private sector organizations, civil society, international organizations.

The main theme of Expo 2010 *Better City, Better Life* will show exciting initiatives aimed at achieving better living conditions and more sustainable urban environments – where over half of the world’s population lives. The sub-themes of the Expo are:

- *Blending of diverse cultures in the city*
- *Economic prosperity in the city*
- *Innovations of science and technology in the city*
- *Remodelling of communities in the city*
- *Interactions between urban and rural areas*

### What is the World Expo?

Expo is the term that refers to various large public exhibitions held since the mid-19th century. It is the third largest event in the world in terms of economic and cultural impact, after the FIFA World Cup and the Olympic Games. Expos have been organized for more than 150 years — longer than both the (modern) Olympic Games and the World Cup. The first Expo was held in The Crystal Palace in Hyde Park,

London, in 1851 under the title “Great Exhibition of the Works of Industry of All Nations”. The International Exhibitions Bureau oversees the World Expo.

## 2 The United Nations Pavilion – One Earth, One UN

The Government of China has invited the United Nations to demonstrate its work at Shanghai World Expo 2010 in a 3,000 square meter two storey pavilion. The United Nations will have its own state-of-the-art pavilion held under the theme of *One Earth, One UN*. The Pavilion will be situated in a prime location in the International Organizations area, Zone B, of the Expo site. It will host permanent and changing exhibitions as well as a vibrant programme of events.

As the lead agency in the United Nations System for sustainable urban development, UN-HABITAT will coordinate the participation of all agencies, programmes and funds of the United Nations at the Shanghai World Expo 2010.

It is expected that over 2 million people will visit the UN Pavilion during the six month Expo.



### 2.1 The message: One Earth, One UN

Since ancient times, cities have set the social, political, economic, cultural, scientific and environmental trends of the world – both good and bad. With half of humanity now living in cities, and with urban poverty, pollution and crime rising, one of the biggest challenges facing the global community is sustainable urbanization.

The crucible of change, a magnet for people from everywhere, the city is the laboratory of our humanity, the engine of sustainable economic growth and development.

The United Nations is the international forum where all nations meet as equals in the common interest of our One Earth. The Shanghai World Expo 2010 will give every United Nations agency the opportunity

to showcase new ideas and solutions for cities in a dazzling One United Nations pavilion presenting the challenges and opportunities of urbanization.

## 2.2 Support for the UN Pavilion

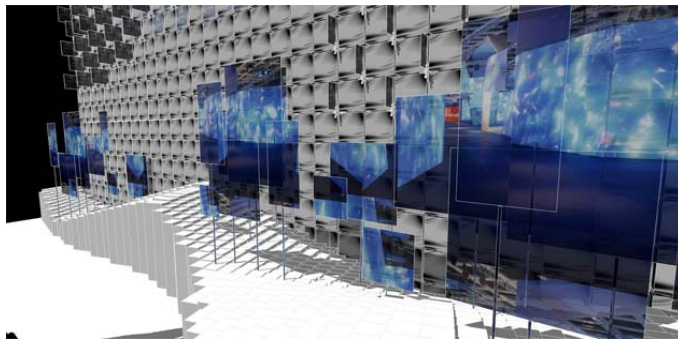
A United Nations Pavilion Team has been formed to coordinate the participation of UN agencies at the Expo. The UN team is supported by LVS Exhibition Services Ltd to provide a comprehensive range for services from printing exhibition materials, security, event support, and managing UN Pavilion operations. The Service Directory on page 20 gives the focal points for all services.

## 2.3 Exhibitions

### 2.3.1 Permanent exhibitions

The UN Pavilion will feature the following permanent exhibitions that will run throughout the six month period of the Expo:

- One Earth One UN interactive installation compiles together the main messages of the materials that the agencies submitted. The installation is interactive with the audience, and will react with the audience through move sensors.
- Better City exhibition features the environmental, educational and cultural aspect of the work of the United Nations. The exhibit will use powerful imagery provided by the agencies and minimal text to describe our combined efforts towards economically, socially and environmentally sustainable cities. Better Life exhibition continues the Better City exhibition and present the social and economical dimensions of the UN work through multimedia, imagery and text. CO<sup>2</sup> CUBE is designed to attract and help visitors change their perception of their own CO<sup>2</sup> footprint. This interactive digital art experience enables people to take part in the global dialogue about Climate Change and cities.
- The 6 Billion Others video project by Yann Arthus-Bertrand, Goodwill Ambassador of UNEP, highlights the universal and individual aspects of responses to major questions affecting humanity collected from more than 6.000 people living all over the world



## 2.3.2 Changing exhibitions

Over 30 United Nations agencies will highlight their work towards sustainable urbanization in the changing exhibitions area of the UN Pavilion. The changing exhibition area complements agency events that will also take place throughout the six month Expo.

All changing exhibition must be registered by agencies on the Expo site at <http://www.unshanghaexpo.org/> where the full calendar of exhibitions will be posted.

### 2.3.2.1 When to organize a changing exhibition

You are encouraged to hold your changing exhibition during the same period as your agency events. You may want to celebrate your agency's UN day in the Forum area. Your exhibition can be used to market your events and vice versa.

Once you have booked your exhibition and it has been confirmed by the UN Pavilion team, you need to inform us about the preparations for your exhibition and the concept for your designs **two months** before your exhibition with the exhibition information form you will receive upon confirmation of your space. Due to the very high demand for the space, applications will be taken on a first come, first served basis and therefore failing to fill in the exhibition information form will be considered as cancellation of your booking.

### 2.3.2.2 Sharing changing exhibition space

Throughout the six months the changing exhibition space is double booked due to high number of requests. In such cases, the agency that booked the space first will be allocated 75% of the panel system available and the second agency 25%.

### 2.3.2.3 Changing exhibition design

Total Area: The temporary exhibition area is approximately 120 square meters.

Design considerations: When designing the material for your temporary exhibit, bear in mind that around 1,000 people will pass through the UN Pavilion every hour, 90% of whom are Chinese. Focus on compelling visuals and minimize textual content.

Panel System: a panel system which can take a maximum of 80 or 28 panels depending on requirements. The panel system is design to allow for creativity and flexibility. For instance, you may want to create larger images with multiple panels or a collage of different images each taking up one panel.

To cater for agencies that may not have enough material to cover all the panels, a large background image in grayscale will cover any gaps.



LVS Exhibition Services Ltd will print the panels. All you have to do is provide camera ready image files to the company (see 2.3.4 Temporary Exhibition Services below).

Floor space: You can use the floor space in the changing exhibition area as well. Bring you your three dimensional exhibitions and set them up in the space.

Furniture: There will be one lockable storage.

Lighting: The changing exhibition space has spotlights and general lighting in place; therefore you don't need to worry about the visibility of your panels.

Equipment: The whole UN Pavilion Wi-Fi enabled. There will be one LCD screen for you to use. In case you need additional equipment e.g. audio-visual equipment for your space, this can be hired through LVS Exhibition Services Ltd.

Detailed guidelines and technical requirements: please see 13 Changing Exhibition Guidebook below.

#### **2.3.2.4 Temporary exhibition services**

LVS Exhibition Services Ltd provide the following services to agencies with regard to temporary exhibitions

1. Printing exhibition panels to fit the panel system in line with agency requirements
2. Mounting and dismounting exhibitions
3. Providing furniture for the temporary exhibition area
4. Hiring of equipment

#### **2.3.3 Exhibitions: useful contacts**

For general questions, please email [ShanghaiExpo2010@unhabitat.org](mailto:ShanghaiExpo2010@unhabitat.org). For specific queries: contact:

**Changing exhibition:** Katja Makelainen, Design Manager, Tel: +254 20 762 5296, Email: [Katja.Makelainen@unhabitat.org](mailto:Katja.Makelainen@unhabitat.org),

**Local services provided by LVS Services Ltd:** Nancy Huang, Tel: +86-21-51698787-112, Fax: +86-21-50595090, Email: [nancy.huang@lvs-china.com](mailto:nancy.huang@lvs-china.com)

**Shipping:** Dean Chew or Stella Zhai, Tel: +86-21-623666060-208 / 2206 5215, Fax: +86-21-22063479, Email: [Dchew@agilitylogistics.com](mailto:Dchew@agilitylogistics.com) or [szhai@agilitylogistics.com](mailto:szhai@agilitylogistics.com)

### **2.4 Events at the Pavilion**

In addition to visually-captivating exhibitions, the United Nations Pavilion will be host to a series of substantive meetings and cultural events during the six months of the Expo. All events must be registered by agencies on the Expo site at <http://www.unshanghaiexpo.org/> where the full calendar of events will be posted.



Over 30 agencies have registered to hold events at the UN Pavilion. Agencies are encouraged to host their agency day at the Pavilion. Most agencies are holding their events during the same period as their temporary exhibition.

### 2.4.1 Meetings

The UN Pavilion has a meeting room with a capacity of 80 people for conferences, meetings, seminars, workshops etc. by invitation. The Pavilion presents an excellent venue for networking. Some agencies and departments are bringing some of their planned 2010 meetings to the Pavilion. For instance, the 2010 UN Communications Group annual meeting will take place at the Pavilion in June.

### 2.4.2 Cultural and public events

The Forum area at the UN Pavilion provides an excellent venue for cultural events and larger meetings open to Expo visitors. These events are given a high profile in the marketing organized by the Expo organizers who ensure that they appear in all their marketing collateral, from Forum brochures, to websites, radio and TV. Types of events that are suitable for the Forum area are:

- Cultural performances
- Appearances by UN Goodwill Ambassadors and other personalities
- Celebration of Agency Days
- Award ceremonies
- Film showings

The United Nations Day on 24 October 2010 will be coordinated by UNDP South-South Cooperation Unit who is organizing a UN Creative Night with international performances.

### 2.4.3 Event services

The Expo organizers and LVS provide a range of event services including:

- Catering: LVS will provide catering for UN events
- Accommodation: A list of suitable hotels is provided on page 22 with recommended hotels. Contact LVS for specific needs well in advance of your meetings
- Online registration for meeting delegates: Please ask your delegates to register online at the UN Expo site [www.unshanghaiexpo.org/unpavilionregister](http://www.unshanghaiexpo.org/unpavilionregister). This will facilitate obtaining a visa to China.
- Staff entry to the Expo grounds: To obtain a staff badge to the Expo grounds you will need to fill in an accreditation form that you will receive from the UN Pavilion team. The process for preparing your temporary badge will take minimum 2 weeks.
- Number of badges: We can provide a limited number of badges for event and exhibition organizers and invited guests.
- Expo tickets for meeting delegates: Tickets to enter the Shanghai World Expo are procured in advance. If possible, agencies should block book and pay for all tickets minimize waiting time at the Entrance of the Expo so that meetings can start on time. The Expo expects an average of 400,000 visitors per day with peak periods in May, July, August and October.

- Special entrance for delegates at UN Pavilion: To ensure that meeting delegates are not stuck in long queues at the UN Pavilion, there will be a special delegate entrance.
- Publicity: for events, particularly cultural events. The UN Pavilion team needs a short description of your event to be sent to the Expo organizers for inclusion in the overall Expo marketing. For substantive meetings, the UN Pavilion will have a Press and Media focal point to handle press releases, media advisories and media contacts, and coordinate press conferences and interviews.

#### 2.4.4 Events: useful contacts

For general questions, please email [ShanghaiExpo2010@unhabitat.org](mailto:ShanghaiExpo2010@unhabitat.org). For specific queries: contact:

**Events:** Maria José Olavarria, Events Manager, Tel: +254 20 762 5048, Email: [Maria-Jose.Olavarria@unhabitat.org](mailto:Maria-Jose.Olavarria@unhabitat.org),

**Local services provided by LVS Services Ltd:** Nancy Huang, Tel: +86-21-51698787-112, Fax: +86-21-50595090, Email: [nancy.huang@lvs-china.com](mailto:nancy.huang@lvs-china.com) and Roy Luo, Tel: +86 21 5196 0755, Email: [robust.l@gmail.com](mailto:robust.l@gmail.com)

**Shipping:** Dean Chew or Stella Zhai, Tel: +86-21-623666060-208 / 2206 5215, Fax: +86-21-22063479, Email: [Dchew@agilitylogistics.com](mailto:Dchew@agilitylogistics.com) or [szhai@agilitylogistics.com](mailto:szhai@agilitylogistics.com)

### 2.5 UN Shop

The United Nations shop will stock UN branded promotional items. UNDP Beijing has taken the lead in subcontracting production of the items and management of the shop. The contractor will also produce gifts for presentation to special guests and VIPs.

Proceeds from the shop will go towards covering the costs of the Pavilion.

The special UN Pavilion magazine will also be sold at the UN shop.

## 3 Expo Online

An online version of the UN Pavilion will be available on the Shanghai Expo Online. Expo online allows those who cannot go to Shanghai to see a three dimensional rendering of the actual Pavilion on the Internet. It also provides a preview for visitors to the Expo of what is available before they come to the Expo.

Development of the UN Pavilion on Expo Online is sponsored and carried out by Crystal CG Digital Technology Company Co., Ltd.

### 3.1.1 Expo Online: useful contacts

For general questions, please email [ShanghaiExpo2010@unhabitat.org](mailto:ShanghaiExpo2010@unhabitat.org). For specific queries: contact:

**Expo Online:** Daniel Vilnersson, Visual Communications Manager, Email:  
[Daniel.Vilnersson@unhabitat.org](mailto:Daniel.Vilnersson@unhabitat.org),

## 4 UN Pavilion Magazine

A special full color quality UN Pavilion magazine in English and Mandarin will be produced for sale at the UN shop in the pavilion. The magazine will feature highlights of the UN Pavilion exhibits, events at the pavilion, content supplied by UN agencies about the work of the different agencies and the impact this work has on the ground as testified by selected beneficiaries

The magazine will also feature the UN Pavilion sponsors and will carry advertisements to help cover the costs of the magazine and raise funds for the Pavilion. There will be three editions of the magazine – and different advertisements can run in each edition.

Agencies are invited to ask partner organizations to advertise in the magazine – sales of over 300,000 copies are expected. The cost of advertising in the magazine is given below:

Full page advert:	\$10,000
Half page advert:	\$ 7,500
Quarter page advert:	\$ 3,500

### 4.1.1 UN Magazine: useful contacts

For general questions, please email [ShanghaiExpo2010@unhabitat.org](mailto:ShanghaiExpo2010@unhabitat.org). For specific queries: contact:

**UN Magazine:** Jane Nyakairu, Tel: +254 20 762 4502, Email; [jane.nyakairu@unhabitat.org](mailto:jane.nyakairu@unhabitat.org).

## 5 Thematic Forums

During each month of the Expo a major forum on a substantive urban topic will be jointly hosted by a Chinese Government Ministry, city and a UN agency. These Forums are not supported by the UN Pavilion but arranged bilaterally with the Expo Organizer. The Forums are:

	<b>MAY - Information and Urban Development</b>
<i>United Nations Agency</i>	ITU
<i>Government</i>	Ministry of Industry and Information Technology
<i>City</i>	Ningbo
<i>Supporting Organization</i>	Shanghai Economic and Information Technology Committee

**JUNE - Cultural Heritage and Urban Regeneration**

*United Nations Agency* UNESCO  
*Government* Ministry of Culture, State Administration of Cultural Heritage  
*City* Suzhou  
*Supporting Organization* Shanghai Municipal Administration of Culture Radio Film and TV

**JULY- Science, Innovation and Urban Future**

*United Nations Agency* UNCTAD  
*Government* Ministry of Environmental Protection, China Meteorological Administration, Energy Bureau of National Development and Reform Commission  
*City* Wuxi  
*Supporting Organization* Technology Commission of Shanghai Municipality

**AUGUST- Urban Responsibilities and Environment Changes**

*United Nations Agency* UNEP  
*Government* Ministry of Environmental Protection, China Meteorological Administration, Energy Bureau of National Development and Reform Commission  
*City* Nanjing  
*Supporting Organization* Shanghai Environmental Protection Bureau, Shanghai Meteorological Bureau

**SEPTEMBER - Economic Transformations and Urban-Rural Interactions**

*United Nations Agency* World Bank  
*Government* National Development and Reform Commission  
*City* Shaoxing  
*Supporting Organization* Shanghai Municipal Development and Reform Commission

**OCTOBER - Livable City in a Harmonious Society**

*United Nations Agency* UN-HABITAT  
*Government* Ministry of Housing and Urban-Rural Development  
*City* Hangzhou  
*Supporting Organization* Construction and Communications Commission of Shanghai Municipal Government

## 6 Sponsorship

The United Nations Pavilion will be visited by millions of visitors and hundreds of high profile visitors and key decision makers. Sponsors have a range of benefits including:

- Visibility in all UN Pavilion publicity materials and marketing
- Visibility at the UN Pavilion e.g. logos in prominent locations
- Opportunity to hold events at the UN Pavilion
- Opportunity to provide gifts for VIPs and delegates to UN Pavilion events

A Sponsorship Committee has been established to oversee sponsorship proposals.

### 6.1.1 Sponsorships: useful contacts

**Sponsorship Committee Chair;** Commissioner General, Dr. Awni Behnam, Email; [BEHNAM.unhabitat@unog.ch](mailto:BEHNAM.unhabitat@unog.ch)

**LVS Services Ltd** ; General Manager Frank Xue, Tel; Tel.:86-21 5169-8787, Email; [frank.xue@lvs-china.com](mailto:frank.xue@lvs-china.com)

## 7 Publicity

Promotion of the World Expo in Shanghai began 2 years ago with advertising, logos and memorabilia throughout the city. Around 8,200 Chinese journalists and 800 international journalists have already applied for accreditation and applications from 5,000 more are expected.

### 7.1.1 Publicity: useful contacts

For general questions, please email [ShanghaiExpo2010@unhabitat.org](mailto:ShanghaiExpo2010@unhabitat.org). For specific queries: contact:

**Publicity:** Jeanette Elsworth, Tel: + +254 20 762 5518, Email; [Jeanette.Elsworth@unhabitat.org](mailto:Jeanette.Elsworth@unhabitat.org).

## 7.2 Press and Media facilities

### 7.2.1 Main Press Centre

The Main Press Centre features 3 press conference rooms with 600, 250 and 100 seats respectively. The 250 seat room has the most comprehensive equipment including television recording facilities for live broadcast via TV and internet.

There is also a virtual interactive press centre that journalists will be able to access via the internet and ask questions during live transmissions to extend the reach of press conferences particularly for media who are unable to physically travel to the Expo.

### 7.2.2 The International Broadcast Centre

The International Broadcast Centre will have material for live feed, recording or copying.

**Recordings:** The main events will be recorded by the Bureau Communications Department. When booking your own press conferences it is necessary to check the Expo plans to record them as standard special arrangements are required. Other UN Pavilion events can be recorded by the IBC for a fee.

**Live feed:** Events in Press Conference room 2 will be automatically available by live TV and internet feed. Apply through the IBC for a satellite feed. Forms will be available online for application or from the IBC.

**Copying:** Most press conferences will be available for a short time after the event on the Expo website. If you would like permanent copies of your press conference or event you should apply at the IBC with as much advance warning as possible. A minimal charge will be levied to cover the cost of DVDs .

### **7.2.3 The Media Services Centre**

The Media Services Centre is the coordination hub for logistical arrangements and hosts the Communications and Promotions Department. It will handle all media accreditation. It also has a back up press conference room that seats 500 people will be used in the event of double booking.

## **7.3 Press and Media Services**

### **7.3.1 Press Conferences**

Press Conferences at the Main Press Centre should be booked as far in advance as possible as space will be allocated on a first come first served basis. An official press conference application form will be available on the website to be submitted directly to the Media Services Centre.

### **7.3.2 Press invitations**

The Media Services Centre will send invitations to the Chinese press and alerts to remind them of reserved press conferences.

### **7.3.3 Press releases**

Press releases will be sent via the Main Press Centre who will distribute them electronically and in print if hard copies are provided.

### **7.3.4 Languages of press materials**

You should aim to supply all material in both Chinese and English. You can request that Main Press Centre to provide a translation service for you. If you only provide materials in English, you will only reach a small percentage of the existing local media.

During press conferences in the main press room, the Main Press Centre will provide interpretation between Chinese and English free of charge. Interpretation is done consecutively.

NB: The Main Press Centre have excellent links with the local media. Agencies are encouraged to use their own media networks to reach out to the international media where possible. There are two English language newspapers in China; the Shanghai Daily and the China Daily. Stories in both these newspapers are often picked up by other international news outlets.

### 7.3.5 e-Message Board

There will be an e-Message board as an online resource for all accredited journalists with press releases, photos, backgrounders and video material. Please provide the Media Services Centre with information you want distributed.

Accredited journalists will also receive alerts via the e-Message board to let them know when an event is coming up. The UN Pavilion will forward the calendar of events to the Media Services Centre as far in advance as possible to maximize the benefit of this service.

## 7.4 United Nations Pavilion publicity

The UN Pavilion will liaise with the Expo publicity department to ensure that its events and activities are featured in the publicity material and channels provided by the Organizers.

UN events and web releases will also be published on the UN Pavilion website, the UN Pavilion magazine and UN Pavilion Facebook page. UN-HABITAT's flagship Urban World magazine will also carry a special feature on the UN Pavilion.

The UN Pavilion will employ a local Media Coordinator who speaks both Chinese and English and who is knowledgeable about the media in China to handle relations with the media for UN Pavilion events.

Agencies are encouraged to help publicize the UN Pavilion on their websites, magazines and other publicity materials.

### 7.4.1 Interviews

The Media Press Centre cannot arrange interviews with individual news outlets outside the regular press conferences and events. The UN Pavilion Media Coordinator will assist with this.

## 8 Protocol

Protocol issues are handled by the Commissioner General's office. The Commissioner General Dr. Awni Behnam represents the Secretary General at the Expo.

### 8.1.1 Protocol: useful contacts

**Protocol;** Commissioner General Dr. Awni Behnam, Email; [BEHNAM.unhabitat@unog.ch](mailto:BEHNAM.unhabitat@unog.ch)  
Special Assistant to the Commissioner-General Manuel Andres Vega-Cuberos, Email; [vega-cuberos.unhabitat@unog.ch](mailto:vega-cuberos.unhabitat@unog.ch).



## 8.2 VIP facilities

The Expo Organizer has special arrangements for VIPs e.g. Heads of Agencies, Heads of State, high profile Goodwill Ambassadors, etc.

The UN Pavilion has a VIP Lounge whose furnishing and catering is sponsored by the United Arab Emirates. Gifts for presentation to VIPs are also being arranged, some of which will be provided by sponsors.

Please inform the UN Pavilion team and LVS of any VIPs that are attending your event or exhibition.

### 8.2.1 VIP facilities: useful contacts

**VIP facilities;** Commissioner General Dr. Awni Behnam, Email; [BEHNAM.unhabitat@unog.ch](mailto:BEHNAM.unhabitat@unog.ch)  
Special Assistant to the Commissioner-General Manuel Andres Vega-Cuberos, Email; [vega-cuberos.unhabitat@unog.ch](mailto:vega-cuberos.unhabitat@unog.ch).

## 9 Expo Tickets and Accreditation

### 9.1 Tickets and accreditation for UN staff

The Expo hosts are providing limited number of tickets for use by agency staff during their temporary exhibitions and events. Please register early online at [www.unshanghaiexpo.org/unpavilionregister](http://www.unshanghaiexpo.org/unpavilionregister) as UN Secretariat to ensure that your tickets can be arranged on time.

### 9.2 Tickets and accreditation for meeting delegates and invited guests

Tickets for delegates and invited guests to the UN Pavilion are available at a fee. Tickets may be paid for by the delegates themselves or covered by the inviting agency.

Please ask your delegates and invited guest to register online at [www.unshanghaiexpo.org/unpavilionregister](http://www.unshanghaiexpo.org/unpavilionregister). This will facilitate their entry into the UN Pavilion via the delegates' entrance. Delegates will be required to show their identification and registration email confirmation on arrival to the Pavilion. The confirmation email will inform delegates that they need to pay for the Expo entrance tickets unless you indicate that your agency is paying for the tickets. There will be a separate badging to facilitate the entrance to the Pavilion for closed meetings. This will be facilitated by the UN Pavilion team in advance based on the information provided by the organizing agency.

For more information about tickets and accreditation please contact [shanghaiexpo2010@unhabitat.org](mailto:shanghaiexpo2010@unhabitat.org).

## 10 Accommodation

Please make your reservations as early as possible as demand for accommodation is very high during the Expo. For assistance with booking accommodation, contact Jenny Zhang or May Wu on Tel: +86-21-54816051-801 / 802, Fax: +86-21-54816032 or Email: [reservation@megaexpo.com](mailto:reservation@megaexpo.com) or [may.wu@megaexpo.com](mailto:may.wu@megaexpo.com).

The same hotels can be recommended to delegates and invited guests of UN Pavilion events.

## 11 Transport

### 11.1 Rail transport

Metro Lines 4, 6, 7, 8, 9 and 13 have been specially extended to the Expo Park for the event. Line 13 will be used exclusively for the Expo to transport passengers travel across the Huangpu River. The six metro lines are the main routes for the Expo rail transport network.

### 11.2 Buses

Shanghai boasts around 90 public bus routes, of which 16 have terminals within the Expo Park. In addition, another 1000 buses will run on special routes to the Expo Park.

### 11.3 Parking

A total of 19 parking lots are built at the entrances and exits of the Expo Park. Four VIP parking lots can accommodate approximately 4,000 large vehicles and 1,400 cars.

### 11.4 Water transport

Outside the Expo Park are 4 water gates, 6 ferry wharves, and 1 VIP wharf. There are 35 vessels in service, of which 13 are for tourists and 22 for passengers.

### 11.5 Transport within the Expo Park

There are bus stops at 300m intervals within the Park. A group of free buses (3 buses per group) will run every 2 to 3 minutes. The bus timetables will be adjusted to accommodate the actual flow of passengers.

### 11.6 Private rented vehicles

To request a private vehicle for special guests, please complete the Vehicle Application Form and send this to contact Jenny Zhang or May Wu on Tel: +86-21-54816051-801 / 802, Fax: +86-21-54816032 or Email: [reservation@megaexpo.com](mailto:reservation@megaexpo.com) or [may.wu@megaexpo.com](mailto:may.wu@megaexpo.com).

## **12 Onsite and other services**

### **12.1 Daily opening and closing times**

The UN Pavilion will be open to the public from 9:30am – 10:30 pm, seven days a week for the duration of the Expo.

### **12.2 Interpretation**

The UN Section organizer offers interpretation service for agency events. Please complete the application form on [www.unshanghaiexpo.org](http://www.unshanghaiexpo.org) and send it to Michelle Zheng, Tel: +86-21-54815540, Fax: +86-21-54816032 or Email: [michelle.zheng@megaexpo.com](mailto:michelle.zheng@megaexpo.com).

### **12.3 Catering**

Catering for UN Pavilion events (canteen, set dinners and buffet) is provided by LVS Exhibition Service (Shanghai) Co., Ltd. The focal point for catering is Wang Lan, Tel: +86-21-56672359, Fax: +86-21-56672359 or Email: [lanwang@aascc.com](mailto:lanwang@aascc.com).

### **12.4 Shipping**

Agility International Forwarding (Shanghai) Ltd. will handle shipment of materials to and from the Expo 2010. For details, contact: Dean Chew or Stella Zhai at Tel: +86-21-623666060-208 / 2206 5215, Fax: +86-21-22063479 or Email: [Dchew@agilitylogistics.com](mailto:Dchew@agilitylogistics.com) or [szhai@agilitylogistics.com](mailto:szhai@agilitylogistics.com).

**13 Changing exhibition guidebook**

# OVERVIEW OF THE CHANGING EXHIBITION SPACE AT THE PAVILION

In addition to the permanent exhibition at the UN Pavilion, we offer a dedicated space where your agency can put the spotlight on issues and projects it wants to share with visitors to the Pavilion. Use the changing exhibition space to promote the work of your agency, use it in a fun and engaging way, bring your three-dimensional and multimedia installations to Shanghai and get the message across through interaction and images.

The changing exhibition space is a great complement to your events, use it well: make it engaging, limit words, translate your captions into Mandarin and focus on good visuals. Collapse the boundaries between your events and your dedicated exhibition and expand on your events in the changing exhibition area.



The Pavilion



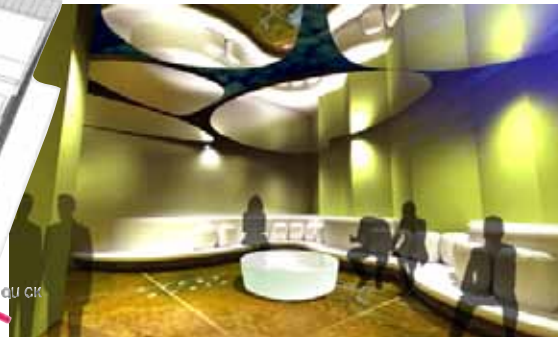
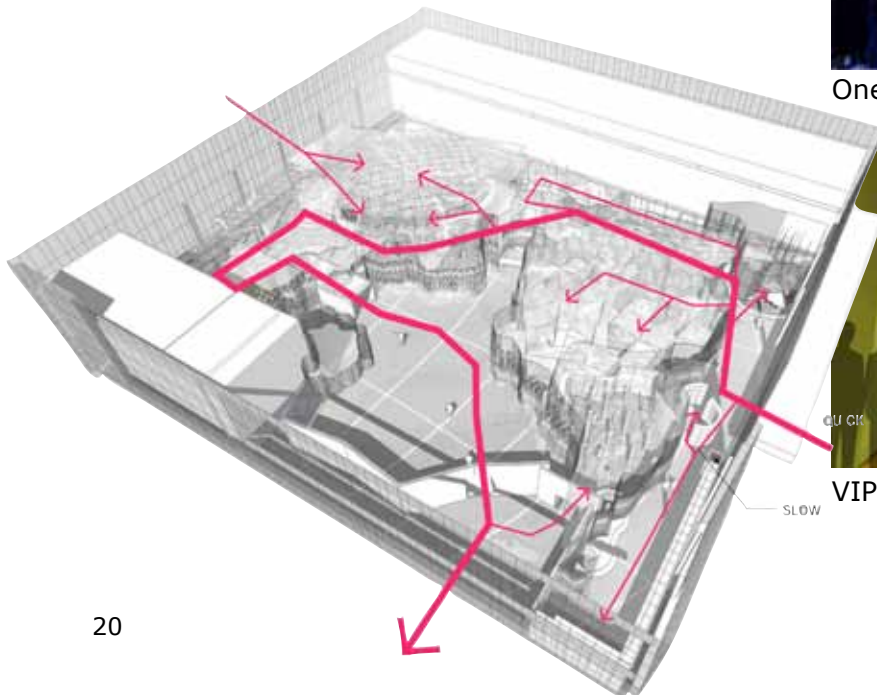
Secretary General's cut out at the entrance



One Earth, One UN exhibition



UN shop



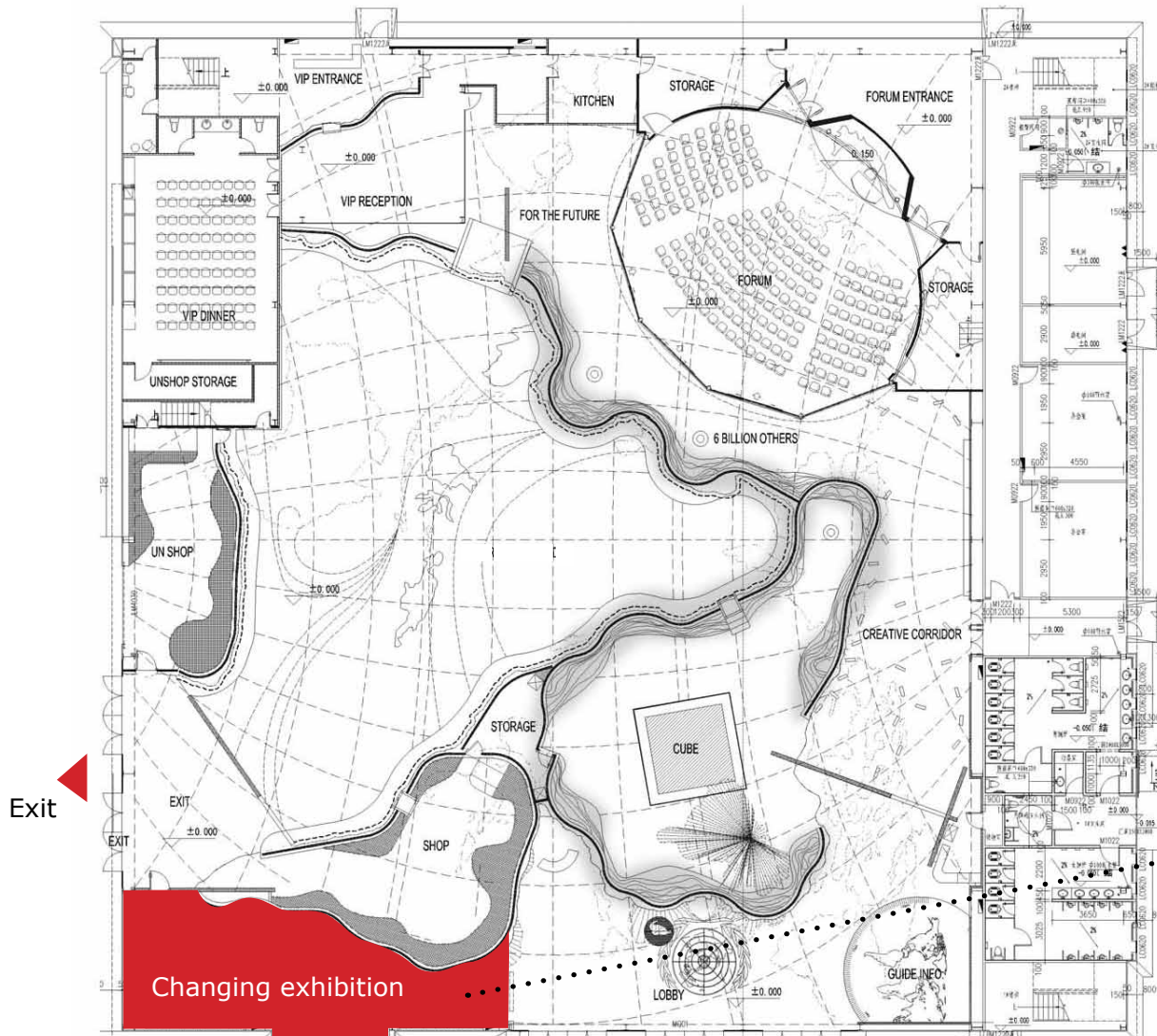
VIP room



UN shop



# PAVILION PLAN



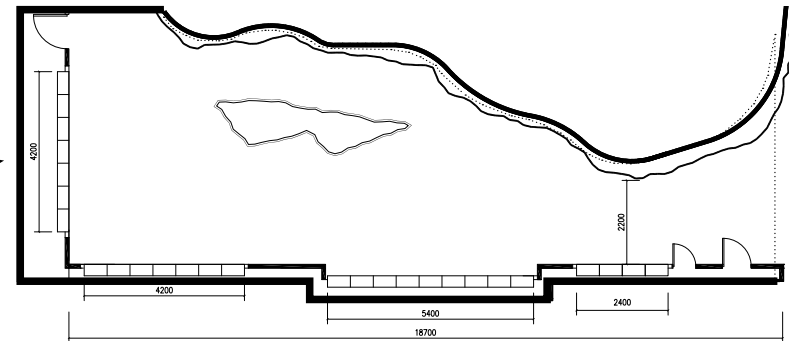
Entrance to the Pavilion

# CHANGING EXHIBITION

- You can use the space as you want. You have about 120 square meters to play with. Be creative.
- We will provide the space but design, production, mounting, dismantling and the related costs of the changing exhibits are the responsibility of each individual agency.



Let us know how your preparations are moving along and send us your ideas and designs two months before your exhibition. If you fail to do so we will free the space for other agencies.



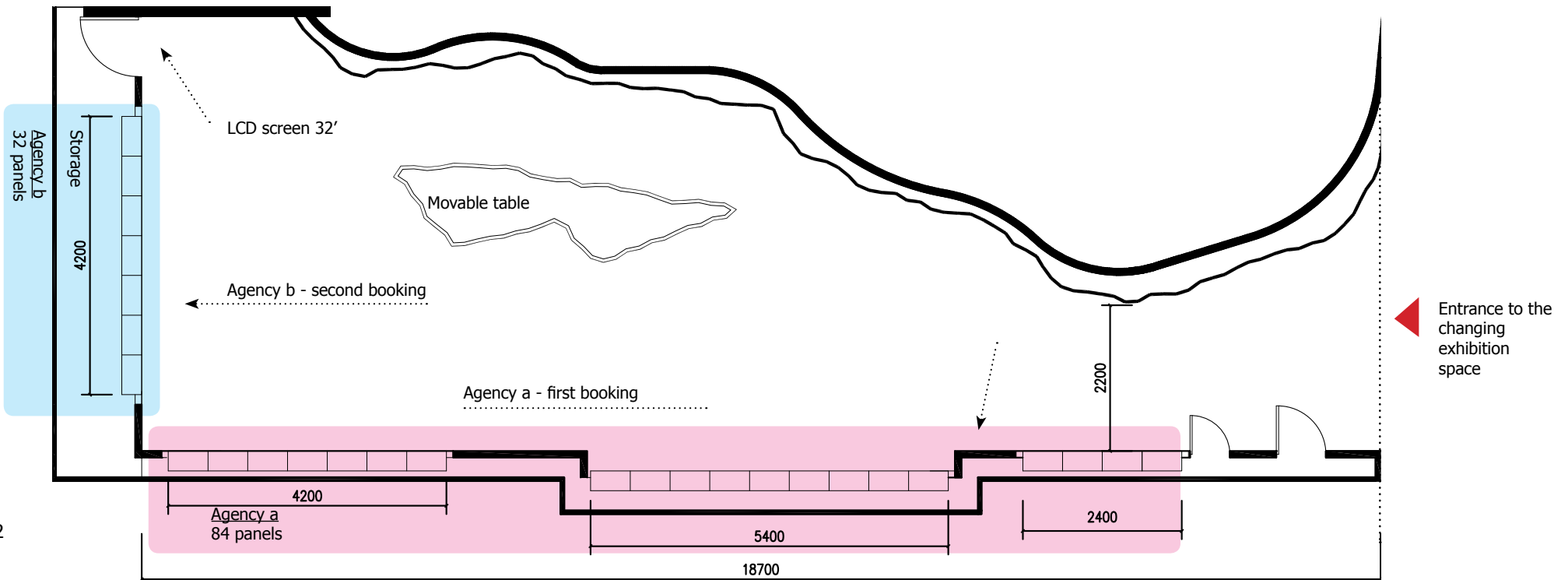
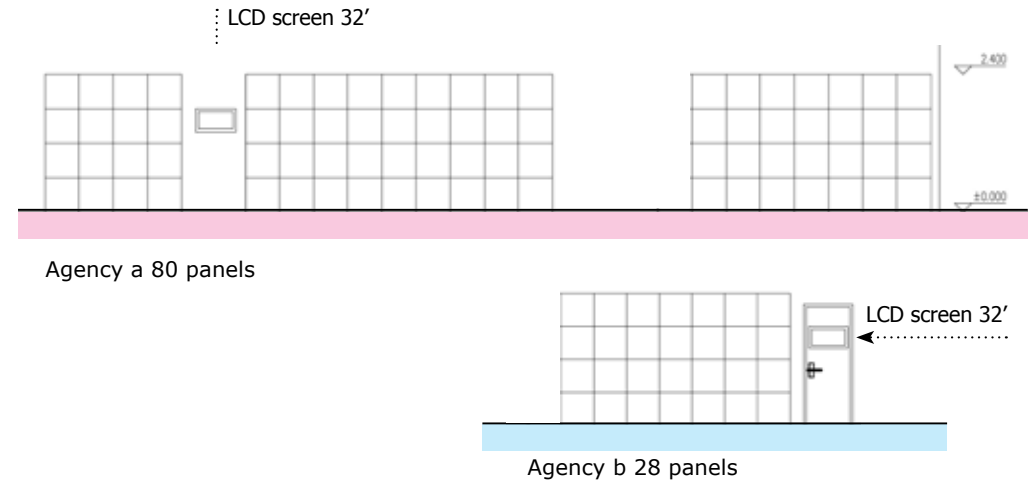
# SHARING THE SPACE

The space has been double booked from time to time. Once our schedule is ready, we will contact you to figure out the details regarding the space. The principal is first come first serve bases and therefore the first agency booked will get 3/4 of the units and the second 1/4. Below you can see a chart on how the units will be divided between the agencies.

You can use the floor space in the changing exhibition as well. Bring your three dimensional exhibitions and set them up in the space.

The panel system provided will allow you to be creative within the panel system. You can design and place your panels as you wish, creating larger panels images with multiple panels or just a collage with multiple different types of panels.

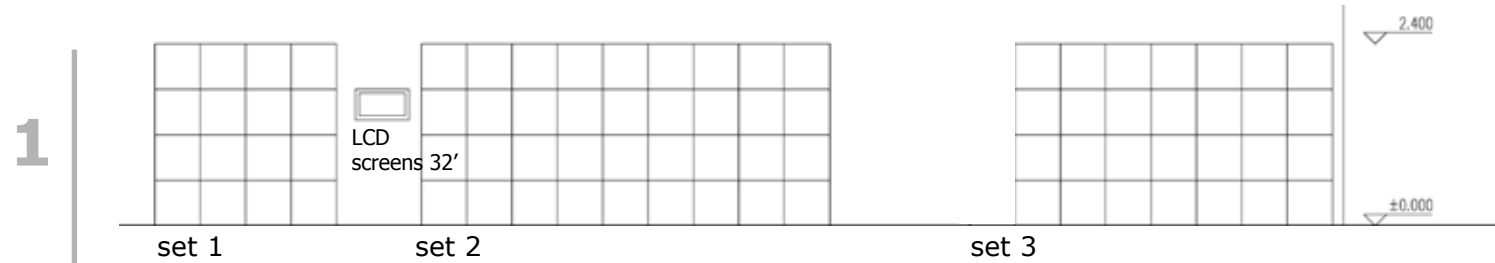
We will provide one large background image in greyscale to cover your possible gaps, therefore you don't have to worry if you cannot come up with all the panels needed for one unit.





# AGENCY A

Agency that booked the changing exhibition space first, Agency a



set 1 = 16 panels  
 set 2 = 36 panels  
 set 3 = 28 panels

TOTAL: 80 panels

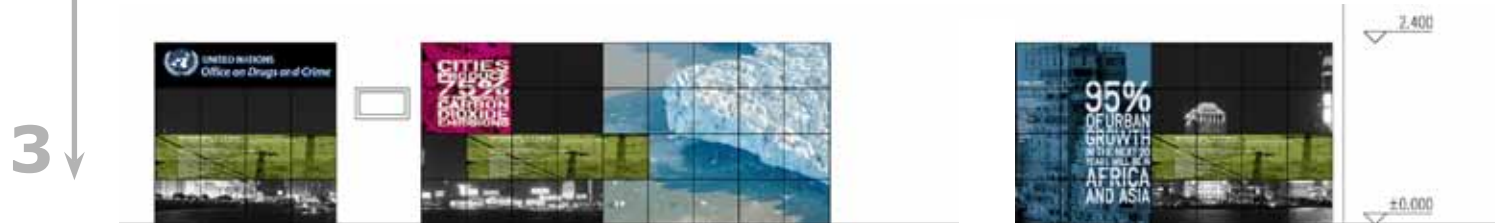
Cost estimates for printing FULL units (to be confirmed case by case by LVS Exhibition Services Ltd.)

set 1 = 1555,00 RMB  
 set 2 = 3456,00 RMB  
 set 3 = 2750,00 RMB

TOTAL: 7800,00 RMB



The backdrop image we will provide



Your panels fitted into the panel system, example 1



Your panels fitted into the panel system, example 2

The average cost for printing the panel system is 240 RMB/square meter.

## AGENCY B

Agency that booked the changing exhibition space second, Agency b

Set 3 = 28 panels

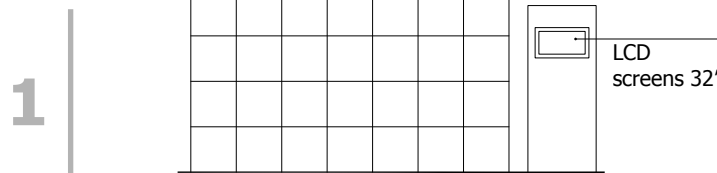
TOTAL: 28 panels

Cost estimates for printing FULL units (to be confirmed case by case by LVS Exhibition Services Ltd.)

set 3 = 2750,00 RMB

TOTAL: 2750,00 RMB

The average cost for printing the panel system is 240 RMB/ square meter.



Set 3 28 panels



The backdrop image we will provide



Your panels fitted into the panel system, example 1



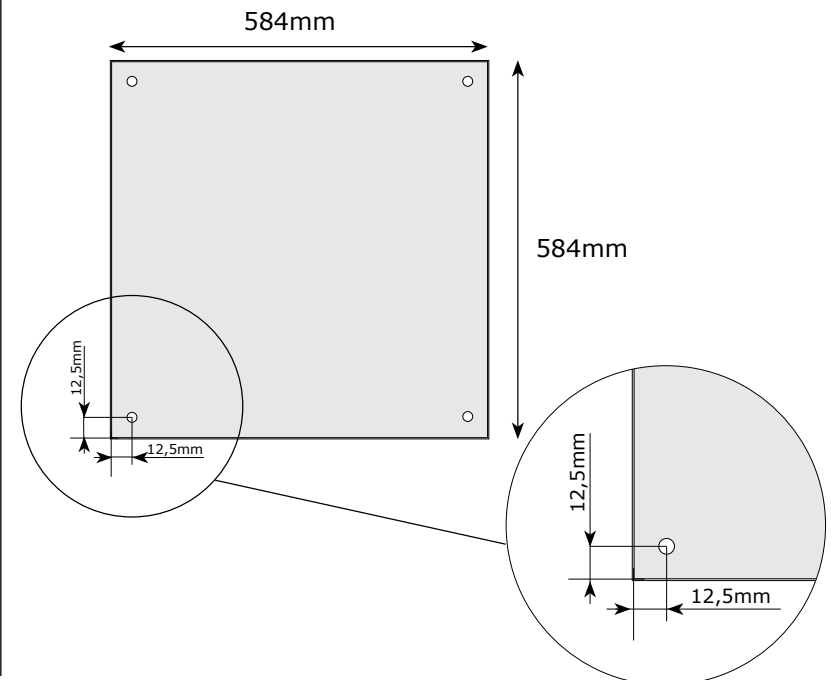
Your panels fitted into the panel system, example 2

## PANEL DETAILS

The design of the panels is your responsibility. LVS Exhibition Services Ltd will help you to print the panels and they will need print ready files and overall plan where to mount each panel. We recommend that you use printers provided through LVS. They are familiar with the panel system details and are able to ensure the quality of prints. Once designing the panels remember to adjust your file to the required size of 584 x 584mm.

If you opt not to use LVS Exhibition Services Ltd as your printer there are few technical details that you will have to remember:

1. The thickness of the panels can vary between 0,3 and 1mm.
2. Make appropriate holes of  $\varnothing$  8mm in the corners of the panels.
3. If possible use translucent vinyl or PET material.



## CHANGING EXHIBITION SERVICES SHANGHAI EXPO 2010



Sample image of similar panel system. Please note that here the panel measurements are different to the ones in the Pavilion.

### **Construction and printing**

For the construction and printing of changing exhibition, the local service provider is LVS Exhibition Service (Shanghai) Co., Ltd. Each agency can contact LVS for assistance in the construction of its changing exhibition. If you are using the panel system provided in the changing exhibition we recommend that you use printers provided through LVS. They are familiar with the panel system and are able to ensure the quality of prints.

Contact person:

Nancy Huang/ LVS Exhibition Service (Shanghai) Co.

Tel: +86-21-51698787-112

Fax: +86-21-50595090

Email: nancy.huang@lvs-china.com

### **Logistics**

The provider of logistics service (including custom clearance, shipment moving) is Agility International Forwarding (Shanghai) Ltd. For the convenience of operation, each agency is advised to contact this company to deal with its logistics.

Contact person: Dean Chew / Stella Zhai

Tel: +86-21-623666060-208 / 2206 5215

Fax: +86-21-22063479

Email: Dchew@agilitylogistics.com / szhai@agilitylogistics.com

## GREEN IT

We aim at minimising the Pavilion's ecological footprint. Leave your brochures at home, make use of digital technology, avoid plastic and recycle your material.

## 14 Directory

### 14.1 United Nations Expo 2010 team

The United Nations Expo team is given below.

Commissioner General	Dr. Awni Behnam
Special Assistant to the Commissioner-General	Mr. Manuel Vega-Cuberos
Coordinator	Dr. Lars Reutersward
Deputy Coordinator	Mr. Jianguo Shen
Technical Director	Ms. Jane Nyakairu
Design Manager	Ms. Katja Makelainen
Events Manager	Ms. Maria José Olavarria
Press and Media Relations Officer	Ms. Jeanette Elsworth
Visual Communications Manager	Mr. Daniel Vilnersson
Finance and Budget Officer	Mr. Neel Reece-Evans
Administrative Assistant	Ms. Milka Ngari

Please send general enquires to [ShanghaiExpo2010@unhabitat.org](mailto:ShanghaiExpo2010@unhabitat.org). This address is used by all members of the UN Expo team.

## 14.2 Directory of useful contacts

Service	United Nations	LVS and Expo Organizer
Accommodation and private vehicles		Jenny Zhang, reservation@megaexpo.com May Wu, may.wu@megaexpo.com Tel: +86-21-54816051-801 / 802, Fax: +86-21-54816032
Accreditation	Jane.Nyakairu@unhabitat.org	Frank Xue, frank.xue@lvs-china, Tel: Tel.:86-21 5169-8787
Catering		Wang Lan, lanwang@aascc.com Tel: +86-21-56672359, Fax: +86-21-56672359
Equipment hire		Nancy Huang, nancy.huang@lvs-china.com, Tel: +86-21-51698787-112, Fax: +86-21-50595090
Events	Maria-Jose.Olavarria@unhabitat.org	Nancy Huang, nancy.huang@lvs-china.com, Tel: +86-21-51698787-112, Fax: +86-21-50595090
Exhibition	Katja.Makelainen@unhabitat.org	Nancy Huang, nancy.huang@lvs-china.com, Tel: +86-21-51698787-112, Fax: +86-21-50595090
Expo Online	Daniel.Vilnersson@unhabitat.org	
Marketing and Promotion	Jane.Nyakairu@unhabitat.org	
Protocol	Awni Behnam, BEHNAM.unhabitat@unog.ch Manuel Andres VEGA-CUBEROS, vega-cuberos.unhabitat@unog.ch	
Press and Media relations	Jeanette.Elsworth@unhabitat.org Sharad.Shankardass@unhabitat.org	Wu Chao Yang, Deputy Director, Comms & Promotion, +813916016267, wuchaoyang@expo2010.gov.cn; Kevin Yu, Senior Supervisor, Comms & Promotions, +8613901900233, yuzenyu@expo2010.gov.cn, Stephanie Pan, Assistant to Kevin Yu, +8513917928008, Panyun@expo2010.gov.cn
Shipping		Dean Chew, Dchew@agilitylogistics.com Stella Zhai, szhai@agilitylogistics.com Tel: +86-21-623666060-208 / 2206 5215, Fax: +86-21-22063479
Sponsorship	Awni Behnam BEHNAM.unhabitat@unog.ch Jane.Nyakairu@unhabitat.org	Frank Xue, frank.xue@lvs-china
Tickets		Nancy Huang, nancy.huang@lvs-china.com, Tel: +86-21-51698787-112, Fax: +86-21-50595090
Interpretation		Michelle Zheng, michelle.zheng@megaexpo.com Tel: +86-21-54815540, Fax: +86-21-54816032 michelle.zheng@megaexpo.com
GENERAL ENQUIRIES	ShanghaiExpo2010@unhabitat.org www.unshanghaiexpo.org	
Emergency		Fire alarm: 119 Ambulance: 120 Police in EXPO park: 22060110

### 14.3 Interpretation charges

Unit: RMB/day

Interpretation (Language)	Level B	Level A	Consecutive
English – Chinese	1,200	2,000	4,000
Japanese – Chinese	1,600	2,400	4,800
Korean – Chinese	1,800	2,600	8,000
Russian – Chinese	1,800	2,600	5,400
French – Chinese	1,800	2,600	8,000
German - Chinese	1,800	2,600	8,000
Spanish - Chinese	1,800	2,600	8,000
<b>Hospitality</b>			
Hostess	1,000		
Onsite Temp Staff	400		

Remarks:

- Level B:** Good language skills, e.g. on-site receptionist and secretary  
**Level A:** Good language skills, experienced in negotiation and trading,  
**Consecutive:** for meetings, conventions and PR events  
**Hostess:** height of 168cm with common English language capability  
**Temp Staff:** common English language capability
- Agencies are responsible for the meals within working period for the staff
- Half day price is 70% of full day price. Full day working time is less than or equivalent to 8 hours, for expenses of each extra hour exceeding 8 hours = full day expense / 8 hours x 1.5; Half day working time is less than or equivalent to 4 hours.
- The above prices refer to Shanghai prices. Prices for service in other provinces are slightly higher, which is subject to circumstances. Exhibitors are responsible for transport, board and accommodation, and safety expenses for the staffs;
- The above prices refer normal working hours. Overtime (public holidays or periods outside normal working) will be decided separately.
- Should you need more advanced interpretation service such as consecutive or simultaneous interpretation or the languages not listed above, please contact Michelle Zheng, [michelle.zheng@megaexpo.com](mailto:michelle.zheng@megaexpo.com) Tel: +86-21-54815540, Fax: +86-21-54816032.

## 14.4 Vehicle rental prices

Unit: RMB

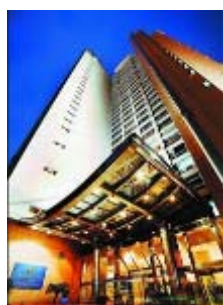
Vehicle Type	Airport Service	Day Rental	Extra hr / km
Car (4-seat)	570 / trip	980 / 8hrs / 80km	45 / hr; 7 / km
Buick Mini Van (5-seat)	710 / trip	1160 / 8hrs / 80km	55 / hr; 8 / km
Benz Mini Van (10-seat)	800 / trip	1160 / 8hrs / 80km	70 / hr; 8 / km
Coaster (18-seat)	1030 / trip	1510 / 8hrs / 80km	110 / hr; 11 / km

### Remarks:

1. For airport services, room for luggage should be taken into consideration.
2. Agencies are responsible for the tolls or parking fee.
3. Day rental is charged on the basis of 8 hours even if the actual rental time is less than 8 hours.
4. Extra hours and extra kilometers will be charged.
5. The above prices are for Chinese-speaking drivers. Language requirements for the driver are subject to availability and the prices may be higher based on the actual situation.
6. Should you have any special requirements or need the type of vehicles not listed above, please contact May Wu, [may.wu@megaexpo.com](mailto:may.wu@megaexpo.com), Tel: +86-21-54816051-801 / 802, Fax: +86-21-54816032.

## 14.5 Recommended Hotels

1. **Inter-Continental Shanghai Pudong Pudong** □□□□□ **777 Zhangyang Road,**



InterContinental Pudong Shanghai is right in the centre of Lujiazui, the important new financial district – but that doesn't mean it's all about business. Shopping, museums, temples, the Oriental Pearl TV Tower and the famous Bund are close by, and the subway station down the street gives you easy access to Shanghai's other must-see attractions. The 400 elegantly decorated guest rooms are amongst the most spacious in Shanghai with 35-sqm living space and 8-sqm bathroom with separate shower unit.

It takes 10 minutes to the expo area by taxi. Taxi fare is around RMB 16. 40 minutes from Pudong Int'l Airport and 30 minutes from Hongqiao Airport by car. Hotel limo airport pickup service: RMB 650 / trip (Pudong Int'l Airport); RMB 495 / trip (Hongqiao Airport)



2. **Sheraton Shanghai Pudong Pudong**

□□□□□

**38 Pujian Road,**



Situated in the Pudong district of Shanghai, Sheraton Shanghai Pudong will provide easy access to the city's central business district and places of interest as well as fabulous views of the Huangpu River. The hotel forms part of a complex joining two hotels, office space, and a shopping area. This ideal location is next to Nanpu Bridge and the venue of Shanghai World Expo 2010. Our generous guest rooms are the ultimate in comfort with all offering the Sheraton Sweet Sleeper<sup>SM</sup> Bed and a 32-inch LCD flat screen TV. Business travelers will be taken care of with a comfortable working area and High Speed Internet Access in all rooms, as well as a dedicated business centre.

It takes 10 minutes to the expo area by taxi. Taxi fare is around RMB 16. 40 minutes from Pudong Int'l Airport and 35 minutes from Hongqiao Airport by car

3. **Sofitel Jin Jiang Oriental Pudong Shanghai Pudong**

□□□□□

**889 Yanggao Nan Road,**



Located close to the 2010 World Expo site, the Sofitel Jin Jiang is your gateway to the vibrant central business district of Shanghai. Providing convenient access to the New International Expo Centre, this luxury hotel is every business traveler's dream. Featuring 446 tastefully designed rooms, five inspired restaurants, a health club and spa, and conference facilities for up to 450 delegates, this deluxe five-star hotel offers great packages to ensure your next business trip is a fruitful one. Inspired by both French and Chinese design, the 47-story Sofitel Jin Jiang Oriental soars majestically over Pudong, the modern financial and business district of Shanghai.

It takes 10 minutes to the expo area by taxi. Taxi fare is around RMB 16. 45 minutes from Pudong Int'l Airport and 30 minutes from Hongqiao Airport by car. Hotel limo airport pickup service: RMB 500 / trip (Pudong Int'l Airport); RMB 400 / trip (Hongqiao Airport)

4. **Four Points by Sheraton Shanghai Pudong Pudong**

□□□□

**2111 Pudong Nan Road,**



Overlooking the Huangpu River, Four Points by Sheraton Shanghai Pudong is in the heart of the Lujiazui finance and trade district. What You Want, When You Want It. Find stuff you actually want in our 336 guest rooms, like High Speed Internet Access and bottled water. Drift into a great night's sleep in the Four Points by Sheraton Four Comfort Bed. And catch a movie on the 32-inch LCD flat screen TV. A Friendly & Comfortable Stay. Kick back and relax in our complimentary health club and recreation facilities. After a busy day, feast on the international cuisine or wind down with your favorite cocktail.

It takes 10 minutes to the expo area by taxi. Taxi fare is around RMB 16.40 minutes from Pudong Int'l Airport and 35 minutes from Hongqiao Airport by car. Hotel limo airport pickup service: RMB 550 / trip (Pudong Int'l Airport); RMB 430 / trip (Hongqiao Airport)

### 5. Parkview Hotel

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**555 Dingxiang Road, Pudong**



Parkview Hotel, adjacent to Shanghai Oriental Art Centre, is strategically located in the heart of the Pudong New Area. This luxurious hotel is designed by the renowned French architect Paul Andréa, has panoramic views of the city's land mark, Century Plaza. Our 2009 guestrooms offer all the comforts and are ideal for business and leisure travelers. All rooms have broadband Internet and Video-On-Demand. At night, you could visit Paul Andréa's art centre and experience his concept of "Bright and Transparent as if by Magic".

It takes 20 minutes to the expo area by taxi. Taxi fare is around RMB 25, 45 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car. Hotel limo airport pickup service: RMB 550 / trip (Pudong Int'l Airport); RMB 400 / trip (Hongqiao Airport)

### 6. Tong Mao Hotel Pudong

□□□□

**357 Songlin Road,**



Located in the finance and trade zone of Lujiazui, Tong Mao Hotel is a 4 star splendid hotel open to foreigner. With a pyramid shape, its building boasts a beautiful appearance and a shining ornament. The 309 guest rooms include Special Royal Suite, high-level suite in the Executive Floor, standard suite and single room, all of which are comfortable and elegantly decorated. We gather all kinds of cusine in our 5 distinctive restaurants and bars. Our recreational facilities are of first-class, including in-door swimming pool, tennis court, beauty salon, sauna & steam and water bar etc.

It takes 20 minutes to the expo area by taxi. Taxi fare is around RMB 25,45 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car. Hotel limo airport pickup service: RMB 500 / trip (Pudong Int'l Airport); RMB 500 / trip (Hongqiao Airport)

### 7. Galaxy Hotel Puxi

□□□□

**888 Zhongshan Xi Road,**



Galaxy Hotel is ideally located in Hongqiao Business District, within walking distance to Shanghai International Exhibition Center (INTEX), the Hotel is also a mere 15-minute drive from the city centre as well as Pudong New Area. The Hotel owns 666 tastefully furnished rooms and suites provide you with the room facilities including central air-conditioning, IDD/DDD, a mini-bar and satellite TV. 50 minutes from Pudong International Airport and 15 minutes from Hongqiao International Airport by car.

It takes 30 minutes to the expo area by taxi. Taxi fare is around RMB 52, 5 minutes from Pudong Int'l Airport and 7 minutes from Hongqiao Airport by car. Hotel mini van airport pickup service: RMB 780 / trip (Pudong Int'l Airport); RMB 400 / trip (Hongqiao Airport)

**8. Tanfu Boutique Business Hotel**



**1088 Xin Jin Qiao Road, Pudong**



Tanfu Boutique Business Hotel is located in the central business district of Jinqiao Modern Technological Park to the east of the Biyun International Community. The hotel has 204 guest rooms, all equipped with a computer and unobstructed wireless network. All hotel services can be requested online, such as VIP card application, room reservation, advanced car rental, etc. Guest rooms are equipped with a kitchenette, simple cooking tools, a refrigerator and a microwave, etc.

It takes 30 minutes to the expo area by taxi. Taxi fare is around RMB 43, 20 minutes from Pudong Int'l Airport and 45 minutes from Hong Qiao International Airport by car.

Category	Name of Hotel	Type of Room	Daily Room Rate	Breakfast	Distance from Hotel to Expo by taxi
5 Star	Inter-Continental Shanghai Pudong	Superior Single / Double Room	RMB 1,800+15% (Apr29-May9) (Oct 1-Oct 7; (Oct 25- Nov 5) RMB 1,200+15% (other time)	One / Two	10 minutes
5 Star	Sheraton Shanghai Hotel	Superior Single / Double Room	RMB 1,350 net	One	10 minutes
5 Star	Sofitel Jin Jiang Oriental Pudong Shanghai	Superior Single / Double Room	RMB 1,000+15%	One / Two	10 minutes
4 Star	Four Points by Sheraton Shanghai	Comfort Single / Double Room	RMB 830 net	One	10 minutes
4 Star	Parkview Hotel	Superior Single / Double Room	RMB 750 net (Free Internet)	One / Two	20 minutes
4 Star	Tong Mao Hotel	Superior Single / Double Room	RMB 680 net (Free Internet)	One / Two	20 minutes
4 Star	Galaxy Hotel	Standard Single / Double Room	RMB 680 net	One / Two	30 minutes
3 Star	Tanfu Boutique Business Hotel	Standard Single Room	RMB 418 net (Free Internet)	One	30 minutes
		Standard Double Room	RMB 438 net (Free Internet)	Two	