



# Cities of the future

Shanghai plays host to the groundbreaking 2010 World Expo which looks at urban living in the 21st century

Try to imagine a driverless car, or an electricity-generating, bio-degradable roof made of soyabean, or a reservoir filled with recycled rainfall. If these concepts challenge the imagination, then come to Shanghai and see the reality.

All these wonders – and many more – are being showcased at the Shanghai World Expo, a platform for creative ideas and high-end technologies for generating clean energy and reducing carbon dioxide emissions.

Environment is the grand theme of Expo 2010 Shanghai China. Going under the banner “Better City, Better Life”, the expo is an expression of a common, global wish for a better lifestyle in our cities for the benefit of the whole of humankind. The future of green technology will be making its debut in Shanghai, where a blueprint for sustainable

action will be laid to show us the way forward.

Shanghai, scene of large-scale developments, is now highlighting the need for sustainable development.

To be environmentally conscious is no longer an option for developers, given the pace of urban growth. In 1800, 2 per cent of the world population lived in cities. One hundred and fifty years later, in 1950, the figure had increased to 29 per cent. By 2000, almost half of the world population had moved into cities, and by 2010, as estimated by the United Nations, the urban population will account for 55 per cent of the total human population.

The Expo will also demonstrate that economic prosperity can go hand-in-hand with sustainable development. Indeed, society today places a high value on a developer’s green credentials.



The colourful installations inside the Chinese Private Enterprises Joint Pavilion (left) and a man gets a closer look at the eye-catching UK Pavilion.  
世博中國民營企業聯合館的七彩繽紛展品（左）；參觀者欣賞英國館的耀日設計。

More than 70 million people are expected to visit Expo 2010 Shanghai China, a 184-day event that will run from May 1 to October 31, 2010. This is the first registered World Exposition to be held in a developing country, and it will demonstrate international expectations of China's future development.

The Expo explores the full potential of urban life in the 21st century. Exhibitors from 200 countries will put on a display that traces the evolution of urban civilisation. Cities and city life are the grand themes of this great event, which will look at new approaches to human habitat, lifestyle and working conditions in the new century. The creation of an eco-friendly society and how sustainable development can be maintained to benefit mankind will be the dominating subjects.

The Expo itself will be a low-carbon, high-tech event. New technologies will be deployed. These include powerful wind generators and the supply of clean energy using a large-scale solar energy system.

Continuing the example of the 2008 "green" Olympic Games in Beijing, the Shanghai Expo will use electricity-driven, zero-emission vehicles on the exhibition site.

While opening up a new vista of the future, Expo 2010 Shanghai China will highlight worthy traditions.

It is also an opportunity for Shanghai to invite the international community to come and enjoy the city's famed hospitality, and to make the world feel at home in China.

Harmonious and sustainable urban living will be China's powerful message to the world at Expo 2010 Shanghai China.

## 城市未來 世博展現

### 2010上海世界博覽會，是人們聚焦21世紀城市生活的全球盛事

你能想像汽車能無人駕駛、由黃豆製成的可分解屋頂能發電、雨水能循環再用，以紓緩全球的水資源問題嗎？看似有點天方夜譚，不過，若你來上海世界博覽會走一趟，就可以親眼見到，這些天馬行空的意念是實實在在的事實。

本著「城市，讓生活更美好」的主題，2010上海世博表徵著全球的共同渴望——為著人類的整體利益，創建優質的城市生活。世博更展示了創建未來的綠色科技，為今後的可持續發展道路勾勒出新藍圖。

這次以環繞環保為主題的上海世博會肯定是個低碳、高科技的盛事。除了展出上述的嶄新綠色科技外，世博會還展示其他創造潔淨能源、減少二氧化碳排放的高科技構思。會場也採用風力發電機和大型的太陽能系統等潔淨能源，並延續2008年北京綠色奧運會的做法，使用零排放的電動汽車穿梭會場。

隨著城市化的發展，環保是必然的

趨勢。因此，在當今的社會，環保也成了發展商必須衡量的大前提。數據顯示，1800年時，僅有2%的世界人口聚居在城市；到了1950年，這個數字增長到29%；2000年，全球一半人都住在城市；據聯合國估計，到2010年，城市人口將佔全球人口55%。可見保護城市環境刻不容緩。

由5月1日起至10月31日為期184天的世博會期間，預料將有逾七千萬人次入場參觀。200多個參展的國家和國際組織，將各自在展館一起探索城市文明的發展進程，用新的角度去體現人類的居住環境、生活方式和工作條件，發掘21世紀的城市生活新方向，並明確地提出，可持續發展和創建和諧的環保城市會對人類帶來莫大的益處，經濟繁榮絕對能與可持續發展掛鉤。

這是有史以來首次在發展中國家舉辦世博，反映國際社會對中國未來發展寄予厚望。作為東道主的上海，將使出渾身解數，讓來自世界各地的參觀人士，深深感受神州的好客之道。

透過這個傳承過去、開創未來的世博平台，中國正向全球有力地傳遞打造和諧城市、堅持可持續發展的信息。



### Kerry Parkside, Pudong

Long after it closes, Expo 2010 Shanghai China is expected to have a positive impact on Shanghai's real estate market, and further add to the city's economic development. Investors and tenants will bear this in mind when considering Kerry Parkside, a new mixed-use property project in the Huamu District of Pudong. This integrated development of 330,000 square metres encompasses an international retail mall (gross floor area 45,000 square metres), Grade-A offices, a new five-star hotel brand by Shangri-La Hotels & Resorts, and premier serviced apartments. It is expected to open in phases between the fourth quarter 2010 and first quarter 2011.

### 浦東嘉里城

2010上海世博對上海房地產市場帶來正面影響。相信在世博結束後，這股動力依然會延續一段長時間，推動當地的經濟發展。投資者和租戶在考慮進駐嘉里城前，大可以此作為參考。嘉里城位於浦東花木區，佔地330,000平方米，發展規劃包括總樓面積達45,000平方米的國際購物中心、甲級寫字樓、一所由香格里拉酒店集團管理的全新五星級大酒店，以及高級服務式公寓。項目將於2010年第四季至2011年首季期間分階段啟用。

Visitors wait to enter the China Pavilion for the 2010 World Expo, where cities and city life are the grand themes. 2010上海世界博覽會以「城市，讓生活更美好」為主題，成千上萬的群眾等候進入中國館參觀。