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A few facts on Sweden's participation in Expo 2010

Sweden will be participating in the world exhibition Expo 2010 in Shanghai, together with more than 200 countries and organisations from all over the world. Sweden is one of 40 or so countries constructing a pavilion of its own.

The general theme for Expo 2010 is *Better City, Better Life*.

This world exhibition is the biggest ever and is expected to attract 70 million visitors, of whom 95 % will be Chinese. The Expo site will cover 5.28 sq km. 15 new underground stations will be opening near the site when the world exhibition opens.

Swedish participation in Expo 2010 is being financed by a partnership between the government and business society, each of which is contributing SEK 70 million.

The Swedish pavilion and its content will raise the public profile of Sweden in China and act as a platform for meetings, communication and new contacts.

Sweden's theme is *Spirit of Innovation* and focuses on Sweden's internationally renowned innovative spirit. The key Swedish concepts are Innovation, Communication and Sustainability.

The Swedish pavilion will be 3000 sq m in area, of which 1500 sq m will be for the exhibition and 700 sq m for the conference section, along with a restaurant, café and shop.

This pavilion will demonstrate innovation that can be created in the interface between city and nature, the balance between them forming the foundation for a sustainable society. The pavilion is designed to be reused and so can be dismantled.

The exhibition will allow visitors to encounter the Swedish spirit of innovation and through games and examples encourage communication, participation and commitment in both man and nature.

The programme will offer a broad range of activities linked with the key concepts and focuses on developing and enhancing relations between Sweden and China.