

November 1, Zhongshan Park, Shanghai

Press release

One hundred little Pippi from Sweden and China shine their “Spirit of Innovation” in Zhongshan Park

After the opening of Sweden Expo Week last Friday, the Swedish Expo Committee today launched “Innovative Children, Innovative City,” a drawing event in Zhongshan Park, Shanghai, jointly organized by Wenhui-xinmin United Press Group.

Six months ago, the Swedish pavilion held its groundbreaking ceremony, becoming the first Nordic pavilion to commence construction. Now, with six months to the opening of Expo 2010, the Swedish Expo Committee has kick-started Sweden Expo Week with an exciting program of events. More than 100 children from China and Sweden were invited today to express their innovative thoughts on an ideal city and their vision of the future by drawing on a 100-meter scroll spread over the great lawn in Zhongshan Park. The finished scroll will be exhibited in the Swedish Pavilion during Expo 2010.

A small musical performance based on the famous Pippi Longstocking novels written by Astrid Lindgren was also staged in Zhongshan Park to inspire children’s creativity. Ms Annika Rembe, Commissioner General of the Swedish Expo Committee, presented the children with *The Story of Pippi Longstocking* book to encourage them to develop their spirit of innovation and create a better city.

The Shanghai World Expo Youth Envoys Selection Committee also presented the children with a book of their own, entitled *EXPO Badges*. Children participating in the event exchanged postcards and released free make-a-wish kites to express their welcome and passion for the upcoming Expo 2010.

Sweden is the homeland of fictional character Pippi Longstocking and scientist Alfred Nobel. Pippi Longstocking is the strongest, kindest and most fun-loving girl in the world. Since 1945 she has helped to liberate children

all over the globe, encouraging them to be strong, have fun and to believe in themselves. In Pippi Longstocking's world, children should make the decisions – not the adults.

Swedish children are encouraged from an early age to develop their creativity and joy for discovery through educational games and teaching methods. Like their fictional heroine, children are inspired to think for themselves. This is the way in Sweden – home to the Nobel Prizes in physics, chemistry, medicine, economics and literature. From Pippi Longstocking to Nobel, curiosity and desire to discover the world are the true spirit of Sweden.

Official partners of Sweden's Expo 2010 participation – SKF, Volvo, Ericsson, Alfa Laval, Atlas Copco and IKEA – provided great support to this event.

Swedish guests in attendance included Mr Carl Cederschiöld, chairman of the Swedish Expo Committee and former Mayor of Stockholm; Dr Börje Ljunggren, board member of Sweden's Expo Committee and former Swedish ambassador to China; Ms Ann Follin, board member of the Committee and Director of the Sweden National Museum of Science and Technology; and Mr Magnus Johansson, president of SKF China.