As of today, the USA Pavilion has welcomed more than 7,000,000 visitors! Thank you China and the World!
This report is dedicated to our Student Ambassadors who made U.S. participation at Expo 2010 Shanghai an overwhelming success.

谨以此献给美国馆的学生大使们。是他们使美国馆参与2010年世界博览会的努力取得了巨大成功。
"A great presence for America..."

PHILIP BREDESEN
FORMER GOVERNOR
OF THE STATE OF TENNESSEE

“感谢美国馆如此出色地呈现美国！”
菲利普·布雷德森，田纳西州州长

“May China-U.S. friendship last forever.”

LIU XIAOMING
AMBASSADOR
OF THE PEOPLE’S REPUBLIC OF CHINA
TO THE UNITED KINGDOM OF GREAT BRITAIN
AND NORTHERN IRELAND

“愿中美两国友谊长存。”
刘晓明，中国驻英国大使
**Introduction**

"We are very proud of this U.S. exhibit and the friendship it engenders between China and America."

Jimmy Carter and Rosalynn Carter
Former President and First Lady of the United States of America

“We为美国馆及其为美中两国带来的友谊感到非常自豪。" 詹米·卡特和罗莎琳·卡特, 美国前总统及前第一夫人

**Highlights from the USA Pavilion**

**Rising to the Expo Challenge**

**We Built It and They Came**

USA National Day
Commercial Diplomacy
More Than Just a Pavilion
Promoting U.S.-China Relations
Sharing Our Story with the Chinese

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"Great job in picturing America in a way that makes us proud."

JOHN T. CHAMBERS
CHIEF EXECUTIVE OFFICER
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"The spirit of cooperation, helping each other, and working tirelessly presented in the film is the strength of the United States."

WU XIAO QIN
SHAANXI PROVINCE

"影片所体现的合作互助和努力不懈的精神正是美国的力量所在。"

武晓勤，陕西省
"It was exciting and important to be able to extend the reach of the USA Pavilion into the community through outreach events, dance performances, and special visits."

ALYS L. SPENSLEY
EXPO LIASON OFFICER
UNITED STATES CONSULATE GENERAL IN SHANGHAI

"美国馆将接触面扩展到各界,通过联谊活动、舞蹈表演和特殊访问来促进交流,这是至关重要的、激动人心的成就。"

苏阿丽,美国驻上海总领事馆世博事务联络官

“Wonderful pavilion–very proud to be associated with you!”

ERIN NELSON
SENIOR VICE PRESIDENT AND CHIEF MARKETING OFFICER
DELL INC.

“杰出的展馆，作为美国馆的合作伙伴，我们感到非常自豪！”

艾伦·尼尔逊，戴尔高级副总裁、市场推广部主管
Welcome to the USA Pavilion!

For 184 days, from May 1 to October 31, 2010, these words were uttered as the world came together for the record-breaking Shanghai Expo. I am pleased to present this final report which chronicles the success of United States participation at this epic world gathering critical to U.S.-China relations.

With the theme, “Better City, Better Life,” Expo 2010 Shanghai was the 41st international exposition, following a tradition of international world’s fairs and expositions beginning in 1851 when the “Great Exhibition” was held in London. The U.S. has been host to more world fairs than any other country. A U.S. Pavilion study confirmed that through people-to-people diplomacy, we were able to improve perceptions of America in China. Top Chinese officials visited the USA Pavilion, including President Hu Jintao, Vice-Premier Wang Qishan, and senior officials from every Chinese province. World leaders from more than 100 countries visited the USA Pavilion, including the presidents of Armenia, Finland, Singapore, and former prime ministers of Israel, France, and New Zealand.

The USA Pavilion was proud to welcome four Presidential Prime Ministers of Armenia, Finland, Singapore, and former prime ministers of Israel, France, and New Zealand. The USA Pavilion was a platform for building relationships and promoting corporate social responsibility goals in China.

The USA Pavilion presented an effective private-public partnership. I am grateful for the opportunity to have been a Commission General for America’s participation at this enormous and exciting world event—one that highlighted the importance of strengthening economic and diplomatic relationships among countries and promoting greater understanding between the peoples of the United States and China. I am pleased to submit this report to the 112th Congress as a record of U.S. participation at the Shanghai Expo and as inspiration for future U.S. diplomatic efforts at World Expositions.

José H. Villarreal
U.S. Commissioner General
World Expo 2010 Shanghai

INTRODUCTION
By
Ambassador José H. Villarreal
U.S. Commissioner General
World Expo 2010 Shanghai

2010年上海世博会是第四十一届国际博览会，其主题为“城市，让生活更美好”。世博会的名称始于1851年在英国伦敦举行的“万国博览会”。美国主办世博会的次数远远超过任何其他国家。芝加哥、克诺克斯维尔、诺克斯维尔、费城、圣安东尼奥和西雅图等城市都曾主办过令人难忘的世界博览会。

2008年由奥运会向世博会过渡，上海世博会则由中国展示给世界。在六月的时间里，包括美国在内的二百四十六个国家和组织在上海世博会上向七千三百万多万游客展示了其风采。

美国展馆总迎来了七百三十六万游客，占世博会游客总数的百分之十二。平均每天参观人数高达四万三千人。我们估计，其中至少百分之九十五的游客是美国公民。增长的中国游客数量和热情洋溢的人群反映了我们美国的友好合作。美国上海世博会提供了精彩的“体验”，让中国观众体验到了多元的美国文化。为了增强和社区的接触，美国馆在上海世博会上向一千多家企业、组织、国家和城市展示了其风采。复旦大学的一项调查确认，通过面对面的外交，美国馆改善了中国民众对于美国的印象。美国馆向中国展示了美国的全貌，包括农业、医疗、能源、教育、科学、社会等等。

美国参与的不仅限于展馆之内。二百六十一名中文流利的学生大使来自美国三十八个州和八十四所大学，成为生动画像的美国形象大使。一百多个表演团体展示了中国观众，包括中国国家主席胡锦涛、中国副总理王岐山，以及来自中国每个省份的副省长。来自世界一百多个国家的领导人也访问了美国馆，包括波尔多、芬兰、新加坡、澳大利亚、加拿大、新西兰、亚洲、英国和纳米比亚。与世博会同期，来自世界各地的企业、组织、国家和城市展示了其风采。复旦大学的一项调查确认，通过面对面的外交，美国馆改善了中国民众对于美国的印象。美国馆向中国展示了美国的全貌，包括农业、医疗、能源、教育、科学、社会等等。

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“The atmosphere was so enjoyable that we Chinese students and these U.S. students were like old friends at first sight.”

HE JINGJING
TONGJI UNIVERSITY

“这里的气氛非常友好，中美学生一见如故。”
何京京，同济大学
Significant and Noteworthy Accomplishments of the USA Pavilion

With the theme “Rising to the Challenge,” the USA Pavilion shared the American spirit of innovation, collaboration, optimism, and determination with millions of guests. Welcoming 7.36 million visitors over six months, the USA Pavilion received more people than the U.S. embassy and five consulates in China will reach over the next decade. In the words of one Chinese visitor, “I think the USA Pavilion lets people really understand one of the most unique things about America – its spirit of innovation.”

Promoting U.S. Business in China and Highlighting U.S. Brands

The USA Pavilion is proud to have had 68 official sponsors and 16 official suppliers. Senior-level management, from nearly every sponsor, including Anil Prasad of Citigroup, James Blackwell of Chevron, Jeffrey Immelt of General Electric, William Weldon of Johnson & Johnson, Indra Nooyi of PepsiCo, and Michael Duke of Walmart visited the USA Pavilion. More than 200 sponsor events were held at the USA Pavilion including business forums, press conferences, as well as customer and employee meetings.

Helping Municipalities Promote Investment and Tourism

Cities and states utilized the USA Pavilion to effectively highlight their region of the United States, including our

Highlights from the USA Pavilion: America’s Most Unique Things

1. Rising to the Challenge – Promoting U.S. Business in China
2. USA Pavilion Sponsors
3. Cities Utilizing the USA Pavilion

The USA Pavilion successfully promoted U.S. business and highlighted American brands, offering a platform for cities and states to promote investment and tourism.
sponsors—the states of Texas, Tennessee, and Hawaii—as well as the cities of San Antonio, Houston, and Chicago. In addition, visits by governors from seven other states promoted investment and tourism in the U.S. The USA Pavilion even had the State of California announce a bid for the 2020 World Expo.

**A FULLY CARBON-NEUTRAL NATIONAL PAVILION**

The USA Pavilion fulfilled Secretary Clinton’s commitment to be carbon-neutral for the duration of the Expo. We did this by supporting three Gold Standard-certified carbon-neutral projects across China to offset our carbon emissions. These projects included: a landfill gas to energy conversion, micro-scale hydroelectric power generation, and wind farm energy.

**CREATING PEOPLE-TO-PEOPLE DIPLOMACY WITH STUDENT AMBASSADORS**

The USA Pavilion Student Ambassadors, a group of 160 Mandarin-fluent university students, who represented 38 U.S. states and 84 American universities, were an essential element of our public diplomacy effort in Shanghai. Engaging guests in Chinese invariably left an indelible impression and strengthened people-to-people diplomatic efforts. The Student Ambassadors interacted with upwards of 43,000 guests per day and experienced every aspect of pavilion operations and community outreach.

**WELCOMING SENIOR U.S. OFFICIALS**

The USA Pavilion received many U.S. federal, state, and city government officials, including 4 Presidential Cabinet members, 10 members of Congress, 10 state governors, and 16 mayors.

**HIGHLIGHTS FROM THE USA PAVILION**

- **Cultural exchange is the bridge to help strengthen mutual understanding between people of China and USA.”**
  
  Cai Wu, Minister of Culture of the People’s Republic of China

- **“文化交流是增进中美两国人民相互理解的桥梁。”**
  
  蔡武，中国文化部部长
ENGAGING TOP CHINESE AND WORLD LEADERS

Led by President Hu Jintao, leaders from all corners of China—every province, autonomous region, and major city—experienced the American spirit at the USA Pavilion and highly praised the pavilion's presentation of the American character. We also were host to international officials from 116 nations and international organizations.

SHARING AMERICAN CULTURE

The USA Pavilion featured more than 1,000 performances by over 100 different performing groups—including four Grammy winners. The performances, which showcased the diversity of American music, dance, and culture, were featured at the Expo and throughout Shanghai by the USA Pavilion. Performers ranged from Hawaiian hula dancers to the United States Army's 25th Infantry Marching Band, to Harry Connick Jr., Ozomatli, Herbie Hancock, Dee Dee Bridgewater, and Chinese-American indie rock group PaperDoll.

GENERATING POSITIVE MEDIA COVERAGE

The USA Pavilion was featured in more than 8,000 media stories in China, the U.S., and across the globe. While news about the USA Pavilion potentially reached over 90 percent of China's population of 1.3 billion via China Central TV and other national carriers, we estimate the USA Pavilion story was effectively brought to hundreds of millions of Chinese. Only the host country pavilion exceeded the USA Pavilion in terms of news coverage. The USA Pavilion's online presence was described as "undoubtedly one of the best implementers of the social media platform" by Sohu.com, one of China's leading web portals. In addition, the virtual USA Pavilion website hosted an additional 8.8 million online visitors.

VOLUNTEERING IN THE COMMUNITY

Numerous community outreach projects won praise from Shanghai and its neighboring communities. The outreach efforts included, but were not limited to, hosting multiple groups of disadvantaged children at the USA Pavilion, visiting orphanages, bringing American performing arts to local communities, and partnering with Habitat for Humanity to build a home in Zhejiang Province.

IMPROVING PERCEPTIONS OF AMERICA

A research study by Fudan University's School of Management indicated that the USA Pavilion improved perceptions of America, American culture, and American businesses among Chinese visitors to the USA Pavilion. Among the findings, 95 percent of visitors felt their visit to the USA Pavilion "was worth their time and effort" despite the long queue line (a common issue for all pavilions), and 92.4 percent felt "Chinese corporations should use American corporations as role models."

The USA Pavilion featured more than 1,000 performances by over 100 different performing groups—including four Grammy winners.
“The USA Pavilion helps more Chinese understand the U.S.; wishing U.S.-China friendship forever!”

SUN GUIZHEN
VICE SECRETARY GENERAL
LIAONING PROVINCE

“美国馆使更多的中国人民了解美国; 愿中美友谊长存!”

孙桂真，辽宁省政府副秘书长
A timeline of
U.S. PARTICIPATION
AT THE SHANGHAI EXPO

MARCH 19, 2008
State Department grants Nick Winslow and Ellen Eliasoph authorization to create a non-profit corporation and help lead efforts for U.S. participation at the Shanghai Expo.

MARCH 30, 2009
Secretary of State Hillary Rodham Clinton publicly states her support for the USA Pavilion project: “The U.S. presence at the Expo will showcase American business, culture, and values in China’s most dynamic city and foster an even stronger friendship between the American and Chinese peoples.” –Secretary Clinton

JULY 1, 2009
José H. Villarreal is appointed by Secretary Clinton as Commissioner General of the United States section of Expo 2010 Shanghai.

JULY 10, 2009
Commissioner General Villarreal signs the official Participation Contract, formally committing to U.S. participation at the Shanghai Expo.

JULY 17, 2009
Secretary of Commerce Gary Locke joins the U.S. Consul General in Shanghai, Beatrice Camp, and Commissioner General Villarreal for a Groundbreaking Ceremony at the USA Pavilion construction site. Consul General Camp’s remarks note that 2009 is the 30th anniversary of the resumption of official diplomatic relations between the United States and China.
“We are opening a gateway to the next 30 years, with more engagement, more exchanges, more visits and more dialogue.” — Consul General Beatrice Camp

**July 27, 2009**

As part of the U.S.-China Strategic and Economic Dialogue, a model of the USA Pavilion is unveiled at the State Department in Washington, D.C.

**October 14, 2009**

U.S. Ambassador to China, Jon Huntsman Jr., attends the “Topping-Off” Ceremony at the USA Pavilion construction site.

“The Shanghai Expo will be a unique opportunity for the United States to express and to put on display its values, its innovation, its commerce, its science, its desire to interact with the rest of the world.”

— Ambassador Jon Huntsman Jr.

**November 16, 2009**

As part of President Barack Obama’s first trip to China, Secretary Clinton speaks at the USA Pavilion construction site in Shanghai, meets sponsors, and thanks them for their involvement. During President Obama’s historic Town Hall meeting with Chinese students in Shanghai, the first question posed to the President was about U.S. participation at the Expo.

“It is very fitting that this Expo will be here in Shanghai, one of the most dynamic and cosmopolitan cities in the world. This USA Pavilion will showcase American innovation, it will demonstrate the kind of values that America holds dear - freedom, diversity, teamwork, creativity - and it will be built around the theme “Better City, Better Life.” — Secretary Clinton

**2009年7月17日**

美国商务部长骆家辉Gary Locke、美国驻上海总领事康碧翠Beatrice Camp和上海世界博览会美国展区总代表费乐友出席了美国国家馆的开工奠基仪式。康碧翠总领事在讲话中提到，2009年是中美两国正式恢复外交关系三十周年。她表示：“我们正以更多的接触、更多的交流、更多的访问和更多的对话，开启通往另一个三十年的大门。”

**2009年7月27日**

在美国商务部举行的中美战略经济对话期间，美国国家馆模型在国务院揭幕。

**2009年10月14日**

美国驻华大使洪博培Jon Huntsman Jr.参加了美国馆的封顶仪式。他表示：“上海世博会将为美国提供独特的机会，表达和展现其价值观、创新精神、企业文化、科学发展，以及和世界交流的良好愿望。”

“参加世界博览会将使美国在中国最有活力的城市展现美国的商业和文化。”

希拉里·克林顿，美国国务部部长

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HILLARY RODHAM CLINTON
SECRETARY OF STATE OF THE UNITED STATES OF AMERICA

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希拉里·克林顿，美国国务部部长

“The U.S. presence at the Expo will... foster an even stronger friendship between the American and Chinese peoples.”
President Hu Jintao, Vice Premier Wang Qishan, and State Councilor Dai Bingguo pay a pre-opening visit to the USA Pavilion, welcomed by Commissioner General Villarreal and Consul General Camp.

MAY 1, 2010

The doors open to Expo 2010 Shanghai and the USA Pavilion. Ambassador Huntsman and Commissioner General Villarreal welcome the pavilion's first guests.

MAY 3, 2010

Eighty Student Ambassadors are sworn in by Commissioner General Villarreal and Consul General Camp. They solemnly promise to represent America at a high standard, greet guests warmly, learn more about China, and “have fun.”

MAY 22, 2010

Secretary Clinton tours the Expo and the USA Pavilion together with Chinese children, their parents, and Rain Spencer, the young star of the film “The Garden.” Secretary Clinton also hosts an appreciation dinner for sponsors and spends time with staff and Student Ambassadors. She announces President Obama’s conferment of the personal rank of Ambassador on José H. Villarreal, U.S. Commissioner General, for the duration of the Expo.

MAY 31, 2010

The USA Pavilion welcomes its One Millionth Visitor, a 9-year-old girl from Wuxi, Jiangsu Province. She was presented with a pair of USA Pavilion teddy bears, Texas cowboy hats, and other USA Pavilion memorabilia.

2009年11月6日

在美国总统奥巴马首次访问中国期间，希拉里·克林顿国务卿在上海美国国家馆工地发表讲话。她会见了美国馆的赞助商并感谢他们的参与。当奥巴马总统和中国大学生在上海历史性的市政会议上见面时，学生向总统提出的第一个问题是有关美国参加世博会的情况。

希拉里·克林顿国务卿表示：

“上海是全世界最有活力和最都市化的城市之一，在这里举办世博会非常恰当。美国馆将展示美国的创新精神，并体现美国所崇尚的价值观：自由、多元化、团队精神及创意。而这一切都将围绕着世博会的主题‘城市，让生活更美好’来展现。”

2010年4月29日

中国国家主席胡锦涛，副总理王岐山，以及国务委员戴秉国在国家馆正式开放之前参观了该馆。世博会美国展区总代表费乐友和美国驻上海总领事康翠迎接待了他们。

2010年5月1日

2010年上海世界博览会美国国家馆正式开放。美国驻华大使洪博培和世博会美国展区总代表费乐友迎接了第一批游客。

2010年5月3日

世博会美国展区总代表费乐友和美国驻上海总领事康翠迎主持了八十名学生大使宣誓上任的仪式。学生大使们庄严承诺：以最高标准代表美国形象，以
The USA Pavilion welcomes its Five Millionth Visitor, a young Chinese couple visiting from the city of Kunshan. Deputy Commissioner General Tom Cooney presents them with a congratulatory decorative scroll penned in Chinese calligraphy by USA Pavilion Student Ambassador Yoav Oren.

OCTOBER 21, 2010

The USA Pavilion welcomes its Seven Millionth Visitor, a 75-year-old grandfather from Shanghai. He was presented with a letter from Ambassador Villarreal, a USA Pavilion pin, and a special momento—a piece of the USA Pavilion.

“Nearly six months ago, the USA Pavilion opened its doors to share the American spirit with the people of China and those from around the world. Today, we share this spirit with our seven millionth visitor—a truly extraordinary moment. This is one million more guests than we anticipated and one million more who will experience the tremendous cultural exchange taking place here at Expo 2010 Shanghai.”—Ambassador José H. Villarreal

OCTOBER 31, 2010

The USA Pavilion at Expo 2010 Shanghai closes its doors for the last time after welcoming 7.36 million visitors—well beyond our pre-Expo projection of six million. Nancy Sutley, chairperson of the Council of Environmental Quality, represents the United States at the Expo’s closing summit.
“The challenge of making the pavilion a reality was enormous. ...but we did it with the conviction that America must not only show up in Shanghai, but do it right and with a comprehensive presence that demonstrated the best of America.”

AMBASSADOR JOSÉ H. VILLARREAL
U.S. COMMISSIONER GENERAL

“Before beginning work (at the USA Pavilion)
I didn’t really understand much about the American people, but now I’m happy because I feel we are all seeking harmony together.”

KOUMING CATERING SERVICES
USA PAVILION

“在来到美国馆工作之前，我对美国人不太了解。但现在我很高兴地知道，我们都在寻求和谐相处。”

寇明，美国馆中国服务人员
"The USA Pavilion showcases American culture, its values, and innovative spirit, not to mention its partnership and cooperation with China and the rest of the world."

INTERNATIONAL TRAVEL EXAMINER

“美国馆展现了美国文化、价值观和创新精神，也体现了美国与中国和全世界的合作伙伴关系。”

国际旅游导览
For 184 days, the USA Pavilion efficiently welcomed an average of 43,000 people per day and ultimately received a Shanghai Expo Bureau Award for Operational Excellence. Guests were provided a high-quality show experience that featured Americans—from celebrities Michelle Kwan and Magic Johnson to everyday Americans—speaking Chinese. A welcome video from President Obama and Secretary Clinton as well as “The Garden,” a 4D urban fairy tale film, captured the American spirit of innovation, collaboration, and optimism. Visitors first walked into “Overture,” where Student Ambassadors welcomed them to view a short, humorous, video of Americans learning to speak Chinese. In “Act I” guests were welcomed by President Obama, Secretary Clinton, and American children who spoke about their dreams for the future. In “Act II” visitors experienced “The Garden” before making their way to “Act III” where they interacted with hands-on displays from our sponsors. At more than 60,000 square feet, the USA Pavilion was one of the largest national pavilions at Expo 2010 Shanghai. The operating teams included 160 Student Ambassadors, more than 500 staff members, including catering, maintenance, and security. The team also included pavilion sponsors and staff of the U.S. State Department, the U.S. Consulate General in Shanghai, and the Shanghai Expo Bureau.

The experience of 7.36 MILLION VISITORS

美国馆七百三十六万游客的体验

在世博会的184天时间里，美国馆平均每天高效接待四万三千人，并荣获上海世博局颁发的杰出运作奖。美国馆以高质量的多媒体视频，引导游客领略美国，视频中有关黎明和迈克尔·约翰逊等家喻户晓的名人以及普通美国民众以中文迎接来宾的短片。另外，奥巴马总统和希拉里·克林顿国务部长的欢迎视频，以及名为《花园》的四维城市童话，都体现了创新、合作和乐观的美国精神。

美国馆第一个部分为“序幕”，在这里学生大使迎接观众观看讲述美国人学习中文的幽默短片。接下来在第一个展厅，奥巴马总统、克林顿国务部长，以及描述未来梦想的美国青少年热情欢迎大家。第二个展厅的四维电影《花园》向观众提供逼真的图像效果。最后一个展厅则让参观者以互动方式体验赞助厂商提供的展品。

美国馆占地六万多平方英尺，是2010年上海世博会上最大的国家馆之一。负责展馆运作的团队包括160名学生大使和500多名服务人员，维修和安全的工作人员，团队还包括展馆赞助企业，美国国务院、美国驻上海总领馆，以及上海世博协调局的人员。

完全碳中和展馆

美国馆通过购买排放配额的方式参与符合黄金标准的高质碳抵消项目，使美国馆的二氧化碳排放被配额抵消，成为碳中和空间，也成为世博“城市，让生活更美好”主题的杰出体现。展馆特意加入中国的高质减碳项目，以确保在中国境内落实碳中和目标。
A FULLY CARBON-NEUTRAL NATIONAL PAVILION

- High-quality carbon offset purchases meeting the Gold Standard cancelled out the pavilion’s CO2 emissions, making it a carbon-neutral space and ensuring that the United States would be an exemplary participant in line with the Expo’s “Better Cities, Better Life” theme. The pavilion deliberately chose high-quality carbon reduction projects in China in order to have an entirely carbon-neutral effect within China.

- A rooftop garden supported the biodiversity of the pavilion and demonstrated how people can grow food where they live, even in urban environments.

- Large, fully grown trees shaded the ground, reducing the extra heat of the urban environment.

- Photovoltaic cells, which convert sunlight into electricity, were used in selected parts of the USA Pavilion.

- A solar hot water system warmed a portion of the pavilion’s water supply.

- Recessed sections of landscaping around the building collected rainwater, allowing it to seep straight into the ground, preventing run-off.

- Sustainable materials were used in the construction of the building, including recycled bamboo flooring.

- Centrally produced chilled water avoided the need for on-site specific cooling plants, which saved energy.

- The use of energy efficient LED bulbs and dimmable halogen light fixtures lowered the USA Pavilion’s electrical energy consumption.

- All pavilion staff were trained in environmentally sound strategies to reduce the pavilion’s carbon footprint to the lowest possible amount prior to the purchase of carbon offsets.

“We are bound by our common humanity and our shared curiosity. This includes the hopes we share with the people of China and the people around the world to work together to realize a healthy, sustainable, and prosperous future.”

BARACK OBAMA
PRESIDENT OF THE UNITED STATES OF AMERICA

“我们因共同的人性和共同的好奇心而紧密相联。我们和中国人民及世界人民有着一致的愿望，那就是携手努力，共创一个健康的、可持续的、繁荣的未来。”

奥巴马，美国总统
As representatives of the United States, Student Ambassadors served as the human “face” of the U.S. mission at the Shanghai Expo. They fulfilled this critical public diplomacy effort through person-to-person interaction and cultural exchange.

The 160 Student Ambassadors, fluent in Mandarin-Chinese, represented 38 states and 84 American universities. Through their involvement in every aspect of pavilion operations, the dynamic USA Pavilion Student Ambassadors engaged Chinese guests with energy, enthusiasm, and excitement.

High-Level Greets: Student Ambassadors helped welcome Chinese President Hu Jintao, Secretary of State Hillary Clinton, Secretary of Commerce Gary Locke, former U.S. President Jimmy Carter, 10 U.S. state governors,

Media Engagement: Many Student Ambassadors had the opportunity to have their stories of service to the USA Pavilion told through the media including television or newspaper interviews, editorials, or blogs in the U.S. and China. Their blogs may be read at <http://china.usc.edu/>.

Special Programs: As part of a career development program, Student Ambassadors were paired with mentors from sponsor companies and in the U.S. government. More than 50 Student Ambassadors connected with mentors within their areas of interest and many maintain that contact on a continuing basis.
...the USA Pavilion met high expectations by visitors and generated positive perceptions of Americans...

Improving Perceptions of America

A survey conducted by Fudan University's School of Management, a top Chinese institution, indicates the USA Pavilion met high expectations by visitors and generated positive perceptions of Americans and American companies. Over a 3-day period in August 2010, 660 visitors to the USA Pavilion at Expo 2010 Shanghai were randomly chosen to participate in the survey, both prior to entering the pavilion and again upon exiting.

**Key Findings Include:**

- 95% of respondents agreed that visiting the USA Pavilion was worth their time and effort despite the long queue wait time
- 93.4% felt the USA Pavilion represents the true American spirit
- 92.4% agree Chinese corporations should use American corporations as role models
- 98.8% of respondents were impressed with the performance of the Student Ambassadors
- 95.2% want to travel to the United States

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“The deepest impression for me was the cooperation and innovation espoused by the films.”

SUN JIAOJIAO
JIANGSU PROVINCE

“我最难忘的是影片表现的合作和创新精神。”
孙娇娇，江苏省

“In just six months, our pavilion reached more Chinese citizens in a direct people-to-people fashion than the entire China Mission can in a decade or more, even including visa interviews.”

THOMAS E. COONEY
U.S. DEPUTY COMMISSIONER GENERAL
AND PUBLIC AFFAIRS OFFICER
UNITED STATES CONSULATE GENERAL IN SHANGHAI

“在仅仅六个月的时间里，美国馆以面对面方式接触的中国民众人数，超过所有使领馆在十年甚至更长时间里所能接触的中国民众人数，包括签证面谈的人数。……”
俞天睦，美国展区副总代表、美国驻上海总领事馆新闻文化处处长
“I fully expected the USA Pavilion to be a fabulous public diplomacy platform. But I did not anticipate the many other ways in which our participation would become a bright spot in the U.S.-China relationship. We chalked up successes in a number of areas, from helping U.S. governors promote their states to generating an immense amount of positive coverage in Chinese media.”

BEATRICE CAMP
CONSUL GENERAL
UNITED STATES CONSULATE GENERAL IN SHANGHAI

“我早就预料到美国馆会成为杰出的公共外交平台，但我没想到在如此之多的层面上，我们的参与成为美中关系的亮点。我们在一个又一个领域取得了成功，包括协助各州州长宣传他们所在地，以及获得中国媒体大量的正面报道。”

康碧翠，美国驻上海总领事
National Day was a time for participants of the Shanghai Expo to celebrate their country by presenting cultural performances and welcoming special guests. On July 2, 2010, the USA Pavilion welcomed a Presidential Delegation led by former Secretary of State Madeleine Albright to USA National Day at the Expo. The morning protocol ceremony audience was composed of Americans, Chinese, and special guests from other pavilions.

The Boy Scouts of America and Student Ambassadors participated in a flag raising ceremony proceeded by the national anthem performed by soprano Angela Brown. Following speeches by Secretary Albright and Chairman Li Zhaoxing, Chairman of the Foreign Affairs Committee of the Standing Committee of the National People’s Congress of China, the University of Southern California (USC) Trojan Marching Band paraded into the Expo Center Hall, filling the room with music and bringing people to their feet.

In the evening, the U.S. Consulate hosted a special reception at the USA Pavilion in honor of National Day. Among those in attendance were the Presidential Delegation, USA Pavilion Board of Directors, pavilion sponsors, Chinese Expo Bureau officials, our partners from the State Department, and guests from other pavilions.

The evening concert featured Harry Connick Jr. accompanied by his full band and a duet with Chinese pop star Zhu Hua. Harry Connick Jr. blended Americana and classical jazz to an audience composed of American, Chinese, and international guests. The evening also featured a special appearance by Rima Fakih, Miss USA, and a performance by the USC Marching Band.

A day of CELEBRATION FOR THE U.S. at the Expo

USA NATIONAL DAY 44
“Since Chicago’s participation in the Shanghai Expo, there has been increased interest from Chinese companies seeking to enter or invest in the U.S. market.”

RITA R. ATHAS
PRESIDENT
WORLD BUSINESS CHICAGO

“自从芝加哥参加上海世博会以来，已经有更多的中国企业寻求进入或者投资美国市场的机会。”

丽塔·R·阿萨斯，芝加哥全球商业委员会主席
A total of 68 sponsors and 16 suppliers contributed more than $60 million for the construction, presentation, and operations of the USA Pavilion at the Shanghai Expo. These included American corporations, a Chinese company, and U.S. states and municipalities.

Each sponsor took a different approach to their sponsorship depending on their industry, company culture, and goals in China. Sponsors harnessed their support to increase government and media/public relations exposure, create client satisfaction about the sponsor’s support of the pavilion, generate branding associations from visitors viewing sponsor exhibits, create corporate social responsibility messaging on the large screen outside of the USA Pavilion visible to Expo visitors, and participate in myriad community outreach events.

On average, each sponsor hosted 1,000-2,000 visitors and VIPs at the USA Pavilion over the six months. Most sponsors invited employees and their families for team-building events to increase company pride through their association with the Expo and the USA Pavilion.

HELPING MUNICIPALITIES GENERATE INVESTMENT AND TOURISM
The states of Texas, Hawaii, and Tennessee as well as the cities of San Antonio, Houston, and Chicago effectively used the USA Pavilion as a platform to highlight investment opportunities and tourism in their regions.

COMMERCIAL DIPLOMACY: EXPANDING BUSINESS

“Texas experienced great media coverage during our sponsorship weeks at the USA Pavilion. Our media value is estimated at more than $1.6 million.”

JULIE CHASE
DIRECTOR OF TOURISM, OFFICE OF THE GOVERNOR OF THE STATE OF TEXAS

“在‘向德克萨斯致敬周’期间，德克萨斯州吸引了大量媒体的注意力。媒体报道的价值超过一百六十万美元。”

茱莉·切斯，德克萨斯州州长办公室旅游业负责人

“美国馆向中国宣传美国企业的成果

美国馆的17个贵宾中心为馆内的特别活动提供了一流的场地。在世博会期间，这里接待的来宾包括赞助企业及其雇员和客户、为数众多的中国官员和其他贵宾、驻上海的其他国家代表、中国学生和博客版主，以及企业界、记者、青少年、残疾人，以及其他许多团体和个人。在一百八十四天的时间里，17个贵宾中心接待了四万五千多名来宾。这里举行的主要活动包括：

促进

美国商业

在中国
The 1776 Suite provided a first-class venue within the USA Pavilion for special events. During the course of the Expo, guests included sponsors, their clients and employees, a vast array of Chinese officials and other dignitaries, other-country representatives in Shanghai, Chinese students, bloggers, entrepreneurs, journalists, children, the physically handicapped, and many more. For 184 days, the 1776 Suite accommodated more than 200 events and welcomed more than 45,000 guests. These functions included:

- Business forums
- Receptions
- Community outreach events
- Press conferences
- Customer and employee receptions
- Public diplomacy events
- USA Pavilion events for staff, Student Ambassadors, and partners including “Sponsor Family Day”

**ASTROVISION LED SCREEN**

A 10.24-meter wide by 4.00-meter tall screen was positioned on the side of the USA Pavilion for visitors in the queue and in the neighboring plaza to view varied content about America.

**ABOUT THE LED SCREEN:**

- **Content:** Sponsor corporate social responsibility messages – 80%, “General Americana” – 20%
- **Air Time:** Totaling 2,760 hours or 165,600 minutes
- **Reach:** Totaling upwards of 13,000,000 visitors in the vicinity of the USA Pavilion.

**SNAPSHOT: “TASTE OF AMERICA”**

Organized by the U.S. Consulate General’s Agricultural Trade Office, this day of special tastings showcased the diversity and quality of American food and culminated in a traditional American-style Independence Day dinner. Guests in attendance included members of the Chinese food industry, government officials, and representatives of American food exporters.

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**COMMERICAL DIPLOMACY:**

Walmart strengthened relationships with the Shanghai government, enhanced brand image, and...stimulated the confidence of our vendors.

**BARRY FRIEDMAN**

VICE PRESIDENT, CORPORATE AFFAIRS

**WAL-MART CHINA**

“沃尔玛加强了和上海市政府的关系，提升了品牌形象，而且...增强了我们零售商的信心。”

巴里·弗里德曼，沃尔玛中国投资有限公司副总裁
A total of 68 sponsors and 16 suppliers contributed more than $60 million for the construction, presentation, and operations of the USA Pavilion...

六十八个赞助商和十六个供货商捐助了六千多万，用于美国国家馆的建设、展出和运作。
"The USA Pavilion provided a superb platform for presenting the KFC and Pizza Hut brands, further imprinting the lead position of both in the perception of Expo visitors."

JOHN XU
GOVERNMENT RELATIONS CHIEF REPRESENTATIVE
YUMI BRANDS, INC., CHINA DIVISION

"美国馆为宣传肯德基和必胜客提供了卓越的平台，进一步加深了世博会游客对这两个领先品牌的印象。"

徐俊，百胜餐饮集团中国事业部政府关系首席代表
The American spirit, captured throughout the USA Pavilion, was brought to life with cultural and community outreach programs throughout the Expo, Shanghai, and elsewhere in China. More than 1,000 entertainment performances showcased American music, dance, and culture. Numerous community outreach programs demonstrated American volunteerism, teamwork, and philanthropic tradition. These messages were promoted at the Expo and in six Chinese cities by Ambassador Villarreal, U.S. Commissioner General, and Martin Alintuck, USA Pavilion President & CEO. Outreach at the Expo, IN SHANGHAI and throughout China

The USA Pavilion hosted a dynamic and diverse group of entertainment and cultural performances which presented American culture to the vast crowds around the USA Pavilion, on stages throughout the Expo Park, in the city of Shanghai, and elsewhere in China.

Demographic Diversity: Cultural groups who performed at more than 20 venues at the Expo site represented the regional, cultural, and ethnic diversity of the United States. These performers ranged from a Chicago hip-hop dance group to the United States Army 25th Infantry Marching Band to Hawaiian hula dancers to an Asian-American indie rock group from New York, PaperDoll, and a banjo-playing bluegrass artist who sings in Mandarin-Chinese, Abigail Washburn.

Government and private corporations, including USGBC and Whole Foods Market, were active participants in the cultural outreach, working directly with the groups to help them prepare exciting and entertaining programs.

Performance Venues: Performances took place on the World Stage, America Stage, Children's Stage, U.S. Pavilion Plaza, and the Shanghai stage at the Expo. The venues included a mix of temporary structures and permanent buildings that were transformed into performance spaces.

Performers included an all-girl kick line of stunt performers, a Chicago hip-hop dance group, an all-female Chinese acrobats group, an all-female Chinese dragon troupe, and the US Army 25th Infantry Marching Band, among others.

The USA Pavilion effort to reach into communities in and around Shanghai was a unique effort to serve as a bridge connecting people around the world at a level where everyone meets equally...“Eric Arndt, Partner for Humanity

"The USA Pavilion effort to reach into communities in and around Shanghai was a unique effort to serve as a bridge connecting people around the world at a level where everyone meets equally..."
Daily Performances: Throughout the six months of the Expo, daily performances on the USA Pavilion stage, across from the queue, entertained guests. The featured presentation was Dance America, a troupe of 10 dancers from Los Angeles, who performed to a medley of great American music, and an “Uncle Sam” impersonator on stilts. Additional performances and activities were held at the USA Pavilion. For example, visitors could “measure-up” against displays of life-sized NBA players.

Public-Private Partnership: In conjunction with the U.S. State Department and the U.S. Consulate General in Shanghai, the USA Pavilion hosted cultural and entertainment programming that included performances by four Grammy winners: Harry Connick Jr., Herbie Hancock, Dee Dee Bridgewater, and Ozomatli.

Sponsorship collaboration: The USA Pavilion worked with sponsors to help bring special entertainment performances to the Expo. This included working with the State of Texas to host a trick-rope (lasso) performer and the Marshall Ford Swing Band during “Texas Salute Week,” and hula dancers as part of “Hawaii Salute Week.” In addition, there were special appearances by NBA players, celebrities, and global CEOs.

“USA Pavilion in the City”: Cultural performances also were held outside the Expo. These included performances at local schools, in a public park, an “America Week” including Sesame Street characters in Shanghai’s popular Xintiandi commercial and entertainment area, and Dance America performances in other Chinese cities including Chongqing, Chengdu, and Hangzhou.

Pavilion Exchanges: The USA Pavilion partnered with seven Chinese Provincial Pavilions in an exchange of staff for the day. In this swap of duties, Student Ambassadors greeted visitors to Chinese pavilions while Chinese provincial pavilion staff greeted visitors to the USA Pavilion.

With赞助者合作: 美国馆和多个赞助商合作, 为世博会带来富有鲜明地方特色的娱乐表演, 例如在“向德克萨斯致敬周”期间与德克萨斯共同主办牛仔套绳秀和马歇尔·福特摇摆舞乐队的表演, 在“芝加哥日” 展出芝加哥公牛队吉祥物 “公牛本尼”, 以及在 “向夏威夷致敬周” 推出草裙舞表演等。另外, NBA球员、明星和全球性企业领袖也纷纷亮相, 出场助兴, 为各项活动增色。

城市中的美国馆活动: 美国馆在世博园区以外也主办了一些文化表演活动。演出地点包括当地学校和一所公园。美国馆还在上海著名的商业和娱乐区 “新天地” 举办了 “美国周”, 其中有芝麻街节目中的人物人偶演出, “舞动美国” 舞蹈团队也赴重庆、成都和杭州等城市进行了表演。

与其它展馆的交流: 美国馆分别和中国七个省的展馆进行为期一天的工作人员交换合作。在这一天里, 美国学生大使在中国展馆迎接游客, 中国的省展馆工作人员则在美国馆接待来宾。

联络社区的交流活动:

美国馆开设了一系列服务社区的活动，以倡导回馈社区的美国精神。我们的目标是通过实际活动来宣传美国精神，生动展现美国馆影片所表现的的主题，我们的行动包括: 开设“儿童角”：美国馆和当地学校、孤儿院及非政府的组织合作，在 “世博一日”活动中让贫困儿童体验美国馆, 这些装缘儿童有机会得到免费世博入场券。在美同馆享受贵宾待遇，并有机会参与一系列以激发想象力为目的的教育性活动。这些活动都是美国馆第一个展厅影片中描绘过的内容。

与“国际青年成就组织”合作: 美国馆和国际青年成就组织中国部、上海美国商会及其他几个赞助者共同合作，主办了 “未来城市，绿色畅想” 小学生创新成果展。来自美国馆和赞助企业的义务工作人员辅导小学生组成的十五个团队，启发和指导他们动用自己的想象力设计、研发和推广“绿色”产品。

与“国际大学生企业家联盟”合作: SIFE是一个帮助大学生学习企业和商业文化的组织。美国馆和这个组织共同举办了两次活动, 让不同的SIFE团队向由学生大使和赞助商组成的评审小组展示他们的获奖项目。每个团队都获得了评审小组的反馈，增强了参加全球性竞赛的实力。

参与 “仁人家园” 项目: 美国馆工作人员、学生大使以及美国领事馆工作人员与 “仁人家园” 组织合作, 义务参与了浙江省一所危房的拆除和重建工作, 从而使美国馆第一展厅影片中的关键情节之一成为活生生的现实。

举办 “美国馆参观交流活动日” : 这项特别活动由美国馆和美国驻上海总领事馆共同主办。活动邀请了中国小学、中学及大学的学生、非政府组织的成员、残障儿童以及青少年小记者等八百多人见证美国馆, 这些特别嘉宾与学生大使及领事馆工作人员进行互动交流, 促进了中美元年青少年之间的理解和对话。

“Very enjoyable exhibition with just right the lessons!”
ROBERT A. MUNDELL
NOBEL LAUREATE, 1999

“一个非常美妙体验和深刻启示的展棚!”
罗伯特·A·蒙代尔, 1999年诺贝尔经济学奖获奖者
COMMUNITY OUTREACH:

The USA Pavilion was committed to serving the community through a variety of projects that focused on promoting the American spirit by giving back to the community. Our goal was to exemplify the spirit of America and consciously bring the themes depicted in the pavilion’s film presentations to life. Examples include:

Kiddie Korner: The USA Pavilion partnered with local schools, orphanages, and NGOs to treat disadvantaged children to “A Day at the Expo.” Disadvantaged children had the opportunity to receive complimentary Expo tickets, VIP treatment at the USA Pavilion, and the chance to participate in a series of educational activities designed to stimulate the imagination, as depicted in the actual “Act I” of the USA Pavilion.

Junior Achievement: The USA Pavilion partnered with Junior Achievement China, the American Chamber of Commerce in Shanghai, and several sponsors to support “The Junior Achiever Green Innovation Challenge.” Volunteers from the USA Pavilion and sponsors mentored 15 Junior Achievement teams composed of elementary school students. Mentors worked with the students to simulate the design, development, and marketing of a “green” product.

Students in Free Enterprise (SIFE): In collaboration with SIFE—a organization that educates college students about entrepreneurship and business—the USA Pavilion hosted two events where SIFE teams presented their award-winning projects to a panel of Student Ambassadors and sponsors. Each team received feedback in preparation for a global competition.

Habitat for Humanity: In partnership with Habitat for Humanity, staff and Student Ambassadors as well as U.S. Consulate staff volunteered to demolish and rebuild a dilapidated family home in Zhejiang Province—bringing to vivid life a key part of the USA Pavilion “Act I” film.

“Visit Plus” Days: This specially designed program, in partnership with the U.S. Consulate General in Shanghai, brought more than 800 Chinese elementary, high school, and university students as well as NGO groups, special needs children, and young student journalists to the USA Pavilion. These VIP visits “plus” interactive programs with Student Ambassadors and consulate staff promoted open exchanges of ideas and conversations between American and Chinese youth.

Additional Outreach Projects: Other USA Pavilion outreach included Sesame Street programs at a local children’s hospital visit, TEDx programs, special access for the Expo volunteers, and participation in the World Expo 2010 Shanghai photo exhibit at the Shanghai Urban Planning Museum.

Numerous community outreach programs demonstrated American volunteerism, teamwork, and philanthropic tradition.
“Harmonious U.S.-China relations and friendship are beneficial to the world.”
WANG JIANRONG
DIRECTOR
TIANJIN BRANCH, CHINA NATIONAL PETROLEUM CORPORATION (CNPC)
“美中两国的和谐与友谊有利于世界和平。”
王建荣，中国石油天然气集团天津分公司负责人
“America has a special hold on the Chinese imagination, and even where they don’t agree, they want to understand…”

PHILADELPHIA INQUIRER

“美国特别激发中国人的想象力。就算两国有分歧，他们也希望理解美国。”美国馆一位工作人员告诉我。在和中国游客交谈之后，我确信他是正确的。正因为如此，美国馆能够开放运作是一件幸事。”费城问询报
The USA Pavilion provided the U.S. government with a tremendous public diplomacy opportunity to directly engage officials and ordinary citizens from across China and from other countries. Leaders from all provinces of China and international officials representing 116 nations and international organizations visited the USA Pavilion.

Diplomatic Platform: The U.S. presence created an opportunity to establish connections between U.S. government officials and high-level Chinese counterparts representing central, provincial, military, and party leadership.

Delegation Visits: A total of more than 7,500 delegations—or more than 79,000 VIP visitors—experienced the USA Pavilion. These included high-level U.S., Chinese, and international officials, leaders of finance and industry, influential media figures, and prominent academics, philanthropists, performers, and artists.

Visitors included leaders from all provinces of China and international officials representing 116 nations...
"The USA Pavilion was a once in a lifetime opportunity for the most successful and innovative U.S. companies to present themselves to tens of millions of Chinese consumers and to promote their brand and identity in one of the fastest growing markets for American products and services in the world."

BRENDA FOSTER
PRESIDENT OF THE AMERICAN CHAMBER OF COMMERCE IN SHANGHAI (AMCHAM SHANGHAI) AND USA PAVILION BOARD MEMBER

"美国馆提供了千载难逢的良机，使美国最成功和最有创意的企业得以在中国向成千上万的中国消费者展示自己并宣传其品牌，而中国是全球美国产品和服务行业增长最快的市场之一。"

傅丝德，上海美国商会总裁、美国国家馆董事会董
A total of more than 7,500 delegations – or more than 79,000 VIP visitors – experienced the USA Pavilion.

“美国馆以精彩的方式讲述了一个意义非凡的故事。”
张涛赋, 新京报

“The USA Pavilion is an excellent storyteller with remarkable storylines.”
ZHANG TAOFU
BEIJING NEWS
“I think the USA Pavilion lets people really understand one of the most unique things about America – its spirit of innovation.”

XU JIA
LIAONING PROVINCE

“美国馆让人们真正理解了美国的最独特之处，也就是它的创新精神。”
许佳，辽宁省
The USA Pavilion in the media

The USA Pavilion received broad, positive coverage across the range of Chinese media during the course of the Expo. The Shanghai Expo provided the USA Pavilion with multiple communications platforms to reach the Chinese people and promote the American spirit. More than 8,000 media stories in China, the U.S., and across the globe featured the USA Pavilion.

Print and Online Media Coverage in China: The USA Pavilion generated 287 news clippings and featured articles in top-tier newspapers and magazines across China. In addition, tens of millions of Chinese “netizens” were exposed to the USA Pavilion story via the top Chinese news and special interest websites and blogs.

Additional Exposure for “The Garden”: At the end of the Expo, after tightly protecting our featured film for pavilion guests, “The Garden” was released across China via a special broadcast on Chinese television. Its continued presence on Youku.com, one of China’s largest online video sites, has allowed millions more to experience the main themes of the USA Pavilion. It may be viewed at <http://v.youku.com/v_show/id_XMjE3Mzc2Mjgw.html>.

Television Coverage: The USA Pavilion appeared in 37 nationally broadcast news programs on China Central TV stations and 99 appearances on other major television stations.

Extent of Reach: While news about the USA Pavilion potentially reached over 90 percent of China’s population of 1.3 billion via China Central TV and other national carriers, we estimate that hundreds of millions of Chinese were solidly exposed to news stories about the USA Pavilion.
报道广度：中国十三亿人口的百分之九十以上都有可能通过中央电视台和其他全国性新闻媒体接触到了有关美国馆的报道，而估计，肯定有数亿中国民众接触到了美国馆的报道。媒体对美国馆的报道量仅次于对中国国家馆的报道。

媒体对学生大使的报道：不少媒体在主要新闻报道中介绍了美国馆广受欢迎的学生大使。这些报道突出介绍了学生大使们的背景，对中国的兴趣，以及他们在上海世博会上作为美国友谊大使的体验。

网络“虚拟”美国馆
世博会官方网站建立了一个三维虚拟美国馆，使许多没能来到世博会的人得以神游美国馆。

在虚拟美国馆，参观者首先为自己选择一个网络人物角色，然后随着虚拟学生大使游览各个展厅。游客除了能够观赏照片和馆内电影片段，还能真切感受美国馆的外观和氛围。他们还能通过互动小游戏来了解美国。游览结束时，每位游客得到一个虚拟礼物。

“The human aspect has been a core theme of the Shanghai Expo. In the USA Pavilion’s 4D movie ‘The Garden’ ... a human being’s aspiration and resolution have been amplified to showcase mankind’s common spirit of optimism, innovation, and teamwork.”

JI MING & XU XIAQING
XINHUA NEWS AGENCY

“人类的努力是上海世博会的中心主题之一。美国馆的四维电影《花园》，讲述的是一个人的希望和决心，但体现的却是人类共同的乐观、创新和合作精神。”

季明、许晓晴，新华社
About the Virtual Pavilion: After selecting an avatar to represent themselves, guests were greeted and escorted by virtual Student Ambassadors step-by-step through the USA Pavilion. Visitors experienced the look and feel of the USA Pavilion in addition to viewing pictures and short clips of the films inside. Visitors also were able to learn about the United States through interactive quizzes and presented with a virtual gift from the pavilion when they exited.

For the duration of the Expo, the virtual USA Pavilion hosted more than 8.6 million page views.

ONLINE SOCIAL MEDIA PRESENCE

The reach of the USA Pavilion extended from actual visitors at the Expo to virtual visitors at the Virtual Pavilion to Chinese “netizens” who could connect with news about the pavilion through a number of American and Chinese social media platforms including:

- Official Pavilion Website: Totaling 362,666 page views throughout the Expo.
- Twitter: The official USA Pavilion Twitter account had 3,479 followers.
- Sina Microblog in Chinese: Similar to Twitter, the official USA Pavilion Chinese-language Sina Microblog had 11,913 followers.
- Youku: Similar to YouTube, the popular Youku video-sharing site hosted USA Pavilion videos and received 165,544 page views.
- Flickr: The USA Pavilion images on Flickr received 59,406 page views.

The USA Pavilion was described as “[leading] the game on Twitter” by Cnreviews.com.
The Shanghai Expo theme, “Better City, Better Life,” was complemented by six issue-driven, substantive Expo Forums at locations throughout the Yangtze River Delta. The United States participated in every forum on discussion topics ranging from urban sustainability to rural-urban relations.

Theme Forums hosted more than 39 American speakers and 5 Consulate representatives. Examples include:

**Theme Forum 6: Harmonious City and Livable Life - October 4-7, 2010, Hangzhou, Jiangsu Province:** U.S. Consul General Beatrice Camp and Bessy Kong, Senior Policy Advisor at the White House Office of Urban Policy, represented the United States.

**Youth Summit – October 29, 2010:** The Expo Youth Summit was hosted by the Executive Committee of Expo 2010 Shanghai and the Central Committee of the Communist Youth League of China and the All-China Youth Federation. Two Student Ambassadors were selected to represent the USA Pavilion at this event which included discussions on innovation, low carbon lifestyles, and the role of youth in urban development.

**Final Summit Forum – October 31, 2010:** President Obama’s Top Environmental Advisor Nancy Sutley, White House Council of Environmental Quality Chairperson, represented the U.S. at the Expo Summit Forum on Green Development and Ecological Cities.

**USA Pavilion Memorabilia at the “Fair”**
A great amount of memorabilia was produced, sold, and traded. The USA Pavilion was no exception.

**SNAPSHOT: “MOST BEAUTIFUL GIRL AT THE EXPO” SAYS USA PAVILION IS HER FAVORITE**

Internet sensation Drolma Chutso was referred to as “the most beautiful girl at the Expo” after a visitor filmed footage of her picking up trash at the Expo. The 15-year-old Tibetan girl from Yushu County in the quake-stricken area of Qinghai Province was among 300 underprivileged teenagers on a free trip to the Expo. During an interview with a local newspaper after her visit, she said her favorite pavilion was the USA Pavilion.
The USA Pavilion was 100 percent privately funded through the generous support of 68 sponsors. In August 2009, the Department of State signed a Memorandum of Agreement with Shanghai Expo 2010, Inc., the private, nonprofit organization that managed design, development, construction, fundraising, integration of sponsors, staffing, operation, and dismantling of the USA Pavilion. The Commissioner General was a non-compensated employee of the Department of State.

The success of U.S. participation at Expo 2010 Shanghai is the result of the hard work and dedication of countless individuals.

Acknowledgment

The Commissioner General, Frank Lavin, recognizes the following people for their contributions:

Stephen Kehoe
Tim Minges
PepsiCo

Stephen D. Dnistrian
Christopher W. Katsuleres
Mark Norbom

General Electric
Andrew Au
Stephen Thomas
Citi

Jennifer Walto
Min Chin
Chevron
Frank Lavin, Chairman
Robert Roche
Nick S. Winslow
Ken Miller
Kevin McGovern

Frank Lavin
Brenda Foster
Kenneth Jarrett, Chairman
Ellen R. Eliasoph
Nick S. Winslow

U.S. Pavilion Suppliers
USA Pavilion Suppliers
USA Pavilion Board of Directors
USA Pavilion Staff and Volunteers

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Yang Yang, Olympic short track speed skater
Lottery Administration
Gong Beibi, Actress
Chen Kaige, Film Director
At the Shanghai exPo to the USA Pavilion, other Chinese notable visitors: Yon Young ro, Miss Universe, Ximena Naurotte, Wang ZhiGan, Kingdom of Thailand, Waheed Ali, Japan, Pongsak AngkaSith, Zhang Jishun, Chancellor, East Yuan Peng, Director General, Institute Xue Yunzhou, Party Secretary, Wu Kemin, Party Secretary, Shanghai Sun Dalin, Deputy Party Secretary, Ou Jinping, President, Dalian Li Zhendong, Vice President, Jiang Qianlin, President, Nanjing Jiang Haishan, Vice President, China Technological University Hong Chen, President, Shanghai Gao Ziming, President, Gan Guo Ping, President, China (Hong Kong Television Broadcast Limited) Fang Yihua, Chief Executive Officer of TVB Bin Geng, President, China Kong; and Vice Chairman, Wynn Macau for the Promotion of International Trade CCTV, Channel 6 Qiu Liben, Editor-in-Chief, Asia Weekly International Channel, Shanghai President, Eastday.com Bai Yansong, CCTV anchor

OTHER SPONSORS VISITORS TO THE PERFORMANCES AT THE APEX HALL

CEOs and Board Members of Some of China’s Largest Companies:

Zhang Furong, President, Zhang De’An, President, Shanghai Yu Liang, President, China Vanke Co., Ltd. Yu Guangyao, President, Shanghai Xing Ming, Chief Executive Officer, Alcoa Xiao Tongyou, Chairman of the Board, The Hershey Company Jiang Qianlin, President, Nanjing Poly

C O N S U L T A N T S

C L I N I C I A N S

S T U D E N T S

O F F I C I A L S

C O U N C I L O R S, S T A T E C O U N C I L

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A P P E N D I X

C V I

A special note of gratitude to Dylan Aponte for his contribution to this report.
“[My role as a Student Ambassador] gave me a chance to reach out to the Chinese people as an American and showed me how other countries are reaching out to China as well.”

MARY ANNE MCELROY
STUDENT AMBASSADOR
LOYOLA UNIVERSITY IN MARYLAND

“充当学生大使使我有机会以美国人的身份接触中国人民，也使我们了解到其他国家如何向中国伸出友谊之手。”

马丽安·马里兰州洛尤拉大学学生大使
“I used to think Americans looked down upon the Chinese, but now I think that Americans are very friendly and kind toward us.”

QIAO JIANZHONG
HENAN PROVINCE

“我过去以为美国人看不起中国人。现在我感到美国人非常友好亲切。”
乔建忠，河南省