



Press Release
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CONSTRUCTION BEGINS ON WHAT WILL BE MEXICO'S NATIONAL PAVILION AT UNIVERSAL EXPOSITION SHANGHAI 2010

- The Pavilion will be ready by the end of March 2010.

The first stone was laid of what will be Mexico's National Pavilion at Universal Exposition Shanghai 2010, the theme of which is "Better City, Better Life." This exposition will remain open from May 1 to October 31, 2010.

The event was headed by the Commissioner of the National Pavilion, Eduardo Seldner, and was attended by the Consul General of Mexico in Shanghai, Miguel Antonio Barrio González, as well as by Exposition officials.

Mexico's National Pavilion, which is scheduled to be completely finished one month before the Expo begins, will be located on an area of four thousand square meters, 80 meters of front by 50 meters deep and will be divided into three levels showing Mexico's past, present and future.

The Commissioner of the National Pavilion, Eduardo Seldner, stressed that the architectural design represents the strength with which Mexico faces the challenges of the 21st century and the motto of the Pavilion, "Living Better", seeks to show the world that work is being done in Mexico to harmonize social development with sustainable urban development. The Pavilion is a representation of a "Forest of Kites" which symbolizes the desire to fly higher and further; it is also a point of union with China, for the kite is a distinctive element in both nations.

In keeping with the theme of the Universal Exposition, the pavilion will have sustainable operation as a general characteristic and will be built with recyclable, reusable and biodegradable materials; in addition the building will have low energy and water consumption, as a way of respecting our environment.

It is also worth noting the intention of showing our cultural heritage to the world, which is why a group was formed of 97 specialists in archeology, architecture, art, culture, design, set design, history, museography and landscape gardening, among others, who will illustrate our country's beauty and peculiarity, highlight the essence and history of Mexican cities and show our cultural, artistic, gastronomic and tourist wealth.

The national enclosure will also have a business center where visitors to the Universal Exposition will be able to obtain detailed information on Mexico's economic and tourist opportunities.

There will also be an area set aside for temporary exhibitions, screening of films representative of our country and presentation of artistic shows. It will also serve as a framework for celebrating the bicentenary of the start of our Independence, and therefore a week will be dedicated to Mexico as part of the Universal Exposition.

The restaurant that will be installed in the upper part of the National Pavilion will offer the most representative dishes of our extensive regional cuisine.

In order to show a competitive Mexico that is open to investment, a business center will be installed in the Mexican enclosure that will seek to promote investment and business projects between Mexico and the Asian continent.

In the evening, during the presentation of the model showing this building, the Commissioner of the National Pavilion, Eduardo Seldner, underscored the importance of taking advantage of the Universal Exposition to strengthen relations in the academic, scientific, cultural, technological, artistic and commercial spheres and thus reinforce the ties of friendship and cooperation between Mexico and China.

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