



**Press Release
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**EXPO 2010: MEXICO WISHES TO BE A LEADING PLAYER IN INTERNATIONAL EFFORTS
TO PROMOTE SUSTAINABLE CITY PLANNING**

Mexico will participate in Universal Exposition Shanghai 2010 with a pavilion that will seek to convey to visitors the country's efforts to contribute to sustainable development and to further improved quality of life in cities, said Eduardo Seldner, General Commissioner of the Mexican pavilion, on Monday in Beijing.

Seldner pointed out at a press conference that the international community will meet in the eastern Chinese metropolis of Shanghai to discuss and propose solutions to two of the most critical challenges faced by humanity at present: urban renewal and improvement in the quality of life.

The official described Expo 2010, whose motto is "Better city, better life," as "the biggest in history, with an important influence at international level," since, he underscored, the Shanghai Expo will be the first dedicated to city planning, a key issue this century. Furthermore, at the Expo 190 nations and almost 50 international organizations will put forward solutions so that the coming generations will be able to live in a habitable world characterized by a major concentration of population in cities.

The official recalled that by number of inhabitants (107.6 million people), Mexico is in 11th place in the world and third on the American continent. This represents a challenge for the country, which seeks to form part of the strategies that seek to further a better quality of life in cities.

Therefore, the theme chosen for the Mexican pavilion at Expo 2010 is "Living better," a title also in keeping with the defense of protection of the historical heritage and natural resources, stated Seldner, whom the government institution ProMéxico has entrusted with the responsibility of arranging for the country's presence at Expo 2010.

Seldner stressed that the Mexican authorities' bet on being present in Shanghai despite the current international financial crisis reflects "the major importance placed by the Mexico on the relations with China."

A Mexican delegation headed by the general commissioner traveled last week to Shanghai to present the model of Mexico's National Pavilion at Expo 2010 and to lay the first stone of the building, whose construction will require an investment of around eight million dollars.

As Seldner explained, the Mexican pavilion will have an area of 4,000 square meters, and the space will be divided into three levels representing three different historical times. The future will be represented by a great grass-covered plaza in the center of the structure and will include an enormous "forest of kites" made of brightly colored paper. The combination of elements in the Mexican pavilion seeks to arouse visitors' concern regarding the importance of the recovery of green areas in cities.

The Ambassador of Mexico in China, Jorge Guajardo, commented that despite the geographical distance separating these countries, both have many aspects in common with regard to culture, history and economy. As an example of this he mentioned the kite, since paper kites are also very popular among the Chinese and thus represent the union between Mexican and Chinese cultures.

The diplomat pointed out that the Shanghai Expo was a "platform of encounter and alignment between the age-old civilizations of Mexico and China."

The Mexican authorities wish "to show both its cultural and tourist diversity and its social modernity" to Chinese citizens during Expo 2010, in order to attract a greater number of tourists and investors from this Asian country, stressed Guajardo.

During Expo 2010 a wide variety of artistic and cultural activities will be held in the pavilion, such as those that will take place on occasion of the bicentenary of Mexico's independence on September 16, 2010. (Xinhua).