

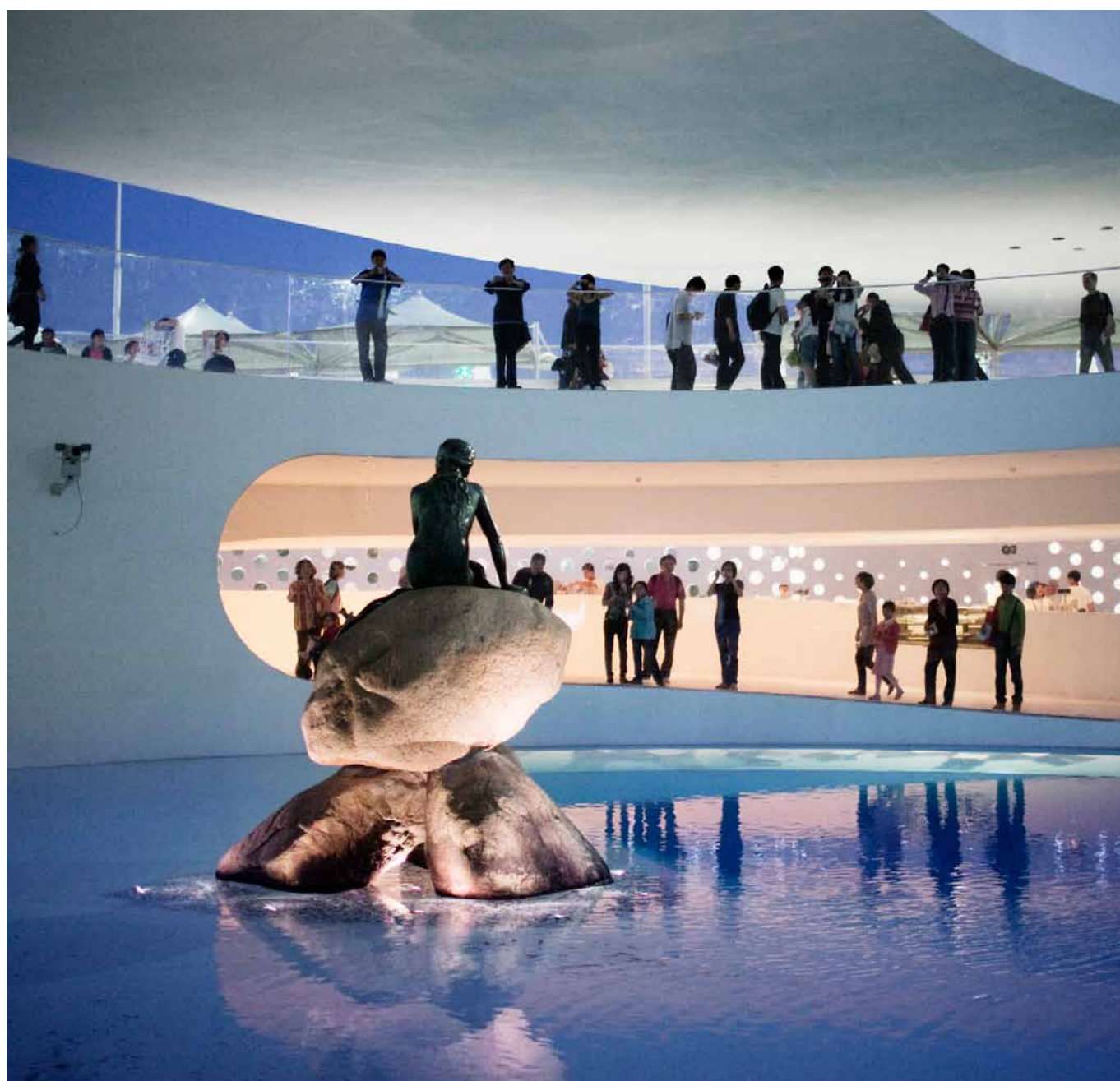


丹麦 Denmark  
EXPO 2010

The Danish Enterprise and Construction Authority

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# THE DANISH PAVILION IN FACTS & FIGURES





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EXPO 2010

## **DEAR EXPO 2010 PARTNER**

World exhibitions are in essence non-commercial events where countries present themselves in the fields of technology, commerce, culture, tourism etc. relating to a general Expo theme. The Danish participation in world exhibitions is part of the government's global branding strategy and aims at creating awareness abroad of Denmark's competences and values.

World exhibitions are platforms for branding. As with countries, foundations like Realdania, the biggest partner in Danish Expo 2010, and companies have similar wishes to promote their corporate image and, as Expo partners, communicate their values.

The partners in the Danish pavilion were an important factor for the development of the pavilion and the exhibition.

In the following, we have collected some of the main features of Expo 2010 and the Danish pavilion, especially in relation to our partners.

We would like to take this opportunity to extend our sincere thanks to all partners in the Danish Expo project and express our appreciation of your dedication and commitment in the hope that you will extend our thanks to all who were involved in making the Danish pavilion at Expo 2010 such a success.

**Finn Lauritzen**  
Director General

The Danish Enterprise and Construction Authority



## EXECUTIVE SUMMARY

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The Danish pavilion was a result of productive collaboration between major Danish private companies and the Danish government. The national partners were Realdania, A.P. Møller - Mærsk, GRUNDFOS, Vestas Wind System A/S, The Danish Agriculture & Food Council (Arla Foods, Carlsberg, Copenhagen Fur), and The New Carlsberg Foundation. In addition to the national partners, 28 exhibition partners contributed to the pavilion.

The aim of the Danish pavilion was to create an opportunity for visitors to experience firsthand the feel of a Danish city. The theme of the pavilion was "Welfairytale", a contraction of welfare and fairytale, presenting new images, new ideas and new knowledge of how Denmark combines sustainable cities and a high quality of life.

At the heart of the Danish pavilion was the harbour pool with the Little Mermaid. From the idea of "sharing what you love", the Little Mermaid had travelled abroad for the first time ever, and she represented a gesture of cultural generosity and an invitation to cultural dialogue between China and Denmark. While the Mermaid was in Shanghai, a video installation by Ai Weiwei took her place in Copenhagen. Both of these cultural exchanges have been significant successes in terms of the publicity and communication of the Danish Expo concept.

The event was organised by a National Committee chaired by HRH The Crown Prince of Denmark. The Committee's primary task was to profile the Danish participation to the public and ensure quality and balance of the exhibition.

Spread over 184 days, from 1 May to 31 October, Expo 2010 boasted a total of 246 official participants, including 190 countries and 56 international organisations.

More than 73 million guests visited Expo 2010 and almost 8% of them visited the Danish pavilion. Approximately 5% of the total amounts of visitors to Expo, as well as the Danish pavilion, were people from countries other than China.

The visitor survey of the Danish pavilion shows that 80% of the visitors left the pavilion with a positive impression, and 3%, or 168,000, expressed an increased business interest in Denmark. Based on past experience from Expo 2005 Aichi, Japan, these figures compare favourably with what was expected and acceptable.

The Danish pavilion was very busy welcoming VIPs and offering services to business partners. Approximately 1000 guided tours requested through the easy access system were conducted, mainly for VIP guests. Furthermore, the Danish pavilion arranged approximately 420 easy access programme requests to other pavilions for our partners.

The Danish pavilion hosted more than 60 cultural events, and among those were the national day, the birthday of the Little Mermaid, Children's Day and an end-of-Expo staff party. Under the headline "Mermaid Music" the pavilion staged a concert every week. A total 30 Danish bands performed during the six months of operation.

Out of the 184 opening days, pavilion meeting and business event area were used for 105 days by 39 companies. Many of the companies divided their days between several of their subsidiaries.

Media coverage of the Danish pavilion in China from 1 May to 31 October included 770 articles in newspapers and magazines, 282 online news items and 128 appearances on TV and radio. More than 200 interviews were conducted and the pavilion was visited by approximately 400 reporters/cameramen/photographers.

The Danish pavilion won a bronze award for 'Pavilion Design' in category B pavilions, i.e. self built pavilions with an area between 2000m<sup>2</sup> and 3999m<sup>2</sup>.



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## GENERAL INFORMATION EXPO 2010

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Expo 2010 Shanghai, China, covered an area of approximately 5.28 km<sup>2</sup> (52.4 hectares). The venue was located on both sides of the Huangpu River, Pudong and Puxi side, between Nanpu Bridge and Lupu Bridge, downtown Shanghai. The Pudong side accommodated all the country pavilions, as well as some of the theme pavilions. The Puxi side held the corporate and theme pavilions, as well as the UBPA (Urban best practice area) with all the city pavilions.

Expo 2010 was the first world exposition to introduce city pavilions, and 14 cities had been invited to present a best practice case from their city. The Danish city of Odense was one of those 14 cities, and the theme of their pavilion was “The Revival of the Bicycle”.

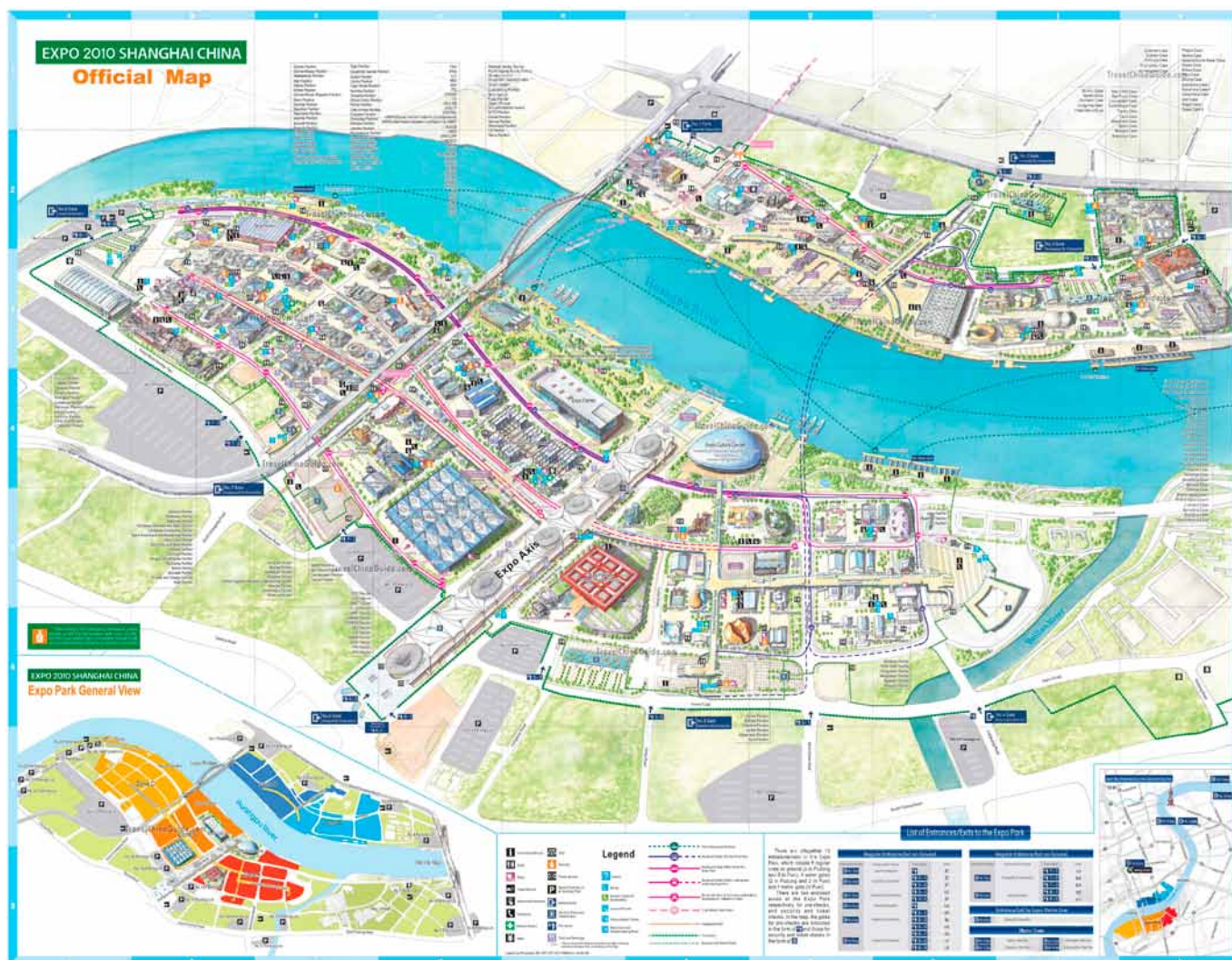
The Expo Pudong side was divided into Zones A, B and C. The Danish pavilion was located on Expo Pudong side in Zone C together with 52 other country pavilions and 5 joint country pavilions (Africa, the Caribbean, Europe I, Europe II, Central and South America).





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## GENERAL INFORMATION EXPO 2010



The Expo 2010 theme was “Better City, Better Life”, representing the shared wish of all mankind for a better living in future urban environments. This theme represents a central concern of the international community for future policy making, urban strategies and sustainable development. In the year 1800, 2% of the global population lived in cities. In 1950, the figure had reached 29% and in 2000, almost half of the world population had moved into the cities. It is estimated by the United Nations that, by 2010, the urban population will account for 55% of the global population.

### Duration

May 1- October 31

### Opening hours:

Pavilions 9.30-22.30  
Expo site 9.00-24.00

With 184 opening days Expo 2010 attracted more than 73 million visitors and thereby exceeded the original expectation of 70 million visitors. The average number of visitors per day was almost 400,000.



## VISITORS AT THE DANISH PAVILION

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Before the opening, it had been estimated that approximately 3 million people would visit the Danish pavilion. It turned out that approximately 5.6 million people visited the Danish pavilion during the exhibition period, which is approximately 8% of the total number of visitors to Expo 2010. In average, 30,358 guests visited the Danish pavilion per day.

### VIP visits

Relations between Denmark and China go back a long time. Denmark was among the very first Western countries to recognise and establish diplomatic relations with China 60 years ago. Since then, relations between China and Denmark have grown deeper and stronger day by day. The Chinese market holds enormous potential for Danish products and services and ranks second in importance for Danish companies.

The importance of Danish-Chinese relations was underlined by the visits of several members of the Danish royal family, ministers and politicians in programmes at Expo 2010 and in the meeting and business area of the Danish pavilion.

- HRH The Crown Prince, Prince Frederik, Denmark
- HRH The Prince Consort, Prince Henrik, Denmark
- Ms Lene Espersen, Deputy Prime Minister and Minister for Foreign Affairs, Denmark
- Mr Per Stig Møller, Minister for Culture, Denmark
- Mr Brian Mikkelsen, Minister for Economic and Business Affairs, Denmark
- Ms Karen Ellemann, Minister for the Environment, Denmark
- Ms Lykke Friis, Minister of Climate, Denmark
- Mr Henrik Høegh, Minister of Food, Agriculture and Fisheries, Denmark
- Ms Charlotte Sahl-Madsen, Minister of Science, Technology and Innovation, Denmark
- H.E. Countess Alexandra, Denmark
- Mr Friis Arne Petersen, Denmark's Ambassador to China
- Ms Susanne Hyldelund, Consul General, Royal Danish Consulate General, Shanghai





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## VISITORS AT THE DANISH PAVILION

The strong interest in Denmark and Danish abilities is also reflected in the long list of Chinese and foreign officials, chairmen, CEOs and Nordic ministers who were among the prominent VIP visitors to the Danish pavilion:

- HRH Princess Soamsawali Kitiyakara of Thailand
- HRH Prince Guillaume of Luxemburg
- His Majesty Sultan Azlan Shah of Malaysia
- Mr Xi Jin Ping, Vice President of China
- Mr Ólafur Ragnar Grímsson, President of Iceland
- Mr Jan Vapaavuori, Minister for Housing and Minister for Nordic Cooperation, Finland
- Mr Palle Christiansen, Minister for Finance, and member of the Greenland Government for Nordic Cooperation, Greenland
- Mr Mauri Pekkarinen, Minister for Economic Affairs, Finland
- Mr Ri Ryong-nam, Minister of Foreign Trade, D.P.R. of Korea
- Mr Bogdan Zdrojewski, Minister for Culture and National Heritage, Poland
- Mr Reinhold Mitterlehner, Minister for Economic Affairs, Austria
- Mr Cho Nanta, Minister of Finance, Thailand
- Ms Sheikh Hasina, Prime Minister of Bangladesh
- Ms Lisbeth Berg-Hansen, Minister of Fisheries and Coastal Affairs, Norway
- Mr Liu Peizhi, President of Chengdu Political Consultative Committee
- Mr Wen Daocai, Deputy Mayor Yangzhou
- Mr Ping Wang, Mayor Ganzhou City
- Mr Xiong Jianping, Deputy Mayor, Tianjin Municipal Government
- Mr Svend Olling, Ambassador of Bangladesh to China
- Mr Peter Goetz member of German parliament
- Mr Chen Deming, Head of China Commerce Department
- Mr Zhou Hanmin, Vice President of Shanghai Political Consultative Committee & General Director World Expo Shanghai, China.







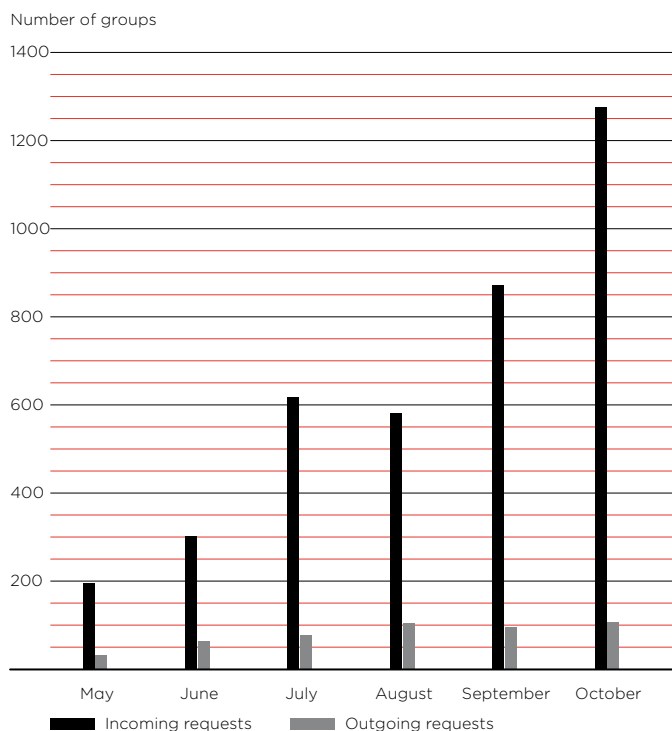
## VISITORS AT THE DANISH PAVILION

### Easy access

As was the case for previous world exhibitions, Expo 2010 had an “easy access” system between pavilions. The easy access worked on a reciprocal principle and was a voluntary agreement, joined by the Danish pavilion, among others. The idea behind easy access was that each pavilion could receive a group of VIP’s at all times, booked and confirmed in advance. These guests could enter the pavilion without queuing up and receive a guided tour, if requested.

With the huge amount of visitors to Expo 2010 the easy access system became extremely popular between the pavilions as a means of securing VIP access.

### Easy access request to and from the Danish pavilion

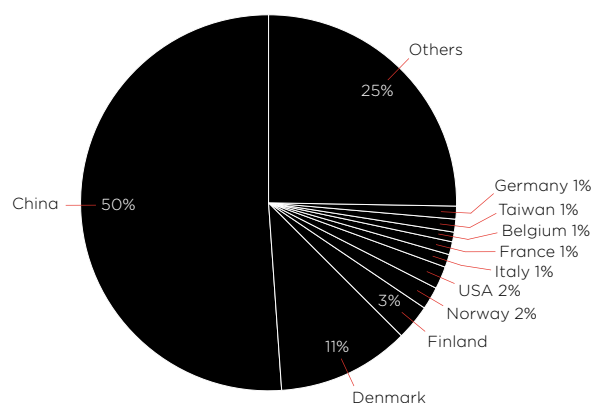


More than 3,800 easy access requests (for more than 45,900 persons) were granted, among which were approximately 1,000 guided tours. In addition to all Nordic citizens, visitors to Odense pavilion and Nordic Lighthouse also received easy access without prior agreement. The Danish pavilion arranged approximately 420 easy access programme requests (for more than 6,700 persons) to other pavilions.

The incoming and outgoing requests came from companies (including the pavilion partners), consulates, embassies and ministries, Chinese provinces and city halls as well as charity programmes; delegation sizes varied between 1 and 300 persons at a time.

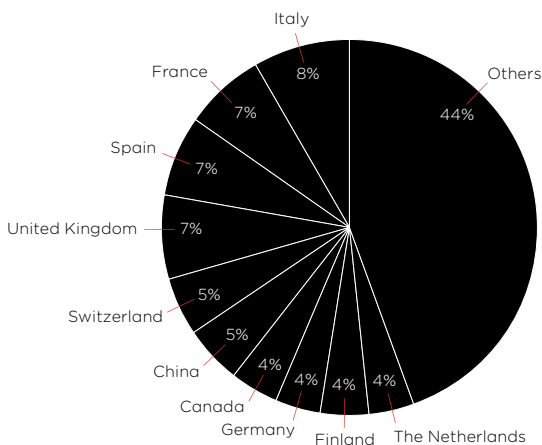
The request for easy access to the Danish Pavilion came via the various other pavilions as well as the Chinese authorities. The category “China” includes requests from the Chinese pavilion and from Chinese companies not present at Expo. The category “Denmark” covers requests from the pavilion partners as well as from other Danish companies. Finally the category ‘other’ includes requests from 136 different pavilions including the Expo bureau, Chinese provinces, theme pavilions, the Expo media center and country and corporate pavilions.

### Origin of incoming requests



The Danish pavilion requested easy access to more than 80 different pavilions

### Requests to other pavilions

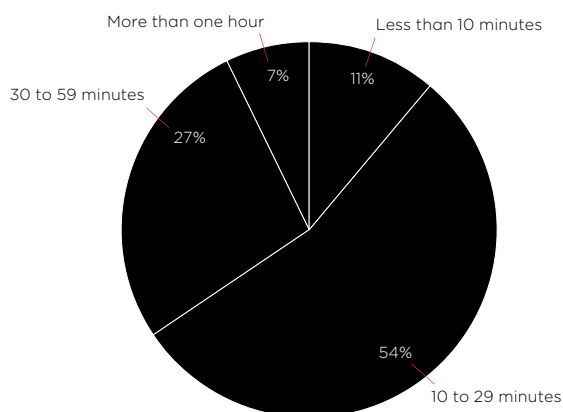




## DENMARK PAVILION VISITOR SURVEY

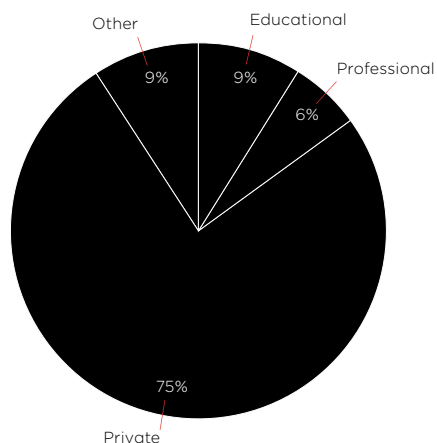
Based on approximately 70,000 visitor questionnaires filled out on touch screens by randomly selected visitors to the Danish pavilion, the following reactions to the pavilion were received<sup>1</sup>.

How much time did you spend at the Danish pavilion?



In comparison the visitor's average stay at the Expo site was 10.6 hours in which time they visited 6.4 pavilions.

In what capacity are you visiting Expo?

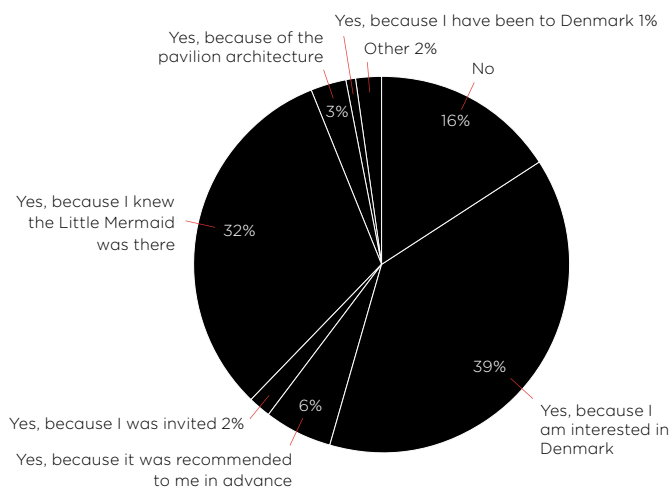


<sup>1</sup> Please refer to attachment 2 and 3 to see the visitor questionnaire and answers to the questions not mentioned here.

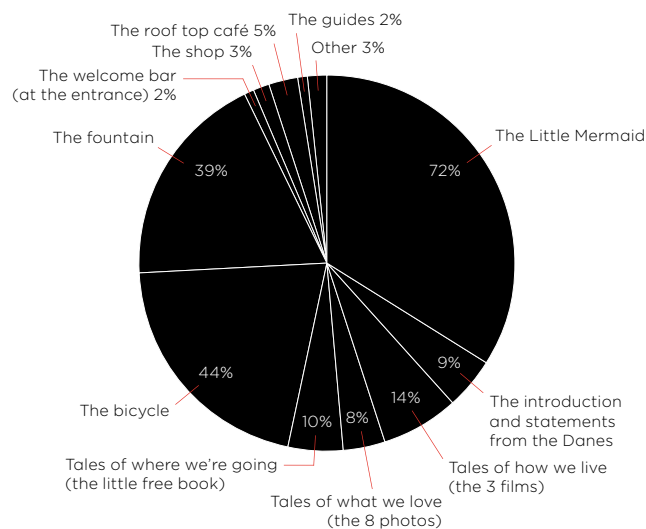


## DENMARK PAVILION VISITOR SURVEY

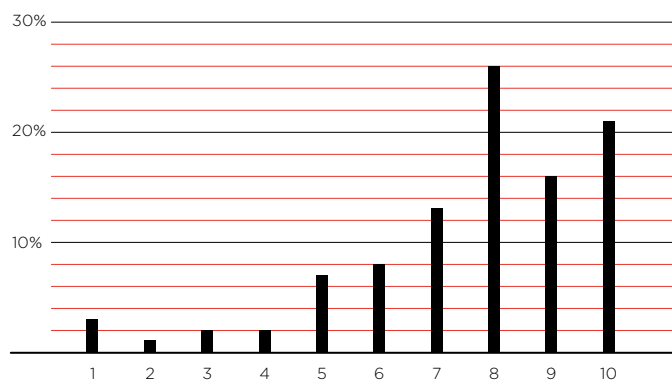
Did you plan to visit the Danish pavilion before coming to Expo 2010?



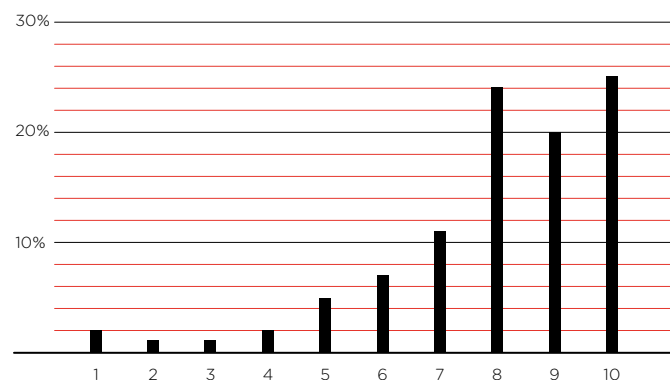
In your view, which of the following parts of the exhibition were the most interesting? (maximum three choices)



The overall theme for Expo 2010 is "Better City, better Life". To what extent do you think the Danish pavilion reflects this theme? (1 the lowest and 10 the highest)



What is your impression of the Danish pavilion architecture? (1 the lowest and 10 the highest)



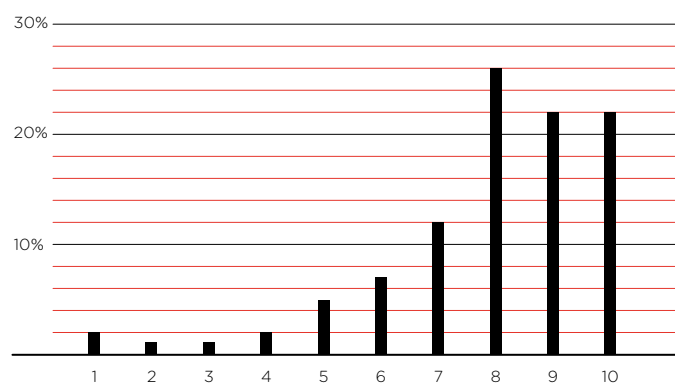
The answers show that 74% of the visitors could see the overall theme reflected in the exhibition content and thought that this was above average.



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## DENMARK PAVILION VISITOR SURVEY

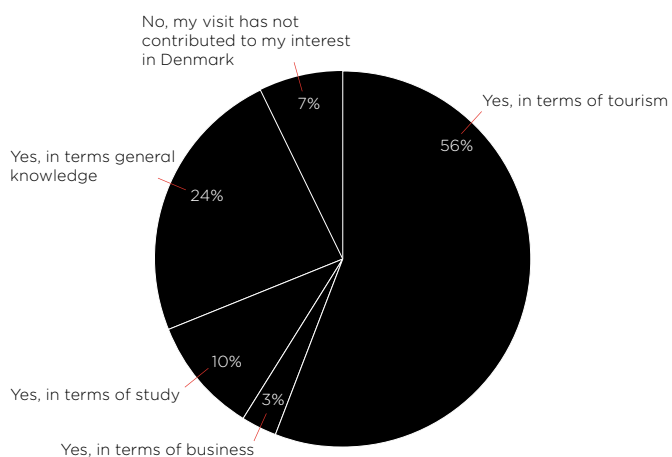
What is your overall impression of the Danish pavilion?  
(1 the lowest and 10 the highest)



This illustrates that more than 80% of the visitors got a positive, above average impression of the pavilion.



Has your visit to the Danish pavilion contributed to your interest in Denmark in any of the following areas?





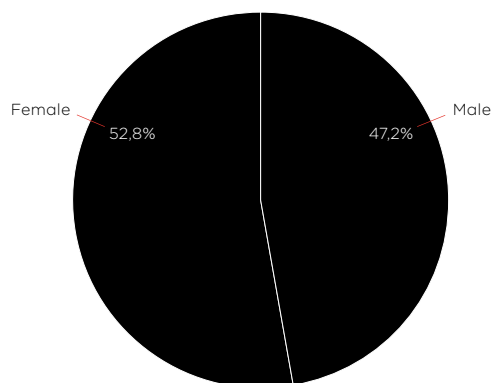
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## DENMARK PAVILION VISITOR SURVEY

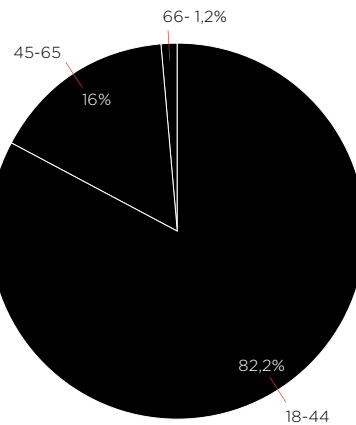
### Respondents demographic:

#### VISITORS TO EXPO 2010<sup>2</sup>

##### Gender:

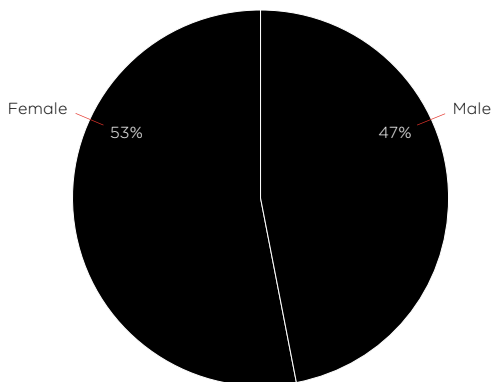


##### Age structure:

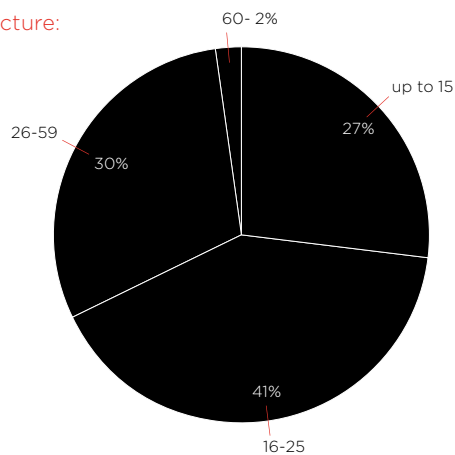


#### VISITORS TO THE DANISH PAVILION

##### Gender:



##### Age structure:



<sup>2</sup> This information is based on a survey from 9 July 2010 and was conducted by Shanghai's Survey Team of the National Bureau of Statistics of China.





## COMPANY PARTICIPATION

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The Danish pavilion was the result of close collaboration between the official Denmark and a range of private companies and organisations with strong ties to China.

With a budget of DKK 150 million, the Danish Expo 2010 participation in Shanghai was the largest Danish Expo project so far. The Ministry of Economic and Business Affairs invested DKK 75 million, while Realdania, as the major private contributor, invested DKK 50 million.

A.P. Møller - Mærsk, GRUNDFOS, Vestas Wind Systems A/S, and the Danish Agriculture and Food Council (Arla Foods, Carlsberg, and Copenhagen Fur) contributed a total of DKK 20 million, and the New Carlsberg Foundation had undertaken the embellishment of the pavilion.

Another 28 exhibition partners<sup>3</sup> were part of the Danish pavilion, contributing cash payment, interior decorations and products and sponsoring cultural events at Expo 2010.

All partners had access to use the VIP facilities and request easy access programmes. They were introduced on the Danish Expo 2010 website and allowed to use the Danish Expo 2010 logo in their additional marketing activities etc.

<sup>3</sup> The list of partners is included as attachment 1.



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## COMPANY PARTICIPATION

### Inside the exhibition

Today, Denmark is primarily known by the Chinese as the native country of Hans Christian Andersen; however, the Danish pavilion wanted to narrate new tales of Denmark to explain the development of cities that are attractive to live in. The objective was to have visitors experience for themselves what it is like to be in a Danish city by presenting an example of true Danish city life.

### WELFAIRYTALES

The theme of the Danish pavilion exhibition was Welfairytale - a contraction of the words welfare and fairytale. Welfairytale reflected the theme of Expo 2010 "Better City, Better Life" by telling the story about our cities and Denmark and Danish companies' strong tradition of balancing economic growth with welfare and sustainability.



### THE EXHIBITION

The pavilion exhibition was an unfolded living fairytale book with three chapters that combined images, film, words and sound, inviting visitors to try out the Welfairytale themselves.

*"Tales of how we live"* showed how Danes live and structure their daily lives in the cities. It told a tale of how cities can be created with focus on a high quality of life and sustainability. This chapter was produced by director Martin de Thurah.

*"Tales of what we love"* concentrated on the Danes and included personal stories of what makes life worth living. The personal fairytales in this chapter explained what should be in focus to create the cities of the future in order to give people better opportunities to develop and be happy. This chapter was produced by photographer Peter Funch.

*"Tales of where we're going"* presented our vision for joint Danish-Chinese future activities, and how Danish-Chinese

cooperation in the fields of technology and knowledge can improve life in the cities of the future. In focus were Danish core areas of expertise such as wind energy, water, architecture and design, transport and food technologies. This chapter was printed in a little green book to take home and handed out to the visitors for free.

### THE ARCHITECTURE

The Danish pavilion was more than a traditional exhibition pavilion. It was an opportunity to try out Danish city life; see the original of the famous Danish sculpture the Little Mermaid, ride a city bike, enjoy a picnic and play in the fountain.

The Danish pavilion was wrapped around the Harbour Pool. The building itself was a monolithic steel structure designed as a double spiral with pedestrian and cycling lanes that took the visitor from the ground through two curves up to a level of 12 metres and down again.

In this way the Danish exhibition could be experienced at two speeds, both inside and out - either as a calm stroll with time to absorb the surroundings, or as a bicycle trip with the city and city life drifting past. There were more than two hundred city bikes for the visitors to try.

### THE FAÇADE

Structurally, the pavilion was conceived as one giant self-supporting tubular steel truss, similar to the hull of a steel ship. The external facade structure was the building's most efficient element with perforation holes to let in daylight and for the purpose of natural ventilation. The degree of perforation varied with the structural stress along the façade, due to the structural performance of the truss. Every single hole in the facade was equipped with a LED light source enabling both the regulation of light inside the pavilion and the illumination of the outside surface in the darker hours of the day.





## COMPANY PARTICIPATION

As a result, the facade of the pavilion became an abstract pattern of light and darkness reflecting the flow of people and bicycles inside the pavilion, as well as the flow of forces inside the steel wall.

### THE HARBOUR POOL

The harbour pool not only illustrated Danish innovative technologies to clean water. It also symbolised that modern cities need water, not just for drinking, but also for flushing, cleaning, heating and cooling.



### THE SOCIAL BENCH

Danish artist Jeppe Hein had designed a social bench going through the inside and outside space of the Danish pavilion. Besides being an artistic and social approach, the white steel bench also functioned as a barrier between pedestrians and cyclists.

### THE LITTLE MERMAID IN SHANGHAI

At the centre of the Harbour Pool was the Little Mermaid, who had been sitting on Langelinie in Copenhagen since 1913. She now travelled abroad for the first time, to be exhibited in the Danish pavilion.

The idea to move the Little Mermaid from Copenhagen to Shanghai was a gesture of cultural generosity and also an invitation to cultural dialogue between Denmark and China. While the Mermaid was in Shanghai, a video installation by Chinese artist Ai Weiwei took her place in Copenhagen.



### THE DESIGN SHOP

The Danish pavilion hosted a design shop with products reflecting Danish attitudes to design and lifestyle quality. All companies represented in the shop had entered into a partnership with the pavilion, and daily operations were run by the pavilion's own staff.

More than 200 different products were sold and among the most popular (by sales) was the bicycle helmet, Georg Jensen products and the pavilion T-shirts. All in all the shop had a turnover of more than DKK 2.5 million during the six months of operation.

Company (products)	Sales ratio
Pavilion bicycle helmet	19%
Georg Jensen (Jewellery, watches, living accessories)	18%
Pavilion T-shirts (Men, women, kids)	18%
Skagen Designs (Watches)	13%
Normann Copenhagen (Tableware, toy, living accessories)	8%
E&L by Lundqvist (Fur accessories)	5%
Yes Is More (Book)	5%
Danish Pavilion badge	4%
Hans Christian Andersen's the Little Mermaid (Book)	3%
LEGO (Toys)	2%
Pavilion cap	2%
Danish Pavilion book	1%
Pavilion aprons	1%
ARTISTOYS (Mirrorcastle)	1%
Paustian (Living accessories)	0,26%
Denmark Tour Guide (Book)	0,20%



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EXPO 2010

## COMPANY PARTICIPATION



### A TASTE OF DENMARK

The three cafés (the street bar, welcome bar and roof top café) in the Danish pavilion were an integral part of the experience of visiting the pavilion – an exclusive culinary journey through Denmark. The selection of food was based on the traditional Danish kitchen, arranged with a modern touch and with the freshest and finest ingredients commonly enjoyed in Denmark. The concept had been developed by Adam Aamann, a young Danish chef who is one of the pioneers behind the culinary revival of open-faced sandwiches in Denmark.

The menu included items such as a large and a small lunch box, Danish pastries, strawberry compote (*rødgrød*), Carlsberg draught beer, herb tea, organic elderflower drink and more.



In addition to the selection of food, visitors could also buy Little Mermaid figurines and tins of Danish butter cookies at the café. The café had a total turnover of more than DKK 14.6 million.

The café was operated in cooperation with the Chinese company The Party People, who also run the famous Simply Thai restaurants in Shanghai.



### PAVILION UNIFORMS

The expression of staff clothing was an important part of the pavilion concept and provided a good opportunity for Denmark to showcase Danish fashion. The design of the uniform for all pavilion staff was decided in an open competition which was aimed particularly at fashion designers. The Expo Secretariat handled the manufacturing of the winning collection in cooperation with first-prize winning designers May-Britt Gram and Hanne Larsen.





## CULTURAL EVENTS

Danish arts were an integrated and essential element of the Denmark pavilion, and the cultural exchange was key to the Welfairytales concept. To give visitors to the Danish pavilion a taste of Danish spirit and culture more than 60 cultural events were arranged<sup>4</sup>.

### Denmark Day

The key event, was the national day. At Expo, all countries had the opportunity to feature a country-specific theme day – a national day. Denmark celebrated its national day “Denmark Day” on June 29. The theme of the Denmark Day was dialogue, and one of the programme elements was an evening gala concert with international Danish and Chinese artists performing classical music, singing and ballet.

Denmark Day featured prominent VIP visits, including a visit by HRH The Crown Prince of Denmark, the Minister for Economic & Business Affairs and a large-scale cultural programme with world-class musicians and different performers. Denmark Day also provided an opportunity for the partner companies to invite their business partners and customers to celebrate the day, including attending the reception with the official delegation.



<sup>4</sup> The calendar of cultural events is included as attachment 4.





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EXPO 2010

## CULTURAL EVENTS

### Mermaid Music

Mermaid Music was an initiative aimed at establishing a permanent setting to promote rhythmic Danish music at Expo 2010 and provide an export platform for Danish musicians to promote their music and network in China.

The pavilion hosted a concert every Wednesday during the entire Expo. This accumulated to 138 concerts, of which 30 concerts took place at the Expo grounds and the rest outside Expo. The concerts included a broad variety of Danish bands ranging from rock, pop, electro and indie pop to world music, folk music and jazz.

### Other events

The Danish pavilion arranged other events such as a children's day, birthday celebrations for the Little Mermaid with three-day activities for families, joint Nordic events and an end-of-Expo party for all Expo staff, including a performance by the Danish band Grand Avenue.

The pavilion guides were actively involved in all events and helped to ensure the success of the events.





## MEETING AND BUSINESS EVENT AREA

The Danish pavilion included an architecturally interesting meeting and business event area. The area, located at the lower floor, measured 117m<sup>2</sup> and held a comfortable capacity level of 66 persons for dinner settings and 80 persons for conferences and receptions; however, some companies managed to hold events for up to 100 guests.

The facilities were primarily offered to the partners of the Danish Expo project and their subsidiaries in China. National partners had first priority regarding the reservation of dates, allocated on a first come, first served basis, and the venue was used mainly for seminars, press conferences, and receptions. The Danish pavilion would use the facilities on a daily basis, when available.

The meeting and business event area was used 105 days<sup>5</sup> out of the 184 opening days (excluding national day activities, cultural activities and introductions given by the Commissioner General Mr Christopher Bo Bramsen) totalling more than 4665 guests.

The number of events held by each company varied. Most companies had one event per day, but some had 2-3 events or groups of visitors in one day. Events were held by 39 different companies at the Danish pavilion, and some had up to 8 different affiliates using the room.

### Types of events:

- Business meetings/ briefings
- Seminars
- Symposia
- Press conferences
- Product launches and displays
- Mini exhibits
- Business Breakfast/ Lunches/ Dinners
- Receptions
- Fashion show
- Customer relations
- Stakeholder day
- Employee and family days

Basic services were available for companies using the meeting and business event area, and most companies took advantage of this option.

The catering offered by the Danish pavilion was based on the same food concept as in the café but was mainly served as a buffet.

### Basic services included

- Catering
- Guided tour of the Danish pavilion
- Easy access programme to other pavilions
- Accreditation for the company staff arranging the event
- Presentation of the Danish pavilion and Expo 2010 by the Commissioner General or the Pavilion Director

All companies used the opportunity to give their guests a guided tour of the Danish pavilion and 75% to give their guests easy access to other pavilions.



<sup>5</sup> The calendar of company events is included as attachment 5.



## MEDIA COVERAGE

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Expo 2010 was the biggest world exhibition ever held, and it attracted a great deal of media attention, both foreign and local. This media attention was also directed at the Danish pavilion, which enjoyed keen interest in the architecture, the exhibition and the cultural activities.

Media coverage of the Danish pavilion in China from 1 May to 31 October included 770 articles in newspapers and magazines, 282 online news items and 128 appearances on TV and broadcasts, all featuring original stories. A total of 2,600 reprint articles were published. More than 200 interviews were conducted, and the pavilion received approximately 400 reporters/ cameramen/ photographers.

### **The pavilion was mentioned in Chinese papers, by news agencies and on websites, including**

- 21st Century Business Herald
- China Youth Daily
- Economic Daily
- Global Times
- Oriental Morning Post
- People's Daily
- Sanlian Life Weekly
- Shanghai Morning Post
- Southern Weekly
- Xinhua News Agency
- www.people.com.cn
- www.sina.com.cn
- www.eastday.com

### **The pavilion was broadcast on the following TV channels**

- Beijing Television
- Dragon TV
- Phoenix TV
- CCTV News, 1,2,3,4 and 9
- Guangdong Television
- Shenzhen Television
- SMG/Shanghai Television
- SMG/ International Channel Shanghai

### **Themes of TV shows**

- The departure/arrival of the Little Mermaid from Denmark to China
- Danish bicycle culture
- A general introduction to the Danish pavilion and its themes
- Denmark in general

### **Radio channels**

- Shanghai People's Radio
- China National Radio

### **Themes of radio shows**

- General introduction to the Danish pavilion
- Birthday celebrations for the Little Mermaid

The TV and radio shows lasted between 2 and 60 minutes.

The Danish pavilion released 92 news items and 51 press releases in Chinese and English.



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EXPO 2010

## THE PAVILION WEBSITE

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An official website, [www.expo2010.dk](http://www.expo2010.dk), was launched in connection with the Danish participation in Expo 2010. The site introduced the Danish pavilion, and news and upcoming events were posted on an ongoing basis.

The site also contained a list of partner companies. They were given the opportunity of giving a brief presentation of their company, including a link to their company website.

Since the website was launched on 27 July 2009 and until 4 November 2010, it had a total of 4,009,100 hits, or an average of 8,603 hits a day. During that period, the site received 129,621 unique hits, which is an average of 278 a day.



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## BIE AWARDS

The Danish pavilion won an Expo 2010 bronze award in the category 'Pavilion Design'. The award was given by a jury of 9 international experts appointed by BIE (Bureau International des Expositions), who coordinate the world EXPO's.

The award was based on an evaluation of the exterior décor of the Pavilion, the architectural design, the construction techniques used and their relation to the theme Better City, Better Life and its subthemes. In the same category the gold award went to Finland and Silver to Norway.

In total, 34 pavilions were awarded for their achievements covering three aspects: Theme Development, Creative Display and Pavilion Design. Each category also consisted of three levels: Gold, Silver and Bronze. All pavilions were divided into four categories based on their scale.

The Danish pavilion belonged to category B which consisted of 21 self built pavilions with an area between 2000m<sup>2</sup> and 3999m<sup>2</sup>.

The project team behind the Danish pavilion concept consisted of BIG (architecture), 2+1 Ideas Agency (exhibition and branding) and Arup (engineering).







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## ATTACHMENT 1: EXHIBITION PARTNERS

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Aalborg Portland A/S  
Asia House  
Bang & Olufsen A/S  
BODUM  
Bondo & Schultz Aps  
Borcks  
Chang'an Motors  
Danish Architecture Center  
DNP Denmark A/S  
Ministry for Science, Technology & Innovation  
Georg Jensen A/S  
HAY / BS Studio  
Interresearch A/S  
ISS China  
Laerdal Medical  
LEGO China  
Lightyears A/S  
Martin Professional A/S  
Nilfisk-Advance A/S  
Normann Copenhagen  
Paustian A/S  
PEOPLES  
Reelight  
Pressalit Group A/S  
SCA Hygiene Products A/S  
Skagen Designs Ltd.  
TurnTool ApS.  
VisitDenmark  
Vola A/S



## ATTACHMENT 2: VISITOR QUESTIONNAIRE

### 1: How much time did you spend at the Danish pavilion?

Less than 10 minutes  
10 to 29 minutes  
30 to 59 minutes  
More than one hour

### 2: Did you queue in order to enter the pavilion?

No  
Yes, less than 10 minutes  
Yes, between 10 and 29 minutes  
Yes, between 30 and 59 minutes  
Yes, more than one hour

### 3: In what capacity are you visiting EXPO 2010?

Educational  
Professional  
Private  
Other, please state:

### 4: Did you plan to visit the Danish pavilion before coming to EXPO 2010?

No  
Yes, because I am interested in Denmark  
Yes, because it was recommended to me in advance  
Yes, because I was invited  
Yes, because I knew the Little Mermaid was there  
Yes, because of the pavilion architecture  
Yes, because I have been to Denmark  
Other, please state:

### 5: The overall theme for EXPO 2010 is "BETTER CITY, BETTER LIFE". To what extent do you think the Danish pavilion reflects this theme?

Scale between 1-10, where 10 is the fullest degree:

### 6: In your view, which of the following parts of the exhibition were the most interesting?

(maximum of three choices)

The Little Mermaid  
The introduction and statements from the Danes  
Tales of how we live (the 3 films)  
Tales of what we love (the 8 photos)  
Tales of where we're going (the little free book)  
The bicycle  
The fountain  
The welcome bar (at the entrance)  
The shop  
The roof top café  
The guides  
Other, please state:

### 7: What is your impression of the Danish pavilion architecture?

Scale between 1-10, where 1 is negative and 10 is positive.

### 8: What is your overall impression of the Danish pavilion?

Scale between 1-10, where 1 is negative and 10 is positive.

### 9: Which of the following issues do you find most interesting? (maximum three choices)

Life in other countries  
Art, literature and culture  
Design and fashion  
Food and food culture  
Future technology  
The outdoors  
Architecture  
Music  
Other, please state:

### 10: What is your nationality?

Chinese  
Other, please state which:

### 11: Are you

Male  
Female

### 12: What is your age?

15 years or less  
16 - 25 years  
26 - 59 years  
60 years or more

### 13: What is your present occupation?

Own business/management  
Employee  
Student  
Retired  
Other, please state:

### 14: Has your visit to the Danish pavilion contributed to your interest in Denmark in any of the following areas?

Yes, in terms of tourism  
Yes, in terms of business  
Yes, in terms of study  
Yes, in terms general knowledge  
No, my visit has not contributed to my interest in Denmark



## ATTACHMENT 3: VISITOR QUESTIONNAIRE - ANSWERS

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### 2: Did you queue in order to enter the pavilion?

No	15%
Yes, less than 10 minutes	25%
Yes, between 10 and 29 minutes	34%
Yes, between 30 and 59 minutes	18%
Yes, more than one hour	8%

### 9: Which of the following issues do you find most interesting?

(maximum three choices)

Life in other countries	36%
Art, literature and culture	38%
Design and fashion	29%
Food and food culture	21%
Future technology	23%
The outdoors	20%
Architecture	28%
Music	16%
Other, please state:	4%

### 10: What is your nationality?

Chinese	95%
Other, please state which:	5%

### 13: What is your present occupation?

Own business/management	6%
Employee	29%
Student	55%
Retired	2%
Other, please state:	7%



## ATTACHMENT 4: CULTURAL EVENTS

### Denmark Day

DATE	EVENT	TYPE	VENUE
29.6.10	Vejle Spring Team	Gymnastics	Denmark Pavilion
29.6.10	Percurama Percussion Ensemble/ The Royal Danish Academy of Music	Concert	Denmark Pavilion
29.6.10	Ingrid Kristensen Dance Theatre	Performance	Europe Stage
29.6.10	The Copenhagen Royal Chapel Choir	Concert	EXPO Center, Europe Stage
29.6.10	Dialogue Gala Concert (presented by Lars Hannibal) Giordano Bellincampi (conductor) Chen Yi (violin soloist) Michala Petri (recorder soloist) Yao Wei (solo dancer) Ulrik Birkkjær (solo dancer) Inger Dam-Jensen (sopran soloist) Palle Mikkelborg (trumpeter soloist) Chen Yue (flute/xiao soloist)	Classical concert (music, singing, ballet)	EXPO Center

### Mermaid Music

DATE	EVENT	TYPE	VENUE
5.5.10	Reptile and Retard	Electronic	Denmark Pavilion
10.-12.5.10	The Danish National Girls Choir	Choir	Denmark Pavilion, Europe stage
19.5.10	Kathrine Legardh and Jakob Dinesen Quartet	Jazz	Denmark Pavilion
26.5.10	August Engkilde	Electronic/acoustic	Denmark Pavilion
2.6.10	Alex Riel/Benjamin Koppel/Thommy Andersen Jazzdk	Jazz	Denmark Pavilion
9.6.10	Agnes Obel	Jazz/classic	Europe Stage
16.6.10	Theis' Jazzband	Jazz	Europe Stage
23.6.10	Kresten Osgood and What's the Time?	Rythmic	Europe Stage
30.6.10	Summerhill	Pop	Denmark Pavilion
7.7.10	Australian Band and Christopher Bo Bramsen	Jazz	Denmark Pavilion
14.7.10	Prins Nitram	Rock/electro	Denmark Pavilion
21.7.10	Katrine Madsen and Jesper Bodilsen	Vocal jazz	Denmark Pavilion
28.7.10	Akiri	Electronica/Pop	Denmark Pavilion, Austrian Pavilion
4.8.10	Kalles World Tour	Electro/jazz/crossover	Denmark Pavilion
11.8.10	Bandapart	Alternative/Indie/Jazz	Denmark Pavilion
18.8.10	XONG	Classic/Jazz	Europe Stage
25.8.10	Morten Riis	Electronic	Denmark Pavilion
1.9.10	Spejderrobot and Emil de Waal	Electro/Jazz	Denmark Pavilion
8.9.10	Choir of Young Believers	Indie/Folk/Pop	Denmark Pavilion
15.9.10	Røst - Ditte Rønn and Søren Bebe	Jazz	Denmark Pavilion
22.9.10	Call Me Cat	Rock	Denmark Pavilion, Europe Stage
29.9.10	John Sund Acoustic Sense	World/Jazz	Denmark Pavilion
6.10.10	Morild	Folk Music	Denmark Pavilion
13.10.10	Mark Solborg 4	Modern Jazz	Denmark Pavilion, Europe Stage
19.-20.10.10	Klezmafobia	Folk/Rock	Denmark Pavilion, Europe Stage
27.10.10	Sinne Eeg and RET	Jazz	Europe Stage



# ATTACHMENT 4: CULTURAL EVENTS

## Other events

DATE	EVENT	TYPE	CONCERT EXPO
25.4.10	Thomas Helmig and Antonelli Orchestra	Concert	Denmark Pavilion
17.-21.05.10	Kopenhagen Fur	Workshop	Denmark Pavilion
24.5.10	Nightingale String Quartet	Concert	Denmark Pavilion
25.5.10	Nightingale String Quartet	Concert	Denmark Pavilion
1.6.10	Children's Day	Event	Denmark Pavilion
27.6.10	Ingrid Kristensen Dance Theatre	Performance	Denmark Pavilion
25.7.10	Skanderborg Girls Choir & Morten Børup School Choir	Concert	Denmark Pavilion
27.7.10	Vejle Spring Team	Gymnastics	Denmark Pavilion
29.7.10	Southern Denmark's Girls Choir	Concert	EXPO Center
11.8.10	Mid-term staff party w/ Bandapart	Event/concert	Shanghai harbour
21.-22.8.10	Madam Bach	Children's theatre	Denmark Pavilion
21.-22.8.10	The Tivoli Boys Guard	Concert	Denmark Pavilion
21.-23.8.10	Danish Goodwill Ambassadors	Fairytale reading	Denmark Pavilion
21.-23.8.10	Paper cutting artist	Workshop	Denmark Pavilion
21.-23.8.10	School setting	Workshop	Denmark Pavilion
21.-23.8.10	LEGO	Workshop	Denmark Pavilion
23.8.10	Synchronized swimmers and dancers	Performance	Denmark Pavilion
23.8.10	The Tivoli Boys Guard + pavilion staff	Live web-broadcast	Denmark Pavilion
23.8.10	Unveiling of signature stamp	Event	Denmark Pavilion
27.9.10-1.10.10	Kopenhagen Fur	Workshop	Denmark Pavilion
17.-19.9.10	The Antusheng Theater	Performance	Denmark Pavilion
4.-5.10.10	Gerlev Performance Team	Performance	Denmark Pavilion
12.10.10	NOTCH festival	Concert	Denmark Pavilion
19.10.10	Klezmafobia	Concert	Denmark Pavilion
21.10.10	Giacomo Ravicchio	Acrobatic performance	Denmark Pavilion
23.-25.10.10	Hairdresser Morten Lynge, Shanghai Fashion Week	Workshop	Denmark Pavilion
28.10.10	Staff party w/ Grand Avenue	Event/concert	Denmark Pavilion





## ATTACHMENT 5: CALENDAR OF COMPANY EVENTS

### May

03.05	Vestas
04.05	Vestas
05.05	Vestas
06.05	Grundfos
07.05	Kopenhagen Fur
08.05	Kopenhagen Fur
09.05	Grundfos
12.05	Climate Consortium Denmark
14.05	Scandinavian tourist board
15.05	A.P. Møller-Maersk
16.05	A.P. Møller-Maersk
17.05	A.P. Møller-Maersk
18.05	A.P. Møller-Maersk
19.05	A.P. Møller-Maersk
20.05	A.P. Møller-Maersk
21.05	A.P. Møller-Maersk
23.05	A.P. Møller-Maersk
24.05	A.P. Møller-Maersk
26.05	A.P. Møller-Maersk
27.05	A.P. Møller-Maersk
28.05	A.P. Møller-Maersk
29.05	A.P. Møller-Maersk
30.05	Danish Chinese Chamber of Commerce
31.05	Danish export association
31.05	Carlsberg

### June

01.06	Grundfos
04.06	Grundfos
05.06	Grundfos
07.06	Vestas
08.06	Sino-Danish Wind Energy Development programme
08.06	Vestas
09.06	Arla
10.06	Grundfos
11.06	Grundfos
12.06	Grundfos
13.06	Grundfos
14.06	Grundfos
15.06	Grundfos
16.06	Nordic meeting
17.06	Danish Architecture Centre
18.06	Danish Architecture Centre
19.06	Danish Architecture Centre
20.06	Danish Architecture Centre
21.06	Aalborg Portland
23.06	Grundfos
24.06	Contex
25.06	Nordic Clima Day
26.06	Xindu-Denmark

27.06	Martin Professional
28.06	Grundfos
30.08	Kopenhagen Fur

### July

12.07	Vestas
13.07	Vestas
14.07	Invest in Denmark
15.07	Invest in Denmark
16.07	Invest in Denmark
27.07	Dyrberg/Kern
28.07	Arla
29.07	Vestas
30.07	Vestas

### August

10.08	Haldor Topsoe
11.08	Consulate General (Building and construction)
16.08	The Party People
17.08	Vestas
18.08	Vestas
19.08	Vestas
20.08	Vestas
21.08	Danish Architecture Centre
22.08	Danish Architecture Centre
23.08	Danish Architecture Centre
24.08	Danish Architecture Centre
25.08	Danish Chinese Business Forum
26.08	Danish Chinese Business Forum
27.08	Danish Chinese Business Forum
28.08	Danish Chinese Business Forum
28.08	Radiometer
29.08	Grundfos
30.08	Vestas
30.08	Nordic food seminar
31.08	Chateau de Cayx

### September

01.09	Vestas
02.09	Vestas
08.09	VL63
09.09	Arla
13.09	Danish National IT and Telecom Agency
13.09	Study in Denmark
14.09	Ministry of science, technology and innovation
15.09	Grundfos
16.09	Grundfos
17.09	Grundfos
18.09	Central Denmark Region
19.09	Central Denmark Region

20.09	Schmidt/Hammer/Lassen
20.09	Central Denmark Region
21.09	Central Denmark Region
27.09	Danish Chinese Chamber of Commerce
29.09	API Maintenance System

### October

04.10	Esbjerg municipality
12.10	Interresearch
15.10	Electric world tour, Hjalte Tin
16.10	Novo Nordisk
19.10	Innovation center Denmark - Shanghai
25.10	Youth Forum
28.10	Gastronomy Consortium
29.10	Scandinavian tourist board



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## ATTACHMENT 6: BIE AWARDS

	Gold	Silver	Bronze
<b>Category A</b>			
Theme Development	Germany	Russia	France
Creative Display	Saudi Arabia	Japan	Indonesia
Pavilion Design	United Kingdom	Republic of Korea	Spain
<b>Category B</b>			
Theme Development	Chile	New Zealand	Ireland
Creative Display	Sweden	Poland	Morocco
Pavilion Design	Finland	Norway	Denmark
<b>Category C</b>			
Theme Development	Algeria	Turkey	Peru
Creative Display	Slovenia	Czech Republic	Qatar
Pavilion Design	Portugal	Hungary	Greece
<b>Category D</b>			
Theme Development	Mauritania	Cyprus	Cape Verde
Creative Display	Pacific Joint	Liechtenstein	Jordan
Pavilion Design	N/A	N/A	N/A
<b>Expo jury special award</b>	MeteoWorld		
<b>BIE-COSMOS prize</b>	Chain Reaction: "For Our Daughters"		



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