



Expo 2010 – Shanghai – China: Pathfinder

This pathfinder of resources about the forthcoming Expo in China includes website URLs for Expo 2010 and references to material on trade shows as a marketing technique and how to make the best use of them as an exporter.

The theme of Expo 2010 is "Better City, Better Life," representing the common wish of the whole humankind for a better living in future urban environments.

The main website for the Expo is at: <http://en.expo2010.cn/> This gives you access many other pages some of which are listed below:

Keeping up to date – Expo newsletter: <http://en.expo2010.cn/documents/nl/index.htm>

Expo Site and Plan: <http://en.expo2010.cn/ses/indexn.htm>

Expo Online: <http://en.expo2010.cn/sr/node2292/indexn.htm>

China Pavilion: <http://en.expo2010.cn/sr/china/index.htm>

New Zealand Pavilion: <http://en.expo2010.cn/a/20100126/000008.htm>

UK Pavilion: <http://en.expo2010.cn/a/20091021/000008.htm>

Other Pavilions: <http://en.expo2010.cn/participation/pop/moren.htm>

The New Zealand Trade & Enterprise site has further information on the New Zealand Pavilion at Expo 2010 Shanghai at:

<http://www.nzte.govt.nz/features-commentary/Features/Going-global/Pages/Shanghai-Expo-pavilion-preview.aspx>

NZTE's main Expo page is at:

<http://www.nzte.govt.nz/explore-export-markets/North-Asia/Doing-business-in-China/New-Zealand-at-Shanghai-World-Expo-2010/Pages/New-Zealand-at-Shanghai-World-Expo-2010.aspx>

It includes a list of FAQs which provide basic but useful information.

Trade Fairs and Expositions

This section lists some easily accessible resources which you can use to prepare for a trade show:

1. **Trade Show Marketing Blog:** <http://www.trade-show-marketing-blog.com>

This blog offers tips that will maximize your trade show experience. On this blog you will find some really useful advice on how to get visitors to your booth, how to control the cost of exhibiting at a trade show.

2. **Magazine Articles:** if you would like copies of any one of these articles please email: library@export.ac.nz

Anand, S. (2009) Clear goals, sharp focus can lift trade fair success. *The Exporter* Issue 12. 42-43. This article includes advice from the New Zealand School of Export staff and graduates.

Springall, L. (2006) Surviving trade fairs. *The Exporter* Issue 1, 21-24. Although some of this information is a little dated, the article emphasises the necessity doing careful preparation.

Springall, L. (2010) Maximising value from trade shows. *The Independent* 18 February. 16-17. Focuses on the experience of Tait Mobile Communications of Christchurch.

3. **PDF guides:**

New Zealand Trade & Enterprise (2005) Stand out: ensuring success at trade shows – a step-by-step guide. Wellington, N.Z.: NZTE. Copies are freely available in pdf format from: <http://www.nzte.govt.nz/develop-knowledge-expertise/Advanced-Exporter-Guides/Sales-and-marketing/Documents/Ensuring-success-at-trade-shows.pdf>

This resource is free and you are welcome to copy it for colleagues and students. Please acknowledge its source as: New Zealand School of Export website:

<http://www.export.ac.nz/findinginformation.html#Conferences>

Compiled by: Graeme Siddle – Head of Library & Information Services, New Zealand School of Export.

Date: 3 March 2010