



Nordic Lighthouse  
23 - 29 August 2010  
Shanghai

Invitation

# Bright Green - Nordic

*“Better City, Better Life”*  
*– the Nordic approach*

You are hereby invited to take part in Bright Green - Nordic in parallel with the World Expo in Shanghai from 23-29 August 2010.

**Bright**<sup>DI</sup>  
**Green**

**Bright Green - Nordic**  
Nordic Lighthouse, 23 - 29 August 2010, Shanghai



# Bright Green - Nordic

## *“Better City, Better Life”*

### *— the Nordic approach*

#### 📍 World Expo 2010

Shanghai is gearing up for the World Expo that takes place from the 1 May to the 31 October 2010. The over-all theme for the World Expo is *“Better City, Better Life”*.

The World Expo focuses on cities – now and in the future, and will attract governments and people from across the world.

By dedicating a 5.28-square-kilometer area at the core of the city to national pavillions, events and forums, Shanghai hopes to build a powerful and lasting pilot example of sustainable and harmonious urban living.

The World Expo is expected to attract 70 million people during the 184 days of exhibition.

Further information on the World Expo can be obtained here:  
<http://en.expo2010.cn/index.htm>

#### 📍 Bright Green - Nordic

As it is the case for World Expos in general the opportunities for obtaining an individual platform for company branding are very limited, due to the World Expo rules and regulations. This leaves the solution providers without a showcase opportunity

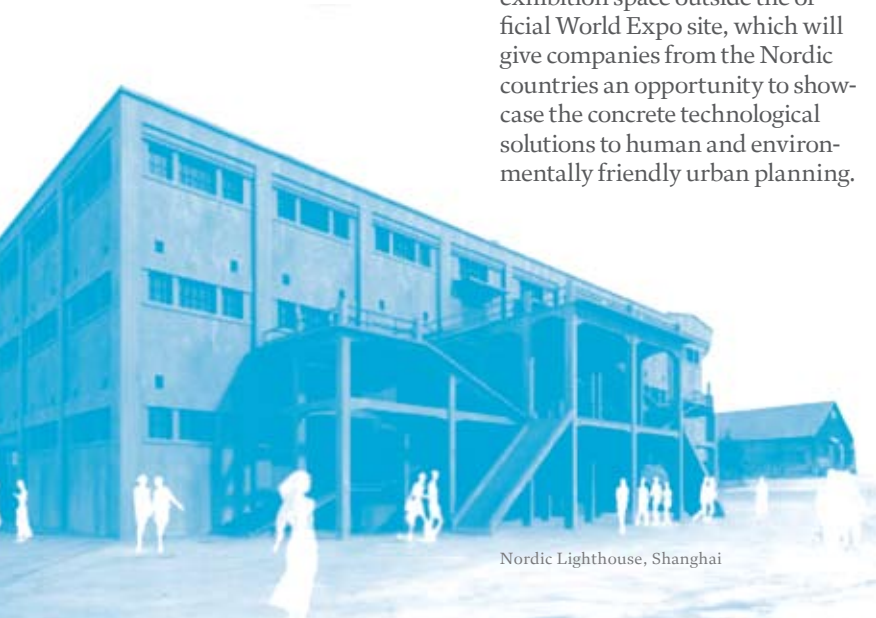
Luckily, we have secured an exhibition space outside the official World Expo site, which will give companies from the Nordic countries an opportunity to showcase the concrete technological solutions to human and environmentally friendly urban planning.

In December 2009 at Bright Green Expo in Copenhagen we succeeded in establishing a platform for companies that allowed them to be seen as part of the solution to the climate change challenge. We are now offering you a similar platform during the World Expo.

#### 📍 Venue and timing

The venue for Bright Green - Nordic is the Nordic Lighthouse located at the waterfront area of the Huangpu River. One of the official World Expo docks is situated just next to the Nordic Lighthouse and the surrounding area serves as an important transportation hub for the World Expo. 5000-7000 visitors are expected to bypass the Nordic Lighthouse each hour. The transportation time from the World Expo to the Nordic Lighthouse is approximately 30 minutes by boat and 40 minutes by metro.

Taking National holidays and planning horizon into account we have chosen to go for the last part of August for Bright Green - Nordic.



### ➞ Exhibitors

The exhibitors at Bright Green - Nordic are companies from the Nordic countries offering solutions that can help carry out the World Expo theme “*Better City, Better Life*”. For example companies engaged in the following fields:

- architecture and construction
- efficient and/or renewable energy generation
- energy distribution
- energy conservation in buildings
- smart metering
- home automation
- waste treatment / waste to energy
- water cleaning and supply
- roads and traffic infrastructure
- intelligent street lightning
- green IT
- smart urban transportation
- sustainable design products and solutions

### ➞ Visitors

The primary target group for Bright Green - Nordic is the Chinese business community, representatives from the Chinese government / municipalities and the Chinese press. Depending on the final programme one or two days of exhibition (23-24 August) will be reserved for the primary target group. The exhibition program for these days will include official visits from the Nordic countries.

As organizers we will do whatever we can to attract a relevant audience to the opening days.

**However by the end of the day it is your responsibility as exhibitor to provide us with information on the audience that you would like to target and to invite relevant people on your own.**

During the remaining exhibition period (24-29 August), the exhibition will be open for the general public including visitors from other countries than China. We are able to offer you qualified local staff to man your booths during that period if you prefer to limit your stay in Shanghai.

### ➞ Exhibition area and facilities

Bright Green - Nordic consists of 47 individual booths of each 12 square meters each. It is possible to book one single booth as well as a number of adjoining booths.

The booths are all shell scheme booths based on the special design that was developed for Bright Green Expo in Copenhagen. However the design is slightly modified based on the exhibitors feedback from Bright Green in Copenhagen.

Furthermore, the exhibition space will include a center point from where it is possible to have company presentations for an audience of approximately 100 people.

Finally, we have organized meeting facilities for individual meetings between exhibitors and their guests.

### ➞ Price

For exhibitors based in Denmark the price per shell scheme booth of 12 m<sup>2</sup> is EUR 3.295 provided that 50 percent of the total expenditure is financed by the Danish Trade Council.

For exhibitors based in Sweden, Norway and Finland the price is EUR 6.590 per shell scheme booth of 12 square meters.

### ➞ Booking

Exhibition space, time slots for company presentations and time slots for individual meetings is allocated on a first come first served basis. This means that we recommend that you do not hesitate to book your booth – even though there are still 6 months to go.

**Please book at:  
[www.brightgreennordic.dk](http://www.brightgreennordic.dk)**

### ➞ Reference

Please visit [www.brightgreen.dk](http://www.brightgreen.dk) in case you would like to obtain an idea of the booth design at Bright Green - Nordic.

### ➞ Contact information

Please do not hesitate to contact one of the following people in case you need further information

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