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RUSSIAN PAVILION EVENTS AND HIGHLIGHTS

June, 22 – July, 05 2010

June, 22: Russian pavilion hosted a video bridge between Shanghai, Moscow and Tolyatti devoted to Science and Technology Innovations and Urban Development

Round table discussion and video conference “Scientific Innovations and Urban Development” took place



in the press Center of the Russian Pavilion on Tuesday, June 22. Participants noted that the Russian enterprises have a number of highly competitive and innovative technologies. But for their integration into everyday life it is important to develop demand for them from the mass market, which primarily consists of urban residents.

This expert roundtable was held on outcome of the Expo theme forum “Scientific Innovations and Urban Development” in Wuxi.

Secretary - Deputy Minister of

Industry and Trade of the Russian Federation Stanislav Naumov reminded that the Russian companies have competitive technologies for solar energy equipment production; and they also actively develop tidal energy, medical technologies and other innovative directions.

According to another participant in the discussion, the general manager of Expert RA Rating Agency Dmitry Grishankov, influence of innovations on urban development should be considered from two main aspects. On the one hand, cities should create the demand for innovations. “From the other hand, creative class that concentrates in urban area should be able to meet this demand,” he said.

Director General of Research Group ‘Circon’ Igor Zadorin believes that technological innovations themselves have no value. It is essential that they would keep up with the pace of social innovations. “Integration of the new technologies is restricted by lack of demand for them from mass consumer in Russia,” he said.

“Our society has lost its innovative potential, not because it ceased to be creative, but because it lost tendency for application of innovations. Thus, it’s vital to focus on creation and development of “society that consumes innovations” in Russia,” Zadorin said.

6月22日：俄罗斯馆举行上海-莫斯科-陶里亚蒂视频连线，主题为科技创新与城市发展

6月22日俄罗斯馆新闻中心内举行“科技创新与城市发展”视频会议。与会者指出，俄罗斯企业拥有一系列极具市场竞争力的创新技术，不过为了推广新发明，必须扩大大众消费者的需求，这首先包括城市居民。

此次专家圆桌会议是在无锡举行的世博会“科技创新与城市未来”主题论坛结束后召开的。

俄罗斯工业和贸易部副部长斯坦尼斯拉夫·纳乌莫夫指出，俄罗斯公司拥有极具市场竞争力的太阳能设备生产技术，并积极发展潮汐能、医疗科技与其它创新方向。

参与讨论的俄 EXPERT RA 评级公司总经理德米特里·格里尚科夫认为，应从两方面看待创新技术对城市发展的影响。他指出，一方面，城市应创造这方面的需求，另一方面，只有集中在城市的创意阶层才能满足这个需求。

俄罗斯“钻石”调查集团负责人伊戈尔·扎多林则表示，科技创新本身没有价值，使科技的社会性跟上创新的步伐至关重要。他认为，目前俄罗斯缺乏对新兴产品的大众消费需求，这遏制了创新科技的推广。

“我们的社会已经丧失了创新潜力，这不是因为我们没有创意，而是因为创新技术很难得以应用。所以在俄罗斯建立和发展‘创新技术消耗’型社会至关重要。”扎多林这样说道。



June, 24: Press secretaries of the participating pavilions and PR-experts met to discuss EXPO strategies in the Russian pavilion

In the Russian pavilion press secretaries of the participating pavilions and PR-experts have discussed how the country's image is created according to the experience of the World Universal Exhibition EXPO 2010 in Shanghai.

Specially for the discussion, the organizers invited experts on public relations of the pavilions of Spain, the Netherlands, New Zealand, Great Britain, Africa, Belarus, Ukraine, and many other countries.

The moderator of the discussion, the Head of Communications of the Russian pavilion, Alina Suslova noted that such an event promotes “inter-pavilion communications, which become global at the EXPO”.

State Secretary – Deputy Minister of Industry and Trade of Russian Federation Stanislav Naumov told about the conjoint work with the developers of the Russian exposition concept that lasted over 1.5 years, and was aimed at the public campaign formation of the Pavilion of Russian Federation at EXPO 2010.

"We decided that one of the main goals of our participation in EXPO is a creation of a new image of



Russia, because the Universal Exhibition is, first of all, an exhibition of your home country images. We decided to change the existing stereotypes of Russia. Our basic communication tools are: the official website of the Russian Pavilion at EXPO, a special section of the Russian exposition at the site of RIA Novosti, and a section at the official Chinese website of EXPO.

Stanislav Naumov also told the media about the future plans in the business and cultural programs of the Russian

Pavilion and the future trends in communications with other countries at EXPO. "The junior teams from Russia and China will participate in a friendly hockey tournament, timed to coincide with EXPO 2010. I think, the Canadian pavilion could join this match too" – Stanislav Naumov mentioned as an example of inter-pavilion communications.

6月24日：俄罗斯馆内世博各场馆新闻官、公关专家共商世博战略

6月23日在俄罗斯馆内举行了世博会国家馆信息支持问题研讨会。俄罗斯馆新闻中心内公关专家、各国家馆新闻官、媒体记者聚集一堂，以2010上海世博会举办经验为基础共同探讨如何塑造国家形象。

受邀来到俄罗斯馆参加讨论的有来自西班牙、巴基斯坦、秘鲁、蒙古、白俄罗斯、乌克兰、新西兰、荷兰、哈萨克斯坦等其他国家馆的公共关系专家。

研讨会上俄罗斯联邦工业贸易部第一副部长斯塔尼斯拉夫·纳乌莫夫做了发言。他介绍了俄罗斯馆的展览理念是如何制定的，以及如何塑造2010世博会俄罗斯国家馆形象。

“我们认为，参加世博会的主要目的是树立俄罗斯新形象，因为世界博览会首先是形象的展览，通过这种展览我们展示自己的国家。”副部长这样说到，“我们决定改变俄罗斯的刻板形象，展示新形象—孩子眼中的世界。我们交流沟通的主要工具是：世博俄罗斯馆官方网站，俄罗斯新闻社网站世博专栏以及世博会官方网站里的专栏。”

斯塔尼斯拉夫·纳乌莫夫也介绍了近期俄罗斯馆的商业、文化活动安排，俄罗斯与其他世博参展国在公共关系领域上的合作趋势。

国际政治研究所所长叶甫盖尼·明琴科接下来介绍了国际大舞台上俄罗斯联邦形象发展的主要方面。来自其他国家馆的客人们也分享了自己的看法，以及在2010世博会上塑造其国家形象的方式。俄罗斯馆内举行的研讨会将开启新一轮的会议、研讨会，参与本次研讨会的其他国家馆代表也表示将举行类似活动。

June, 26: World famous top model and the Ambassador for the Sochi 2014 Olympic Games Natalia Vodyanova visited the Russian Pavilion

On Saturday, the world famous top model Natalia Vodyanova visited the Russian Pavilion at EXPO 2010 in Shanghai.

After the tour, Natalia said that it would be nice if children were often visiting the Russian Pavilion: "A magic, unique, and very beautiful Pavilion, it is great that kids can visit such a fairy tale," said the top model.

Prior to the Russian Pavilion, Natalia Vodyanova had visited exhibitions of many other countries, and in an interview with the Chinese television said that along with the Russian Pavilion, she liked the pavilions of the United Kingdom and Switzerland.



6月26日：2014年索契冬奥会形象大使、闻名世界的超模纳塔利·沃佳诺娃参观了俄罗斯馆

2014年索契冬奥会形象大使、闻名世界的超模纳塔利·沃佳诺娃于周六参观了2010上海世博会俄罗斯馆。参观完展览后纳塔利说到，孩子们最好能够经常到俄罗斯馆来看看，“这是一个充满魔力、独特、异常美丽的场馆。在这里孩子们感觉像在童话中一样，这很棒。”

参观俄罗斯馆之前，纳塔利·沃佳诺娃还到过许多其他的国家馆，这位超级模特在接受中国电视台采访时指出，除了俄罗斯馆，她还非常喜欢英国馆和瑞士馆。

June, 27: Secretary General of the State Council of the People's Republic of China, Ma Kai toured the Russian Pavilion

"The Russian pavilion at EXPO 2010 made an interesting and right choice in favor of science and technology in combination with the children's perception of the world," the Secretary General of the State Council of the People's Republic of China, Ma Kai, said after his visit to the Russian pavilion at the World Universal Exhibition in Shanghai.

Ma Kai came to see the Russian exposition with his family and grandson. He said: "My grandson was very interested. If my grandson liked it, so did I, this means the goal is achieved.



We liked the combination of science and technology of Russia and the children's perception."

"Adults must understand: everything that children like is correct and interesting," Ma Kai said. In the book for the Russian pavilion's honored guests the General Secretary wrote the next words: "The future belongs to children."

6月27日：中华人民共和国国务院秘书长马凯参观俄罗斯馆

世博会俄罗斯馆选题有趣，将科技成就和孩子的世界观结合在一起。周日，中华人民共和国国务委员、国务院秘书长马凯在参观完上海世博会俄罗斯国家馆后如此评价道。

这位中国政府领导人此行和家人、孙子一起参观俄罗斯展馆，他说到：“我孙子觉得非常有趣。我孙子喜欢的我就喜欢，这说明展览的目的达到了。我非常欣赏将俄罗斯科技成就和儿童的视野结合在一起。”马凯强调：“大人们应该明白一点，孩子们喜爱的东西往往是正确的、有意思的”。

在俄罗斯馆贵宾留言簿上这位国务院秘书长这样写到：“未来属于孩子们”。

当日参观俄罗斯馆的还有中国共产党中央委员会和中国外交部的其他领导人。

June, 29: Russia's Expo-2010 pavilion attracts over 2 million visitors

Over 2 million people have visited the Russian pavilion since the Shanghai World Expo opened 60 days ago. Russia constructed a pavilion at the exhibition for the first time in 30 years. The sun-shaped building comprises 12 white-and-gold towers symbolizing the 12 months of the year, and occupies an area of 6,000 square meters. About 40,000 people visit the Russian pavilion daily, a source in the administration said.

Some 20.7 million people have attended the Shanghai



Expo since May 1. The 20-millionth guest visited the Expo at midday on Monday. The 2 millionth visitor arrived at the Russian pavilion on Tuesday. He was a resident of Nanjing Mr. Xu. He worked at an administrative center of Jiangsu Province as a technician for a long time. Mr. Xu felt very embarrassed when camera flashes, TV reporters and applause from the staff greeted him as he walked in the pavilion. Director of the Russia's Pavilion Alexander Klyuev congratulated the jubilee visitor and presented him with a set of VIP gifts and handmade painted jewelry box. Then Mr. Xu has toured the pavilion accompanied by a Russian guide.

"I came to EXPO together with a tourist group for just 1 day. I had to stand in a queue to the Russian pavilion for over 1 hour. Before the Russian pavilion I have visited 8 other pavilions and hope there will be enough time for me to view exhibitions of Germany and France," Mr. Xu said.

"I really liked the Russian pavilion, especially the sections representing the technological achievements of your country. Russia has a highly-developed nuclear energetics. That's also very important that Russia's pavilion contributes to children's theme, as it is our common future", he added.

6月29日：2010世博会俄罗斯馆游客超过200万位。

俄新社记者讯，2010上海世博会俄罗斯馆运营两个月以来已经接待了超过两百万位游客。

周二俄罗斯馆迎来了第两百万位游客——来自南京市的徐先生，退休前他在江苏省从事技术工

作。面对俄罗斯馆内等待他的很多媒体记者、纷纷照相、摄像的闪光灯和展馆工作人员的掌声，徐先生显得有些不好意思。俄罗斯馆馆长亚历山大·克柳耶夫表达了对客人的祝贺，并赠送了贵宾礼品盒及霍赫拉玛手工彩绘木盒。随后徐先生在俄罗斯讲解员的陪同下参观了俄罗斯馆。参观完俄罗斯馆后，徐先生说道：“我是跟旅行社一起来看世博的，就来一天，在俄罗斯馆门口排了一个多小时的队。参观俄罗斯馆之前我已经看过八个馆了，现在还想去看看德国馆和法国馆”。“我非常喜欢俄罗斯馆。”他还说道，“特别是俄罗斯科技成果的展览。俄罗斯拥有非常强大的核能技术。俄罗斯馆还关注孩子的未来教育问题，这也颇为重要，因为孩子是我们共同的未来。”

June, 29: 2010 at the EXPO-2010

On the same day, the Russian pavilion welcomed the visitor number 2,010,000. 2010-000th guest of the Russian pavilion, whose number has coincided with the year of EXPO-2010, was



35-year old Wang Zhen from Jinan City, Shandong Province. Wang Chen works at a real estate company. She came to Shanghai with nine colleagues from the company to see the Universal Exposition. Jinan employee was given a commemorative gift from the Russian pavilion.

"I read in the newspapers that your pavilion is very interesting and unusual, so we decided to visit

the Russian pavilion first," Wang Zhen said after a tour the Russian exhibition. She added: "To be honest, we're not disappointed. Our expectations are fully met. It's truly wonderful in your pavilion."

6月29日：2010世博俄罗斯馆第2,010,000位游客

6月29日这天，俄罗斯馆还迎接了第2,010,000位游客。来自山东济南的35岁的王女士成为了俄罗斯馆的第2,010,000位游客，她参观俄罗斯馆的游客序号正好和世博会举办年份2010巧合。王女士在一家房地产公司工作，此次和公司的九位同事一道来到上海看世博会。王女士收到了俄罗斯馆赠送的纪念礼品。

“我在报纸上看到俄罗斯馆非常独特有趣，所以我们觉得先参观俄罗斯馆。”参观完俄罗斯馆后王女士这样说道，“坦白说，我们一点都不失望。你们的场馆非常美丽，和我们期望的完全一样。”

July, 2: Russian Pavilion took part in children's charity event

Russian Pavilion at Shanghai EXPO-2010 participated in the children's charity event "United family - lets tour the EXPO".

Over 50 Chinese orphans accompanied by Buddhist monks and Shanghai Charity Foundation representatives entered the pavilion through a “green corridor” which was arranged specially for them. Director of the Pavilion Alexander Klyuev and staff greeted them and guided delegation of orphaned children through the Russian exposition.

The event was organized by the most famous Buddhist Temple in Shanghai, Jade Buddha Temple and Shanghai Charity Foundation. Buddhist Temple in conjunction with the Charity Foundation raised 1,5 mln yuan to organize tours for orphans primarily from the remote areas of Tibet, Yunnan, Qinghai, and other areas affected by natural disasters.

Owing to this event, hundreds of orphans from the China’s most remote places will be able to visit the World Universal Exposition in Shanghai. All expenses including transportation, accommodation, meals etc will be covered by the Buddhist monks and Shanghai Charity Foundation.

Before visiting the Russian pavilion the Chinese orphans visited the pavilions of China, Hong Kong, Macao, and automotive pavilion in the Corporate Zone. Russian pavilion became the first foreign exposition they visited at the EXPO. “Everything is real and interesting in your pavilion”, 12 year old Zhang girl said.



7月2日：2010上海世博会俄罗斯馆参与儿童慈善活动

2010上海世博会俄罗斯馆参与了“一加一看世博”儿童慈善活动。

7月2日50多名上海儿童福利院的儿童在佛教法师、上海慈善基金会代表的陪同下，通过俄罗斯馆方专门组织的“绿色通道”参观了俄罗斯馆，受到了俄罗斯馆馆长亚历山大·克留耶夫及场馆工作人员热烈欢迎。在俄罗斯导游的陪同下，福利院儿童代表团及陪同人员参观了展馆。

此次活动是由上海著名的玉佛禅寺和上海慈善基金会共同主办的。玉佛禅寺和上海慈善基金会之前募集到价值150万元的世博门票，用以组织福利院儿童、西藏、云南寻甸、普洱及青海玉树偏远地区的儿童游览世博。

在此次活动中，数百名来自中国偏远地区的儿童将有机会参观世博会。上海玉佛寺和上海慈善基金会支付交通、住宿、餐饮等所有费用。

在参观俄罗斯馆前这些福利院儿童已经参观了香港馆、澳门馆、通用汽车馆。俄罗斯馆是他们参观的第一个外国展馆。这些儿童参观后都表示非常喜欢俄罗斯馆。“这里的一切都非常真实而有趣。”一位 12 岁小女孩这样说道。

VISITORS OVERVIEW

Nearly a thousand of VIP guests visited the Russian Pavilion over the second half of June
957 Chinese, Russian and overseas VIP guests visited the Russian Pavilion during the second half of June according to Protocol Division of the Russian Pavilion.

Most of high-ranking visitors were the Chinese VIP guests. Over the last 2 weeks, 648 Chinese state and local government officials, famous Chinese celebrities came to the Pavilion to see the Russian exposition. 50 guests came to Shanghai EXPO from Russia. 269 VIP visitors were from the foreign countries e.g. USA, France, Saudi Arabia, Malaysia, Thailand and others.

VIP visitors to the Russian Pavilion noted that the Russian exposition features an interesting design, right choice of the theme, successful combination of the idea of childhood and innovative development. The work of the Russian pavilion was well praised by all of the guests.

6 月下半月俄罗斯馆接待近千名贵宾游客

据 2010 世博会俄罗斯馆礼宾部消息，6 月下半月共有 957 名中国、俄罗斯及其他各国的贵宾游客参观了俄罗斯联邦国家馆。

到访贵宾大多数是中国贵宾。最近两周 648 名中国政府领导人、各省、市领导人及中国各界知名人士来到馆参观。

50 名俄罗斯贵客来参观上海世博会。

还有 269 名来自其他各国的贵宾，比如美国、法国、沙特阿拉伯、马来西亚、泰国等。

到访俄罗斯馆的贵宾们都认为，俄罗斯展馆设计有趣，主体选择恰当，将儿童主题与创新发 展成功的结合在一起。所有贵宾都对俄罗斯馆工作表示赞赏。



<p>July 24 7月24日</p>	<p>Opening of the Amursk region's exposition in the Russian Pavilion. 俄罗斯馆 阿穆尔斯克州展览会开幕</p>
<p>July 26 7月26日</p>	<p>Presentation of the Amursk region of the Russian Federation 俄罗斯联邦阿穆尔斯克州发布会 Press briefing with a Head of the official delegation from Amursk region 阿穆尔州代表团团长新闻简报会</p>
<p>July 27 7月27日</p>	<p>Presentation of the strategy for socio-economic development of the Russian Far East and the Baikal region until 2025 and action plan for its implementation 俄罗斯远东及贝加尔地区 2025 年社会经济发展战略及实施计划介绍会</p> <p>Minister of Regional Development of the Russian Federation, Viktor Basargin's meeting with representatives of business, mass media and the Chinese government officials on the main approaches to the development of the Far East 俄罗斯联邦地区发展部部长维克多·巴萨尔金会见商界代表，媒体代表及中国政府代表，共商远东发展问题</p> <p>Meeting of the Russian-Chinese Coordination Council for interregional and cross-border trade and economic cooperation 中俄跨区域、跨边境经济贸易合作协调委员会会议</p>
<p>July 28 7月28日</p>	<p>Meeting of a permanent working group on inter-regional and cross-border cooperation between Russia and China of Sub-commission on trade and economic cooperation of the Russian-Chinese commission for preparing regular meetings between the Heads of Government. 中俄经济贸易合作委员会中俄跨区域、跨边境合作常设工作小组会议，讨论政府首脑定期会晤的准备工作</p>
<p>July 29 7月29日</p>	<p>Forum 'Zhilkomkhoz'-2010: property and utilities management forum 2010“公共事业”论坛：物业管理和公用事业</p>

	Presentation of Sochi XXII Winter Olympic Games 2014 2014 年第二十二届索契冬奥会推介会
July 30 7月30日	Presentation of APEC Forum in Vladivostok, Russia in 2012 2012 俄罗斯符拉迪沃斯托克亚太经合组织论坛介绍会

RUSSIAN MEDIA ABOUT THE EXPO

俄罗斯媒体 2010 上海世博会报道

今日俄罗斯（莫斯科，第 11 期

5 月 18-20 日，由俄罗斯联邦杜马主席鲍里斯·格雷兹洛夫带领的代表团对中国进行正式访问。鲍·格雷兹洛夫参观了 2010 上海世博会。在上海之行成果新闻发布会上，他称：“世博会是世界级的盛事。”谈到观博感受时，他说中国馆非常雄伟，很好地将中国古代智慧和现代性结合在一起。

“我非常喜欢展示中国 30 年巨大变化的短片。这种大规模的科学技术进步、经济发展证明了人类的巨大潜力，让人鼓舞。”



在贵宾留言册上，他这样写道：“所看的一切都让人惊叹……”鲍·格雷兹洛夫称俄罗斯馆为“未来之城”：“展览体现了梅德韦杰夫总统的现代化倡议，展示了医学、能源、净水领域的最新技术。”

forum-msk.org, 俄罗斯政治学家米哈伊尔·杰利亚金谈 2010 世博会：

首先让人惊叹的是精心设计的人员出入、流动系统。在三层楼的高度处架设了高架步道，这些高架步道均有伞篷遮阳。从建筑学角度来说也极具美感。

主入口旁边即是中国馆——“东道主场馆”，这是最大的馆，规模远远大于其它场馆。其次游客参观量最多的是以色列馆和沙特阿拉伯馆。不难理解这两个馆参观人数众多的原因：首先，位置较近，第二，以色列代表技术，而沙特阿拉伯对于中国人来说 颇具异国情调。

2010 世博会基础设施、规划组织堪称完美，即使需要通过非常严格的中国式安检也几乎不需要花费太多时间。白天不仅各个场馆入口需要排队，而且进入世博园区的入口也要排队，不过队伍行进的非常快。

非凡的空间组织能力让人赞叹。园区巴士穿梭不断，餐厅随处可见。游客如厕问题解决的很好，厕所遍布各处——这些厕所并不是我国的那些蓝色小隔间，而是美观的金属厢体厕所或者固定厕所。

随处都能找到便宜的餐饮，也有价格稍贵些的。展区中心坐落着大型购物中心，购物选择非常之大。

漫步于位于三层楼高处的高架步道上，在遮阳伞篷的庇护下，伴着河上吹来的微风，您可以欣赏到周围景色，看到各国全力建造的美丽展馆。

空间的组织确实让人称赞……这方面中国有着丰富的经验：北京每年都在变化，所以每年不得不制作新地图。

俄罗斯新闻社（莫斯科），2010年6月11日：

最近上海世博会经常被称作“经济奥运会”，指导着各个经济领域的发展。根据上海市人民政府新闻办公室进行的“外籍人士眼中的上海世博会”调研显示，约有27%的外籍人士参观上海世博会是为了寻找商机。

至于2010世博会法治环境，根据外籍参展者的普遍反映，中国警察成功的保障了世博园内稳定的社会秩序。

正在运营的2010上海世博会不仅园区占地面积大，而且具有良好的卫生条件。而这里良好卫生条件的保持应主要归功于公共卫生部门员工的努力。

园区里共有3588名公共卫生部门的员工，几百辆现代新动力垃圾车。每天最少可从世博园运出150吨垃圾。

除了公共卫生部门的专职工作人员，世博园区内还有专门的青年志愿者小组帮助维持园区卫生。

金角湾（符拉迪沃斯托克），第38期：

根据组织方的想法，5月1日起运营的2010世博会将是世博会历史上的新篇章，给以前到过上海的外国朋友再次光临上海的理由。

这次展览规模惊人，据组织方估计，将会打破许多世界纪录。在5000平方公里的园区内坐落着200多个参展方场馆，这些场馆展示了自己国家的科技、文化成就。游客到这里可以得到启发、得到灵感，可以理解、感受周围世界的一切。

www.izvestia.ru：

2010上海世博会主要着眼于城市生活、城市发展问题。博览会主题符合世界城市化发展的三个方向：生态保护、节能及文化发展。这三个因素构成了和谐发展的城市环境，保障现代城市居民自我实现空间的城市环境。

obzor.westsib.ru,

说到2010世博会俄罗斯馆的工作，托木斯克州州长维克多·克雷斯表示，今年年底托木斯克州准备加入“亚洲城市网络”。除此之外，据国际文传电讯社西伯利亚消息，今年秋季托木斯克将加入世界能源城市伙伴组织。



托木斯克州州长维克多·克雷斯称，中国已经成为托木斯克州的主要战略伙伴之一。“与辽宁省和山东省的合作发展尤其快。”托木斯克州国际及地区关系局一位负责人引用了州长的话这样评价道。

Inform Police (乌兰乌德)，第 23 期

世界在惊叹：2010 上海世博会

当我们看到世博园的全景图，巨大的展馆，令人赞叹的展馆设计及丰富的内部展示，一种强烈的赞叹之情和对全人类未来及其成就思考的参与热情油然而生。超过 240 个参展方展示了自己的时代理念—对未来城市的想法。

2010 世博会让人们知道该如何生活。看到人们对未来的各种想法，我们感觉到，这些理想将终会变成现实。

俄罗斯在世博会上展示了未来童话世界。俄罗斯馆的建造者们从儿童作家尼古拉·诺索夫的一句话中得到灵感：“最好的城市是让孩子们感到幸福的城市。”在展馆中心是由著名设计师鲍里斯·克拉斯诺夫设计的童话般的儿童乐园。

很多国家都带来了本国最优秀的演员、歌手、舞蹈家、音乐家。这是在一个地方就可以了解全世界国家文化的大好机会！我们有幸听到了闻名全世界的韩国鼓手的音乐会。他们载歌载舞展示自己的民族文化，非常令人难忘！

非洲、中美、南美国家、加拿大、巴西、阿根廷、埃及、越南、印度以及许多其他国家—在一篇文章中不可能描述到所有国家。整个世界仿佛就在自己的手上！这真是名副其实的环球旅行。

中国国家馆集合了世界的多样性，这是 2010 上海世博会的主要建筑之一。69 米、有二十层楼高的巨大红色场馆矗立在世博园内。这个中国传统风格的建筑取名“东方之冠”。馆内总面积—7 万平方米。它由中国人民花了 2 年多的时间建造而成。

世博护照真是绝妙的发明！世博会上人们四处奔走，到各个场馆盖章。护照上可以附上自己的照片，并盖上许多颇具各国特色的馆章，比如，乌干达馆的印章上就是非洲大猩猩，匈牙利的印章是“不倒翁”Gomboc 的图案。

上海世博会筹备细致。这里有坐落着风味各异的餐厅的美食街。世博园餐饮消费也较低，人均低至 38 元左右。

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