



WORLD EXPO, MAY—OCT 2010

Event Overview

The World Expo which will take place in Shanghai from 1 May to 31 October 2010 will be the largest world expo ever held. More than 180 countries have confirmed participation.

Organisers are expecting over 70 million visitors, around 90 per cent of whom will be from China. Up to seven million people are expected to visit the Australian pavilion. With a total project value of \$83 million, this is the largest investment Australia has ever made in a world expo (the last one was held in Aichi, Japan in 2005).

Promotion Overview

Australia's pavilion will showcase our world class research facilities, education system and our rich and diverse culture. The Business Program will consist of over 200 functions, including seminars, bilateral events, high level visits and corporate sponsor functions.

AMAG has sponsored and branded the show bags that will be distributed through the retail outlet of the pavilion. There will be a gift store and a food and beverage outlet in the pavilion.

www.australianpavilion.com

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.