



TO BE RELEASED ON 01/05/10

Brussels, 1 May 2010

Expo 2010 Shanghai China 'Better City, Better Life': A pavilion for public transport as a solution for our future

The 2010 edition of the World Expo is opening its doors today in Shanghai, China, with 70 million visitors expected by the closing date on 31 October.

The theme of this year's Expo 'Better City, Better Life' touches on the real significance of urban development, as more than half of the world's population is now living in cities.

This represents a central concern of the international community for future policy making, urban strategies and sustainable development. Hence, the International Association of Public Transport (UITP) will be present at the Expo with its own pavilion to show that public transport is a real solution for our cities and our future.

'Better City, Better Life' is the common wish of all humankind for better living in future urban environments. As nowadays one of people's primary needs is mobility, ever-more densely populated cities without public transport are inconceivable. In the future, mobility solutions can be found only in public transport.

The demand for energy for transport has increased fivefold since the 1950s and around the world the demand for energy is continuously increasing. As long as the main source of energy for transport in the world comes from fossil fuels, the crucial societal problems of global warming and energy security remain two sides of the same coin. It is everyone's responsibility to address this problem in the face of regional inequalities.

Policy-driven strategies are much more effective than purely technology-driven strategies in tackling the issues of energy efficiency, pollution and climate change. Well-patronised attractive public transport uses energy both efficiently and in an equitable manner, providing mobility for the majority, not for the few. Whilst the car industry is still working towards a '2 litre/100km car', regular public transport already achieves this performance every day with conventional technologies.

"The International Association of Public Transport (UITP) has already recognised this situation, embarking on a series of reflections and commitments that led us to launch our ambitious strategy '*Public Transport: the smart green solution*' that sets the objective of doubling the world market share of public transport by 2025," stated UITP Secretary General, Hans Rat.

Public transport as a smart green solution was the inspiration behind the design of the UITP Pavilion. Located in **Zone B**, as part of the International Organisations Pavilion, the UITP Pavilion is filled with linear slopes: the curved shapes create and symbolise the movement of transportation and the connectivity of daily life. The rolling shapes suggest landscapes, which incorporate symbolic patterns of railways, highways and waterways. This portrays how public transport is closely linked with the environment: visitors are encouraged to stop, look at and listen to their surroundings and experience the sustainable interaction between humans, nature and public transport.

On 28 August, during the UITP Honor Day, the Presentation Ceremony will be held for the UITP Solutions-for-our-future Award.

Note to editors

UITP (International Association of Public Transport) is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide cooperation, business development and the sharing of know-how between its **3,200 members from 90 countries**. UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector. For more information, visit www.uitp.org.

For more information about Expo 2010 Shanghai and UITP, visit <http://www.uitp.org/events/2010/shanghai/en/>

UITP Press contact: Sarah D'Angelo | UITP Press Junior Manager
Direct phone: +32 (0)2 6636639 | Fax: +32 (0)2 6601072 | sarah.dangelo@uitp.org