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## Vale is official sponsor of Brazilian Pavilion at 2010 Shanghai Expo

Vale will be the official sponsor of the Brazilian Pavilion at the 2010 World Expo in Shanghai, China. The pavilion will be administered by Apex-Brasil, Brazil's export and investment promotion agency. The World Expo, which is held every five years, is the third biggest event in the world. This year's edition, themed as "Better City, Better Life," will feature more than five square kilometers of space for exhibitors. The Expo begins in May and runs for six months.

More than 20,000 shows and Cultural events are being organized for the 184 days of exhibitions, which will bring together 192 countries and attract an estimated 70 million or more visitors. The Brazilian Pavilion will occupy 2,000 square meters in an area shared with pavilions representing the United States, Colombia and Peru.

### Pavilion will show everyday life in Brazil

The Brazilian Pavilion will have the theme of "Pulsating cities: feel the life of Brazilian cities."

Video screens at the pavilion entrance will show a mosaic of images of Brazilian cities, traditional festivities and crowds of football fans, along a 3.1 meter-high wall curving around 180 degrees. Inside the pavilion, dozens of screens will show images of "the energy that powers Brazilian cities," highlighting the use of renewable sources and biofuel.

The host cities for the 2014 FIFA World Cup will be highlighted, and a restaurant will present visitors with typical Brazilian cuisine. The exterior of the pavilion, designed by architect Fernando Brandão, will be environmentally friendly, built of waste materials generated by construction work for the event.

Composed of hundreds of pieces of wood glued together asymmetrically and nailed to a metal structure, the pavilion was inspired by one of the most famous works of the Campana brothers, Favela Chair.

### Vale and China, long-term partners

Participating in this event is a natural choice for Vale, given its long-term partnership with the largest nation in the Far East. China has been one of Vale's key markets since 1974, when the company began supplying iron ore to the country. During the first nine months of 2009, Vale's iron ore sales to China accounted for around 40% of all Brazilian exports to the country. Iron ore, nickel and manganese are the products Vale most exports to China.

Over the last decade, Vale's annual iron ore sales to China have increased from 15 million tons to more than 130 million tons, contributing decisively to the growing Chinese steel industry. During this period, Vale has invested around US\$20 billion to raise its output of metals in order to meet demand from Chinese industry.

As well as being the largest supplier of iron ore to China, Vale has eight joint ventures with Chinese companies in the fields of pellet-making, nickel and coal. These joint ventures involve 11,000 employees.

**More information**

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