

## **Singapore Tourism Board Showcases Singapore's Uniqueness to 15 Million Visitors at World Exposition, Japan**

*Aichi, Japan, 17 March 2005* – Singapore Tourism Board (STB) will be showcasing the many unique aspects of Singapore to some 15 million visitors from Japan and around the world expected at the 2005 World Exposition (World Expo), which will be held from 25 March to 25 September 2005 in Aichi, Japan.

Singapore's nature, street scenes, delicacies, culture, colourful festivals, traditions and heritage will be featured at the Expo. The Expo is an excellent platform for Singapore to showcase how Singaporeans work, live and play in harmony, alongside more than 130 countries that are participating in the World Expo.

### Key Features of Singapore Pavilion

Singapore's Pavilion is designed based on the theme "World Without Walls" and spans 972 square metres. Visitors to the Pavilion will get a sneak preview of Singapore and experience its colourful sights and sounds, its multi-faceted cultures and beauty through personal accounts of Singapore, as well as multi-sensory and interactive displays and exhibits. Visitors will be able to walk through the following key areas of the Singapore Pavilion:

#### **Talking Trees**

- Visitors will be greeted by three talking trees located at the entrance to the Singapore Pavilion. Visitors will be able to see and interact with a Singapore host that will be projected onto the trees and ask the trees for information about the Pavilion or Singapore.

#### **Urban Nature**

- Visitors will enjoy a multi-sensory experience of a rainforest with the scent of fresh grass, complete with lightning, thunder and light rain. The Singapore Pavilion is the only exhibit in the Expo to feature rainfall, depicting how Singapore maintains balance between its urban environment and lush greenery. Visitors will experience rainfall for 30 to 40 seconds at 30-minute intervals. About 40 litres of water will be used for each interval of rainfall, while special lightning effects will be created by strobe lights. There will be a total of 7,500 glass-made leaves hanging from the trees.

#### **The Street**

- As visitors walk through an 18-metre linkway between the exhibits, they will be able to get a sense of the vibrancy and bustle of Singapore through a video collage consisting images of Singapore's exciting street scenes from dawn to dusk. The video will be projected onto a curved wall of the linkway. Visitors will also be treated to performances by local artistes along The Street.

### **Taste of Culture**

- Visitors will walk past a wall made of acrylic medicine boxes containing 280 traditional herbs and spices. Visitors will also get the rare opportunity to interact and take pictures with artistes behind-the-scenes as they prepare for their performances backstage. For example, they will see how a Chinese opera singer puts on dramatic make-up or dancers rehearse before their performance on a stage set against one of Singapore's tourism icons, the Esplanade. By interacting with the artistes, visitors will get a taste of Singapore's unique blend of cultures, heritage and modernity.
- Visitors will be able to view Singapore's street art by interacting with a graffiti artist and request for their names or favourite objects to be drawn on the Pavilion. Visitors will also be able to enjoy the fragrance of scented bags of local spices, including cinnamon, pepper and herbs, that will be suspended at the Pavilion.

### **Recycling Memories**

- Visitors will be able to learn about Singapore by browsing through a library that stores 2005 unique stories and memories of Singaporeans and Japanese who have visited, lived or worked in Singapore.

### **World Café**

- Virtual guides will provide visitors a tour of Singapore's food haunts and a description of Singapore's rich food culture and tasty cuisine. Visitors will be able to watch how these famous food haunts prepare their cuisine behind-the-scenes. Visitors will also be able to see live cooking demonstrations and taste some of Singapore's must-try dishes, including char kway teow (Chinese fried rice noodles with dark sweet soya sauce), chilli crab, roti prata (traditional Indian fried pancake), and satay (Malay bite-sized chicken and beef in a sweet-spicy marinade and grilled on wooden skewers).

STB's Programme Director for World Expo, Ms Chandrika Shantilal, said: "Japan and Singapore have excellent bilateral relations. Singapore's participation at the Expo reinforces our commitment to strengthen Singapore's relationship with Japan and the rest of the world, as we join the international community at the Expo to deepen global ties and strengthen mutual understanding."

"Japan remains a key market for Singapore and we hope that by showcasing the various unique elements of Singapore - its history, culture, cuisine at the Expo, it will entice more people to visit Singapore. With the expected turnout of 15 million visitors from Japan and the rest of the world, the World Expo is a strong and effective platform to showcase Singapore as an ideal place to work, play and live – whether it's for education, investment, leisure or business."

### Themed Activities

Through monthly themed activities at the Pavilion, visitors will be able to learn about Singapore's lifestyles, cuisine, culture and talents. For example, visitors will be able to sample a wide array of Singapore delicacies and shop at the Pavilion in March and April where the theme will be "Shop and Eat". Products designed in Singapore and local talents will be featured in the "Design" themed month of July. With the "Culture" theme in August and September, visitors will be able to see cultural performances and learn about the ethnic diversity of Singapore. There are also plans to stage an event in celebration of Singapore's 40<sup>th</sup> anniversary.

Singapore has participated in the World Expo in the past, including the Expo held in 1986 in Vancouver, Canada; in 1988 in Brisbane, Australia; in 1992 in Seville, Spain and in 2000 in Hanover, Germany.

The Singapore Pavilion is located at Global Common 6, between the North Gate and the West Gate of the World Expo. For more details on the Singapore Pavilion, please visit [www.expo2005singapore.com.sg](http://www.expo2005singapore.com.sg).

For further information, please contact

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**SPEECH BY MR TAN CHIN TIONG, SINGAPORE'S  
AMBASSADOR TO JAPAN, AT 2005 WORLD EXPOSITION  
ON THURSDAY, 17 MARCH 2005 AT 10.00 AM**

Mayor Saito,

Distinguished guests,

Ladies and gentlemen

I am very pleasure to be here this morning for the launch of the Singapore Pavilion at World Exposition in this beautiful Prefecture of Aichi.

Japan-Singapore Relations

Japan and Singapore enjoy excellent bilateral relations and cooperation.

Japan is a key market for Singapore. Japan is Singapore's third largest trading partner and second largest investor. As of October 2004, cumulative investments from Japan constitute 28% of total foreign investment in Singapore. Last year, 600,000 Japanese visited Singapore. Since 2004, with the signing of the Japan-Singapore Economic Partnership Agreement, economic activities and trade have increased significantly.

There are also substantial people-to-people exchanges between our countries. Many friendship associations with Singapore have been established throughout Japan, such as in Nagoya, Hakodate, Osaka, Fukuoka, Hiroshima and Kagoshima. Many of these associations also have offices in Singapore which also promote investment and tourism exchanges between our countries. These linkages have helped and strengthened our multi-faceted bi-lateral ties.

## Participation in World Expo

Singapore's participation in the World Expo demonstrates our commitment to strengthen our friendship and cooperation with Japan as well as to support efforts to create a greener and cleaner environment.

The 2005 World Expo is an excellent opportunity for us to share how Singapore work, live and play in harmony to some 15 million visitors from all over the world who are expected to visit this Expo. At the same time, this Expo also gives us the opportunity to share and learn from Japan and other members of the international community and their efforts at preserving and enhancing their environment.

## Singapore Pavilion

The Pavilion will feature the colourful sights and sounds of the global city, Singapore, through multi-sensory and interactive displays and exhibits.

The Singapore Pavilion is entitled "World Without Walls", in accordance with World Exposition's theme "Nature's Wisdom". The Pavilion will feature the colourful sights and sounds of Singapore through multi-sensory and interactive displays and exhibits.

It will also showcase to visitors how Singapore creates a unique blend and balance of its modern architecture and infrastructure with the lush greenery of its natural tropical environment. Visitors to the Pavilion will be able to experience what it's like to be a tropical city, see Singapore through 2005 unique stories and memories of Singaporeans and Japanese; experience our street scenes; taste our local delicacies and interact with cultural artistes from Singapore.

We hope that visitors to our Pavilion and their friends will be encouraged to visit Singapore and enjoy Singapore as an ideal location not just for sightseeing ,

business and investment but also a place to live. We welcome Japanese and visitors worldwide to explore Singapore. For those who have visited Singapore, we welcome you to visit us again to experience the many changes that have taken place over the years.

I am especially grateful to Mayor Saito and residents of Mihama for their hospitality in hosting Singapore for the World Expo 2005. I look forward to deepening our ties with Japan and build upon our strong partnerships.

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