

Hungary's preparation to the Shanghai Expo 2010

A strategic approach

(abstract)

On the grounds of the decision made by the International Exhibitions Bureau in 2002, Shanghai, a city of 16 million won the right to organize the World Exhibition in 2010. From then on it was likely that China will present something “grandiose” but later on it became more and more obvious that they will really make something significant, and through six months the whole World will eye China – again.

What drove Hungary to proclaim its participation in 2010 after secluding itself from the Japanese Aichi Expo in 2005? Maybe it was the traditionally good relationship between Hungary and the People's Republic of China, or the fact that China is the fastest developing region in the world, or the former Hungarian successes in world exhibitions, maybe all of these. Now it is clear that Hungary will be present in Shanghai with a separate pavilion, with an elaborated concept and a new but already world famous Hungarian invention, the “Gömböc”. The Hungarian Pavilion and its central component, the “Gömböc” will address primarily the Chinese visitors, nevertheless it will convey a simple but telling message – with a new meaning in the current economic situation - to the whole world: “Hungary will always stand up” (to the challenges).

This study brings out the background of the Hungarian participation at Shanghai Expo 2010, the elaboration of the Gömböc-concept and the process of Hungary's preparation. The author of the study took an active part in these procedures, also in the creative process, in this way all the data and information displayed in the study are first hand experiences and personal observations.