



China retail interior study tour &  
ISO Congress Ningbo, May 30 - June 6.

ISO  
International  
Shopfitting  
Organisation



# World Expo Shanghai 2010

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## PROGRAMME

### • Sunday May 30.

Hotel 4 Points by Sheraton Pudong 7 pm. evening  
"Dinner with a view"

### • Monday May 31, Tuesday & Wednesday.

Welcome reception, introduction, snacks/drinks at the World Expo site Monday and a 3-day admission pass. Follow a list of recommendations and a choice of guided China factory tours, metal, wood & accessories production, retail destination tours, Brand Malls, Western success retailers, and Chinese fast growing store concepts in a market where organized retail is growing 17% year on year!

### • Thursday June 3.

3 hours drive via the World's longest bridge to Ningbo, a 6 million population real Chinese community in contrast to Shanghai, industry, retail and China's second largest export port. Check in at Sheraton. Evening get-together: Traditional Dragon Boat racing on lake Dongqian Hu followed by local dinner.

### • Friday, June 4.

Bus to Nordic Industrial Park w/45 Western companies established, ready to share their experience. Retail destinations Wanda Plaza, Hypermarkets, Heie Brand Mall etc. Chinese attractions for spouses.

### • Saturday, June 5.

Economic reports of the member countries, focus on China retail and China sourcing. What to do, what's the future? Evening Gala dinner & entertainment at the Sheraton.

### • Sunday morning, June 6.

3 return options to Shanghai: Very early, 8 am. or 2 pm, depending on your flight home, or other plans.



Experience the  
Shanghai skyline and  
the greatest World  
Expo Site ever!

READ UPDATED WORLD EXPO INFO ON:  
<http://en.expo2010.cn/>

Shanghai is one of the largest city in China, and one of the largest metropolitan areas in the world, with over 20 million people. Located on China's central eastern coast at the mouth of the Yangtze River, the city is administered as a municipality of the People's Republic of China with province-level status.

## "Dinner with a view"

Hotel 4 Points by Sheraton Pudong "Dinner with a view". See the Shanghai skyline with 3 of the World's 10 tallest buildings, and the greatest World Expo Site ever, from 29th floor, while enjoying a great dinner with peers of the retail interior industry.

What to do,  
what's the future?

Economic reports of the member countries, focus on China retail and China sourcing.



Hotel 4 Points by Sheraton Pudong

## Bye, bye China...

(except those who want extended stays before or after, by early reservations you get the same special ISO rates for the extra days in Shanghai. By early request, there is also an option for non-ISO-delegates individual programme or return to Shanghai Saturday June 5, please contact: Preben Bailey, Secretary General ISO, International Shopfitting Organisation.  
info@iso-shopfitting.com | www.iso-shopfitting.com



Congress fee all incl. 545 Euro, spouse 365. For attractive member hotel rates, see:  
[www.iso-shopfitting.com](http://www.iso-shopfitting.com), congress 2010

Full program, registration and booking forms on:  
[www.iso-shopfitting.com](http://www.iso-shopfitting.com)