

EXPO 2010

Shanghai, China

Set in the center of Shanghai, the entire site spread 5.28 square kilometers - all dedicated to the Expo. Opened to the general public on May 1st, 2010, the Shanghai World Expo hosted over 70 million visitors with 225 participating countries and companies.

Our scope of work for the operation of the China Mobile/China Telecom Pavilion included assistance in the pre-opening planning and implementation activities; on-going management and operating responsibilities; and the post expo shutdown and reporting. Along with our sister company, MR-ProFun and our Chinese partner, Betterway China, we were selected to manage and operate the Information and Communications Pavilion. Featuring a 4D theater show designed by BRC Imagination Arts, the Pavilion was Event Design Magazine's Gold Winner for "Best Interactive Element" and hosted over three million guests in six months.

Beginning with the 1982 World's Fair in Knoxville, Tennessee, MR-ProFun has been involved with many of the major world expositions. Our involvement has included everything from the development and implementation of operating staff programs for the recruitment, selection and training of Expo concessionaire, international and corporate paid and volunteer staff, to the development of admission and cash control systems. We managed and operated the staff recruitment and training centers, and developed the VIP guest relations programs as well as developed and implemented concessions programs for food and merchandise.

- Business and Operations Planning
- Pre-Opening Support
- Training and Service Excellence

