

briefly

Mazu culture shines at Expo

Mazu culture has become the top attraction of the Fujian Pavilion at the ongoing Shanghai World Expo. The worship of Mazu, the goddess

of the sea in the south-eastern coastal areas of China and neighboring areas in Southeast Asia, has drawn a number of visitors at the Expo to the nearby Fujian province, especially to the city of Putian, the hometown of Mazu

Putian authorities have promoted a number of tourist and cultural attractions at the expo, including Meizhou Island, the Putian Arts and Crafts City, a Chinese wood carving contest and an arts and crafts exhibit



PROVIDED TO CHINA DA A celebration ceremony of Mazu, goddess of the sea.

Wuyi Mountain

upgrades services Lying in north Fujian and near Shanghai, Wuyi Mountain has improved its tourism services in the hope that it can lure visitors who have traveled to Shanghai for the expo. Tourist authorities at the Wuy Mountain tourist site have launched a

number of new routes targeting visitors of the world expo. More traffic signs and tourist promotion boards have been erected

along the expressways, highways, and roads from Shanghai advertising the Wuvi Mountain tourist area.

Hakka Earth Building eyes Expo

Dubbed the "Eastern Castle", the Yongding Hakka Earth Building has become one of the top eye attractions in the Fujian Pavilion at the Shanghai Expo. A large model of the Chengq Earth Building or the King of Hakka Earth Building has been erected and impressed visitors with its unique

local character. To better promote Hakka Earth Buildings, Fujian tourist authorities have provided more than 10,000 small models of the Earth Building

Fujian Pavilion

for tourists at the Expo.

opens in Shanghai The Fujian Pavilion was unveiled at the Shanghai Expo on May 1. It has distinctive features, which reflect the province's mountains and coastline, the beautiful ecological environment, and rich cultural and historical heritage sites. Major exhibits include the white marble statue of Mazu, the Dehua white porcelain sculpture, the Xiamen lacquer line carving and Fuzhou traditional lacquerware.

Jia Qinglin, and Wang Gang, chairman and vice-chairman of the Chinese People's Political Consultative Conference, Vice-Premier Wang Qishan and Party Chief of the Fujiar provincial committee Sun Chunlan all visited the pavilion on its opening day on May 1.

Xiamen selected as a world-best city

With the theme "A Warmhearted Garden City on the Sea," Xiamen showcases its achievements in urban construction and progress at the Shanghai Expo.

Selected as one of the world's 30 best cities, Xiamen was given the opportunity to show its achievements in urban development at the Best Urban Devel opment Practice Area at the expo. Xiamen will hold three events:

"Xiamen City Day", the "Xiamen City Show" and the "Rhythm of Gulang Island", to show the city's progress in upgrading its urban environment, and improving people's living quality

Entertainment galore during Fujian week international reputation, Xie said.

Vith a strategic geologic advantage, close ties with Taiwan and a friendly environment, Fujian province, a major economic player on the Taiwan Straits, is attracting growing attention from home and abroad

By HU MEIDONG

With a 500-strong show team, Fujian Week at the Shanghai Expo, which begins today and lasts until July 2, is "set to amaze the world with local unique arts and performances", Xie Nan, chief director of the show, said.

The four major performances are as follows:

Dance spectacle

This show will be played at the Celebration Plaza of the Expo. Performers will present a series of Fujian local dances.

The climax includes the Putian cart drum parade, Fujian hotpot folk dance, Fuzhou Folk Dance with 12 brides, Fujian Minnan "chest batting dance", and a large-scale song and dance performance "Met at the Western Coast of the Taiwan Straits".

This lively show is just 20 minutes long, and will be performed twice a vocal duet "Mountain and River

Song and dance gala

This show will be held in a large performance area at the expo. The one-hour gala presents a range of artists from Fujian. Over 150 professional perform-

ers from the Fujian Provincial Song small performance area at the expo. and "Lion Dance". and Dance Theater, Fujian Province

Fujian's local government is anxious

to showcase the best elements of their

event of huge national and interna-

late an exhibition strategy which best

promotes the province's beauty and

character, Chen Shaohe, director of

Fujian organizing office for the Expo,

Fujian has nine large cities each

However, the Fujian Pavilion

should represent the overall charm

with a different character.

The provincial government has

single city, Chen said.

After careful study and investigation into Fujian's natural resources, history, culture, and economy, experts province at the Shanghai Expo, an of the organization team chose three key points — opening-up, the relationship with Taiwan and environmental friendliness as the province's worked for eight months to formu- key highlights

> As one of the earliest economies to open-up in the Chinese mainland, Fujian has benefited significantly from the nation's economic reforms, which have brought wealth and helped Fujian people develop an open mind as well as a passion for progress, Chen said.

The close proximity to Taiwan in of the whole province rather than a both geography and culture gives

Fujian a distinct advantage in forging a good relationship with Taiwan. The province now takes a lead in

attracting Taiwan investment to the mainland Fujian also aims to reach the goal of

a "bluer sky, greener mountains and cleaner water"

The provincial government committed to a blueprint of building an ecological province as early as 10 years ago and put harmony between human beings and nature at the top of its development agenda.

Highlighting the province's ecological harmony and marine culture, the design of the Fujian Pavilion at the Expo focuses on two elements — trees and ships, Chen said.

The pavilion is in the shape of a ship and colored in green, blue and white. Green stands for trees and the environment, blue stands for the sea and white stands for the sky with white clouds, Chen said.

There are four exhibition zones featuring interactive events, performances and exhibitions, and

handicrafts A nationwide public tender was held for the pavilion design. More than 30 leading exhibition companies and design agencies across China

attended the bidding. After rigorous evaluation, detailed study and revision, the provincial government finalized the current design of the Fujian Pavilion.

Province hopes to rejuvenate hot spring culture

By HU MEIDONG

Fuzhou, capital of Fujian province, has recently launched a series of projects aimed at rejuvenating its millen nium-old hot spring culture.

Fuzhou hot spring has a long history, which can be dated back to 1,700 years ago. In the early Northern Song Dynasty (960-1127), an "official bath" and "civilian bath" were built.

As time has changed and people's living pace quickened, the traditional hot spring culture has been forgotten. Young people are not aware of the hot spring tradition and few ever visit the

hot spring venue

The predicament of the traditional hot spring industry is also reflected in the fast shrinking number of hot spring venues.

"Rong Hua City", once a busy and crowded hot spring road is gradually disappearing. Sanshanzuo, a once famous venue on the road, now struggles to turn a profit.

Prices are kept low to attract visitors. People can enjoy a hot spring bath for just 6 yuan. A monthly ticket costs only 120 yuan. At these prices the average daily number of customers is maintained at about

enough to make ends meet with the high running costs.

500, however, this is still only just

Government support The Fuzhou government has officially launched a support plan to promote the traditional hot spring industry.

A number of hot spring resorts and baths have been undergoing renovation and expansion. Seven hot spring spa houses including Three Mountains, Worker's, Detian Spring and Huaging Tower baths are being refurbished

Fuzhou will also rebuild three ancient bathhouses and promote them as special historical hot spring sites.

Fuzhou will promote hot springs as its top tourist attraction. Five hot spring resorts have been built including the Qingyun Mountain Royal Hot Spring Resort. Another five hot spring projects

are under construction with a total investment of 800 million yuan. The local government is also considering launching 10 hot spring

tourism development projects, for which they would seek foreign investment of 12 billion yuan.



STAMP COLLECTING PHOTO BY GAO ERQIANG / CHINA DAILY





A dance from Gulangyu, an island near Xiamen, Fujian. The province's local arts will be presented during the weeklong cultural gala.

Acrobatic Troupe and other troupes will take part.

There will be a male and female Affection", a song from the Puxian Opera called "Spring Grass", Hakka folk songs, and acrobatics. The show will be performed two to three times a day during the week.

Puppet show

With a bamboo forest made of

local flavor. The audience can participate in the performance and interact with the

performers and puppets.

palm puppets and writing puppets. The different plays will include: "Stunt Monkey Training", "Novice

The puppet show will take place at a "Four Generals", "Writing Puppet"

The parade will include a variety of Monk Outing", "Lantern Festival", Fujian puppetry enjoys a high and be performed twice a day.

times a day during the week. Fujian traditional tea ceremony will lso be held concurrently. Visitors can have a cup of tea while enjoying the PROVIDED TO CHINA DAILY performance. Lantern Festival The Fujian Lantern Festival will be Fuzhou paper umbrellas as the stage background, the show exudes a strong performed at the Beihuan Road.

Parading along major venues with street entertainment is a traditional

festival custom in many parts of the

country The puppets include marionettes, Likened to a Chinese carnival, Fujian's festival parade has its own

unique style, Xie said.

traditional dances, including a drum dance and a female clown perfor mance. The show will last 45 minutes

He cited the Quanzhou marionette

as an example, which participated in

the Beijing Olympic Games Opening

Ceremony and also held a special

show at the United Nations Head-

Around the performing venue,

Fujian craftsmen will showcase their

ouppet-making skills, giving visitors chance to closely observe the pro-

The puppet show, performed by 70

performers, will last 20 to 30 minutes.

The show will be played three to four

quarters in New York.

Vying for attention turns out to be a challenge

By HUANG GUIHUA

tional interest.

fujianspecial

A Fujian Pavilion employee affixes a commemorative stamp on an Expo passport.

1. Evening variety shows: "Grand West Bank Spectacle 2. Song and dance performance:

> "Winds from the West Bank" 3. Puppet show 4. Street parade

of the Taiwan Straits.

FUJIAN福建

By HUANG GUIHUA

The zone covers nine cities in Fujian and also areas in Guangdong, Jiangxi and Zhejiang provinces.

Fujian is embracing an stantial progress. unprecedented development

opportunity, by building an economic zone on the western coast Since the State Council issued

a document named "Supporting Fujian to promote construction of the Economic Zone on the Western Coast of the Taiwan Straits" in May 2009, the coastal province has sped up the pace of economic development and infrastructure construction.

Over the past year, construction in the zone has made sub-

Xiame

One of the major cities in the economic zone, Xiamen has issued an urban development blueprint which pledges to expand the city's urban area.

Xiang'an district is far from central Xiamen and has long lagged behind, but is now designated to be a new area for renovation.

of 200,000 in the future.

"Xiang'an will become an important gateway for pas-Island," said Ke Zhimin, head of Xiang'an district.

According to the blueprint, Xiamen will have 240 sq km of new urban areas by 2020. The city's total urban area is projected to reach 330 sq km.

Fuzhou

Decades ago, over 800,000 locals left Fuzhou for Taiwan. Now Fuzhou's opening-up More than 9.5 sq km and in environment and geological Xiang'an New Town has been and cultural ties with Taiwan earmarked for development and have helped the city attract more is expected to have a population than 2,930 Taiwanese-funded projects.

After the State Council's focuses on energy, metallu pledge of support for the consengers and cargos to Xiamen struction of the Economic Zone on the Western Coast of the Taiwan Straits, Fuzhou unveiled its strategy to boost Fuzhou-Taiwan economic cooperation.

According to the plan, Fuzhou will promote the relaxation of restrictions on Taiwanese investment in the city, increase its dynamic private econo land use for Fuzhou-Taiwan cooperation, and strengthen south Taiwan-related trade associations

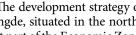
Ningde

Ningde, situated in the northeast part of the Economic Zone, industrial zone.

petrochemical and shipbu

The city aims to be a he industry port city. With a 1, km long coastline, Ningde unique geographic advantag faces Taiwan, is backed by mainland, borders Wenzho the north — a city known

and approaches Fuzhou in Several key projects are li



as a priority in the city gov ment's agenda, including Ningde nuclear power stat The development strategy of Ningde-Wuqing high-sp railway, and the Haixi Nin



The umbrella is made using traditional skills and technique Fujian craftsmen have given th traditional umbrella a modern twist by introducing more colo and patterns to the umbrella's surface decoration to make it more attractive. The expo umbrella is also stronger than ordinary paper umbrella. An ordinary paper umbrella has 30 spokes while the umbrella spe-

Ancient horn comb

The hand-made horn comb is one of the top treasures of Fuzhou, the capital city of Fujia province. The one on display at the Fujian Pavilion is made from black buffalo horn and is an acc rate replica of a relic unearthed from a tomb in the Song Dynas

years ago A template was made from the relic to create the new version, which was then laced with 15-gram of gold foils in the sam style as the original. To reprodu the ancient style of the Fuzhou

Expansion plans to reinvigorate coastal zone

exciting atmosphere for the audience.

By HU MEIDONG

World Expo.

tory- its opening up to the outside world in the past 30 years. umbrella and a horn comb laced The second part, named "A Bridge across with gold. Straits", highlights the strong ties between Fujian and Tajwan, in terms of personal relations and business and economic cooperation. The third part, "Harmonious Home", gives visitors a general view on Fujian's achievement of maintaining a balanced

ecological, cultural and hospitable environment. Situated in the southeast of China and facing the Taiwan Straits, Fujian has a

The Fujian Pavilion welcomes visitors

from across the globe at the Shanghai

The exhibition is divided into three

The first part, named "An Open Fron-

tier" introduces Fujian's long history to

visitors, in particular Fujian's modern his-

long history and rich marine culture. To reflect this the pavilion is in the shape of The ship is green, blue and white. Inside

the walls are in the shape of trees, highlighting Fujian's green environment.

The "ecological boat" mirrors Fujian's aim to continue cooperation across the Taiwan Straits to achieve sustainable development and harmony along with its close neighbor Taiwan.

The pavilion combines traditional and modern patterns, and mixes sound, light, and visual effects together to create an **FUJIAN HANDIWORK**

A number of century-old Fujian arts and crafts products and rare local food are on display in the boutique area of the Fujian Pavilion at the Shanghai World Expo. The famous local products and food, include traditional dried pork flakes, a hand-made paper

Pork flakes

his ancestors.

A piece of lacquerware that won a number of Expo awards between 1889 and 1926 is now on display in the pavilion.

Pavilion sails into expo

The Fujian brand-name Dingding Pork Flakes' predecessor cially made for the Expo has 44 was the Ding Ri You Pork Flakes, which won a gold medal at the spokes.

Panama World Expo in 1915. The dried pork flakes are wrapped in a lotus leaf and preserved in a porcelain pot. Without any preservatives, the pork flakes' shelf life can reach more than one year. That's how the food remained fresh when it was shipped to, and exhibited at, the

Panama expo nearly a century Lin Jiahe, made the pork flakes on display today, following a traditional formula inherited from

Hand-made paper umbrella

is almost the same of that made

decades ago and displayed at

The umbrella on display today

(960-1279) about a thousand

horn comb, craftsmen had to p ish every comb tooth by hand.

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