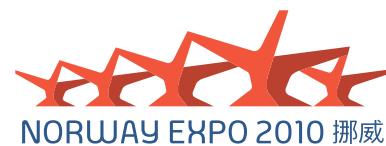
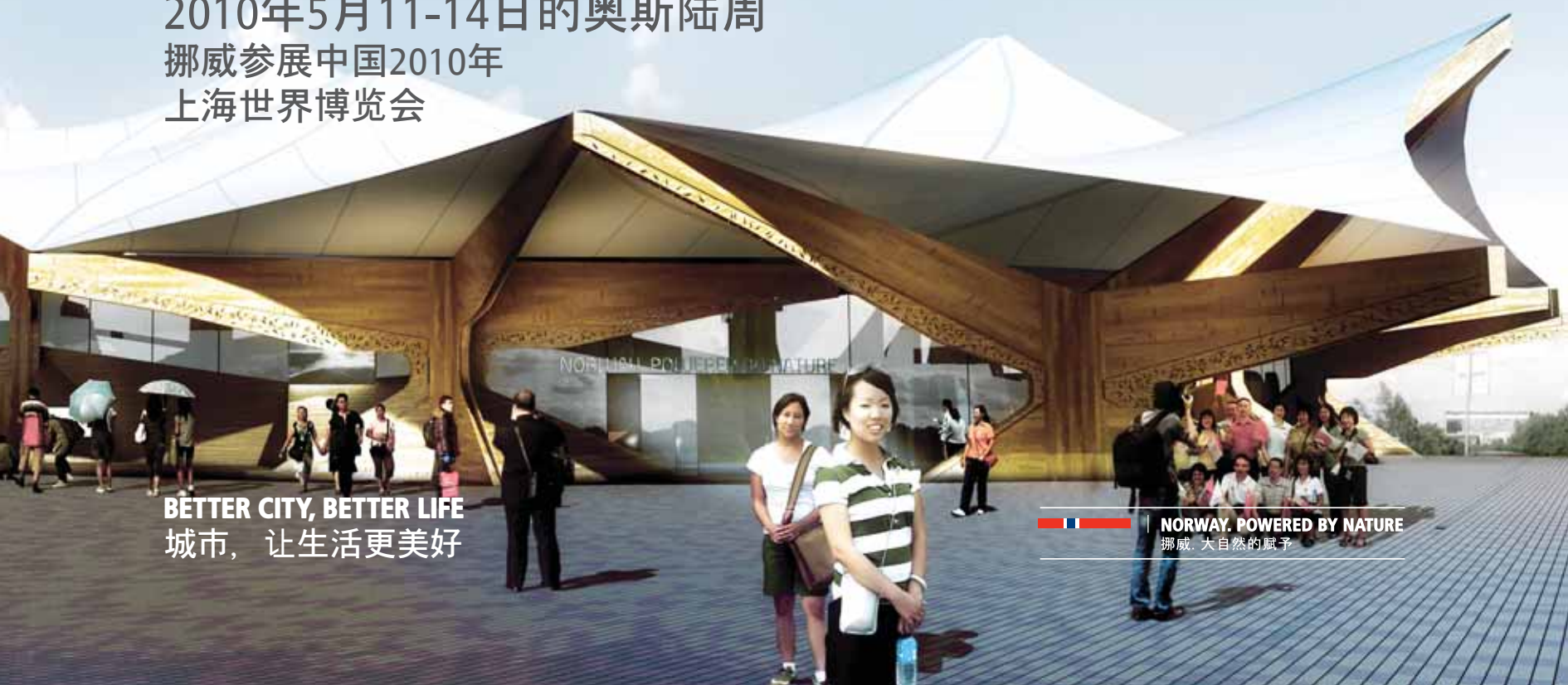


City of Oslo



# OSLO WEEK 11-14 MAY NORWAY AT WORLD EXPO 2010 SHANGHAI, CHINA

2010年5月11-14日的奥斯陆周  
挪威参展中国2010年  
上海世界博览会



BETTER CITY, BETTER LIFE  
城市，让生活更美好



NORWAY. POWERED BY NATURE  
挪威·大自然的赋予



The Opera house is a popular attraction, situated at Oslo's waterfront. Photo: The Norwegian National Opera & Ballet, Erik Berg.

# WELCOME TO OSLO WEEK AT EXPO 2010

It is my great pleasure to welcome you to the Oslo Week 11-14 May at the World Expo 2010 in Shanghai, China. Shanghai and Oslo have been sister cities since 2001, and the cooperation between the two cities has grown stronger over the years. At the World Expo 2010, the City of Oslo will host several events to strengthen Sino-Norwegian relations in business, tourism, culture, research and higher education.

Greater Oslo has developed into one of the most prosperous regions in Europe. The region has a highly educated workforce and is Norway's main centre for business, culture, higher education, research and development. Advanced technologies and expertise are found within fields such as shipping and maritime services, energy and environmental technology, information and communication technology, life sciences and creative industries.

As the capital of Norway, Oslo will participate at the World Expo 2010 as a partner in the Norwegian Pavilion, which explores the city and its dweller's contact with nature. Oslo aims to be one of the most sustainable and environmentally friendly

capitals in the world. By connecting the city's blue fjord and large green spaces with modern urban development, rich in culture and creativity, the City of Oslo is dedicated to offering unique opportunities and quality of life.

We look forward to exchanging experiences and sharing knowledge on developing better cities for a better life.

Stian Berger Røsland  
Governing Mayor  
City of Oslo, Norway

NORWAY

OSLO

CHINA

SHANGHAI

# 欢迎您惠临2010年上海世博会的奥斯陆周!

非常荣幸能够在2010年上海世博会期间，欢迎您参加5月11-14日的奥斯陆周。上海和奥斯陆于2001年喜结姐妹城市缘。此后，两个城市的合作不断密切、日益深化。在2010年上海世博会上，奥斯陆市将隆重主办多项活动，以推动中挪商业、旅游、文化、科研和高教等领域关系的进一步发展。

大奥斯陆地区经多年努力，已跃身成为欧洲最繁荣富有的地区之一。这个地区劳动人口教育水准高，是挪威最重要的商业、文化、高教和研发中心。这里，航运、海事服务、能源与环境技术、信息与通讯技术、生命科学和创意产业等领域技术高精、人才济济。

作为挪威的首都，奥斯陆市将以合作伙伴身份参加挪威馆的展出。挪威馆的主题是探讨城市与自然的交融及城市人与自然的互动。在成为世界上最可持续发展和最环保的首都的目标引领下，奥斯陆市致力于将市内蓝色的峡湾、广阔的绿地与现代化城市发展相整合，以其丰厚的文化底蕴和无限的时代创意，向人们提供独一无二的发挥空间和高尚的生活品质。

城市，让生活更美好。我们期许着在这种心声的召唤下，与您分享知识、沟通感受。



挪威奥斯陆市最高行政长官  
Stian Berger Røslund





Valkyrien Allstars, Photo: Geir Dokken.

# VALKYRIEN ALLSTARS “女神之星”演唱组

The City of Oslo has invited Norwegian band Valkyrien Allstars to provide the musical entertainment during Oslo Week at the Norwegian Expo Pavilion in Shanghai. The trio will be performing at the Official Opening of Oslo Week on Tuesday May 11<sup>th</sup>. They will also play at a number of the events organised in the Norwegian Pavilion throughout the week, as well as give short concerts at the Europe Square stage nearby.

Valkyrien Allstars' music is based on traditional Norwegian tunes, but they have added a new dimension that gives them a modern and international sound.

奥斯陆市特邀挪威Valkyrien Allstars（“女神之星”）演唱组在2010年上海世博会期间的奥斯陆周上献乐助兴。

这个三人演唱组将在5月11日星期二的奥斯陆周正式开幕式上一展风姿。他们还将在那一周挪威馆内所举办的一系列活动中亮相，并在挪威馆附近的欧洲广场舞台上献演一场小型演唱会。

Valkyrien Allstars 的音乐植根于挪威传统的民间曲调，但是在演奏和演唱上融古贯今，在传承中创新发展，从而获得现代听众和国际听众的共鸣。



Illustrations: Helen & Hard

# OSLO WEEK 11-14 MAY: WHAT'S ON?

The City of Oslo is a partner in Norway at Expo 2010, and the main venue for events during the Oslo Week is the Business Centre in Norway's Pavilion. Several meetings, seminars and networking events are planned in collaboration with our partners. In addition, the Norwegian government will arrange the first

Norwegian Maritime Day on Thursday May 13th. It is our hope that Expo will help us make new friends and strengthen existing relationships between China and Norway, and the sister cities Shanghai and Oslo.

## 5月11-14日挪威周亮点细数

奥斯陆市是挪威参展2010年世博会的合作伙伴，而奥斯陆周期间的主要活动会场设在挪威馆的商务中心。我们计划与合作伙伴联手举办多次会议、研讨会和人脉构建活动。此外，挪威政府还将在5月13日星期四举办首届挪威海事日。

衷心希望能够借助世博广结新友，并将中挪两国和上海与奥斯陆两个姐妹城市之间业已存在的良好关系推上新的台阶。

TUESDAY 11 MAY:	WEDNESDAY 12 MAY:	THURSDAY 13 MAY:	FRIDAY 14 MAY:
<ul style="list-style-type: none"> <li>• Official Opening of Oslo Week</li> <li>• Seminar on "Partnership for Innovation: From Cancer Research to Cure"</li> <li>• Partner meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Seminars on "Environmental and Energy Research: Policy, Science and Technology – Bridging the Gap"</li> </ul>	<ul style="list-style-type: none"> <li>• Norwegian Maritime Day: "Research, Innovation and Knowledge development China-Norway"</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism seminar: "Oslo for Visitors"</li> <li>• BI-Fudan Working Group Meeting: "Executive Education in Asia"</li> <li>• Event for students: "Oslo for Talent"</li> <li>• Official Signing of BI-Fudan Bachelor Agreement</li> </ul>
<b>5月11日星期二</b>	<b>5月12日星期三</b>	<b>5月13日星期四</b>	<b>5月14日星期五</b>
<ul style="list-style-type: none"> <li>• 奥斯陆周正式开幕</li> <li>• 题为“同舟共济、科研创新: 从研究癌症到治愈癌症”的研讨会</li> <li>• 合作伙伴会晤</li> </ul>	<ul style="list-style-type: none"> <li>• 题为“环境和能源研究: 弥合政策、科学和技术之间的差距”的研讨会</li> </ul>	<ul style="list-style-type: none"> <li>• 挪威海事日: “挪中海事科研、创新和知识提升”</li> </ul>	<ul style="list-style-type: none"> <li>• 旅游业研讨会: “旅游城市奥斯陆”</li> <li>• BI挪威管理学院-复旦大学管理学院教师工作小组会议: “亚洲高端管理者教育”</li> <li>• 学生专场活动: “奥斯陆: 人才的天地”</li> <li>• BI挪威管理学院-复旦大学管理学院本科生项目签约仪式</li> </ul>



Summer in Kampen park. Photo: VisitOSLO, Erik Tresse.

## OSLO'S CONTACT WITH NATURE

In Shanghai 2010 urban life and urban challenges will for the first time be the main theme of a World Exposition. Oslo is the capital and largest city in Norway. At Expo 2010, Norway will address the Expo theme "Better City, Better Life" by exploring the close contact that Norwegian cities and their dwellers enjoy with nature, and how this relationship shapes city life. This is what we mean when we say Norway Powered by Nature.

Norway has developed into a modern welfare society with a knowledge-based economy, and the Oslo region is the main centre of growth. This offers both unique opportunities and challenges in sustaining Oslo as an environmentally friendly capital and a good place to both work and live. Urban development in Oslo reflects the city's commitment to connect the city with its natural

surroundings. Docklands throughout the city centre are being converted to commercial, recreational and residential use, ensuring public access to Oslo's revitalised waterfront. In addition, placement of the new opera house, major museums and the national library at waterfront locations will provide a significant cultural element in the new neighborhoods.

With hills and forests to the north and the fjord to the south, Oslo is surrounded by blue and green, with a vibrant city nestled in between. Public right of way along the fjord, in the forests and the city's many parks and green spaces ensures access to Oslo's unique nature experience for visitors and residents alike. With nature as a source for inspiration, recreation and pure physical energy, Oslo and its people are truly 'powered by nature'.

## 奥斯陆与大自然的和谐交汇

2010年上海世博会在世博会有史以来，首次将城市生活与挑战作为主要的命题。奥斯陆是挪威的首都和最大的城市，而挪威的城市都与大自然比邻相联、和谐共存。在2010年世博会上，挪威将通过探讨城市和城市人怎样受惠于自然，以及这种关系所造就的城市生活，来解析诠释世博的主题“城市，让生活更美好”。

挪威经过近来四十年的发展，跃身成为一个以知识型经济为引擎的现代福利社会。而奥斯陆地区则是这种飞速增长的重心之重。这就使奥斯陆市在建设环境友好型都市的进程中面临了挑战，也获得了契机，同时，也使奥斯陆成为人们工作和生活的理想居所地。奥斯陆的城市发展折射了市政府在城市与自然一体

建设上做出的努力，而市中心比比皆是的海滨滨水区被改造成商业、休闲和居住的场所，使公众能重新发现众水环绕之城奥斯陆的魅力。此外，将新的歌剧院、大型博物馆和国家图书馆兴建在海滨区域，也为其附近的新建商业区和居民区增添了强烈的人文色彩。

北部依傍山丘森林，南部垂望海角峡湾，悠居其中的奥斯陆是一个蓝绿交融、生机勃勃的城市。峡湾沿岸、城市森林和市内公园及绿地向所有居民和来宾开放，为他们提供了体验奥斯陆自然风貌的独特视角。有大自然作为灵感、休闲和活力的来源，奥斯陆及其市民确实是名副其实地获得了大自然的慷慨赋予。



Holmenkollen ski jump, Photo: Svein Jarle Bamle.



Illustrations: Helen & Hard

# VISIT THE NORWEGIAN PAVILION

Inside the Norwegian Pavilion we invite our visitors to explore the relationship between city and nature. Under a ceiling held up by 15 individual 'trees', they may journey through different Norwegian landscapes. The trees are constructed of Glulam, a strong and flexible building material in wood. It is in itself a representation of how nature can be brought into an urban setting. Norway will exhibit how the city dweller may experience nature as a source for inspiration, recreation and pure physical energy.

## Enter through the waterfall

At the entrance, the audience will be guided through a thin waterfall. A step out of the Shanghai city heat, and they are at once surrounded by a cooling mist, which calms the mind and prepares the audience to walk into the landscape beyond.

## The coast

The first area is the coast. The audience are in a landscape representing the Norwegian coastal area, and will learn how sustainable use of energy like sun, wind and wave power can improve the quality of the air and climate in urban areas.

## The city forest

From the coast line the audience is led into the Norwegian city forest, a half urban, half rural area where different trees will exhibit different aspects of Norway: Energy, Style, Innovation and Life. Each tree tells a story.

## The fjord

In the fjord landscape steep mountains rise up from the ground. Behind cascading waterfalls which end in fjord-like puddles below, the audience will see images from spectacular destinations in Norway. Between the mountain cliffs one can read quotes from the Norwegian public on what makes a city good to live in. Through 3D-movies visitors can experience the scenic views from Norwegian Tourist roads.

The pavilion has its own water purification system powered by solar panels on the front of the pavilion. Where the mountain walls fall into the fjords, a business centre is elevated on a second floor. From here our VIP Guests will have a magnificent view over the landscape. The business centre is where conferences, seminars and other events will be held.

## The Arctic

The final landscape of the pavilion is The Arctic. In an open, beautiful, but dramatic landscape, climate is the theme. Our modern way of life affects life in The Arctic, and the audience will learn about the importance of preserving the Arctic environment, and how this in turn affects our lives. Beyond the Arctic is the pavilion restaurant, where the visitors can taste Norwegian seafood and other Norwegian treats.

## Evening Mode

Every night at 7pm the pavilion enters Evening Mode. The entire room is filled with music composed by Secret Garden, and is bathed in moonlight. On the sky above, the audience will experience the Northern Lights and Norwegian nature.



Illustrations: Helen & Hard

## 欢迎光临挪威馆

我们诚邀各位来宾光临我们的挪威馆，来探索城市与自然的独特交融。在15棵“擎天大树”支撑的穹幕般的馆顶之下，来宾们能够漫步于多种不同的、经过艺术性浓缩的挪威自然地貌之中。这些大树用胶合木，一种坚固而具有伸张力的实木建筑材料制成。这种建材本身就折射了自然被采集和运用到城市氛围中的巨大潜力。挪威馆将展示城市人能够如何从自然中汲取灵感、欢娱和活力。

### “瀑布潺潺”迎宾客

在展馆入口处，来宾将被引领穿过一道形喻瀑布的薄雾帘。与此同时，他们也便跨出了上海城市的喧嚣和燥热，进入了一个清雾荡然、凉爽宜人的世界，获得了即将走入挪威大自然的一种淡定。

### 海岸

首先进入眼帘的是形喻挪威海岸风貌的展区。来宾们将在直观感受的同时，了解我们可以怎样通过可持续地利用太阳能、风能和水电，来改善城市地区的空气质量和气候。

### 城市森林

离开挪威的海岸，来宾们便被带入挪威城市森林的简洁写照。这里，城市与乡村接壤、交融，几棵大树承载着挪威生活的万千叠影，凸现能量、风范、创意和生气。每棵树都讲述着自己别样的故事。

### 峡湾

以峡湾为主题的展区里，参差叠落的条形木壁形喻拔地而起的陡峭群山。在激荡而下、最终平息为潺潺小溪的瀑布之后，隐隐展现的是挪威多处壮观景点的缩影。山壁上，来宾可以读到挪威民众对什么是一个适宜人们居住的城市的评价摘录。几部三维短片也以挪威著名旅游线路上的如画风光，吸引着来宾们的眼球。

挪威馆设有专门的净水系统，由展馆门前的太阳能电池板供电运作。在馆内山间瀑布最终归入峡湾之处，商务中心就设置在居高临下的二层楼平台上。当我们的贵宾驻足于此，便可将馆内奇妙的自然景观尽收眼底。这个商务中心是会议、研讨会和其它活动的会场。

### 北极

展馆中最后一道景观是北极。这个开旷、壮美同时充满戏剧性的地貌缩影，烘托出了气候这个主题。正是由于我们的现代生活方式影响着北极的一切生命形式，来宾们将在这里意会到保护北极生态环境的重要性，以及这种举措对我们自身生活的远大意义。

北极展区之外就是展馆的餐厅。那里，来宾们可以尽情品尝挪威海鲜和其它挪威特产。

### 夜晚格调

每天晚上7点，挪威馆进入夜晚格调。整个馆内洋溢着“神秘园”乐队所精心谱奏的音乐，并沐浴于“月光”之中。而在馆顶穹幕上，来宾们将感受北极光的神韵和挪威自然的深奥。

# FROM CANCER RESEARCH TO CURE

The incidence of cancer continues to rise internationally. Every third person will experience to be diagnosed with cancer during their lifetime. This challenge needs to be met with urgency, through partnerships that can help move cancer research and ideas from the lab to improved diagnostics and medicines for the benefit of cancer patients.

In Norway, cancer research and application are world-class in terms of innovation and quality. The University of Oslo has close collaboration with Chinese partners in cancer research, and a fruitful collaboration with Oslo Cancer Cluster (OCC) – a biotechnology cluster and Norwegian Center of Expertise with 60 members. OCC aims to become one of the world's leading cancer clusters, building on the competence and knowledge of Norway's long and outstanding tradition of cancer research and development.

At Oslo Week in Shanghai, scientists from the University of Oslo and Oslo Cancer Cluster will meet with Chinese colleagues to present and discuss top quality research results and explore opportunities for new collaborative initiatives.

“We hope to develop new partnerships in Shanghai that will accelerate the development of new cancer diagnostics and medicines for the benefit of patients all over the world”

**Jónas Einarsson**

Chairman of the Board, Oslo Cancer Cluster

Jónas Einarsson will present Oslo Cancer Cluster at the seminar “Partnership for Innovation: From Cancer Research to Cure” on May 11<sup>th</sup> during Oslo Week at the Norwegian Expo Pavilion.

## 从研究癌症到治愈癌症

近年来，全球新增癌症病例逐年上升，世界上三分之一的人都会在一生中某个阶段得到癌症的诊断。这种对人类生命的挑战迫在眉睫，我们必须同舟共济，通过推动癌症研究向前发展，并将实验室的理念和成果化为更精确的诊断方法和更有效的良药，来造福于癌症患者。

挪威的癌症研究及其运用，有世界一流的创新锐意和专业质量。奥斯陆大学在癌症研究方面与中国伙伴开展紧密合作，并在与奥斯陆癌症研治集群的合作中获得了丰硕的成果。奥斯陆癌症研治集群是一个由60家成员组成的生物技术集群和挪威国家级专家中心。这个集群旨在以挪威历史悠久的癌症防治研发传统为依托，凭借多年积累的专长和知识，成为领军世界的癌症研治集群。

在上海世博会期间的奥斯陆周里，奥斯陆大学和奥斯陆癌症研治集群的科学家们将与中国同行聚集一堂，介绍和探讨最重量级的科研成果，并寻求未来合作的契机。

“我们希望在上海缔结新的伙伴关系，加速癌症诊断新技术和新药物的研发，为全世界的癌症患者造福。”

Jónas Einarsson

奥斯陆癌症研治集群理事会主席

世博会奥斯陆周期间，Jónas Einarsson将于5月11日在题为“同舟共济、科研创新:从研究癌症到治愈癌症”的研讨会上，介绍奥斯陆癌症研治集群。

# CLEANER, GREENER CITIES

Cities around the world are facing environmental challenges. Oslo's green vision is to be one of the world's most environmentally friendly and sustainable capital cities, with economic, social and cultural growth according to nature's ability to sustain that growth ecologically. Oslo's vision is supported by an ambitious environmental policy with a strong blue-green profile, a working environmental management system and active engagement in improving the city's urban ecology.

Linking research to policy and technological solutions is a prerequisite for sustainable management of natural resources in Oslo and other cities. With a concentration of internationally leading companies and research institutions, competent venture capital and abundant natural resources at its doorstep, Norway's capital region is in a unique position to be a leader in developing clean technology for greener cities.

During Oslo Week, leading representatives from Oslo's research and business communities, together with policy makers, will meet with their Chinese

colleagues to exchange knowledge and experiences on environmental and energy research, and how to bridge the gap between science, policy and technology.

“Addressing the needs, challenges and possibilities for bridging the gap between environmental and energy scientists, policy makers and technology suppliers is vital for sustainable development of our cities.”

Professor Rolf D. Vogt,  
University of Oslo

Professor Vogt will speak at the seminar on environment on May 12<sup>th</sup> during Oslo Week at the Norwegian Expo Pavilion.

## 更清洁、更环保的城市

目前，全球的城市都面临着环境的挑战。奥斯陆的绿色愿景是，使经济、社会和文化都能在自然生态承载力的限度内均衡和谐地发展，从而成为世界上最环保、最可持续发展的都市之一。为了实现这一愿景，奥斯陆市制定了一项雄心勃勃的环境政策，旨在营造蓝（水）绿（林）交融的城市特色，依靠一套劳动环境管理体系，来积极改良城市的生态环境。

将科研与政策和技术方案挂钩，是对奥斯陆和其它城市的自然资源进行可持续管理的一个先决条件。众多国际领军企业、科研机构、资深风险资本人和丰富自然资源，使挪威首都地区在开发清洁技术、建设更为环保的城市的事业中，占据着独特的引领地位。

在奥斯陆周期间，奥斯陆科研界和产业界的领军代表将跟决策者一同，与中国同仁聚集一堂，交流环保和能源研究的知识经验，并探讨怎样来弥合科学、政策和技术之间所存在的差距。

“环境、能源科研人员与决策者和技术供应商必须能够解析环保能源事业的实际需求，应对挑战和掌控机遇，相互沟通，弥合三方之间距离，才能真正推动城市的可持续发展。”

奥斯陆大学Rolf D. Vogt教授

2010年世博会奥斯陆周期间，Professor Rolf D. Vogt将在5月12日的环境研讨会上发言。



View across the Oslo fjord towards Aker Brygge, Photo: VisitOSLO, Giulio Bolognesi

# MARITIME KNOWLEDGE AND INNOVATION

Norway has a unique position in the global maritime industry through its concentration of world leading ship owners, equipment suppliers and complete maritime services. As Norway's capital city and a world leader in deepwater shipping and commercial maritime services, Oslo naturally includes a strong maritime element in its participation at World Expo 2010. Oslo and Shanghai share common goals in maritime development, and Expo 2010 should provide excellent opportunities to cultivate new relationships and strengthen existing ties between the sister cities and their maritime leaders.

Oslo Maritime Network (OMN) is Oslo's leading maritime partner at Expo. OMN is a non-profit collaborative organization with members from all segments of the maritime cluster, many with strong ties to the maritime industry in China and Shanghai. One of OMN's primary achievements to date is "Norway – a Global Maritime Knowledge Hub", established in collaboration with the Norwegian Shipowners' Association. With its goal of 20 maritime professorships at institutes

across the country, Maritime Knowledge Hub is Norway's largest ever private investment in maritime knowledge development.

“There is room in the world for two or three Global Maritime Knowledge Hubs. Norway can be one of them.”

Torger Reve,  
With Wilhelmsen Professor of Strategy and Industrial Competitiveness at BI Norwegian School of Management

Professor Reve will present the Maritime Knowledge Hub at the first Norwegian Maritime Day on May 13th during Oslo Week at the Norwegian Expo Pavilion.

## 海事知识与创新

挪威以其众多的跻身世界前列的船东、船舶设备供应商和全套的海事服务，在全球海事工业中占据着独一无二的地位。而奥斯陆，作为挪威的首都和世界深水航运与商业海事产业的领头羊，必然要借助2010年世博会这个舞台，向世界大力展示挪威的海事行业。奥斯陆和上海在海事工业方面有着共同的发展目标，而2010年世博会将为缔结新的纽带和加深这两个姐妹城市及其海事业引领者之间业已存在的关系，提供大好的契机。

奥斯陆海事网络（OMN）是奥斯陆地区参展世博的的旗帜性海事伙伴。OMN是一个海事集群各个产业成员的非营利性合作组织。很多成员与中国和上海的海事工业关系密切。迄今为止，OMN最大的一个成就是，与挪威船东协会联手创建了挪威全球海事知识中心。在全挪威各科研与高教机构赞助设立20个海事专业教授职位的目标，已经使这个海事知识中心成为挪威有史以来最大的民间投资的海事知识教研发展中心。

“世界上有容纳两个甚至三个全球海事知识中心的空间。挪能够成为其中之一。”

Torger Reve教授  
BI挪威管理学院战略与产业竞争力问题教授，其职位由威海姆森航运集团公司赞助设立

2010年世博会奥斯陆周期间，Torger Reve教授将在5月13日首届挪威海事日上介绍海事知识中心。

# CREATIVITY AND WAY OF LIFE

Oslo's version of the modern welfare society attracts visitors and talent from around the world. Norway's capital is home to leading academic institutions, and with one of Europe's most highly educated populations, the region serves as the engine of a robust and forward-looking Norwegian economy.

There are many lifestyle attractions to be found in Oslo's unique blend of city life and tranquil rural surroundings. Oslo is a compact city, making it easy to get around walking, biking or using public transportation. The city's location at the head of the Oslo Fjord, surrounded by forested hills, makes Oslo a haven for all outdoor pursuits. From golfing, sailing, hiking and biking in the summer to skiing, skating and sledding in the winter – all can be reached within the city limits.

Oslo is one of Scandinavia's cultural capitals, and has been home to internationally famous artists such as Edvard Munch and Henrik Ibsen. Today, Oslo has grown into a multicultural city offering a rich diversity of cuisine, design, art and nightlife. With more live music than anywhere else in Scandinavia, Oslo is also acknowledged as a music capital. Many concerts and music festivals take place in the city's parks and open spaces, and are popular with visitors and residents alike.

During Oslo Week, the City of Oslo and partners will host events to present Norway's capital region as a destination for visitors and talent, and shed light on the strong Sino-Norwegian collaboration on education and work.

The Oslo region offers opportunities to study at some of Norway's leading universities and colleges, and attractive career opportunities in innovative service and technology companies.

Knut Halvorsen,  
Managing Director, Oslo Teknopol

Halvorsen will present Oslo as a place to work and live on the seminar "Oslo for Talent" on May 14<sup>th</sup> during Oslo Week the Norwegian Expo Pavilion.

## 人文底蕴衬托综艺创意与时尚生活

奥斯陆作为现代福利社会的综合缩影，深深吸引了全世界的来客和人才。挪威的首都拥有国际名列前茅的学术机构和欧洲教育水准最高的居民人群之一，由此而成为拉动挪威前瞻性经济蓬勃发展的引擎。

奥斯陆息息搏动的城市生活与安逸祥和的乡村氛围巧妙结合，更凸现了现代时尚生活的极尽魅力。奥斯陆市区局紧凑，无论是徒步、骑车还是乘坐公共交通，都能随心所欲而无处不达。城市座落在奥斯陆峡湾尽头，为绿林山丘所围绕，是一片户外休闲运动的乐土。在城市范围之内，夏季有高尔夫、远足和骑车等活动选择，冬季可供人们尽情滑雪、溜冰和乘驾雪橇。

奥斯陆是斯堪的纳维亚的文化都市之一，也是世界闻名的艺术大师爱德华·蒙克和亨里克·易卜生的故居。今天的奥斯陆已经跃身成为一个多文化的城市，烹饪、设计、艺术和都市夜生活，百汁百味，应有尽有。比斯堪的纳维亚任何一个城市都要频繁多样的现场音乐表演，使奥斯陆成为名副其实的音乐之都。很多音乐会和音乐节就在奥斯陆市内公园和开敞园区内举办，吸引了众多的来客和市民。

奥斯陆周期间，奥斯陆市及其合作伙伴将举办各种活动，来推介挪威首都地区的文化综艺看点和都市生活亮点，并进一步展现中挪在教育与劳务领域的强势合作。

奥斯陆地区可以向您提供在挪威一些最好的学府求学以及在创意产业和技术企业就职的诱人机会。

奥斯陆投资促进局局长  
Knut Halvorsen

奥斯陆周期间，Halvorsen 先生将在5月14日题为“奥斯陆：人才的天地”的研讨会上，介绍奥斯陆的工作和生活环境。



People enjoying *Carmen* at the Opera house roof, Photo: The Norwegian National Opera & Ballet, Erik Berg



Oslo City Hall by night. Photo: VisitOSLO, Terje Bakke Pedersen.

# OSLO AT EXPO 2010

The City of Oslo participates at Expo 2010 in Shanghai as a partner in the Norwegian Pavilion.

Oslo is the capital of the Kingdom of Norway. The City of Oslo has a parliamentary model of government and its principal tasks are to ensure the provision of public services and put in place a framework for the development of the city and community. Participation by the City of Oslo on the international arena is increasing. In 2001, the City of Oslo signed a cooperation agreement with the City of Shanghai. Oslo has close to 600,000 inhabitants, and the geographical area is 450 square kilometres.

[www.oslo.kommune.no](http://www.oslo.kommune.no)

## Partners

The City of Oslo has two main partners in the Oslo at Expo 2010 project:

### Akershus County Council

Akershus County Council is a democratically elected body with a number of regional responsibilities, carried out by an administrative unit. With its 4,918 square kilometres, Akershus is one of the smallest counties in Norway, but it is among the largest in terms of population with almost 540,000 inhabitants. The county comprises 22 municipalities.

[www.akershus.no](http://www.akershus.no)

### NHO - Confederation of Norwegian Enterprise Oslo and Akershus

NHO Oslo and Akershus is the regional association of NHO – the Confederation of Norwegian Enterprise – in the Oslo region. NHO is the main representative body for Norwegian employers with a current membership of 20,000 companies ranging from small family-owned businesses to multinational companies. The regional association offers a local point of contact between companies and authorities.

[www.nho.no](http://www.nho.no)

### Main organiser

Oslo Teknopol is the main organiser of Oslo's participation at Expo 2010.

### Oslo Teknopol

Oslo Teknopol is a regional development agency owned by the City of Oslo and Akershus County Council. Its mission is to promote the Oslo region as a business and knowledge region and help attract foreign investments and talent. Oslo Teknopol works closely with leading players from business, research, higher education and public sector to stimulate cooperation and innovation in key knowledge-based clusters.

[www.oslo.teknopol.no](http://www.oslo.teknopol.no)



Autumn in Frognerparken, Photo: VisitOSLO, Nancy Bundt.

# 奥斯陆参展2010年上海世博会

奥斯陆市作为挪威展馆合作方，参展2010年上海世博会。

## 奥斯陆市

奥斯陆市是挪威王国的首都。奥斯陆市政府架构基于议会制模式,其主要职责是确保向居民提供公共服务,并制定完善本市和所属行政区发展的政策与制度框架。近年来,奥斯陆的形象越来越多地出现在国际舞台上。2001年,奥斯陆与上海签订了合作协议,成为姐妹城市。奥斯陆人口将近60万,占地面积450平方公里。

[www.oslo.kommune.no](http://www.oslo.kommune.no)

## 合作伙伴

奥斯陆市在参展2010年世博会的项目中有两个主要合作伙伴:

### 阿克斯胡斯郡议会

阿克斯胡斯郡议会是民主选举产生的机构,承担着一系列地区性职能,其职能由一个行政部门具体执行。本郡占地4918平方公里,是挪威面积最小、但人口最为密集的郡之一,总人口达50多万,划分为22个行政区。

[www.akershus.no](http://www.akershus.no)

### 挪威工商总会NHO奥斯陆和阿克斯胡斯郡分会

挪威工商总会奥斯陆和阿克斯胡斯郡分会是挪威工商总会在奥斯陆的地区性协会。挪威工商总会是挪威雇主的主要代表性组织,目前有小至家族企业大至跨国公司的两万家会员。本地区分会致力于在地区层面上,为企业和公共管理机构之间的沟通和联络营造平台。

[www.nho.no](http://www.nho.no)

## 主要承办方

奥斯陆投资促进局是奥斯陆参展2010年世博会的主要承办方。

## 奥斯陆投资促进局

奥斯陆投资促进局是奥斯陆市和阿克斯胡斯郡议会下属的一个地区性发展机构,旨在推介奥斯陆地区工商和知识并重的特点,并努力吸引外来投资和人才。奥斯陆投资促进局通过与工商界、科研界、高教界和其它公共部门之间的紧密协作,来激励知识型产业核心集群的内部合作和科研创新。

[www.oslo.teknopol.no](http://www.oslo.teknopol.no)

# EVENT PARTNERS - OSLO WEEK

OSLO TEKNOPOL IS ORGANISING THE EVENT PROGRAM FOR THE OSLO WEEK, IN COLLABORATION WITH A NUMBER OF EVENT PARTNERS.



VisitOSLO is Oslo's official tourist marketing and service organisation. VisitOSLO is a limited company with 170 shareholders from the local, regional and national travel trade and commerce. The organisation has three departments: Convention Bureau, Destination Oslo - destination marketing/press services, and Tourist Information offices, as well as the official visitor's web site. [www.visitoslo.com](http://www.visitoslo.com)



BI Norwegian School of Management is one of the largest business schools in Europe and the second largest academic institution in Norway with state-of-the-art learning facilities well established in both the private and public sector. BI is a private, non-commercial foundation, founded in 1943. [www.bi.edu](http://www.bi.edu)



## UiO : University of Oslo

The University of Oslo is among Europe's leading universities, and the oldest and largest in Norway. Today the University has almost 30.000 students and a staff of 5.600. Four Nobel Prize winners indicates the quality of the research at the University. [www.uio.no](http://www.uio.no)



CIENS is a strategic research collaboration between independent research institutes and the University of Oslo. The centre is built on a common scientific strategy and research program, co-operation on research and innovation projects, and the consolidation of about 550 researchers. [www.ciens.no](http://www.ciens.no)



OREEC was established early 2007, and facilitates cooperation between industry, research, education and public authorities. The aim is to increase the commercial opportunities for the companies. The secretariat of OREEC is located at Lillestrøm Centre of Expertise [LCE], and the initiative is financed through a private-public partnership. [www.oreec.no](http://www.oreec.no)

## 奥斯陆旅游局

奥斯陆旅游局是奥斯陆市的官方旅游促销和服务组织，以股份有限公司的形式运作，由当地社区、地区和国家各层面的旅游贸易行业参与者持股拥有。这个组织分为三个部门：会议旅游部、旅游目的地奥斯陆促销/新闻服务部和游客信息办公室。同时，旅游局还负责官方游客网站的运营。 [www.visitoslo.com](http://www.visitoslo.com)

## BI挪威管理学院

BI挪威管理学院是欧洲最大的经济管理学院之一，也是挪威第二大学府，与私营企业和公共部门都有着完善的实习培训的协议与安排。BI是一个私立的非商业性基金，创建于1943年。 [www.bi.edu](http://www.bi.edu)

## 奥斯陆大学

奥斯陆大学是在欧洲占引领地位的大学之一，也是挪威历史最为悠久和规模最大的学府。目前，本大学有近30000名在校学生，员工人数达到5600人。历年以来所涌现的四位诺贝尔奖金得主，为本大学的科研质量提供了有力的佐证。 [www.uio.no](http://www.uio.no)

## CIENS（奥斯陆环境与社会跨学科研究中心）

CIENS是多个独立研究机构与奥斯陆大学联手创办的战略性研究合作机构。本中心各个机构的总共约550位科研人员，以共同的科学策略和科研方案为凝聚力，合作开拓研发创新项目。 [www.ciens.no](http://www.ciens.no)

## OREEC（奥斯陆可再生能源和环境技术集群）

OREEC 创建于2007年初，旨在为产业界、科研界、教育界和公共部门之间的沟通、合作创造有利条件，以此为企业拓展商机。OREEC的秘书处设在利勒斯特罗姆专家中心，而资金是通过公私合作的模式来提供的。 [www.oreec.no](http://www.oreec.no)

# 奥斯陆周的活动合作伙伴

奥斯陆投资促进局与一系列活动合作伙伴携手，为奥斯陆周组织承办各项活动。



Oslo Maritime Network (OMN) is a non-profit collaborative network organisation gathering members from all segments of the maritime cluster in Norway's capital region. OMN focuses on three main areas of activity: innovation, education and information. [www.oslomaritime.org](http://www.oslomaritime.org)



The Maritime Knowledge Hub is a consortium linking together all segments of the maritime industry, formally launched in June 2008. Oslo is already home to a strong maritime cluster. In order to upgrade as a knowledge hub, education and research are placed at the centre as drivers in the future development of the global maritime industry. [www.knowledgehub.no](http://www.knowledgehub.no)



Oslo University College (OUC) is a young, dynamic institution based on strong traditions, established in 1994 when 13 colleges in Oslo merged. OUC offers more than 50 academic degrees, the broadest range of professional studies in Norway. Teaching is founded on research and characterised by close interaction between students and staff. [www.hio.no](http://www.hio.no)



Oslo Cancer Cluster was established in 2006 and awarded Norwegian Centres of Expertise (NCE) status in June 2007. Oslo Cancer Cluster has nearly 60 members, including industrial companies, academic research institutions, health initiatives and support groups in the field of biotechnology with the main focus on cancer. [www.oslocancercluster.no](http://www.oslocancercluster.no)

## 奥斯陆海事网络

奥斯陆海事网络 (OMN) 是一个非营利性合作网络组织，汇集了挪威首都地区海事工业技术集群的各行业业内成员。OMN 主要集中在从事三大领域的活动：创新、教育和信息。 [www.oslomaritime.org](http://www.oslomaritime.org)

## 海事知识中心

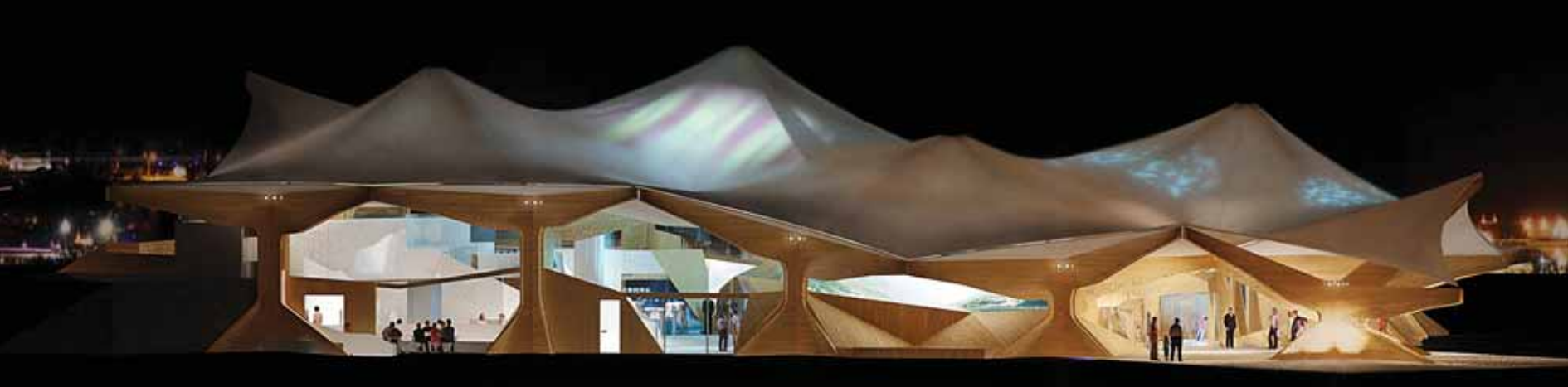
海事知识中心是汇集海事工业所有行业的联合体，正式创办于2008年6月。挪威首都奥斯陆历来就被视为是一个强势海事集群的发祥地。为了成为名副其实的知识中心，这个中心通过教研并重来不断提升其专业水准，以推动未来全球海事工业的发展。 [www.knowledgehub.no](http://www.knowledgehub.no)

## 奥斯陆学院 (OUC)

奥斯陆学院是一个充满朝气和活力、秉持鲜明传统的教学机构，是奥斯陆地区的13所学院在1994年合并而成的。奥斯陆学院提供50多个专业学位的课程，是国内专科范围最广的一个高等院校。学院致力于以科研支撑和辅助教学，并以教职员工和学生之间的紧密互动而著称。 [www.hio.no](http://www.hio.no)

## 奥斯陆癌症研治集群 (OCC)

奥斯陆癌症研治集群创建于2006年，并于2007年6月荣获挪威国家级专家中心 (NCE) 的地位。奥斯陆癌症研治集群由将近60个成员组成，包括以癌症研治为主旨的生物技术领域的工业企业、学术研究机构、保健组织和支持团体。 [www.oslocancercluster.no](http://www.oslocancercluster.no)



Illustrations: Helen & Hard

The City of Oslo has two main partners in Oslo at Expo  
 奥斯陆市在参展2010年上海世博会的项目中有两个主要合作伙伴



For more information:  
 更多资讯, 请查阅相关网站:

Norway at Expo 2010  
 挪威参展2010年上海世博会  
[www.expo2010.no](http://www.expo2010.no)

City of Oslo  
 奥斯陆市  
[www.oslo.kommune.no](http://www.oslo.kommune.no)

Business in Oslo  
 奥斯陆商贸信息  
[www.oslo.teknopol.no](http://www.oslo.teknopol.no)

Tourist in Oslo  
 奥斯陆旅游信息  
[www.visitoslo.com](http://www.visitoslo.com)

Study in Oslo  
 奥斯陆就学信息  
[www.uio.no](http://www.uio.no)  
[www.hio.no](http://www.hio.no)  
[www.bi.no](http://www.bi.no)

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