

A French air blows to Shanghai



**Aldes
Partner of
Shanghai
World Expo
2010**

→ **A little touch of History**

The principle of a major World Expo has been existing for many years. It gives an opportunity to the hosted nation to showcase its successes and it enables the participating countries to be seen in their best light.

A lot of other big cities all around the world have welcomed the World Expos such as Paris (in 1889, of which the lasting memorial is the Eiffel Tower), Brussels (in 1897, 1910, 1935 and 1958) or Seville (1992).

→ **The World Expo in China**

China selected the city of Shanghai as the site of the World Expo 2010, which opened in May 2010 for a 6-month duration.

The hosting of the Olympic Games in Beijing allowed China to showcase the country development. This exhibition contributed on repositioning China on the international stage.

In fact, China is undergoing profound changes, such as many countries experienced in the 20th century, passing from an agrarian society to an industrial and service economy, with population migrations from the countryside to the cities.

China has its own scale: with 1.2 billion inhabitants, population movements are large and urbanization is rapid. Enormous cities are being built: there are already more than 10 megacities with over 10 million citizens.

Facing this context, the Shanghai World Expo 2010 has been conceived on the theme:

Better city, better life
城市, 让生活更美好

More than 73 million of people visited this World Expo 2010, that ended in October 2010.

→ **Aldes in the Shanghai World Expo 2010**

Aldes has always worked to offer a **better indoor air quality, comfort and safety** for the people. It was thus obvious for Aldes to take part in this big international event with the support of the local subsidiary, **Aldes China**, based in Shanghai.

Aldes was located in the **Rhone-Alpes Pavilion**, that 1 126 751 people visited during these 6 months.



Two main reasons for this choice:

- Aldes Group is originally from **Lyon** (France – created in 1925), which is situated in the Rhone-Alpes region. As a dynamic company, they joined their country and region.
- The Rhone-Alpes Pavillion was devoted to urbanization and **eco-construction**, which was close to the **Green building** focus of Aldes.

Aldes was of course exhibiting some products, but was also involved in the **design & supply** of the Rhones-Alpes Pavillion itself. Aldes has strongly worked to offer **advanced systems** along with a good design for the following activities:

- **Ventilation** (cooker hoods, high efficiency HRV units, cabinet fans)



- **Air distribution** (different kind of grilles and diffusers)



- **Centralized vacuum system** for the extraction of dust.



In China, such as in any other countries, Aldes is manufacturing and selling quality products for the local market. This is another reason why Aldes has been a **leading partner** in the Rhône-Alpes Pavilion with a **demonstrated technology** selected for the construction of this **permanent landmark building** (3123 sqm - 4 levels) which will remain in service after 2010.

On the foundation of a sound team and offering products which are becoming increasingly **suivable** for the Chinese market, the Shanghai World Expo 2010 will be the springboard for a rapid acceleration of Aldes development in China.

Aldes worked and will always worked in order to provide the **best solutions** for a **good indoor air quality, comfort and safety** towards people.

History & Facts about Aldes China

*Aldes has started selling its product offer in China in 1999 through a legal subsidiary **based in Shanghai: Aldes China.***

*Stronger and stronger with a bigger team and new offices, Aldes activity has started quite slowly but is definitely increasing in recent years with **IAQ concerns and regulations development following the SARS scare in 2003.***

*Aldes has become naturally a strong partner of the **China Academy of Building Research (CABR)** which has released in 2009 some **codes and standards** relative to **mechanical ventilation.***

The experience of Aldes shared through these standards should improve greatly the quality of life for all Chinese people in the coming years!



*Rhone-Alpes Pavilion
Architect: Denis DESSUS*



*Aldes area inside the
Rhone-Alpes Pavilion*