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专访：上海世博会催生新主题展会
——访德国科隆博览会国际有限公司总裁范德伦

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上海世博会已成功闭幕，但在德国科隆仍能感受到这届以“城市，让生活更美好”为主题的世博会的余波。负责世博会德国馆运营工作的德国科隆博览会国际有限公司总裁范德伦近日在采访中告诉记者，受上海世博会启发，以城市发展为主题的展会明年就将现身科隆。

上海世博会期间，以“和谐都市”为主题的德国馆被授予最佳主题实践奖。范德伦认为，这主要得益于德国馆成功实现了预设目标：以德国视角展示城市平衡发展的理念。“和谐都市”完美契合了上海世博会主题。

范德伦说，城市化问题是一个在世界范围内日益重要的课题。随着全世界的城市化程度不断提高，越来越多人口涌入城市。上海世博会上，众多国家和组织的展馆就这一主题进行了广泛的表达和展示。

范德伦特别提到，中国现在的城市化率大概为50%，即差不多一半人口生活在农村，一半生活在城市。相关预测显示，10年之后，将有80%的中国人口生活在城市。“因此，城市化进程这个课题对全世界，特别对中国而言尤其重要”。科隆博览会国际公司及时抓住上海世博会的这一热点主题，计划于明年举办名为“UrbanTech”（城市科技）的展会，以期在众多参展方提供一个交流平台。

上海世博会期间，独具特色的德国馆吸引了观众大约400万人次，是最受欢迎展馆之一。进入德国馆平均需要排队3小时，但这并未阻碍如潮人流。范德伦表示，德国馆的目标并不是观众数量，而是更注重让观众在馆内领会通过“和谐都市”所展现的世博主题：“城市，让生活更美好”。

从2007年初开始筹备，到最终为德国在上海世博会的成功“上演”画上完美句号，范德伦和他领导的科隆博览会国际公司一直与中国组织方通力合作。范德伦对中方的组织工作感到满意。他表示，尽管德中两国拥有不同的文化，但双方合作得很愉快。

科隆博览会国际公司有着 25 年的世博会展馆组织经验，范德伦本人经历过 4 届世博会。不过，上海世博会让他印象至深：“毫无疑问，这是一届有史以来规模最大的世博会，中国观众也表现出浓厚兴趣，上海世博会注定将成为世博会历史上一大亮点。”

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Shanghai World Expo inspires new urbanization trade fair in Germany

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BERLIN, Nov. 13 (Xinhua) -- "Better City, Better Life," the motto

of the World Expo 2010 on tackling the challenges of urban development, has not only helped achieve the largest-ever world exhibition, but also inspired a new trade fair to be launched next year in Cologne, Germany.

The new fair, titled as "Urban Tech," "will pick up the theme on urban development that has been widely interpreted by many countries and organizations in the year of Expo. It will be launched here in Cologne next year," said Dirk van der Coelen, managing director of Koelnmesse International GmbH, a Cologne-based company commissioned by the German government to organize the country's participation in Expo 2010.

He told Xinhua in a recent interview that with increasing urbanization worldwide, urban development has become a theme of world importance, a theme that the "Urban Tech" fair is expected to build on in the years to come.

He also noted that urban development is particularly relevant to China.

Cologne Mayor Juergen Roters told Xinhua that the new trade fair, scheduled for November next year, will allow exhibitors to present ideas and solutions on issues such as environmental protection and climate protection in megacities.

He has already invited the Chinese capital city of Beijing to join the trade show.

The German Pavilion of the World Expo in Shanghai has won the top prize for interpretation of the Expo theme by presenting "balancity," a city in balance, with ideas and solutions that can have a positive impact on urban development.

According to van der Coelen, the German Pavilion had attracted more than 4 million visitors during the Expo, with waiting time averaging three hours.

"But our goal is not to lock as many visitors as possible, but to encourage them to grip with the urgent problem of urbanization in an informative and entertaining way. And they really did it," he said.

Van der Coelen's company has 25 years of experience in organizing Germany's participation in world exhibitions and he himself has experienced four of them.

"The Expo in Shanghai is of course the largest Expo ever featuring enormous interest of the Chinese population. It will go down in the expo history as a mega event in both quantitative and qualitative terms," he commented.

Van der Coelen was also pleased that a survey of visitors to the German Pavilion has proved that Germany has achieved its Expo goals of presenting itself as an economic nation, a leader in innovation and an attractive place to visit.