



Science, Technology and Education News from China

Number 71 – May 2010

Please note that the previous newsletters can be downloaded from the website of the Embassy of Switzerland in China: www.eda.admin.ch/beijing¹. To subscribe/unsubscribe or send us your comments, please send an email with the corresponding subject to chenchen.liu@eda.admin.ch.

Introduction

As the world focuses its attention on Shanghai for the opening of EXPO, this month's newsletter starts by a discussion of how science and technology is presented in the carnival. This month also sees the approval of China's *Medium and Long Term Education Development Plan*, the official unveiling of Chinese character internet domain names, the beginning of nation-wide Science and Technology week, and the first-in-25 years performance appraisal of National Natural Science Foundation.

Contents

Policy	2
News	3
1. China's Education Reform Plan Approved.....	3
2. Chinese Character Internet Domain Names Now Allowed	3
3. 2010 Science and Technology Week	4
4. First Performance Appraisal on National Natural Science Foundation Projects to be Launched.....	4
5. Enhanced Marine R&D System.....	4
Events (June– July 2010)	5

Contact

Markus Reubi
Science & Technology Counsellor
Embassy of Switzerland in the People's Republic of China
 Tel: +86 10 8532 8849
 Email: Markus.Reubi@eda.admin.ch
www.eda.admin.ch/beijing

¹ Please click on the blue texts to activate the hyperlinks to either email addresses or related websites.



Policy

Shanghai EXPO: So Much More Than a Theme Park

In its first month of opening, EXPO 2010 has seen a total of 5.71 million visitors² already with a daily average of more than 200, 000. The ambitious plan of Shanghai Municipality is to attract a total of 70 million visitors is expected in the next 180 days³. A total of 192 pavilions stand in the EXPO park, ready to present their interpretation of “Better City, Better Life.”

To emphasize the theme of EXPO 2010, high-tech solutions have been extensively applied in an effort to demonstrate how technology contributes to urban life. To this end, a project called “EXPO Science & Technology Initiative” had been launched in 2005, jointly-participated by government as well as leading science and technology research institutes, such as Chinese Academy of Sciences, Chinese Academy of Engineering, National Natural Science Foundation and China Association of Science and Technology. A CNY 700 million budget was prepared for 232 research projects⁴, covering overall planning and general administration, construction, application of sustainable energy and energy efficiency, traffic control, public security and presentation & exhibition technology. The goal was to create a “low carbon EXPO” where carbon dioxide emission of all the pavilions are reduced by 30% and that of the transportation tools within the EXPO Park is reduced to zero.

The organizers of the EXPO are emphasizing the importance of EXPO as an international meeting place of top-edge science and technology. The technology highlights, therefore, are given a focused attention. Cases like “internet of things”, low carbon pavilions, electric, hybrid, and fuel battery automobiles, LED lighting solution and sewage processing system, etc. have collectively contributed to the cause and are covered by media in detail as an important guidance for future development.

But all the technologies and practices are still dwarfed by the grand Chinese Pavilion located right in the center of the EXPO Park, symbolizing “the Crown of the East.” Utilizing the updated technology to minimize its carbon footage and energy consumption, the Chinese Pavilion itself is clearly indicating China’s dedication in identifying itself as a science and technology power. Yet, many commentators and bloggers argue that a look inside the Chinese Pavilion will find that the priority is still on showcasing the glorious history of Chinese civilization as the projects on display are mainly antiques and records of achievements, all filled with traditional Chinese elements that are already known as the image of China in foreign countries. Tourists flooded the pavilion to appreciate the national treasures, to buy souvenirs, and leaving impressed by the prosperity of China without understanding how power supply within Chinese Pavilion is self-sustainable by using solar energy and how everyday life will be changed in a practical way in the near future. “Best practice” pavilions where China’s ambitious vision of the future urban life, are not even easily reachable within EXPO Park and are therefore less frequented.

To impress the world with an unprecedented EXPO, the organizers of EXPO invested CNY 18 billion in the construction of the pavilions and another CNY 10 billion in EXPO Park operation. If the investment in overall infrastructure, such as renovation of the airport, improvement of public transportation, etc., were to be added to the budget, EXPO 2010 costs Shanghai Municipal Government CNY 400 billion⁵. To what extent and in what way will the technological hints remain after the 180 day exhibition? The question is still open for debates.

² EXPO 2010 Statistics, <http://www.expo2010.cn/yqkl/indexn.htm>

³ Living the Dream, *the Economist*, April 29 2010,
http://www.economist.com/world/asia/displaystory.cfm?story_id=16009079

⁴ http://www.most.gov.cn/ztzl/sbkj/sbkjkdzx/201004/t20100428_77120.htm

⁵ Shanghai invests CNY 400 billion for the most expensive EXPO ever.
<http://news.163.com/10/0206/01/5UQ5QS320001124J.html>



News

1. China's Education Reform Plan Approved

(MoE, 06-05-2010)

The Chinese government has approved an education reform plan for next decade which promises to prioritize the development of education while ensuring fairness in the system. A meeting of the State Council, or China's Cabinet, approved the final version of the Medium and Long-term National Educational Reform and Development Plan (2010-2020).

The development of education ranging from pre-school education to vocational education in rural areas will be a priority in the country's overall development programs, according to the plan. Government investment will increase steadily to support the education sector, with the ratio of government's education expenditure in terms of gross domestic product (GDP) to be 4 percent by 2012, according to the meeting presided over by Premier Wen Jiabao. In 2008 the ratio stood at 3.48 percent, compared with the world's average level of 4.5 percent.

The plan, released at the end of February for public scrutiny, was seen as setting a tone for the development of the education sector in China, which has long suffered from problems such as funding shortages and unbalanced development in rural and urban areas. The plan said giving students fairer access to quality education would be a "fundamental policy," with more public education resources to be arranged for rural, impoverished and ethnic areas. The statement said the plan would bring "innovation" to the way universities enrolled students, without giving details. The reforms would also encourage private organizations and individuals to play a greater role in the education system, according to the statement.

The plan took one year and nine months to draw up, during which public submissions were called for on two separate occasions.

<http://www.moe.edu.cn/edoas/en/level3.jsp?tablename=1245221060103297&infolid=1273490995206466>

2. Chinese Character Internet Domain Names Now Allowed

(People's Daily, 05-05-2010)

The Internet Corporation for Assigned Names and Numbers (ICANN) will allow traditional and simplified forms of non-Latin, Chinese character domain names. An application for the creation of ".中国" (.Zhongguo) domains submitted by the China Internet Network Information Center (CNNIC) has been approved by ICANN. The official announcement has been made by CNNIC May 5, 2010.

On April 22, 2010, the CNNIC's council passed a new resolution, and the international application of traditional and simplified-form domain names submitted by the CNNIC representing China was approved. This means the Chinese character domain names will enter the "technological layout period." It is expected that billions of netizens using the Chinese language worldwide will be able to surf the Internet by entering Chinese-language domain names in the next several months.

During this report meeting, the Shanghai World Expo also formally started using the convenient and simple "上海世博会.中国 (shanghaishibohui.Zhongguo)" domain name while simultaneously using the "expo2010.cn" domain.

Because the English punctuation "." becomes completely equivalent to its Chinese counterpart "。", when it comes to domain names, hundreds of millions of Chinese Internet users can enjoy convenient access to the Web site of the Chinese Ministry of Education by entering "教育部.中国" or "教育部.中国". This means that Internet users do not have to switch between the Chinese input method and English method repeatedly when surfing the Internet. They can enter the domain name ".中国" in Chinese and visit the corresponding Web site directly.



3. 2010 Science and Technology Week

(MoST, 15-05-2010)

The 10th National Science and Technology Week, themed at “Joining hands in building an innovative country”, kicked off on the morning of May 15th at the Capital Museum. Member of CPC Central Committee and State Councilor Liu Yandong, and Minister WAN Gang of MOST were present at the opening ceremony of the Week. The yearly S&T week was held to show how the economic development, people’s life, and ecological environment become the beneficiaries of S&T development, and how to enhance people’s scientific literacy. During the week, a hundred or so large scale activities were staged, and some 1,500 local popular science sites set up to encourage people to be part of S&T activities. The scale of the Week has topped the series events held in the past. Local S&T authorities also planned a range of popular science activities that were tailored to their own situation and economic development levels, in an attempt to enhance people’s awareness of the role played by science and technology in people’s daily life as well as in the economic development.

4. First Performance Appraisal on National Natural Science Foundation Projects to be Launched

(NSFC, 18-05-2010)

Since its founding in 1986, the funding provided by National Natural Science Foundation of China to natural science projects have grown from CNY 80 million to CNY 6.4 billion in 2009, and is expected to again grow to CNY 9.5 billion in 2010. The first performance appraisal is to be conducted to evaluate the effects of all the investment over the past 25 years, which is a total of CNY 45 billion.

The Kick-off Meeting for the International Evaluation of NSFC’s Funding and Management Performance was jointly held by the National Natural Science Foundation of China (NSFC) and the Ministry of Finance, P. R. China in Beijing on May 18th, 2010. As the third-party assessment agency, the National Center for Science and Technology Evaluation (NCSTE) will undertake the organization and implementation of the International Evaluation which is planned to get into full swing after the kick-off meeting and to be completed in 2011. This is the first time for China to carry out international evaluation on a science funding agency’s performance. As the one to be evaluated, NSFC is quite willing to take the opportunity to look back at its trace in funding and management, so as to better define its strategic role and realize the vision for delivering better service to science community not only nationwide but worldwide as well.

5. Enhanced Marine R&D System

(MoST, 20-05-2010)

China Marine Development Report 2010, published on May 11, 2010 by the Institute for Marine Development Strategy, part of the State Oceanography Bureau, indicates that China has achieved laudable accomplishments in marine studies, and established a well functioned marine R&D system, enjoying an enhanced marine survey capability.

Made up of five major components dealing with the macro environment for the marine development, marine legislations and interests, marine economy and S&T activities, marine ecological environment protection and resources development, and marine management, the Report summarizes and analyzes the macro environment, both domestic and international, for the marine development, the situation and status quo of marine undertakings, accomplishments and progresses achieved, problems, and perspectives.

The Report also points out that the development strategies approved by the central government for the coastal areas will spur up a new round of marine development, imposing new stress on offshore marine ecological environment. In addition, new legislations are needed to tap up and protect new marine life forms, including hydrothermal vent system, cold seeps, and cold-water coral reefs, that are mostly dwelled in the region outside a nation’s jurisdictional boundaries.



Events (June– July 2010)

June 2010

2nd China Green Building Summit

Date: June 3rd-4th

Place: Beijing

Contact: www.chinagreenbuilding.com

Nineth International Symposium on Polymer Physics

Date: June 6th

Place: Jinan

Contact: Institute of Chemistry, CAS

2010 Power Transmission and Automatic Control Exhibition

Date: June 10th

Place: Beijing

Contact: China Council for the Promotion of International Trade, Machinery Sub-Council

Shanghai (EXPO 2010)_International Architectural Forum

Date: June 18th

Place: Shanghai

Contact: China World Architecture Construction Federation

Science and Technology Week

Date: June 21-30

Place: Swiss Pavilion

Contact: Swissnex China

International Symposium on Innovation Policy and Sustainable Development

Date: June 23rd

Place: Beijing

Contact: Institute of Policy and Management, CAS

China Bio Partnering Forum

Date: June 23rd-24th

Place: Suzhou

Contact: China Bio® and EBD Group

2010 IEEE International Conference on Information and Electronics Engineering

Date: June 22nd-24th

Place: Shanghai

Contact: www.iciee.org

8th International Conference on Applied Cryptography and Network Security

Date: June 22nd-25th

Place: Beijing

Contact: Chinese Academy of Engineering

BQQ Lecture/Art and Museum

Date: June 24th

Place: Shanghai

Contact: Swissnex China

Start of Nobel Lectures Series at the Einstein Exhibiton with Prof. H. Rohrer

Date: June 26th

Place: China Science and Technology Museum, Beijing

Contact: Swissnex China

July 2010

32nd International Conference on Coastal Engineering

Date: July 1st

Place: Shanghai

Contact: Chinese Society of Oceanography, CAST

Annual Conference of the Academy of Innovation and Entrepreneurship, AIE 2010

Date: July 9th-11th

Place: Beijing

Contact: AIE Program Committee, Tsinghua University

Top to Top / Lectures

Date: 5th-14th July

Place: Shanghai

Contact: Swissnex China

Shanghai International Juvenile Scientific Expo. 2010

Date: July 13th

Place: Shanghai



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra

Federal Department of Foreign Affairs

Embassy of Switzerland in China
Science, Education, and Health section



Contact: Science and Technology
Commission of Shanghai Municipality

Contact: Graduate School of CAS, 010-
68597749

**2nd International Workshop on Energy
and Water Cycle over the Tibetan
Plateau and High-elevations**

Date: July 19th

Place: Lasa

Contact: Institute of Tibetan Plateau
Research, CAS

**4th International Workshop on
Catchment-scale Hydrological
Modeling and Data Assimilation,
CAHMDA-IV**

Date: July 21st

Place: Lasa

Contact: Cold and arid Regions
environmental and engineering research
Inst., CAS

**2010 Science and Art International
Seminar**

Date: July

Place: Beijing

**BIT's 3rd World Congress of Industrial
Biotechnology 2010**

Date: July 25th – 27th

Place: Qingdao

Contact: <http://www.bit.ibio.com>

BQQ Lecture/Design and Architecture

Date: July 29th

Place: shanghai

Contact: Swissnex China

**Nobel Lectures with WANG Yifang and
Niklaus Berger (IHEP)**

Date: July 31st

Place: China Science and Technology
Museum, Beijing

Contact: Swissnex China