



**Belgian EU Pavilion**  
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# **Visitors' Survey**

## **参观者问卷调查**

### **Analysis report**

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# Contents

- Foreword ..... 8
- 1. Visitors’ profile ..... 9
  - 1.1 Country of residence ..... 9
  - 1.2 Chinese regions of residence..... 10
  - 1.3 Age..... 12
  - 1.4 Company of visit ..... 14
  - 1.5 Profession ..... 16
  - 1.6 Level of education ..... 18
  - 1.7 Purpose..... 20
  - 1.8 Expo experience ..... 21
  - 1.9 Transport modes ..... 22
    - 1.9.1 Travelling to Shanghai ..... 22
    - 1.9.2 Transport modes to the Expo site of Shanghai ..... 24
- 2. Knowledge of Belgium..... 26
  - 2.1 Visitors of Belgium..... 26
    - 2.1.1 Former visit in Belgium..... 26
    - 2.1.2 Future visit to Belgium ..... 28
  - 2.2 The capital of Belgium..... 29
  - 2.3 Political structure ..... 30
  - 2.4 Belgian products..... 32
  - 2.5 Associated words..... 34
- 3. Belgian-EU Pavilion..... 35
  - 3.1 Attractiveness..... 35
  - 3.2 Rated features ..... 39
    - 3.2.1 Exhibits ..... 40
    - 3.2.2 Crowdedness ..... 41
    - 3.2.3 Queue ..... 42
    - 3.2.4 Information and brochures ..... 43
    - 3.2.5 Maintenance..... 44
    - 3.2.6 Circulation ..... 45
    - 3.2.7 Hospitality..... 46
  - 3.3 Benchmarking..... 47

4.	General aspects .....	48
4.1	Overall rating .....	48
4.2	Contribution to the Expo theme .....	50
4.3	Change in opinion about Belgium .....	51
4.4	Future visit.....	53
5.	Conclusion .....	55
6.	SWOT analysis .....	58
6.1	Strengths .....	59
6.2	Weaknesses.....	63
6.3	Opportunities .....	65
6.4	Threats.....	67
7.	Recommendations.....	69

**Maps**

M 1. Spread of Chinese respondents per province of residence in the Belgian-EU Pavilion..... 11  
M 2. Chinese provinces ..... 11

**Tables**

T 1. Reasons for visiting the Belgian-EU Pavilion by all respondents ..... 35  
T 2. Main reasons for visiting the Belgian-EU Pavilion by Chinese respondents..... 36  
T 3. Main reasons for visiting the Belgian-EU Pavilion by Belgian respondents ..... 36  
T 4. Main reasons for visiting the Belgian-EU Pavilion by other respondents ..... 36  
T 5. Appreciation of the Belgian-EU Pavilion..... 39  
T 6. Top ranked pavilions by all respondents at the Belgian-EU Pavilion ..... 47  
T 7. SWOT analysis..... 58

**Figures**

F 1. Country of residence of respondents in the Belgian-EU Pavilion..... 9  
F 2. Province of residence of Chinese respondents in the Belgian-EU Pavilion ..... 10  
F 3. Age of all respondents in the Belgian-EU Pavilion..... 13  
F 4. Age of Chinese respondents in the Belgian-EU Pavilion..... 13  
F 5. Age of Belgian respondents in the Belgian-EU Pavilion..... 13  
F 6. Age of other respondents (= from other countries than China or Belgium) in the Belgian-EU P. 13  
F 7. Company of visit for all respondents in the Belgian-EU Pavilion ..... 15  
F 8. Company of visit for Chinese respondents in the Belgian-EU Pavilion ..... 15  
F 9. Company of visit for Belgian respondents in the Belgian-EU Pavilion ..... 15  
F 10. Company of visit for other respondents in the Belgian-EU Pavilion ..... 15  
F 11. Profession of the respondents in the Belgian-EU Pavilion ..... 17  
F 12. Profession of Chinese respondents in the Belgian-EU Pavilion ..... 17  
F 13. Profession of Belgian respondents in the Belgian-EU Pavilion..... 17  
F 14. Profession of other respondents in the Belgian-EU Pavilion..... 17  
F 15. Highest level of education of all respondents in the Belgian-EU Pavilion (non-students)..... 19

F 16. Highest level of education of Chinese respondents in the Belgian-EU Pavilion (non-students)..	19
F 17. Highest level of education of Belgian respondents in the Belgian-EU Pavilion (non-students)...	19
F 18. Highest level of education of other respondents in the Belgian-EU Pavilion (non-students).....	19
F 19. Purpose of visiting the Belgian-EU Pavilion .....	20
F 20. Visitors of previous Expos.....	21
F 21. Transport modes to Shanghai by all respondents .....	23
F 22. Transport modes to Shanghai by Chinese respondents .....	23
F 23. Transport modes to Shanghai by Belgian respondents.....	23
F 24. Transport modes to Shanghai by other respondents.....	23
F 25. Transport modes to the Expo site by all respondents.....	25
F 26. Transport modes to the Expo site by Chinese respondents.....	25
F 27. Transport modes to the Expo site by Belgian respondents.....	25
F 28. Transport modes to the Expo site by other respondents.....	25
F 29. Chinese respondents already visited Belgium.....	26
F 30. Other (non-Belgian) respondents already visited Belgium .....	27
F 31. Respondents in the Belgian-EU Pavilion who consider visiting Belgium.....	28
F 32. The capital of Belgium according to non-Belgian respondents.....	29
F 33. Political structure of Belgium according to Chinese respondents.....	31
F 34. Political structure of Belgium according to other non-Belgian respondents .....	31
F 35. Products spontaneously associated with Belgium by all respondents.....	33
F 36. Products spontaneously associated with Belgium by Chinese respondents.....	33
F 37. Products spontaneously associated with Belgium by Belgian respondents.....	33
F 38. Products spontaneously associated with Belgium by other respondents .....	33
F 39. Words associated with Belgium by all respondents.....	34
F 40. 'Attractive look' as reason of visit among the different nationalities .....	37
F 41. 'Good Belgian image' as reason of visit among the different nationalities.....	37
F 42. 'Chocolate' as reason of visit among the different nationalities.....	37

F 43. 'Exhibits' as reason of visit among the different nationalities .....	37
F 44. 'Diamond Corner' as reason of visit among the different nationalities .....	38
F 45. 'To buy a Belgian product in shop' as reason of visit among the different nationalities .....	38
F 46. 'EU Pavilion' as reason of visit among the different nationalities.....	38
F 47. 'Belgian Beer Café' as reason of visit among the different nationalities .....	38
F 48. Rating exhibits by all respondents in the Belgian-EU Pavilion .....	40
F 49. Rating exhibits by Chinese respondents in the Belgian-EU Pavilion .....	40
F 50. Rating exhibits by Belgian respondents in the Belgian-EU Pavilion .....	40
F 51. Rating exhibits by other respondents in the Belgian-EU Pavilion .....	40
F 52. Rating crowdedness by all respondents in the Belgian-EU Pavilion.....	41
F 53. Rating crowdedness by Chinese respondents in the Belgian-EU Pavilion.....	41
F 54. Rating crowdedness by Belgian respondents in the Belgian-EU Pavilion.....	41
F 55. Rating crowdedness by other respondents in the Belgian-EU Pavilion.....	41
F 56. Rating queue by all respondents in the Belgian-EU Pavilion .....	42
F 57. Rating queue by Chinese respondents in the Belgian-EU Pavilion.....	42
F 58. Rating queue by Belgian respondents in the Belgian-EU Pavilion.....	42
F 59. Rating queue by other respondents in the Belgian-EU Pavilion.....	42
F 60. Rating info and brochures by all respondents in the Belgian-EU Pavilion .....	43
F 61. Rating info and brochures by Chinese respondents in the Belgian-EU Pavilion .....	43
F 62. Rating info and brochures by Belgian respondents in the Belgian-EU Pavilion .....	43
F 63. Rating info and brochures by other respondents in the Belgian-EU Pavilion .....	43
F 64. Rating maintenance by all respondents in the Belgian-EU Pavilion.....	44
F 65. Rating maintenance by Chinese respondents in the Belgian-EU Pavilion.....	44
F 66. Rating maintenance by Belgian respondents in the Belgian-EU Pavilion.....	44
F 67. Rating maintenance by other respondents in the Belgian-EU Pavilion.....	44
F 68. Rating circulation by all respondents in the Belgian-EU Pavilion .....	45
F 69. Rating circulation by Chinese respondents in the Belgian-EU Pavilion .....	45

F 70. Rating circulation by Belgian respondents in the Belgian-EU Pavilion .....	45
F 71. Rating circulation by other respondents in the Belgian-EU Pavilion .....	45
F 72. Rating hospitality by all respondents in the Belgian-EU Pavilion .....	46
F 73. Rating hospitality by Chinese respondents in the Belgian-EU Pavilion .....	46
F 74. Rating hospitality by Belgian respondents in the Belgian-EU Pavilion .....	46
F 75. Rating hospitality by other respondents in the Belgian-EU Pavilion .....	46
F 76. Overall rating by all respondents in the Belgian-EU Pavilion .....	49
F 77. Overall rating by Chinese respondents in the Belgian-EU Pavilion .....	49
F 78. Overall rating by Belgian respondents in the Belgian-EU Pavilion .....	49
F 79. Overall rating by other respondents in the Belgian-EU Pavilion .....	49
F 80. Contribution of Belgian participation to the Expo theme according to all the respondents .....	50
F 81. Change in opinion for all respondents about Belgium after visit the Pavilion .....	52
F 82. Change in opinion for Chinese respondents about Belgium after visit the Pavilion .....	52
F 83. Change in opinion for Belgian respondents about Belgium after visit the Pavilion .....	52
F 84. Change in opinion for other respondents about Belgium after visit the Pavilion .....	52
F 85. Intention of all respondents to visit the Belgian Pavilion at future Expos .....	54
F 86. Intention of Chinese respondents to visit the Belgian Pavilion at future Expos .....	54
F 87. Intention of Belgian respondents to visit the Belgian Pavilion at future Expos .....	54
F 88. Intention of other respondents to visit the Belgian Pavilion at future Expos .....	54

## Foreword

Between the 1<sup>st</sup> of May and the 31<sup>st</sup> of October 2010, Shanghai was to host to the biggest World Expo, covering an area of 528 ha with 246 participating countries and international organisations. The Expo welcomed a little over 73 million (94% Chinese) visitors, a record number in the more than 160-year history of the World Expo. The subject was “Better City, Better Life”, a call for a better existence in our cities of the future through well-considered urban planning and sustainable development.

The Belgian-EU Pavilion welcomed approximately 6 million visitors. Through a survey, we systematically asked questions - in relation of Belgium and the Expo participation - to the visitors in order to search for profiles, opinions, motivations, behaviours and other characteristics.

The survey was conducted online in the Pavilion and it was addressed to visitors aged 18 years and older. The survey was conducted begin of May (Opening of the Expo), mid June (The Belgian National Day was organised on June 13<sup>th</sup>) and at the end of September. In each survey period, the survey was conducted during entire days; the days were selected at random. Questions were set up in Chinese and in English.

The Visitors’ Survey consists of a questionnaire that is divided into four parts. The first part contains general questions by which we try to get a general profile of the visitor. The second part deals with questions about the Pavilion itself. The third set of questions gauges the knowledge of Belgium. Finally, the last questions are more specific about the Belgian participation at Expo Shanghai 2010.

1,143 surveys were conducted: 749 of Chinese respondents and 394 of foreign visitors (amongst them 161 Belgians). These proportions are not representative for the actual composition of the visitors, the vast majority was Chinese. In order to fairly represent foreign visitors, a minimum of 384 respondents is necessary. A sixty-forty key was determined in advance. Belgians are overrepresented within the group of foreigners, partly because they had great interest in the survey.

This analysis report presents the main results, visualized with *tables(T)*, *figures(F)* and *maps(M)*. For all of them the Data source = Visitor’s Survey, Belgian-EU Pavilion, Expo 2010 Shanghai.



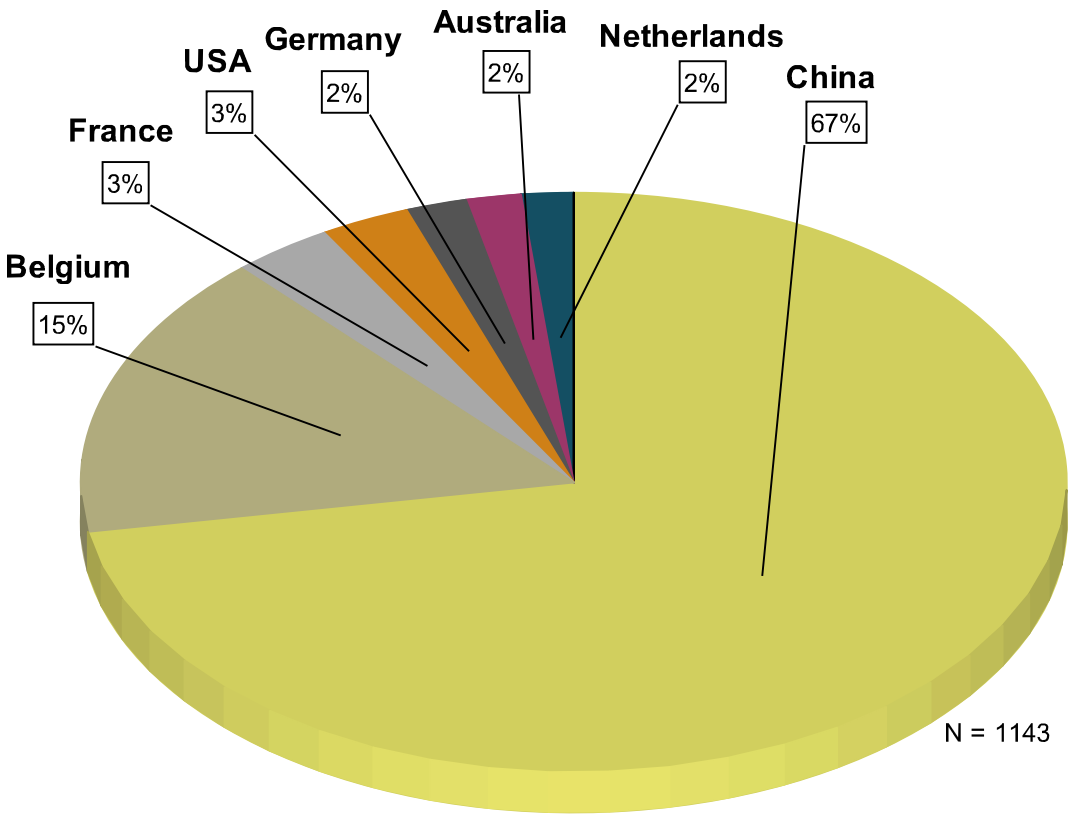
# 1. Visitors' profile

## 1.1 Country of residence

The visitors interviewed at the Belgian-EU Pavilion come from 36 different countries. All continents are represented. The largest percentage (67%) is however - Chinese.

15% of the respondents are Belgians. Visitors from the neighbouring countries France, Germany and the Netherlands are also well represented. Furthermore, USA and Australia are included in figure 1.

F 1. Country of residence of respondents in the Belgian-EU Pavilion



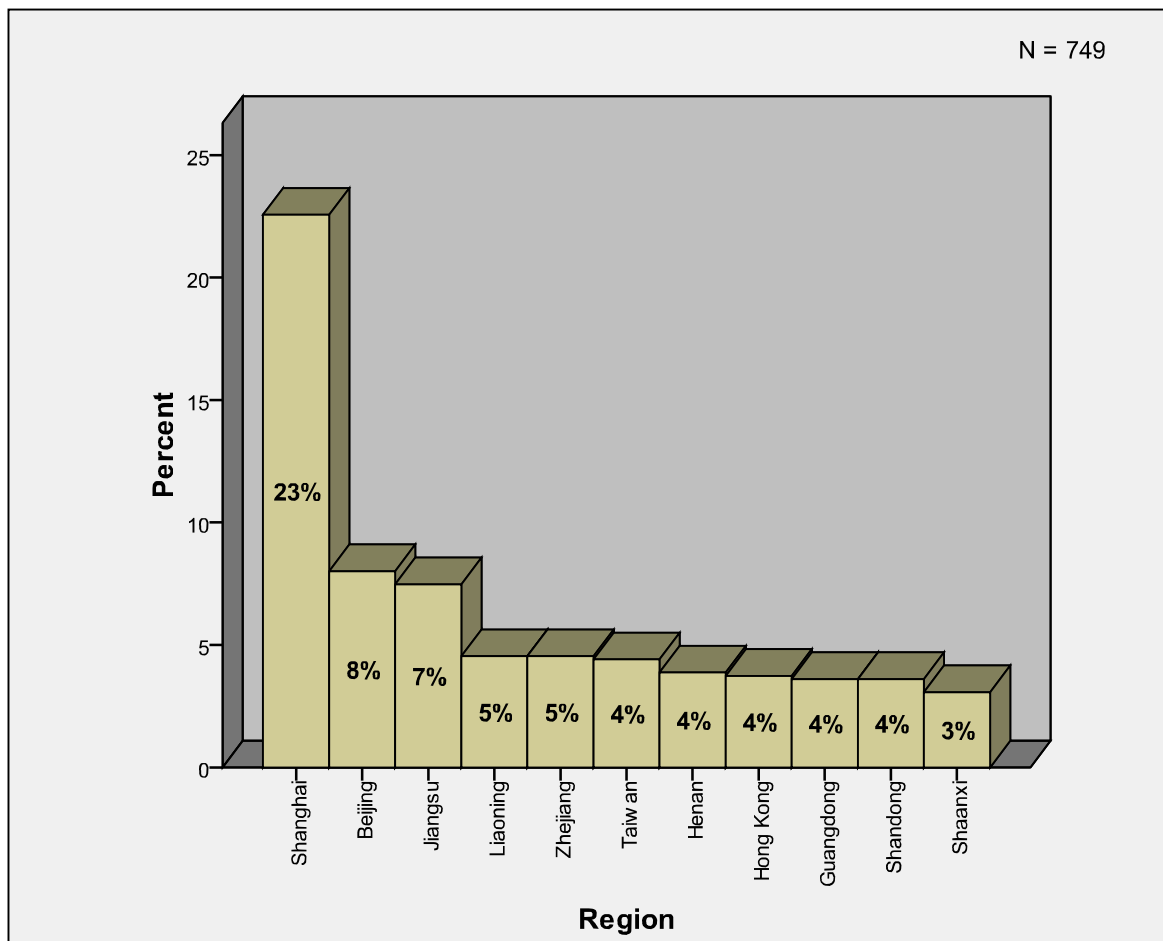
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

## 1.2 Chinese regions of residence

Within the large group of Chinese respondents, 23% come from the city province of Shanghai itself. 8% is from the city province of Beijing. Jiangsu, the province north of Shanghai, delivers 7% of the respondents. It is expected that the neighbouring provinces Jiangsu and Zhejiang are more represented.

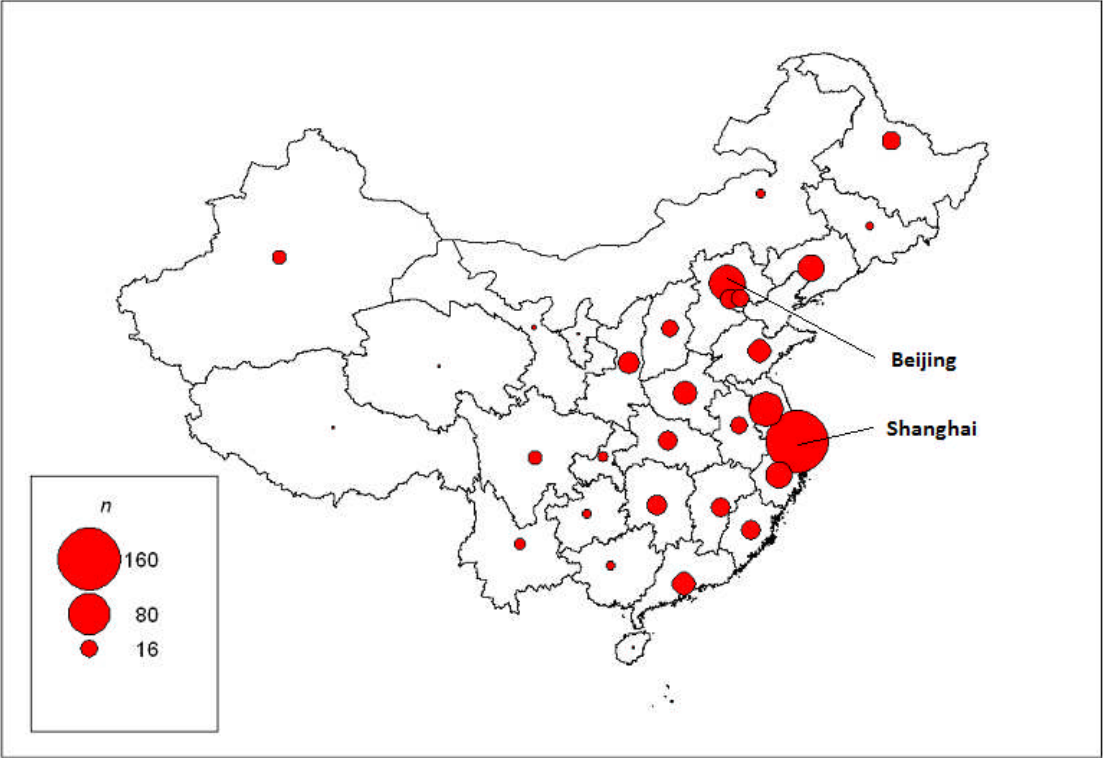
Besides distance is the demographic size within provinces an important factor. Remote and vast provinces with few inhabitants, such as Xinjiang and Tibet, are less present in the survey. The location of important economical and industrial cities within provinces, for instance Hong Kong and Guangdong, also plays a role.

*F 2. Province of residence of Chinese respondents in the Belgian-EU Pavilion*

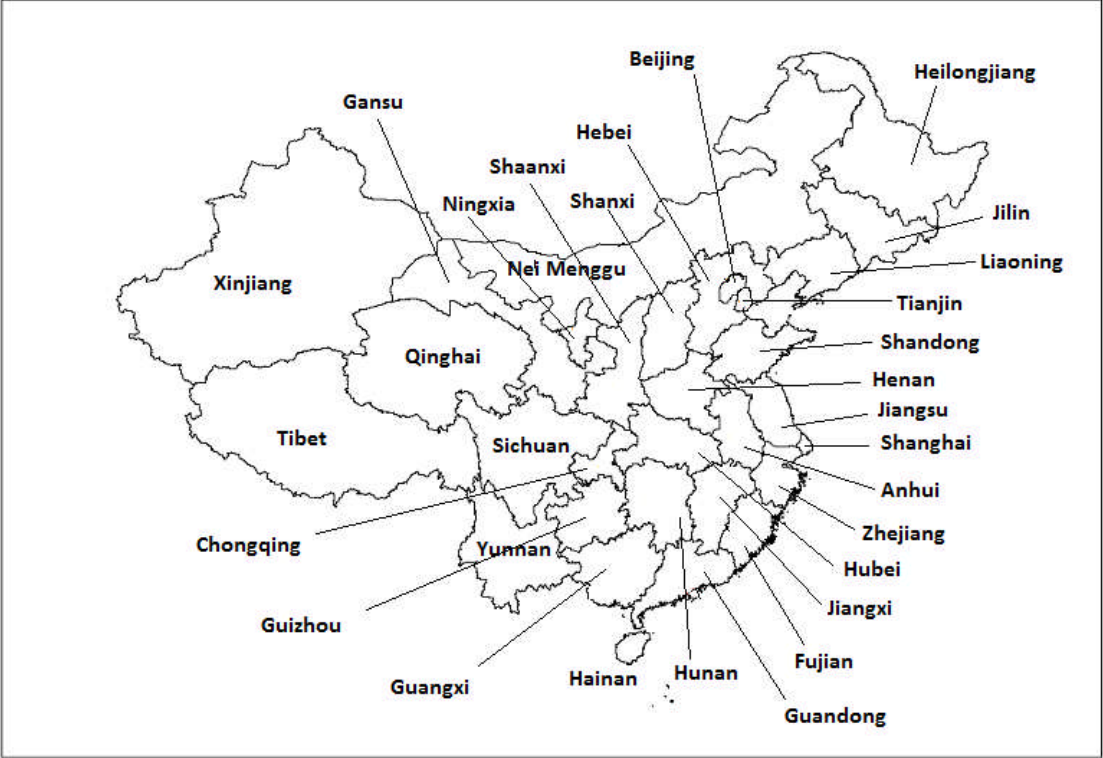


Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

M 1. Spread of Chinese respondents per province of residence in the Belgian-EU Pavilion



M 2. Chinese provinces



### 1.3 Age

50% of the visitors interviewed are 27 years old or younger, the highest frequency is observed for 22 year-olds and the overall average age is 31 years.

*Figure 3* points out that the distribution is skewed to the left. Therefore, the best way to describe the central age is the median, which is here 26 years old. The eldest respondents are a Belgian and a French, both 78 years old.

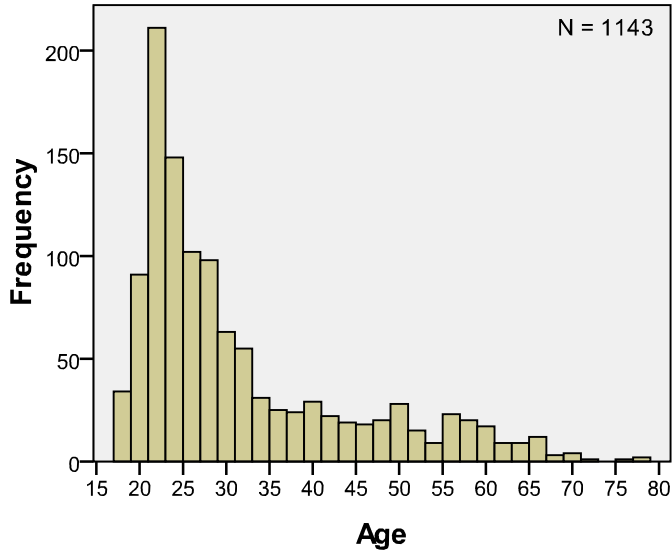
For Chinese respondents, *figure 4* shows the same type of distribution but it leans more towards young ages. 50% of the Chinese respondents are younger than 24 years. The median age of Chinese respondents is 24 years. This value is 2 years younger than the central age of all respondents.

A possible explanation for this lower value is the demographic situation: China has a relatively young population. The reward for filling the survey was an official pin of the Belgian-EU Pavilion; it was given to the respondents for their time and effort and it was also very popular among the Chinese youngsters.

In *figure 5*, a more equal distribution is observed for the age of the Belgian respondents: 50% of them are younger than 39. The average age is 41, which is 15 years older than their Chinese counterpart. This is an expectable result. Unexpected is the overrepresentation of the Belgian respondents aged between 25 and 35 years.

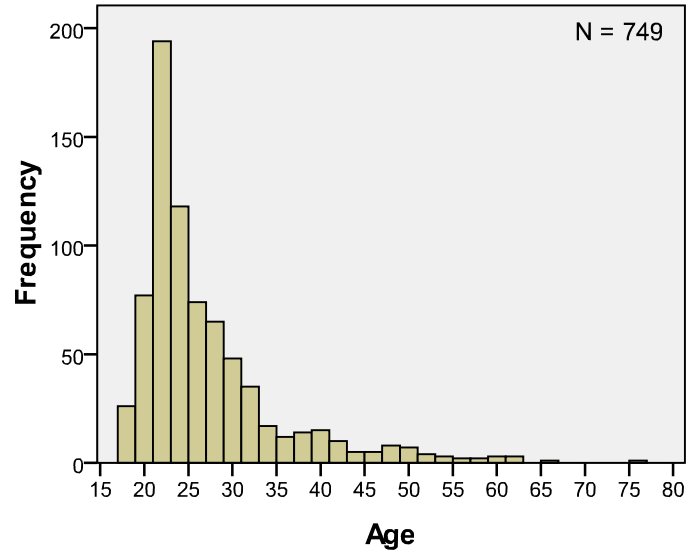
The tendency among other nationalities is comparable with that of the Belgians. 50% are under 36 years with an average age of 39 years old.

*F 3. Age of all respondents in the Belgian-EU Pavilion*



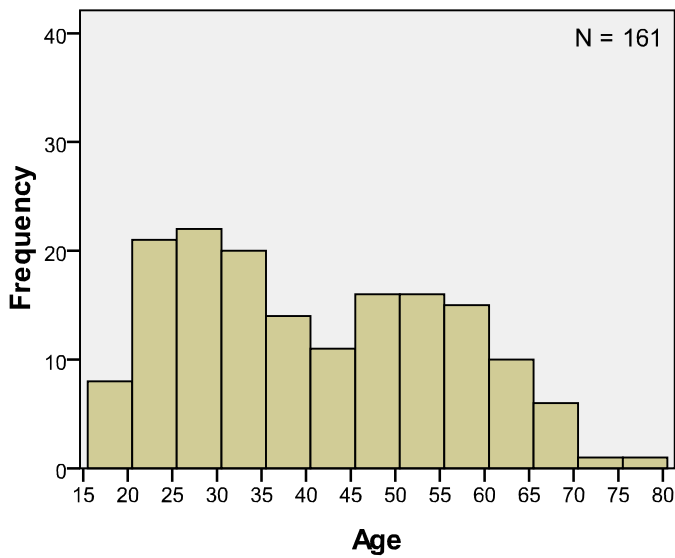
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

*F 4. Age of Chinese respondents in the Belgian-EU Pavilion*



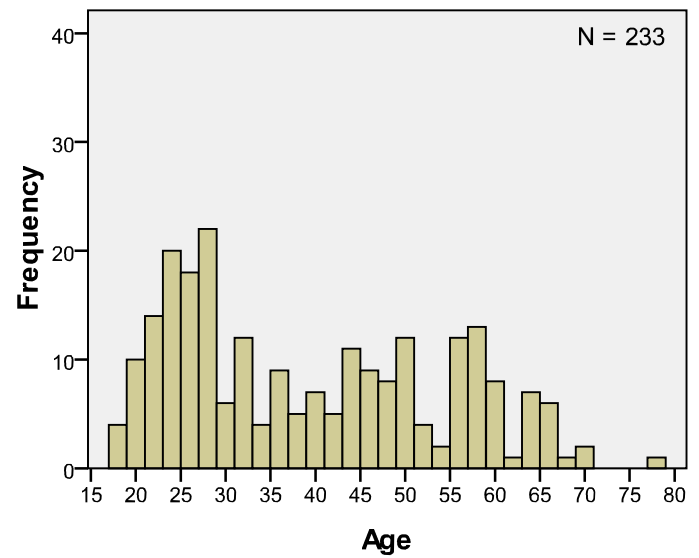
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*F 5. Age of Belgian respondents in the Belgian-EU Pavilion*



Data source: idem

*F 6. Age of other respondents (= from other countries than China or Belgium) in the Belgian-EU Pavilion*



Data source: idem

#### **1.4 Company of visit**

On the question “With whom do you visit the Expo?”, we listed several options.

In general, the largest percentage of the respondents (32%) answer that they come with friends, 19% come with their partner, and 18% of all interviewed people come with relatives.

This outcome may partially be associated with the average young age of the visitors.

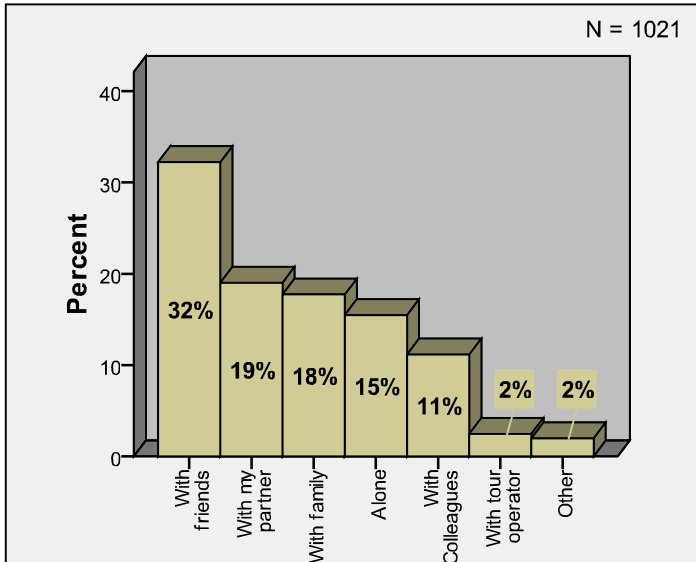
In order to find differences among the three groups of visitors, classified by nationality, *figure 8* shows that the majority of the Chinese respondents (39%) come with friends. This is typical of the young age (see *figure 4*). “With family” is ranked second with 18% and accompanied by partner is only in fourth place with 11% of the Chinese respondents.

There is a clear difference between Chinese and Belgian respondents.

Belgian visitors come mostly with their partner (32%), 16% come with friends and 15% with family. A high percentage come alone (13 %). When we have a closer look, we see that out of 20 Belgian respondents who come alone, 11 (55%) have private reasons only, 5 (25%) have professional reasons only and 4 (20%) have both.

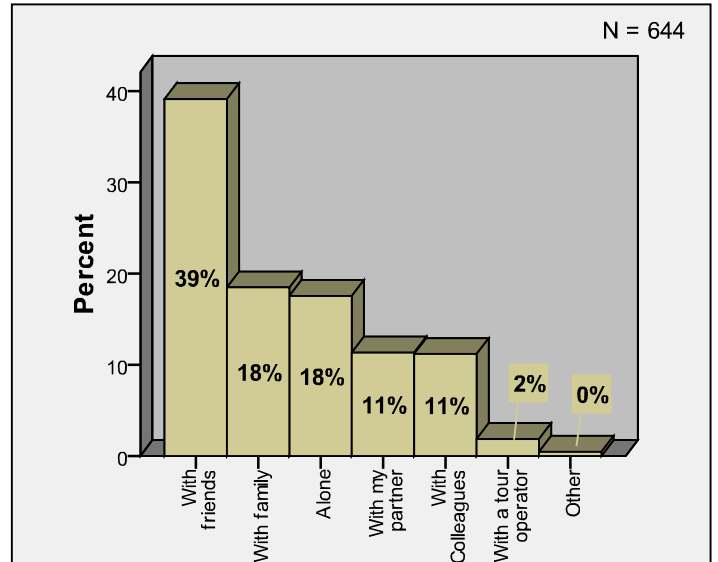
*Figure 10* shows that “the other nationalities” have almost the same profile as Belgians. 32% are accompanied by their partner, 24% come with friends and 17% with family. Respondents coming alone are in fourth place with a 11%.

F 7. Company of visit for all respondents in the Belgian-EU Pavilion



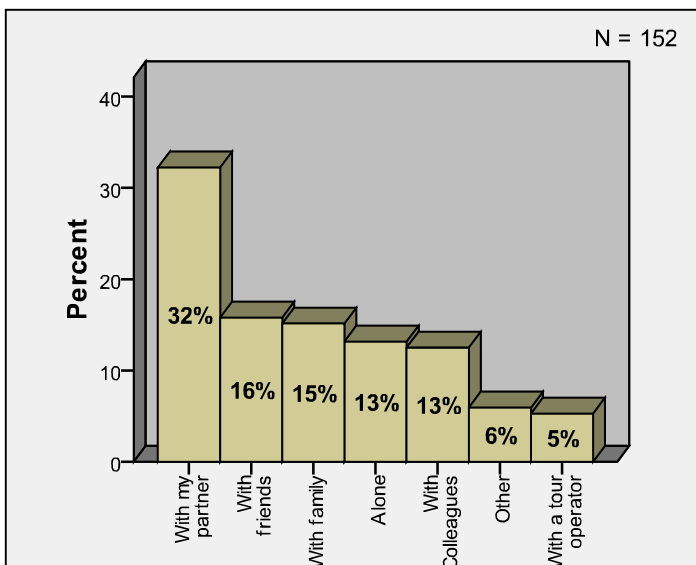
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 8. Company of visit for Chinese respondents in the Belgian-EU Pavilion



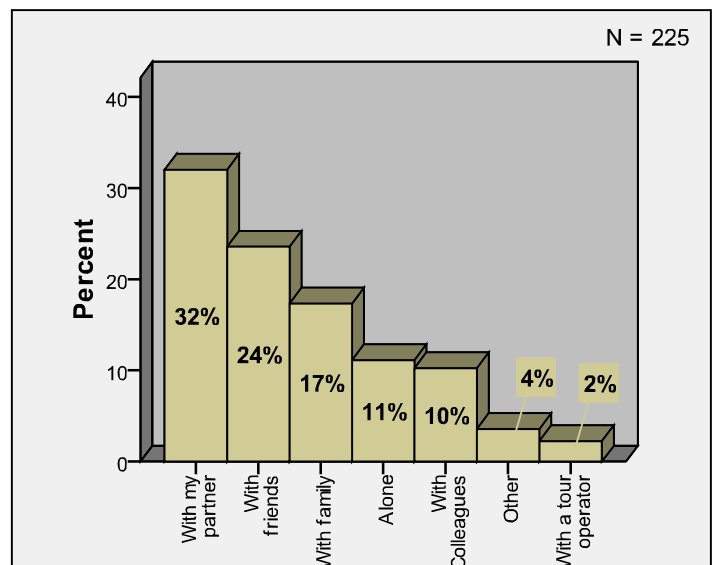
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F 9. Company of visit for Belgian respondents in the Belgian-EU Pavilion



Data source: idem

F 10. Company of visit for other respondents in the Belgian-EU Pavilion



Data source: idem

## **1.5 Profession**

In general we note that 33% of the respondents are student and only 3% are retired. Again this is an expectable outcome given the young average age. 23% of the respondents is staff member. 10% have a liberal profession.

The proportion of Chinese students is large (43%). 26% of the Chinese visitors interviewed are staff member. 9% practice a liberal profession. Only 1 farmer filled in the questionnaire.

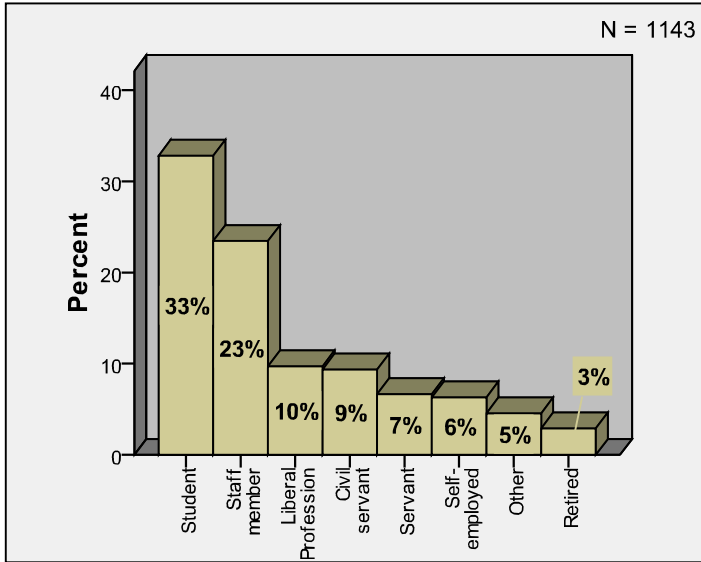
Among the Belgian respondents the majority is staff member (20%). We notice a rather high part of respondents with an independent status (30%). The portions of students and retired are similar.

These differences, in comparison to Chinese respondents, are due to the population structure regarding to age but also to cost of the trip.

For the “other visitors” interviewed we see a kind of mix between the characteristics detected for Chinese and for Belgian respondents: 18% staff members, 17% are self-employed and 16% students.

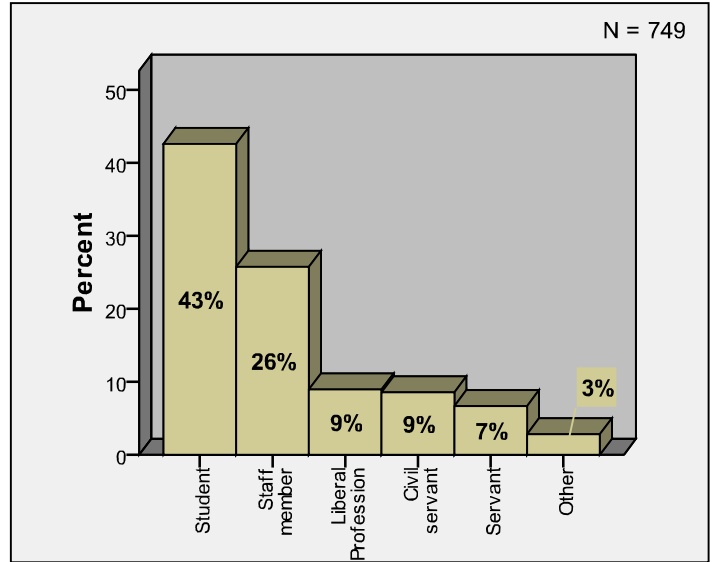


F 11. Profession of the respondents in the Belgian-EU Pavilion



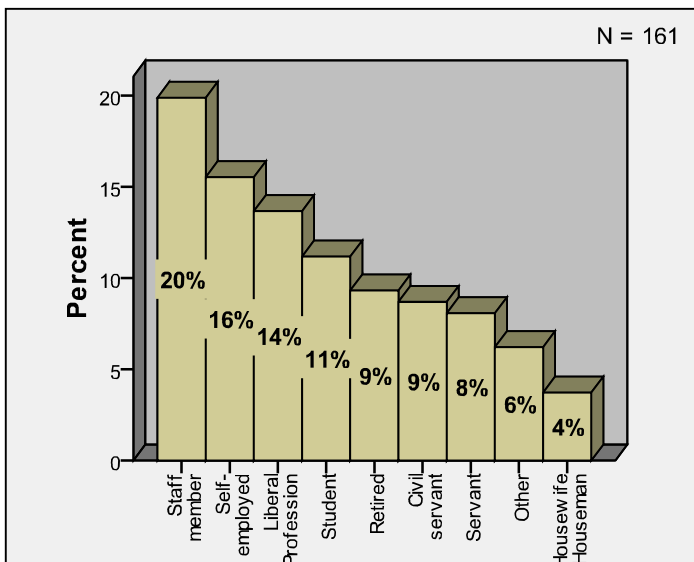
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 12. Profession of Chinese respondents in the Belgian-EU Pavilion



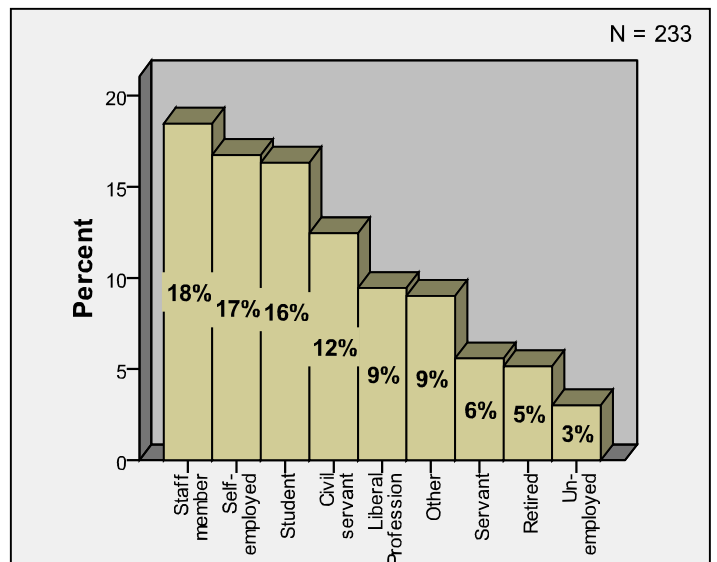
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F 13. Profession of Belgian respondents in the Belgian-EU Pavilion



Data source: idem

F 14. Profession of other respondents in the Belgian-EU Pavilion



Data source: idem

## 1.6 Level of education

To examine the highest level of education among the respondents, the students are left out of the observation.

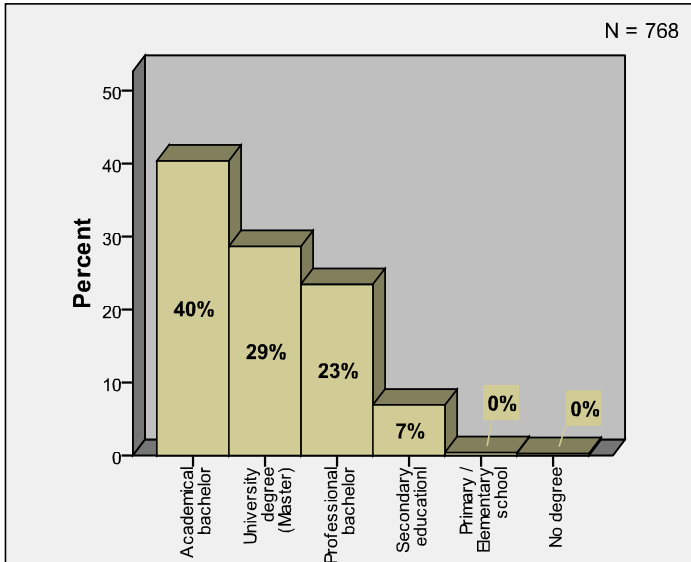
We note that, in general, more than 90% of the respondents have a high degree of education. The majority (40%) has an academical bachelor degree. 24% have a master degree and 22% have a professional bachelor degree. Very few respondents have no degree.

A closer look to *figure 16* shows the high share of “academical bachelors”. Undoubtedly, there seems to be an overestimation of this type of university degree by the Chinese non-students. This may be due to a wrong translation or perception.

The majority of Belgian non-students has a master degree (48%), 27% have a professional bachelor and 17% an academical bachelor. This is quite a high level of education compared to the Belgian total population. The cost of the trip as well as the many business trips are for sure an explanation.

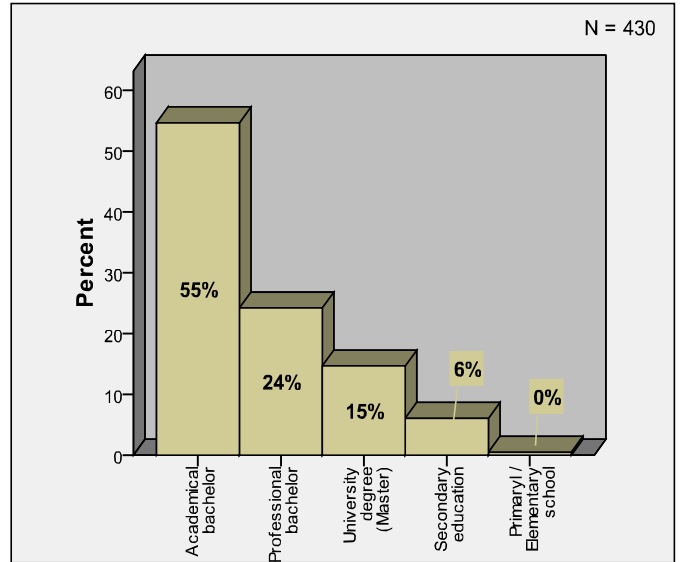
The majority of visitors with another origin - has a master degree (46%), 26% a academical bachelor and 19% a professional bachelor.

F 15. Highest level of education of all respondents in the Belgian-EU Pavilion (non-students only)



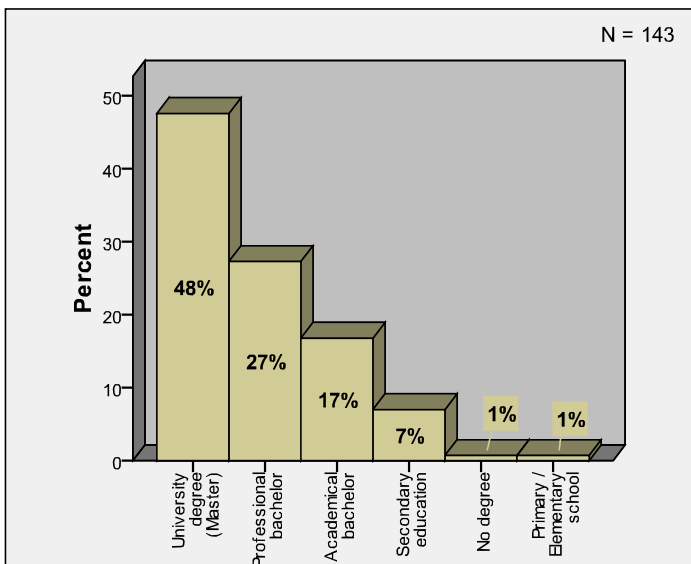
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 16. Highest level of education of Chinese respondents in the Belgian-EU Pavilion (non-students only)



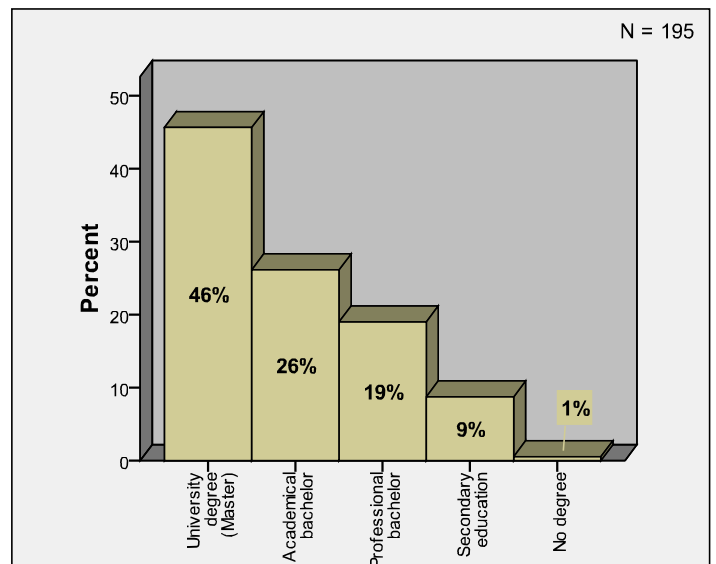
Data source: idem

F 17. Highest level of education of Belgian respondents in the Belgian-EU Pavilion (non-students only)



Data source: idem

F 18. Highest level of education of other respondents in the Belgian-EU Pavilion (non-students only)



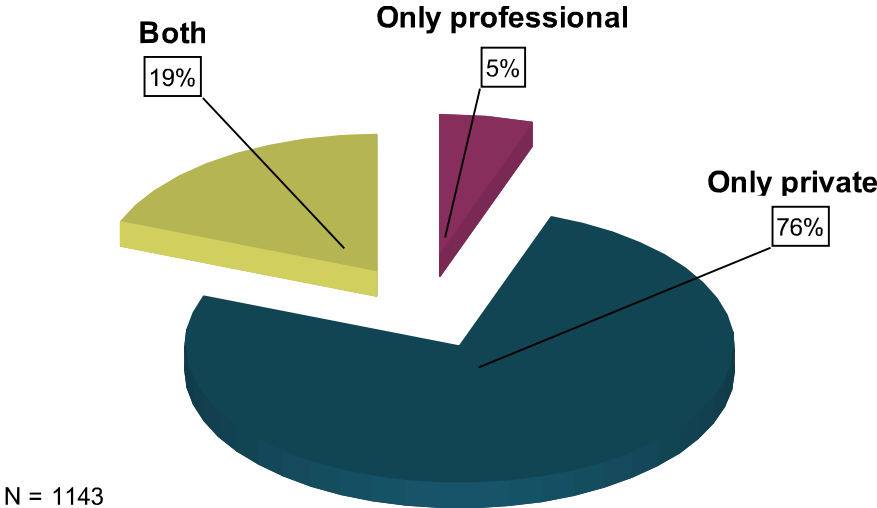
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**1.7 Purpose**

We asked the respondents if their visit was for private purposes or professional reasons or for both.

76% of the respondents come for private purpose only. 19% combine private and professional purposes. Only 5% came strictly for professional reasons. Most of the latter are members of a delegation or taking part in a conference or seminar at the Belgium-EU Pavilion. Let us remind that a Business Center was integrated within the Pavilion on the first floor; it appeared to be a great success.

*F 19. Purpose of visiting the Belgian-EU Pavilion*



Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

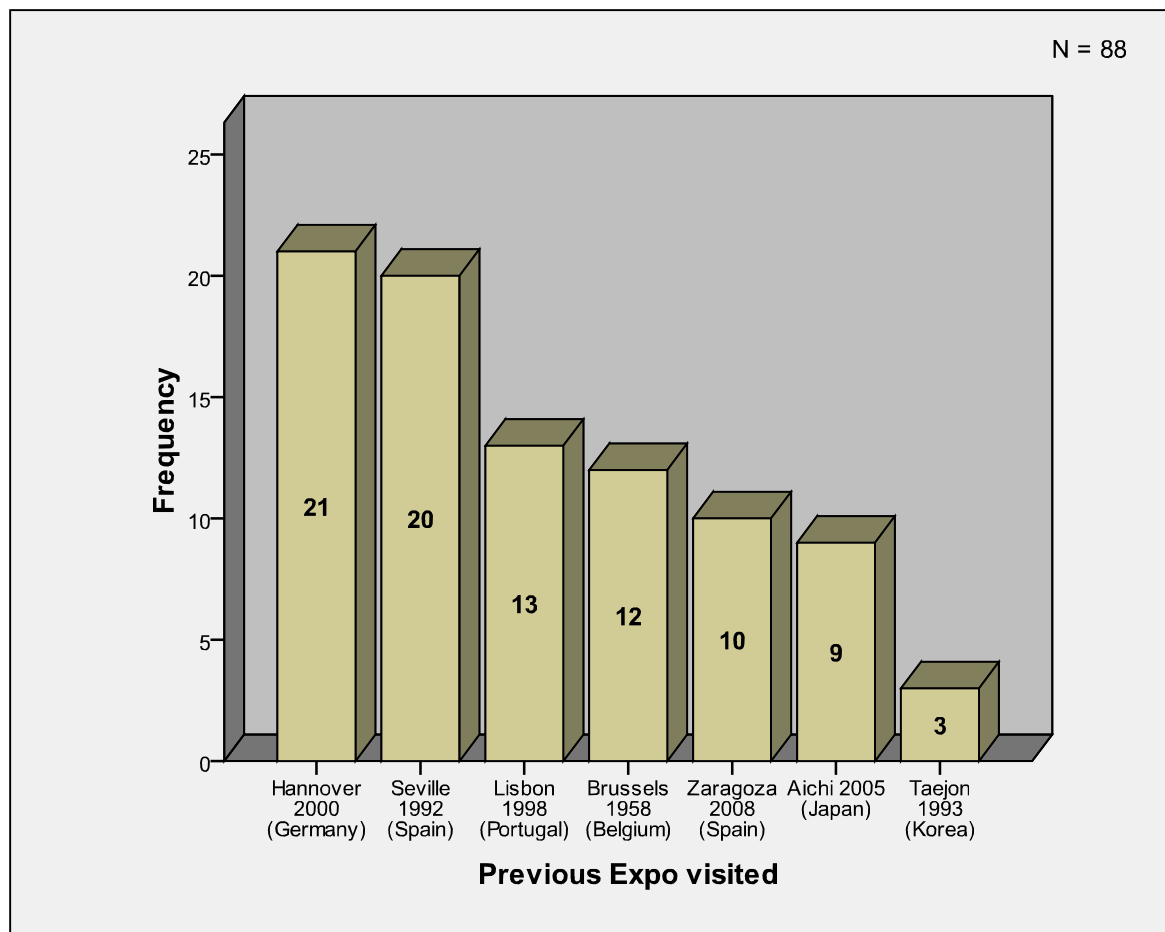
## 1.8 Expo experience

We here explore the experience the respondents have with former Expos. We also ask about their future intentions.

For 92% of the respondents, Expo Shanghai 2010 is their first Expo experience. In other words, only 8% of the respondents have visited a previous Expo. *Figure 20* shows that most of them visited Expo Hannover 2000 (Germany) and Expo Seville 1992 (Spain). 59 respondents out of the 88 visited the Belgian Pavilion at a previous Expo.

90% of the respondents want to go to future Expos. 77% of them indicate to have the intention to visit Milan 2015 (Italy), but only 23% for the next (smaller) edition in Yeosu 2012 (South Korea). Beware, we have to take these intentions with a grain of salt.

*F 20. Visitors of previous Expos*



Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

## **1.9 Transport modes**

This section describes how the respondents travel to the Expo in Shanghai. The journey is divided into two parts. On the one hand there is the journey to Shanghai, on the other hand there is travelling within Shanghai to reach the Expo site. We analyse here the transport modes according to nationality.

### **1.9.1 Travelling to Shanghai**

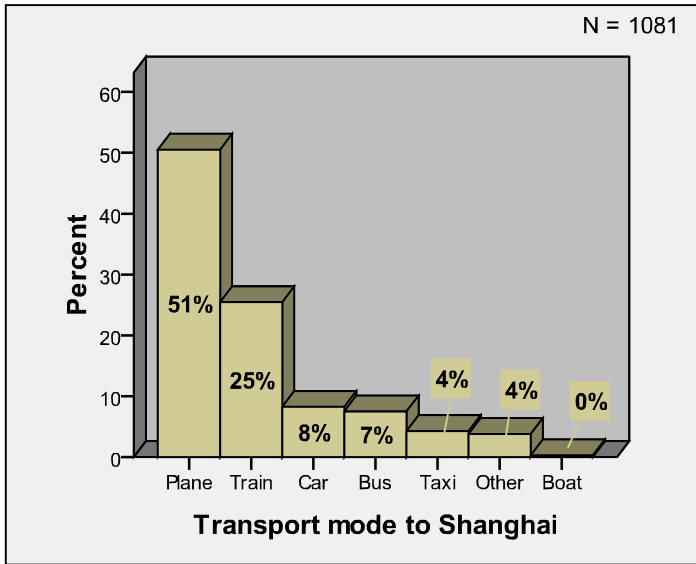
In general, airplane (51%) is the most common transport mode to reach the host city Shanghai. Train is second highest ranked (25%), before car (8%), bus (7%) and taxi (4%).

77% of the respondents used a travel agency/tour operator to come to Shanghai. For Chinese visitors that is only 30%.

Chinese respondents mostly use the train for transportation (34%), followed by plane (32%). Especially for Belgians of course, the plane is used by 89% to get to Shanghai. 68% of them booked via a tour operator. 6% came by train, these are Belgians who stay already in China for one reason or another.

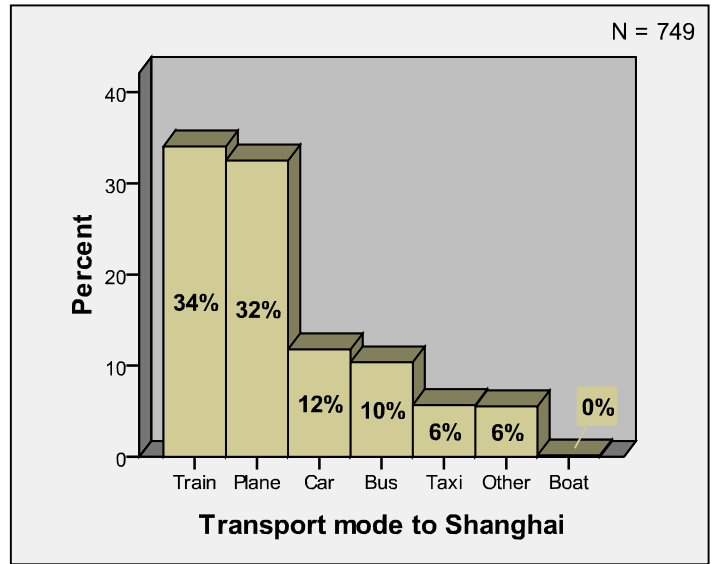
81% of the other respondents used the airplane, and only 23% booked via a tour operator. This is an unexpected low value. 11% came by train and correspond to people that stay already in China for one reason or another.

F 21. Transport modes to Shanghai by all respondents



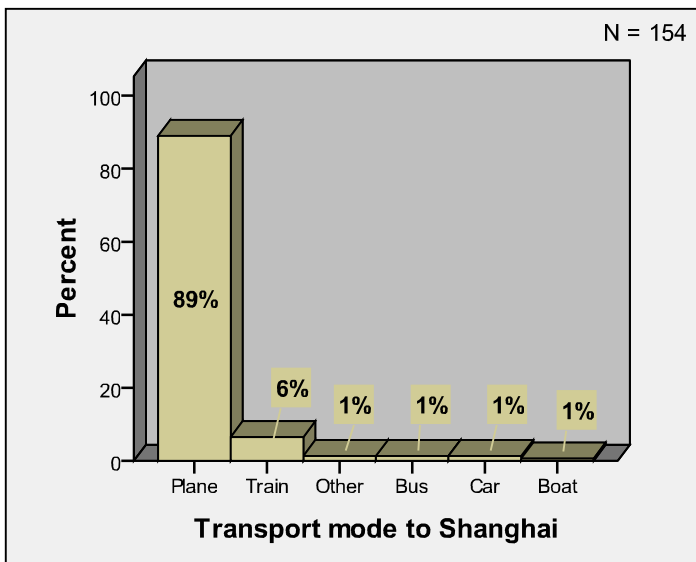
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 22. Transport modes to Shanghai by Chinese respondents



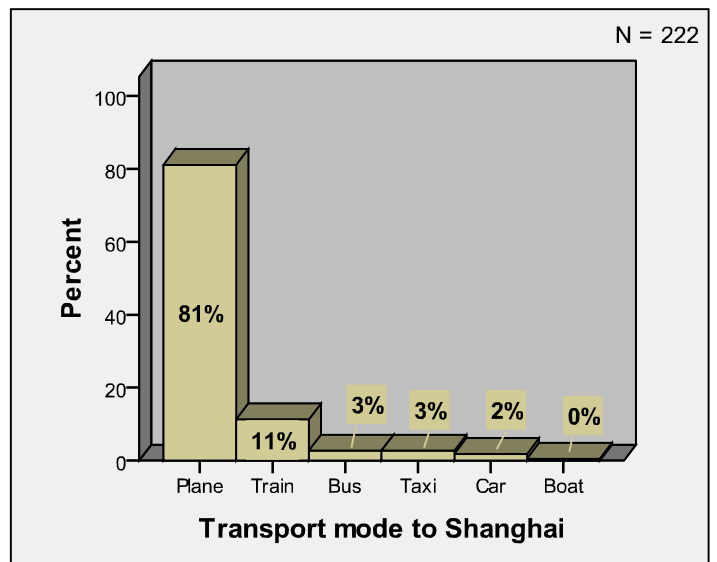
Data source: idem

F 23. Transport modes to Shanghai by Belgian respondents



Data source: idem

F 24. Transport modes to Shanghai by other respondents



Data source: idem

### **1.9.2 Transport modes to the Expo site of Shanghai**

The metro is by far the most used transport mode for reaching the Expo site (50%). It is the most popular among all nationalities. 18% of all respondents took a taxi. 16% came by bus to the Expo site.

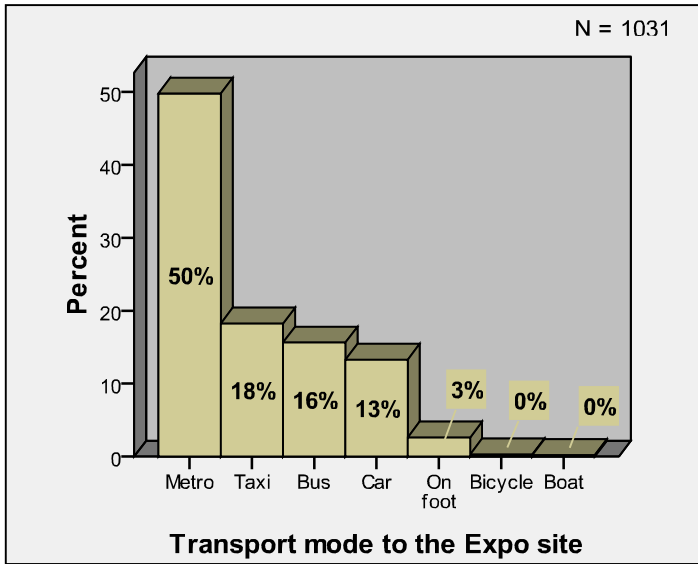
Chinese visitors privileged the (fast and cheap) metro (52%). The shares of car, bus and taxi are quite similar. Given the size of the Expo and the city only 3% of Chinese visitors came by foot.

The taxi is used mostly by non-Chinese visitors, as it is comparatively cheap and easy for them. It comes in second position, after metro (41%). 18% take a bus. *Figure 27* also shows that an unexpected high amount of Belgians used the car.

*Figure 28* shows that the respondents of other origins used the same transport modes as the Belgians do.

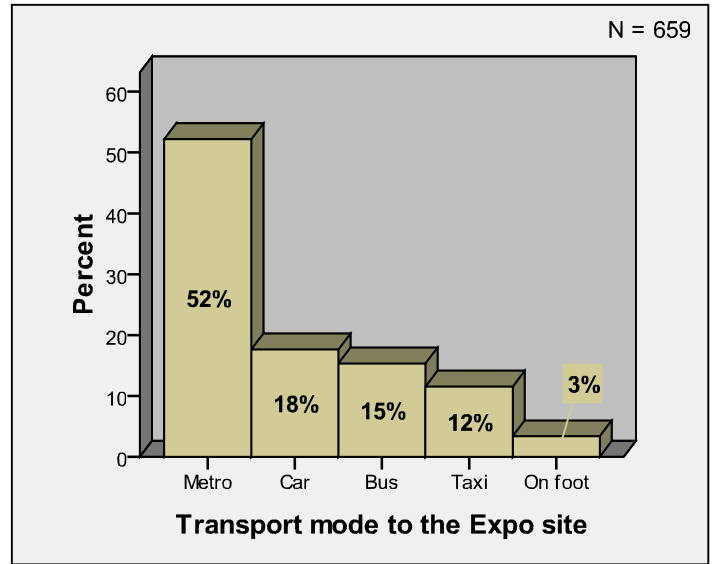


F 25. Transport modes to the Expo site by all respondents



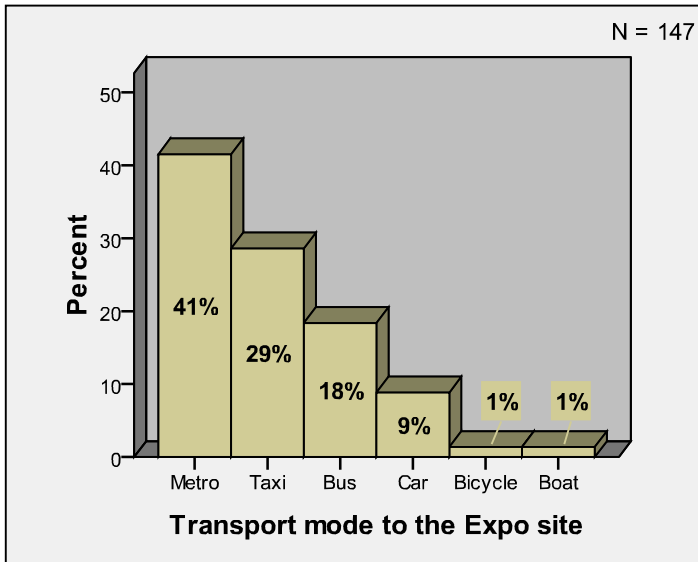
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 26. Transport modes to the Expo site by Chinese respondents



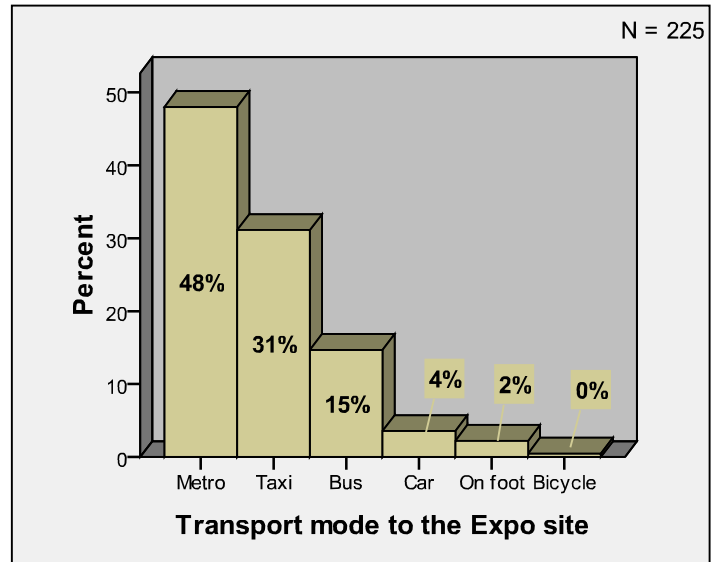
Data source: idem

F 27. Transport modes to the Expo site by Belgian respondents



Data source: idem

F 28. Transport modes to the Expo site by other respondents



Data source: idem

## 2. Knowledge of Belgium

### 2.1 Visitors of Belgium

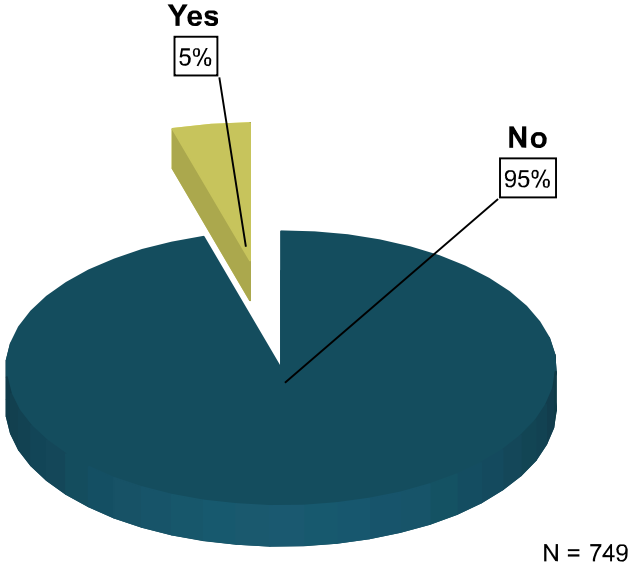
We here explore if the visitors of the Belgian-EU Pavilion have already visited Belgium before. We also look if they consider visiting the country in the future. These questions are addressed only to the non-Belgian respondents, the results are split up by nationality.

#### 2.1.1 Former visit in Belgium

On a total of 749 Chinese respondents, only 34 (5%) have already visited Belgium. 19 (56%) went to Brussels and 5 (15%) to Antwerp. Other visited places are Bruges, Ghent, Waterloo and Spa.

The reason for this former visit was mostly (74%) recreation and 18% of the Chinese visitors of Belgium came for work-related issues.

F 29. Chinese respondents already visited Belgium

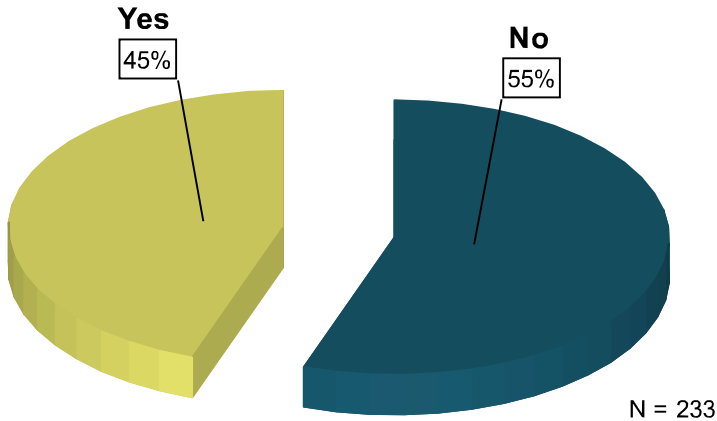


Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

A much higher value is illustrated in *figure 30*. 55% of the other non-Belgian respondents have already visited Belgium. 83 out of 129 (64%) came to Brussels in the past, 32 (25%) went to Bruges, 28 of them (22%) did visit Antwerp. Next to these three cities, Charleroi, Ghent, Knokke, Leuven, Liège, Namur, Nieuwpoort, Ostend, Spa, Waterloo, and Zeebruges are also mentioned.

The reason for visiting Belgium is comparable with that of the Chinese counterpart. More than 60 % came for recreational purposes only. Work-related issues is also mentioned even as visiting friends or family.

*F 30. Other (non-Belgian) respondents already visited Belgium*



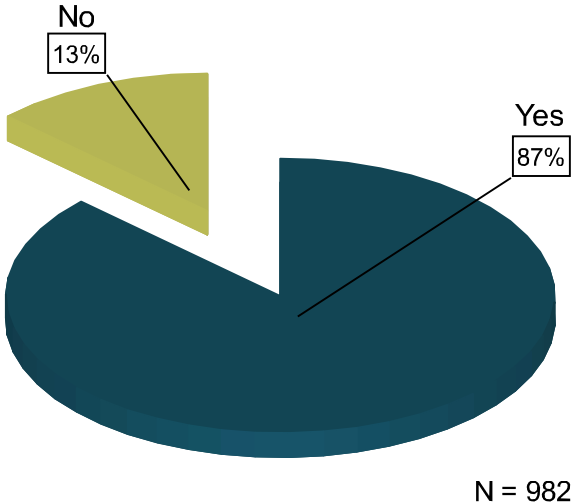
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

**2.1.2 Future visit to Belgium**

87% of the non-Belgian respondents consider visiting Belgium. Even when we look at the respondents who already have visited Belgium, most of them (91%) consider visiting the country again.

More than 38% of the non-Belgian respondents want to visit Brussels, 41% of them don't know yet. Antwerp, the Ardennes, Bastogne, Bruges, Durbuy, Ghent, Liège, Ostend, Spa and Waterloo are mentioned as well.

*F 31. Respondents in the Belgian-EU Pavilion who consider visiting Belgium*



Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

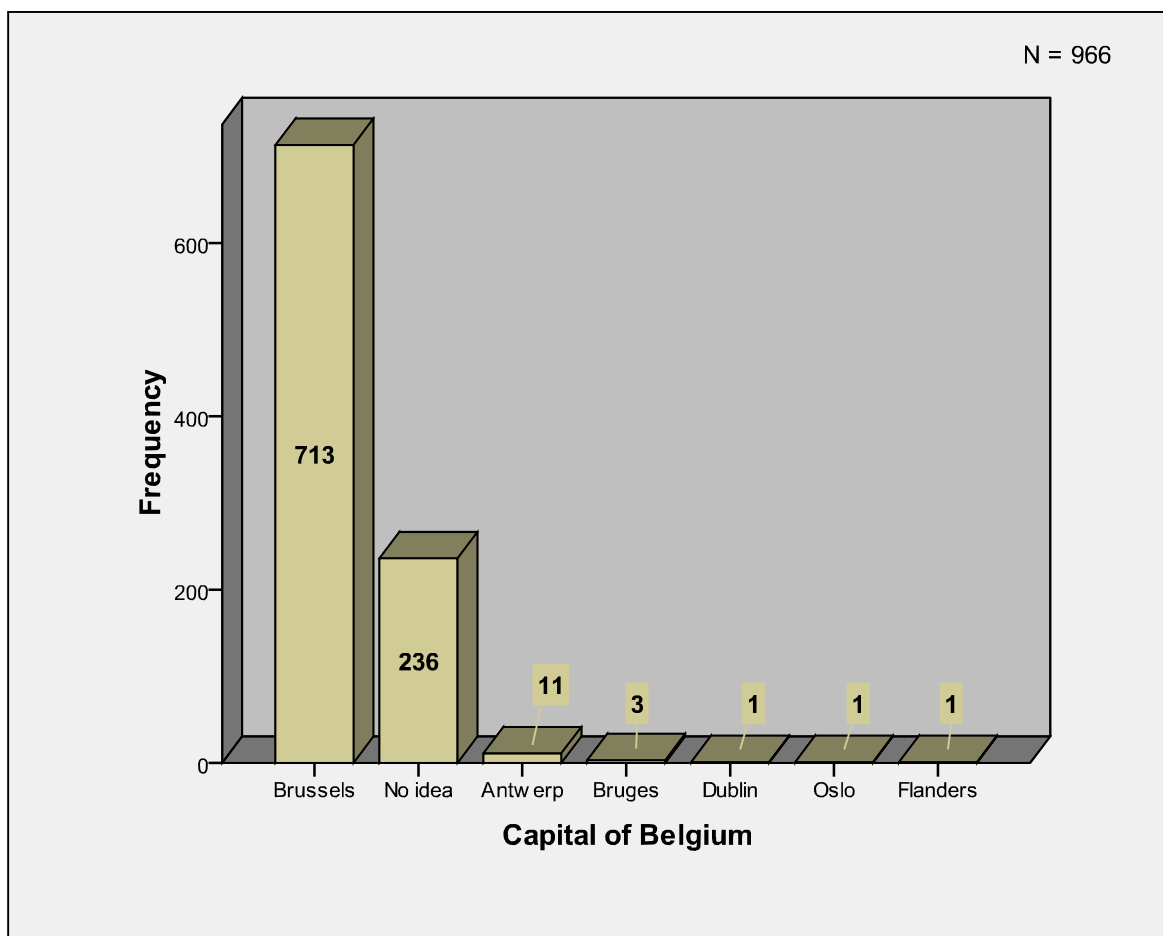
## 2.2 The capital of Belgium

In order to check their knowledge about Belgium we integrated the open-ended question “What is the capital of Belgium?”

74% of the non-Belgian respondents know that Brussels is the capital of Belgium. 69% among Chinese respondents and 90% among other non-Belgians know the right answer.

These are high figures but we must mention that the survey was taken at the end of the tour through the Pavilion, so the respondents could have learned it on their way.

*F 32. The capital of Belgium according to non-Belgian respondents*



Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

### **2.3 Political structure**

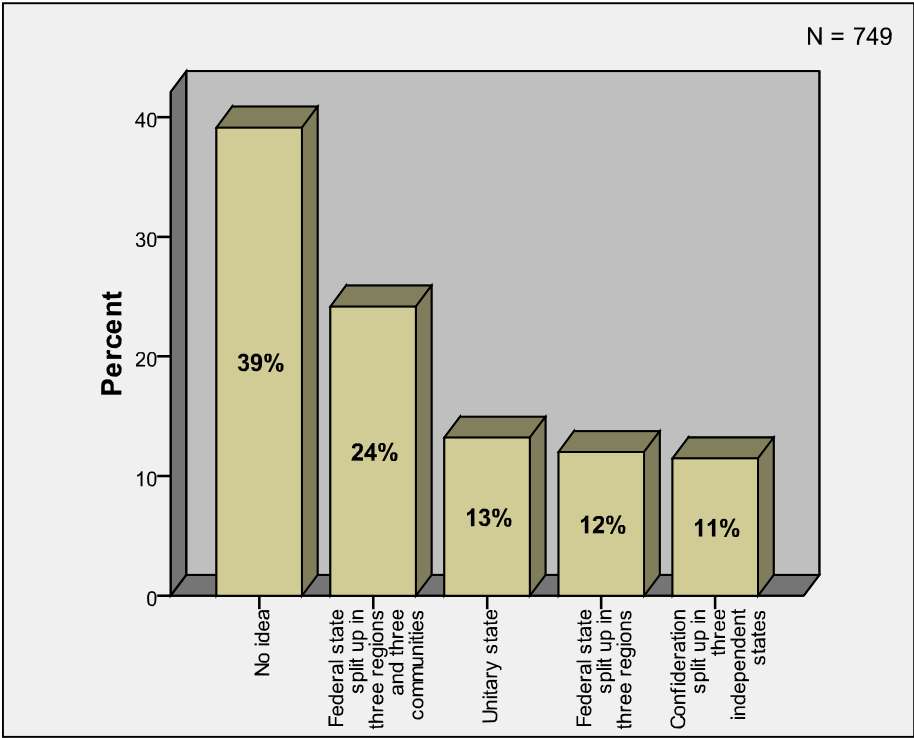
Another, slightly more tricky question in order to check the knowledge about Belgium is “How do you think Belgium is politically structured?”. The respondents have a choice between four possible answers.

39% of the Chinese respondents have no idea. 24% have the right answer.

Again we must mention that the survey was taken at the end of the tour through the Pavilion, so the respondents could have learned it on their way.

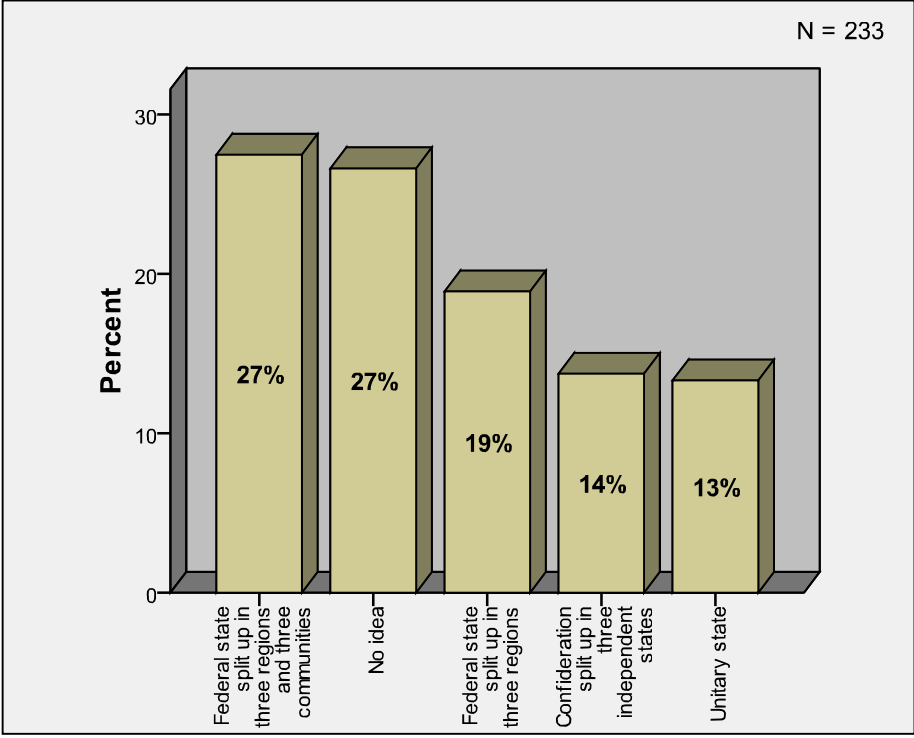
27% of the other respondents are aware that Belgium is a federal state split up in three regions and three communities. A similar percentage have no idea.

F 33. Political structure of Belgium according to Chinese respondents



Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 34. Political structure of Belgium according to other non-Belgian respondents



Data source: idem

## 2.4 Belgian products

“Which products do you associate with Belgium?” is a multiple choice question addressed to all respondents.

Chocolate is by far the most mentioned Belgian product (53%) by all respondents. Diamonds (19%) and beer (13%) complete the top three.

Because the survey is taken at the end of the visit (Remark: our survey desk was situated nearby the shops), this result indicates that ‘country branding’ by promoting typical Belgian products is working.

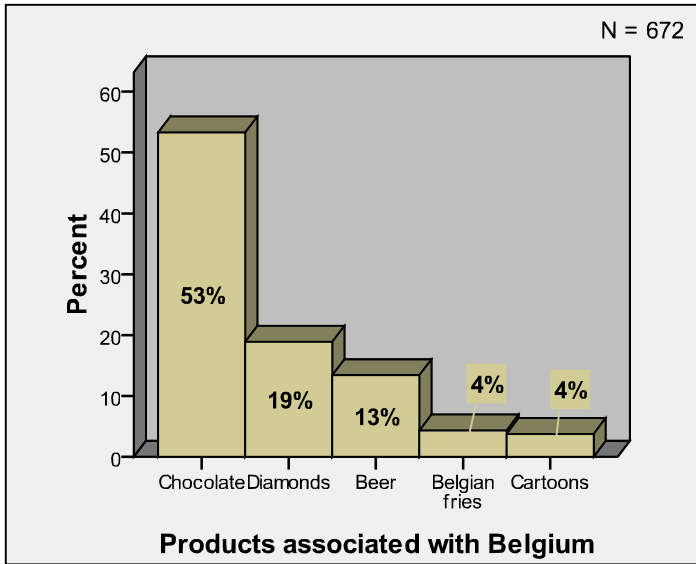
Chinese respondents know Belgium especially for its chocolate. 58% of them pick it out of the preset list. 24% answer diamonds and 8% mention beer.

This question is also addressed to the Belgian respondents in order to make a comparison. *Figure 37* states that for Belgian visitors beer is the number one Belgian product (44%). Belgian fries come second (26%), followed by chocolate (18%).

For respondents of other nationalities, chocolate scores highest (48%), followed by the Belgian beers (22%) and the Belgian fries (9%).

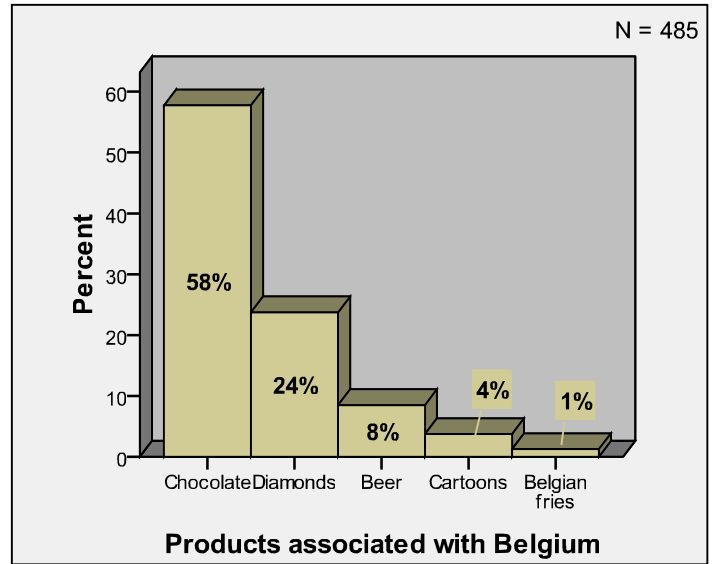


F 35. Products spontaneously associated with Belgium  
by all respondents



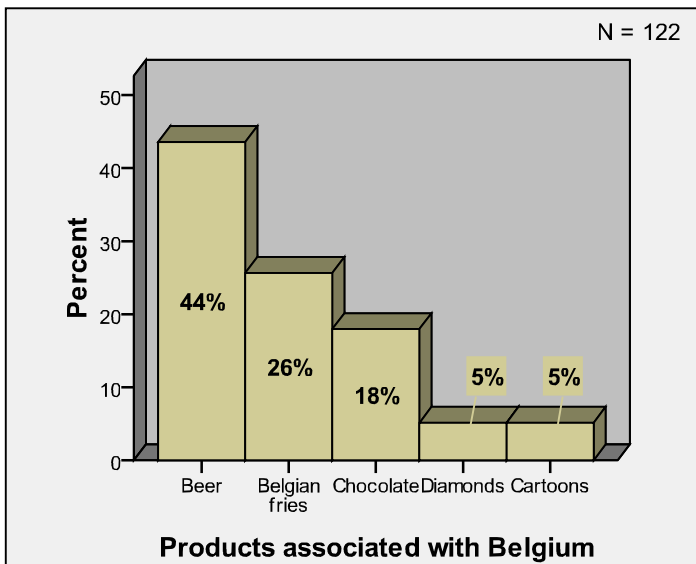
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 36. Products spontaneously associated with Belgium  
by Chinese respondents



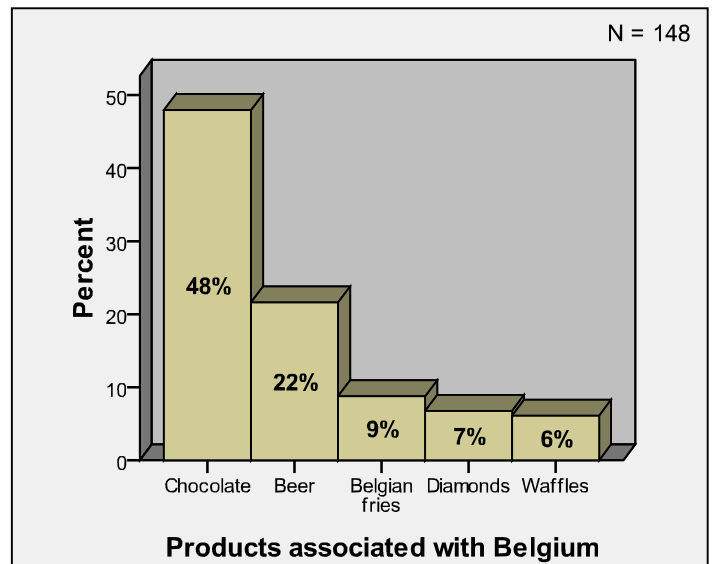
Data source: idem

F 37. Products spontaneously associated with Belgium  
by Belgian respondents



Data source: idem

F 38. Products spontaneously associated with Belgium  
by other respondents



Data source: idem

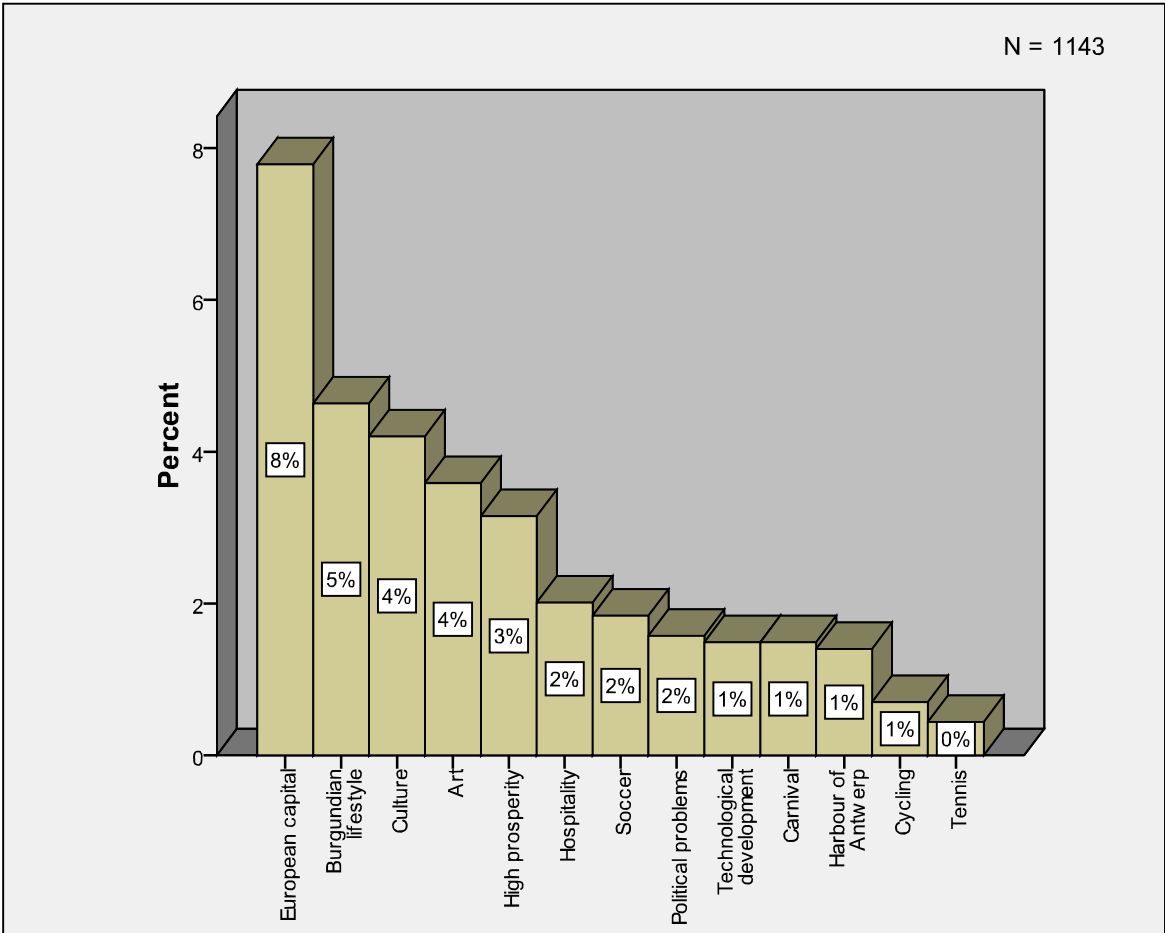
**2.5 Associated words**

Besides products, we have also asked which words or aspects remind them Belgium. They have a choice between 20 keywords that are associated with Belgium; respondents could also add items for completing the list.

Results show that chocolate and diamonds are the two most frequently mentioned aspects, although it is not included in the keyword list. They scored, with respectively 21% and 9%, higher than 'European capital' (8%).

Besides these items, Chinese respondents mainly declare that Belgium is known for its burgundian lifestyle, culture, art and high living standards. Interesting is the relatively low score for the port of Antwerp and our famous Belgian tennis players.

*F 39. Words associated with Belgium by all respondents*



Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

### 3. Belgian-EU Pavilion

#### 3.1 Attractiveness

On the question “Why did you decide to visit the Belgian-EU Pavilion?” multiple answers were possible. *Table 1* provides a list of the most answered reasons by the respondents.

Attractive look is most frequently answered. This is remarkable because the outside look of the Belgian-EU Pavilion was rather sober in comparison to other pavilions. In the evening on the other hand, the ‘Brain Cell’ was beautifully illuminated. Besides, the interviewed people were attracted by the good Belgian image. Many of them also come for the chocolate.

*T 1. Reasons for visiting the Belgian-EU Pavilion by all respondents*

Reason of visit	Frequency	%
Attractive look	513	14
Good Belgian image	381	10
Chocolate	371	10
Exhibits	300	8
Diamond Corner	255	7
Good atmosphere	238	6
EU Pavilion	214	6
Coincidentally on my route	202	5
Publicity	183	5
Belgian Beer Café	179	5
Free Lotus Cookie	133	4
Belgian product in shop	132	4
Take Away	129	3
Other reason	115	3
Belgian Essence Restaurant	102	3
Good impression from previous world fair	101	3
Event	85	2
Conference or seminar	71	2
N = 3704		

Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

*T 2. Main reasons for visiting the Belgian-EU Pavilion by Chinese respondents*

<b>Reason of visit</b>	<b>Frequency</b>	<b>%</b>
Attractive look	376	13
Good Belgian image	295	10
Chocolate	293	10
Exhibits	245	8
Diamond Corner	221	8
N = 2888		

Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

*T 3. Main reasons for visiting the Belgian-EU Pavilion by Belgian respondents*

<b>Reason of visit</b>	<b>Frequency</b>	<b>%</b>
Good Belgian image	19	12
Attractive look	17	11
Chocolate	17	11
Belgian Beer Café	14	9
Event	10	6
N = 159		

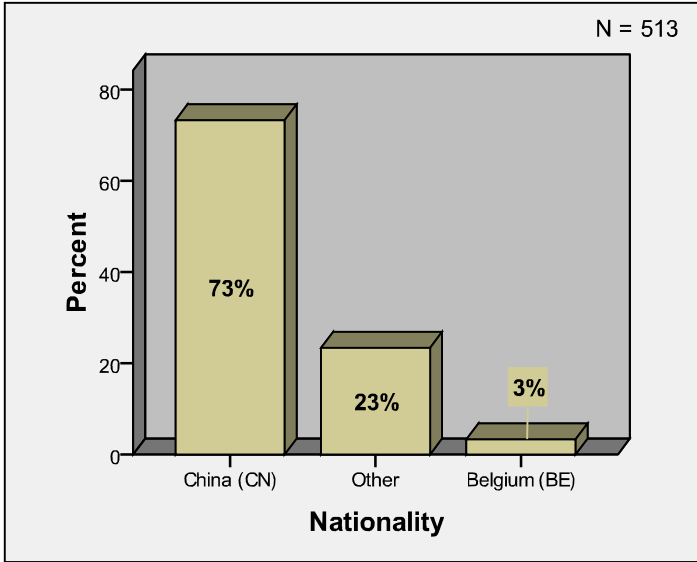
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

*T 4. Main reasons for visiting the Belgian-EU Pavilion by other respondents*

<b>Reason of visit</b>	<b>Frequency</b>	<b>%</b>
Attractive look	120	18
Good Belgian image	67	10
Coincidentally on my route	64	9
Chocolate	61	9
EU Pavilion	48	7
N = 657		

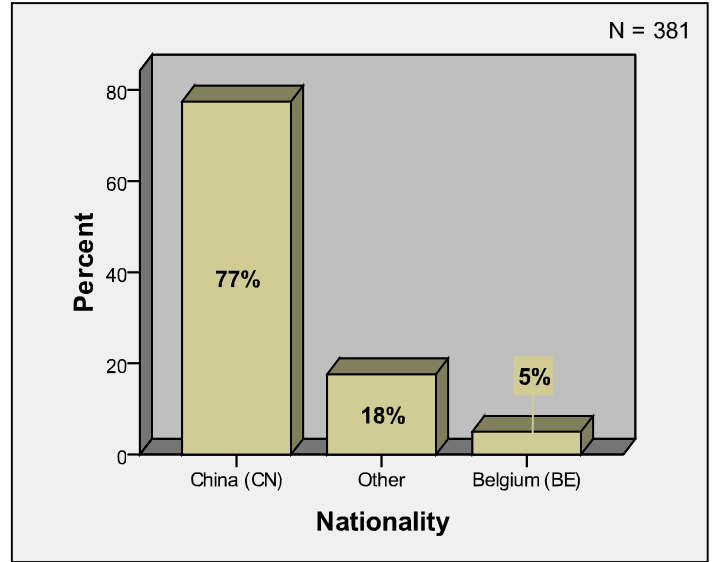
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 40. 'Attractive look' as reason of visit among the nationalities



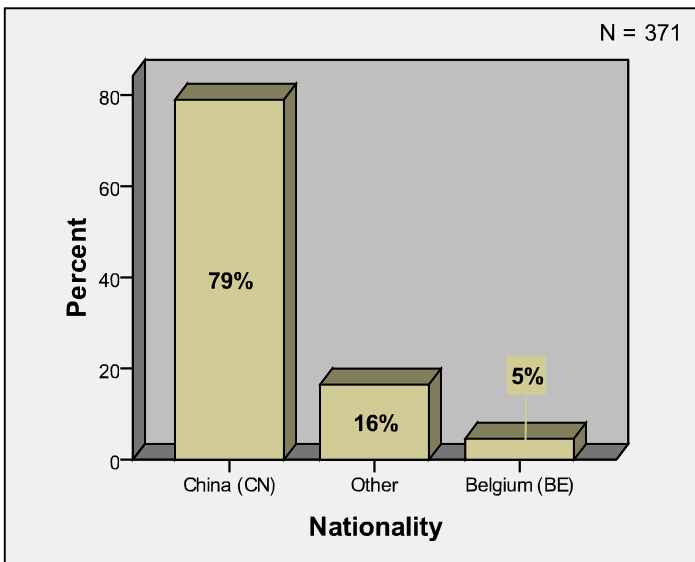
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 41. 'Good Belgian image' as reason of visit among the nationalities



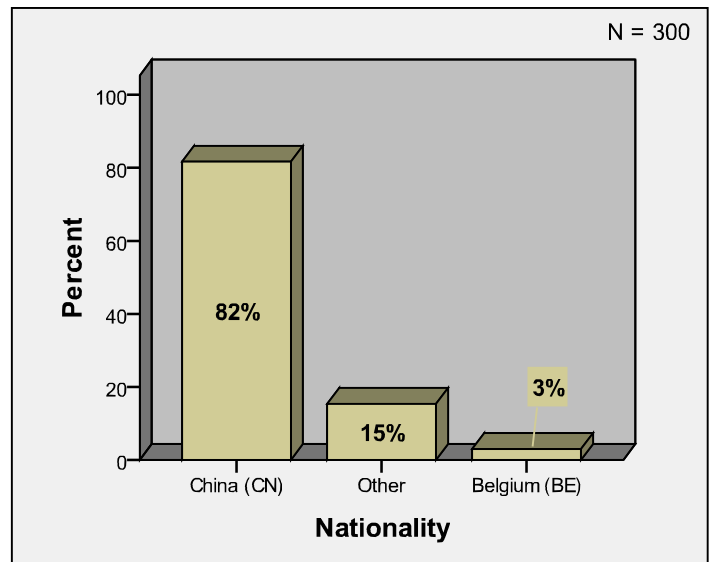
Data source: idem

F 42. 'Chocolate' as reason of visit among the nationalities



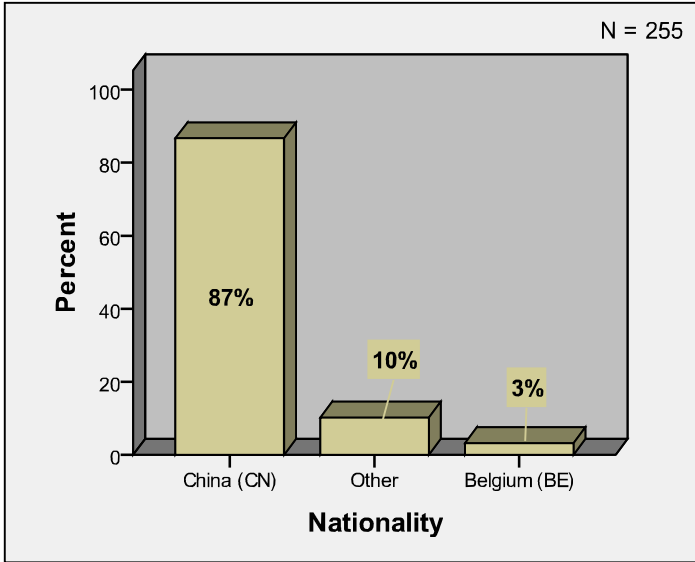
Data source: idem

F 43. 'Exhibits' as reason of visit among the nationalities



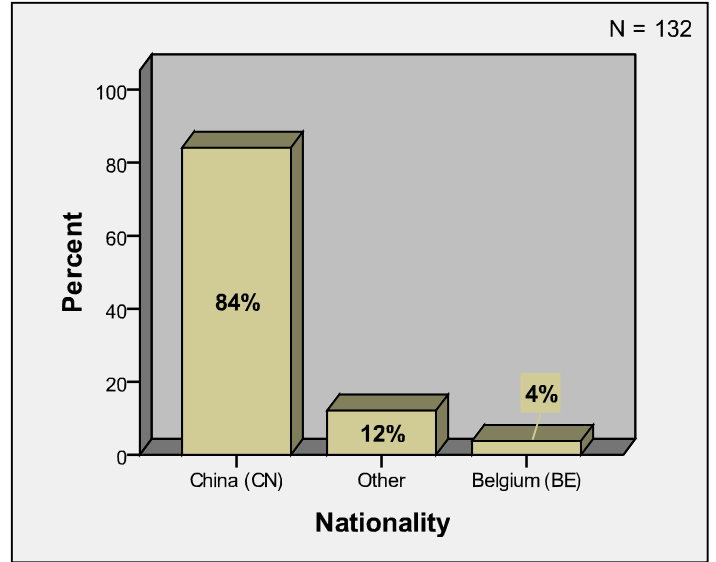
Data source: idem

F 44. 'Diamond Corner' as reason of visit among the nationalities



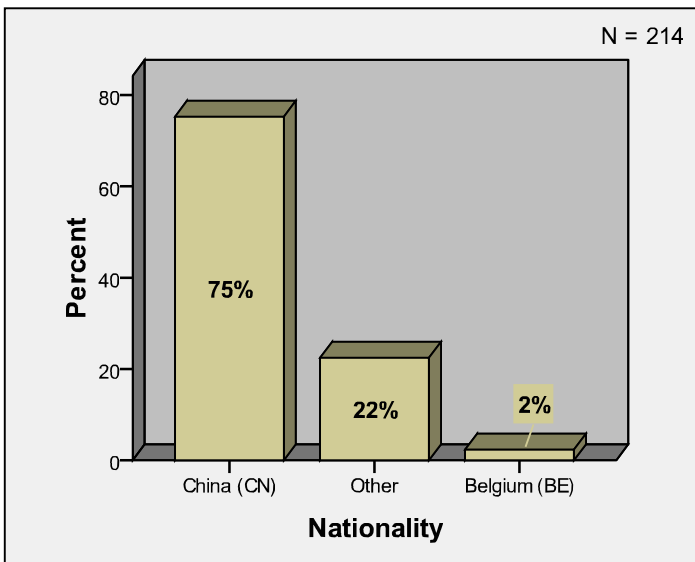
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 45. 'To buy a Belgian product in shop' as reason of visit among the nationalities



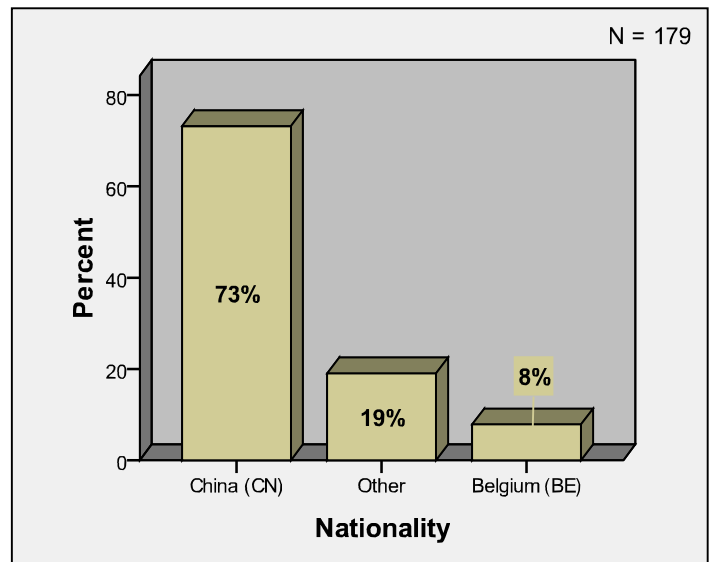
Data source: idem

F 46. 'EU Pavilion' as reason of visit among the nationalities



Data source: idem

F 47. 'Belgian Beer Café' as reason of visit among the nationalities



Data source: idem

### 3.2 Rated features

The respondents give a good overall rating on topics regarding the Belgian-EU Pavilion. They were able to give a score ranging from 1 (negative) to 7 (very positive). *Table 5* gives an overview of these rated topics.

Hospitality is very appreciated by the respondents, just as the maintenance and the circulation in the pavilion itself. The lack of information brochures of Belgium is a negative aspect.

Especially Chinese respondents give high rates for exhibits at the Pavilion. Belgian and other non-Chinese respondents are a little bit more critical and don't give so easily the maximum rate of 7 on this topic.

For hospitality we observe that the non-Chinese respondents are more critical too. In this case the rates are at a higher level.

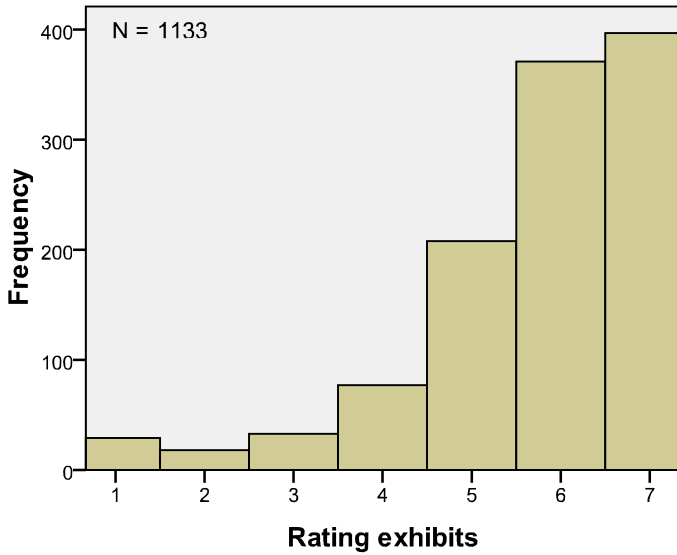
*T 5. Appreciation of the Belgian-EU Pavilion*

<b>Rated topics</b>	<b>Mean</b>	<b>N</b>
Exhibits	5,75	1133
Crowdedness	5,23	1123
Queue	5,09	1123
Information & brochures	5,29	1121
Maintenance	5,97	1121
Circulation	5,87	1120
Hospitality	6,15	1117

Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

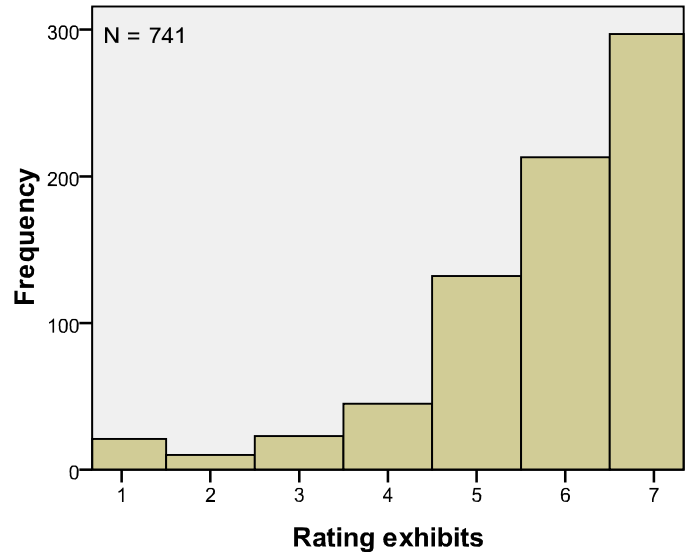
### 3.2.1 Exhibits

F 48. Rating exhibits by all respondents in the Belgian-EU Pavilion



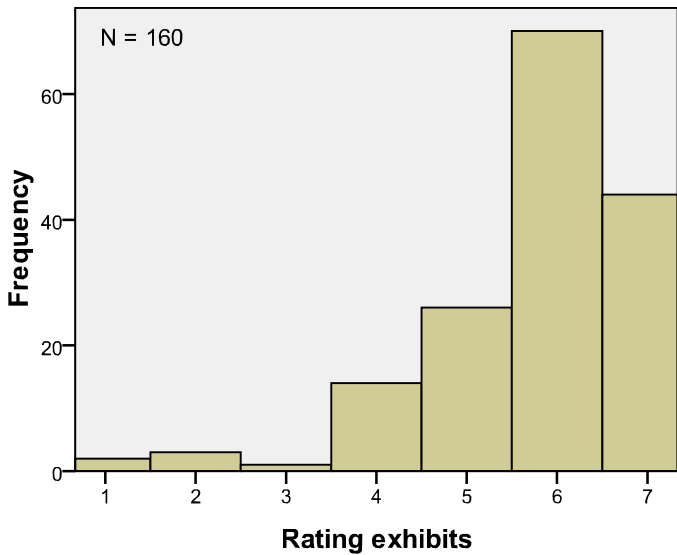
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 49. Rating exhibits by Chinese respondents in the Belgian-EU Pavilion



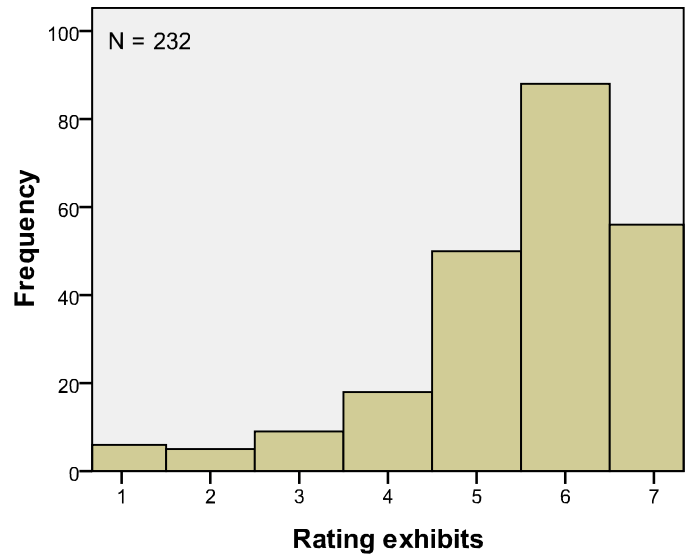
Data source: idem

F 50. Rating exhibits by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

F 51. Rating exhibits by other respondents in the Belgian-EU Pavilion

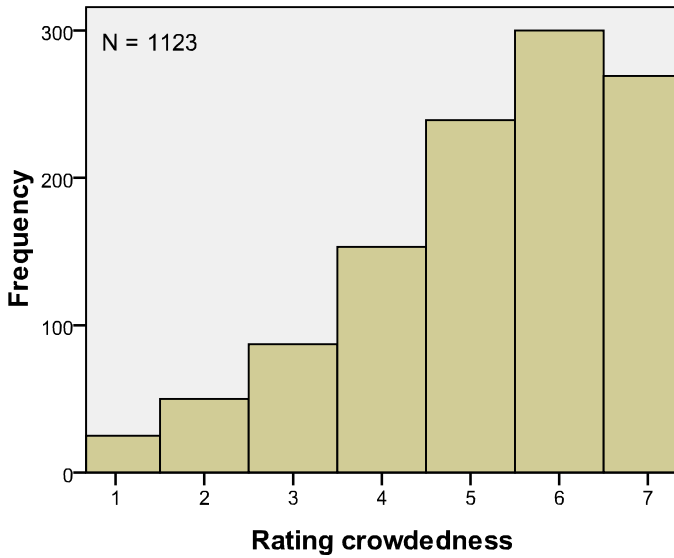


Data source: idem



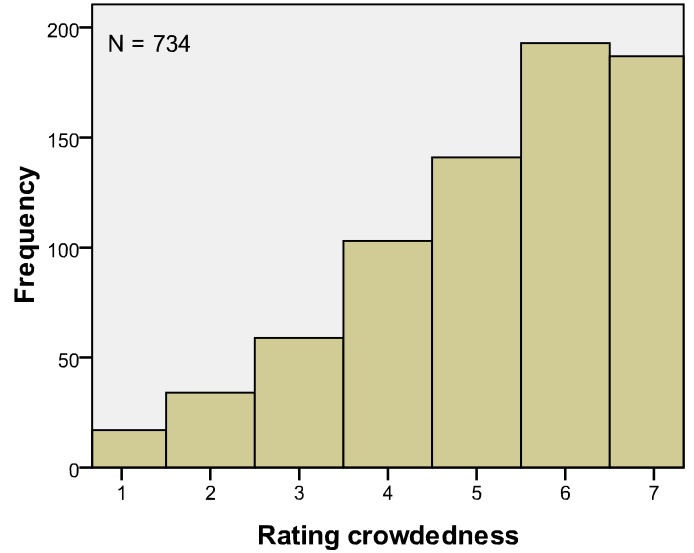
### 3.2.2 Crowdedness

F 52. Rating crowdedness by all respondents in the Belgian-EU Pavilion



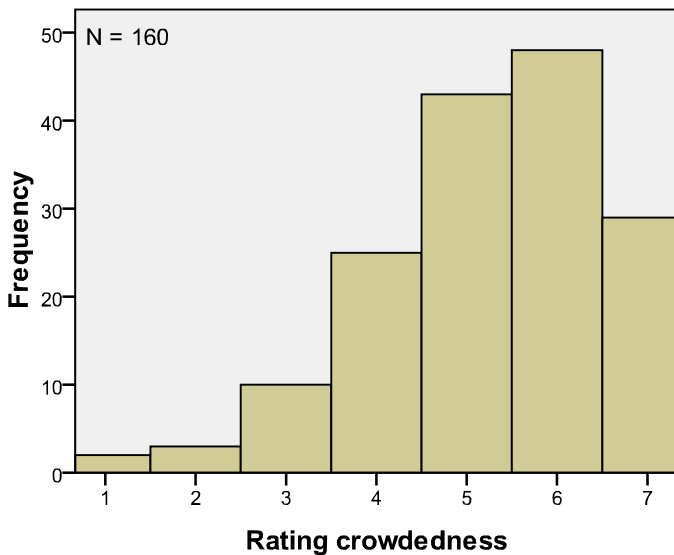
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 53. Rating crowdedness by Chinese respondents in the Belgian-EU Pavilion



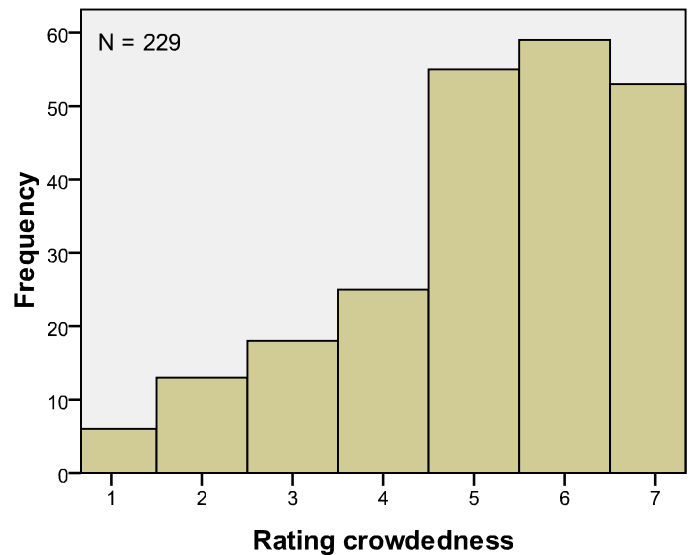
Data source: idem

F 54. Rating crowdedness by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

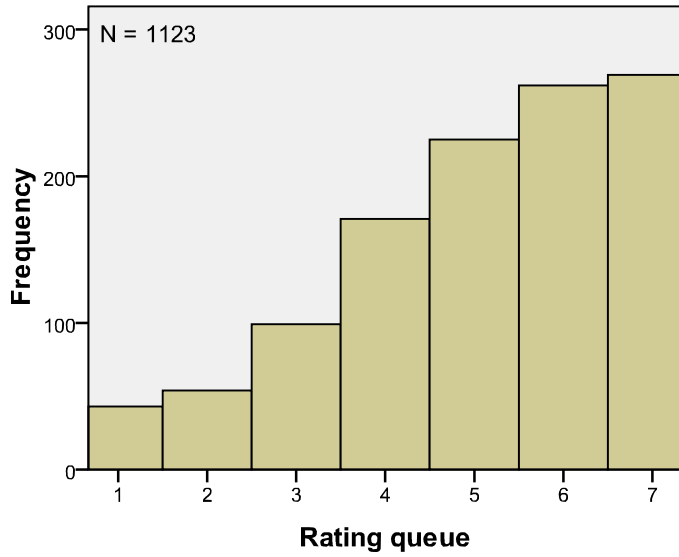
F 55. Rating crowdedness by other respondents in the Belgian-EU Pavilion



Data source: idem

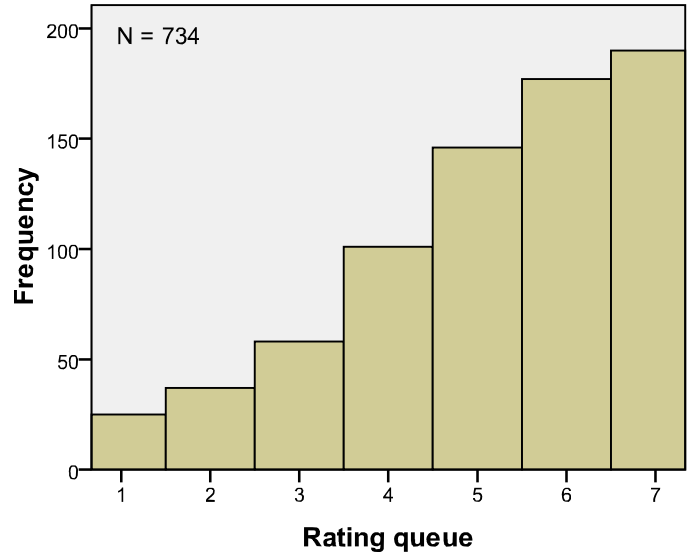
### 3.2.3 Queue

F 56. Rating queue by all respondents in the Belgian-EU Pavilion



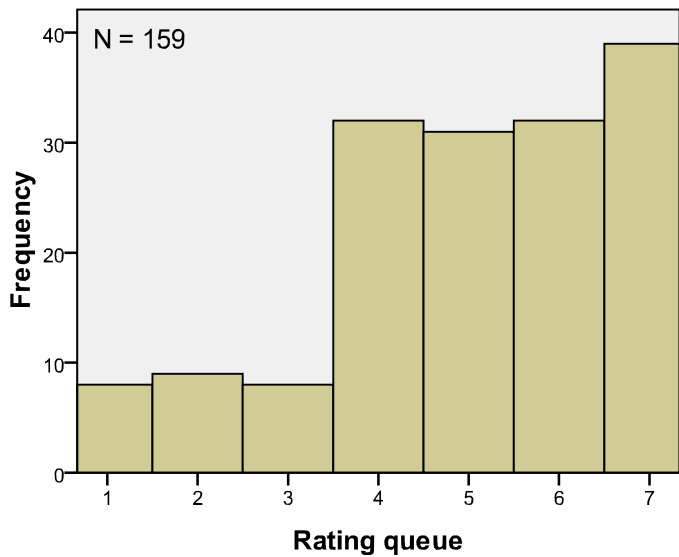
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 57. Rating queue by Chinese respondents in the Belgian-EU Pavilion



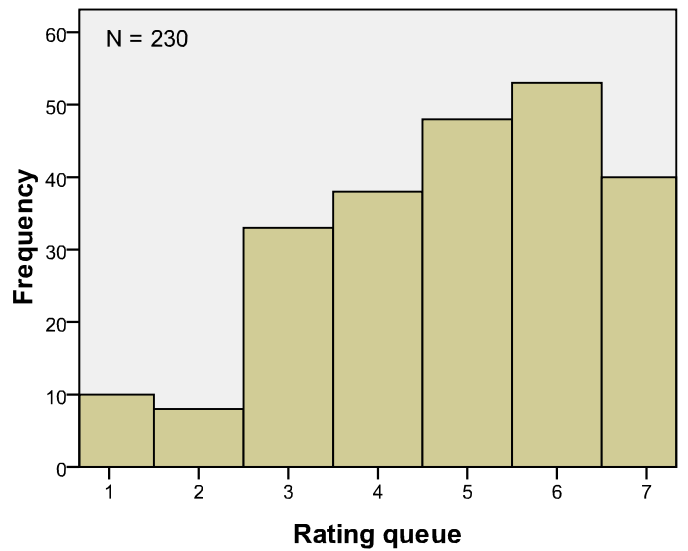
Data source: idem

F 58. Rating queue by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

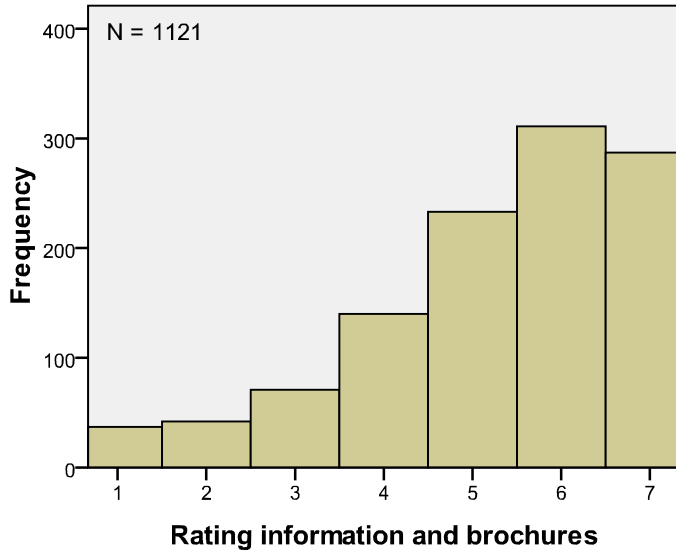
F 59. Rating queue by other respondents in the Belgian-EU Pavilion



Data source: idem

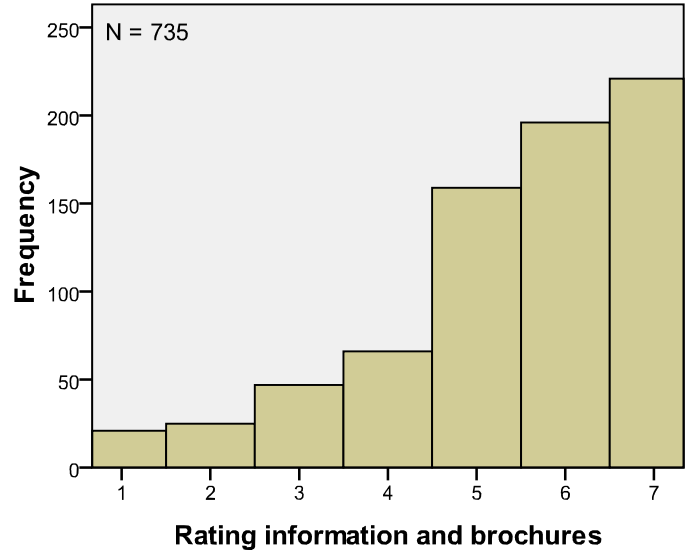
### 3.2.4 Information and brochures

F 60. Rating info and brochures by all respondents in the Belgian-EU Pavilion



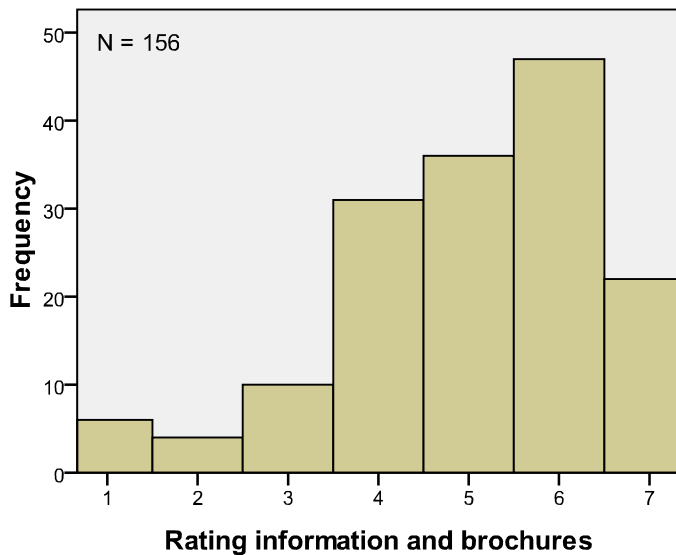
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 61. Rating info and brochures by Chinese respondents in the Belgian-EU Pavilion



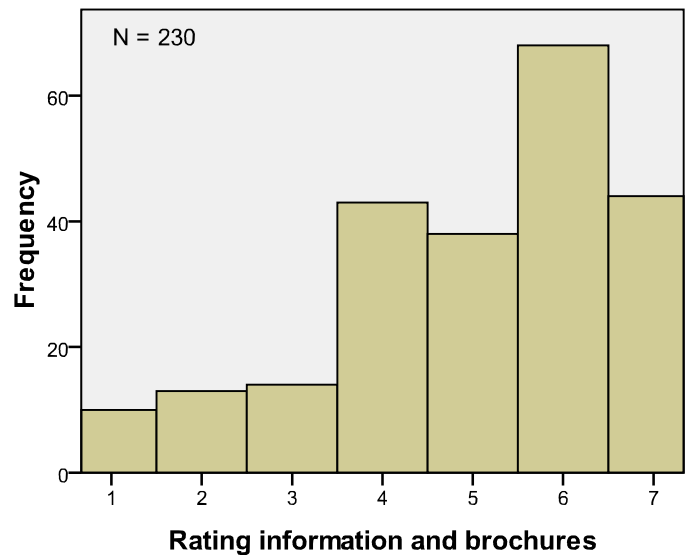
Data source: idem

F 62. Rating info and brochures by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

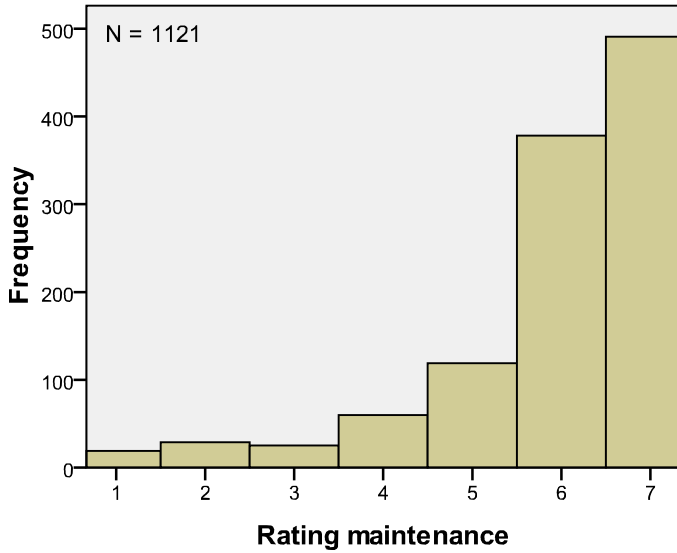
F 63. Rating info and brochures by other respondents in the Belgian-EU Pavilion



Data source: idem

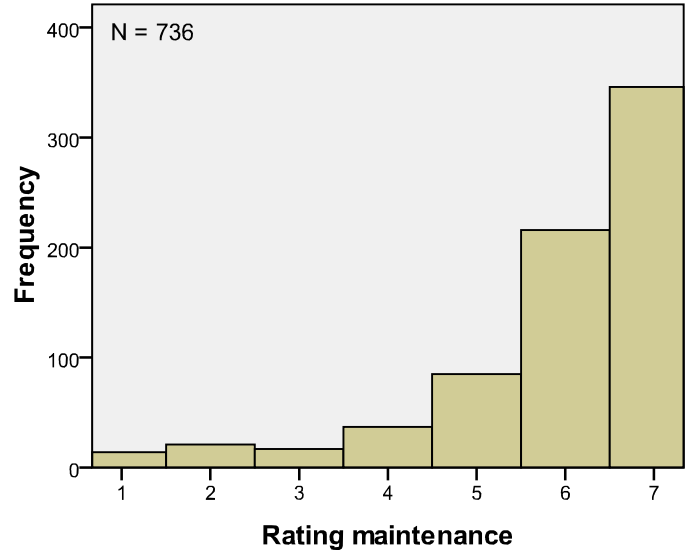
### 3.2.5 Maintenance

F 64. Rating maintenance by all respondents in the Belgian-EU Pavilion



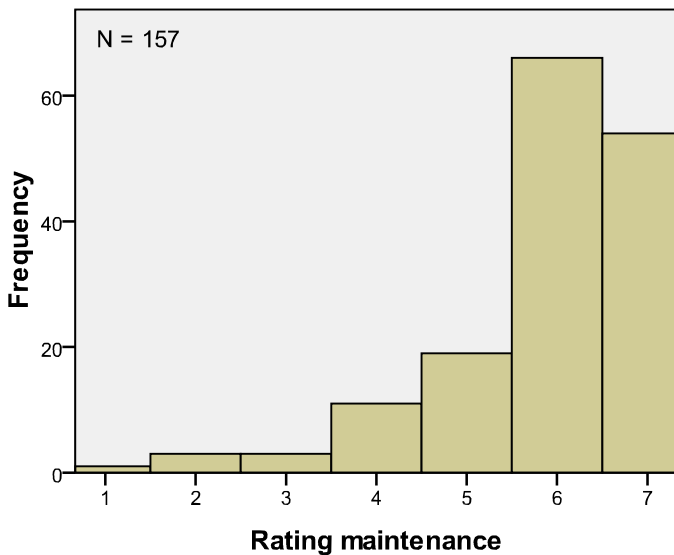
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 65. Rating maintenance by Chinese respondents in the Belgian-EU Pavilion



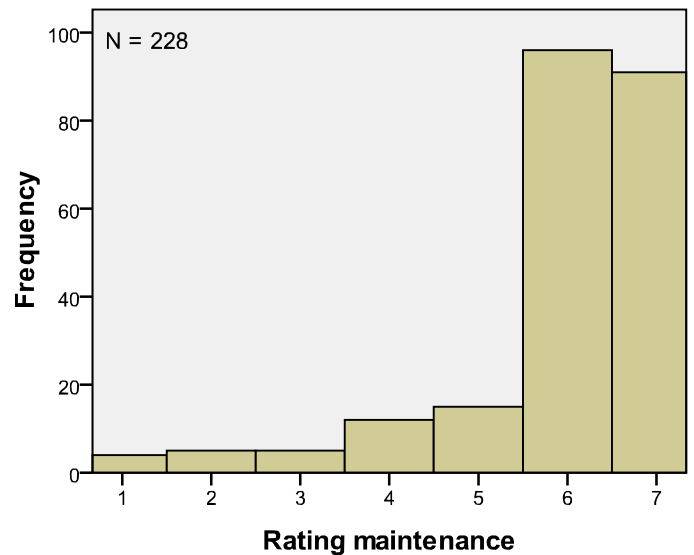
Data source: idem

F 66. Rating maintenance by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

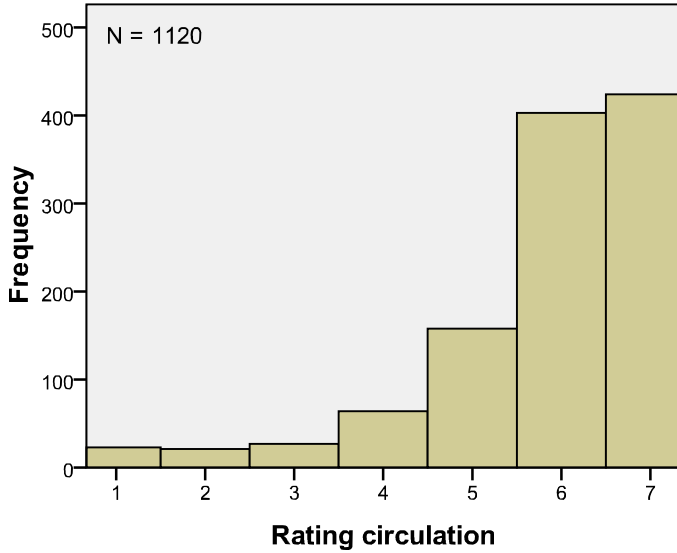
F 67. Rating maintenance by other respondents in the Belgian-EU Pavilion



Data source: idem

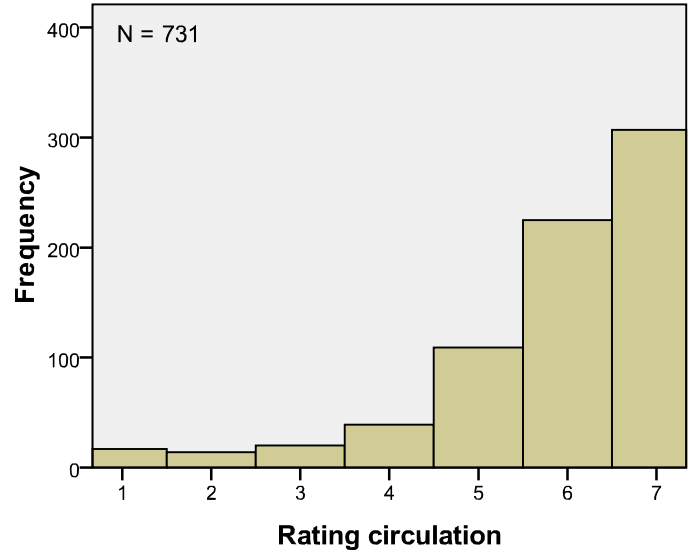
### 3.2.6 Circulation

F 68. Rating circulation by all respondents in the Belgian-EU Pavilion



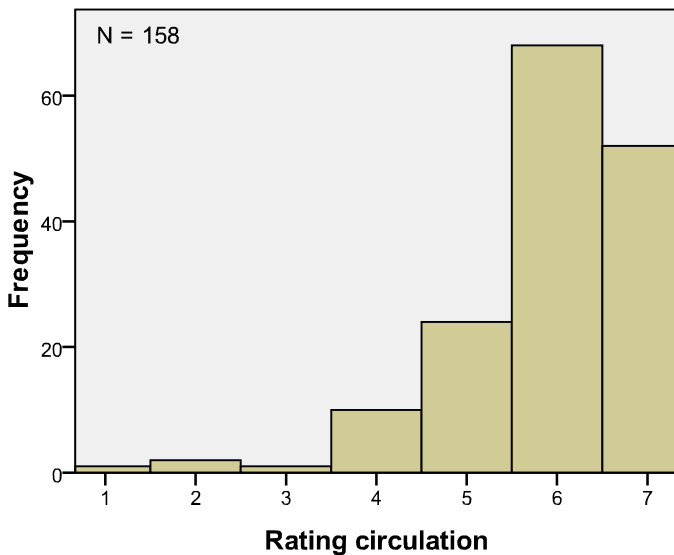
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 69. Rating circulation by Chinese respondents in the Belgian-EU Pavilion



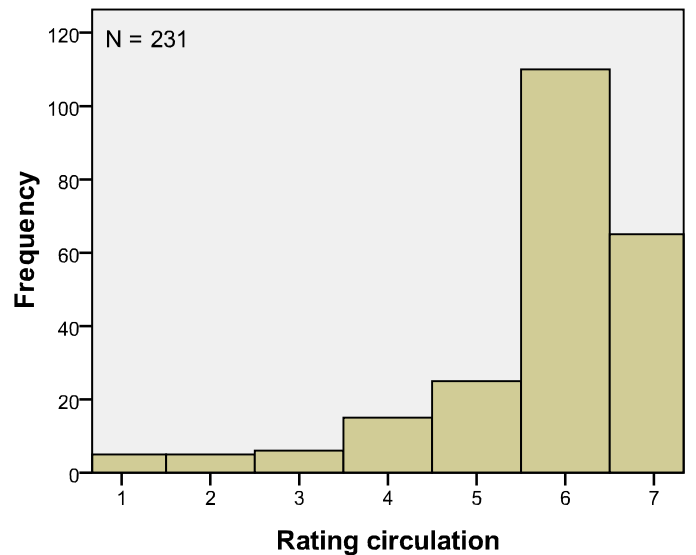
Data source: idem

F 70. Rating circulation by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

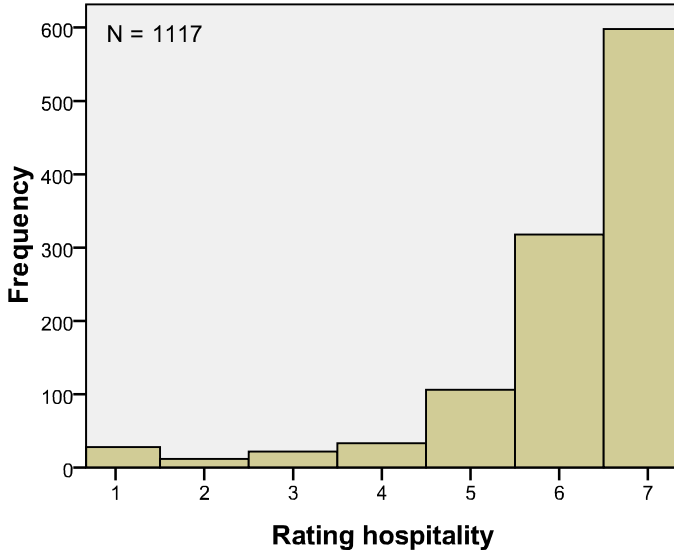
F 71. Rating circulation by other respondents in the Belgian-EU Pavilion



Data source: idem

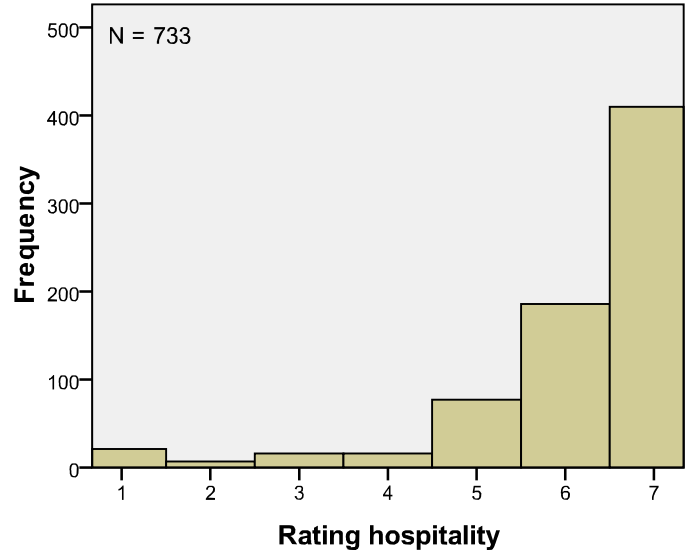
### 3.2.7 Hospitality

F 72. Rating hospitality by all respondents in the Belgian-EU Pavilion



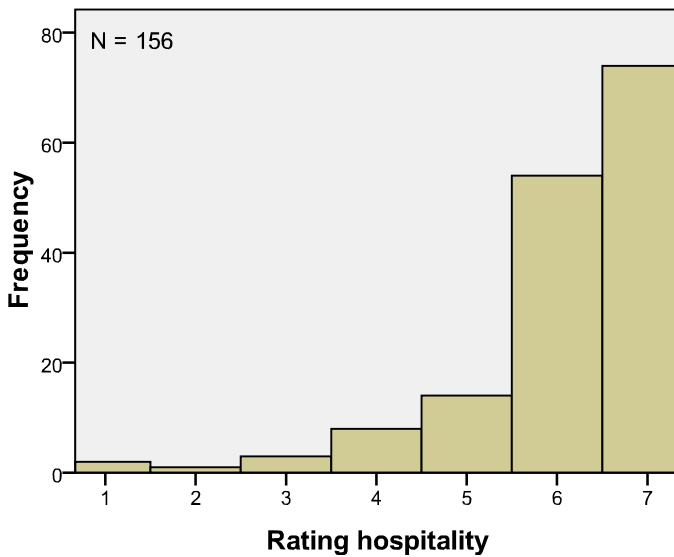
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 73. Rating hospitality by Chinese respondents in the Belgian-EU Pavilion



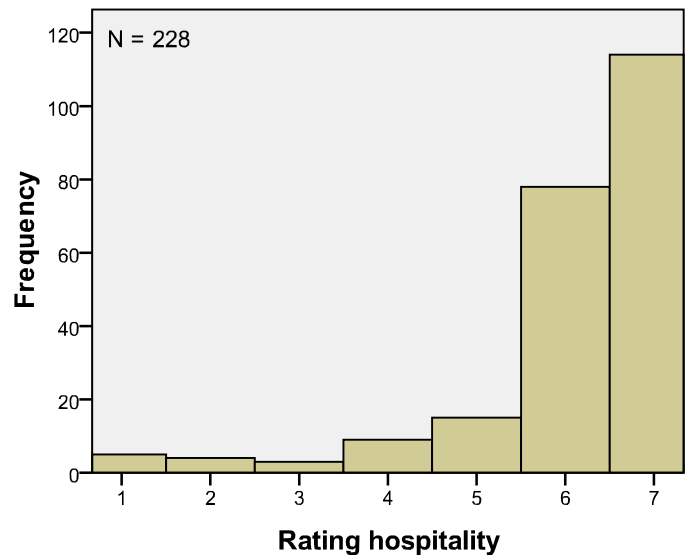
Data source: idem

F 74. Rating hospitality by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

F 75. Rating hospitality by other respondents in the Belgian-EU Pavilion



Data source: idem

### 3.3 Benchmarking

Based on official figures from Expo Shanghai, the magnificent Chinese Pavilion is the most popular, the Belgian-EU Pavilion ranks number 6!

The turnover of the Belgian-EU Pavilion ranks number 1 of all the participating countries. This is especially due to the sale of diamonds, chocolates, Belgian fries, and of course the visit at the successful Belgian Beer Café/Restaurant.

In order to get a picture of the appreciation of the Belgian-EU Pavilion relative to other pavilions, the respondents were asked to rank their 5 favorite pavilions. The weighted global top ten of the interviewed people is shown by *table 6*.

*T 6. Top ranked pavilions by all respondents at the Belgian-EU Pavilion*

Rank	Pavilion of	N
1	China	391
2	Belgian-EU	475
3	France	248
4	Spain	194
5	Germany	171
6	Japan	176
7	United Kingdom	155
8	Italy	111
9	United States of America	141
10	Australia	80

Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

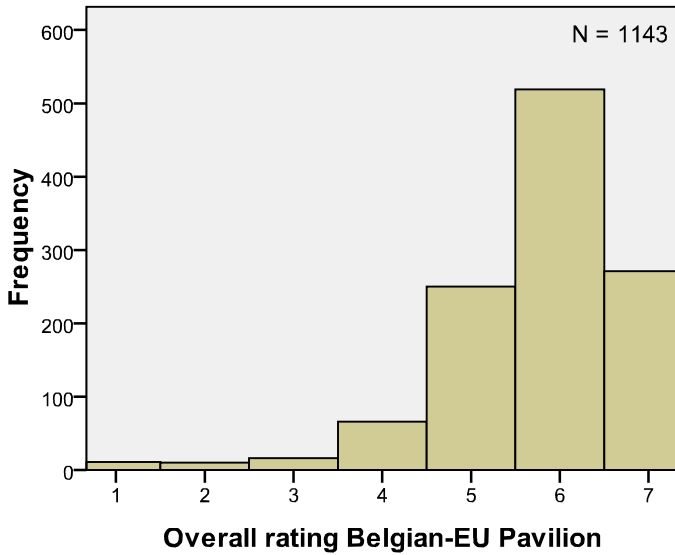
## **4. General aspects**

### **4.1 Overall rating**

The visitor gives a high overall score. In *figure 78* we can see the overall score the visitors give. In general the Belgian Pavilion gets 5,78 on a rating scale of 7. This indicates that the respondents are very satisfied with the Belgian pavilion, all matters considered.

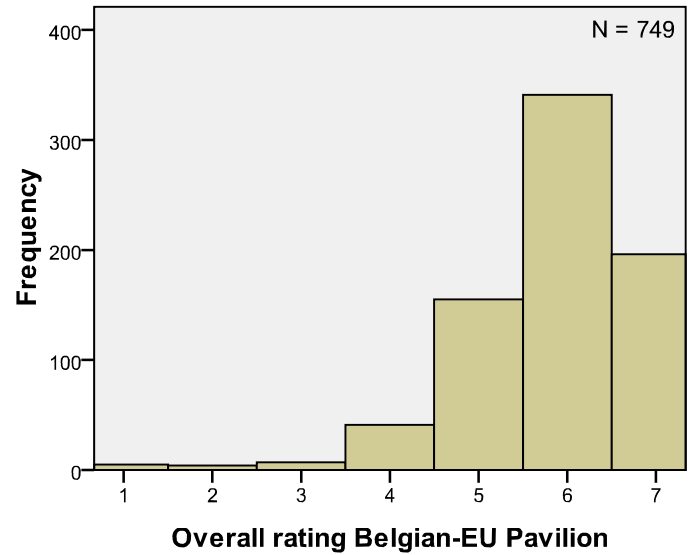


F 76. Overall rating by all respondents in the Belgian-EU Pavilion



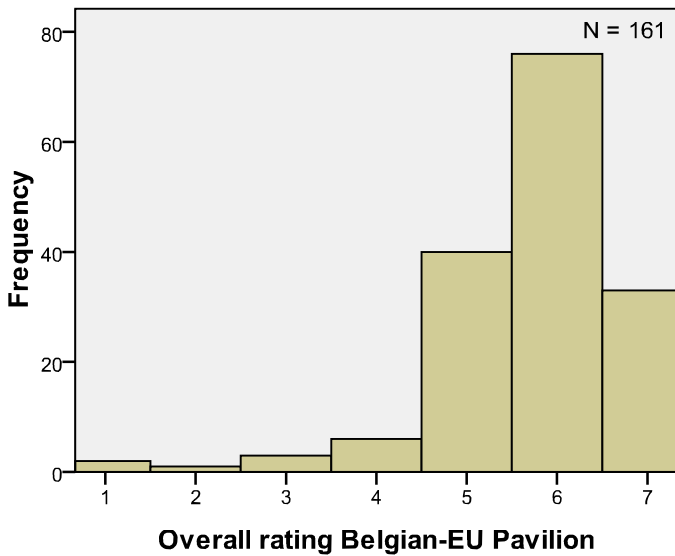
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 77. Overall rating by Chinese respondents in the Belgian-EU Pavilion



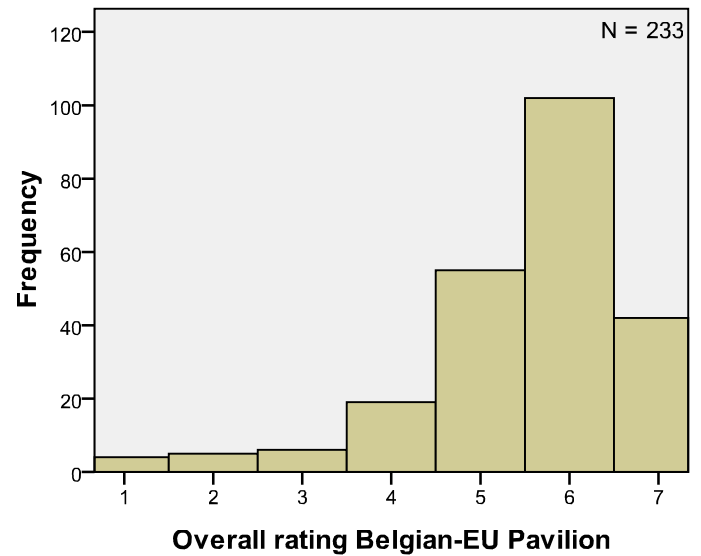
Data source: idem

F 78. Overall rating by Belgian respondents in the Belgian-EU Pavilion



Data source: idem

F 79. Overall rating by other respondents in the Belgian-EU Pavilion



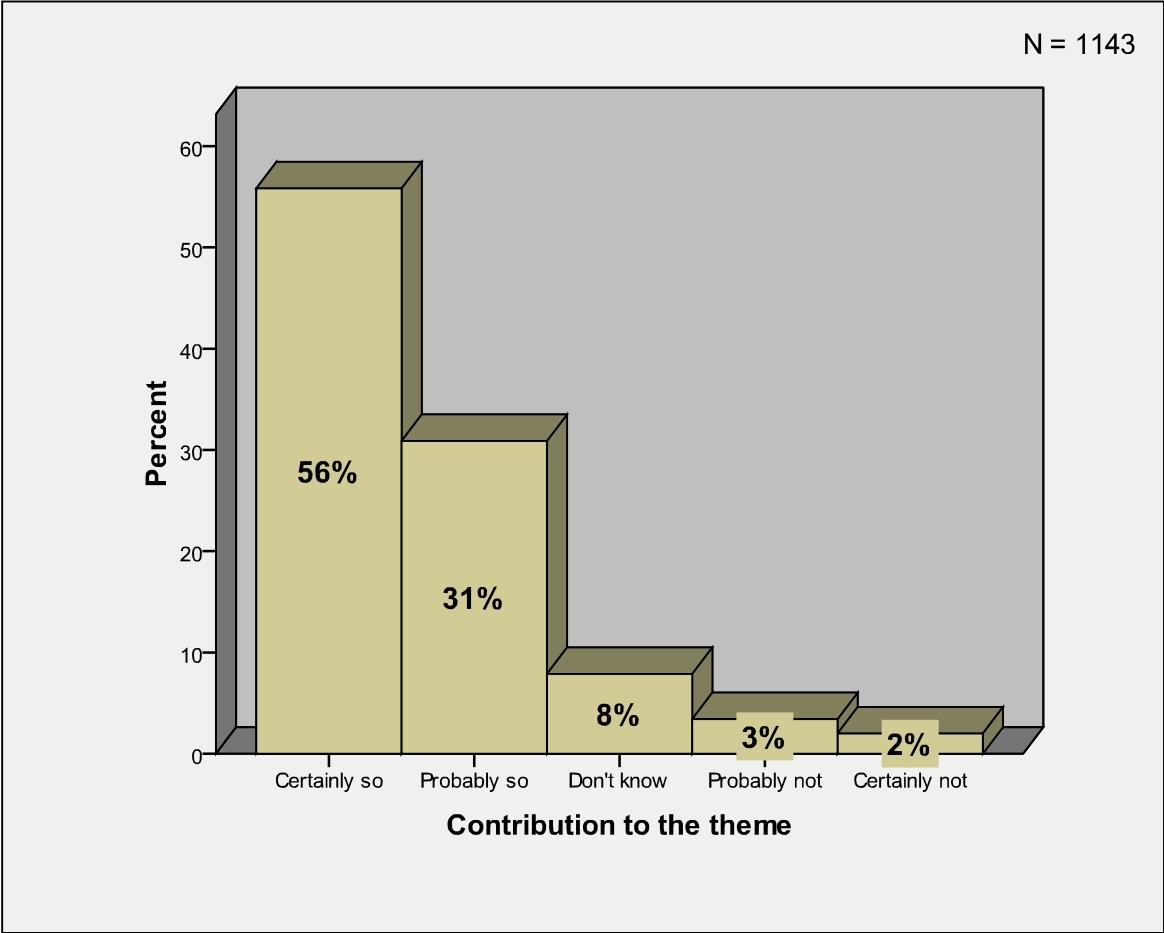
Data source: idem

**4.2 Contribution to the Expo theme**

56% of the respondents have the opinion that the Belgian participation contribute to the theme “Better City, Better Life”. 31% think it probably does and 8% don’t know it for sure.

Only slightly more than 5% think or feel that no useful contribution is made by the Belgian participation.

*F 80. Contribution of Belgian participation to the Expo theme according to all the respondents*



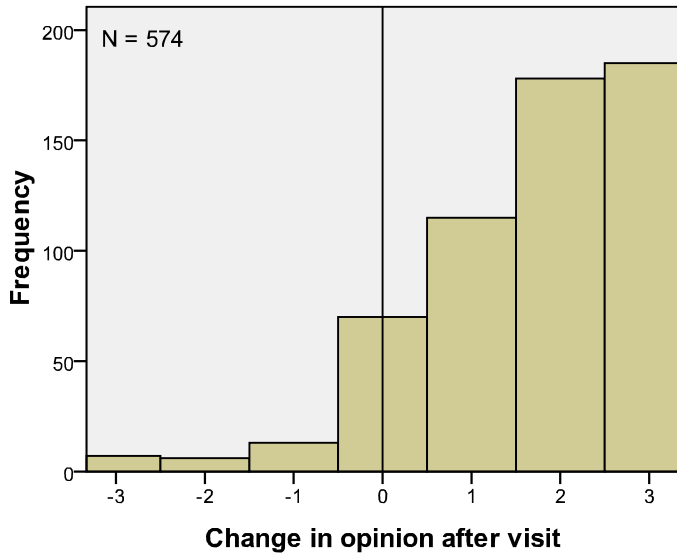
Data source: Visitors’ Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

### **4.3 Change in opinion about Belgium**

The question if the visit changed the opinion about Belgium resulted in a positive answer. The respondents are asked to give a negative score if the visit leads to a negative change; rate zero if it leads to no change at all; give a positive score if it changes the opinion in a positive way.

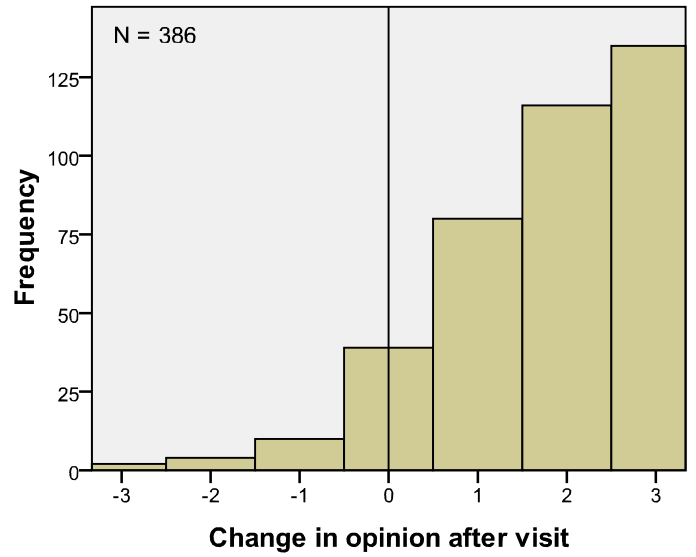
An average of 5,71 to 7 indicates that a visit to the Belgian-EU Pavilion leads to a positive change in the opinion about Belgium. According to this result we can assume that the participation in Expo Shanghai in the appearance of a pavilion has its use to 'country branding'.

F 81. Change in opinion for all respondents about Belgium after visit the Pavilion



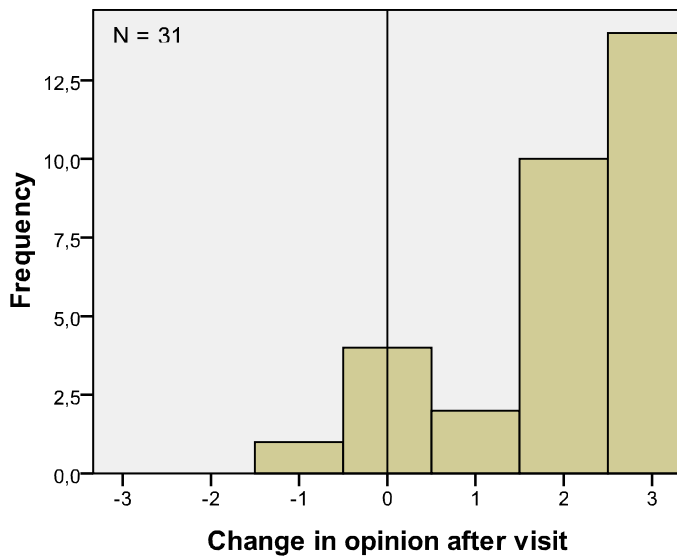
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 82. Change in opinion for Chinese respondents about Belgium after visit the Pavilion



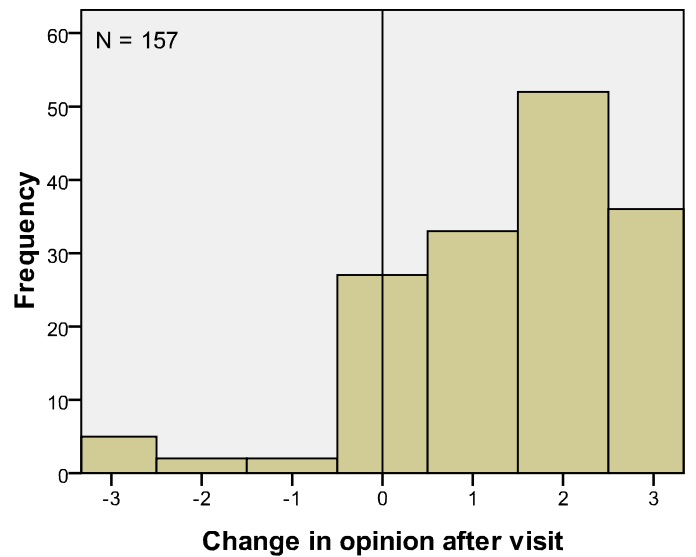
Data source: idem

F 83. Change in opinion for Belgian respondents about Belgium after visit the Pavilion



Data source: idem

F 84. Change in opinion for other respondents about Belgium after visit the Pavilion



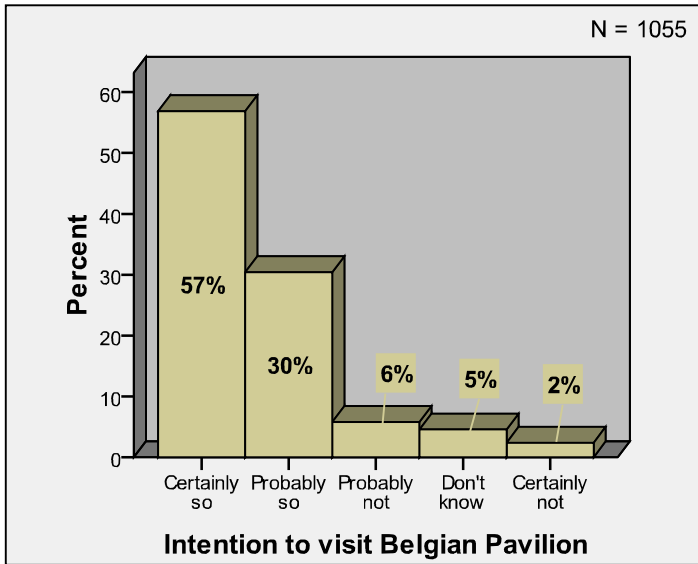
Data source: idem

#### **4.4 Future visit**

Last but not least, *figure 85* points out that 57% are certainly going to visit the Belgian Pavilion on future Expos.

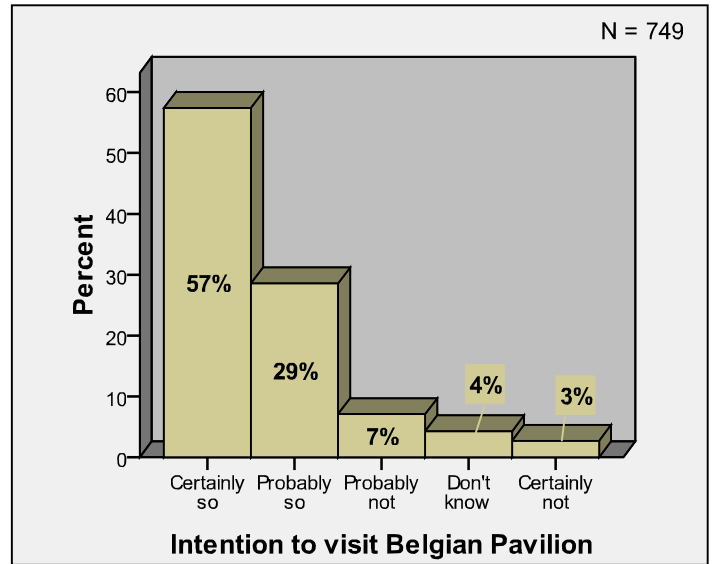
78% of the respondents have the intention to return to the Belgian-EU Pavilion on this Expo in Shanghai.

F 85. Intention of all respondents to visit the Belgian Pavilion at future Expos



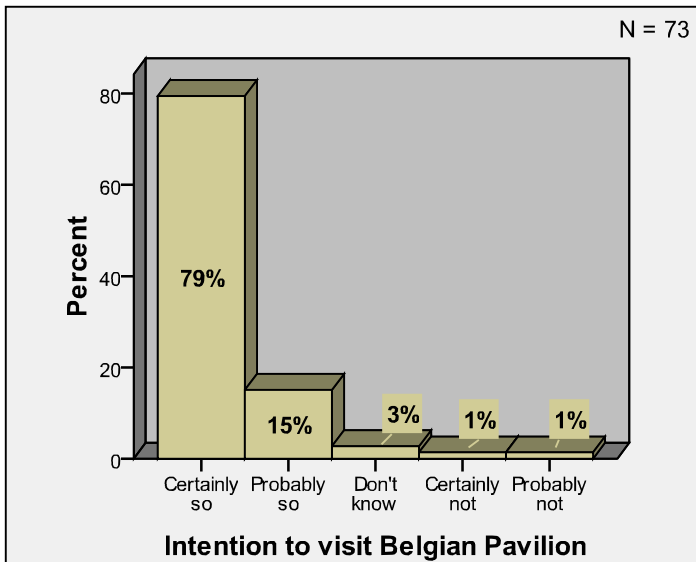
Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

F 86. Intention of Chinese respondents to visit the Belgian Pavilion at future Expos



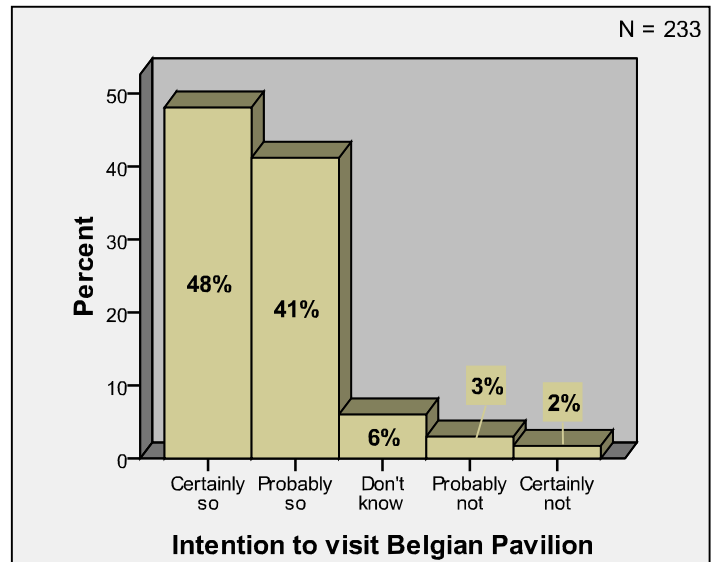
Data source: idem

F 87. Intention of Belgian respondents to visit the Belgian Pavilion at future Expos



Data source: idem

F 88. Intention of other respondents to visit the Belgian Pavilion at future Expos



Data source: idem

## **5. Conclusion**

We are happy to conclude that, according to the respondents, the Belgian participation with the substantial Belgian-EU Pavilion at Expo Shanghai was considered as a great success. In this conclusion we give an overview of the results.

### ***Youthful crowd***

The respondents came from all over the world to visit the Expo Shanghai and the Belgian-EU Pavilion. 67% of our respondents were of Chinese origin and they came from all provinces. Off course a lot of Belgians visited their national pavilion too.

The respondents were young, mostly younger than 27 years old. Especially the Chinese respondents pulled down this figure, partly due to the population structure in China. As expected, the Belgians who visited the Pavilion were somewhat older. A similar figure was shown for the other nationalities.

The majority of the Chinese respondents were students, accompanied by friends or by their partner. Among non-Chinese respondents, most of them were staff members. The results also pointed out that nearly every non-student had a higher degree, mostly an academical bachelor.

Three quarter paid a visit out of private reasons only. For most respondents it was the first time they visited an Expo. Although, they all have the intention to visit another Expo in the future.

Furthermore we found interesting differences in transport modes. Chinese respondents mostly travelled to Shanghai by train, while Belgians and other nationalities preferred the plane. Once arrived in the city, the metro was very popular to reach the Expo site. Non-Chinese visitors often used the taxi as well and Chinese respondents also used the car.

### ***Chocolates and diamonds***

We learned that almost no Chinese respondents have ever visited Belgium, in contrast with quasi half of the other nationalities. The ones who have visited Belgium already, mostly had recreational purposes. Not surprisingly, Brussels was the main destination. Antwerp and Bruges were also mentioned. The majority considers to visit Belgium in the future.

Many respondents knew the capital of Belgium. Perhaps they learned it on their tour through the Pavilion. Apparently, the question about the political structure of Belgium was more difficult, especially for Chinese respondents.

Overwhelming was the association of Belgium with chocolates and diamonds. It is clear that the two corners in the Pavilion played an important role. In terms of 'country branding' Belgium did a really good job in profiling their national products. Belgians associate their country more with beer and Belgian fries, an interesting difference. Chocolates and diamonds are also the most associated words with Belgium. Besides that, 'European capital' and 'Burgundian lifestyle' were very often mentioned.

### ***Attractive and hospitable Belgian-EU Pavilion***

Respondents paid a visit to the Pavilion because it looked attractive, Belgium has a good image and, of course, the notorious chocolates, diamonds and the exhibits. Other nationalities came for the EU Pavilion and just walked in our country section. The queue was never dramatically long in comparison with other pavilions. That is partly because of a good circulation and routing within the Pavilion.

Circulation was highly appreciated by the respondents, even as maintenance and hospitality. Hospitality is a compliment, quoted very often throughout this survey. On the other hand, the lack of information was mentioned more than once as a negative aspect. Queue and hot weather weren't appreciated neither, but these are factors that are not controllable.

As a final result, the Belgian-EU Pavilion is the second best pavilion according to the respondents. The Chinese Pavilion is by far the most popular pavilion. The overall score, all matters considered, is very high: 8,3 on 10; a fantastic result in comparison with our research for the Belgian Pavilion at Expo Zaragoza (less than 7 on 10). Almost everyone considers to visit our Pavilion on a future Expo as well.



Important is the change in opinion about Belgium. Respondents answered that a visit of the pavilion had a (very) positive effect on their opinion about Belgium. They also found that Belgium did contribute in a good way to the Expo theme “Better City, Better Life”. This means that Belgium improved its image to the outside world and educated the visitors thematically. This resulted as well in a successful ‘country branding’-operation.

## 6. SWOT analysis

### T 7. SWOT analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- Attractive first impression through its open façade</li> <li>- Cooperation with Europe</li> <li>- Business Center</li> <li>- Overall satisfaction of the sponsors</li> <li>- Contribution to the Expo theme</li> <li>- ‘Country branding’</li> <li>- Quality of the Belgian shop</li> <li>- Quality of the Belgian Essence Restaurant and the Belgian Beer Café</li> <li>- Good atmosphere</li> <li>- Hospitality and language skills of the staff</li> <li>- Circulation</li> <li>- Publicity</li> <li>- No ‘washed out’ signs</li> <li>- Technical support of the Pavilion</li> </ul>	<ul style="list-style-type: none"> <li>- High prices</li> <li>- Animation &amp; interaction of exhibits</li> <li>- Little use of the 3D-traject</li> <li>- Events</li> <li>- Lack of information</li> <li>- Start-up of the Belgian Essence Restaurant</li> <li>- No Belgian hosts</li> <li>- Lack of transparency regarding budget and flows of money</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- Discussion platform</li> <li>- The post-Expo happening</li> <li>- Flexibility for choice of pavilion</li> <li>- ‘Country branding’</li> <li>- Information through lectures</li> </ul>	<ul style="list-style-type: none"> <li>- Old-fashioned image of Expos</li> <li>- Architectural contest</li> <li>- Raising costs of participation</li> <li>- Formalities</li> <li>- Communication to the outside world</li> </ul>

This SWOT analysis compares our findings with a previous and similar research on Expo Zaragoza 2008. Let us remind that a SWOT analysis enables one to evaluate **Strengths, Weaknesses, Opportunities and Treats** involved in a project.

## **6.1 Strengths**

### ***- Attractive first impression through its open façade***

The Belgian-EU Pavilion was a reflection of the simplicity and modesty of the Belgian mentality. From an architectural point of view, the Pavilion was less spectacular than its surrounding pavilions (e.g. Dutch “Crown” Pavilion). However, the front, which was totally made of glass, made it open and welcoming. By nightfall, the light variations coming from the neuron were impressive. Let us remind that at Expo Zaragoza 2008 visitors found the “golden” façade of the Belgian Pavilion also attractive.

### ***- Cooperation with Europe***

From a visitors’ point of view, the Chinese people knows Europe better than Belgium. Let us remind that visitors walked directly into the Belgian Pavilion on the way out of the EU Pavilion. Thanks to this routing they were introduced automatically in our country.

From an organisers’ point of view, Europe made a substantial financial contribution. This added to the profitable outcome of the participation.

### ***- Business Center***

At Expo Zaragoza some sponsors found that the emphasis was mainly on commercial activities (e.g. Take Away, Restaurant, etc.). At Expo Shanghai there was taken care of this issue by the implementation of a Business Center. Even though, the Pavilion did not bind on commercial activities, on the contrary, it was expanded and it turned out to be profitable. This edition the commercial activities and the business activities were both emphasized and it worked perfectly.

### ***- Overall satisfaction of the sponsors***

The sponsors appreciated the concept of the Belgian-EU Pavilion. They were pleased with the Business Center and the results and outcome of their participation. In the past (e.g. Expo Zaragoza), visibility of the sponsors within the Pavilion was a controversial issue. At Expo Shanghai this problem was largely solved. The sponsors were also much better informed by the organizer (i.e. Commissioner General Leo Delcroix) as well in advance of the Expo, during the Expo and afterwards.

### ***- Contribution to the Expo theme “Better City, Better Life”***

The contribution of the Belgian participation to the theme was very good. It was even much more extensive than it was at Expo Zaragoza with the theme “Water and Sustainable Development”. This was due to the building itself, which was perfectly sustainable and in line with the theme. Through the use of solar panels it generated green energy. The building was ‘recyclable’ because after the Expo it gets a second life in Qingdao. Besides that there were of course the exhibits themselves with, among other things, the show cases of the ‘Solar Car’, the ‘Solar Impulse’ and the display of the ‘International Polar Foundation’.

### ***- ‘Country branding’***

On the one hand there was the presentation of Belgian science and technology (see previous point). On the other hand the Belgian cities, history and culture were exhibited. Besides, the concept of a federal state with integration of the communities and the regions was shown efficiently. The emphasis was on the Belgian specialties: chocolate, diamonds, beer and food, with respectively the ‘Chocolate Corner’, the ‘Diamond Corner’, the ‘Belgian Essence Restaurant’ with the ‘Belgian Beer Café’ and the ‘Take Away’

The diversity of these exhibits, the good balance between them and right emphasis gave a reliable and good overall image of Belgium. An image that was clear and firm, not chaotic like in former participations (e.g. Hannover 2000).

### ***- Quality of the Belgian shop***

The range of Belgian quality products was impressive. The shop was also very spacious, which encouraged the comfort of shopping. This is an improvement in comparison to the shop at Expo Zaragoza, which was very small and chaotic. This weakness has turned into a strength in this edition. Of course the (imported) products from homeland Belgium were expensive.

### ***- Quality of the Belgian Essence Restaurant and the Belgian Beer Café***

The restaurant and the café were combined at the first floor and it was typically decorated. The concept of 'beer & food pairing' turned out to be very successful. The offer of typical Belgian dishes was sufficient and diverse. The offered range of Belgian quality beers was wide. Together, these factors resulted in a enjoyable atmosphere in the restaurant/café.

### ***- Good atmosphere***

The atmosphere in and around the Pavilion was pleasant. Maybe some Belgian background music (i.e. Wim Mertens, Urban Trad) would be recommended to improve it even more.

### ***- Hospitality and language skills of the staff***

The visitors really appreciated the kindness and helpfulness of the personnel. The survey pointed out that hospitality is highly appreciated (8,8 on 10). Nevertheless, the Belgian visitors were often dissatisfied with the lack of French- or Dutch-speaking hosts. An explanation is that because of the massive presence of Chinese people, especially bilingual (Chinese – English) staff was recruited. Trilingual staff (French – Dutch – Chinese) was very hard to find.

### **- Circulation**

In contrast with Expo Zaragoza, the Belgian Pavilion was large and the flow of visitors was smooth and fast. There were almost never queues at the exhibits. This way, the queue outside the Pavilion moved more fluently. Nevertheless, the waiting time outside the Pavilion was long because of the numerous nature of the crowd. However, in comparison to other pavilions (e.g. Saudi Arabia Pavilion, China Pavilion) it was not that bad.

### **- Publicity**

Great efforts were made in getting publicity for the Belgian participation in Belgium as well as in China. Hundreds of articles were published about the Belgian-EU Pavilion. Besides that, there was a lot of publicity on domestic and international television. Last but not least there was the clear and visible website which was well-structured and frequently updated.

### **- No 'washed out' signs**

There were no signs of 'washed out'. The maintenance and tidiness of the Pavilion staid stable until the last day. The behavior of the personnel also staid very positive until the end of the Expo. We observed a real improvement because the opposite was true at Expo Zaragoza.

### **- Technical support of the Pavilion**

Compared to Expo Zaragoza there was a much better technical support of the Belgian-EU Pavilion at Expo Shanghai.

## **6.2 Weaknesses**

### ***- High prices***

Given the fact that an Expo is a happening for the common man, most of the visitors found that the prices for food and drinks (i.e. for wines) in the restaurant and Belgian products in the shop were too high. However, if we compare the price of the menu of the day with other pavilions, we come to the conclusion that other pavilions (e.g. French Pavilion) were even more expensive than the Belgian.

### ***- Animation & interaction of exhibits***

When it comes to exhibits, a part of the visitors felt that other pavilions did a better job. We find this a remarkable finding because in our opinion we think that the Belgian-EU Pavilion was one of the best pavilions in terms of exhibits and contribution to the theme. But these visitors meant the animation and interaction of the exhibits. These features are becoming very important nowadays. People want to participate actively and experience for themselves by doing, rather than passively read information.

Nevertheless, the exhibits were very approachable and good readable. This is an improvement in comparison to Expo Zaragoza, where the information texts were almost unreadable and badly illuminated.

### ***- Little use of the 3D-traject***

The 3D-traject from the sponsoring cities was a very good exhibit in terms of animation. It was a pity that it was used only a few times. We suggest that the 3D- attraction could be better located at the end of the routing in the Pavilion.

### ***- Events***

Here we aim at the animation in and around the Pavilion. Besides the 'Brussels Week', we observed a rather poor share of (outside) animation and events, especially compared to Expo Zaragoza.

### ***- Lack of information***

At Expo Zaragoza, there was a problem with the presence and distribution of information. We found this a terrible experience. At Expo Shanghai, this information problem was not solved. Many visitors complained that there was a lack of (general) information about Belgium and its Pavilion. They often asked for brochures but there weren't any available for the common visitors. The always unmanned stand of 'Toerisme Vlaanderen' (Tourism Flanders) had no brochures of any kind available.

### ***- Start-up of the Belgian Essence Restaurant***

In the beginning of the Expo Shanghai in May 2010 there were many remarks concerning the slow and inefficient service at the Belgian Essence Restaurant. Just the same problem as at Expo Zaragoza, there was a shortage of well-experienced waiters in the restaurant. Also their knowledge of foreign languages (i.e. English) was very bad. After a tough start this negative aspect was by most solved later on.

### ***- No Belgian hosts***

A lot of visitors, Chinese as well as Belgians and others, found it regrettable that there were no Belgian hosts who welcomed and/or guided them. When people visit a Pavilion they want to meet inhabitants of that specific country. This is especially true for Chinese visitors: they want to take pictures with locals in the Pavilion, as part of the 'Expo experience'. As mentioned above, Belgian visitors prefer to be guided by Belgians too.

### ***- Lack of transparency regarding budget and flows of money***

According to some sponsors there was little transparency and follow up in Zaragoza. We noticed an improvement at Expo Shanghai but some sponsors were (still) not satisfied.



## 6.3 Opportunities

### ***- Discussion platform***

The use of Expos to start a discussion about global issues - between countries and their inhabitants - is a powerful mean. Expo Shanghai has certainly been a direct hit to start the discussion about future living in cities and issues like e.g. urban planning. It was in this kind also for the first time in the history of Expos.

The Belgian-EU Pavilion contributed as well. Especially by organizing seminars, workshops and conferences concerning the main theme “Better City, Better Life”. The Business Center was running at high speed with this kind of events.

### ***- The post-Expo happening***

The Expo site should be integrated within the urban development of the host city after the event (e.g. shopping center, business center, conference center, housing area). We are sure that this site will get a proper destination after the Expo.

The buildings and the pavilions at the site mostly don't get a second life. According to various media, amongst them also Chinese media, only the Chinese Pavilion and three Theme Pavilions will be used after the Expo. The other will be dismantled or destroyed.

Except for Belgium: the Belgian-EU Pavilion has been sold to a company from Qingdao. In this way they actively contribute to post-Expo thinking. Belgium can be a pioneer if other countries follow this approach. Furthermore Belgium did an excellent job in a financially, thematically and sustainable way.

### ***- Flexibility for choice of pavilion***

The BIE (Bureau International des Expositions) wants to give more flexibility to the participants by giving them a choice between individual or joint pavilions. This was already the case at Expo Shanghai for some islands, small countries and developing countries (i.e. the African Pavilion, the Caribbean Pavilion). This is cost-saving for underprivileged or very small countries. This way they can deliver a more qualitative participation less costly.

**- *'Country branding'***

The Pavilion can be used to display a countries' extensive knowledge dealing with science, technology, culture, etc. Besides that to promote typical domestic products.

Expo Shanghai was a good example of a successful use of this opportunity. There were all kinds of exhibits concerning space travel (with Frank De Winne), solar energy (Car and Impulse), scientific research (Princess Elisabeth Base) and many more. Typical products were promoted explicitly too.

**- *Information through lectures***

It would be interesting to provide information lectures to visitors who have special interest in Belgium and its products/specialities, besides or instead of an information brochure.

## 6.4 Threats

### ***- Old-fashioned image of Expos***

The youth does not longer know the purpose(s) of an 'Expo'. Some people also find that Expos are a phenomenon of the past. But there has been a huge media campaign around Expo Shanghai that has informed the Chinese youth about its real meaning. The fact that there were a lot of young people shows that it is going into the right way.

### ***- Architectural contest***

Expos are often related with architectural contests. This implicates high costs of planning, building and construction. Belgium has taken this threat into account by building a Pavilion that is sober on the outside, with option to dismantle for a second life after the Expo. Inside, there was a well-thought concept which resulted in the 'Brain Cell' structure.

### ***- Raising costs of participation***

It is getting more and more expensive for countries to participate. Besides, getting financial support from the government is harder because participation in Expos is not of top priority for a lot of countries.

### ***- Formalities***

Participating countries have to fulfill to the obligatory formalities that are enforced by the host country. At Expo Zaragoza this led to a total chaos. With this edition, everything went smoothly (e.g. accreditation, especially for the Belgian Pavilion).

***- Communication to the outside world***

Expos should improve their communication. This will result in more media attention everywhere in the World. Expo Shanghai did a good job for this topic. Thanks to a good and open communication, the media all over the world had a lot of attention for the event. This is very important to guarantee the continuation of future Expos.

## 7. Recommendations

Expos are a powerful mean for worldwide sensitizing people; hence, it is important that they stay popular, open and approachable. Therefore (future) stakeholders of Expos (i.e. governments, organisers, participants, contributors, volunteers, etc.) got to keep up with modern issues that concerns global problems. They got to pay attention to the way of transferring relative information to the people. They got to make sure that everyone can keep participating in this event: people, countries and organisations, small or big, rich or poor.

Expos are also a powerful mean for countries in economical and political terms. International trade, contacts and image are very important issues for every country. Participating in Expos is the ideal opportunity to show oneself to the world. Therefore, participating countries should deliver great efforts to get all the possible benefits out of it.

In order to improve future participations in Expos let us set up some **recommendations**:

### ***- Permanent organisation***

For this edition and all other former participations in Expos, there wasn't a fixed organisation team that prepared the participation of Belgium. According to the literature it is beneficial to set up a permanent team of organisers to settle participations in Expos. This organisation would be time- and money-saving e.g. based on experience. Partners and sponsors also are aware of the usefulness of a permanent team. This will improve the cooperation between countries, between government and companies (sponsors).

### ***- Stick to the theme***

It is important that there is a relative contribution to the theme. For Expo Shanghai, Belgium really fitted to the theme "Better City, Better Life", this has not always been the case in past Expos.

### **- *Modern and interactive exhibits***

Nowadays, people, especially the youth who grew up with technology, are easily bored. Visitors want to experience things and not just read about it. Therefore it is important that exhibits have interactive and modern features.

### **- *Information***

Visitors still ask for information about the country and the Pavilion. A small brochure or guidebook is a solution, although this is not sustainable and damaging to nature because a lot of paper will be used. Therefore, the distribution of USB sticks at cheap costs is a possibility. Information about Belgian cities, history, culture and economy can be put on the memory stick in the form of documentation, maps, publicity and songs

### **- *Comfort***

Comfort of the visitors is of large importance. On the one hand, people have to wait for hours before they can enter the Pavilion. They could be entertained while waiting: by a movie about Belgium, by educative game consoles or by entertainers (e.g. street performers, clowns, stilt walkers).

On the other hand comfortable circumstances inside the Pavilion are desired (e.g. temperature, flow of people, spacious). The Belgian-EU Pavilion at Expo Shanghai was (most of the times) a good example, even though it was really hot sometimes. The outside garden with rest areas was also very popular with the passers-by.

### **- *Smooth circulation***

It is very important to attract many visitors. When you attract them, they should be able to comfortably and smoothly walk through the Pavilion. As part of a comfortable experience, a well-thought organisation of the flow and the exhibits are of vital importance. Our Pavilion at Expo Shanghai showed how it must be done. This is the right path to follow in the future.

**- Lower prices**

Prices should be as low as possible so that Expos don't turn into an event for the happy few.

**- Animation/events**

The space before the Pavilion was really good to organize events, such as shows, performances and little concerts. In the future a similar kind of thing should be installed where frequently shows could be performed. This way there will be created a good and living atmosphere around the Pavilion.

**- Belgian hosts**

Visitors from all nationalities really want to meet inhabitants of Belgium. It is good to have a mixture between local and domestic workers who are in contact with the visitors.

**- Gift or souvenir**

Visitors like to have a souvenir of the Pavilion they are visiting. At Expo Shanghai this was shown by the gigantic success of the 'Pavilion Passport': everyone wanted to get a stamp of the visited pavilion. At the Belgian Pavilion it was shown too: the gift, i.e. an official pin, respondents got for completing the survey was very popular.

Hence, a gift or a souvenir for every visitor is recommended. The USB stick mentioned above is a suggestion.