



**VANKE, THE LARGEST CHINESE REAL ESTATE GROUP,
HAS OPENED ITS EXPO PAVILION TODAY TO THE PUBLIC**

Milan, May 1st, 2015 – Vanke, multinational Chinese real estate group, started its Expo adventure today. The Opening Ceremony took place with the presence of Mr. Jiang Zengwei, Chairman of CCPIT, Mr. Li Ruiyu, Ambassador of China in Italy, Mr. Wang Shi, chairman and founder of China Vanke, Mr. Yu Liang, President of China Vanke, and Daniel Libeskind, Vanke Pavillion architect, together with another 90 VIPs, and included a tour of the pavilion and the unveiling of Vanke's new logo. As of May 1st, Vanke is open to the world.

As the first entirely completed pavilion, notified by EXPO Committee, Vanke has invested about 30 million euro in Expo Milano 2015. Vanke Pavilion's calendar will not only be filled up with three major events during the EXPO: the opening ceremony, the closing ceremony, and the Pavilion Day in September, but also many other great activities, such as seminars, salons, public speeches and press conferences, cohosted by Vanke and its partners and other interested international companies. Vanke management team confirmed, events of all kinds by Italian and European enterprises are welcome to Vanke Pavilion.

Vanke's Pavilion for the Universal Exhibition, with the exhibition theme "Building community through food", is designed by world renowned architect Daniel Libeskind, who was inspired by Chinese traditional landscape paintings, and by Chinese long-lasting totem Loong (the Chinese dragon), responsible for rain and harvest in ancient Chinese culture. The architect created a sculptured-building consisting of unique and completely sustainable elements, for example the 4,000 red ceramic tiles, able to change hue and color depending on the light and created through a particular process of production which provides complete treatment and reuse of processing waste.

Inside, the exhibition area is designed by Ralph Appelbaum: a vast bamboo forest of 310 square meters, built with wood imported directly from China, on which a constellation of 200 screens are mounted and show, in a coordinated manner with the visitor walk, scenes related to nature, food and culture of China as a representation of "Shitang", a Chinese word meaning "dining hall", thanks to the power of 10 media servers which are processing and managing simultaneously a stream of 40 total HD images outputs.

The upper floors contain a VIP lounge and a rooftop terrace with an exceptional view on the Tree of Life and the nearby Italian Pavilion. The construction of Vanke's Pavilion consists of 150 tons of steel structures, 19 kilometers of linear rods to support the tiles, 2.5 kilometers of optical fiber, 1200 Bamboo vertices and 200 monitor displays. Particular attention was paid to the sustainability aspect: for example, all steel elements will be collected and reused.

Vanke's goal is to capitalize on the experience gathered during the six-month World Exposition, in which Vanke Pavilion will be an important meeting place with Italian and European entrepreneurs to explore new business relationships and share the know-how's of design, creativity and fashion. In particular Milan, the capital of design, is a mature and structured market that can act as a model for the emerging Chinese market, where people's desire for life of higher quality is getting stronger and stronger. For those reasons, Vanke is willing to set up a representative office in Milan, Italy, which will be the bridge for the whole Mediterranean area.

About China Vanke

Founded in 1984, Vanke is now China's largest residential real estate company with business expanded to nearly 65 cities and regions at home and abroad. Up to now, Vanke has built 406 communities for 690,000 families and provided property services for almost two billion residents. In 2014, Vanke gained a turnover worth around 34.64 billion dollars, a year-on-year growth of 25.9%. It's official website: <http://www.vanke.com/>

For more information about Vanke Pavilion, simply follow Vanke via Facebook and Twitter by using "vanke2015expo".

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