



Mori Building China (Shanghai) Co., Ltd.  
Shanghai World Financial Center Co., Ltd.

Press Release

## Shanghai World Financial Culture & Media Center Launched Location of the '2010 China Shanghai International News Center'

(Shanghai, China, October 28)

Located in the Lujiazui, Pudong District of Shanghai, and managed by Mori Group, the Shanghai World Financial Center (SWFC) is the world's highest multi-use complex at 101 floors / 492 meters in height. Located on the 29<sup>th</sup> floor of SWFC, the Shanghai World Financial Culture & Media Center held the official opening ceremony for its media conference facility on September 19<sup>th</sup>, 2009.



Wang Chen (middle), Minister of the State Council Information Office,  
Wang Zhongwei (right), Head of Publicity Department of the CPC Shanghai Municipal Committee,  
and Song Chao (left), Director-General of the Information Office of Shanghai Municipality,  
officially open the '2010 China International News Center'

The conference facility will be also used as the "2010 China Shanghai International News Center" where journalists from around the world will be able to receive information about the Shanghai 2010 Expo and the latest news of Shanghai and China.

Attendees of the opening ceremony included Wang Chen, Minister of the State Council Information Office, Wang Zhongwei, Head of Publicity Department of the CPC Shanghai Municipal Committee, guests from various government offices, senior officers of Yangtze Delta region media authorities, senior officials of leading Shanghai media, and correspondents from major overseas media.

The Shanghai World Financial Center, situated in the heart of the Lujiazui Finance and Trade Zone in the Pudong District of Shanghai, opened in August 2008. In its role as a 'Global Magnet', SWFC symbolizes the powerful attraction of the Lujiazui Finance and Trade Zone, drawing talent and information from around the world to Shanghai. The resulting exchanges and interactions exercise great influence around the world, and the Shanghai World Financial Culture & Media Center will be at the center of it all, relaying this activity to the world.

The Shanghai World Financial Culture & Media Center houses a media conference facility for government offices and other organizations to hold press conferences, as well as a media working area and a journalist salon for journalists from all over the world to collect and send information. In addition, the on-site television studio will be utilized by the business news focused CBN (China Business News) channel. The opening of the Shanghai World Financial Culture & Media Center enriches SWFC's information engine and increases its presence as a 'Global Magnet'. SWFC is aiming to be a new era icon of the financial world, welcoming visitors from around the globe.

\* For the detailed information about the facilities, please see the attachment.

[Brief Introduction of Shanghai World Financial Culture & Media Center]

The Shanghai World Financial Culture & Media Center is located on the 29<sup>th</sup> floor of SWFC, a 101 floor multi-use complex. The main facilities of the Shanghai World Financial Culture & Media Center are as follows.

- Media Conference Facility

Press conferences will be held regularly by the Shanghai Government. The publication of Shanghai political strategies and rules will take the form of press releases to journalists from around the world.



- Media Working Area

The journalists can utilize this convenient work area complete with internet access, to collect information and report to the world.

- Journalist Salon

The purpose is to provide an opportunity for international journalists with a focus on Shanghai to share information and communicate ideas.



- Television Studio

The business news focused channel CBN (China Business News), one of Shanghai TV's channels, will make use of this studio (to be completed in the end of this year) to host its own programs. It will become a source of the latest news related to finance, economy, culture and art, and will broadcast information from Shanghai to the world.

Contact (Shanghai)

Mori Building China (Shanghai) Co., Ltd. Media Relations

Mr. Michiho Kishi / Ms. Milly Yu

TEL: +86-21-3867-2288 FAX: +86-21-3867-2101

E-mail: [mr@mori-building.com](mailto:mr@mori-building.com)

URL: [www.swfc-shanghai.com](http://www.swfc-shanghai.com)