

PAKISTAN PAVILION

Agreement to participate: 15 January, 1988

Commissioner-General: Mr A. Rehman Jinnah

National Day: Sunday, 14 August

Pavilion details: K114 C (538 square metres)  
(Opposite Japan Techno Plaza)

Theme: Cultural Promotion Services

Exhibit: History, culture and geography dominates the displays in this pavilion. A huge gate with an archway depicting 17th century Moughal Arts, and archway modules and charts give historical background on the liberation movement period. Posters, replicas, modules, charts and sculptures depict historical and architectural achievements and city life in provincial cities such as Karachi, Lahore, Multan, and Islamabad, and the hill resorts of Swat and Gilgit.

Leisure activities and tourism are giving special significance, showing visitors a glimpse of the country's diverse landscape, from the icy mountains to the hot deserts of Thar.

On show are replicas of the Gandhara Arts and treasures from the ancient city of Moenjodaro. The Gandhara Arts relate to the religious period of the Great Buddha, when the city of Taxila thrived. The cities were part of one of the great ancient civilizations of the world.

Traditional exports of cotton, textiles, handicrafts, leather, rugs and carpets are on show as well as Pakistan's highly prized sports goods and sports wear.

The pavilion floor is covered with hand-knotted rugs and carpets which display the traditional craft skills employed in cottage/home industries.

Entertainment: This includes an audio visual section featuring traditional music and songs, and live folk music.

Restaurant: A cafe and take-away counter serves delicious Pakistani delicacies - eastern spicy foods such as Chicken Tikka, Shieque Kabab, tasty Samosas, Sheermal, and desserts such as Gulab Jam, Kalakand, and Lassi.

Shop: An Eastern oriental bazaar has on sale traditional handicrafts and hand made products, including exclusive Pakistani rugs and carpets, cotton textiles, leather goods, brass and wooden hand crafts, gems, jewellery and Gandhara emeralds, and onyx and marble items.

PAPUA NEW GUINEA PAVILION

Agreement to participate: 30 October, 1985

Commissioner-General: Mr Peter Colton

National Day: Friday, 16 September

Pavilion details: K119 A (715 square metres) plus traditional pavilion in South Pacific area.

Architect: Peddle Thorp and Harvey

Designer: Rathe Campbell

Theme: Papua New Guinea, The Past, The Present, The Future

Exhibit: Clever lighting and design gives the pavilion a serene and cool jungle atmosphere as a backdrop for displays of traditional art and the nation's five most important industries - mining, fishing, agriculture, timber and tourism.

Artifacts, such as wood carvings and masks, are displayed in small "rock grottos", with a waterfall and pond nearby. Coral jewellery and head-dresses are also on show.

The massive Ok Tedi mine is highlighted, with an impressive pile of "gold" bars and nuggets. An audio visual theatrette is set in a cave atmosphere.

A traditional "haus win" or hut, with carved support poles and soaring roof, encourages visitors to enter its market place, where weavers and carvers display their crafts.

Entertainment: Displays of the unique Papua New Guinea culture, in the form of ceremonial dancing will be displayed regularly.

Restaurant: No

Shop: The shop sells traditional carvings, traditional woven products, Papua New Guinea coffee, stamps, coins and books.

PARADES

Twice daily parades, with the scope and diversity to rival Disneyland, will wind through the site. Expo's parades will use the world's only fully automated floats.

"The Lunchtime Parade" will feature floats and crazy, costumed performers lead by the 65-piece Expo City Marching Band, performance artists, costumed characters, stilt walkers, acrobats and dancers.

This parade will start at 11.30am and move along the main thoroughfares to finish a half an hour later at the opposite end of the site.

The colourful and sometimes comic theme of food has been chosen and floats include ants carrying away picnic food and a giant echidna.

During the night parade, the Expo site will be transformed into a fairyland of moving shapes and lights. Glittering creatures will appear from the darkness. One float, a giant frilled neck lizard, will flare its impressive neck in a shower of colours.

The night time "Qantas Light Fantastic" parade will use the same route as the "The Lunchtime Parade" and will start at 6.30pm. This parade will comprise 11 hi-tech floats, using electrical effects to provide an exciting visual display.

Both parades will continue throughout the six months of Expo.

The parades under the direction of producer, Mike Mullins, are being constructed by three companies, Scenery Makers Australia, Campbell Group and Studio Set Constructions.

PARKING

Parking is very limited and public transport is recommended.

The Central Business District of Brisbane, across the Victoria Bridge, is approximately 800 metres from the site, and has numerous parking facilities which are convenient to the Melbourne Street Gate. There is a parking lot located below World Expo Park which holds approximately 1200 cars.

Drops off areas are adjacent to the Melbourne Street Gate, the Vulture Street Gate and Merivale Street Gate. It is a short walk from these areas to the entrance gates.

For further information on public transport please refer to transportation.

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PAVILIONS

PAVILION MODULES:

In accordance with B.I.E. regulations, the World Expo 88 Authority constructs pavilions and leases them to government and corporate participants.

Structural design - Steel framed with horizontal modular wall panels of prefinished steel sheet over polystyrene foam.

Dimensions - Each module is 19m by 19m in plan with a minimum clear internal height of 6m. Some participants have exercised an option to have the Authority construct their pavilions to 9m clear internal height.

EXHIBIT DESIGN:

The participants are responsible for the interior and exterior finish of the pavilion shell. They are also responsible for the design and installation of their exhibits.

For further information on pavilion exhibits please refer to individual listings.

PAVILIONS - CORPORATE/SPECIAL

The following is a list of corporate and special exhibitors. For further information on these exhibits please refer to the alphabetical listing.

Australia Post  
 Australia's Opal Mining Showcase (Opalsearch Pty Ltd)  
 Cadbury Pty Ltd  
 Captain Cook Navigator  
 Communities of Australia Pavilion  
 FM104  
 Ford Motor Company of Australia Limited  
 Fujitsu Australia Limited  
 Holy See  
 IBM Australia Limited  
 Magna Carta  
 Pavilion of Promise  
 Plaza - Australian Airlines, National Campaign Against Drug Abuse, India Centre, Lits Tourist and Travel Centre, Mater Misericordiae Adult Hospital and Comet Express (TNT).

Primary Industries Pavilion Ltd  
 Queensland Maritime Museum Association  
 Queensland Newspapers Pty Limited  
 Queensland Teachers' Credit Union Limited  
 Surgery - The Art  
 Service Clubs of Australia - Zonta, Rotary, Lions, Quota.  
 Suncorp Building Society  
 Technoplaza - Hitachi Limited, Idemitsu Limited, Japan External Trade Organisation, Leisure Development Centre, Kobe City, Saitama Prefecture.

Telecom  
 Univations  
 Universal Telecasters Qld Limited  
 Westpac Banking Corporation

PAVILIONS - INTERNATIONAL/GOVERNMENTS

As of February 22, 1988

- 35 nations
- 6 Australian states
- 2 Australian territory
- 3 U.S. States
- 1 Canadian province
- 1 Japanese prefecture
- 1 Japanese city
- 3 Other

had agreed to participate in World Expo 88. The following is a list of international participants in order of acceptance:

Australia  
United Kingdom  
Tonga  
New Zealand  
Queensland  
The Solomon Islands  
The United States of America  
Fiji  
Papua New Guinea  
Japan  
The People's Republic of China  
France  
Nepal  
The Republic of Korea  
Cyprus  
Federal Republic of Germany  
Thailand  
Italy  
Vanuatu  
Canada  
Union of Soviet Socialist Republics  
Spain  
Kenya  
Saitama Prefecture (Japan)  
Western Samoa  
Kobe City (Japan)  
Alaska (USA)  
Hawaii (USA)  
Hungary  
California (USA)  
Switzerland  
European Community  
Greece  
Indonesia  
Sri Lanka  
United Nations  
Philippines  
New South Wales

Victoria  
Malaysia  
Yugoslavia  
Western Australia  
Tasmania  
South Australia  
Brunei  
Cook Islands  
British Columbia  
Singapore  
Holy See  
Pakistan  
ACT  
Northern Territory

PAVILION OF PROMISE

Agreement to participate: 13 November, 1987

Commissioner: Mr Bernard L. Gray

Corporate Day: Sunday 17 July

Pavilion details: K 127 (1,288 square metres)

Architect/designer: Thomson Adsett and Partners Pty Ltd

Theme: "The Promise of the Gospel"

Exhibit: The Pavilion of Promise is a Christian pavilion offering facilities on behalf of the churches.

Visitors will first encounter a nine metre mirrored cube with a stunning combination of light, film, lasers, sound and live action portraying the story of Creation. A second theatre has mirrored walls reflecting the kaleidoscopic images which create a gigantic globe. Here, the life of Christ is portrayed in a display of state-of-the-art audio visual techniques.

In the third theatre, the technology reaches its peak and finally, God's promises to mankind are revealed.

Entertainment: An outdoor amphitheatre to seat 150 will provide facilities for family entertainment of song, dance, and mime. A regular feature will be a vocal group performing a showcase of musical praise.

Restaurant: No

Shop: A shop sells the audio tape of the music presentation, The Scroll, and the book, God's Promises. Books and wall hangings are sold.

Pavilion Contact Number: 846 4477



PERSONAL SERVICES/38

Personal Services/38 is IBM software designed to handle the keeping of appointment diaries, office tasks such as preparation and distribution of memos, scheduling meetings and filing documents.

An electronic mail facility allows messages to be sent to any user on the system. A message can be easily sent to a group of people or predetermined distribution lists stored in the computer.

The calendar feature records precise details of appointments for any time of the week and reminders of activities that need to be done in particular days.

Group meetings can be arranged easily and quickly. The meeting organiser can view times mutually convenient to all prospective attendees, and fix appointments in all diaries within a few minutes.

PHILIPPINES PAVILION

Agreement to participate: 11 September, 1987

Commissioner-General: Mr Jose Roces

National Day: Sunday, 12 June

Pavilion details: K124 D (727 square metres)

Architect/Designers:

Theme:

Exhibit: The colour and celebration of Philippine's fiestas is captured in the pavilion - the look and feel of the land and its people in their most celebrative mood. Musical chimes beckon visitors to the pavilion entrance where shimmering capiz shells light up like crystal chandeliers. These lead the way to a sight and sound tunnel where the Philippine countryside and fiestas are showcased through lifelike backlit transparencies and wild sound effects. Visitors glimpse everything from a thrilling boat ride down the rapids of the Pagsanjan Falls to a colourful and gay daytime festival in the countryside. One of the country's most colourful and popular festivals featured is the Ati-Atihan or Philippine-style Mardi Gras.

In the Philippines Boutique, the country's skilled craftsmen in a display of handicrafts made from wood, shell and cane. Also featured are rare treasures from Philippine seas, dating back to the Sung and Ming Dynasties.

Entertainment: On Philippines' National Day, there will be an evening of traditional dancing and songs, featuring top names in the performing arts.

Restaurant: A fast food area in the pavilion serves traditional Filipino fare including Adobo, a special dish combining chicken, soy sauce and vinegar. Also served is Escabeche, fish served on sweet and sour sauce, and Pancit, a noodle dish of shrimps and vegetables.

Shop: The Philippine Boutique is a shopping mall selling handicrafts made from fibre, wood, shell and cane.

Other features: The Philippines Pavilion is adjacent to the countries of Brunei, Thailand and Switzerland.

PHONELIST

Expo Phonenumber is an application which records the business telephone numbers of Expo personnel in a computerised directory.

It provides flexible online query facilities so that you can search for any person by their name, section or location, job title, or a combination of the above. In addition, participants can maintain their own section of the directory.

The system also contains telephone numbers of special services external to World Expo 88. Consulates, travel and accommodation centres and media organisations are just some of the possibilities.

PIAZZA

Expo's theatre-in-the-round, the Piazza, will host international circus acts, martial arts displays, ballroom dancing shows, futuristic hair parades as well as gymnastic, skateboard, BMX and rollerskating displays.

Many international circus acts will perform in the Piazza including three troupes of Chinese circus acrobats.

A major Australian circus will also entertain Expo visitors during a three week season.

The Piazza will also feature daily the Expo City Dance Company. This musically accompanied troupe will also dance around the site and perform on some National Days.

The Piazza will host 3,000 people and will feature 10 half-hour performances daily.

PLAZA

Pavilion details: K 119 B (1,453 square metres)

Plaza contains exhibits by:

Northern Territory: (for more information refer to Northern Territory)

South Australia: (for more information refer to South Australia)

Tasmania: (for more information refer to Tasmania)

Australian Airlines: Australian Airlines' sophisticated on-site travel centre offers an instant holiday and travel service covering Australia and the world.

Visitors can make all their travel bookings, check flights and select holiday destinations anywhere in Australia or overseas.

To help in the decision making, a regularly changing audio-visual display spotlights some of Australia's top tourist spots.

"The Australian Bicentenary and World Expo have created an enormous interest in Australia throughout the world and we've developed a variety of holidays to meet this demand," said Australian Airlines Expo Co-ordinator, Mr Phil Downey.

"From the unforgettable experience of the Great Barrier Reef and the abundant beauty of our tropical rain forests, to the stark magnificence of The Centre and the sophisticated night life of our capital cities - some people want to see it all.

"Others just want to spend their holiday lazing on a Queensland island resort or sailing around the 70 islands in the Whitsunday region."

For people who want to create their own holiday, the airline has devised Design-Your-Own holiday components, which give travellers more scope when using discounted Australian Airlines holiday fares.

"This is an ideal development for Expo visitors who can build a holiday to fit the length of their stay - either see a lot quickly or take their time to enjoy the Australian experience," Mr Downey said.

Australian Airlines operates a fleet of 31 modern jet aircraft to 18 cities around Australia and owns a string of six resorts on islands off the Queensland coast.

The Drug Offensive - National Campaign Against Drug Abuse: An informative display showing the ways in which "The Drug Offensive" is attempting to minimise the harmful effects of drugs through providing greater awareness, making illegal drugs less attractive and improving the quality and quantity of education, treatment, rehabilitation and law enforcement services. Visitors can see videos, media materials as well as printed displays. Individual interactive computer lifestyle/drinking assessments will be given away with information pamphlets. The display also shows corporate and individual supporters of "The Drug Offensive" which include many top Australians and overseas personalities and sportspeople. Guidelines to the display in printed and audio cassette form are available and "The Drug Offensive" have on hand staff to answer questions about legal and illegal drugs.

India Centre: Sponsored by Pars-Ram Brothers (Aust) Pty Ltd, this exhibit aims to show a blending of Australian and Indian cultures through the use of raw materials by Indian craftsmen.

Cutting and polishing raw diamonds from the Argyle in Western Australia, and using gold from Australia's goldfields, and precious opals and sapphires, the finest of India's craftsmen each day produce unique and individual pieces of jewellery.

Masters of the mystical art of snake charming and their "pet" cobras entice visitors into the display, which also features traditional-style Indian garments adapted to today's modern fashion look, Indian handicrafts and antiques, and tourist information.

Lits Tourist and Travel Centre: This information and service centre focuses attention on some of the popular attractions in south-east Queensland, including Jupiters Casino, Sea World, Seagulls and Anchorage Village. The centre also handles bookings for local coach tours, interstate and even world trips.

Mater Hospital: The Mater Misericordiae Public Hospital is responsible for manning and maintaining the medical stations across the Expo site.

The Mater's caring philosophy through the generations is the focus of the hospital's display in The Plaza.

The Mater Hospital, only a short distance away from the Expo site, has grown from a single 130-bed hospital, built in 1910, to a complex of four hospitals which provide a complete range of services from obstetric and neo-natal care, to services for the aged.

The three public hospitals in the complex also serve as teaching hospitals for undergraduate medical students at the University of Queensland.

Comet Express (TNT): Visitors can take advantage of Comet's world-wide freight service available from the Expo site.

Parcel delivery throughout Australia and the rest of the world is arranged at a service counter in the Plaza.

Using pre-paid satchels, visitors also leave their gifts at on-site merchandise outlets for pick up by Comet Express staff.

THE PLOUGH INN

Brisbane's haunted pub, the Plough Inn, has been renovated at the northern end of the site. Former owners of the 125-year-old pub say the ghost of a woman who was murdered in the hotel in the early 1930's haunts Room 7.

The Plough Inn was one of the busiest hotels in Brisbane and topped liquor sales in 1984-85.

It was built for about 3300 pounds in 1885 and was a popular place for meatworkers, fishermen and flour millers to share a drink.

It will carry on this tradition during Expo.



PRIMARY INDUSTRIES PAVILIONAgreement to participate:

Commissioner: Mr Andrew Schulz  
Corporate Day: Saturday 13 August  
Pavilion details: K 126 (736 square metres)  
Architect/Designer: BPA Australia Pty Ltd  
Theme: "Fine Food and High Fashion Using  
Advanced Technology"

Exhibit: Visitors to the Primary Industries Pavilion can see, feel, smell and taste the products of Australia's primary industries.

In the centre of the pavilion, three huge banks of audio-visual multiscreens highlight the fine foods and high fashions created from rural commodities. The advanced technology used in production and processing are captured on video by twelve one-hour programmes that feature on the screens each day.

Lining the pavilion are large booths which industries and organisations use to promote their products and services. Suspended from the high ceiling above audio-visual screens is a work of art which shows how raw products are transformed into consumer goods.

Entertainment: Well-known personalities will make guest appearances and live shows will be staged in the indoor amphitheatre and outdoor stage.

Restaurant: No

Shop: Just outside the pavilion, a food outlet provides hot food, desserts and fruit and vegetable salad.

Pavilion Contact Number: (07) 846 4025

PROMOTIONS

The World Expo 88 Promotions Section is part of the Communications Division. The Promotions Section is responsible for the national and international promotion of World Expo 88. It works hand in hand with the Media Department to ensure maximum impact for all promotions is undertaken. These include:

Special Events:

500 Days To Go

The Launch of the Mascot - Brisbane and Sydney

The Launch of the Expo Uniforms - Brisbane, Sydney, Melbourne

The Pavilion Handover Ceremony

Major promotional "Mini Expo" Roadshows covering major cities interstate

Major promotional "Mini Expo" Roadshows covering Regional interstate towns

104 Days To Go Promotion

Launch of World Expo 88 Hot Air Balloon

Special Programmes:

Expo Invites the World - An international direct mail programme designed to encourage interest both nationally and internationally. This programme was heavily promoted in Australia to encourage participation over the programme period. This promotion proved to be an extremely successful awareness exercise. For further information refer to its individual listing.

Queensland Invites Australia - The domestic arm of the above programme. This programme was primarily aimed at Queenslanders supporting Expo by nominating friends and relatives from interstate to be part of this promotion. Once again, the programme was heavily promoted in the Queensland area with outstanding results. For further information refer to its individual listing.

Honorary Ambassador Programme - We have over 200 Honorary Ambassadors in the sporting, cultural and political fields. These people are celebrities who have been actively promoting Expo in their fields of endeavour. The Honorary Ambassador programme has been a huge success in the promotion of World Expo 88 internationally and nationally.

Expo Oz - Mascot:

The Expo Oz Show averages approximately 40 appearances a week covering all states in Australia. The show visits shopping centres, special events and special corporate promotions. For further information refer to its individual listing.

Shows - Static Displays:

World Expo 88 static displays have formed a vital role in our promotions. World Expo 88 has been participating in major trade/travel and agricultural shows around the world.

Conventions and Special Events:

The Promotions Section has been instrumental in attracting major events to Brisbane during the Expo period. Through these events we have managed to spread the Expo message far and wide.

During the Expo period the Promotions Section will be actively promoting "Theme Weeks" around the country. Special days, events and competitions will also be scheduled to encourage visitations.

For further information contact:

Deborah Sandford  
Promotions Co-ordinator  
Communications Division  
World Expo 88  
234 Grey Street  
SOUTH BANK QLD 4101

Telephone: (07) 840 1988

PROTOCOL

The visits to the site of VIPs of all kinds are recorded in this system, which is used to plan their itineraries and schedule their visits to the various pavilions. The system is also used to provide support facilities for Receptions and special functions, including maintenance of guest lists, venues and dates.