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San Francisco / Shanghai Sister City Relationship Celebrates 30 Years

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SAN FRANCISCO, CA--(Marketwire - May 20, 2010) - Even before China and the United States had formal relations, San Francisco was reaching across the Pacific in friendship and the exploration of business and culture exchange with its "Sister City" Shanghai (www.sfshanghai.com). Now, marking the 30th Anniversary of that relationship, San Francisco Mayor Gavin Newsom and Sister City Committee Chair James Fang will lead a high level delegation of political, business, tourism and cultural leaders at "San Francisco Week," June 17 - 25, at the recently opened Shanghai World Expo whose theme is "Better City, Better Life." Accompanying Mayor Newsom and Chairman Fang are United States Senator Dianne Feinstein, who initiated the original Sister City Relationship during her San Francisco Mayoralty, former San Francisco Mayors Willie L. Brown, Jr. and Frank Jordan, former Secretary of State George P. Shultz and San Francisco Convention & Visitors Bureau CEO Joe D'Alessandro among others of the 50-member Delegation. Lead sponsors for the trip are Marvell, United Airlines and Cisco with additional major sponsorship provided by Cubic, PG&E, Monster Cable, HOK Architects, Heller Manus Architects, Hilton Hotels, YogaVive and the law firm of Cotchett, Pitre & McCarthy.

"For thirty years San Francisco and Shanghai have been engaged in a historic sister city relationship," said Mayor Newsom. "It is one of the City's longest-standing such relationships and one of our most significant. I'm looking forward to being in Shanghai for 'San Francisco Week' this June when we will showcase the very best of green and sustainable business practices, cooperative partnerships and San Francisco's rich cultural landscape with our friends on the other side of the Pacific Rim."

In addition to strengthening ties between the two Pacific Rim financial and business capitals, "San Francisco Week" will introduce some of the City's cultural icons to a new audience. Performing throughout the week will be the internationally-acclaimed Chanticleer choral group, the iconic Glide Ensemble, The Children's Peace Choir from Northern Light School, the Murphy Irish Dancers, dancers from the Pacific Islander Youth Alliance from San Francisco's Samoan Community Development Center and musicians from the world-renowned San Francisco Conservatory of Music.

"The ties that bind Shanghai and San Francisco are personal, professional and permanent," said Fang, who has spearheaded the efforts behind this year's landmark delegation. "In Chinese culture there is a unique word and concept called 'guanxi' which describes a close and interlocking series of relationships. This sort of relationship building is central to the work of our Delegation in continuing to foster between our two great cities and countries. Additionally, the contributions of both cities to green and sustainable business practices raise the relationship to a new and important plateau -- an example for other cities to emulate."

In addition to the cultural component, "San Francisco Week" will feature a "Sustainability Showcase" -- at the request of the Shanghai Government. This showcase of San Francisco's brightest-and-best green and sustainable businesses and programs will be featured at the Expo's "Urban Best Practices" Building: an honor afforded only to San Francisco. As part of this event, China Business Network TV (CBN), in partnership with the Chinese government, will host San Francisco's Green Energy Seminar which will be broadcast throughout China and internationally.

The 2010 Shanghai World Expo opened on May 1 and will continue through October 31, 2010. 60 million Chinese plus 10 million international travelers are expected to take in the pavilions and presentations of more than 170 nations at this first "World's Fair" of the second decade of the 21st Century and the only such conclave of the year and the only one in Asia. World Expositions are galleries of human inspirations and thoughts. Since 1851 when the Great Exhibition of Industries of All Nations was held in London, the World Expositions have attained increasing prominence as grand events for economic, scientific, technological and cultural exchanges, serving as an important platform for displaying historical experience, exchanging innovative ideas, demonstrating esprit de corps and looking to the future.