

Believing is seeing, thanks to 3D map for the blind

Tour guide spent one year crafting aerial view of the Expo Garden, **Wu Yiyao** reports.

Ma Jieqiang leads his sight-impaired ward through the Life & Sunshine Pavilion. He then places the man's hand on its 3D map, which Ma designed to show a bird's-eye layout of the Expo Garden.

"Now we are at the Seed Cathedral," said the 57-year-old, who works for Shanghai Travel Agency. The other man felt the pavilion's contours with his fingers and nodded in agreement. "It's spectacular," he said.

The 3D map, which took Ma one year to design and another two months to craft, is working wonders by giving people with visual impairments access to something they would otherwise have to do without: a tangible sense of the layout of the Expo.

Ma, who has worked in the tourism industry for over two decades, has made friends with many of the people he has been charged with caring for within the Expo Garden, he said.

He guides them through the pavilions, letting them touch those exhibits where it is permissible to do so, so they can feel, and mind map, the wooden carvings, water paintings and other things on offer.

"Traveling is really inconvenient for these people," said Ma. "But they deserve to enjoy the same experience as people with 20/20 vision."

Ma said he was touched when many of his new friends said they wanted to visit the Expo in the lead-up to its opening in May.

"I promised that I would guide them around. So I take them first to have a look at my 3D map, and

thereby fulfill the promise that I made."

Ma made three volumes full of newspaper clippings so he could explain the background of certain countries and what they offer at the Expo, he said.

He used many different materials when building the map, including silk to authentically replicate the façade of the Japan Pavilion, which looks like a purple silkworm.

To imitate the solar-powered ceiling of the China Pavilion, Ma applied a reflective board to the top of his model. He even tore the bristles from hundreds of toothbrushes to build a miniature of the UK Pavilion, known for its 60,000 see-bearing acrylic rods.

The tour guide worked at night, in his spare time. He spent over 60 summer evenings sorting out the



GAO ERQIANG / CHINA DAILY

Ma Jieqiang (left) with the 3D map of the Expo Garden he designed for sight-impaired visitors.

materials and assembling them to fit the pavilions.

"The Shanghai Expo's theme of 'Better City, Better Life' is not just

empty talk," he said. "The idea of enjoying a better life applies just as much to people who can't see as to those who can."

Huaqiao: a new financial Silicon Valley

By SHI JING

Huaqiao International Business Service Park is the only provincial development area in China characterized by a dominant modern service industry. It will provide services for businesses in Shanghai and establish an outsourcing service base and a national financial outsourcing demonstration zone.

Its four major industries include an outsourcing service, a background processing center for financial institutes, a regional headquarters for manufacturing enterprises, and a logistics and purchasing center.

In 2009, the park was awarded "The Best Financial Outsourcing Base in China" and "One of the 10 Best Outsourcing Parks in China".

Huaqiao International Business Service Park borders Shanghai municipality and Jiangsu province and is only 25 kilometers from downtown Shanghai.

It is conveniently located near the Shanghai-Nanjing Expressway, Tongjiang-Sanya Expressway, Suzhou-Shanghai Expressway and Shanghai Metro line 11. It also allows for easy access to Shanghai Hongqiao International Airport and Pudong International Airport.

Plans are continuing to establish Huaqiao as an "international, technological, ecological, people-oriented and livable" satellite business park that will be influential at home and abroad.

Huaqiao is becoming known as a thriving financial "Silicon Valley". It is attempting to form a high-standard financial outsourcing center

by taking advantage of Shanghai's status as an international financial center. Its slogan is: "Incorporating Shanghai, facing the world and serving Jiangsu."

A modern services demonstration zone will be set up at Huaqiao by introducing projects that involve advanced research designs, business processes and trade settlement.

It will establish a trade corporation zone with Taiwan by taking advantage of the huge number of Taiwanese companies in the Yangtze River Delta, importing and exporting Taiwanese products within this area and all around China.

Huaqiao will be a thriving place for entrepreneurship.

It aims to establish a place that will attract new industries and talent by constructing a "city of wisdom" driven by information technology.

Environmentally friendly and people oriented, Huaqiao will become a preferred place to live. The park is also undertaking a "talent multiplication plan" to

attract talented individuals with a best practices and clean environment policy.

The Huaqiao International Business Park aims at establishing a business-centered, well-facilitated and attractive international satellite city and business center that will boast a production volume of 100 billion yuan (\$14.6 billion). About 300,000 professionals and their families will live at the 10-million-square-meter park by the end of 2015.

www.hqcbd.com

<http://english.hqcbd.com>

HUAQIAOSPECIAL

