

WORLD EXPO 2025 NEWS 「KIZUNA –絆– News letter」

“Kizuna” is the Japanese word for “bond.”

Issued January 29, 2025, Vol.39



Toyama Prefecture Osaka-Kansai Expo Symposium (January 21)



ITO Yoshitaka, Minister for the World Expo 2025 (left) and NITTA Hachiro, Governor of Toyama Prefecture (right)



新田富山県知事

We have less than 80 days to go until the opening of the Osaka-Kansai Expo. Toyama Prefecture will be holding a booth from June 27 to 29 during Health and Well-being Week. At the venue, we will offer sushi featuring our local signature fish for tasting, as well as providing a space where visitors can immerse themselves in the rich nature and delicacies produced by the 4000-meter difference of elevation from Toyama's Tateyama Mountain Range to Toyama Bay through a realistic visual and audio experience utilizing 4DX technology. Please enjoy the unique well-being environment Toyama has to offer. I hope that the sushi tasting will help spark interest in Toyama's diverse attractions, including natural, culinary, cultural, and traditional crafts, encouraging visitors to join us in achieving our prefectural vision, "Happy Population of 10 Million: Toyama, Leading Region in Well-Being." The Osaka-Kansai Expo will be a grand event that gathers visitors from all around the world. Toyama, along with the host city Osaka, was included in the "52 Places to Go in 2025" list recently published by *The New York Times*. We are very excited about this announcement and intend to build momentum for the Expo, which will be a perfect opportunity for publicity. Let's use the opportunity presented by the Expo to join hands across the country to shape a new future!

NITTA Hachiro, Governor of Toyama Prefecture

*****_***** 【Contents of this week's report】 *****_*****

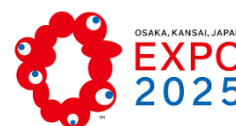
1. Special Feature: Highlights of the Expo:～Cutting-edge technology for a carbon neutral society～ **This week's topics**
2. Introduction of pavilion exhibits
Switzerland / Nordic Pavilion (Iceland, Sweden, Denmark, Norway, Finland) / Indonesia / Thailand
3. Event information (April 20-26)
EXPO KYOTO MEETING / The origin of the team ceremony - Kagetsuan-style Tea Ceremony Experience / Reverberation ZANKYO: Global Shamisen Entertainment - Embracing Japan's tradition and now and to the world -Uhara Shishimai(Lion Dance) / The sound of bamboo in your heart / Special Night Bubble Show / Exhibition : THE SAMURAI SWORD / Japan Expo Paris in Osaka 2025 / Hyogo Country Project to Disseminate HYOGO Products to the World 2025 / Maki Fujimura & Celeste F. Merckles A Cappella Concert / The Okamura Theatre
4. Promotion Activities
 - January 20: Minister AKAZAWA promoted the Expo at the World Economic Forum Annual Meeting in Davos
 - January 20: Senior Advisor IKENOBO delivered an Expo visiting lecture at Niihama Municipal Ohjoin Junior High School
 - January 21: Cabinet Secretariat hosted a symposium in Toyama City, in which ITO Yoshitaka, Minister for the World Expo 2025, and NITTA Hachiro, Governor of Toyama Prefecture, delivered welcome speeches
 - January 22: TAKAHASHI Ran, member of Japan's national volleyball team, appointed as Expo Special Supporter
 - January 24: Feature article on the "Martian Stone" published in the Japan Pavilion's official web magazine *Monthly JP pavilion*
 - January 26: Japan Association for the 2025 World Exposition held a special media preview of the Japan Pavilion

5. Upcoming Events



Expo 2025 Osaka, Kansai, Japan Weekly Report (January 21 - January 27)

~ 75 days to go! ~



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1. Special Feature: Highlights of the Expo

**This week's
topics**

~ Cutting-edge technology for a carbon neutral society ~

- A range of cutting-edge technologies for realising a carbon-neutral society will be utilised at the Expo venue.
- Nowhere else can visitors find hydrogen power, perovskite solar cells, CO₂-absorbing concrete CO₂-eating bacteria all at once.

<https://journal.meti.go.jp/p/36734/>



Further information

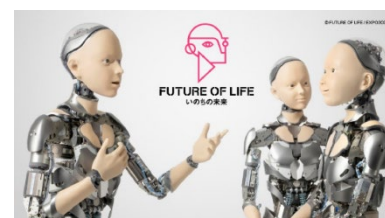
From METI website “60-second commentary”

■ Future society where people coexist with robots and AI

(posted on January 22)

- Will androids "extend" the power of humans?
- A prosperous society realised by robots

<https://journal.meti.go.jp/p/36717/>



■ Healthcare technology of the future at the venue

(posted on January 27)

- Bespoke diagnosis through Personal Health Records.
- The future of medical care and old-age nursing?

<https://journal.meti.go.jp/p/36944/>

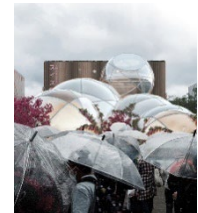


2. Introduction of pavilion exhibits

**This week's
selection**

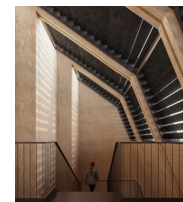
An introduction of official pavilions selected by the Ministry of Economy, Trade and Industry at its own discretion.

1) **Switzerland**



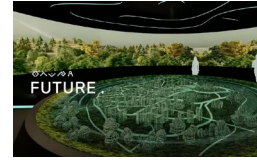
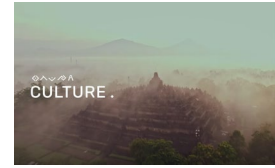
- In the pavilion, designed to minimise the ecological footprint, interactive programmes invite visitors to explore solutions to common global challenges such as climate change and ageing, posing questions on what a prosperous future means.
- The official character is Heidi, a Girl of the Alps. Heidi Café will serve Swiss delicacies such as raclette, veal in cream sauce and chocolate fondue.
- The National Day is on April 22.

2) **Nordic Circle (Denmark, Finland, Iceland, Norway and Sweden)**



- A joint pavilion of five Nordic countries, the Nordic Circle will embody nordic values including sustainability. A rooftop restaurant will serve distinctive cuisines from the five countries.
- The National Day will be held, respectively, on April 24 for Denmark, May 14 for Sweden, May 29 for Iceland, June 2 for Norway and June 12 for Finland.

3) Indonesia



- The pavilion, based on the motif of a ship, will introduce the rich nature and culture fostered amongst the islands of Indonesia, the world's largest archipelagic country, as well as recent national initiatives such as the construction of the new capital city.
- There are three types of official characters TUMTUM: green, red, and blue.
- The National Day is April 25.

4) Thailand



- The pavilion's motifs are an elephant, a symbol of affluence and timber, a symbol of effective use of resources. Founded upon the concept of knowledge (pumi) and pumi piman, or Thai identity, visitors will be welcomed by three sections: Thai wisdom, Thai medicine and wellness and laboratory for immunity-enhancing products.
- The official character Bhumi-Jai is based on the legendary Thai animal Shih Hua Ta, known for its four ears and five eyes.
- The National Day is April 26.

3. Event Information (April 20-26)

The following are some of major events taking place in the week of April 20-26, with a focus on those for which the two-month advance reservation lottery has just started (noted with an *).

- EXPO KYOTO MEETING -The Japanese spirit and the future of the planet - *

- Date: April 23
- Venue: EXPO Hall Shine Hat
- Conferences will be held on the Expo theme Designing a Future Society for Our Lives, as well as that of culture, environment, industry, tourism and community, which constitute Kyoto's distinctive features.



- The origin of the team ceremony - Kagetsuan-style Tea Ceremony Experience*

- Date: April 26-27
- Venue: Gallery EAST
- Visitors can learn the correct way to brew and drink delicious tea; a skill and mindset useful in everyday life and to develop manners and etiquette.



- Reverberation ZANKYO: Global Shamisen Entertainment - Embracing Japan's tradition and now and to the world -

- Date: April 20
- Venue: Pop-up Stage South
- A harmony of various cultural backgrounds and in collaboration with violin and cajón, this future-oriented stage will introduce the Japanese bowed instrument *shamisen* to the world.



- Uhara Shishimai (Lion Dance)

- Date: April 20
- Venue: Pop-up Stage South
- The Uhara Lion Dance, winner of the Pola Prize for Traditional Culture, will perform its world-class Ladder Lion dance.



- The sound of bamboo in your heart

- Date: April 20
- Venue: Pop-up Stage, East side
- A concert of bamboo sounds that convey the message that people, time and the world are connected, the event expands through the performance of the Indonesian folk instrument *angklung*, a UNESCO World Cultural Heritage.



- Special Night Bubble Show

- Date: April 21
- Venue: EXPO Arena Matsuri
- Directed and supervised by the Guinness World Record holder for soap bubbles, a spectacular bubble show will be put on, with one million soap bubbles in the night sky, with lighting and sound.



- Exhibition : THE SAMURAI SWORD

- Date: April 21- 25
- Venue: Gallery EAST
- Japanese swords from the Kamakura Era (12th century) to the present will be exhibited, with inscription demonstrations by modern master swordsmiths.



- Japan Expo Paris in Osaka 2025

- Date: April 26- 27
- Venue: EXPO Arena Matsuri
- Reimported from the Japan Expo in Paris and held for the first time in Japan, Cool Japan reunites Monogatari (creation), such as comics and animation, with Monozukuri (production), such as traditional crafts and high-tech manufacturing.



- Hyogo Country Project to Disseminate HYOGO Products to the World 2025

- Date: April 26 - 30
- Venue: Gallery WEST
- The event focuses on the industries and technologies of each of the five regions in Hyogo Prefecture, namely Settsu, Harima, Tajima, Tamba and Awaji. It will connect leading next-generation artists, creators and craftspeople from each region.



- Maki Fujimura & Celeste F. Merckles A Cappella Concert

- Date: April 26 - 27
- Venue: Pop-up Stage East Inside
- An exquisite a cappella stage of six professional vocal groups.



©Vo.藤村麻紀・みさき・ひろこ・ゆうすけ・かずみ・せいじ

- The Okamura Theatre

- Date: April 26
- Venue: Pop-up Stage East Inside
- We are all screenwriters and directors of our lives; break out of your shell that society has placed on you, and play the role that you want to be.



4. Promotion Activities

- January 20 -24; Minister in charge of Economic Revitalisation Ryosei Akazawa participated in the World Economic Forum Annual Meeting held in Davos. Direct appeals were made to dignitaries from around the world to visit the Expo. Signature Pavilion producer Prof Hiroaki Miyata made a presentation at a side event, Japan Night, where a video of the Expo was presented and promotional goods were distributed.



- January 21; The Cabinet Secretariat held a symposium on the theme of the Expo in the City of Toyama. After opening remarks by Expo Minister Yoshitaka Ito and Governor of Toyama Prefecture Hachiro Nitta, a panel was held on the how Toyama and its crafts can reach out to the world through the Expo.



- January 24; The official web magazine of the Japan Pavilion, the Monthly Japan Pavilion, published a feature article on the Mars Rock, which will be exhibited in the pavilion. The article lays out how the Mars Rock arrived on Earth, how was it collected and how scientists found it to be of Martian origin. The story of the multiple coincidences that led to the display at the Expo is introduced in an easy-to-understand manner.



<https://2025-japan-pavilion.go.jp/en/backissues/issue05/feature03/>



- January 26; A media preview was held at the Japan Pavilion. It introduced the exhibition areas, including its biogas power plant which generates electricity by collecting waste from the venue, Hello Kitty dressed as a posted algae, and a photobioreactor which cultivates algae in tubes.



- January 22; Ran Takahashi, a popular volleyball player, a member of the Japan volleyball team of Suntory Sunbirds Osaka, was appointed as a special supporter of the Expo.



<https://www.expo2025.or.jp/news/news-20250122-03/>

- January 20; As part of the Cabinet Secretariat's EXPO School Caravan project, Senior Advisor and flower arrangement master Senko Ikenobo and held a lecture at Niihama City Daiseiin Junior High School in Ehime Prefecture.



5. Upcoming Events

- January 28, International Exposition Promotion Headquarters (9th) at Prime Minister's official residence

- Schedule of the EXPO School Caravan

Time & Date	Name of school (Organisers)
January 28,2025	Onomichi City Miki Junior High School (Kawasaki Heavy Industries) in Hiroshima
	Nerima No. 2 Elementary School (Japan Gas Association)in Tokyo
January 29,2025	Nanto City Fukuno Junior High School (Mitsubishi Osaka-Kansai Expo General Committee) in Toyama
January 30,2025	Saitama Prefectural Okegawa Nishi High School (Kinden) in Saitama
	Matsuyama City Yuyama Junior High School (CP Concrete Consortium with Hazama Ando) in Aichi
	Katsuma Elementary School (Asahi Group Japan) in Kagawa
January 31,2025	Kyoto Oike Junior High School (producer Miyata) in Kyoto
	Aomori Prefectural School for the Blind (Mitsubishi Research Institute DCS) in Aomori
February 3, 2025	Meidai Junior High School (Richemont Japan Co., Ltd. Cartier) in Tokyo

* Excerpts only from schools that accept release

For further information on Expo 2025:

<https://www.expo2025.or.jp/en/>

