

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

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

Issued February 5, 2025, Vol.40



67 days to go until the opening of Expo 2025 Osaka, Kansai, Japan...



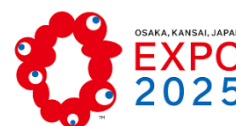
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4. Promotion Activities
 - January 27: Senior Advisor Ikenobo delivered an Expo visiting lecture at Minamiashigara Municipal Minamiashigara Junior High School (Kanagawa Prefecture)
 - January 28: Japanese government held the Headquarters for the World Expo meeting
 - January 30: Cabinet Secretariat registered and announced five exchange plans that applied for the Expo International Exchange Program
 - February 2: Cabinet Secretariat held "Expo Photo Spot – Take a Picture with MYAKU-MYAKU! –"
5. Upcoming Events



EXPO 2025 Osaka, Kansai, Japan Weekly Report (January 28 – February 3)

~ 68 days to go! ~



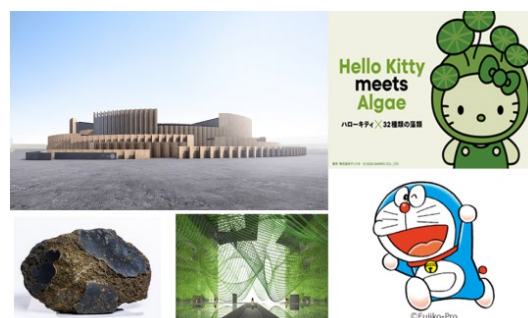
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1. Special Feature: Highlights of the Expo

**This week's
topics**

~ Take a journey in the Japan Pavilion ~

- The Japan pavilion consists of three exhibition areas, each expressing the concept of circulation through architecture and design, both real and figurative.
- Iconic Japanese characters will navigate the visitors. Hello Kitty will be dressed up as an algae; Bearbrick will teach how micro-organisms work; Doraemon will show how recycling is key to Japanese manufacturing.



<https://journal.meti.go.jp/p/37231/>



Further information

From METI website “60-second commentary”

■ The miracle of Mars Rock

(posted on January 28)

- The world's largest Martian meteorite was collected by Japan's Antarctic Research Expedition
- Can it be an evidence of past presence of water on Mars?

<https://journal.meti.go.jp/p/37007/>



■ Pondering Life; Signature Pavilions

(posted on January 29)

- Distinct takes on the concept of Life from eight leading scientists and artists
- Each producer to pose different questions to visitors

<https://journal.meti.go.jp/p/37011/>



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) Portugal



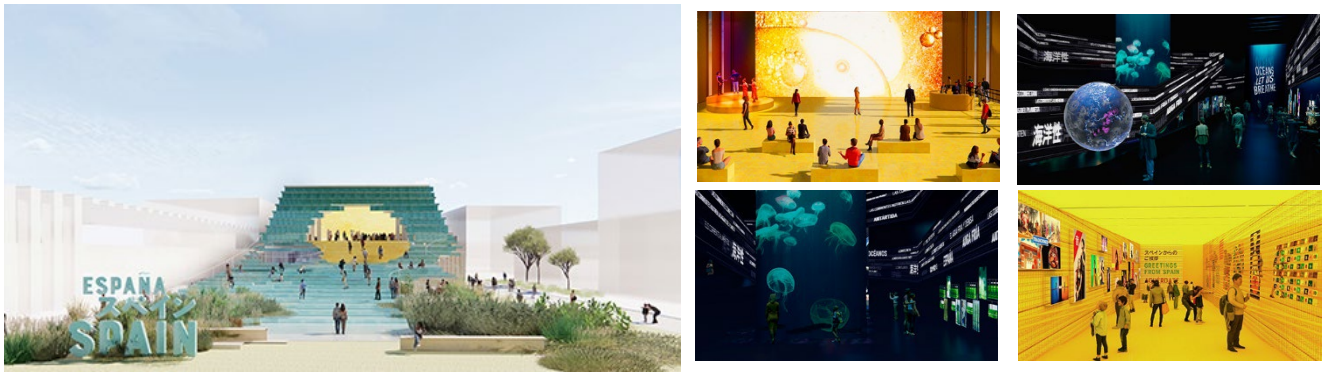
- The pavilion will be themed around the ocean, which linked Japan and Portugal 500 years ago. An immersive experience highlighting will highlight the role of the ocean in bringing together a sustainable future.
- On May 5, the National Day, a concert will commemorate the 100th anniversary of the birth of renowned Portuguese singer Amalia Rodríguez.

2) Korea



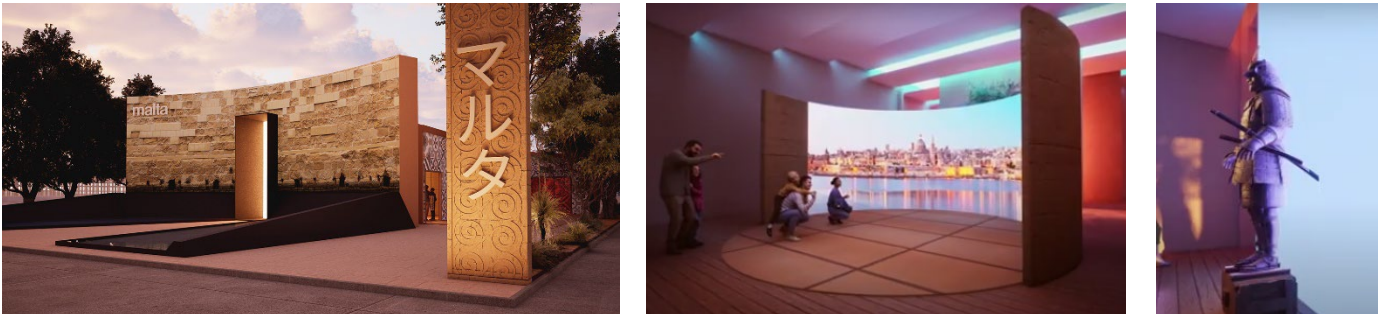
- The pavilion will feature a giant screen on the north façade adjacent to the Grand Ring. The interior will consist of three halls, where visitors can experience Korean technology first-hand. Traditional Korean food will be served in the restaurant.
- On May 13, the National Day, visitors can enjoy fascinating performances by up-and-coming artists and breakdancers. Multiple events will be held before and after the National Day, including a Hanbok fashion show, a K-beauty make-up show and a tourism exhibition.

3) Spain



- The pavilion will be themed around the Kuroshio (Black) Current, on which Spanish ships traveled to Asia during the Age of Discovery. The front of the building will feature a stunning blue staircase and visitors will enter through an orange circle – representing the ocean and the sun that characterise Spain.
- The pavilion will introduce technology to protect historical heritage on the seabed and the use of maritime resources such as algae for fuel and medicines.
- The National Day is on May 16.

4)Malta



- Visitors will experience Malta's rich history, culture, nature and innovation. The Gateway of Time will project Malta's most famous landmarks. Ancient aesthetics and modern technology will combine to create a captivating experience. An outdoor terrace will welcome visitors with Maltese gastronomy.
- As a testament to the deep relationship between Malta and Japan, a display of armour presented to Malta by Yukichi Fukuzawa, a 19th-century thinker and founder of Keio University, will be on display. It has been stored kept in the basement of the Maltese Government Armoury for years and is currently being restored for display.
- The National Day is on July 17.

3. Event Information (April 27-May 3)

The following are some of major events taking place in the week of April 27-May 3, with a focus on those for which the two-month advance reservation lottery has just started (noted with an *).

- **Expo 2025 One Step to the Future! ~The Voice of Love Connecting the World~ ***

- Date: April 29-May1
- Venue: EXPO Hall Shine Hat
- The Takarazuka Revue was born in the Kansai region and has a history of over a hundred years. Alumni of the Takarazuka Revue will present their one-of-a-kind entertainment to the world by performing famous musical scenes and songs associated with their respective countries.



- **Expo 2025 LDH Day Special Jr.EXILE Live ***

- Date: April 29
- Venue: EXPO Arena Matsuri
- A special live performance will be held by four groups of EXILE TRIBE, a popular performance men's group and Special Supporters of EXPO 2025.



- **The Day the World Dances ~Dance Circle of Diversity Tokushima's Awa Odori~**

- Date: May 2-3
- Venue: EXPO Arena Matsuri, Pop-up Stage North / East
- Under the concept of the Circle, Tokushima Prefecture's fabled Awa Odori dance will coalesce the venue into one, in a trance-like state of exuberance and unity.



- **Cool Japan Showcase Anime/Manga Tourism Festival**

- Date: April 30-May 2
- Venue: EXPO Messe WASSE South
- Anime and manga will be dissected as an entry point to showcase Japan's coolness, ranging from its nature, traditions, culture and food.



- **WOW! WAKAYAMA! ~Connecting to the Future, Amazing Ki no Kuni~**

- Date: April 30-May 3
- Venue: EXPO Messe WASSE North
- The sublime skills of the traditional crafts handed down in Wakayama Prefecture will be presented to the world.

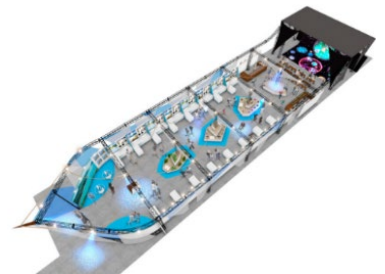


- **Spinning and connecting: Tokushima's culture**

- Date: April 30-May 3
- Venue: EXPO Messe WASSE North
- The event invites visitors to experience the Awa culture nurtured by Tokushima's climate, including traditional crafts and performances such as indigo dyeing, Awa Ningyo Joruri (puppet theatre) and Awa Odori dance, as well as local cuisine and communal activities such as the Zero Waste Declaration.

- **Kagawa Prefecture and its Antiquity, Modernity and Future (tentative)**

- Date: April 30-May 3
- Venue: EXPO Messe WASSE North
- The attractions of Kagawa Prefecture, including its rich and beautiful Seto Inland Sea, the rich culinary culture represented by Sanuki udon and contemporary art will be presented.



- **Toshihiro Hamano- Chuguji Temple "Prince Shotoku with Four Seasons" drawing Great Screen Painting The Essence of Japan's Beauty Tea Room, Katsura Imperial Palace**

- Date: April 28-May 2
- Venue: Gallery EAST
- Exhibition of the great screen painting Prince Shotoku with Four Seasons from the collection of Chuguji Temple, Nara, created by artist Toshihiro Hamano.
- Also featured will be the painting Essence of Japanese Beauty: Tea House and Katsura Imperial Villa Series, inspired by the Katsura Imperial Villa in Kyoto, often said to be Japan's premier garden retreat.



- **Waza Meet up Osaka**

- Date: May 3-8
- Venue: Gallery EAST
- The Made in Osaka brand, certified by the Governor of Osaka Prefecture, attests that a product made in Osaka and embodies solid technical skills. The event focuses on workshops by the certified companies.



- **【Signature Event】Waste Festival**

- Date: May 3
- Venue: Gallery WEST
- An art festival curated by Signature Pavilion producer Sachiko Nakajima, where the potential of waste is appreciated through all five senses in a spirit of co-creation.



- **【Samurai】Sword Performance/Chanbara Experience Corner**

- Date: April 27
- Venue: Pop-up Stage North
- Enjoy the world of the Samurai, with a demonstration of sword duelling skills in 'kumite' (choreographed duels) of competing styles. The show can be enjoyed without languages. Visitors can also participate in simpler 'chanbara' duels.



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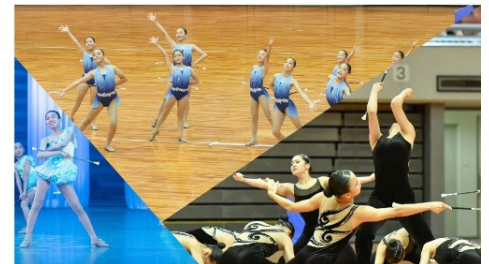
- **Suzuki Method Concert of the Future**

- Date: April 27
- Venue: Pop-up Stage, East outside
- A concert by children learning the Suzuki Method, which began in 1946 in Matsumoto, Nagano Prefecture and are now practiced in about 80 countries and regions. A similar concert was also put on stage in Expo '70.



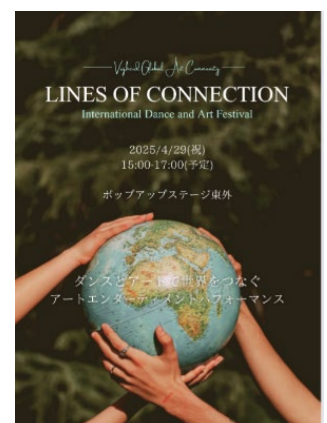
- **A shining step to the future ~Baton Twirling Performance~**

- Date: April 27
- Venue: Pop-up Stage West
- Baton twirlers will perform spectacular themed performances in an exciting show, bringing the audience together.



- **Lines of Connection ~International Dance and Art Festival~**

- Date: April 29
- Venue: Pop-up Stage, East Outside
- Eight artists from overseas will come to Japan and collaborate with Japanese artists to create a stage that combines interactive technology with dance, music and painting.



4. Promotion Activities

- January 28; Prime Minister Shigeru Ishiba convened a meeting of Cabinet ministers focused on the promotion of EXPO 2025. He reiterated the importance of all ministers working together to build momentum for the Expo, instructing them to use all means available to communicate the significance and appeal of the event.



<https://www.kantei.go.jp/jp/103/actions/202501/28hakurankai.html>



- February 2; The Cabinet Secretariat, held the Expo Photo Spot - Let's take a photo with Myaku-Myaku! at Tokyo Skytree. In addition to a photo-taking and social network campaign with Myaku-Myaku, a lottery was held for university students and younger to win tickets to the Expo. Myaku-Myaku also appeared at the Tokyo Solamachi Setsubun Festival held on the same day to promote the Expo.



- January 30; The Cabinet Secretariat announced the 11th round of registration for the International Exchange Programme for the Expo, for which local governments had applied by the end of December 2024.

As of the 11th application, 146 exchange plans have been registered. Newly registered local governments and their partner official participants are as follows:

- Niigata Prefecture (Vietnam),
- Nagahama City, Shiga Prefecture (United States)
- Sakai City, Osaka Prefecture (Czech Republic)
- Kagawa Prefecture (China)
- Higashi-Sonogi-Cho, Nagasaki Prefecture (Netherlands)



- January 27; Senior Adviser and flower arrangement master Senko Ikenobo gave a class at Minami Ashigara Junior High School in Kanagawa Prefecture as part of the Cabinet Secretariat project Expo School Caravan. She discussed her work as the next Iemoto (master of the group) and the history of ikebana (flower arrangement), as well as the history and highlights of the Expo. The students are scheduled to visit the Expo as part of a school trip.



5. Upcoming Events

- The EXPO 2025 Expo Official Guidebook will be released on March 19.

- Price: 2,800 yen (3,080 yen including tax)
- Release date: Japanese version: March 19, 2025
- English version: March 27, 2025 (TBD)
- Specifications: B5 size / All color, 360 pages
- Appendix : The Expo Venue MAP
- Publisher: The Association

<https://www.expo2025.or.jp/news/news-20250203-01/>

<https://jtbpublishing.co.jp/topics/CL000727>



- Schedule of the EXPO School Caravan

Time & Date	Name of school (Organisers)
February 4, 2025	Miho Junior High School (NTT Group) in Tottori
	Kesennuma Junior High School (Sumitomo EXPO2025 Promotion Committee) in Miyagi
February 6, 2025	Suzu City Shoin Elementary School (Kawase Producer) in Ishikawa
	Nara Prefectural Kashiba High School (TOPPAN) in Nara
February 7, 2025	Nagasaki Minamiyama Junior High School (Komatsu) in Nagasaki
	Higashiomi City Mizono Elementary School (Panasonic Holdings) in Shiga
	Yahiro Elementary School (NTT Group) in Tokyo

* Excerpts only from schools that agreed disclosure.

For further information on EXPO 2025:

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

