

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

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

Issued February 12, 2025, Vol.41

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



February 7: Osaka-Kansai Expo Liaison Meeting of Relevant Government Ministries and Agencies

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4. Promotion Activities
 - January 31: Producer MIYATA delivered an Expo visiting lecture at Kyoto Municipal Kyoto Oike Junior High School
 - February 6: Producer KAWASE delivered an Expo visiting lecture at Suzu Municipal Shoin Elementary School
 - February 7: Japan Association for the 2025 World Exposition announced a 10% discount on Expo admission tickets for USJ ticket purchasers
 - February 7: Japanese Government held the Osaka-Kansai Expo Liaison Meeting of Relevant Government Ministries and Agencies
 - February 7: Ministry of Defense announced that a Blue Impulse demo flight will be held in the sky above the venue at around noon on the Expo's opening day (April 13)
 - February 10: Japan Association for the 2025 World Exposition announced the broadcast of the animation TV show *Hai! MYAKU-MYAKU desu*
 - February 10: Japan Association for the 2025 World Exposition unveiled a promotional video of Hello Kitty and MYAKU-MYAKU
 - February 10: Japan Association for the 2025 World Exposition unveiled a new key visual themed on the Grand Roof (Ring)
5. Upcoming Events



EXPO 2025 Osaka, Kansai, Japan Weekly Report (February 4 – February 10)

~ 61 days to go! ~



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1. Special Feature: Highlights of the Expo

METI Journal ONLINE, the Ministry of Economy, Trade and Industry's web magazine, has been running a series of 60-second feature articles (in Japanese) every weekday. The following is a selection of the most noteworthy articles from the past week.

**This week's
topics**

~ Business matching with the world at the Expo ~
(posted on February 10)

- Expos attracts businesses from all over the world and offers unparalleled opportunities. Osaka is expected to become a major hub for global business exchange.
- The Theme Week is one such mechanism. International business events will be held inside and outside the venue, including trade fairs, investment forums and start-up exchanges.
- A platform for small and medium-sized enterprises (SMEs) will also be available.



<https://journal.meti.go.jp/p/37385/>



Further information

From METI website “Expo 60-second commentary”

- Osaka Healthcare Pavilion – a head-on take on the concepts of “life” and “health” (posted on February 5)
- The pavilion brings together contribution from academia and business across Osaka, including its vibrant SMEs.
- Exhibits will include cardiac muscle sheets generated from iPS (induced pluripotent stem) cells and the “human washing machine”. Visitors can also experience the entertainment of the future, proposed by the popular mobile game Monster Hunter.



<https://journal.meti.go.jp/p/37178/>



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) Canada



- The structure of pavilion represents the natural phenomenon of “ice jam”, when ice on the surface of a river melts and flows, creating intriguing ephemeral ice formations. In contrast to the exterior, the inside of the pavilion expresses Canada's warmth, openness and optimism.
- On the National Day, May 17, a cultural performance CANADA LIVE! will be held, a vibrant cultural programme showcasing Canada's diversity and creativity.

2) The Baltic Pavilion (Latvia, Lithuania)



- The concept is WE ARE ONE. It is meant to inspire people to work together towards a better future , through synergies created by the combination of nature, people and technology in the Baltic region. The WALL OF THE FUTURE, displayed in the centre of the pavilion, will feature a wall where messages left by visitors disappear over time.
- The National Days are May 20 for Latvia and July 6 for Lithuania.

3) Netherlands



- The distinctive sphere in the centre represents sustainability and sunrise. Inside, new technologies for generating renewable energy from water will be introduced.
-
- The National Day is May 21. From May 20 to May 24, a collaborative exhibition of Dutch and Japan arts and crafts entitled Common Ground of Arts and Crafts will be held.

4) China



- The motif of the exterior are traditional Chinese calligraphy scrolls, where renowned Chinese poems will be inscribed. Inside, the exhibition calls for symbiosis between humans and nature, along with various displays related to Chinese culture.
- The National Day is July 11.

3. Event Information (May 4 -May 10)

The following are some of major events taking place in the week of May 4 -May 10.

- **【Osaka Week Spring】 Osaka Festival! EXPO2025 Spring**

- Date: May 9- May10
- Venue: EXPO Arena Matsuri
- The event will feature the danjiri cart-pulling festival local to the Osaka area. The stage will be enlivened by festive music from different Osaka localities. This event marks the beginning of the Osaka Week.



- **【Osaka Week Spring】Osaka's 43 municipalities - food, tourism, history, traditional culture, industry, art and culture**

- Date: May 9 - May11
- Venue: EXPO Messe WASSE
- A series of participatory, hands-on events where visitors can enjoy various attractions such as history, traditional culture, industry, art and culture, in addition to Osaka's proud cuisine, under the subthemes of 'Minahare' (see), 'Yaranahare' (do) and 'Tabenahare' (eat).



- **【Osaka Week Spring】 Culture and Art in Osaka**

- Date: May10-May11
- Venue: EXPO Hall Shine Hat
- A special Osaka Week performance of Kamigata, or Kansai region traditional performing arts, namely Noh and Kabuki dance dramas and the Bunraku puppet theatre.



- **All Japan Masquerade Championship Tournament**

- Date: May 6
- Venue: EXPO Hall Shine Hat
- The All Japan Masquerade Awards, which started in 1979 and celebrated its memorable 100th broadcast in January this year, will hold its Grand Champion competition at the Expo. The programme reunites the best of the 4,171 works that have been selected in the past.



- **Brazil: The Language of Drums**

- Date: May 4 - May 5
- Venue: EXPO Arena Matsuri
- Music exchange and presentation as part of the Co-Creating Cultures for the Future Week. Drummers, percussionists and musicians from diverse backgrounds will come together and become one in music.



- **Osaka Pro-Wrestling Expo Tournament**

- Date: May 6 - May 7
- Venue: EXPO Arena Matsuri
- Osaka Pro Wrestling, one of Japan's professional wrestling organisations, is coming to the Expo. Live music as well as food and beverage will accompany wrestling bouts.



- **Japan's Book for the Future ~Beyond Sky, Sea, and Time~**

- Date: May 7-May 11
- Venue: EXPO Messe WASSE
- The exhibit will showcase Japanese calligraphy, or Shodo, by leading Japanese calligraphers, including recipients of the Order of Cultural Merit. Each work will be its own take on the theme of the Expo. Workshops and demonstrations of calligraphy and its tools - ink and brushes – will be put on.



- **International Red Cross and Red Crescent Movement:**

- 1) **Field Clinic of the Future - Zero-Emission Medicine for Disaster Zones**
- 2) **Celebration of Moomin 80th Anniversary**

- Date: May 4 - May 10
- Location: Gallery WEST
- (1) Visitors will be able to experience a simulated clinic in a futuristic ultralight tent with low-power lighting, air-conditioning system using renewable energy and water generation and reuse equipment.



- (2) International Red Cross will collaborate with Nordic tableware brand Moomin Arabia, featuring the popular character Moomin created by Tove Jansson.

- **Ryukyu Festival**

- Date: May 4 -May 6
- Venue: Pop-up Stage South
- Performance of dances, lion dances and folk songs from Ryuku, otherwise known as Okinawa. The now lost Karakuri Fireworks of the Ryukyu Kingdom will be restored and introduced.



- **Taisho Koto Orchestra**

- Date: May 8
- Venue: Pop-up Stage South
- Songs and dances will be performed under the accompaniment of *taisho koto*, a Japanese-born harp-like instrument, allowing visitors to get a glimpse of Japanese drums, shamisen and flute.



- **Let's connect the world with caricatures: Connecting MANGA Universal NIGAOE (portrait) Exhibition**

- Date: May 8
- Venue: Pop-up Stage Outside East
- People from around the world can join online to have their portraits drawn; portraits of those selected by lottery will be exhibited at the exhibition. A special portrait corner will also be set up to demonstrate the portrait production process.



4. **Promotion Activities**

- February 7; The Association announced that it will sell admission tickets (early term tickets and early bird one-day tickets) at a 10% discount for those who have purchased Universal Studios Japan (USJ) tickets including studio passes.

<https://www.expo2025.or.jp/news/news-20250207-06/>



- February 10; The Association announced that the TV animation series "Hi! Myaku-Myaku Desu" will be broadcast on NHK General Television. Two episodes per day will be broadcast for four consecutive nights from March 3.

<https://www.expo2025.or.jp/news/news-20250210-03/>



- February 10; The Association released a promotional video for Hello Kitty and Myaku-Myaku. It will be shown in digital signage put up in town and on major transportation systems, as well as on the official Expo website and social media, in the form a dialogue between Hello Kitty and Myaku-Myaku.

<https://www.expo2025.or.jp/news/news-20250210-05/>

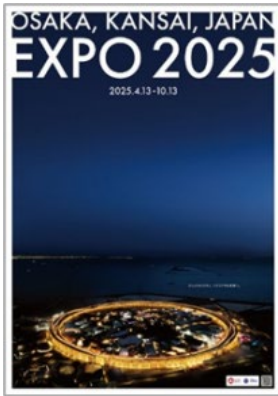
<https://www.expo2025.or.jp/news/news-20250210-05/>



© 2025 SANRIO CO., LTD. APPROVAL NO. L655961 HELLO KITTY

- February 10; The Association unveiled a new key visual featuring the Grand Ring, to be promoted in major train stations and commercial establishments.

<https://www.expo2025.or.jp/news/news-20250210-02/>



- February 7; Expo Minister Yoshitaka Ito chaired an interagency meeting by the relevant ministries and agencies. Each ministry and agency briefed on their work in building momentum and preparing for the Expo. Minister Ito requested those present to accelerate their efforts to ensure the success of the Expo.



- February 7, the Ministry of Defense announced that an exhibition flight by the Blue Impulse flying team of the Self Defence Force, to be held over the Expo venue around noon on April 13. The Blue Impulse also flew over the venue at the 1970 Osaka Expo.



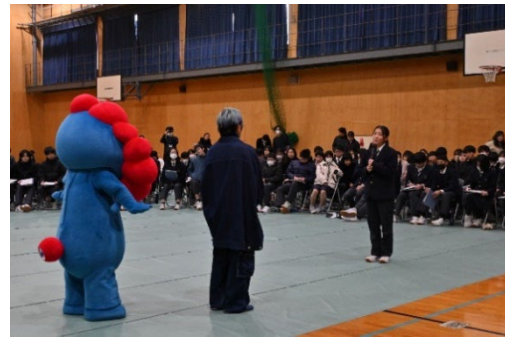
(提供：航空自衛隊)



<https://www.mod.go.jp/j/press/expo2025/index.html>

<https://www.expo2025.or.jp/news/news-20250207-01/>

- January 31; As part of Cabinet Secretariat's Expo School Caravan, Signature Pavilion producer Prof Hiroaki Miyata gave a class entitled "Resonant Life and Town Planning: Towards the Realisation of Better Co-Being" at Kyoto Municipal Kyoto Oike Junior High School in Kyoto Prefecture. One-on-one open sessions were held with the students in line with the theme of the theme week.



- February 6; Also as part of the Expo School Caravan, Signature Pavilion producer Naomi Kawase held a class at Shoin Elementary School in Suzu, Ishikawa Prefecture. Introducing the fun and excitement of working as a film director from her own childhood story, she touched on the pavilion's theme of dialogue, explaining how wonderful it is to care for and understand each other.



5. Upcoming Events

- February 15 -16 ; "It's more than you can imagine! Turn! EXPO PLAYPARK at Aeon Lake town

<https://www.expo2025.or.jp/news/news-20250207-07/>



- Schedule of the EXPO School Caravan

Time & Date	Name of school (Organisers)
February 12, 2025	Nara Prefectural Kashiba High School (TOPPAN) in Nara
	Rindogaoka Elementary School (Mitsubishi Research Institute DCS) in Kumamoto
	Nagareyama City Higashifukai Junior High School (Nakajima Producer) in Chiba
	Minami Naruse Junior High School (Sumitomo EXPO2025 Promotion Committee) in Tokyo
February 14, 2025	Kiyose Fifth Junior School (FOOD & LIFE COMPANIES) in Tokyo
	Kami City Kohoku Junior High School (TOPPAN) in Kochi
	Edogawa Ward No. 5 Kasai Elementary School (Aoki Asunaro) in Tokyo
February 17, 2025	Kurosawajiri Higashi Elementary School (Panasonic Holdings) in Iwate

* Excerpts only from schools that agreed disclosure.

For further information on EXPO 2025:

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



6. Q&As

1) Personal information of the Expo ID

There are concerns being raised, particularly on social media, that when obtaining an Expo ID, necessary for purchasing electronic tickets, personal information such as social media passwords may be collected and potentially provided to foreign governments, social media companies or advertising agencies. What are the facts regarding this matter?

- i. Personal information required to register for an Expo ID only includes only name, email address, phone number and date of birth. Registration of social media passwords is not required.
- ii. After obtaining an Expo ID, users can also log in using their existing accounts for various social media services, in a process called external account linkage. Even in such cases, the Association system only obtains the result of authentication by the social media service and not the social media passwords.
- iii. Additionally, it is possible to enter the Expo without obtaining an Expo ID by purchasing paper tickets or ticket vouchers at convenience stores or travel agencies. Expo IDs will be required to make changes to the date and time of visit to the Expo venue, apply for pavilion or event lotteries or reserve shuttle buses.
- iv. The Association has updated the Frequently Asked Questions on its website regarding Expo IDs and admission tickets.

<https://faq.expo2025.or.jp/hc/ja>

