

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

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

Issued February 19, 2025, Vol.42

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



JIMI Hanako, Former Minister for the World Expo 2025



KOGA Yuichiro, State Minister of Economy, Trade and Industry & State Minister of Cabinet Office



February 14: The symposium on regional revitalization for the Expo

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【Osaka Week~Spring~】 Traditional Culture and Performing Arts
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【Osaka Week~Spring~】 Takayasu Noh from Yao - Future Inheritance Project
【Korea】 K-Culture Talk Concert / 【Korea】 Republic of Korea National Day Special Concert
【Korea】 Korea Product Show / Korea Tourism Expo (tentative)
【Korea】 Korea Tourism Startup Showcase
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4. Promotion Activities
- February 7-9: Japan Association for the 2025 World Exposition ran an Expo promotion booth at JAPAN EXPO THAILAND 2025 in Bangkok, Thailand
- February 12: Cabinet Secretariat held a visiting lecture by Producer NAKAJIMA at Nagareyama Municipal Higashifukai Junior High School
- February 13: Japan Association for the 2025 World Exposition released an outline of the opening ceremony (April 12)
- February 14: Ministry of Economy, Trade and Industry released an outline of Japan Expo Paris in Osaka 2025
- February 14: The Cabinet Secretariat held a symposium on regional revitalization for the Expo in Tokyo-
February 14-15: Cabinet Secretariat held a momentum-building event for children outside of JR Hakata Station
5. Upcoming Events

MYAKU-MYAKU
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EXPO 2025 Osaka, Kansai, Japan Weekly Report (February 11 – February 17)

~ 54 days to go! ~

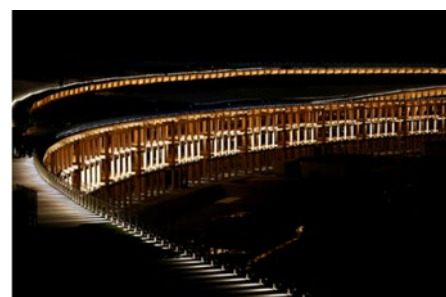


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1. Special Feature: Highlights of the Expo The appeal of the Grand Ring

This week's
topics

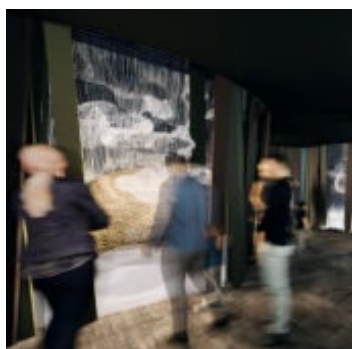
- The Grand Ring, quite possibly the largest wooden structure in the world, has a diameter of about 600 metres and a total circumference of about 2 km. It is approximately 20 metres high at the outer diameter.
- All pavilions constructed by official participants from around the world are located inside the Grand Ring, embodying the concept of unity in diversity.
- The building is constructed using a combination of traditional construction methods and latest technology, including the use of the *nuki* technique, connecting columns and pillars horizontally and secured by wedges, typified by Kiyomizu-dera temple in Kyoto. <https://journal.meti.go.jp/p/37394/>



2. Introduction of pavilion exhibits

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

1) Hungary



- The pavilion aims to build a bridge between the past and the future through tradition, with the central theme of the country's folk music. It explores the similarities between Hungary and Japan, focusing on the close relationship between people and nature. The

highlight of the exhibition is an immersive space, with Mishka Kitchen & Bar on the second floor serving food made from traditional Hungarian ingredients.

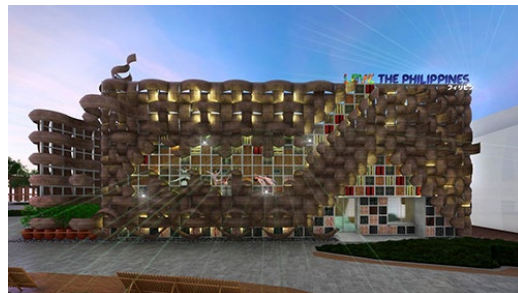
- The National Day is May 24.

2) Luxembourg



- The theme is Doki Doki - An Exciting Luxembourg. The pavilion makes use of digital technology to showcase Luxembourg's nature and people's lives, presenting a vision of sustainability and a circular society. A restaurant with traditional cuisine is attached, where six pâtissiers offer six different creative sweets, which alternate monthly.
- The National Day is May 30.

3) Philippines



- The pavilion is built with more than 200 handlooms representing 18 regions in the Philippines. It expresses the concept of unity in diversity through textiles that start from a single thread and are created by nature, culture and community. Live performances will be made on the facade.
- The National Day is June 7.

4) Singapore



- The pavilion is based on the country's nickname Little Red Dot, a familiar feature of Singapore's notation on world maps. The pavilion showcases Singapore's dreams and innovations through interactive artworks featuring young artists from the country.
- The National Day is August 24.

3. Event Information (May 11 -May 17)

The following are some of major events taking place in the week of May 11 -May 17, with a focus on events for which the two-month advance reservation lottery has started this week (noted with an *).

■ DRUM TAO THE WADAIKO ~ART&BEAT~*

- Date: May 14-15
- Venue: EXPO Hall Shine Hat
- Expresses tradition and innovation as cutting-edge performing arts. A non-verbal taiko (drum) entertainment show that draws on stories in collaboration with video footage.



■ Brass Expo 2025

- Date: May 11
- Venue: Pop-up Stage North, West and East
- 12,000 students who will lead the future will conduct brass band and cheerleading stages, seeking to break a Guinness World Record.



■ Hide and Seek International Tournament

- Date: May16
- Venue: Pop-up Stage North
- A hide-and-seek tournament under official World Championships rules, with all ages and nationalities welcome to join.

■ Ainu dance performance

- Date: May17
- Venue: EXPO Hall Shine Hat
- The indigenous Ainu people from northern Japan will perform a range of ancient Ainu dances from each region with a trans-regional message.



■ Maki Fujimura & Celeste F. Merckles A Cappella Concert

- Date: May 17-18
- Venue: Pop-up Stage East outside
- A cappella stage performance by a professional vocal group led by Yuki Fujimura, a vocalist who is revolutionising the jazz vocal world.



■ EXPO Resonance Fest in Arena

- Date: May 15
- Venue: EXPO Arena Matsuri
- Exhibitions, workshops and stage events with all those who share the Better Co-Being philosophy.



「Better Co-Being」ロゴ (ダイバースフィア)

■ 【Osaka Week ~Spring~】 Traditional Culture and Performing Arts

- Date: May 11
- Venue: EXPO Hall Shine Hat
- Details to be announced later



■ 【Osaka Week ~Spring~】 Exhibitions and experiences of art, traditional culture and crafts, industry and technology

- Date: May 17
- Venue: Gallery WEST
- Details to be announced later



笑おう! 踊ろう! 歌おう! まるごと大阪

■ **【Osaka Week ~Spring~】 Takayasu *Noh* from Yao - Future Inheritance Project**

- Date: May 14
- Venue: Pop-up Stage South
- Performances of Takayasu *noh* dance from City of Yao, Osaka. The event will consist of (1) an one-hour performance on the *noh* stage, (2) *noh* workshops, (3) an exhibition of costumes and (4) screening of films.



■ **【Korea】K-Culture Talk Concert**

- Date: May 12-13
- Venue: EXPO Hall Shine Hat
- A Hanbok fashion show, K-beauty makeup show, and K-tourism talk concert are planned.



■ **Republic of Korea National Day Special Concert**

- Date: May 12-13
- Venue: EXPO Arena Matsuri
- The concert takes the audience on a journey through Korea's rich cultural heritage. Fascinating performances of up-and-coming artists and breakdancers.



■ **Korea Product Show / Korea Tourism Expo (tentative)**

- Date: May 12-17
- Venue: EXPO Messe WASSE
- Korea Product Show: An exhibition by Korean companies related to sub-themes. Experience the technology of Korea's innovation industry.
- Korea Tourism Expo: a stage event related to Korean tourism.



■ **Korea Tourism Startup Showcase**

- Date: May 11-16
- Venue: Gallery WEST
- Technical demonstrations programme for visitors by Korean startups in the field of tourism.



■ Spain: Spanish National Day Main Event

- Date: May 16
- Venue: EXPO Hall Shine Hat
- Details to be announced later.



■ CANADA LIVE! – Canada National Day

- Date: May 17
- Venue: EXPO Arena Matsuri
- Canadian National Day at the EXPO 2025!
Performance to focus on Canadian creativity, talent and diversity is scheduled.



CANADA LIVE!
CANADA EN DIRECT!
CANADA・ライブ!

4. Promotion Activities

- February 13; The Association announced the outline of the Expo Opening Ceremony, which will be held at the venue on April 12, 2:00 pm ~3:00 pm, the day before the opening of the Expo. Kobukuro, a singer-songwriter duo and world-renowned conductor Yutaka Sado will be amongst those performing. The locations are EXPO Hall Shine Hat and EXPO National Day Hall Ray Garden.

<https://www.expo2025.or.jp/news/news-20250213-06/>



- February 14; The Ministry of Economy, Trade and Industry (The Kansai Bureau) announced the outline of Japan Expo Paris in Osaka 2025 in Osaka. Popular idol group NMB48 and the overall winner of the World Cosplay Championship 2024 Miomayo took the stage to express their enthusiasm for the event.

Japan Expo Paris in Osaka 2025:

An exhibition and show event where visitors can experience Japan's world-class anime, games and other contents in conjunction with traditional crafts and other manufacturing techniques. It will be held for two days on April 26 - 27 at the EXPO Arena Matsuri and the EXPO Messe Wasse.



<https://www.jepo2025.jp/>



- February 7 – 9; The Association exhibited a PR booth at JAMNIME FESTIVAL 2025 in Bangkok, Thailand, one of the largest Japan cultural events in Asia. Myaku-Myaku and Phum Jai, the official character of the Thai Pavilion, collaborated to promote the Expo.



- February 14; The Cabinet Secretariat held a symposium on regional revitalization for the Expo in Tokyo. Approximately 400 people, including Deputy Minister Yuichiro Koga and former Expo Minister Hanako Jimi as well as representatives of local governments, embassies, and the business sector participated in the event. The mayors of nine municipalities took the stage to discuss regional revitalisation initiatives triggered by the Expo, and 36 organisations exhibited booths in poster sessions.



- February 14 -15; The Cabinet Secretariat held a momentum-building event for children entitled Expo Mystery Solving Game ~Find Myaku-Myaku!~ at JR Hakata Station Square. More than 600 people participated. An Expo photo spot was set up, and a social network campaign posting photos with Myaku-Myaku was also held. This event was broadcast live on FBS Fukuoka Broadcasting's evening wide program "Mentai Wide".



- February 12; As part of the Cabinet Secretariat's project EXPO School Caravan, Signature Pavilion producer and film director Sachiko Nakajima, gave class at Higashifukui Junior High School in Nagareyama, Chiba Prefecture. The students danced to the international sounds of the KURAGE Band and experienced first-hand the mixing of cultures and diversity.



5. Upcoming Events

- Schedule of the EXPO School Caravan

Time & Date	Name of school (Organisers)
February 18, 2025	Oyama-cho Rikunaiwa Junior High School (FOOD & LIFE COMPANIES) in Tottori
February 20, 2025	Seki Municipal Seki Commerce and Industry High School (TOPPAN) in Gifu
February 21, 2025	Wakayama Prefectural Toin Junior High School (Kobe Steel) in Wakayama
	Kumamoto Prefectural Minamata High School (Kansai Power Transmission and Distribution) in Kumamoto

* Excerpts only from schools that agreed disclosure.

For further information on EXPO 2025:

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



6. Q&As

1) Advance reservations for pavilion events

Do visitors have to make a reservation in advance to see the pavilions and events?

- i. Advance booking slots account for only a proportion of the total and, except for certain events, there are sufficient same-day slots for many pavilion events.
- ii. Visitors without advance reservations can still register, in other words make a reservation, to visit the Expo and will be assisted with the registration process at the information desk at the exhibition venue. There are many pavilions and events that can be viewed without reservations.
- iii. That being said, the Association recommends that visitors who want to ensure that they can see specific pavilions and events should make reservations in advance.