

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



Expo 2025 Osaka, Kansai, Japan is a perfect opportunity for Japan, the host country, and the various regions of Japan to deepen exchanges with the world, as well as to share their appeal globally. We will support various initiatives aimed at promoting the appeal of Japan's regions to the many international visitors to the Expo, including regional events related to the Expo, exchanges between Japanese municipalities and overseas cities, and projects for attracting inbound tourists to regional areas.

ITO Yoshitaka, Minister for the World Expo 2025

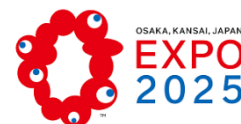
*****_***** 【Contents of this week's report】 *****_*****

1. Visit of the Crown Prince and Crown Princess This week's topics
2. Introduction of pavilion exhibits: United Kingdom / Brazil / Oman / Poland
3. Event information (June 8 -June 14)
Daiwa House presents “A brass band shining with life” /
BLUE OCEAN DOME - Pavilion Day BLUE OCEAN Festival / NARative @EXPO Hall /
Osaka-Kansai Expo Signature Pavilion "Future of Life" Architecture Conference supported by Haseko Corporation / RELAY THE FOOD ~ Food and climate for the future~ /
Exhibition of 100 Painters Osaka-Kansai Expo / Sankei International Book Exhibition Osaka-Kansai Expo Exhibition / [Gifu Prefecture Day] Land of Clear Streams Gifu Picture Scroll ~ A Prescription for Shining Life!~ / The Blessings of the Earth and Snow ~ Niigata's Food and Traditions for the Future~ / Yamaguchi, Fuku no Kuni (Land of Happiness) / The Colors of the Four Seasons of Tohoku & Tohoku Kizuna Festival / Irankarapute: Ainu culture from Upopoy
4. Promotion Activities
- February 19-March13: Diplomatic missions promoted the Osaka Kansai Expo at the Emperor's Birthday Celebration Reception and other events
- March 7: Agency for Natural Resources and Energy launched an Expo feature series on its website “Enekore”
- March 15-16: Cabinet Secretariat held a momentum-building event for children in Nagoya City, Aichi Prefecture
- March 17: Japan Association for the 2025 World Exposition held its regular board meeting
5. Upcoming Events
- Schedule of the EXPO School Caravan
6. This Week's 60-Second Commentaries from the METI Journal



EXPO 2025 Osaka, Kansai, Japan Weekly Report (March 11 – March 17)

~ 26 days to go! ~



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1. Visit of the Crown Prince and Crown Princess**This week's
topics**

- March 12; His Royal Highness Crown Prince Akishino, the Honourary President of the Expo, arrived for his first site visit, along with Her Royal Highness Crown Princess Akishino.
- Their Royal Highnesses Prince and Princess Akishino paid a visit to the Grand Ring, the Japan Pavilion and the Osaka Health Care Pavilion and received explanations from the staff in charge at each location.
- They will also take part in the opening ceremony of the Expo on April 12.

<https://www.expo2025.or.jp/news/news-20250221-01/><https://www.expo2025.or.jp/news/news-20250314-03/>

2. Introduction of pavilion exhibits

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

1) United Kingdom



- The pavilion, inspired by toy blocks, expresses the power of innovations that can change the world as building blocks to a new future. Interactive exhibition of British cities and future lives will provide an opportunity to reflect on the future we can build together. There will be a restaurant facing the English Garden.
- The National Day is on May 22.

2) Brazil



- The exterior of pavilion is painted in gold to signify the sun, and recycled materials such as rubbish bags are used for the interior. The exhibition consists of five parts, and the main exhibition expresses the symbiosis of humans, animals and forests, using puppets that expand and contract by air. Other exhibits will include Brazil's diversity, environmental issues and commitments towards a sustainable future.
- The National Day is on June 21.

3) Oman



- The pavilion is inspired by Oman's diverse natural and topographical features. It is designed as a testimony to the adaptability of the people and their harmonious coexistence with nature. The glass ceiling in the centre of the pavilion is topped by a canal, which allows visitors to get a sense of the Omani way of life through the flow of water that natural light penetrates.
- The National Day is on September 20.

4) Poland



- The Pavilion has been designed with wood as a main feature and represents waves of Polish creativity and innovation. Inside, specialists in several fields - nature, tradition, science and technology – will present exhibits in their own sections, showcasing the creative gene inherited by the Polish people. Piano recitals will be held regularly in the attached concert room, including pieces by the famed composer Frederic Chopin.
- National Day is October 1.

3. Event Information (June 8 -June 14)

The following are some of major events taking place in the week of June 8 -June 14, with a focus on events for which the two-month advance reservation lottery has started this week (noted with an *).

■ Daiwa House presents “ A brass band shining with life”

- Date: June 8
- Venue: EXPO Hall Shine Hat, Pop-up Stage North and East
- Children from prestigious school and community brass bands in the Kansai region will perform pieces based on the theme of the Expo, Designing Future Society for Our Lives. The Osaka Symphony Orchestra will also perform.

■ BLUE OCEAN DOME - Pavilion Day BLUE OCEAN Festival

- Date: June 8
- Venue: EXPO Arena Matsuri
- Exhibits and stages will feature content related to the sea. The festival is designed to make everyone aware of the rich blessings brought by the sea and the challenges it faces.



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■ NARAtive @EXPO Hall

- Date: June 12
- Venue: EXPO Hall Shine Hat
- Signature Pavilion producer and film director Naomi Kawase has been developing an international dialogue project "NARAtive" that connects the present and the future, Nara and the world, centered on film.



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■ Osaka-Kansai Expo Signature Pavilion "Future of Life" Architecture Conference supported by Haseko Corporation

- Date: June 14
- Venue: EXPO Hall Shine Hat
- An event with the theme of architecture held together with Haseko Corporation.



■ RELAY THE FOOD ~ Food and climate for the future~

- Date: June 8-15
- Venue: EXPO Messe WASSE
- Government agencies including the Ministry of Agriculture, Forestry and Fisheries, the National Tax Agency (responsible for alcohol regulations) and the Agency for Cultural Affairs will hold exhibitions to convey the appeal of Japan's food and drinks culture, under the theme Relay the Food.



■ Exhibition of 100 Painters Osaka-Kansai Expo

- Date: June 11-17
- Venue: Gallery WEST
- One hundred illustrators at the forefront of pop culture, including manga, anime, games and juvenile novels will exhibit works drawn from traditional Japan.



■ Sankei International Book Exhibition Osaka-Kansai Expo Exhibition

- Date: June 14-19
- Venue: Gallery EAST
- An exhibition of calligraphy by about 150 calligraphers belonging to the Sankei International Shokai, a nationwide calligraphy organisation. The works will feature words and characters inspired by the Expo, in the spirit of international cooperation especially in the development of novel calligraphy techniques.



■ [Gifu Prefecture Day] Land of Clear Streams Gifu Picture Scroll ~ A Prescription for Shining Life!~

- Date: June 9-10
- Venue: EXPO Hall Shine Hat
- The festival presents a full range of folk performing arts nurtured in Gifu Prefecture in central Japan, the Land of Clear Streams. Local theatre performances will be put on by young people from Gifu.



■ The Blessings of the Earth and Snow ~ Niigata's Food and Traditions for the Future~

- Date: June 10-13
- Venue: EXPO Messe WASSE
- Niigata Prefecture's will introduce visitors to the rich local culinary culture nurtured by the Sea of Japan and the majestic mountains.



■ Yamaguchi, Fuku no Kuni (Land of Happiness)

- Date: June 10-13
- Venue: EXPO Messe WASSE
- Visitors will be able to experience Yamaguchi Prefecture's food, sights and culture. The vibes of happiness will be transmitted through exhibits and stage events.

■ The Colors of the Four Seasons of Tohoku & Tohoku Kizuna Festival

- Date: June 14-15
- Venue: EXPO Arena Matsuri
- Six summer festivals representing the Tohoku region, namely the Aomori Nebuta Festival, the Morioka Sansa Odori, the Akita Lantern Festival, the Yamagata Hanagasa Festival, the Sendai Tanabata Festival and the Fukushima Waraji Festival, will feature parades, shows and special booths.



■ Irankarapute: Ainu culture from Upopoy

- Date: June 10-12
- Venue: Gallery EAST
- Through an introduction to Upopoy and an exhibition of Ainu crafts, this event not only will inform visitors about traditional Ainu cultural heritage but also help them to understand Ainu artistry and the often overlooked ethnic diversity of Japan.



4. Promotion Activities

- February 19 – March 13; In order to build momentum overseas, each diplomatic mission abroad held receptionw to celebrate the Emperor's Birthday and other events to promote the Expo. (follow-up from the weekly report distributed on March 4)



Courtesy of Embassy of Japan in Korea February 19.



Courtesy of Embassy of Japan in Italy on February 20



Courtesy of Embassy of Japan in Netherland on February 20



Courtesy of Embassy of Japan in Iceland on February 21



Courtesy of Embassy of Japan in Turkmenistan on February 21



Courtesy of Embassy of Japan in Romania on February 21



Provided by: Consulate of Japan in Chongqing (21 February)
From center left: Consul General Mari Takada, Osaka Prefectural Shanghai Office Staff



Courtesy of Embassy of Japan in Indonesia on February 20



Courtesy of Embassy of Japan in Poland on February 21



Japan-Taiwan Exchange Association, Taipei Office on February 26



Courtesy of Embassy of Japan in Vietnam on February 26



Courtesy of Embassy of Japan in Singapore on February 27



Courtesy of Embassy of Japan in United Kingdom on February 27



Courtesy of Embassy of Japan in Belgium on February 27



Courtesy of Embassy of Japan in Vatican on March 4



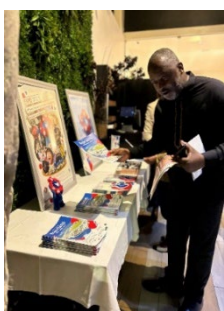
Courtesy of Embassy of Japan in France March 5



Courtesy of Embassy of Japan in Finland on March 5



Courtesy of Embassy of Japan in Argentina on March 12

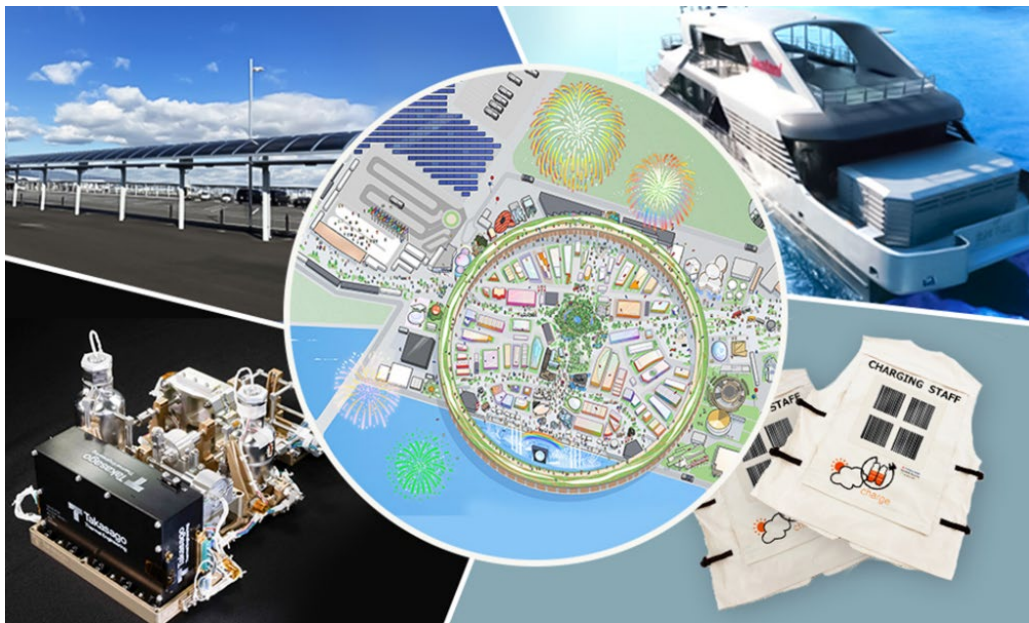


Courtesy of Embassy of Japan in Angola on March 13

- March 7; The website of the Agency for Natural Resources and Energy launched a special feature on the Expo, under the title Gathering of Future Energy Technologies. Some of the initial articles were on staff uniforms with solar cells attached and Japan's first hydrogen fuel cell passenger ship Mahoroba. The website will provide regular content on how the energy infrastructure of the Expo will provide glimpses of the future of energy.

<https://www.enecho.meti.go.jp/about/special/>

https://www.enecho.meti.go.jp/about/special/johoteikyo/expo2025_01.html



- March 15 - 16; The Cabinet Secretariat held a promotion event for children at Travel Land in Nagoya City, Aichi Prefecture, an event held in conjunction with the Expo Mystery Solving Game ~ Find Myaku-Myaku!~. In addition, a social media posting campaign was carried out for photos of Myaku- Myaku. On March 15, Chukyo TV's program for 2025 The event was broadcast.



- March 17; The Association held its regular board meeting. Discussions were held on the reuse of facilities and equipment after the closing of the event, as well as the status of ticket sales.

<https://www.expo2025.or.jp/news/news-20250317-01/>



5. Upcoming Events

- Schedule of the EXPO School Caravan

Time & Date	Name of school / Organisers
March 18 ,2025	Fukushima Prefectural Tamura Support School, Fukushima / Mitsubishi Research Institute DCS
March 19 ,2025	Chiba Prefectural Ichikawa Technical High School, Chiba / Kashima Corporation
March 21, 2025	Tachikawa City Tachikawa No. 4 Junior High School, Tokyo / Aoki Asunaro Construction

* Excerpts only from schools that agreed disclosure.

6. This Week's 60-Second Commentaries from the METI Journal

- March 12; **Circulation more gently through experience than knowledge.is**

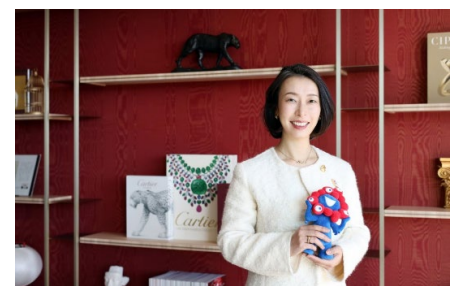
-Japan Pavilion General Producer Oki Sato

<https://journal.meti.go.jp/p/37921/>



- March 13; **Women's Pavilion, turn on the "Consciousness Switch" What Cartier wants to convey to the world at the Expo?**

<https://journal.meti.go.jp/p/37983/>



- March 14; **Famous artists will appear one after another!**
The Expo will be a venue for live music and festivals

<https://journal.meti.go.jp/p/38211/>



- March 3; **A huge gathering from all over Japan!**

The inside of the expo site is a "festival" in full swing!

<https://journal.meti.go.jp/p/38251/>



For further information on EXPO 2025

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



For back issues of the <Weekly Report>

<https://www.meti.go.jp/policy/exhibition/shuho.html>



7. Q&A's

1) Number of tickets sold

What is the take on the number of advance tickets sold, which was reported to exceed 10 million as explained by Chairman Tokura of the Association after its board meeting?

- The Association notes that the sales of advance tickets (8.21 million as of March 12) and sales of school trips and group trips recruited by travel agencies has in total surpassed 10 million, which exceeds the number of advance tickets sold at the Expo 2025 Aichi, approximately 9.39 million.
- In addition to improving the official website, the Association has taken on initiatives such as the introduction of same-day tickets and the introduction of easy-to-reserve tickets. In addition, specific content of the Expo is being widely promoted through traditional and social media, as well as third-party magazines featuring how to enjoy the Expo. These efforts will continue leading up to the opening.

<Reference> Current ticket sales status as of March 12 (approximate figures)

- Total number 8.21 million
 - Direct sales 6.4 million
 - Official Web Sales 860,000
 - Sales by travel agencies 940,000
- As part of educational travel and group travel bookings, about 2 million more tickets can be counted as sold. Adding this to the 8.21 million tickets, the figure surpasses 10 million tickets.

2) Toilet construction cost

There are reports that the temporary toilet is worth 200 million JPY, but what is the fact?

- i. Approximately 40 public toilet facilities are planned for the entire Expo site, eight of which are to be designed by young architects who are expected to play an active role in the future, with specifications determined in consideration of design, and construction contractors selected through a competitive tender procedure.
- ii. The toilet facilities in question are large facility with 40 to 60 toilets, with floor areas of 250-290 m², and unit construction cost per square metre is approximately 620,000-710,000 JPY.
- iii. The unit construction cost per square metre of public toilets built by Osaka Prefecture between 2020 and 2021 is approximately 810,000 JPY and 1,100,000 JPY. Considering the artistic value of the toilet facilities in the Expo, they are in fact great deals compared with standard public toilets.