

# WORLD EXPO 2025 NEWS

## 「KIZUNA – 絆 – News letter」

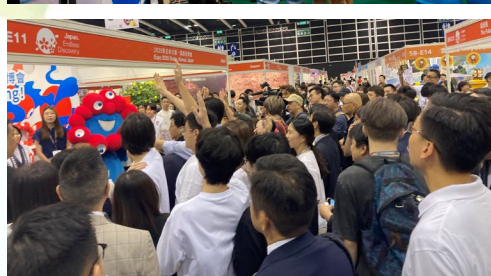
“Kizuna” is the Japanese word for “bond.”

Issued July 24, 2024, Vol.14



### Promoting the Expo at the Hong Kong Book Fair, one of Hong Kong's largest events

To the left of MYAKU-MYAKU: JIMI Hanako Minister for the World Exposition 2025, OKADA Kenichi Consul-General (Ambassador) Consulate-General of Japan in Hong Kong, Sophia Chong Acting Executive Director (Deputy Executive Director)



MYAKU-MYAKU cuddly toys were distributed to Expo Quiz participants



Exhibits from the 1970 Osaka Expo to be preserved in Hong Kong's M+, one of Asia's largest art museums



MIZUSHIMA Koichi Ambassador of Japan to Korea exchanged views with South Korean travel industry members regarding attracting visitors to the Expo



Exchanged views with Hong Kong's travel industry members regarding attracting visitors to the Expo

### 【The week's report】

- Overseas Pavilions Construction Status  
July 16: The Philippines holds a pavilion unveiling event
- Last week's main events / Schedule for this week and beyond  
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July 11-14: Promoted the Expo at the 23rd Japan Expo held in France  
July 12-15: Promoted the Expo at the 10th Anniversary Touch the Japan Special held in Taipei, Taiwan  
July 16: Promoted the Expo at the 10th Pacific Islands Leaders Meeting (PALM10) Welcome Reception hosted by Chief Cabinet Secretary Mr. Hayashi and Dr. Hayashi  
July 17-23: Promoted the Expo at the Hong Kong Book Fair

July 17: First installment of Future City Pavilion exhibition content announced  
MYAKU-MYAKU PON! promotional video released  
The Japan Association for the 2025 World Exposition and Osaka Evessa announce a collaboration agreement  
The Japan Pavilion launches its official social media accounts  
Expo workshop and venue inspection tour by the Mayoral Alliance for Expo 2025, Osaka, Kansai, Japan

- Sales / Applications  
Tickets sold: 3,476,575 (as of July 17)



**MYAKU-MYAKU is very active in international conferences too**



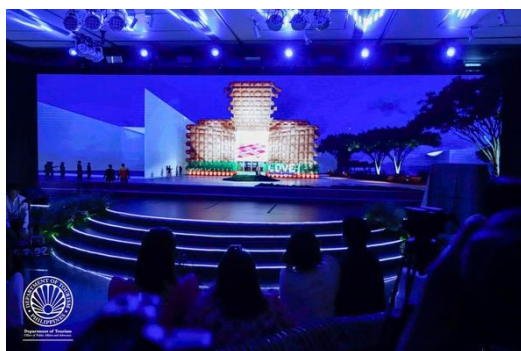
## Expo 2025 Osaka, Kansai, Japan Weekly Report (July 16 – July 22)

~ 264 days to go !



### 1. Official Participants

- July 16; the Philippines held a pavilion presentation at an art museum in Manila. The theme will be Nature, Culture & Community, Woven Together for a Better Future and will feature performances introducing traditional Filipino dances and crafts. In addition, a concept presentation will be held in Osaka on July 24/



<https://www.facebook.com/DepartmentOfTourism>



#### **Status of participating countries as of July 23**

- Number of countries with official participation agreements:	119 countries
- Individual pavilions (Type A and Type X) :	52 countries
- Independent pavilions (Type B) :	17 countries
- Shared pavilions (Type C) :	92 countries
- Countries where have been decided their construction companies:	43 countries

## 2. Reports from the past week and plans for the upcoming week

- Overseas promotion projects for Expo 2025 were held in France and Hong Kong. In Japan, the promotion was held at the Pacific Islands Summit.
- (1) 7/11~14; Japan Expo 2024, the annual Japanese culture event which regularly attracts over 200,000 visitors, was held in Paris. Myaku-Myaku took stage. It was announced that next year's Japan Expo will be held on the site of Expo 2025, Osaka, Kansai, Japan.



<https://www.expo2025.or.jp/news/news-20240702-04/>



- (2) July 16; Myaku-Myaku welcomed guests at the 10th Pacific Islands Leaders Meeting (PALM10) held in Tokyo. Chief Cabinet Secretary Hayashi and Minister Jimi were also in attendance.



From left to right: Chief Cabinet Secretary Hayashi, Deputy Minister of the Fiji Prime Minister's Office, Myaku-Myaku, Minister of State for the Expo Jimi

(3) July 21; the Hong Kong Book Fair saw Expo 2025 exhibit a promotion booth. Minister Jimi, during her visit to Hong Kong, joined the team in promoting the Expo.



(Left) From left to right: Consul General Okada, Senior Vice President of the Hong Kong Trade Development Board Sophia Chung and Minister Jimi

(Right) Exhibition booth provided by the Association

- July 17; the Association made public the contents of the City of the Future Pavilion, to be jointly operated by twelve sponsors. The pavilion, under the theme City of Happiness, will be located on the waterfront in the Green Zone to the west of the Expo site.



Exterior image of the pavilion

### Theme Exhibition: "Super Time Lapse ~5 Billion Years of Happy Journey~"

History from the birth of humanity to the formation of society and its maturation into Society 5.0 will be exhibited from the perspective of "happiness".





### Common Exhibit 01: Future Life Cube ~Dialogue with the Future~

Society 5.0 and the cities of the future will be portrayed from the perspective of consumers, featuring four 3D Cubes each with its own story.



### Common Exhibit 02: City Walker ~I Saw Dreams, I Saw Now~

The exhibit will feature a space for thinking issue in Society 5.0 on the four heads of a robot showcasing virtual experiences of the future if industry and society.



Overall image of Common Exhibiti 02

<https://www.expo2025.or.jp/news/news-20240717-01/>



- July 17; the Association released a PR video for the Myaku-Myakupon! gift campaign. Special Supporter Rikka Ihara performed the Myaku-Myakupon! dance.



<https://www.expo2025.or.jp/news/news-20240717-06/>

<https://www.youtube.com/watch?v=G1ny5BeBrd0>

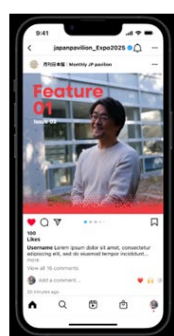


- July 17; the Association announced a collaboration with Osaka Evessa, a professional basketball team based in Osaka. From October 2024 to June 2025, the team will wear uniforms featuring Expo-themed design.



<https://www.expo2025.or.jp/news/news-20240717-03/>

- July 17, the official Instagram, X and Facebook accounts of the Japan Pavilion was newly opened to provide information about the Japan Pavilion and its theme.



**X**



**Instagram**



**Facebook**

### **3. What's coming up this week**

- July 26; The Expo Mayors Union, composed of over 100 local government leaders supporting the Expo, is holding a study session and site visit.

### **4. Ticket sales**

Number of tickets sales: 3,476,575 as of July 17, 2024