

WORLD EXPO 2025 NEWS

「KIZUNA –絆– News letter」

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

Issued September 25, 2024, Vol.22

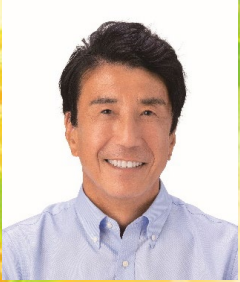
The Stakeholders Meeting on Expo 2025 was held on September 10 to report on the progress of preparations for the Expo's opening. In the meeting, the Prime Minister gave instructions to take full advantage of the opportunity provided by the Expo to actively promote business matchmaking. We will work with stakeholders to this end.

SAITO Ken, Minister of Economy, Trade and Industry

At JETRO, through our 75 overseas offices, we will further enhance our PR efforts to build momentum for the Expo and encourage as many business professionals as possible to visit the event.

When these business professionals arrive in Japan, we will coordinate with agencies and other authorities from their respective countries and also work closely with the Ministry of Economy, Trade and Industry and other relevant organizations to create concrete opportunities for business exchange.

ISHIGURO Norihiko, Chairman, Japan External Trade Organization (JETRO)



“Presentation of Expo events you can enjoy every day” held on September 24

From the left: MYAKU-MYAKU; JIMI Hanako, Minister for the World Expo 2025; KOHASHI Kenji, Expo Events Producer; TAKASHINA Jun, Deputy Secretary General, Japan Association for the 2025 World Exposition



GAMO Atsumi, President, Japan National Tourism Organization (JINTO)



TANAKA Akihiko, President, Japan International Cooperation Agency (JICA)

【Contents of this week's report】

1. Movements of Participating Countries
September 12–22: Promoted the Expo in collaboration with local events held in Indonesia, South Korea, and China
September 18: Belgium unveils its official character

2. This week /last week's main events
September 17: Minister of Economy, Trade and Industry Saito announces display of Mars Rock
September 17: Sumitomo Group unveils part of its pavilion building
September 18: Launched services of the official app “Expo 2025 Visitors”
September 18–20: Announced outline of music events to be held during the Expo
September 19: Announced the holding of a special live performance by singer Ado for the opening day of the Expo
September 19: Unveiled announcement website for Virtual Expo~Yumeshima Islands in the Sky~
September 20: Announced Expo commemorative coins (third issue)
September 20: Unveiled part of the Japan Pavilion's exhibition
September 20: Unveiled a new key visual for the upcoming six-month countdown
September 20: Announced additional participants for the Future Life Expo
September 20: Installed signage to promote cashless payments at the Expo
September 20: Adopted Expo 2025 Osaka, Kansai, Japan Action Plan ver. 6
September 23: Announced the holding of the Expo Grand Sumo Tournament

3. Ticket Sales Update
Tickets sold: 5,140,187 (as of September 18)

Making it an Expo that everyone can enjoy every day!



Expo 2025 Osaka, Kansai, Japan Weekly Report (September 17- September 23)

~ 208 days to go!~



1. Official Participants

- September 12-22; Expo promotion events were held in Indonesia, China and Korea.

(Indonesia)

- September 14-15; Myaku-Myaku made its first appearance in Indonesia at the annual Jakarta Japan Festival, where it performed on stage together with Haruka Nakagawa of JKT48 and Mikyan, the character of Ehime Prefecture.
- September 17; Myaku-Myaku visited the ASEAN Secretariat in Jakarta with JABOT, the character for ASEAN-Japan cooperation.



Photo: Ambassador Masahiko Kiya, Permanent Representative of Japan to ASEAN, and Nararya Soeprapto Deputy Secretary-General of ASEAN.

(Korea)

- September 22; An Expo PR booth was set up at the Japan-Korea Exchange Festival, the largest event for Japan-Korea exchange, held in Seoul. The booth was visited by visitors planning trips to Japan next year, with large crowds for commemorative photo sessions with Myaku-Myaku.



(China)

- September 12-16; Japan's Ambassador to China, Mr Kenji Kanasugi, took stage at the China International Trade Fair for Services 2024 in Beijing, one of China's four national-level expositions. Ambassador Kanasugi promoted the Expo alongside Myaku-Myaku.



- September 13-15; An Expo PR booth was set up at the Guangdong International Travel Industry Expo 2024, the largest international travel exposition in Guangdong. A talk session between Yoshiko Kijima, Consul General of Guangzhou, and Chinese travel influencer Camellia was broadcast from the booth and was watched by about 500,000 people.



- September 18, Belgium unveiled the official characters of the pavilion. Names are being sought. The winner will be invited to a dinner party in the pavilion.



<https://belexpo.be/competition-mascot-name>

Status of official participants as of September 19

- Of 161 countries and 9 international organisations participations:

Those with official participation agreements:

128 countries and 6 international organisations

Countries where construction has not yet started: 6 countries

Countries with no construction contractor: 3 countries

Countries participating in the Commons: 92 countries

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

- September 17, Minister of Economy, Trade and Industry Ken Saito announced at a press conference that one of the world's largest Mars Rock will be displayed at the Expo.

The Mars Rock is one of the world's largest Martian meteorites, collected near Showa Station in Antarctica in November 2000 by the Japanese Antarctic Research Expedition. The rock was scientifically identified as being of Martian origin based on its composition. It is about the size of a rugby ball, weighing around 13 kg, making it one of the largest in the world.

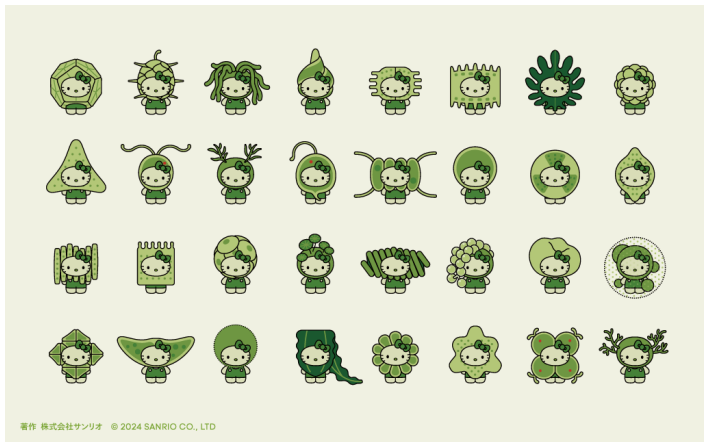
The meteorite's interior has been found to contain clay minerals that react with water, providing direct evidence of the existence of water on Mars. The meteorite has high scientific value as an important clue to the origin of life and is highly compatible with the Expo's theme of “life”.

This is the first time that this meteorite will be exhibited to the public. A smaller meteorite will be exhibited at the same time as a ‘touchable Martian stone’. The location of the exhibit within the Expo venue is still being finalised.

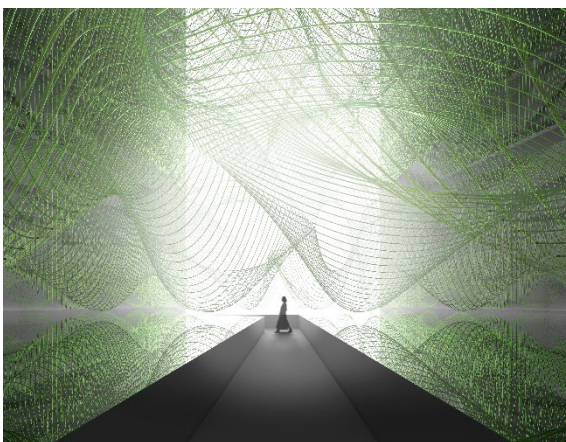


提供：国立極地研究所

- September 20; METI has unveiled part of the exhibition content of the Japan Pavilion, presenting as Phase One the main content of the Farm Area, one of the three exhibition areas in which algae play a leading role. In the exhibit, Hello Kitty, a character loved around the world, will be dressed as an algae and explain the characteristics and potential of algae. A photo-bioreactor is being set up to cultivate algae, creating a fantastic space with overlapping algae and gentle light.



Hello Kitty dressed as algae



photobioreactor

- September 19; A special live performance by Ado, a singer who has gained immense popularity among the youth in Japan and abroad, known for her starring role in the One Piece Film Red anime film, will be held at EXPO Arena on the first day of the Expo on April 13, 2025. In addition, a full-page advertisement with a newly drawn illustration by ORIHARA, Ado's image director, was published in the New York Times.

[Comment by Ado]

I am very honoured to have the opportunity to present a special live performance to mark the opening of Expo 2025. From Japan to the world, I hope to show many people the beauty of my beloved Japanese culture and music through my performance. I myself am very much looking forward to it!

*Details on how to book tickets to enter the live venue will be announced on the Expo website.

<https://www.expo2025.or.jp/news/news-20240918-01/>



- September 18 to 20; The Association announced the outline of two large-scale music events (U-NEXT Music FES and Lemino Music EXPO Live (tentative)) that will be held at the EXPO Arena during the Expo period.

1) 「U-NEXT MUSIC FES」

Date & Time: August 12 - 17, 2025

Venue: EXPO Arena "Matsuri"

Contents: U-NEXT, Japan's largest video distribution service, will hold a six-day music festival at Expo 2025 Osaka, Kansai, Japan. This is the first time that U-NEXT has hosted a real music festival, and we have prepared a variety of gimmicks that allow you to enjoy both offline and online events.

Performers: To be announced

Reservation: Advance reservation available

(reservation period will be announced in due course after winter 2024)

<https://www.expo2025.or.jp/news/news-20240918-04/>



2) 「Lemino Music EXPO LIVE(tentative name)」

Date & Time: October 5 - 6, 2025

Venue: EXPO Arena "Matsuri"

Performers: To be announced

Content: Artists from Japan who aim to work together with the world gather. Perform a performance that will excite the whole world.

Reservation: Advance reservation available

(reservation period will be announced sequentially from winter 2024)

Official website: To be released

<https://www.expo2025.or.jp/news/news-20240920-09/>



- September 23; The Association announced that it would hold a Sumo Expo Session with about 200 wrestlers including Yokozuna expected to participate. The event is scheduled to be held on August 3, 2025. The following day, August 4, a related event, SUMO EXPO 2025 will be held.

1) Sumo Expo Session

Performers: About 200 wrestlers from the Japan Sumo Association, including the Grand Champion with the rank of yokozuna.

Reservation: Advance reservation available
(Reservation period will be announced in due course from winter 2024)



2) SUMO EXPO 2025

Speakers: Local government officials related to sumo wrestling nationwide, SUMO EXPO 2025 officials in Japan and abroad

Contents: A special event at the Expo, organised by cities, towns and villages across Japan with a connection to sumo, to broaden the knowledge and experience of sumo culture in Japan and around the world in a realistic way.

Reservation: Advance reservation available
(Reservation period will be announced in due course after winter 2024)



<https://www.expo2025.or.jp/news/news-20240923-01/>

- September 20; The Association has released a new key visual to be used in advertising media six months before the opening of the Expo. It depicts visitors of all ages and nationalities enjoying the Expo by experiencing a variety of attractive content. It will be displayed on posters in various locations and communicated on the official website and social networks.



<https://www.expo2025.or.jp/news/news-20240920-03/>

- September 17; The Sumitomo Group unveiled a portion of the architecture of the Sumitomo Pavilion, which will makes full use of the trees forests under custody of the Sumitomo Group. The pavilion will offer interactive experiences in which visitors will encounter various "stories of life" with a lantern in one hand, in addition to tree-planting experiences.



<https://sumitomoexpo.com/en/>

<https://sumitomoexpo.com/files/assets/6ce3285fb54a4043addfea6b0faa4b65/516c0ffd10254db39d4fb1e8cc6d9698/20240917.pdf>

- September 18; The Association launched the official Expo 2025 Visitors App. It will provide visitors with a variety of information on pavilions, restaurants, events and other venues, enabling them to get a feel for the attractions of the Expo from before the start of the event. The information provided will be expanded as preparation progresses.



* The detailed map function on the left will be released

<https://www.expo2025.or.jp/news/news-20240918-05/>

- September 19; The Association has announced the website for Virtual Expo - Flying Yumeshima, the virtual site for Expo 2025. The website will initially focus on the concept of the Virtual Expo, while individual content is being developed.



- * The Virtual Expo app is scheduled to be released in April 2025 (free of charge)



<https://www.expo2025.or.jp/future-index/virtual/virtual-site/>

- Tokyo Game Show Digital World 2024, the virtual site of the eponymous game exhibition held September 20 – October 6, 2024, will also promote the Expo.

<https://www.expo2025.or.jp/news/news-20240919-01/>



- September 20; The Ministry of Finance announced the third round of Expo commemorative coins, consisting of 10,000 JPY gold coins, 1,000 JPY silver coins, and 500 JPY coins. Applications will be accepted from March 6, 2025.

貨幣の種類	一万円金貨幣	千円銀貨幣
図柄 (表面)		
	ミヤクミヤクと日本政府館	ミヤクミヤクと虹と万博会場からあふれ出す光
図柄 (裏面)		
	2025年日本国際博覧会 ロゴマーク	2025年日本国際博覧会 ロゴマーク

	(表面)	(裏面)
図柄		
額面	五百円	

Sales Price (include TAX)	344,000 JPY
Sales Quantity	1,000
Application Period	around 3 weeks from March 6th, 2025

https://www.mof.go.jp/policy/currency/coin/commemorative_coin/expo_2025/20240920.html



- September 20; The Association announced additional participants in the Future Life Experience pavilion. The total number of participants is now 23 companies. Further companies are expected to participate and will be announced in due course.

【Participating Companies and Organizations (in alphabetical order)】

NPO Blue Earth Project (Kobe City, Hyogo Prefecture),
Kurimoto Steel Works Co., Ltd. (Osaka City, Osaka Prefecture),
Hardwood Plywood Co., Ltd. (Asahikawa City, Hokkaido),
Sansho Co., Ltd. (Osaka City, Osaka Prefecture), J-Bang Co.,
Ltd. (Toyama City, Toyama Prefecture), Tanseisha Co., Ltd.
(Minato-ku, Tokyo), Narikoma Holdings Co., Ltd. (Osaka City,
Osaka Prefecture), Number Three Co., Ltd. (Kobe City, Hyogo Prefecture), Fujicco Co., Ltd.
(Kobe City, Hyogo Prefecture)



<https://www.expo2025.or.jp/news/news-20240920-01/>

- September 20; The Cashless Expo Promotion Council has installed digital signage promoting the cashless Expo at major Osaka Metro stations (Umeda and Shinsaibashi) to mark the 200th days of the Expo.

* September 23 - 29, 2024 , 76 pages in total

<https://www.expo2025.or.jp/news/news-20240920-08/>



- September 20; The government held the plenary of the International Exposition inter-ministerial meeting, headed by Prime Minister Fumio Kishida. Expo 2025 Action Plan Ver.6, outlining government projects associated with the Expo, was approved. The details of the initiatives of the relevant ministries and agencies that have been registered so far, as well as the place and period of implementation, are organized and specified for each theme.

https://www.cas.go.jp/jp/seisaku/expo_suisin_honbu/kaigi/index.html



3. Ticket sales

Number of tickets sales: 5,140,187 as of September 18, 2024