

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

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

Issued October 16, 2024, Vol.25



On October 13, I attended the six months to go to the Expo event organized by the Japan Association for the 2025 World Exposition in Tokyo. Reservations for visit dates and times began on the same day. From now on, tickets will be available not only at the official website but also at travel agencies, convenience stores, and other locations.

We have six months to go until the Expo's opening. As Minister for the World Expo 2025, I am committed to ramping up the final preparations as well as building nationwide momentum for the Expo.

ITO Yoshitaka, Minister for the World Expo 2025

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

1. Movements of Participating Countries

October 9: The Netherlands' RegMed Xb and Japan's Nakanoshima Cross sign a memorandum of understanding on cooperation in regenerative medicine

October 10: Austria unveils the musical note-shaped wooden structure being created for display in its pavilion

2. This week /last week's main events

October 8: Announced the opening of the Expo 2025 Osaka, Kansai, Japan Official Store EDION Namba Main Store

October 8: Unveiled a concept image of the “Advanced Air Mobility” take-off and landing site (port) at the Expo site

October 8: Announced nine new corporate sponsors of the Signature Pavilions

October 9: Released an overview of the Joint Pavilion Iida Group × Osaka Metropolitan Univ.'s exhibition

October 9: Announced the launching of collaboration products featuring Special Supporter Kumamon and MYAKU-MYAKU (going on sale on October 14)

October 11: Released collaboration products featuring Hello Kitty and other Sanrio characters and MYAKU-MYAKU

October 12: Announced the appointment of sisters YUCHAMI and YUICHAMI as special supporters

October 12: Various six months to go events held in Osaka (October 12–14)

- Amemura EXPO – 6 months to go to Expo 2025 Osaka, Kansai, Japan!

- EXPO 2025: Where fun exceeds your imagination! 6 months to go! Special drone show

- Expo 2025 Six months to Go Event in Dotonbori!

October 13: Japan Association for the 2025 World Exposition holds a six months to go event in Tokyo

- After a video message from Prime Minister ISHIBA, Minister of Economy, Trade and Industry MUTO and Minister for the World Expo 2025 ITO each delivered a welcome address

3. Ticket Sales Update

Tickets sold: 7,139,092 (as of October 2)



Expo 2025 Osaka, Kansai, Japan Weekly Report (October 8- October 14)

~ 180 days to go!~



1. Official Participants

- October 10; Austria posted on social media a video of the progress of creating a musical score constructed with wooden boards that will be exhibited in its pavilion.



<https://www.instagram.com/p/DA8M7s4soUp/?igsh=eDI0cDdmbzN4cGQw>

<https://www.expo2025.or.jp/en/official-participant/austria/>



- October 9; RegMed XB, a public-private partnership organisation based in the Netherlands involved in regenerative medicine and Nakanoshima Cross (International Centre for Medical Innovation), a Japanese medical organisation, have signed a MOU to promote cooperation in the field of regenerative medicine. The ceremony was attended by senior officials from the Netherlands and Professor Yoshiki Sawa, director of Nakanoshima Cross. The two organisations confirmed their intention to work together leading up to and beyond Expo 2025.

<https://prtimes.jp/main/html/rd/p/000000002.000144048.html>



Status of official participants as of October 11

- Of 161 countries and 9 international organisations participations:

Those with official participation agreements:

132 countries and 6 international organisations

Countries where construction has not yet started: 2 countries

Countries with no construction contractor: 2 countries

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

- October 13; The Association held a pre-opening event in Tokyo (the Osaka/Kansai Expo Visitor Reservation Kick-off Event - Six Months to go!) and broadcasted it online. Prime Minister Shigeru Ishiba sent a video message, and Minister of Economy, Trade and Industry Yoji Muto and Minister in Charge of the Expo Yoshitaka Ito gave greetings on stage and expressed their aspirations for the Expo.

At the event, Ambassador Ong Eng Chuan of Singapore and Dr Anna Wallbrecht from the Embassy of Germany took to the stage to present on their national pavilions and the state of preparations. There was also a ceremony to pass the baton from Kikkoro and Morizo, the mascots of Expo 2005 in Aichi Prefecture, to Myaku-Myaku. Paris Olympics Judo medalists Abe siblings also joined in on the discussions on the Expo.



- October 12 - 14; A series of events were held in Osaka to liven up the Expo six months before the event.

◇ Amemura EXPO– The Osaka-Kansai Expo 6 Months to go!–

October 12 - 14 at Shinsaibashi Big Step (Chuo-ku, Osaka)

The Amemura EXPO Executive Committee will hold events such as an EXPO stage to introduce the appeal of the Expo to the young generation who are good at social media, as well as live performances by popular artists, dance shows, and graffiti art themed around the Expo.

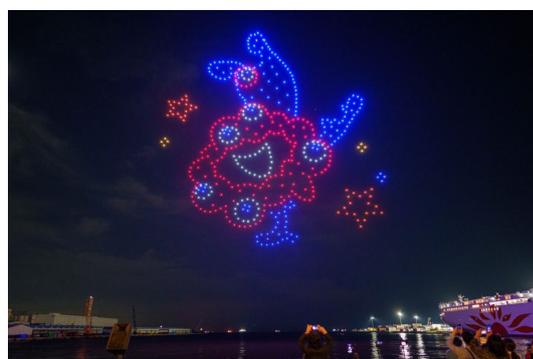


<https://www.expo2025.or.jp/news/news-20241013-02/>

◇ It's more than you can imagine! 6 months to go! Special Drone Show

October 12 - 13 at ATC Umier Square (Nanko, Osaka)

The Association and Drone Show Japan Inc. used 500 drones to draw more than 10 scenes in the sky, including the slogan 'It's more than you can imagine!' and Myaku-Myaku.



<https://www.expo2025.or.jp/news/news-20241013-01/>

◇ Osaka-Kansai Expo Half a year before the opening event in Dotonbori

October 13 at Dotonbori River Walk Ebisubashi (Chuo-ku, Osaka)

The Association held a talk show and countdown ceremony at the Dotonbori Glico Sign, one of Osaka's landmarks, with special supporter NMB48, special guest, Dacho Club of the comedian unit, and Goe Asakoshi of The Plan 9 as a guest MC. Dotonbori Glico Sign will air a PR video of the Expo until October 26.



<https://www.expo2025.or.jp/news/news-20241013-03/>

- October 12; The Association announced that sisters and models Yu-Chami and Yui-Chami have been appointed as Expo special supporters. The two also appeared at the six months to go event in Tokyo.



<https://www.expo2025.or.jp/news/news-20241012-01/>

- October 9; The Association announced that it will release collaboration products between the special supporter Kumamon and Myaku-Myaku. The products will be on sale on October 14.



Product List: https://www.expo2025.or.jp/wp/wp-content/uploads/241008_syuhinshiyo.pdf

<https://www.expo2025.or.jp/news/news-20241009-02/>



- October 11; The Association released of collaboration products between Sanrio characters such as Hello Kitty and Myaku-Myaku.



Product list : https://www.expo2025.or.jp/wp/wp-content/uploads/241011_syuhinshiyo.pdf

<https://www.expo2025.or.jp/news/news-20241011-01/>



- October 8; The Association announced the opening of the new Expo Official Store at EDION Namba main store in Osaka, opening from October 12. This brings the total number of official stores nationwide Japan to 19.



※画像はイメージです

<https://www.expo2025.or.jp/news/news-20241008-03/>



<Reference> Official Stores

Abeno Harukas store, Daimaru Umeda store, Maruzen Marunouchi OAZO store, JR Shin-Osaka Station Eki Marche store, MARUZEN & Junkudo Sho Umeda store, Maruzen Kyoto BAL store, Junkudo Shoten Fukuoka store, Takashimaya Osaka store, Osaka Nanko ATC store, Shinsaibashi PARCO store, MARUZEN & Junkudo Shoten Sapporo store, Junkudo Shoten Namba store, Junkudo store Naha store, Maruzen Hiroshima store, Junkudo Shoten Sannomiya Ekimae store, Daimaru Tokyo, Daimaru Kobe, Maruzen Nagoya

- October 9; Iida Group Holdings announced the exhibition outline of the pavilion Iida Group × Osaka Metropolitan University Joint Exhibition Hall.

< **Future City Wellness Smart City®** >

The centerpiece of the exhibition in this pavilion - a huge diorama with a major axis of 24 m and a minor axis of 15 m will express the city of the future.



【パビリオン内観イメージ】

< **Artificial photosynthesis technology** >

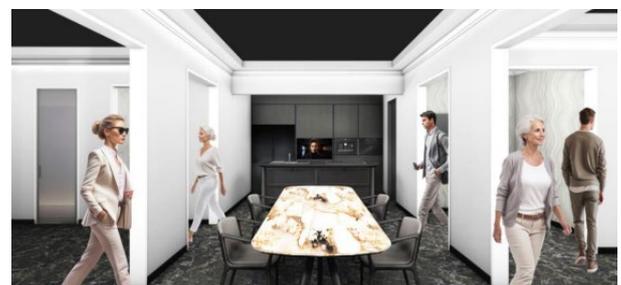
Artificial photosynthesis technology, creating energy from carbon dioxide to provide energy self-sufficiency in homes, will be exhibited. The latest research, including actual artificial photosynthesis equipment and demonstration videos, will also be featured.



【人工光合成 展示イメージ】

< **Wellness Smart House®** >

Wellness Smart House that leads to the maintenance of pre-illness in the living space will be exhibited. It will be recreated as a "house" in the pavilion, proposing a system for future housing where people can live healthily.



【ウエルネス・スマートハウス® 展示イメージ】

https://ssl4.eir-parts.net/doc/3291/ir_material7/238472/00.pdf



- October 8; The Association and ORIX released an image of the flying car airfield in the Expo site. The official name of the facility is EXPO Vertiport.



<https://www.expo2025.or.jp/en/news/news-20241008-02/>

- October 8; The Association announced that nine new companies have been added to the list of sponsors of the Signature Pavilion of eight producers. (A total of 97 sponsors)

< List of new sponsors >

- i-PRO Co., Ltd. (Minato-ku, Tokyo)
- Kitamura Holdings Corporation (Shinjuku-ku, Tokyo)
- Kintetsu Group Holdings Co., Ltd. (Osaka City, Osaka)
- Sakura Internet Co., Ltd. (Osaka City, Osaka Prefecture)
- Japan Petroleum Exploration Co., Ltd. (Chiyoda-ku, Tokyo)
- Toyota Industries Corporation (Kariya City, Aichi Prefecture)
- Toyota Auto Body Co., Ltd. (Kariya City, Aichi Prefecture)
- Japan Express Co., Ltd. (Chiyoda-ku, Tokyo)
- Hitachi Solutions Co., Ltd. (Shinagawa-ku, Tokyo)

<https://www.expo2025.or.jp/news/news-20241008-01/>



3. Ticket sales

Number of tickets sales: 7,139,092 as of October 9, 2024

4. Q&As

1) Overseas Pavilion Construction

Regarding the overseas pavilion Type A, it is said that at least half of the countries will not be able to complete the exterior work by mid-October, as requested by the Association.

- i. The Association looks forward to structural framework of the pavilions being completed by mid-October, given the unavoidable limitations on the passage of large construction vehicles expected due to the full-scale start of interior work.
- ii. Since there are various designs and construction methods for Type A pavilions, it is not the case that structural framework must necessarily be completed by mid-October in order for the pavilions to be ready for the opening of the Expo. Through detailed consultations, the Association is ensuring that the entire process is managed so that the pavilions will be ready in time.

2) Ticket sales

The Association has stated that the number of tickets sold has exceeded 7 million after the deadline for the sale of super early-bird tickets, but as this is only half of the target, and most of these tickets are for businesses. So ticket sales for the public are stagnant>

- i. This is not the case. The Association is currently working on various initiatives to achieve its target of selling 14 million advance tickets, and Chairman Tokura and Secretary-General Ishige have also been communicating externally that they are ‘feeling a good response’ to the current sales figures for general tickets and recognise that sales are progressing at a reasonable pace.
- ii. With the opening of the event just six months to go, with greater information on the exhibits and the start of pavilion reservation lotteries on September 25, general ticket sales are gaining momentum. In addition to establishing a support system for online ticket sales and reservations, the Association will also start selling paper tickets that can be purchased at convenience stores and travel agencies from October 13. It hopes to stimulate the purchasing desire of people who are not used to smartphones, people who want to buy tickets casually, and people who want to give tickets as gifts.
- iii. Large-scale purchases by companies are also steadily accumulating, and the Association will continue to work actively towards the target of 7 million corporate sales.