

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

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

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We are delighted to see the steady progress at the Expo site and the incredible support that has made it possible. Recently, we marked a major milestone with the completion of the wooden structure for our pavilion, an achievement that underscores the strength of our collaboration here in Japan. Hosting an event of this scale is a significant endeavor, and we recognize the commitment and resources Japan has dedicated to welcoming the world. Expo 2025 is more than a showcase; it is a powerful platform to inspire a sustainable and cooperative future. The impact of this event will be felt far beyond its closing day. The legacy of Expo 1970 serves as our inspiration. That event shaped a generation in Japan, fostering a lifelong connection with the global community. Today, we aim to create a similar experience, one that will inspire young people to carry forward a spirit of collaboration and shared vision. We are grateful for the dedication of everyone involved, and we look forward to continuing our journey together toward a memorable Expo 2025.

**Christopher Hecker, Director of the German Pavilion at Expo 2025 Osaka**

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

1. Movements of Participating Countries  
November 6: Canada holds an event to showcase its Expo pavilion exhibition. Mr. ITO Yoshitaka, Minister for the World Expo 2025, attends the event  
November 7: Five Nordic countries complete construction of the Nordic Circle's framework  
November 8: Ms. Laurie Peters, Commissioner General of Canada, and other officials visit Yumeshima
2. This week /last week's main events  
October 31: Expo Training Program launched under the ASEAN Young Talent Training Project by the Ministry of Economy, Trade and Industry  
November 4: Japan Association for the 2025 World Exposition hosts an Expo PR booth at the Abu Dhabi International Petroleum Exhibition and Conference  
November 5: Japanese companies and relevant agencies set up an Expo PR counter at China International Import Expo 2024  
November 5: Monthly JP Pavilion covers the appeal and potential of algae to be exhibited at the Japan Pavilion  
November 8: Japan Association for the 2025 World Exposition hosts an Expo PR booth at Visit Japan FIT Fair 2024 in Bangkok, Thailand  
November 8: Kansai Electric Power installs three MYAKU-MYAKU monuments at the entrance to its head office  
November 8: Mr. YAMAGIWA Juichi, Senior Advisor of Osaka Kansai EXPO 2025, holds the EXPO School Caravan at Yurihonjo Municipal Nishime Junior High School.  
November 9: Experience Beyond Your Imagination! Sugoroku EXPO PLAYPARK held at Aeon Mall Rinku Sennan  
November 10: West Japan Railway Company launches Expo theme-wrapped trains at Okayama Station  
November 14: KOBUKURO appears in *Best Hits Kayosai*, performing the Expo theme song at the Yumeshima site  
November 16: Experience Beyond Your Imagination! Sugoroku EXPO PLAYPARK held at Aeon Mall Itami
3. Ticket Sales Update  
Tickets sold: 7,302,204 (as of November 6, 2024)



## Expo 2025 Osaka, Kansai, Japan Weekly Report (November 5 - November 11) ~ 152 days to go!~



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### 1. Official Participants

- November 6; Canada held a presentation of the cultural events to be held by the pavilion, at the Embassy in Tokyo. Performances were given by artists with diverse backgrounds, including artists. Collaborations with other pavilions including the Women's Pavilion were announced. Canadian Ambassador to Japan Ian McKay and Expo Minister Yoshihiko Ito participated and confirmed the strengthening of Japan-Canada relations through the Expo.



<https://x.com/CanadaExpo/status/1854231031479460204?t=vOra3dqxaMAcK4HxcWCwOg&s=19>

- November 8; Commissioner General Lawrie Peters of Canada visited Yumeshima. The Canadian delegation made signatures on the beam that will be used for the highest part of the Canadian Pavilion currently under construction. A Canadian indigenous artist who is creating a song for the Canada Pavilion made a live performance at the site.



- November 7; The Nordic Circle, the joint pavilion by five Nordic countries (Denmark, Finland, Iceland, Norway and Sweden), announced that the framework of the pavilion has completed at the end of October, as originally planned.



<https://thenordics-expoosaka.com/jp/news/construction-nov2024>



### **Status of the 170 official participants as of November 7**

- 161 countries and 9 international organisations:

Those with official participation agreements:

138 countries and 6 international organisations

Countries where construction has not yet started: 1 country

Countries with no construction contractor: 1 country

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

- November 4 -7; The Association exhibited a PR booth at the Abu Dhabi International Petroleum Exhibition Conference (ADIPEC2024) held in the UAE. Minister of State Noora Al Qabi and Ambassador Ken Okaniwa participated. Rashid and Latifa, the official characters of Expo 2020 Dubai, also welcomed Myaku-Myaku's visit.



- November 5 -10; During the China International Import Expo 2024 held in Shanghai, with over 850,000 visitors, various Japanese companies engaged in Expo 2025 set up their own dedicated Expo corners in their booths. The companies also presented on their pavilions and other attractions physically and on social media.



- November 8 - 10; The Association exhibited a PR booth at the Visit Japan FIT Fair in Bangkok. In addition to giving a presentation about the Expo at the booth, Myaku-Myaku took the stage on to promote the Expo widely. Ambassador Masaoto Otaka also visited the booth.



- November 5; The 6th issue of the official web magazine Monthly Japan Pavilion was published to help visitor learn further about the Japan Pavilion and its concept of “circulation of life”. Introducing the attractions and potential of algae in Japan, Hello Kitty was dressed in 32 algae-inspired dresses.



<https://2025-japan-pavilion.go.jp/en/>



- October 31; The Ministry of Economy, Trade and Industry launched a training program for young ASEAN officials involved in the Expo. The Association will assist in providing on-the-job training for the ASEAN officials, who are expected to play key roles in their respective pavilions and develop expertise in organising major events such as Expos.



<https://prtimes.jp/main/html/rd/p/000000002.000152159.html>

- November 10; JR West Japan started operation of Expo-themed trains from Okayama Station. They will run on the Sanyo Main Line (Higashi Okayama - Mihara), the Aiko Line (Banshu Aiko - Higashi Okayama), and the Houbi Line (Kurashiki - Niimi) until the end of the Expo on October 13, 2025.



- November 8; Kansai Electric Power installed three monuments of Myaku-Myaku in front of the entrance of the head office until the end of the Expo.



<https://www.expo2025.or.jp/news/news-20241108-02/>

- November 9 - 10; The Association held the event More than You Can Imagine! Turn! EXPO PLAYPARK at the Aeon Mall Rinku Sennan, close to the Kansai International Airport. Visitors experienced of the Expo through attractions such as the EXPO Sugoroku Tour.



<https://www.expo2025.or.jp/news/news-20241101-03/>

- November 8; Juchi Yamagiwa, Senior Advisor and Director of the Research Institute for Humanity and Nature, held a class at Nishime Junior High School in Yurihonjo City, Akita Prefecture as part of the EXPO School Caravan. Mr Yamagiwa stressed that the students aware that they were approaching a transitional era where the concepts of life and future play key roles.



### 3. Upcoming events

- November 14; Kobukuro a singer duo and ambassador of the Expo will appear at the Best Hit Song Festival (broadcast on Nippon Television networks on November 14). Singing the theme song at the Yumeshima venue.
- November 16 - 17; "More than you can imagine! Turn! EXPO PLAYPARK" at Aeon Mall Itami 1F in Entertainment Court.

<https://www.expo2025.or.jp/news/news-20241108-04/>



### 4. Ticket sales

Number of tickets sold: 7,302,204 as of November 6, 2024