

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

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

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ITO Yoshitaka, Minister for the World Expo 2025 and  
ISHIGURO Hiroshi, Theme Producer, Japan Association for the 2025 World Exposition



ISHIGURO Hiroshi Theme Producer, Japan Association for  
the 2025 World Exposition ©FUTURE OF LIFE / EXPO2025

The building of our “Future of Life” signature pavilion, for which I serve as the producer, has already been completed, and we are now earnestly working on creating the exhibits. Over the past three years, we have discussed the exhibition content with various researchers and sponsors that engage in the development of future technology. We present the outcomes of our discussions as products of the future, along with scenes from future life. Visitors can gain hints from the pavilion exhibits to expand their imagination to envision diverse futures, each of which we are responsible for shaping. I hope we can all work together to shape the future through the Osaka-Kansai Expo.

**ISHIGURO Hiroshi**

Professor, Osaka University; Visiting Director, ATR Hiroshi Ishiguro Laboratories  
Theme Producer, Japan Association for the 2025 World Exposition

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## 【Contents of this week's report】

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1. Movements of Participating Countries
  - December 17: Construction of the Ireland Pavilion completed
  - December 19: Mascot of the Jordan Pavilion decided
  - December 20: Brazil, Chile, Peru, and Uruguay announce the exterior and exhibition content of their respective pavilions
2. This week /last week's main events
  - December 5: Embassy of Japan in Chile holds a tourism promotion seminar. Expo presentation held
  - December 9: Commissioner of the Japan Tourism Agency introduces the Expo at the Korea-Japan Tourism Business Forum. Promotes the Expo with a video, etc.
  - December 15: Japan Post's Kinki Regional Office holds an event to mark the beginning of acceptance of New Year's cards. MYAKU-MYAKU participates as well
  - December 17: Theme Producer KAWAMORI delivers an Expo visiting lecture at Miyakoji Elementary School in Fukushima Prefecture
  - December 20: Japan Association for the 2025 World Exposition announces the limited-time exhibition and stage participants of Future Life Experience
  - December 23: Ministry of Economy, Trade and Industry releases an exhibit summary of the Japan Pavilion's Factory Area
  - December 23: Mr. OHSAKI Hiroshi, Senior Advisor of Osaka Kansai EXPO 2025, delivers an Expo visiting lecture at Karuizawa Seibu Elementary School in Nagano Prefecture
  - December 28: EXPO PLAYPARK at Aeon Mall Okayama (December 28–29)
3. Ticket Sales Update
  - Tickets sold: 7,443,561 (as of December 18, 2024)



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

~ 110 days to go!~



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### 1. Official Participants

- December 17; Construction of the Ireland Pavilion, based on the Triskele, a spiral pattern of ancient Celtic origin, is now complete. The three spirals represent Ireland as a nation, its relationship with Japan and the spirit of creative collaboration.



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



<https://www.instagram.com/ireland.ie/>



- December 19; The official mascot of the Jordan Pavilion has been decided. The theme of the Jordan Pavilion will be Weaving Possibilities, and visitors will be able to experience the flow of time from 10,000 years ago to the near future in ten minutes.



<https://www.instagram.com/expo2025jordan/>

<https://www.expo2025jordan.jo/>



- December 20; Four Latin American countries (Brazil, Chile, Peru and Uruguay) made public images of their pavilions and exhibition contents on the website of the Bureau International des Expositions (BIE).

- Brazil: Introducing comprehensive and sustainable initiatives for mature conservation, diversity and the eradication of poverty
- Chile: Immersive experience in three areas: sustainability, democracy and diversity
- Peru: The country's diversity and how it contributes to humanity
- Uruguay: Sustainable development models and diverse cultures



Brazil Pavilion



Chile Pavilion



Peru Pavilion



Uruguay Pavilion

<https://www.bie-paris.org/site/en/latest/infocus/entry/latin-americas-vision-for-the-future-at-expo-2025-osaka-kansai>



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

- December 23; The Ministry of Economy, Trade and Industry released the outline of the exhibition in the Monozukuri (Making Things) Zone of the Japan Pavilion. In this zone, animation character Doraemon will navigate visitors to experience the concept of recycling-oriented manufacturing that combines Japan's tradition and cutting-edge technology.



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<https://2025-japan-pavilion.go.jp/news/241223/>

- December 15; The Kinki Branch Office of Japan Post held an event to mark the launch of Expo-themed New Year's cards for the 2025 New Year in the Kinki region (Osaka, Kyoto, Hyogo, Nara, Wakayama and Mie Prefectures). Myaku-Myaku also participated in the event, and kindergarten children danced to the official Expo theme song by the duo Kobukuro.



[https://www.post.japanpost.jp/notification/pressrelease/2024/09\\_kinki/1210\\_01\\_01.pdf](https://www.post.japanpost.jp/notification/pressrelease/2024/09_kinki/1210_01_01.pdf)

- December 20; The Association has announced new participants for the period exhibition and stage at the Future Life Experience.

- Chubu Region Expo 2025 Experience Committee
  - Immersive travel experience in the Chubu region in central Japan through VR (virtual reality) and AR (augmented reality).
- Common Ground Living Lab Steering Committee
  - Being developed under the title Superposition of Remote Space by Common Ground
- Liberaware Inc.
  - The Project SPARROW Railway Booth will use full-scale mock-ups, dioramas and VR experiences, to show a future where drones replace the dangerous and strenuous inspection work that has been carried out by humans.
- Revo International Inc.
  - Showcases latest research and manufacturing processes to realise a recycling-oriented society, including fuels from waste plastics and unused wood.



<https://www.expo2025.or.jp/news/news-20241220-01/>

- December 5; The Embassy of Japan in Chile, in collaboration with Japan National Tourism Organization (JNTO), held a Tourism Promotion Seminar for about 80 Chilean travel agencies and media. The embassy gave a presentation on the Expo, and JNTO conveyed the appeal of Japan such as culture and tourism.



- December 9; At the Japan-Korea Tourism Business Forum held in Seoul, Commissioner of the Japan Tourism Agency Naoya Haraikawa introduced Expo 2025. He also promoted the Expo at the 38th Japan-Korea Tourism Promotion Council held the following day in Gangneung, airing a concept movie and distributing pamphlets. Guests were presented with plush toys of Myaku-Myaku at both events.



- The Cabinet Secretariat's Expo School Caravan Project continued with its visiting classes.
  - December 17; Signature Pavilion producer Shoji Kawamori gave class at Miyakoji Elementary School in Tamura City, Fukushima Prefecture. The students learned that the food they eat every day is connected to other living things, the earth and the sea, introducing the notion of life as a repeated process of combining and transforming, without hierarchy.



- December 23; Hiroshi Osaki, Senior Advisor to Expo 2025 and veteran event producer, gave class at Karuizawa Seibu Elementary School. The class was about the importance of considering things from other people's perspectives and accepting each other, rather than just looking at things from their own perspective.



### **3.Upcoming events**

-December 28 -29; "It's more than you can imagine! Turn! EXPO PLAYPARK" at AEON Mall in Okayama.

<https://www.expo2025.or.jp/news/news-20241220-06/>



For further information on Expo 2025:

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



### **4. Ticket sales**

Number of tickets sold: 7,443,561 as of December 18, 2024

## 5. Q&As

On December 23, the City of Osaka, Osaka Prefecture and the Association announced the results of the trial of the Expo TDM (Transportation Demand Management). How do they plan to proceed with the TDM initiatives during the Expo?

- i. On December 23, the Expo Traffic Facilitation Promotion Conference conducted a review of the Expo TDM Trial, held from September 30 to October 4. It reported a significant reduction in the number of people getting off at Cosmo Square and Trade Center Metro stations, with a noticeable reduction of traffic volume.
- ii. It became clear that coordination would be needed during the Expo to reduce congestion rates, taking into account factors such as major visitor facilities along the Metro line.
- iii. It will be important to encourage companies and individuals to change their behaviour in order to promote TDM, and to take measures to reduce traffic volume by coordinating with major visitor facilities along the Metro line through incentives for registering as a TDM partner, such as the provision of event space in the Osaka Healthcare Pavilion.
- iv. The City of Osaka, Osaka Prefecture and the Association will promote the compatibility of urban activities and the smooth flow of traffic through the strengthening of TDM-related initiatives.