

## 32 days to go until the opening of Expo 2025 Osaka, Kansai, Japan...



Kuwait is poised to make a significant impression at Expo 2025 with its pavilion, "The Visionary Lighthouse," embodying the nation's bold vision for New Kuwait 2035 — a future rooted in tradition yet propelled by innovation.

H.E. Mr. Abdul Rahman Baddah Al-Mutairi, Minister of Information and Culture and Minister of State for Youth Affairs of the State of Kuwait, recently met with H.E. Mr. ITO Yoshitaka, Minister for the World Expo 2025, to reaffirm Kuwait's commitment to supporting the success of EXPO 2025 OSAKA, KANSAI. H.E. Minister Al-Mutairi highlighted the strong ties between Kuwait and Japan, as well as their shared values of collaboration and mutual respect.

Located in the "Empowering Lives" area, Kuwait's pavilion is inspired by the natural flow of waves and dunes, symbolizing the nation's maritime and desert heritage. The design features a robust base and a lightweight roof connected by a central dome — the base reflects Kuwait's roots, while the roof signifies its forward-looking ambition. Its open structure blurs the boundaries between inside and outside, inviting visitors with a sense of connection and openness.

EXPO 2025 OSAKA, KANSAI promises to be a celebration of human potential. We are honored to be part of this extraordinary platform, with the Kuwait Pavilion reflecting our nation's identity and aspirations while reinforcing the strong friendship between the State of Kuwait and Japan.

**Sami Al-Zamanan, Ambassador of the State of Kuwait to Japan**



In order from the left: Sami Al-Zamanan, Ambassador of the State of Kuwait to Japan, ITO Yoshitaka, Minister for the World Expo 2025 (Japan), Abdul Rahman Baddah Abdul Rahman Al-Mutairi, Minister of Information and Culture and Minister of State for Youth Affairs (Kuwait)

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This week's  
topics

## 1. Actor Norika Fujiwara appointed as Honourary Director of the Japan Pavilion

March 5; the Ministry of Economy, Trade and Industry (METI) announced that Norika Fujiwara had been appointed as the Honourary Director of the Japan Pavilion by Minister Yoji Muto. The Honourary Director will be in charge of accosting domestic and international guests as well as promoting the Japan Pavilion to a wide audience.

### Comment by Norika Fujiwara

*As a native of the Kansai region, I am very honoured to take on this position and fulfill my responsibilities for my home region of Kansai and Japan. The Japan Pavilion will aim to foster new understandings on the realisation of a recycling-oriented society, under the theme of Between Life and Life. As a pavilion of the host country, we will welcome many guests from all over the world, and I look forward to conveying the messages of the Japan Pavilion to attract as many people as possible to the pavilion.*

### <Profile of Norika Fujiwara>

Born in Hyogo Prefecture. Winner of the 92' Miss Japan Grand Prix.

She has been actively involved in social contribution projects, including her role as special public relations envoy of the Japan Red Cross. She presides over the NPO "Smile please World Children's Fund" and has been supporting the education of children in Japan and abroad for more than 20 years, including building schools in Afghanistan, Cambodia and Nepal.



<https://www.meti.go.jp/press/2024/03/20250305003/20250305003.html>

<https://2025-japan-pavilion.go.jp/news/250306/>

## 2. Introduction of pavilion exhibits

An introduction of official pavilions selected by the Ministry of Economy, Trade and Industry at its own discretion.

### 1) Azerbaijan



- The pavilion is characterised by seven large arches. A statue of the Seven Beauties under the arches will welcome visitors. The pavilion includes an omni-directional projection video show, exhibitions on Azerbaijani culture, art and nature, and a restaurant combining Japanese and Azerbaijani gardens.
- The National Day will be on June 5.

### 2) Kuwait



- The architecture will represent a widely spread wing. Consisting of a gallery, garden, courtyard and five themed interactive rooms, the pavilion will present Kuwait's past, present and future as seen through its history and personal stories in an immersive exhibition. Visitors can also sample traditional Kuwaiti cuisine in the pavilion's restaurant.
- The National Day will be on June 19.

### 3) Germany



- Consisting of circular-shaped wooden pavilion made of reusable building materials, the pavilion itself will be an exhibition of sustainable architecture. Inside, visitors can experience the living in a recycling-oriented society through an immersive exhibition that stimulates the five senses. The pavilion will also feature a restaurant ‘Oishii! Germany’ with German and Japanese specialties and a shop ‘Omiyage! Germany’ with a wide range of German souvenirs.
- The National Day will be on June 20.

### 4) United Nations



- 35 UN agencies will participate together in an exhibit including the 80-year history of the UN and its efforts to address global challenges and humanitarian crises. UN officials, experts, celebrities, supporters and other guests will be welcomed to share their knowledge and experiences on global challenges and solutions.
- The Special Day, the equivalent of the National Day for international organisations, will be on August 22.

### **3.Event Information (June1 -June 7)**

The following are some of major events taking place in the week of June 1 -June 7, with a focus on events for which the two-month advance reservation lottery has started this week (noted with an \*).

#### ■ **Traditional Culture Future Co-Creation Project**

~Bridge between the Next Generation and the World~ \*

- Date: June 3-4
- Venue: EXPO Hall Shine Hat
- Performances of traditional culture, demonstrations, and talk shows are planned.



#### ■ **ORA Restaurant Pavilion "Banquet ~ UTAGE~" Pavilion Day Japan Food Wonder Trip ~ A journey to discover the attraction of world-class Japanese food~ \***

- Date: June 7
- Venue: EXPO Hall Shine Hat
- By reaffirming the appeal of Japanese cuisine, the pavilion will deliver the wonders of food that will be transmitted to the next generations from around the world.



#### ■ **Pasona Group Pavilion Day "Thank you for life"**

- Date: June 1
- Venue: EXPO Hall Shine Hat
- Details to be announced.



#### ■ **LOHAS FESTA EXPO 2025**

- Date: June 2-4
- Venue: EXPO Arena Matsuri
- Shops at LOHAS Festa will feature upcycled handmade products made from scrap wood, fair trade products and healthy-oriented food products. Participatory event will be held where visitors can experience a sustainable lifestyle through workshops where they can learn about the SDGs in an engaging way.



(c) LOHAS Festa

## ■ Bakery Expo Japan

- Date: June 4-5
- Venue: EXPO Messe WASSE
- Top domestic and international bouchers will gather at the Expo for baking demonstrations, allowing visitors to experience the differences between bread cultures around the world and the possibilities and future of bread.



## ■ 1,000 Natures, 1,000 Hours: Ourselves and 5 World Natural Heritage Sites

- Date: June 5
- Venue: EXPO Hall Shine Hat
- The event includes the screening of large-scale nature videos of five Japanese regions inscribed on the World Natural Heritage List. Celebrity talks, live performances and local performing arts associated, as well as an international symposium where experts from around the world will discuss about nature in Japan.



## ■ Regional cooperation related to the Otomo family Era name source "Plum blossom banquet" to the present "Reiwa Manyo Festival"

- Date: June 6
- Venue: EXPO Arena Matsuri
- Details to be announced.

## ■ Black and white traditions The world of calligraphy and Go

### ~The Legend of Black & White~

- Date: June 6-8
- Venue: EXPO Messe WASSE
- A collaborative event between the traditional cultures of calligraphy and Go, who have in common the simple black and white colour scheme. Calligraphers of all ages, from high school students to masters, will perform on paper and ink. Live commentary and workshops will also be offered.



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■ **BiG-i Art Project ~Expanding a sense of commonality~**

- Date: June 1-4
- Venue: Gallery WEST
- 81 domestic and international artworks from the BiG-i x Bunkamura Art Project, as well as art from welfare offices and facilities for people with disabilities across the country, will come together with scenes from people's daily lives.



■ **MIKROCK EXTRA in EXPO 2025**

- Date: June 1
- Venue: Pop-up Stage East Inside
- Acoustic live performances by notable musicians, presented by Mikuniugaoka FUZZ, where many famous musicians have taken off.



■ **Let's stimulate our sense and take a step forward in a sparkling society that is tolerant of neurodiversity**

- Date: June 1
- Venue: Pop-up Stage West
- A performance will be held to promote understanding for neurodiversity through exposure to traditional arts and anime culture, so that everyone can step out and live a shining life.



■ **Shizuoka Prefecture Exhibition Booth "GEO KITCHEN SHIZUOKA"**

- Date: June 6-8
- Venue: Gallery WEST
- Expressing the potential of Shizuoka's food, nurtured by a rich climate.

■ **RELAY THE FOOD ~Food and climate for the future~**

- Date: June 7-8
- Venue: Pop-up Stage West
- Events are being planned to expose visitors to the relationship between food culture and climate change.



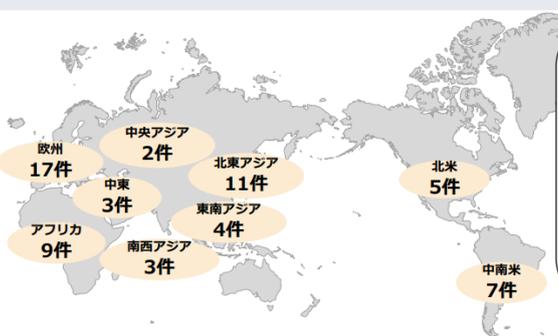
## 4. Promotion Activities

- March 10; JETRO Chairman Norihiko Ishiguro announced JETRO's efforts to promote overseas business in connection with the Expo. Business seminars are scheduled to be held during the Expo to coincide with the arrival of foreign dignitaries and business delegations. At present, 61 requests for cooperation have been received from 43 countries and regions. Mr Ishiguro also briefed the media on the new portal site for Expo-related business, which was launched on March 13.

II. 具体的な取り組み

### 1 | 参加国・地域と連携した要人セミナー等の開催

■ 海外要人の訪日に合わせ、各国政府機関等とともに、ビジネスセミナーを東京、大阪等で開催します。なお、現時点で43カ国・地域から61件の協力要請が寄せられています。



要人セミナー（例）  
ウクライナからユリア・スピリデンコ第1副首相兼経済相を迎えて「日ウクライナ・ビジネス・フォーラム」を開催（2024年12月、大阪）

「大阪海外ビジネスワンストップ窓口」を通じた協力  
大阪の自治体・経済団体等が一丸となって海外ミッション等を支援する窓口をジェトロ大阪本部で運営

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<https://www.jetro.go.jp/news/releases/2025/7d1882d9398d5bbd.html>



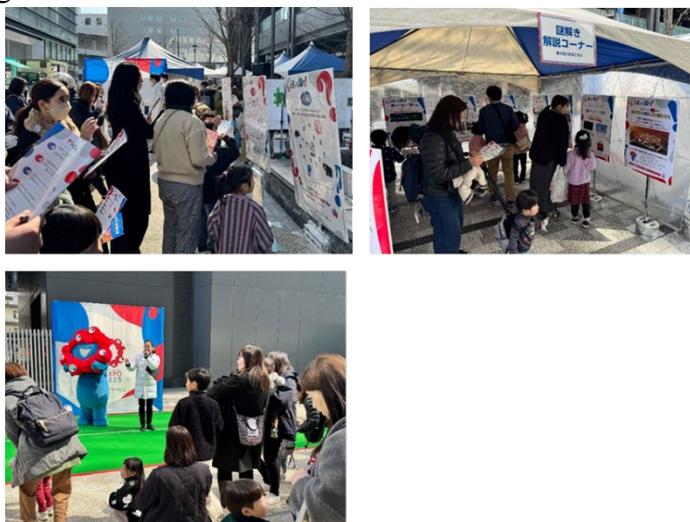
- March 3; The National Mint held a ceremony at the Osaka Mint building to mark the launch of the third issue of the Expo coins. In attendance were Masayoshi Matsumoto, Chairman of the Kansai Economic Federation, Senko Ikenobo, incoming headmaster of the Ikenobo flower arrangement school, and Expo Producer and architect Sousuke Fujimoto, who spoke about his thoughts on the Expo and the highlights of the event.

### Commemorative Coin Sales Guidelines:

[Mint : Mail Order Commemorative Coins for the 2025 Japan World Exposition \(ThirIssue\) \(March 5, 2025\)](#)



- March 8 - 9; The Cabinet Secretariat organised a momentum-building event for children, Expo Mystery Solving Game - Find Myaku-Myaku!, held in Hiroshima, where participants learned about the Expo while enjoying riddle-solving. In addition, a campaign to post photos of Myaku-Myaku on SNS was organised; the event was announced on Hiroshima TV programmes “TV School’ and ‘Know it!’.



## 5. Upcoming Events

- March 15 – 16; The Event "highlights and how to enjoy" the Expo! ~|It's more than you can imagine! Turn! EXPO PLAYPARK~ will be held at AEON Mall in Hamamatsu, Shizuoka prefecture

<https://www.expo2025.or.jp/news/news-20250307-05/>



- Schedule of the EXPO School Caravan

Time & Date	Name of school / Organisers
March 11 ,2025	Higashi Fukuoka High School, Fukuoka / TOPPAN
March 12 ,2025	Kusunoki Junior High School, Yamaguchi / Coca-Cola
	Kitatomita Elementary School, Walayama / Kawasaki Heavy Industries
March 13 ,2025	Rakunan High School Junior High School, Kyoto / Haseko Corporation

\* Excerpts only from schools that agreed disclosure.

## 6. This Week's 60-Second Commentaries from the METI Journal

- March 4; **Every day is a spectacle show**

<https://journal.meti.go.jp/p/37950/>



March 5; **The expo site as an entertainment wonderland**

<https://journal.meti.go.jp/p/38006/>



March 6; **Super futuristic Expo Sauna**

<https://journal.meti.go.jp/p/38032/>



March 7; **Introducing local companies that support the Expo**

<https://journal.meti.go.jp/p/38016/>



March 3; **Myaku-Myaku at work**

<https://journal.meti.go.jp/p/38132/>



For further information on EXPO 2025

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



For back issues of the < Weekly Report >

<https://www.meti.go.jp/policy/exhibition/shuho.html>



## 7. Q&A's

### 1) Erosion of embankment at the Water Plaza

- i. A part of the earthen embankment at the at the seawall of the Water Plaza, located in the southeast of the Expo site, has been eroded by waves.
- ii. The Association reports that the cause of the erosion was due to higher-than-expected waves which caused a water flow between the Water Plaza and the Sea of Connections due to the difference in heights between the two bodies of water.
- iii. The Grand Ring, which lies on top of the embarkment, is supported by a support layer approximately 60 meters underground, and there is no safety hazard regarding it – the issue is purely aesthetical. The Association is examining practical measures while ensuring that the opening of the exhibition will not be affected.

<https://www.expo2025.or.jp/news/news-20250310-07/>

