



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

KIZUNA means bonds in English

Expo PR Video English ver. (time)

Issued June 19, 2024, Vol.9



general overview(3:05)



Fly-through video (short ver.) (0:31)



United States of America(0:48)



Italy(0:45)



Women's Pavilion in collaboration with Cartier (1:29)



Indonesia(2:41)



Saudi Arabia(1:15)



The IPM will at last be held next week in Nara for the first time, gathering participants from countries and international organizations around the world. Prior to the meeting, our association will launch the One-Stop Shop (OSS) that will serve as a one-stop center to assist countries in Expo-related procedures. We will work as one with participating countries to ensure everything is ready for the Expo.

ISHIGE Hiroyuki, Secretary General, Japan Association for the 2025 World Exposition



【The week's report】

- Overseas Pavilions Construction Status
June : Unveiling of the Brazil Pavilion's exterior and exhibition
- Last week's main events / Schedule for this week and beyond
June 17: "300-days-to-go" events held in various locations
June 17: Kumamon appointed as Special Supporter
June 10: MYAKU-MYAKU pays a courtesy visit to the Governor of Miyagi Prefecture
June 11: Announcement that SUSHIRO will open a "Futuristic Expo Store"

- June 12: Construction companies decided for all up-and-coming architect facilities
- June 13: Second "Learn with QuizKnock!" show announced
- June 14: "Invigorating Lives" talk event held

- Sales / Applications
Tickets sold: 2,703,707 (as of June 12)



MYAKU-MYAKU is also a hard-working member of the PR team!



Expo 2025 Osaka, Kansai, Japan Weekly Report (June 11- June 17)

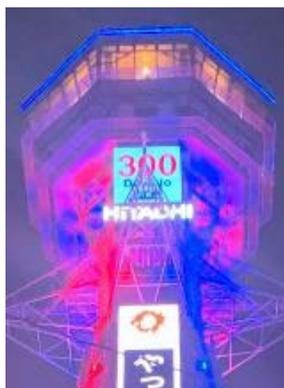
~ 299 days to go ! ~

**1. Official Participants****Status of participating countries as of June 13**

- Number of countries with official participation agreements: 102 countries
- Countries where have been decided their construction companies: 40 countries
- Countries where already handed over the site: 43 countries
- Countries where construction has started: 31 countries

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

- June 17; Countdown for 300 days before the opening of the Expo were widely celebrated.
- In Osaka, the iconic Tsutenkaku tower has begun displaying the countdown figures and slogans for the Expo, sponsored by Hitachi.

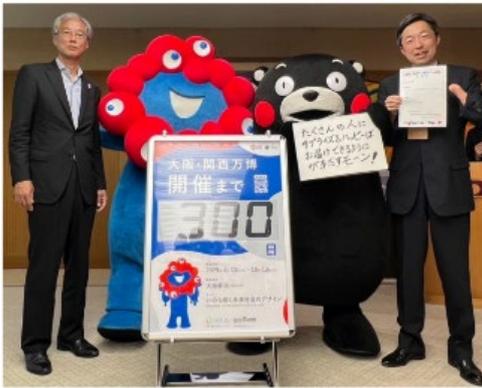


- A countdown board was also set up at Tokyo Station.



<https://www.expo2025.or.jp/news/news-20240617-01/>

- June 17; Kumamoto Prefecture's PR mascot, Kumamon, was appointed as a Special Supporter for the Expo. Collaboration goods between Myaku-Myaku and Kumamon will be released this autumn.



<https://www.expo2025.or.jp/news/news-20240617-02/>

Special Supporter Inauguration Ceremony
@ Kumamoto Prefectural Government

- June 10; Jun Takashina, Deputy Secretary-General of the Association, paid a courtesy call on Governor Murai of Miyagi Prefecture along with Myaku-Myaku. While recounting his memories of Expo 1970 Osaka, Governor Murai stated his hope that many children will experience emotions like he did.



From left to right: Sendai-Miyagi Tourism PR mascot] Musubimaru, Governor Yoshihiro Murai, Deputy Secretary General Association Takashina, Myaku-Myaku @Miyagi

- June 11; F&LC, which operates the nationwide sushi chain Sushiro, announced that it will open a Sushiro Future Expo Store (tentative). The concept is that of a sushi restaurant of the future, where visitors can enjoy fresh and sushi in the woods, utilising the latest food and aquaculture technology.



<https://food-and-life.co.jp/news/7948/>

- June 12; The Association announced that Nishimura Corporation won a bid for the final building of the twenty facilities designed by young architects. The price for the construction of the toilet facility was reduced through scale reduction and design changes. The winning bid was approximately 150 million yen.



https://www.expo2025.or.jp/wp/wp-content/uploads/240612_1_nyusatsu_kekka.pdf

- June 13; The Association delivered the video project Let's Know the Expo with QuizKnock! Special Supporter Takuji Izawa as QuizKnock and Signature Pavilion producer Shinichi Fukuoka discussed the essence of life.



<https://www.youtube.com/watch?v=GKNBDRRzP4g>

- June 14; The Association held a talk event Concerto for the Future of the Earth on the theme of Enhancing Life in Shodoshima. With the theme of solving waste and environmental issues, Signature Pavilion producer Sachiko Nakajima, Mago Nagasaka – an artist known for her works using waste from slums – and Takeshi Kuroda, President of ReNet Japan Group joined the talk.



https://www.expo2025.or.jp/overview/expo_pll_talks/posts/no_0108/

3. Ticket sales

- Number of tickets sales: 2,703,707 as of June 12