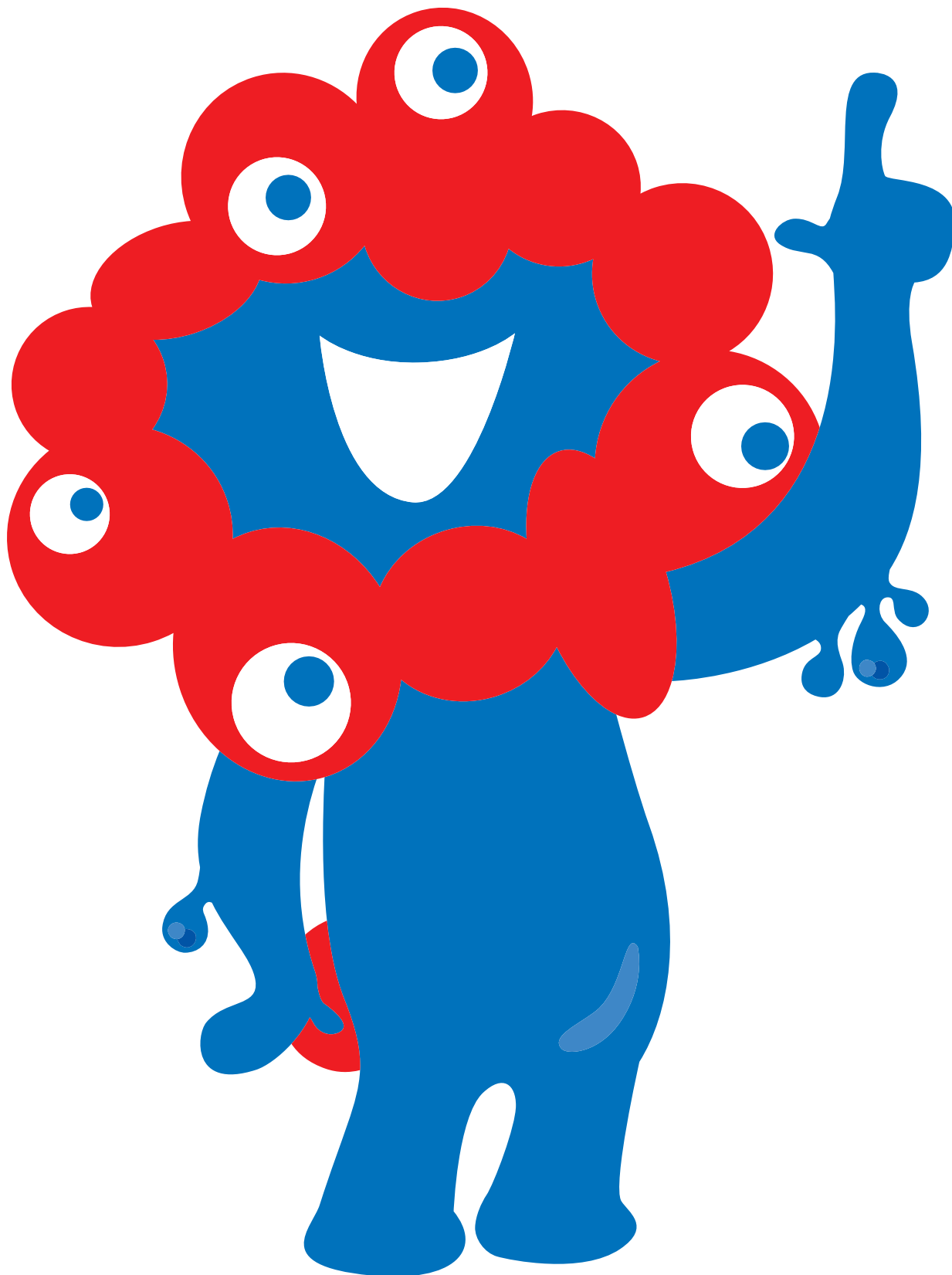


# Expo Preview

WEDNESDAY, NOVEMBER 13, 2024

A sneak peek at the themes, concepts and exhibits of  
Expo 2025 Osaka, Kansai, Japan



Expo 2025 Official character MYAKU-MYAKU  
EXPO 2025

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# LEADERS' MESSAGES

## Toward a more prosperous, healthy society for all

**Hirofumi Yoshimura**  
GOVERNOR OF OSAKA PREFECTURE



On April 13, 2025, Expo 2025, Osaka, Kansai, Japan will open on Yumeshima, an artificial island built on the waterfront of the city of Osaka. More than 28 million people, including 3.5 million

from overseas, are expected to attend. The theme is "Designing Future Society for Our Lives." It is of great significance that approximately 160 countries will bring together solutions to social issues common to the world and set the direction for the society of the future. During the expo period, 53 pavilions for official participants, 13 pavilions for private parties, and eight theme pavilions will be constructed. Each official participant and private party will present a unique and fascinating viewpoint, so we hope many people from all over the world will attend the expo to experience them by all means.

The Grand Ring, one of the world's largest wooden structures, has been already assembled using traditional construction methods to form a continuous circle at the center of the expo site. In September, the location of official participants' pavilions in the ring was officially announced. Although it is said that the world is facing a crisis of fragmentation, there are few places where many countries from all over the world can gather under the concept of "Unity in Diversity" to discuss global issues and their solutions.

The 1970 World Exposition in Osaka, dubbed Expo '70, was the first world's fair to be held in Asia and a major event that symbolized Japan's rapid economic growth. Just as the wireless phones and automatic ticket



EXPO 2025

gates at train stations first unveiled at Expo '70 have become indispensable to life today, many more excellent technologies and services stand to be born at next year's expo and influence future generations.

The 2025 World Expo will aim to contribute to the achievement of Society 5.0 and the United Nations' sustainable development goals under the expo theme to help create a society where the world's 8 billion people can live more prosperous and healthy lives after overcoming the COVID-19 pandemic.

Furthermore, based on the concept of creating a "People's Living Lab," cutting-edge technologies such as regenerative medicine, carbon neutrality and next-generation mobility tools — including Advanced Air Mobility and self-driving buses — will be presented to

the world. The expo is truly "a compass for future society" and practically applying these technologies and social systems to social issues will lead to innovation. I hope the 2025 expo will present opportunities for new businesses in each country to expand and develop worldwide.

I believe the impact that Expo '70 had on the youth of that time was immeasurable, because professor Shinya Yamanaka, a Nobel laureate for induced pluripotent stem cell research, said his experience with the event influenced his international achievements. For this reason, I sincerely want children to experience an image of future society directly at the expo and influence the next generation. I hope their experience at the world's fair will help them come up with a



The Osaka Health Care Pavilion has already taken shape.



The Grand Ring represents the "Unity in Diversity" philosophy of the expo. EXPO 2025

vision of their future and become active on the world stage to shape the future of our society.

We don't want the expo to just be a passing event; we want its effects to spread to the whole world and contribute to "Designing Future Society for Our Lives."

With only five months until the expo, we are entering the final stage of preparation. We will work together with the government, the Japan Association for the 2025 World Exposition, the business community and other groups to make every possible effort. We look forward to welcoming you to Yumeshima in 2025.

## Bringing city's strengths, attractions to the world

**Hideyuki Yokoyama**  
MAYOR OF OSAKA



I would like to introduce Osaka's attractions and strengths, as well as our vision for the future.

I believe that the attractions and strengths of Osaka can be expressed by the "three E's" of

expo, economy and environment.

The first E stands for the expo, which will be held on Yumeshima, an artificial island on Osaka's waterfront. The expo is scheduled to start on April 13, 2025, and is expected to attract more than 28 million visitors before ending on Oct. 13, next year.

In addition to pavilions for official participants from around the world and for private parties, we are preparing a feature called the Osaka Health Care Pavilion. This will be the first exhibition created through local industry-academia-government collaboration and will enable visitors to experience future society from the perspective of life and health under the main theme of "Reborn."

At the pavilion, visitors will be able to try the Meet Your Future experience. This allows people to meet an avatar representing them 25 years in the future, generated from an analysis of visitors' personal health information. This pavilion will give visitors messages of "People Can Be Reborn" and "We Take a New Step," which are embodied in "Reborn" through various exhibition contents such as the Future of Health Care and the Future of Cities.

In the atrium, an exhibition titled "iPS (induced pluripotent stem) Cells for the Future" will be set up to disseminate the potential of regenerative medicine in Osaka



An artist's rendering shows the interior of the Osaka Health Care Pavilion.

and the Kansai region and its possibilities for the future, including iPS cell-based myocardial sheets and a model of a living heart. We aim to present exhibits that will encourage children to feel the fascination of regenerative medicine, including through iPS cells, and develop their interests in science and medicine.

The city of Osaka is famous for its manufacturing industry and has many small and midsize enterprises and startups with excellent technologies. The Reborn Challenge zone will feature weekly exhibits of outstanding ideas and cutting-edge technologies from more than 400 companies. The high level of technology and excellence of Osaka's manufacturing industry will be communicated to the world.

The future entertainment "XD Hall" will also offer visitors experiences that will sur-

prise and impress them through an unprecedented immersive space.

A variety of unique experiences awaits people visiting the Osaka Health Care Pavilion, and we look forward to welcoming them.

The second E stands for the economy. In the Kansai economic zone, Japan's leading large companies are concentrated in the area within a 50-kilometer radius of Osaka and neighboring Kyoto and Kobe.

In addition, to realize Osaka as a global financial hub, the city is working to attract companies, support funding for startups, and revitalize financial markets by reducing local taxes and helping companies establish branches in the city via subsidies, in cooperation with the business community and others, as well as the municipal governments of Osaka.

The third E stands for the environment. Osaka has long prospered as a center of Japan's economy, culture and tourism. It is only 30 minutes away from major cities such as Kyoto and Kobe by train and accessible in just an hour by plane from Tokyo. Huge numbers of foreign tourists visit Osaka to enjoy its refined culinary culture, traditional Japanese performing arts and captivating entertainment venues like Universal Studios Japan, and the number of visits is expected to reach 14 million this year, more than in 2019, before the COVID-19 pandemic.

Furthermore, in the British journal *The Economist*, Osaka was ranked 10th in the list of the World's Most Livable Cities for 2023 and the only city from Asia in the top 10.

Osaka has been attracting many people to its main tourism spots, such as the Kita district centered on the Umeda area, and the Minami district, famed for the Dotonbori area. On Sept. 6, as part of an ongoing redevelopment project, a preliminary town opening was held in Umeda, revealing a new urban oasis infused with plenty of green space. In Minami, Midosuji Boulevard is shifting from being car-centered to people-centered. As the Higashi district around Osaka Castle and the Nishi area along the waterfront are being developed for international tourism through the expo and an integrated resort, we are aiming to make Osaka an even more vibrant and attractive city.

Finally, with just five months to go until the opening of the expo, our preparations are in the final stages. In cooperation with the national government, the Exposition Association and the business community, we, the local government, will also do our utmost to ensure that the opening of the expo will be a catalyst for the growth and development of Osaka, the Kansai region and ultimately Japan.

I look forward to seeing you all here in Osaka.

# EXPO 2025

Where fun exceeds your imagination!

Admission reservations open!



Towards a brighter future for all



Venue : Yumeshima Island, Osaka, Japan

Period : 184 days, from Sunday, April 13 to Monday, October 13, 2025

Tickets on sale now! /

EXPO 2025 Tickets



# WELCOMING VISITORS

(Sponsored content)

## Ancient capital's charms will be on display at expo

Kyoto Prefecture to pull out all the stops in effort to promote culture, food, industry, tourism and more for 2025 fair

Located north of Osaka Prefecture, Kyoto Prefecture is easily accessible from Osaka — the venue of the 2025 World Expo — via public transport such as Japan Railway, Hankyu Railways and Keihan Railway. To make the most of the international event that is projected to draw 28.2 million visitors from home and abroad in the 184 days starting from April 13, Kyoto is making its best effort in planning its regional promotion both inside and outside the venue to bring visitors to Kyoto during and after the event.

In a recent interview with The Japan Times, Koki Okamoto, director-general of the Department of Comprehensive Policy and the Environment at the Kyoto Prefectural Government, said, "We are collaborating with all stakeholders of Kyoto, including the private sector, in participating in the expo and promoting Kyoto." The prefecture established the Kyoto Promotion Committee for the Expo 2025 Osaka, Kansai, Japan, with the Kyoto Municipal Government, the Kyoto Convention Bureau and Kyoto Chiesangyo Sozonomori, a nonprofit aimed at providing comprehensive support for the economic and industrial sector of Kyoto.

Kyoto is one of the nine prefectures from western Japan that will exhibit at the Kansai Pavilion near the East Gate of the expo venue. Kyoto's exhibit is titled "Ichi-za Kyoto," borrowing from the Japanese tea ceremony concept of *ichiza konryu*, which means "to establish (konryu) a space where heart-to-heart communication takes place between host and guest (ichiza)."

Under the theme "Come Together, Create the Future — Leading with Tradition and Innovation," Kyoto aims to create a space where people build new relationships beyond national borders and connections with the entire area of Kyoto, enticing them to visit the prefecture.

Sandwich, a platform of creators founded in 2009 in Fushimi Ward, Kyoto, by internationally active sculptor Kohei Nawa, will oversee the use of Kyoto's exhibition space.

"We aim to showcase Kyoto's interpretation of the future. We are also planning part of the exhibition to be interactive," Okamoto said.

In a bid to involve stakeholders of Kyoto in this exhibition, Kyoto called for the participation of local enterprises. "We received 145 applications from 71 companies and organizations. After going through a screening process, we will cooperate with selected exhibi-



Koki Okamoto is working to attract more visitors to Kyoto during the expo and beyond.

tors to decide on the exhibition content," Okamoto said.

The content will be grouped into the six categories of culture, food, industry, environment and sustainability, life and tourism. To dig deep into each category in a limited exhibition space, about 180 days of the event will be divided into six terms, and during each term, the exhibition space will be dedicated to one of the six categories.

**The expo will bring more visitors to Kyoto, and we aim to create warm exchanges among people from different cultures.**

for easy reference so people will know what is happening in Kyoto every day," Okamoto said.

One of the flagship action plans is a series of events that will be held in various parts of the prefecture to offer opportunities to enjoy green tea. Tea ceremonies, markets, workshops and exhibitions to learn and experience the tea-making process will take place.

Through the promotion of Kyoto conducted both inside and outside the expo, Okamoto hopes that people will enjoy the real Kyoto. "We have a long history and a culture that is deeply rooted in nature and people's lives. While there are many good older things, we are also home to many universities and startups. We want to showcase the vari-



A series of events across the prefecture will be held to offer opportunities to enjoy green tea.



Above: The "Ichi-za Kyoto" exhibit, which makes use of local Kawara tiles, provides a minimalistic and tranquil atmosphere. Left: Located near the East Gate of the expo, the Kansai Pavilion will feature exhibits from nine of Japan's western prefectures. UNION OF KANSAI GOVERNMENTS

ous charms of Kyoto," Okamoto said.

In the Kansai Pavilion, there is also a partially open-air multipurpose area that can accommodate more than 100 people. The prefectural government will be conducting various events to let people experience Kyoto's culture such as dance performances, traditional crafts and a market filled with local goods and delicacies from April 28 to May 4 and from Sept. 30 to Oct. 6.

On April 23, which is 10 days into the expo, the Kyoto Promotion Committee will be holding an international conference that is tentatively named "Expo Kyoto Meeting" in Expo Hall, which can accommodate 1,850 participants. Okamoto explained that the conference will comprise four discussions focused on the future of the world from several perspectives, which is in line with the expo's theme of "Designing Future Society for Our Lives."

Around six months before the expo, there were events in Kyoto aimed at promoting it. On Oct. 12, an event titled "Kyoto Irodori Expo Kotoiro" took place in the square in front of Kyoto Station and at the Hotel Granvia Kyoto, which is in the station. At the event, an outline of what Kyoto will exhibit at the expo was announced by the Kyoto Promotion Committee and a roundtable session with expo advisors and producers was held. Visitors also enjoyed various performances,

shopping and workshops.

A related event held on Oct. 13 was the Yodogawa Cruise Festival. The Yodo River (also called the Seta River and the Uji River closer to its source) connects Lake Biwa in Shiga Prefecture, the largest freshwater lake in Japan, with Osaka Bay, and portions of its route and tributaries run through Kyoto Prefecture.

Various cruise tours were offered, including one that traveled on what is historically called the Fushimi Route between Hirakata in northeastern Osaka and Fushimi Ward in the south of central Kyoto. The route was used for ships transporting people and goods in the past and later for freighters until it was closed 62 years ago. Various side events were also held concurrently along the river, such as performances, markets and workshops to experience traditional woodworking from the area.

Okamoto said that Kyoto Prefecture hopes to inspire more people from both home and abroad with its wide range of charms.

"We hope that our promotion effort and various opportunities provided by the expo will bring more visitors to Kyoto, and we aim to create warm exchanges among people from different cultures," he said.

*This page is sponsored by the Kyoto Prefectural Government.*



"Kyoto Irodori Expo Kotoiro," a promotional event for expo-related activities, took place in front of Kyoto Station on Oct 12.



## Exciting events showcasing Kyoto's charm set to take place before and during the expo!

一緒につくろう、京都の未来 ~伝統と革新で拓く~

**Come Together, Create the Future**

Leading with Tradition and Innovation



Website



Instagram



Facebook



X



YouTube



**EXPO KYOTO**

Q. Which of the following are initiatives or events Kyoto will undertake during the Expo 2025 Osaka, Kansai, Japan?

1. Exhibit at the Expo venue
2. Host Keihanna Expo 2025
3. Hold the Kyoto Whole Tea Expo

A. All of them! For more details, visit our website.

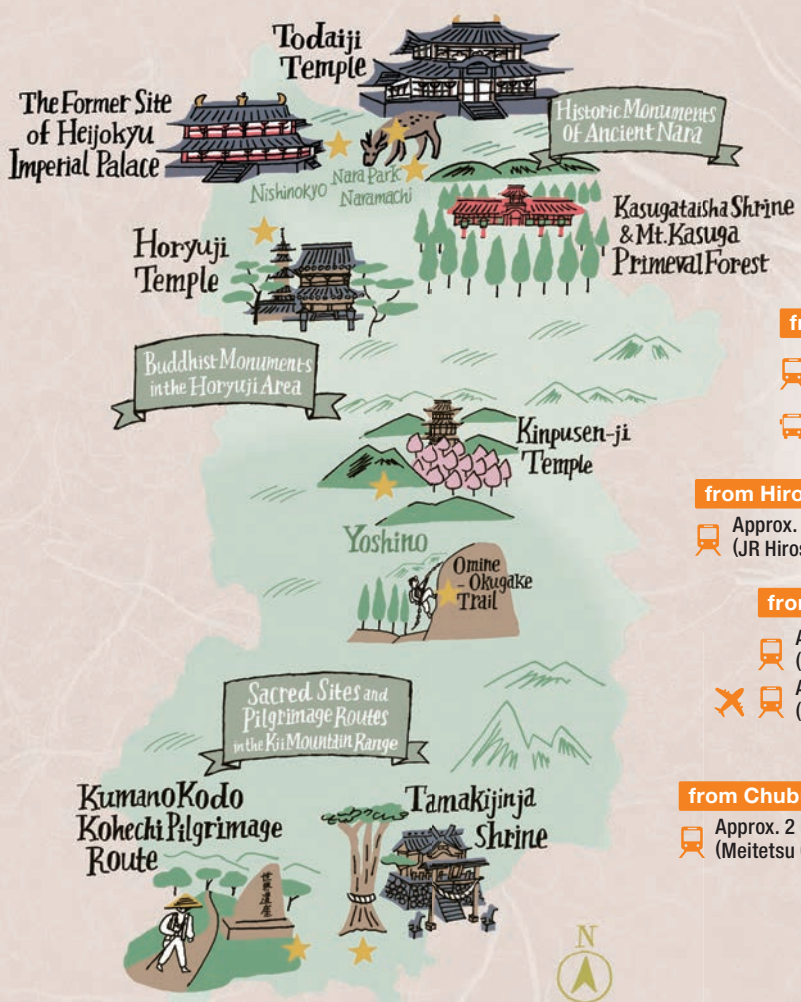


# Travel To Nara

Nara was the eastern end of the Silk Road and the birthplace of Japanese history and culture, where Japan's first full-fledged capital was established over 1,300 years ago. Various foreign cultures and technologies were brought to Nara and were actively introduced to build the nation.

Nara has inherited and carefully nurtured many cultural assets from that time, including World Heritage Sites, many temples and shrines, various foods that originated in ancient Nara and precious traditional crafts using the techniques handed down from generation to generation.

Much of Nara is still semirural, dotted with picturesque villages where life follows the rhythms of the seasons.



**from Kyoto**  
 Approx. 34 min.  
 (Kintetsu Kyoto Sta. - Kintetsu Nara Sta.)

**from Osaka**  
 Approx. 34 min.  
 (Kintetsu Namba Sta. - Kintetsu Nara Sta.)

**from Kansai Int'l Airport**  
 Approx. 1 hr. 32 min.  
 (JR Kansai Airport Sta. - JR Nara Sta.)  
 Approx. 1 hr. 25 min.  
 (KIX Terminal 1, bus stop 9 - Kintetsu Nara Sta.)

**from Hiroshima**  
 Approx. 2 hrs. 34 min.  
 (JR Hiroshima Sta. - JR Nara Sta.)

**from Fukuoka**  
 Approx. 4 hrs. 8 min.  
 (JR Hakata Sta. - JR Nara Sta.)  
 Approx. 3 hrs. 9 min.  
 (Fukuoka Airport (FUK) - JR Nara Sta.)

**from Chubu Centrair Int'l Airport**  
 Approx. 2 hrs. 31 min.  
 (Meitetsu Chubu Int'l Airport Sta. - JR Nara Sta.)

**from Nagoya**  
 Approx. 1 hr. 37 min.  
 (JR Nagoya Sta. - Kintetsu Nara Sta.)

**from Tokyo**  
 Approx. 3 hrs. 23 min.  
 (JR Tokyo Sta. - Kintetsu Nara Sta.)



Nara Prefecture



Instagram



Facebook



Web



Democrat vs. Republican

America vs. China

White vs. Black

Economy vs. Ecology

Wealth vs. Health

Urban vs. Rural

Government vs. People

Dogs vs. Cats

Coffee vs. Tea

Man vs. Woman

Monopoly vs. Share

Privacy vs. Surveillance

Politics vs. Science

Think vs. Do

Reject vs. Embrace

You vs. Me

Argument vs. Dialogue

Where there's division,  
there's an opportunity for progress.

#BeyondVS

Dialogue matters.

**thejapantimes**

Towards a brighter future for all

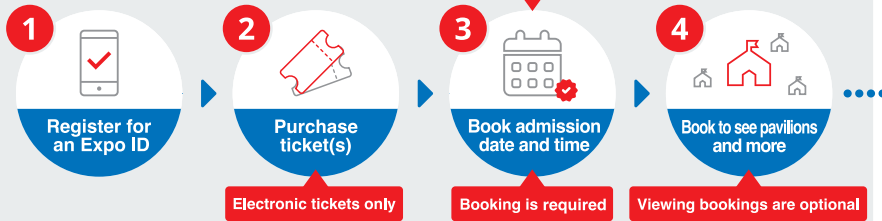
# Expo 2025

## Osaka, Kansai, Japan



Advance tickets are a great deal!

First-come, first-served basis, starting six months prior to your desired admission date



**Pavilion & Event Entry Slot Lottery Application / Available Slot Application**  
Up to five choices can be made for each lottery \*Maximum of one slot per win

**Same-Day Registration**  
On the Day (within expo site)

2 to 3 months before the day prior to visit	8 days to 1 month before visit	1 day to 3 days before visit	On the Day (within expo site)
<b>First Lottery</b> Pavilion & Event Lottery Application Period Winners announced 2 months prior	<b>Second Lottery</b> Pavilion & Event Lottery Application Period Winners announced 7 days prior	<b>Available Slot Reservation</b> (first-come, first-served) 1 slot can be reserved	After 1 slot is used, a new slot can be reserved

### Sales Available from the Advance Sales Period

Ticket type		Adult (18 y/o+)	Junior (12-17 y/o)	Child (4-12 y/o)
<b>Opening Ticket</b>	One entry allowed from April 13 to 26	¥4,000	¥2,200	¥1,000
<b>First-Half Ticket</b>	One entry allowed from April 13 to July 18	¥5,000	¥3,000	¥1,200
<b>Early Bird One-Day Ticket</b>	One entry allowed any time during expo [Sales period: Oct. 7, 2024, to April 12, 2025]	¥6,700	¥3,700	¥1,700
<b>Summer Pass</b> (on sale until Aug. 31)	Unlimited entry daily from July 19 to Aug. 31 after 11 a.m.	¥12,000	¥7,000	¥3,000
<b>Season Pass</b> (on sale until Oct. 3)	Unlimited entry daily from April 13 to Oct. 3 after 11 a.m.	¥30,000	¥17,000	¥7,000
<b>Special Ticket</b> (sold during expo)	Allows a guest with a disability certificate and an accompanying assistant to enter	¥3,700	¥2,000	¥1,000

### On Sale During the Expo

Ticket type		Adult (18 y/o+)	Junior (12-17 y/o)	Child (4-11 y/o)
<b>One-Day Ticket</b>	One entry allowed at any time during expo	¥7,500	¥4,200	¥1,800
<b>Weekday Ticket</b>	One entry allowed after 11 a.m. on any day except Sat., Sun. and holidays	¥6,000	¥3,500	¥1,500
<b>Night Ticket</b>	One entry allowed on any day after 5 p.m.	¥3,700	¥2,000	¥1,000

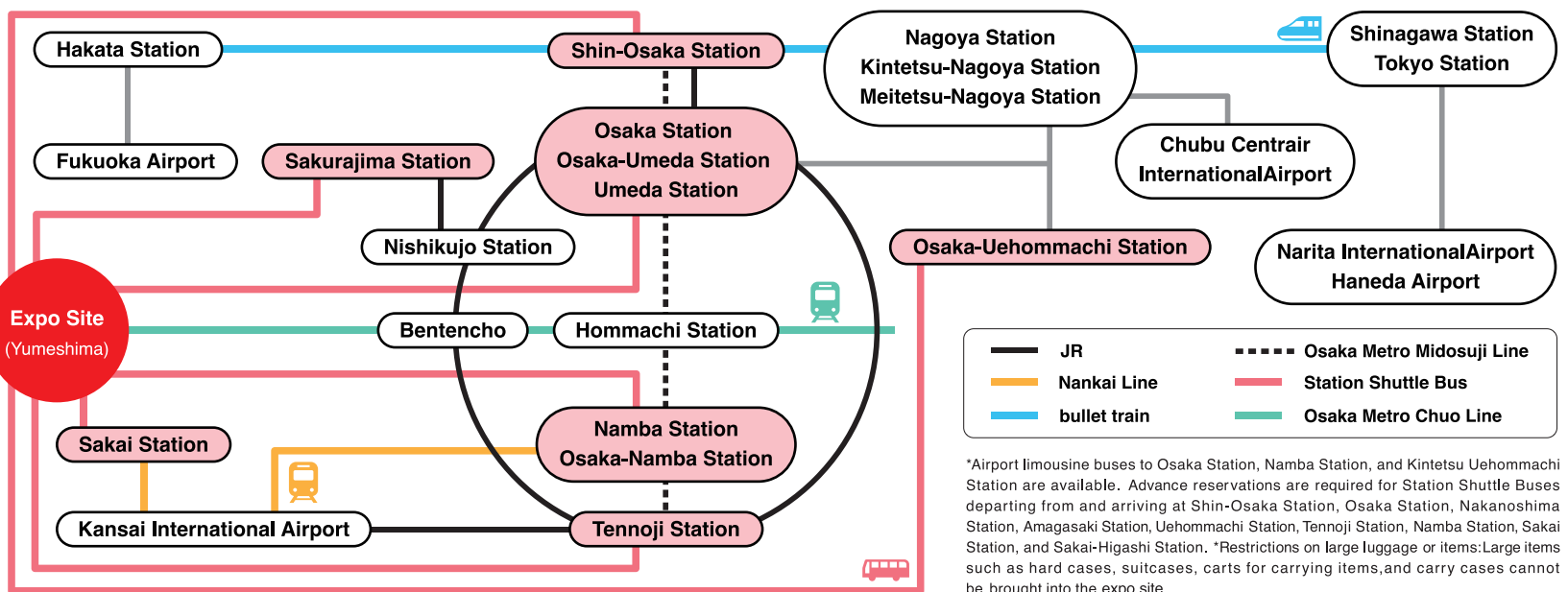
\*Tax included. \*Age refers to a person's full age (in terms of full years lived since birth) as of 1 Apr., 2025. Free admission for children 3 years old or younger. \*Admission tickets can be purchased via smartphone or personal computer. They can also be purchased from travel agencies and convenience stores and various ticket agencies. \*You must make a reservation for the day of your visit. \*Group discounts are available. \*Please visit the association's official website for ticket details.

Scan QR code to purchase



### Access

Please use public transportation, such as trains and buses.



### Expo 2025 Official Experiential Travel Guides

The site features videos introducing regions and event information, and also allows visitors to purchase products such as experiential travel packages related to the Expo theme.

Website Dates : 4 Apr, 2024 to 31 Oct, 2025

URL : <https://www.expo2025travel.jp/page/3/en>

Available languages: Japanese, English, Chinese (simplified and traditional), Korean



### Expo 2025 Osaka, Kansai, Japan Official Website



Expo 2025 Osaka, Kansai, Japan Official Theme Song

"Kono Hoshi no Tsuzuki wo" by KOBUKURO

### Expo 2025 Osaka, Kansai, Japan Official Social Media

