

Initiatives for EXPO 2025 Osaka Kansai



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Kankeiren's Involvement in EXPO 2025

- Kankeiren has been involved in EXPO 2025 since 2017, when Japan's bid to host the global event started.
We and other relevant organizations worked to gain support from the Bureau International des Expositions (BIE) and the governments of other countries, and to create momentum in Japan for the EXPO.
- After Japan won the bid, we, as a member of the Japan Association for the 2025 World Exposition, secured funds for construction, promoted ticket sales, and drove efforts to realize "People's Living Lab."



Taken on January 20, 2025
(Image Provided by: Japan Association for the 2025 World Exposition, Obayashi Corporation
Photographed by: Shinwa Corporation)

Building Nationwide Momentum for the EXPO

- The Momentum Fostering Committee (Chair: Masayoshi MATSUMOTO, Chairman of Kankeiren) of the Japan Association for the EXPO drives nationwide PR and promotion activities.
- In 2024, Kankeiren and the committee focused on expanding exposure in the capital and Chubu regions, in addition to the Kansai region.
- In November 2024, a delegation from Kansai's seven economic groups including Kankeiren promoted the EXPO to travel agencies and other local businesses during its visit to Beijing.



(Image provided by: Japan Association for the 2025 World Exposition)

Building Nationwide Momentum for the EXPO: Examples of Initiatives

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Tokyo

■ JR Yamanote Line train wrap



■ Countdown board installed at JR Tokyo Station



Nagoya

■ Meitetsu Department Store Main Branch "Nana-chan doll" decoration



Osaka

■ Video broadcast at the Dotonbori Glico Sign



(Photo provided by: the Japan Association for the EXPO, Kansai Economic Federation)

Expectations for “People’s Living Lab”

- In the runup to the EXPO, companies in the Kansai region are carrying out initiatives to contribute to the People’s Living Lab, or a laboratory for a future society.
- In response to voices from these companies, Kankeiren, together with Osaka Prefecture and Osaka City and the Japan Association for the EXPO, requested the Japanese government to provide necessary support for these initiatives in the form of finance and deregulation.
- Japanese ministries will semiannually revise The EXPO 2025 Action Plan, which sets forth measures to be taken at the national government level.



Hydrogen	▪ Support for materializing maritime tourism using hydrogen fuel cell ships
Tourism	▪ Promotional support for the EXPO to become a catalyst to boost tourism in the entire Kansai region
MaaS	▪ Support for enhancing the functions of KANSAI MaaS App that promotes wider-area tourism
Super City	▪ Deregulation and financial support for realizing the Super City concept
Startups	▪ Support for holding “Global Startup EXPO 2025”, which will be participated by top-level startups, investors, and others
Keihanna Science City	<ul style="list-style-type: none">▪ Support for science and technology-related events held at the Kansai Science City (Keihanna Science City) that coincide with the Theme Weeks of the EXPO▪ Support for demonstration and implementation of autonomous driving vehicles and next-generation robots
Airport	▪ Continuous government involvement in and support for increasing the capacity of Kansai International Airport

EXPO 2025 will provide opportunities for the development of the Japanese and Kansai economies.

- It is important that we do not let the momentum created by the events of EXPO 2025 end quickly; we should carry this momentum forward and drive the future growth of the Japanese and Kansai economies.
- We will make use of this opportunity as a springboard for the Japanese and Kansai economies to leap forward. We will do this by demonstrating, exhibiting, and disseminating information on Japan's innovative technologies in and outside the EXPO venue, and thereby deploying new technologies and services needed for future resolution of social issues.