

News from the Nordic Pavilion at EXPO 2005, Aichi Japan  
 April 6, 2005

## The Swedish National Day at EXPO 2005

HRH Crown Princess Victoria of Sweden and Thomas Östros, Minister of Industry and Trade, were the guests of honor on Sweden's National Day at EXPO 2005. The Crown Princess is the first foreign Royal guest to visit EXPO.

After an exceptionally chilly and long winter in Nagoya, the Swedish guests were blessed with the first real spring day in the Aichi region. Temperatures rose well above 20 degrees, and there was not a cloud in the sky throughout the day.



The Crown Princess and the Swedish delegation started their EXPO tour at the Nordic Pavilion, where they were greeted by approx 200 guests from the Swedish friendship town Okazaki, pavilion staff and a crowd of media representatives. Thereafter, the delegation went on to visit the Toyota Group Pavilion and the Japanese Pavilion.

The afternoon was dominated by a grand scale Swedish cultural program featuring many of the country's best artists and performers. The ultra-modern Cirkus Cirkor was one of the main attractions, but also magician Carl-Einer Hackner, mistress of ceremonies LiLiCo, Swedish photo shows and live concerts by Sahara Hotnights, Pernilla Andersson and the Flesh Quartet were very well received.



Today's program reflected a genuine interest in Sweden. At the official inauguration ceremony representatives from both the Japanese government and the EXPO Association stressed the importance of Swedish contributions within various fields, ranging from science & technology to PKO. Minister Östros used the opportunity at the ceremony to congratulate Japan on the successful start of EXPO 2005.

At a press conference in the Nordic Pavilion, attended by ca 60 representatives from Japan's major media, HRH Crown Princess Victoria and Minister Östros, discussed the importance of the "harmony with nature" message which is embedded in both EXPO 2005 and the Nordic Pavilion concept. Minister Östros emphasized that Sweden's chosen approach to environmental protection was through thorough research and development by Swedish companies.





According to EXPO official statistics more than 55.000 people visited EXPO today. Further, 88.000 guests have visited the Nordic Pavilion during the first 13 days of EXPO 2005.

You can find more information about the Nordic Pavilion and Swedish Day on our website, [www.nordicatexpo2005.org](http://www.nordicatexpo2005.org)