

News from the Nordic Pavilion at EXPO 2005, Aichi Japan
 April 11, 2005

Royal diplomacy, business and culture on the Norwegian National Day at EXPO 2005

Today has been a long but fruitful day at EXPO 2005 for HRH Crown Prince Haakon of Norway, Mr. Borge Brende, Minister of Trade and Industry, and many of Norway's finest musicians. Due to the recent surgery of HRH King Harald, it was not certain whether the Crown Prince would be able to visit Japan, but fortunately the king's condition improved and the Crown Prince arrived safely in Japan as scheduled.



The inauguration of the Norwegian National Day took place this morning in EXPO Dome, where the Crown Prince made the opening speech on Norway's behalf. HRH spoke very warmly of Japan and stressed the importance of Japan and Norway's long-lasting friendship. 2005, in particular, is an important year as it marks the 100 years anniversary of diplomatic relations between the two countries. The Crown Prince used the opportunity to emphasize how much the Royal Family is looking forward to receiving the Japanese Imperial Family next month on the occasion of the anniversary year.



After attending a luncheon hosted by the EXPO Association, the Crown Prince and other VIP guests visited the Japanese Pavilion and the Joint African Pavilion. In the meantime, a

whole day Norwegian jazz festival took place in EXPO Dome featuring many of Norway's finest musicians. With a program starring Ole Edvard Antonsen, Silje Nergaard, Atomic, Farmers Market, Tord Gustavsen Trio and more, Norway managed to give an extremely broad and varied introduction into the contemporary Norwegian jazz scene.



A large Norwegian business delegation participated in the national day program at EXPO today, reflecting the overall goal of the visit, which is to strengthen business ties between the two countries, and profile Norway as country of advanced knowledge based industries and food-safety.

Creative methods were used to combine these business goals with the cultural aspect of the EXPO national days - one of them to hold a drawing competition among children in Norway's friendship city, Sobuecho, centered on the theme "Norway and Fish". The initiative has received much attention in the Aichi region and has turned out to be one of the highlights of today's program. The 228 drawings also served as decoration at the Crown Prince's press conference in the Nordic Pavilion, which also took place today and was attended by ca 40 representatives from Japan's major media.





You can find more information about the Norwegian National Day and Nordic Pavilion on our website,

www.nordicatexpo2005.org

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