

News from the Nordic Pavilion at EXPO 2005, Aichi Japan
 April 20, 2005

Royal Rock on the Danish Day at EXPO 2005 (April 20, 2005)

Today, Denmark celebrated its national day at EXPO 2005 with a Royal visit and a varied cultural program. The day was a great success and not even non-stop rain managed to ruin the good mood of today's many guests and performers.

There was great excitement among the approximately 2000 guests in EXPO Dome this morning when HRH Crown Prince Frederik and HRH Crown Princess Mary Elizabeth entered the stage at the opening ceremony of Denmark's National Day. Last year's romantic Royal Wedding is still fresh in the memory of most Japanese, and there were obviously many who wanted to welcome the couple on their first joint visit to Japan.



The Danish Deputy Prime Minister, H. E. Mr. Bendt Bendtsen, and a large VIP delegation accompanied the Royal guests today. The Minister used the opportunity at the opening ceremony to stress the importance of this year's EXPO theme, Nature's Wisdom, and emphasized that the shared respect for nature in the Nordic countries was the basis for a joint participation at EXPO 2005.



All of Japan's major media were represented at EXPO today and, of course, all were eager to cover the Royal visit. "I really admire how active and open the Danish Royal Family is - it is amazing that your Crown Prince even attends rock concerts!", a Japanese radio host told pavilion staff.

And rock was certainly an important part of today's program- also for the Royal guests. Two of Denmark's most popular



bands, Swan Lee and Saybia, played in Japan for the first time, and both bands made a great performance. The Danish fans in EXPO Dome sang along with every song, and undoubtedly, the bands also made new fans among the Japanese audience.

Other highlights of the Danish cultural program were two fashion shows by respectively InWear and Charlotte Sparre – the latter inspired by H. C. Andersen's fairytales; joint performances by the symphony orchestras of Kolding Music School and Anjo Gakuen High school, and a large-scale gymnastic performance by Vejle vaulting team. Further, the program featured an outdoor concert by Jutlandia Saxophone Quartet, as well as on-stage reading and a film display of Andersen's fairytales.



The Danish Day at EXPO 2005 was sponsored by Maersk K.K., the Danish Agricultural Council and the H. C. Andersen Foundation. All of today's arrangements and cultural events were well attended - not least the official reception in the Nordic Pavilion, hosted by Minister Bendtsen and sponsored by the Agricultural Council.

According to EXPO 2005 statistics, 68, 827 guests visited the EXPO today.



You can find more information about the Danish National Day and Nordic Pavilion on our website,
www.nordicatexpo2005.org