
**The 2005 World Exposition, Aichi, Japan
Campaign for the Pavilion of the Netherlands
“Celebrating the 600,000+ visitor to the Netherlands Pavilion”
Mr. Akihide Iwata (27) and Ms. Yuko Niwa (20), the 600,000th visitors, received a
complimentary gift for a one-week trip to Amsterdam presented by Mr. Koster, the
General Manager of Japan KLM Royal Dutch Airlines**

**The online present campaign to win “one week trip to Amsterdam” starts at
17:00 on July 20th on the pavilion of the Netherlands’ official website**

Picture of commemorative ceremony:

From right:

- Ms. Masha van der Heide, Director of pavilion of the Netherlands

- Mr. Ruurd van Moock, Dutch Agency for International Business and Co-operation (EVD)

- The 600,000th visitors
- Mr. Akihide Iwata
- Ms. Yuko Niwa

- Mr. Corneel Koster, General Manager for Japan, KLM Royal Dutch Airlines

The ladies in blue uniform are KLM assistant attendants



Pavilion of the Netherlands, Aichi Expo

The commemorative ceremony

The Netherlands is exhibiting a national pavilion at Expo 2005 Aichi, Japan (“Aichi Expo”) under the theme “Land of Water.” The Pavilion of the Netherlands at the Expo 2005 Aichi is a big success and on July 20th, the number of pavilion visitors exceeded 600,000 people. This figure was reached much quicker than initially expected.

To celebrate this occasion, a short commemorative ceremony was held to welcome the 600,000th visitor to the pavilion at 11:00am on Wednesday, July 20th. The memorable 600,000th visitors were a young couple, Mr. Akihide Iwata visiting from Gifu Prefecture and Ms. Yuko Niwa from Aichi. At the ceremony, Mr. Ruurd van Moock, from the Dutch Agency for International Business and Co-operation (EVD) and the organizer of the Pavilion of the Netherlands; and Mr. Corneel Koster, General Manager for Japan KLM Royal Dutch Airlines, an important sponsor of the pavilion of Netherlands, made congratulatory comments. A pair of round trip tickets between Osaka and Amsterdam were presented to this lucky couple. -(pictured above)-

About the Online campaign for “Celebrating 600,000 visitors to the Netherlands Pavilion”

In appreciation to all visitors of the Pavilion of the Netherlands, a special campaign “Celebrating 600,000+ Visitors to the Pavilion of the Netherlands” will be held for one month starting on Wednesday, July 20th to Monday, August 15th at the Pavilion’s official website at <http://www.holland-expo2005.com/>. By answering the campaign quiz question (“What is the main theme of the Pavilion of the Netherlands?”) applicants can win one of four pairs of a one-week trip to Amsterdam with KLM Royal Dutch Airlines. Additional prizes include traditional Dutch miniature wooden shoes and ceramic “Delft Blue” piggy banks.

Under the theme “Land of Water,” the Pavilion of the Netherlands presents a high fidelity movie showcase utilizing the latest audio and visual equipment from the Netherlands. Visitors can also admire the world’s largest hand-painted ‘Delft Blue’ tile structure using 7,600 pieces by Royal Delft.

Since the summer break season will start soon, the pavilion of the Netherlands aims to exceed the one million visitors mark, a number much larger than the initially expected 750,000 people.

[Commemorative Ceremony Outline]

Official name: Press Preview of the Commemorative Ceremony Celebrating the 600,000th Visitor to the Pavilion of the Netherlands, Expo 2005 Aichi Japan
Date and time: Wednesday, July 20, 2005 from 11:00-11:20
Location: Pavilion of the Netherlands at Expo 2005 Aichi Japan (Nagakute City, Global Common 4)

[Campaign Outline]

Official name: Campaign for Celebrating 600,000 Visitors to the Pavilion of the Netherlands at Aichi Expo
Campaign period: From 17:00 on Wednesday, July 20, 2005 to 17:00 on Monday, August 15, 2005
URL: <http://www.holland-expo2005.com/>
Sponsored by: KLM Royal Dutch Airlines

* Please refer to the following page for further details

[Campaign Entry Details]
“Campaign for Celebrating 600,000 Visitors to the Pavilion of the Netherlands at Aichi Expo”
(Application can only be received through the website)

Application requirement:

Must be over 18 years old*, and a Japanese national or a legal resident of Japan
(* Parents written consent required if under 20 years old)

Application period:

From 17:00 on July 20th (Wed) to 17:00 on August 15th (Mon)

Quiz:

“What is the main theme of the Pavilion of the Netherlands?”

1: Land of Water 2: Land of Wind 3: Land of Mountains

(The answer is “**1: Land of Water**”)

Prize giveaways:

- Grand prize: One week trip to Amsterdam with KLM Royal Dutch Airlines
Four pairs (eight people) of economy class tickets from Narita to Amsterdam (direct return flight tickets and accommodations in Amsterdam)
* Airline tickets sponsor: KLM Royal Dutch Airlines
* Accommodations sponsor: Pavilion of the Netherlands, Aichi Expo and EVD
- Second prize: Ceramic “Delft Blue” piggy banks (JPY 13,750 value) for 25 people
* Sponsor: Royal Delft
* Material: Ceramic; Size: 10 cm x 10 cm x 10 cm
- Third prize: Traditional dutch miniature wooden shoes (JPY 10,250 value) for 50 people
* Sponsor: Pavilion of the Netherlands
* Material: Wood; Size: 7 cm x 14 cm x 16 cm

Campaign disclaimer:

- Grand prize tickets valid for departure and return during designated period.
- Personal information obtained through the application process is used strictly for contacting winners, and will not be shared, sold, or traded to third parties.
- Applicant details will not be disclosed without expressed permission of the identified person (excluding outsourced companies, which may come into contact with information while assisting with this campaign).
- Internet connection charges are the responsibility of the applicant.
- Due to web site traffic, delays may be encountered when connecting to the campaign web page.
- Campaign is not open to employees of Kyodo PR and their families, and related travel agency partners.
- Any incomplete details in the application form will void the entry.
- The following are not included in the grand prize, and are the responsibility of the winners: Incidental expenses related to travel, traveler’s insurance expenses, optional tour expenses, departing airport taxes, transportation from winners’ homes to airport, accommodations before departing Japan, any purchases, telecommunications fees, etc.
- Travel may be cancelled by the following situations: Natural disaster, warfare, civil disruptions, strike action by transportation or accommodation services companies, for reasons of security enforced by the governments.
- Airline tickets sponsor: KLM Royal Dutch Airlines
- Accommodations sponsor, and travel coordination and campaign implementation by: Holland Pavilion, Aichi Expo 2005 and EVD