



U.S. PAVILION WORLD EXPO 2005 | AICHI, JAPAN

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**Governor Bill Richardson, Tourism Secretary Michael Cerletti
Lead New Mexico Delegation to World EXPO 2005 in Japan**

New Mexico Governor Bill Richardson and Tourism Department (NMTD) Secretary Michael Cerletti led a New Mexico delegation that included Economic Development Department Secretary Rick Homans and the Northern Tewa Dance Group to Nagoya, Japan to celebrate “New Mexico Day” today (July 27, 2005) at the U.S. Pavilion at World EXPO 2005, the first world’s fair of the new millennium.

“The United States is honored to be a participant in World EXPO 2005,” Gov. Bill Richardson said. “The U.S. – Japan relationship is critical in today’s economy and tourism promotional activities between the United States and Japan are vital in our bilateral efforts. We are committed to the Japanese market in the long term.”

Secretary Cerletti agreed. “As the Governor mentioned, we understand the importance of regional marketing. Japan is New Mexico’s third largest over-seas market. We are committed to our tourism marketing efforts in Japan, and we believe these efforts are on the right track. Our representative in Japan, Mamiko Naito, said that in just one year, her office has conducted more than 60 destination and development seminars in Japan and the United States to inform the Japanese public of all that New Mexico has to offer.”

Since their debut in London in 1851, World Expos have built a tradition of celebrating the accomplishments of history and highlighting the challenges of the present and have featured some of the most exciting endeavors in invention, art, and technology, including the telephone in 1876 and the Eiffel Tower in 1889.

“This was actually the second “New Mexico Day” at a Worlds Fair that we been a part of,” Secretary Cerletti said. “New Mexico Day at the Expo World’s Fair in Seville, Spain in 1992, proved to be a very successful venture in terms of building tourism partnerships. We are confident this mission to Japan will bring equally positive results.”

Ambassador Lisa Gable, U.S. Commissioner-General, said “New Mexico is a wonderful blend of cultures, architecture, climates, history and intellectual life. I am delighted Governor Richardson was able to bring a glimpse to Expo 2005. The mission cemented old relationships and built new and productive ties in perhaps the most dynamic economic region in Japan today.”

Since opening its doors to visitors on March 25, 2005, the U.S. Pavilion has proven to be a major attraction at World EXPO 2005. This 22,230-square-foot exhibit was made possible by a public-private partnership between the U.S. Department of State and Aichi USA 2005, World Exposition, Inc. The U.S. participation at EXPO 2005 showcases the dynamism and creativity of America and highlights core national values.

The trip by the New Mexico delegation to Japan – which followed similar ones to France and Germany – included a performance by the Northern Tewa Dance Group: Andy Padilla and Joshua Naranjo of Santa Clara Pueblo and Theresa True and Carole Sandoval of San Juan Pueblo. The group performed the Rain Dance and two social dances on the Pavilion stage and later at the luncheon in the Franklin Room, which featured New Mexico cuisine.

Hosted by NMTD, the luncheon's invited guests were airlines representatives, tour operators and travel agencies selling travel to North America; travel promoters; and travel writers for the national Japanese press. New Mexico banners were displayed, and New Mexico Travel Guides translated into Japanese, photo CDs, New Mexico screen savers and other materials were distributed,

Nagoya is riding high as Japan's city of the moment. With an economic growth rate of 2.8 percent, greater Nagoya - home to 7.2 million people and some of Japan's most successful companies, most notably Toyota Motor Corp. - is sizzling along at more than double the national average. The region boasts an unemployment rate of 3.5 percent and seven of the 10 districts with the fastest-growing real estate values in Japan were located in Nagoya. A \$6 billion international airport just opened, as did two theme parks, Japan's first commercially operating magnetic-levitation train and a host of new skyscrapers in a part of the city being dubbed by local officials as "Japan's Manhattan." With the help of heavy lobbying from Toyota, the Nagoya region landed the 2005 World Expo, which is projected to lure 15 million visitors and bring an economic windfall of \$7.9 billion to the region before it closes in September.

For more information on the U.S. Pavilion at World Expo 2005 contact Rod Armstrong, director Public Affairs and Communications, (0561) 64-3078 or rarmstrong@aichiusa2005.com

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