

News from the Nordic Pavilion at EXPO 2005, Aichi Japan  
September 25, 2005

## **Nordic Pavilion Thanks for 185 Memorable Days**

### Good example of friendly international cooperation and EXPO's nature theme

“I would like to thank the nearly 2.3 million visitors of the Nordic Pavilion and the hosts in Aichi for safe and successful 185 days at EXPO. I hope that the Nordic Pavilion has been an inspiration to our guests, as a good example of friendly international cooperation and the EXPO theme, Nature's Wisdom”, said Mr. Pertti Huitu Commissioner General of the Nordic Countries on the last day of EXPO 2005. “Nordic cooperation has proved to be intensive and fruitful”, Mr. Huitu added.

The Nordic Pavilion, representing all the Nordic countries, has not only been one of the largest foreign pavilions at EXPO 2005, it has also been one of the busiest ones with 5 National Days, a Nordic Day, Moomin and Pippi Days as well as a large Nordic cultural program throughout September. “EXPO has been a great chance to display the dynamic cultural life in the Nordic countries”, said Mr. Huitu about the hundreds of Nordic artists who have visited EXPO in connection with the national days and cultural program in September.

The varied cultural activities at the pavilion have paid off. The Nordic Pavilion has been quite popular, attracting close to 2.3 million guests, which means that over 10% of EXPO visitors have made a stop at the pavilion. Official visitor numbers have not yet been published for all the pavilions, but there is no doubt that the Nordic Pavilion is well placed at the top-end of the scale. The busiest day of the whole EXPO period was Sep 10, when 23,151 guests visited the pavilion.

The EXPO project has meant a diplomatic boom for Japan in 2005, as VIP guests from all of the 122 participating countries have visited the Aichi EXPO. The long list of VIP visits from the Nordic countries expresses great interest in this year's environmental theme and goodwill towards the Japanese hosts. In addition to the Crown Princes and Crown Princess of the three Scandinavian Royal Families, eleven heads of state and ministers have visited EXPO 2005.

EXPO has also been a popular venue for bringing together Nordic and Japanese business partners as well as creating new business opportunities. Ca 35 prominent Nordic companies have contributed to the pavilion in various ways, and the VIP facilities have been effectively used to host business seminars, receptions and exhibitions.

In the best Nordic spirit, the pavilion staff came from all five Nordic countries and Japan. The last time that the Nordic countries (Denmark, Finland, Iceland Norway and Sweden) made a joint participation at EXPO was in 1970 in Osaka, Japan. The pavilion and the Nordic participation project was supported by the Nordic Council of Ministers.

## The world needs EXPOs

EXPO 2005 has repeatedly been declared a “great success” by both the BIE (International Exhibitions Bureau) and the media, mainly due to the large visitor numbers and smooth operation of the EXPO project as a whole. At a press conference yesterday Mr. Toshio Nakamura, Secretary General of the Japan Association, informed that during the 6 months of EXPO 2005, only 3 cases of pick-pocketing had been reported – in spite of almost 22 million guests visiting the EXPO (!). On the down side, Aichi EXPO has remained overwhelmingly domestic, with 95% of visitors coming from Japan.

Another characteristic of this year’s exposition is the visibility of its central theme, “Nature’s Wisdom”, and the way in which the environmental principles have been carried out in practice throughout the EXPO period under the slogan “recycle, reuse, reduce”. To mention a few examples, electricity-use has been kept at a minimum, and the electricity used has mainly been produced from renewable energy sources. Likewise, waste management has been a large issue, with nine categories of garbage on the site to ease the recycling process. The message of this year’s EXPO, as stressed by Aichi Governor Mr. Masaaki Kanda, is that we need a “new lifestyle” to create a better sustainable society.

The first EXPO of the 21<sup>st</sup> Century has set a number of good examples and the President of the BIE, Mr. Wu Jianmin, was in general optimistic regarding the future of the EXPO movement. In Mr. Wu’s words, “the movement simply continues because the world needs EXPOs and their values of togetherness, education, cooperation, and innovation”.

The closing ceremony of EXPO 2005 (Sep 25, Sun) was attended by Prime Minister Junichiro Koizumi and His Imperial Highness the Crown Prince of Japan.

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

For further information please contact,  
Kristin Ingvarsdottir  
Director Media & Events / Pavilion Director

Email: [kristin.ingvarsdottir@nordicatexpo2005.org](mailto:kristin.ingvarsdottir@nordicatexpo2005.org)