

# EXPO 2005 REPORT

Newsletter from EXPO 2005 AICHI, JAPAN



## The First Meeting of Commissioners General of Section Attended by 280.



Taizo Watanabe, the Commissioner General of EXPO 2005, presided over the first meeting of the Commissioners General of Section in Nagoya on November 18 and 19. The meeting had three major aims: to report on the state of preparations for EXPO 2005, to establish the Steering Committee, and to familiarize the participants with Aichi. Explanations were also given on a variety of technical matters.



Taizo Watanabe, the Commissioner General of EXPO 2005

The meeting was attended by 280 people, including Vicente Gonzalez Loscertales, Secretary-General of the BIE (International Exhibitions Bureau), and representatives from 90 participating countries and five international organizations. The meeting was a great success, with Bernard Testu, the Commissioner General of France, being elected president of the Steering Committee. After the meeting, participants made a tour of the Expo site.

### Other Major News:

- 25 working missions from participating countries have already visited the EXPO 2005 site.
- The second meeting of the Steering Committee, comprised of 14 Commissioners General, will take place in May in Nagoya.
- The second meeting of the Commissioners General of Section will take place in November 2004, approximately six months before the start of the event.



Conference participants touring the EXPO 2005 site.

## FACTS ABOUT EXPO 2005 AICHI, JAPAN



**Official Name:** The 2005 World Exposition, Aichi, Japan

**Abbreviated Name:** EXPO 2005 AICHI, JAPAN

**Dates:** March 25 — September 25, 2005

**Location:** Nagoya Eastern Hills (Nagakute Town, Toyota City and Seto City)

**Participants:** 125 countries and 8 international organizations, (as of Feb. 27, 2004), plus numerous government organizations, corporate groups and NGOs/NPOs.

**Projected Number of Visitors:** 15 million

**Theme:** Nature's Wisdom

**Sub-Themes:** Nature's Matrix / Art of Life / Development for Eco-Communities

**Website:** <http://www.expo2005.or.jp>

# NGO Global Village

## NGOs AND NPOs PARTICIPATION AND PAIRINGS ANNOUNCED

One of the most important and appealing points about EXPO 2005 is that it will be the first international exposition to include the participation of public groups, rather than just companies and governments. Visitors will be able to learn about and interact with these groups in interesting ways. NPOs and NGOs from Japan and overseas have been announced and will be paired as follows.

Japanese NPO/NGO	Partner NPO/NGO
1 NPO Institute of Whole Earth	MetaELANG (Indonesia)
2 Okazaki takumi no kai	Korean Craftsmens Association (Korea)
3 ECOPLUS	The Missing Link-Society for Environment and Communication (India), Russian Mission Community Group (US)
4 Medecins Sans Frontieres Japon	Medecins Sans Frontieres (France)
5 Ainu Association of Hokkaido Kushiro Branch	Abu-Ali Education and Community Development Project (Thailand)
6 Donguri no Kai (Acorn Club)	L'Association Japonaise Benevola de la Croix du Sud (Madagascar)
7 Child Abuse Prevention Network Aichi	Royal Scottish Society for Prevention of Cruelty to Children (UK)
8 World Conference on Religion and Peace/Japanese Chapter	World Conference on Religion and Peace (US), International Association for Religious Freedom (UK)
9 Japanese Organization for International Cooperation in Family Planning	UMATI (Tanzania)
10 Renewable Energy Promoting People's Forum (REPP)	FOJ-Betreuungsstelle (Germany), Cooperative Community Energy (US), Mali Folkecenter (Mali), Ecological Planning and Building Bauhaus University (Germany)
11 Eco Platform Tokai	Development Research Communication and Services Centre (India)
12 Friends of the Earth Japan	Bund jugend (Germany)
13 Kiyosato Educational Experiment Project Inc.	Cordillera Green Network Inc. (Philippines)
14 Japan Toilet Association	World Toilet Organization (Singapore)
15 Natural Mothering Friendship Association	Northwest Attachment Parenting (US), Active Birth Centre (UK)
16 OISCA (Japan)	OISCA Thailand (Thailand)
17 Green Earth Center	Yijinhuluo-banner Greenery Center (China)
18 National Land Afforestation Promotion Organization	British Trust for Conservation Volunteers (UK)
19 Shanti Volunteer Association (SVA)	SVA Phnom Penh (Cambodia), SVA Vientiane (Laos), Sikka Asia Foundation (Thailand)
20 Japan Campaign to Ban Landmines	Cambodia Campaign to Ban Landmines (Cambodia), Korea Campaign to Ban Landmines (Korea), Ban Landmines Campaign Nepal (Nepal), Sri Lanka Campaign to Ban Landmines (Sri Lanka)
21 Chubu Recycle	Green Map System (US)
22 Center for Ecological Education	Trust for Urban Ecology (UK)
23 International Cetacean Education & Research Centre Japan	The Whale and Dolphin Conservation Society (UK), Interspecies Communication Inc. (US)
24 Shapla Neer = Citizens' Committee in Japan for Overseas Support	One or two of the following: Centre for Self-help Development (Nepal), PAPRI (Bangladesh), STEP (Bangladesh), Aparajeyo Bangladesh (Bangladesh)
25 Girl Scouts of Japan	World Association of Girl Guides and Girl Scouts (UK)
26 SONMEEED (Society for Mutual Aid, Networking, Environment, Education & Development)	Integrated Rural Development of Weaker Sections in India (India)
27 Tanpopo-no-ye Foundation	Access Arts Incorporated (Australia)
28 Japan International Food for the Hungry	Food for the Hungry International (Thailand)
29 East Asia Environmental Information Express Messenger	Greener Beijing (China), Korean Federation for Environmental Movement (Korea)
30 NPO Birth	Urban Resources Systems/Neighborhood Parks Council (US), Earth House (US), Sustainable Agriculture Education (US)

## Corporate Pavilions: Technology and Wisdom

### JOINT PAVILION PRODUCED BY THE CHUNICHI SHIMBUN WILL EVOKE THE EDO ERA

Seven private-sector companies will jointly exhibit in the Chunichi Newspaper Pavilion with the common theme of "Power in the 21st Century." There will be a theme zone and three original zones, with a large "mountain roof" covering all four zones. At a height of over 40m, the pavilion should become one of the Expo landmarks. The design theme will feature an Edo-era ukiyoe (woodblock print) atmosphere by evoking Hokusai's "36 Views of Mt. Fuji" series. In the Edo Era, Japan was one of the world's leading recycling-oriented societies that maintained harmony with nature. The aim of the pavilion is to motivate people to think about the importance of tackling environmental issues.



The pavilion's "mountain roof" will be the image of "red Fuji."

### HITACHI GROUP TO PRESENT RARE ANIMALS THROUGH THE LATEST TECHNOLOGY

The Hitachi Pavilion will offer surprising and fascinating attractions.



The Hitachi Group pavilion will allow visitors to view rare species of animals on the verge of extinction through image-processing technology developed for the broadband era, and other information technology. It will also offer hands-on entertainment full of surprises and excitement. The show will be made up of two parts: a pre-show introducing rare species of animals using mobile multimedia communicators, and a main show offering a "ubiquitous future experience" in which visitors go through five different spaces in a 16-passenger ride to encounter rare animals.

# Official Participant Interviews

MARI CHRISTINE TALKS TO OFFICIALS FROM PARTICIPATING COUNTRIES.



According to Manuel Sánchez, Director-Japan for Spain's State Corporation for International Expositions, the objective of Spain's pavilion is to promote the things that Japan and Spain share with one another in business, culture, food, the arts and the environment. "We have conducted a poll through Gallup in Japan about perceptions of regular Japanese about Spain — what they know and what they don't know," he says. "We would like to fill in the blanks." A sub-theme will be the art of life. Famous Spanish artworks by masters such as Picasso, Miró and Gaudí will be borrowed from museums in Spain, New York, London, Paris and Japan, including Picasso ceramics from the Hakone Open Air Art Museum.

Spain's pavilion will also emphasize diversity, which comes from the historical merger of different kingdoms. "We have four different languages, and a variety of climates, food, songs and cultures," Sánchez notes. In addition, one of the highlights for Spain at EXPO 2005 will be the visit to Japan of the Spanish royal family. "They are looking forward to visiting the Expo. The king and queen have a tremendous personal relationship with the Japanese imperial family," says Sánchez.



Mari Christine interviewing Manuel Sánchez.



Mari Christine,  
Public Relations  
Producer for  
EXPO 2005  
AICHI, JAPAN



(Left to right) Mr. Nakamura, Mr. Testu,  
Amb. Watanabe, Dr. Toyoda, Dr. Loscertales,  
Ms. Sakamoto

## Foreign Press Briefing

Representatives from 24 foreign media organizations were given a thorough briefing on EXPO 2005 at the Imperial Hotel in Tokyo on November 20, 2003. The meeting began with an opening message from Chairman Shoichiro Toyoda, who welcomed the participants and gave a general introduction to EXPO 2005. He stressed that as this is the first international expo of the 21st century and focuses on finding solutions for sustainable development on a global scale, it is a very significant event for all the world's people.

He was followed by Commissioner General Watanabe, who gave a detailed report on the first meeting of the Commissioners General of Section. He also noted that during the meeting, the American Embassy in Tokyo announced that the U.S. will participate in EXPO 2005, bringing the number of countries to 122. BIE Secretary-General Loscertales then presented "Greetings and Expectations for EXPO 2005," in which he noted that the event will be a non-governmental diplomatic opportunity where everyone will make an effort to improve the quality of life for all. After a short greeting from Steering Committee President Testu and an introductory video, the meeting closed with an explanation from Vice Chairman Sakamoto about the event's concept, participation and current site preparations.



Q&A session

## Will We See a Mammoth at EXPO 2005?



EXPO 2005 may provide a unique chance to see a creature from the far distant past.

A project has been launched to excavate an extinct mammoth from the permafrost in Siberia and exhibit it at EXPO 2005. A survey team has collected data on sites and learned that a mammoth head has been discovered in the Republic of Sakha, Russia. A Memorandum of Understanding was signed on Jan. 16 for further excavations. If a completely intact frozen mammoth can be successfully excavated and displayed, it will of course be one of the major attractions of EXPO 2005.

# Programs for the Young and Young at Heart

## NATURE EXPERIENCE PROGRAM

This program will offer EXPO 2005 visitors the opportunity to reflect on “Nature’s Wisdom” while enjoying four activity areas and communing with nature at the site, about half of which will be in its natural state.



### Forest Nature School

Thematic exhibits on light, water and the forest, with hands-on educational programs.



### Village Nature School

A chance to learn about old kilns, ancient crafts and other aspects of rural Satoyama.



### Growing Village

Children can experience nature and the process of “growing” through fun activities such as tree climbing.



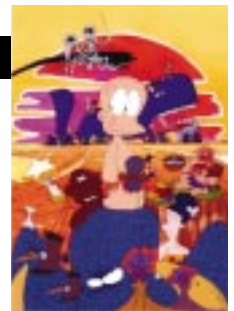
### Satsuki and Mei's House

A replica of the house from the popular animated feature “My Neighbor Totoro” will be erected in the forest.

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## WANPAKU TREASURE ISLAND

This special pavilion will combine the themes of “food” and “fun,” featuring the mascot character Gon, the Stone Age Boy. Gon is a mischievous boy (“wan-paku” means mischievous) from a popular Japanese cartoon show. The first floor of the pavilion will recreate the prehistoric world of Gon and include four zones on the theme of food. The second floor will offer hands-on activities, with two food zones, three fun zones and a sports zone.



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## Ticket Sales Update

The initial period of advance ticket sales resulted in 5.7 million tickets being sold! (As of Feb., 2004)  
Many people are anticipating this event, and we ask for everyone’s cooperation in promoting it in 2004.

### Japan Association for the 2005 World Exposition

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