

EXPO 2005 REPORT

Newsletter from EXPO 2005 AICHI, JAPAN



EXPO
2005 AICHI
JAPAN



Provided by
Cabinet Public
Relations Office

Events and Promotions Mark the Start of Ticket Sales on September 25.

Ticket sales for EXPO 2005 AICHI, JAPAN got underway on September 25, exactly one and a half years before it opens, and a variety of events and promotions were held to mark the occasion. The first took place on the previous day, when a ticket was presented to the Honorary President of the 2005 World Exposition, Aichi, Japan, His Imperial Highness the Crown Prince of Japan. On the day that sales started, the Prime Minister, the Minister of Economy, Trade and Industry, and the Chief Cabinet Secretary all bought tickets with their own money, in an event that was widely covered in the media.

EXPO 2005 is being promoted nationwide by TV commercials and advertisements in newspapers and on public transport. In the major cities of Tokyo, Osaka and Nagoya, large "countdown boards" have been set up. Awareness and interest in EXPO 2005 is building throughout the country.

Promotional events have already taken place in South Korea in June, and there were also events for the media and travel agencies in Hong Kong in September and in Shanghai and New York City in October, to encourage foreign visitors to come to EXPO 2005.

Tickets are also now on sale via the Internet. Go to the EXPO 2005 website for full instructions on how to purchase tickets.

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: 119 countries and 8 international organizations, (as of Oct. 12, 2003), 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>

“Aichi Hospitality” International Exchange

An international exchange program will take place during EXPO 2005, pairing the municipalities in Aichi (cities, towns and villages) with participating countries. Known as the Aichi International Campaign for Hometown Interchange and Hospitality, or Aichi Hospitality for short, it has three principal objectives. The first is to warmly welcome visitors to EXPO 2005 from overseas, the second is to introduce the features of each region, as well as the culture of Japan to the guests, and the third is to continue this global interaction after the close of EXPO 2005.

Seventh International Symposium Discusses EXPO 2005 Themes

The Japan Association for the 2005 World Exposition held its seventh annual international symposium on August 19 in Tokyo. The theme of the symposium was The Future of Humankind and the Children of the 21st century — The Environment and EXPO 2005 AICHI, JAPAN. Shoichiro Toyoda, Chairman of the Japan Association for the 2005 World Exposition presented an opening greeting in which he stated that overcoming global challenges such as conserving nature and achieving sustainable development for the benefit of our children is the duty of us all.

The keynote address, Rescuing a Planet Under Stress and a Civilization in Trouble, was given by Lester Brown, president of the Earth Policy Institute. This was followed



Panel discussion at the Symposium



Lester Brown



Akio Morishima



Yolanda Kakabadse Navarro



Shinya Izumi

by a panel discussion facilitated by Akio Morishima, president of the Institute for Global Environmental Strategies, with Lester Brown, Yolanda Kakabadse Navarro, president of the World Conservation Union, and Shinya Izumi, the Executive Producer of EXPO 2005. It was concluded that EXPO 2005 should be used to trigger the start of continuing growth and a serious consideration of lifestyles in the 21st century. Finally, an EXPO 2005 presentation was made by Secretary General Harumi Sakamoto, and an Ecological Declaration was announced which included concern for the protection of the environment and the viability of sustainable life.

Mascot Picture Contest Winners Announced

Morizo and Kiccoro, the two EXPO 2005 mascots, had their own picture contest whose winners were announced on Sept. 23. The contest, under the theme, “The Life and Dreams of Morizo and Kiccoro,” was open to children around the world. 1,714 entries were received from Japan and 3,059 from 29 other countries. This large amount was due to the cooperation of the United Nations Environment Program (UNEP) and the embassies of the Official Participants.



Winner of Age group 6-8
1st Prize
Petia KUKOVA (Bulgaria)



Winner of Age group 9-11
1st Prize
Perju MAGDALENA (Romania)



Winner of Age group 12-15
1st Prize
Bargaoanu Evelina (Romania)

Official Participant Interviews

MARI CHRISTINE TALKS TO OFFICIALS FROM PARTICIPATING COUNTRIES.

Beginning with this issue, EXPO 2005 REPORT will present interviews each issue with officials from participating countries. We'll learn why they are participating, what they plan to present to and share with visitors, and their hopes for EXPO 2005. The interviewer is Mari Christine, Public Relations Producer for EXPO 2005 AICHI, JAPAN.



Mari Christine
Public Relations
Producer for EXPO
2005 AICHI, JAPAN

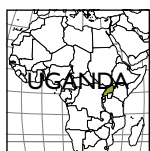


When EXPO 2005 organizers started sending out invitations to participating countries, Canada was the first to sign up. The reason is simple, says Louise Blais, counselor for communications and culture at the Canadian Embassy in Tokyo. "Canada believes world expos are important for countries to come together and have a dialogue," she says. "We are committed to making sure that our participation is second to none."

The Canadian pavilion will showcase the country's rich cultural diversity. Blais explains, "One of the things Canadians take most pride in is how we have developed not only as a country that respects diversity but also one that promotes it. Diversity increases our country's adaptability and quality of life. We plan to make that the focus of our pavilion."



Louise Blais
Counselor for Communication & Culture,
Canadian Embassy



For Uganda, EXPO 2005 will be more than simply an opportunity to show its culture and lifestyle. "We are coming to learn also, to share ideas and see how people live elsewhere in the world with the resources nature has given them," says James Baba, Ambassador to Japan of the Republic of Uganda.

Uganda's exhibit will focus on how the country markets its resources and lives in harmony with nature. It will also aim to show the attractiveness of the country's products to the international market. "The standard of production of our coffee, tea, flour, cut flowers and vanilla is world class," says Baba. The exhibit won't neglect culture, either. Dances, artwork and crafts will be displayed and visitors will enjoy plenty of Ugandan food.



James B. Baba
Ambassador to Japan,
The Embassy of the Republic of Uganda

Message from France and Germany

We are happy to introduce another new feature—messages from the participating countries. We begin this time with France and Germany. Please send us news and information from your country!

Germany and France Under the Same Roof

For the first time in the history of world Expos, Germany and France will have a joint presentation in Aichi 2005. We are happy to be able to showcase the firm commitment of the two countries to the benefit of the generations to come. This venture is an expression of a strong political stand. This partnership will represent an original contribution to the 2005 Expo. Germany and France will address the theme of sustainable development individually and collectively presenting a coherent message.



We hope that the common vision which fuels both teams will contribute to the success of the Expo. We are confident this event will belong to those the world will never forget.

Bernard Testu and Rüdiger Kreienkamp-Rabe
General Commissioners for France and Germany

New Appointments

The following new appointments have been made in order to strengthen the organizational structure of the Japan Association for the 2005 World Exposition. Ms. Harumi Sakamoto has been promoted from Secretary General to Vice Chairperson. Mr. Toshio Nakamura has been promoted from Vice Secretary General to Secretary General. In her new position as Vice Chairperson, Ms. Sakamoto will assist Chairman Toyoda and act on his behalf, for the success of EXPO 2005.



Harumi Sakamoto
Vice Chairperson



Toshio Nakamura
Secretary General

Website Expanded and Improved

If you haven't visited the official EXPO 2005 AICHI, JAPAN website recently, you should take a look at it soon. The site has been greatly expanded and improved, with much more information and more languages: French, Spanish, Chinese and Korean pages are now up, in addition to English and Japanese. The design is clean and attractive, with easily readable text. Site navigation is easier, too, featuring a content menu on the left that takes you to a variety of topics including official press releases, information on all site areas, and advance ticket sales. Please take a look the next time you're online. <http://www.expo2005.or.jp>



Top page (English)

Online Advance Ticket Sale
(French)



Expo site > Japan Zone (Chinese)



Expo site > Expo Plaza (Korean)

Preparations for EXPO 2005 — Progress Reports

CENTRAL JAPAN INTERNATIONAL AIRPORT TO OPEN IN FEB. 2005!

Visitors to EXPO 2005 will have a much easier time getting to the site, thanks to the new Chubu International Airport, scheduled to open in Feb. 2005. Located in Ise Bay, close to Nagoya, it will be able to handle departures and arrivals 24 hours a day, and will be the most convenient airport in Japan for international and domestic connections. Travel to Nagoya will take only 28 minutes by rail and 30-40 minutes by car. The airport will include special commercial facilities and have a universal design (user-friendly for everyone). The development of the airport grounds has already been completed and the construction of facilities such as the airport terminal are proceeding according to schedule.



Gateway to EXPO 2005 AICHI, JAPAN

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