

For immediate release

Ministry of Economy, Trade and Industry  
Japan Association for the 2025 World Exposition  
Japan External Trade Organization (JETRO)

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## **International Forum for Expo 2025 Osaka, Kansai to be held online** **Aim is to promote understanding and participation** **toward Japan's Kansai region exposition**

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The Ministry of Economy, Trade and Industry, the Japan Association for the 2025 World Exposition, and the Japan External Trade Organization (JETRO) will host an online international forum to encourage official participation and to facilitate awareness and comprehension of the theme for Expo 2025 Osaka, Kansai, Japan: Designing Future Society for Our Lives. This Expo will be the next International Registered Exhibition\* after Dubai.

\* International Registered Exhibition: An international exhibition organised in compliance with the 1928 Paris Convention on International Exhibitions and approved by the Bureau International des Expositions (BIE).

### **< Forum Overview >**

- Host: Ministry of Economy, Trade and Industry  
Japan Association for the 2025 World Exposition  
Japan External Trade Organization (JETRO)
- Title: Web Forum Expo 2025 Osaka, Kansai, Japan (March 2022)  
—Designing Future Society for Our Lives
- Viewing period: 14:00 Monday, 7 March, 2022 – Friday, 31 March, 2023
- Content: Keynote speeches on the ideal society in 2025 and beyond and the philosophy of Expo 2025 Osaka, Kansai, Japan;  
Interviews with business persons operating commercial enterprises in Osaka, Kansai examining the appeal of Osaka, Kansai and characteristics of the area as a business venue.
- Language: English
- How to view: No registration required. Please click the following URL to view the site:  
<https://expo2025-webforum-march2022.com>

### **<Content>**

- Keynote speeches and interviews are presented in video format.
- Speaker positions are valid as of the date of this publication.

Greetings from the organisers:

WAKAMIYA Kenji, Minister for the World Expo 2025  
TOKURA Masakazu, Chairman, Japan Association for the 2025 World Exposition  
SASAKI Nobuhiko, Chairman & CEO, Japan External Trade Organization (JETRO)

Keynote Speech 1: Courageous collaboration: Building the future society..together  
Speaker: Dr. Alaa MURABIT

Keynote Speech 2: Designing Future Society for Our Lives—What is the happy way of life?  
Speaker: Dr. Oussouby SACKO

Interview: Osaka, Kansai as a place for business

Speakers:

Ms. Simone Thomsen (President and Representative Director, Eli Lilly Japan K.K.)  
Mr. Phillip Vincent (Managing Partner, East Asia / CEO, Japan, Plug and Play Japan)  
Mr. Kiran Sethi (President, Jupiter International Corporation)

Mr. Tyas Sōsen (Japanese Organic Tea Sommelier, Tea Ceremony Instructor, The Tea Crane)  
Mr. Bjorn Heiberg (President, Tower Knives)

## <About the Speakers>

### Keynote Speech 1

#### Courageous collaboration: Building the future society..together

##### Dr. Alaa MURABIT

Dr. Murabit will speak from the perspective of diversity and gender equality about the potential of expositions to pose questions to Japan or the world at large. She will discuss the importance of empowering women and the positive impact it can exert on the economy, governments and societies. Participants will have the opportunity to contemplate mindsets necessary to further facilitate gender equality.

### Keynote Speech 2

#### Designing Future Society for Our Lives—What is the happy way of life?

##### Dr. Oussouby SACKO

The Deputy Chairman of the Japan Association for the 2025 World Exposition, Dr. Oussouby SACKO will explain the theme of Expo 2025 Osaka, Kansai, Japan: Designing Future Society for Our Lives. He will offer potential participants from numerous nations the opportunity to intensify their interest in Expo 2025, which will be hosted in Osaka.

### Interviews

#### Osaka, Kansai as a place for business

Successful international residents of Kansai will be interviewed to seek their views on the appeal of Osaka and the Kansai area as a business location, and their expectations for Expo 2025.

Ms. Simone Thomsen (President and Representative Director, Eli Lilly Japan K.K.)

<https://www.lilly.co.jp/who-we-are/local-leadership>

Mr. Phillip Vincent (Managing Partner, East Asia / CEO, Japan, Plug and Play Japan)

<https://japan.plugandplaytechcenter.com/>

Mr. Kiran Sethi (President, Jupiter International Corporation)

<https://www.jupiterinternational.jp/>

Mr. Tyas Sōsen (Japanese Organic Tea Sommelier, Tea Ceremony Instructor, The Tea Crane)

[https:// www.the-tea-crane.com/jpn/](https://www.the-tea-crane.com/jpn/)

Mr. Bjorn Heiberg (President, Tower Knives)

<https://www.towerknives.com/>

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