

50 Days to Expo 2025 Osaka, Kansai! Your Gateway to Exploring Japan's Hidden Gems



With just 50 days until the highly anticipated **Expo 2025 Osaka, Kansai**, excitement is mounting for this global event that will showcase innovation and culture on an unprecedented scale. Running from April 13 to October 13, 2025, the Expo is set to welcome visitors from around the world for 184 unforgettable days. Organized under the theme "**Designing Future Society for Our Lives**," Expo 2025 aims to inspire international collaboration and address global challenges through its three sub-themes: "**Saving Lives**," "**Empowering Lives**," and "**Connecting Lives**." The **Japan National Tourism Organization (JNTO)** invites you to experience not only the Expo but also the beauty, culture, and attractions of Japan through its "**Expo + Tourism**" initiative. This is your opportunity to immerse yourself in the Expo's inspiring vision while exploring the wonders of Japan beyond the realms of the Expo itself.

<Theme: "Designing Future Society for Our Lives" >

The theme "Designing Future Society for Our Lives" envisions a world where each individual can shape their desired way of life and realize their full potential. It also emphasizes the importance of global collaboration in creating a sustainable society that supports these aspirations. Expo 2025 Osaka, Kansai offers a once-in-a-lifetime opportunity for humanity to reflect on its collective potential in the aftermath of the unprecedented global challenges posed by the COVID-19 pandemic since 2020. By re-examining the way we live and envisioning new societal models, the Expo will provide a platform for collaborative dialogue and innovative proposals for the future.

<https://www.japan.travel/en/expo2025/about/>

< Latest Updates Leading Up to the Expo >

■ **International Pavilions**

A total of **158 countries and regions** along with **9 international organizations** have confirmed their participation. Explore your country's pavilion and discover the latest updates at the link below.

Details on International Pavilions: <https://www.expo2025.or.jp/en/official-participant/>

■ **National Celebrations & Country-Specific Events**

The Expo will feature a diverse lineup of national celebrations and cultural events, ensuring excitement throughout the entire period.

Discover the latest event information at the link below.

Event Calendar: <https://www.expo2025.or.jp/en/wp-content/uploads/sites/2/2024/12/bfae59945b7c37365de59b54bb9c82ba-1.pdf>

■ **Domestic & Signature Pavilions**

Visitors can explore Japan Pavilion, Women's Pavilion (in collaboration with Cartier), Osaka Healthcare Pavilion, Kansai Pavilion, and 13 corporate pavilions showcasing Japan's cutting-edge technology and innovation. The latest updates on uniquely themed domestic pavilions are available at the link below.

Domestic Pavilions: <https://www.expo2025.or.jp/en/domestic-pv/>

8 Signature Pavilions will present unique experiences reflecting Expo 2025's theme.

Signature Pavilions: <https://www.expo2025.or.jp/en/project/>

< Explore Japan with 'Expo + Tourism'! Discover the latest updates on captivating destinations across the country >

■ **Visit the JNTO website for the latest updates on Expo 2025 and travel destinations across Japan.**

<https://www.japan.travel/en/expo2025>

■ **Plan your journey with JNTO's resources.**

Watch regional videos and choose your next destination!

<https://www.japan.travel/en/expo2025/movie/>



Get inspired by model courses to plan your perfect trip!

<https://www.japan.travel/en/expo2025/model-courses/>

Experience Japan's scenic destinations through traditional ink-wash paintings!

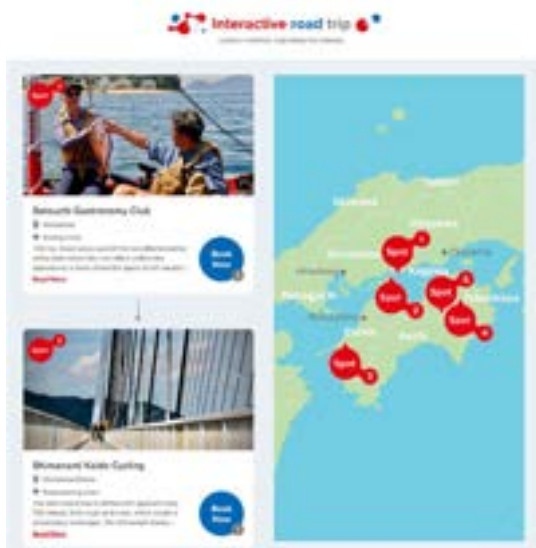
<https://expo2025nft.jnto.go.jp/en/nft/>



■ Enhance your trip with JNTO's interactive tools

Book sightseeing spots featured in JNTO travel videos!

Example – Chugoku & Shikoku Region: <https://expo2025movie.jnto.go.jp/en/chugoku-shikoku/>



Get your own unique NFT travel artwork!

<https://youtube.com/shorts/UN-84HYhF5w?si=XhxzWDIMPCXKU24n>

Discover more regional travel insights at the link below.

<https://www.japan.travel/en/expo2025/article/>



<Discover travel destinations across Japan that embody the theme of Expo 2025>

1. **Saving Lives**

Daisen, Tottori Prefecture



Daisen offers a serene hiking experience through lush beech forests. Visitors can choose from three distinct trails—Nature, History, and Full Course—each showcasing the area's breathtaking landscapes and rich heritage. A highlight of the area is Ogamiyama Shrine Okunomiya, a tranquil and sacred spot. The shrine is home to Japan's longest natural stone-paved pathway and the country's largest white sandalwood-paved approach, both designated as National Important Cultural Properties, making it a must-visit destination for those seeking peace and heritage.

<https://www.japan.travel/en/expo2025/sightseeing/area-7/spot-19/>

2. **Empowering Lives**

Ama Hut Experience



Toba City's Shima-cho Osatsu in Mie Prefecture is home to Japan's largest community of Ama — traditional female free divers who have upheld this extraordinary practice for over 2,000 years. Deeply woven into the region's cultural fabric, the Ama way of life remains an enduring tradition. Visitors can experience this unique heritage at an 'Ama Hut,' where divers rest before and after their dives, enjoy freshly caught local seafood, and engage in cultural exchanges with the Ama themselves.

<https://www.japan.travel/en/expo2025/sightseeing/area-5/spot-15/>

3. **Connecting Lives**

Kurashiki Bikan Historical Quarter, Okayama Prefecture



The Kurashiki Bikan Historical Quarter is a picturesque district renowned for its white-walled storehouses, traditional Namako-kabe lattice walls, and willow-lined canals. Step into its enchanting blend of history and retro-modern charm.

<https://www.japan.travel/en/expo2025/sightseeing/area-7/spot-21/>

JNTO provides a wealth of travel resources, offering detailed guides to Japan's must-see destinations.

Use JNTO's website to discover Japan's hidden gems and plan an unforgettable journey!

Media contact:

For media inquiries, including requests to use photographs, please contact the JNTO Press Office at media_inquiry@jnto.go.jp

About Japan National Tourism Organization

The Japan National Tourism Organization (JNTO) is an independent administrative corporation under the jurisdiction of the Japan Tourism Agency. JNTO operates tourism promotion offices in overseas countries, promoting tourism to Japan and providing tourist information to overseas visitors.

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Box URL: <https://vectorincgroup.box.com/s/ahgslmtndmc255ct3xpzy4rvnwjzu9w>

*Link available until March 21st,2025