

PRESS
RELEASE
**PORTUGAL
NA EXPO 2025**



From 13th April to 13th October

PORTUGAL PROMOTES AN OCEAN OF BLUE DIALOGUE AT EXPO 2025 OSAKA

- *Portugal is among 161 countries participating in Expo 2025 Osaka, centred on the theme 'Designing the Societies of the Future for Our Lives'.*
- *'Ocean: The Blue Dialogue' is the motto of the Portuguese Pavilion, designed by Kengo Kuma, which is expected to welcome around 1.5 million visitors.*
- *Over 150 companies, associations, local authorities and artists will contribute to the Portugal Pavilion agenda.*
- *A unique initiative to promote Expo Osaka and Japan in Portugal.*

Lisbon, 16 January 2025 – “Ocean: The Blue Dialogue” is the theme of Portugal’s participation in Expo 2025 Osaka, Japan, whose programme was officially presented today at a ceremony held at Lisbon’s Oceanário. The event was attended by the Prime Minister, Luís Montenegro, the Minister of Economy, Pedro Reis, the President of AICEP, Ricardo Arroja, the agency organising Portugal’s participation, and Joana Gomes Cardoso, Portugal’s Commissioner General for this international event.

Strengthening Portugal's role as a leader in maritime policies, highlighting its contribution to ocean conservation and the sustainable development of blue economy clusters, promoting culture, and inspiring a desire to visit, discover, and invest in Portugal are the main objectives of this participation. The event is expected to attract 28.2 million visitors.

Joana Gomes Cardoso, Portugal's Commissioner General for Expo 2025 Osaka, emphasised, “In a World Expo that asks what we can do to improve our societies and lives, Portugal will present, over 184 days, a Blue Dialogue of economy, knowledge, science, art, and culture in defence of our common home: the blue planet.”

The programme focuses on four key areas: blue economy, innovation, sustainability, and culture. It involves around 150 entities, including companies, municipalities, associations, universities, and foundations. The overall investment for this initiative amounts to €21 million, the same allocated to Portugal’s participation in Expo 2020 Dubai.

Exhibitions, concerts, workshops, and partnerships

Through strategic partnerships with organisations such as the Oceano Azul Foundation, the Calouste Gulbenkian Foundation, Católica University, Nova University, Aveiro University, the Municipal Councils of Lisbon and Porto, and various regional entities, Portugal’s programming will reflect extensive regional representation and thematic diversity.

Music, featuring artists like Carminho, Dino d’Santiago, Branko, Bruno Pernadas, Ana Moura, and Camané, will join architecture, design, fine arts, fashion, cinema, and literature. The programme will also highlight sustainable projects in aquaculture, ocean biodiversity and bioeconomy, robotics, nanotechnology, terrestrial and aerospace mobility, healthcare, and agri-food products.

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A “piece” of the Ocean for Expo 2025

This is, metaphorically speaking, the concept behind the Portugal Pavilion for visitors during the 184 days of the event. Designed by Japanese architect Kengo Kuma, the Pavilion places sustainability at its core. In addition to exhibition spaces, it will feature a shop, a restaurant promoting Portuguese gastronomy, and a multifunctional area designed to host events of various types.

The architectural design reflects the dynamic movement of the ocean through a deconstructed space, using suspended ropes—9,972 ropes, weighing over 60 tonnes—and recycled nets to create a timeless effect, exposed to natural elements such as sun and wind. The Pavilion’s volume is characterised by a dramatic installation that symbolises a suspended upper plaza, resembling a wave, presenting an iconic image to visitors and passers-by alike.

The Portugal Pavilion will be the centrepiece of Portugal's participation in Expo 2025 Osaka, hosting a permanent exhibition created by the Portuguese creative group MUSE. The exhibition highlights Portugal's maritime heritage. Visitors queuing to enter the Pavilion will encounter information about the country and experience a sound installation by composer Diogo Alvim, inspired by ocean sounds and the Portuguese guitar.

The Pavilion enjoys a strategic location. Situated in the “Empowering Lives” area of the Expo 2025 Osaka site, near the Japan Pavilion, it occupies a plot of 1,836.75 m². With an overall investment of €13.6 million, the Pavilion will showcase an interplay of light and shadow created by the ropes and nets, offering visitors an extraordinary visual spectacle and serving as a “beacon” within the Expo 2025 Osaka grounds.

This location also provides a unique space for interaction between the Expo 2025 Osaka “Grand Ring” and the Pavilion. The exterior view of the Portugal Pavilion from the site’s aerial corridor conveys a sense of floating and immersion in a dynamic environment as visitors explore the space.

Osaka in Portugal

For the first time, Portugal’s participation in Expo 2025 Osaka will be complemented by a mirror programme in Portugal. This initiative aims to bring the Expo closer to those unable to visit and to showcase Japan and the historical and contemporary ties between the two countries.

Starting in November 2024, the programme involves around 100 partners, including universities, museums, and municipal councils, and features exhibitions, concerts, debates, and conferences across the country.

Portugal at World Expos

World Expos began in 1851, but it was Expo '98 in Lisbon, which placed the ocean on the international political agenda, that truly highlighted their social, economic, and cultural significance for Portugal. In recent years, Portugal has participated in World Expos in Zaragoza (2008), Shanghai (2010), and Dubai (2021).

Portugal’s participation in Expo 2025 Osaka is organised by AICEP, the Portuguese Trade & Investment Agency, the public body that promotes the attraction of productive inward investment and the internationalization of the Portuguese economy. AICEP collaborates with Turismo de Portugal to develop activities related to Portugal's participation in the Expo.

Expo 2025 Osaka will take place from 13 April to 13 October this year. Portugal Day is scheduled for 5 May and will feature an extensive cultural programme, including an exhibition on Siza Vieira in partnership with the Calouste

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Gulbenkian Foundation and a tribute concert to Amália Rodrigues with Camané, Ana Moura, and Ricardo Ribeiro, in collaboration with the Lisbon City Council.

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