



Portugal Showcases Creativity and Innovation on the World Stage

Expo 2025 Osaka concludes with Portugal's participation opening to new opportunities in the country.

The Portuguese presence at this global event was very successful, confirmed by a positive assessment of six months of intensive contacts, during which the Portugal Pavilion welcomed more than 2.3 million visitors.

The Portugal Pavilion, organised by **AICEP – the Portuguese Trade and Investment Agency**, served as a significant platform for economic, diplomatic, and cultural engagement. It featured 510 national entities and generated €4.5 million in direct business through its shop and restaurant. A total of 400 events were held, attracting over 550,000 participants, and welcomed 210 international delegations from 65 countries.

During the Expo, the Pavilion also welcomed high-profile international figures, including United Nations Secretary-General António Guterres, European Council President António Costa, and José Ramos-Horta, President of Timor-Leste (East Timor). Key members of the Portuguese Government, including Prime Minister Luís Montenegro, Minister of State and Foreign Affairs Paulo Rangel, and Minister of Economy and Territorial Cohesion Castro Almeida, also visited, reinforcing the relevance of Portugal's message.

For the Minister of Economy and Territorial Cohesion, "Portugal's participation in Expo 2025 Osaka strengthened our international presence and opened doors, creating concrete opportunities for Portuguese companies and institutions." In this context, Castro Almeida stated, "the legacy we leave provides an excellent foundation for future cooperation and economic development initiatives with Japan."

Madalena Oliveira e Silva, President of AICEP, emphasised: "Portugal's presence generated visibility and opportunities for companies, institutions, and the Portugal brand. Participation in Osaka was a strategically won opportunity to promote exports and innovation in a highly demanding market such as Japan. It allowed us to consolidate Portugal's image among investors and decision-makers, and we believe it will create even more opportunities for Portuguese companies."

Designed by Japanese architect Kengo Kuma, the Pavilion invited visitors to immerse themselves in the theme "Ocean, the Blue Dialogue," symbolically bringing a piece of the Ocean to the Expo. Inspired by the historical relationship between Portugal and the sea – and evoking almost 500 years of ties with Japan – the Pavilion aimed to respond to the Expo's theme: "Designing Future Societies for Our Lives."

It stood out for its visual installation, composed of thousands of repurposed maritime cables, many of which will find new life in Japanese schools, symbolising the legacy Portugal leaves in Osaka.

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According to Joana Gomes Cardoso, Commissioner-General of Portugal's participation at Expo 2025 Osaka, "The Portugal Pavilion was a space for encounters and dialogue between cultures. With the Ocean as a starting point, we showcased the best of our regions, companies, artists, and academic institutions. We opened cultural, economic, scientific, and academic paths that will continue beyond the Expo."

The Portugal Pavilion was awarded the Best Thematic Concept at the Expo, with the theme "Ocean, the Blue Dialogue," and won bronze in the categories of Best Exterior Architecture and Best Presentation for the video *The Ocean's Point of View*, by the Oceano Azul Foundation, at the World Expolympics, an international competition organised by the Experiential Design Authority (TEDA). International recognition was further confirmed with 4th place in the categories of Best Medium Pavilion and Best Mascot, highlighting the impact and quality of the work carried out.

The Portugal Pavilion was designed as a living structure, open to natural elements – sun and wind – reflecting the country's connection to the Ocean. The space included a shop featuring national products, a restaurant, *Mar de Portugal*, offering Portuguese cuisine, a performing arts area, and an exhibition area hosting initiatives in science, innovation, culture, and sustainability.

The financial execution of Portugal's participation in Expo 2025 Osaka fully respected the authorised budget, without deviations, complying with public procurement and internal control criteria. This budgetary rigour reinforces AICEP's commitment to the sound management of public resources and to maximising impact for companies and for Portugal's international image.

See the photos [here](#) (Collection: Expo 2025 Osaka - 2025年大阪万博におけるポルトガル).
Credits: Portugal Expo 2025 Osaka

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