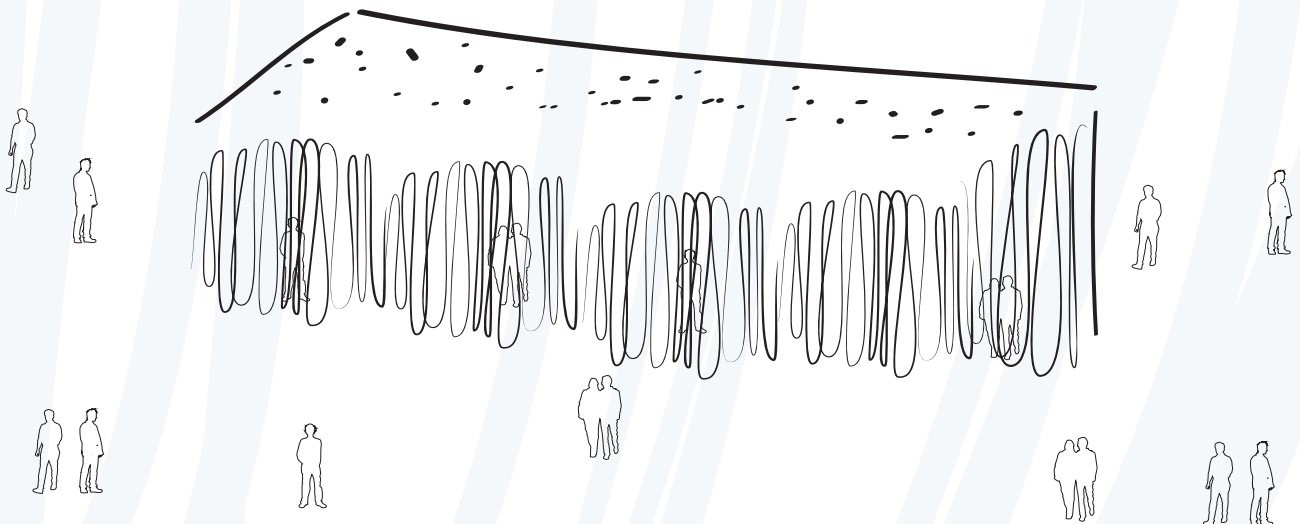


PORTUGAL **ポルトガル**
EXPO 2025 OSAKA

PRESS KIT PORTUGAL AT EXPO 2025



THE OCEAN IN SHAPING FUTURE SOCIETIES FOR OUR LIVES



More than 160 countries and 28 million visitors are expected at the World Expo in Osaka, Japan, taking place from 13 April to 13 October 2025 under the theme "Designing Future Societies for Our Lives." Dedicated to promoting the Sustainable Development Goals (SDGs) and Japan's "Society 5.0" strategy, Expo 2025 Osaka will be hosted on Yumeshima, an artificial island in Osaka Bay, covering over 155 hectares divided into three districts: Empowering, Saving, and Connecting Lives.

Focusing its participation on the ocean and its preservation, Portugal proposed to the Expo Osaka organisers a deeper focus on SDG 14 – "Conserve and sustainably use the oceans, seas, and marine resources" – as its primary

goal, and SDG 7 – "Ensure access to affordable, reliable, sustainable, and modern energy for all" – as a secondary objective, ensuring alignment with themes related to the blue economy.






With jurisdiction over 48 per cent of the European Union's marine waters and one of the largest Exclusive Economic Zones in the world (1.7 million km²), Portugal bears significant responsibility for ocean governance, including its conservation, knowledge, defence, and "exploration." This journey began in 1998 with the Lisbon Expo '98, which introduced oceans to the international political agenda, and was enhanced in 2022 with the hosting of the second United Nations Ocean Conference in Lisbon. Portugal also played a key role in including the ocean in the Sustainable Development Goals.

At Expo 2025 Osaka, Portugal aims to highlight its leadership in scientific and economic ocean research. Linking the country's history with science, knowledge, art, and culture, Portugal's participation seeks to foster a collective awareness of the importance of a healthy ocean. Additionally, it intends to demonstrate that strategic partnerships among governments, public institutions, businesses, and NGOs are vital for fostering global solidarity and developing solutions that positively impact humanity's future. Through its participation, Portugal also aims to boost professional exchanges and specific

know-how among organisations in blue economy-related clusters, highlight the excellence of Portuguese academia and its relationship with businesses, and promote scientific projects to foster cooperation and knowledge exchange between national and international entities. Moreover, it aims to showcase Portuguese culture, energise Portuguese talent in the international market, and inspire others to visit, explore, and invest in Portugal.

Over six months in Osaka, Portugal will present projects spanning various fields – science, innovation, economy, education, and culture – reflecting its strategic commitment to this area. Portugal's representation has been built through collaborations among ministries, municipalities, companies, and associations, ensuring geographical and sectoral representation, as well as strategic partnerships with entities such as the Oceano Azul Foundation, Calouste Gulbenkian Foundation, and the Universities of Aveiro, Católica, and Nova.

Portugal's last three World Expo participations were in Zaragoza (2008), Shanghai (2010), and Dubai (2021).



"IT'S TIME TO LISTEN TO THE VOICE COMING FROM THE SEA. BUT THIS VOICE IS NOT A CALL FROM TIMES GONE BY; IT IS A CALL FROM THE FUTURE."

MANUEL ALEGRE
PORTUGUESE POET

A BLUE DIALOGUE FOR SOCIETY 5.0

The central theme of Portugal's participation at Expo 2025 Osaka is "Ocean: The Blue Dialogue." This theme bridges the legacy of Expo '98, Portugal's historical connections with Japan, and the country's current leadership in maritime policies. It embodies Portugal's contribution to the global Expo concept of Society 5.0.

Society 5.0 is a Japanese government strategy advocating for a sustainable and inclusive socio-economic system where all citizens can reach their potential, addressing social challenges such as population decline, societal ageing, energy shortages, and environmental degradation. The ocean, which brought Portugal and Japan together nearly 500 years ago, will illustrate to

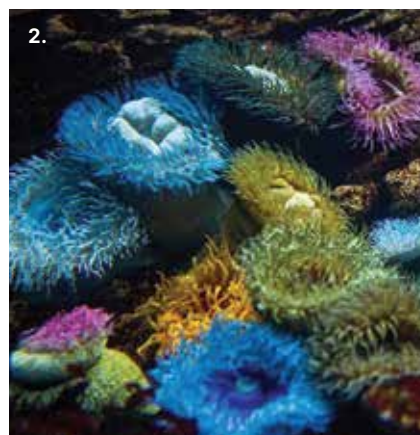
Expo 2025 Osaka visitors the importance of seas and oceans as economic drivers and innovation hubs essential to achieving the Society 5.0 concept.

Portugal views this exhibition as an opportunity to advance its commitments to SDG 14 and SDG 7 both externally and internally by promoting fruitful projects and partnerships among



1.

1. Lisbon Oceanarium, Portugal.
2. 3. Forests Underwater by Takashi Amano, Lisbon Oceanarium, Portugal.
©Pedro Pina, Lisbon Oceanarium.



2.



3.



businesses, academia, NGOs, and governmental institutions. A distinctive feature of this World Expo will be its focus on realistically portraying a future society

through action, not just thought. By positioning the venue as a laboratory for testing new technologies and systems, the organisers aim to stimulate innovation and apply it within the Expo grounds.



THE PORTUGAL PAVILION



Designed by Japanese architect Kengo Kuma, the Portugal Pavilion invites visitors to dive into and discover the ocean while embracing sustainability and circular economy principles, adhering to the best technical and environmental practices.

The architectural design expresses the dynamics of oceanic movement through spatial deconstruction, using suspended ropes and recycled nets to create a perennial effect exposed to natural elements such as sunlight and wind.

Located in the 'Empowering Lives' zone near the Japan Pavilion, the Portugal Pavilion enjoys a strategic location offering a unique interaction space with Expo 2025 Osaka's "Grand Ring." It will feature an exhibition space, a shop, a dining



area promoting Portuguese cuisine, and a multi-purpose area for various events. The shop, aligned with Portugal's Expo participation theme, will focus on eco-friendly products made from

Portuguese natural materials like cork, burel, and wicker, alongside official merchandise such as pins, bags, pens, notebooks, t-shirts, sweatshirts, and illustrations.



A JOURNEY THROUGH THE PAST, PRESENT, AND FUTURE OF THE OCEAN



"A country with a past, present, and future built with the ocean" serves as the inspiration behind the permanent exhibition that will be showcased at the Portuguese Pavilion at Expo 2025 Osaka. Presented across two rooms, the exhibition aims to share knowledge and foster partnerships for a sustainable future through the ocean.

Conceived by the Portuguese company MUSE, it combines diverse artistic expressions, historical narratives, and scientific knowledge about the ocean. With a sense of mutual curiosity, it delves into the shared heritage that has connected Portugal and Japan for nearly 500 years and continues to shape Portugal's future. Visitors will not only learn about this historical connection but also discover how Portugal engages with the ocean today and why it remains a vital resource for life on the planet.

Designed to immerse visitors in an interactive multimedia experience, the "Partnership for a Sustainable Future" section underscores the urgency of protecting the oceans. The exhibition invites the public to embark on a journey that

begins with the environmental challenges of the present and culminates in the 'marvellous utopias' that inspire hope for a sustainable future.

A five-minute audiovisual installation, created especially for the 200-square-metre space, encapsulates a vision where humanity and the ocean coexist sustainably. Using mixed technologies, this experience transforms visitors into co-creators, encouraging them to contribute to the dialogue about our shared future with the ocean.

In the queueing area leading to the Pavilion, visitors will find information about Portugal and a sound installation by composer Diogo Alvim, inspired by the sounds of the ocean and the Portuguese guitar.

Diogo Alvim





ECONOMY, SCIENCE, EDUCATION, AND CULTURE IN OSAKA

Portugal's programme at Expo 2025 Osaka highlights the country's diversity, encompassing sectors such as the economy, science, the environment, education, and culture. Over 184 days, exhibitions, concerts, and workshops will bring Portugal's innovation and creativity to a global audience, in collaboration with partners such as the Oceano Azul Foundation, the Calouste Gulbenkian Foundation, leading universities, and local authorities.

In the economic domain, a spotlight will be cast on organisations in the blue economy, including Docapesca, Tunipex, and the Ocean Forum.

Other key industries reflecting Portugal's strategic commitments will also feature prominently, such as cork (Corticeira Amorim and CorkRibas), mobility (Abimota and Smartuga), aerospace (Portuguese Space Agency), and textiles (CENIT and ATP).

Science and higher education will play a pivotal role, represented by institutions such as INOVAMAR, the International Iberian Nanotechnology Laboratory (INL), and universities including Católica, Coimbra, Aveiro, Nova, and INESC TEC.

Portugal's diverse regions and cities will showcase their unique contributions, offering a rich cultural mosaic and underlining strategic priorities.

Participating entities include the city councils of Lisbon, Porto, Óbidos, Aveiro, and Coimbra, as well as the Douro region (via CIM Douro), Alentejo (CCDR), and the Autonomous Regions of Madeira and the Azores.

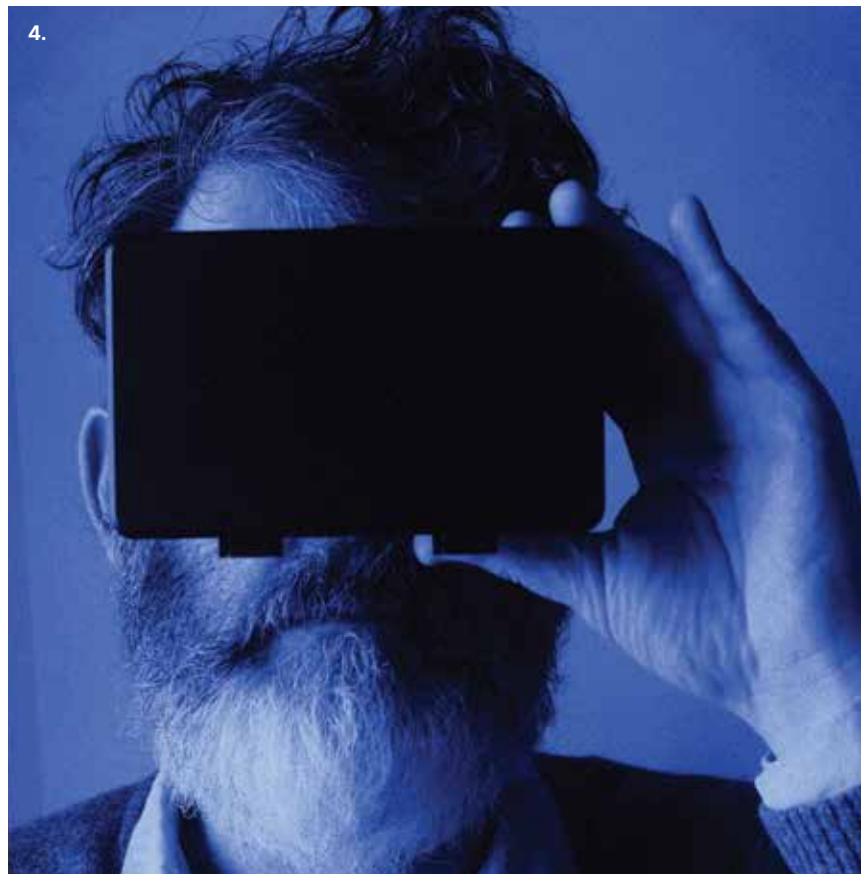
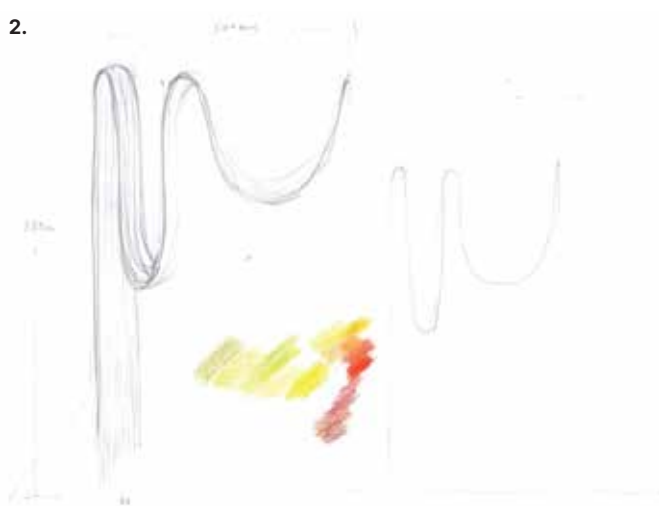
Over six months, Portugal will host exhibitions, workshops, and concerts that reflect its cultural vibrancy. Highlights include a celebration of Portuguese architecture, featuring renowned figures such as Álvaro Siza Vieira, Manuel Aires Mateus, Ricardo Bak Gordon, and Inês Lobo.

A curated exhibition by Andreia Garcia will also spotlight 23 emerging architectural studios.

The programme extends to graphic design, with an exhibition by Atelier barbara says, and arts and crafts, through the DG Artes "Saber Fazer" initiative. Notable contemporary artists, including Fernanda Fragateiro, Daniel Blaufuks, Ana



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- 1. Fernanda Fragateiro
- 2. Fernanda Fragateiro
- 3. Ana Aragão
- 4. Daniel Blaufuks

Aragão, Add Fuel, and Vanessa Barragão, will bring their work to Osaka. In music, Portugal will be represented by artists such as Dino D'Santiago, Bruno Pernadas, Júlio Resende, and Carminho, offering a dynamic blend of traditional and contemporary sounds. A key moment will occur on 5 May, World Portu-

guese Language Day, when Portugal will celebrate its official day at Expo 2025. The programme will include the unveiling of an exhibition dedicated to the legacy of architect Álvaro Siza Vieira and a landmark exhibition presented by the Calouste Gulbenkian Foundation, first displayed in Lisbon in 2024.

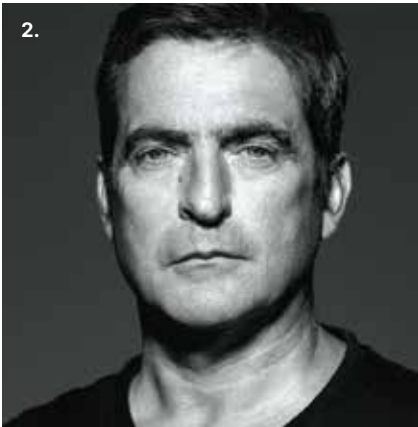
Fado singer Amália Rodrigues will be honoured with the concert No Tempo das Cerejas, in partnership with Lisbon City Council, which brings together the voices of singers Ana Moura, Camané and Ricardo Ribeiro, accompanied by a fado trio: José Manuel Neto (Portuguese guitar), Pedro

Soares (fado guitar) and Daniel Pinto (bass guitar). Amália Rodrigues played a crucial role in introducing and popularising fado in Japan. Amália sang in Japan for the first time in 1970, at the celebration of Portugal Day at Expo 70 in Osaka.



1.

1. Ana Moura
2. Camané
3. Concerto
4. Ricardo Ribeiro



2.



4.



3.

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Fado singer Carminho will perform in Osaka on 10 June as part of the celebrations for the Day of Portugal, Camões and the Portuguese Communities.





PANGEA, PORTUGAL'S OFFICIAL SONG AT EXPO OSAKA



The young composer Máximo Francisco, currently studying Jazz Composition at Codarts Rotterdam in the Netherlands, composed, recorded and released Pangea, Portugal's official song at the Osaka Expo.

"*Pangea* was a supercontinent that existed 200 million years ago and united all the continents, as we know them today, into a single biological mass. I thought it was a good metaphor to represent the need for a collective and united society in

the fight against climate change." With this environmentalist message, *Pangea* will be presented at Expo 2025 Osaka, with concerts at the Portuguese Pavilion by the young composer and pianist.



Máximo Francisco. ©Arlindo Camacho

PROGRAMME OF PORTUGAL 184 DAYS OF CULTURE, ECONOMY, MUSIC, ARTS, DESIGN AND ...



1. Júlio Resende
2. LiDA e Santos Barosa
3. Bruno Pernardas. © Vera Marmelo
4. Dino d'Santiago e Branko
5. Ana Aragão



ARCHITECTURE



1. Siza Vieira
2. Ricardo Carvalho
3. Back Gordon
4. Aires Mateus
5. Inês Lobo



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Andreia Garcia
Atelier local
Sami
Atelier cru
Luísa Bebiano
Rita Aguiar Rodrigues

Diogo Aguiar
Pura atelier
Nuno Melo Sousa
Summary
Miguel Marcelino
JQTS

Cabinnet
Circunflexo
Barão-Huter
In vitro
Mero
Inês Pimentel

Campo arquitectura
Conde Paradela
Patrícia da Silva





OSAKA IN PORTUGAL



As part of Portugal's participation in Expo 2025 Osaka, a vast cultural programme is being developed on Portuguese soil, with activities aimed at strengthening ties between the two countries and giving those who don't have the opportunity to visit Expo 2025 Osaka the chance to learn about its themes and objectives.

The Osaka in Portugal programme kicked off on 30 November 2024 and will run throughout 2025, with events scheduled for various regions of Portugal.

Exhibitions, conferences, film cycles, concerts, and other shows will be promoted in partnership with various national institutions and entities,

immersing the public in Japanese culture and the historical and contemporary relations that unite Portugal and Japan.

Through a partnership with the National Arts Plan, more than 60 schools across the country will work on the importance of the Ocean and explore knowledge about Japan in 2025.



UMI, PORTUGAL'S MASCOT



Portugal's official mascot is a seahorse, symbolising the strong and lasting bond between Portugal and Japan. More than just a figure, UMI represents a fusion of cultures, histories and visions of the future, rooted in the common bond with the ocean.



UMI, the mascot's name, means 'ocean' in Japanese, an element that allowed Portugal and Japan to 'meet' almost 500 years ago. The seahorse was chosen as the form of UMI because of its association with the ocean and the values it symbolises. Small but resistant, the seahorse is a resilient creature that faces the currents of the sea with serenity and determination—characteristics that reflect the perseverance and strength of both countries in building a solid and lasting relationship of cooperation.

With a friendly look and a profound essence, **UMI** invites all visitors to reflect on the importance of caring for our seas and recognise global partnerships' relevance in building a more sustainable and inclusive world.

UMI is more than a mascot; it reflects a shared journey and the hope for a future in which cooperation between nations is guided by respect for our planet.

ABOUT PORTUGAL



With nearly nine centuries of history, Portugal is an innovative, forward-looking country committed to sustainability. Its strategic location at the crossroads of Europe, Africa, and the Americas, combined with its European Union and Eurozone membership, makes Portugal an ideal business partner.

Portugal ranks highly in international safety indices, offers political and social stability, and leads in climate change policies and renewable energy investments. As a top tourist destination, Portugal broke records in 2023, welcoming 30 million visitors, generating 77 million overnight stays, and achieving revenues of 25 billion euros.

Portugal's coastline stretches approximately 2,500 kilometres, encompassing one of the world's largest Exclusive Economic Zones (EEZ) at 1.7 million km². The United Nations is currently working to extend Portugal's continental shelf beyond 200 nautical miles, potentially expanding its jurisdiction to 4.1 million km².

ABOUT AICEP



A **AICEP - Portugal Trade & Invest**, is responsible for organising Portugal's participation in Expo 2025 Osaka. This public entity promotes productive investment and the internationalisation of the Portuguese economy. Operating through its offices in Portugal and an external network in around 50 countries, AICEP fosters increased exports and international business expansion.



PORTUGAL AT EXPO 2025 OSAKA



**Opening
of Expo 2025
Osaka**



**Portugal
Day at the
Expo**



**Day of
Portugal,
Camões
and the
Portuguese
Communities**



Closing



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ASSOCIATIONS

ABIMOTA
Associação Nacional das
Indústrias de Duas Rodas

AEP
Associação Empresarial
de Portugal

AIDA
Câmara de Comércio
e Indústria do Distrito
de Aveiro

AIMMP
Associação das Indústrias
de Madeira e Mobiliário
de Portugal

ASSIMAGRA
Associação Portuguesa
da Indústria dos Recursos
Minerais

Associação Smart Waste
Portugal

ASSOFT
Associação Portuguesa
de Software

ATP
Associação Têxtil e Vestuário
de Portugal

CCILJ
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e Indústria Luso-Japonesa

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Fórum Oceano

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Portugal Foods

Startup Portugal

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Adico

Amorim

Avenida da Liberdade Editores

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Burel Factory

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CorksRibas

Corticeira Amorim

Costa Nova

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Dilúvio Editora

Exotictarget - Ablute

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Feitoria do Cacao

Fundação Calouste
Gulbenkian

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Manulena

Origem Comum

Portugal Jewels

Ramirez

COMPANIES

Revigrés

Serra Mel

Smartuga

Sock Affairs

Sogrape

SPI Sociedade Portuguesa de
Inovação

Splink

Tunipex

Vera Cruz Almonds

Viarco

Vista Alegre

Viúva Lamego

PARTNERS



PUBLIC ORGANISATIONS

Agência Espacial Portuguesa
 Câmara Municipal de Aveiro
 Câmara Municipal de Lisboa
 Câmara Municipal de Óbidos
 Câmara Municipal do Porto
 CCDR Alentejo
 Comunidade Intermunicipal de Coimbra
 Comunidade Intermunicipal de Viseu Dão Lafões
 Comunidade Intermunicipal do Douro
 Comunidade Intermunicipal do Médio Tejo
 DOCAPESCA Portos e Lotas
 Turismo do Porto e Norte de Portugal
 Região Autónoma da Madeira
 Região Autónoma dos Açores

EDUCATION AND SCIENCE

Faculdade de Arquitectura da Universidade de Lisboa
 Fundação Oceano Azul
 INESC TEC
 INL International Iberian Nanotechnology Laboratory
 LiDA Laboratório de Investigação em Design e Artes
 Oceanário de Lisboa
 Universidade Católica Portuguesa
 Universidade de Aveiro
 Universidade de Coimbra
 Universidade Nova de Lisboa

CULTURE

Atelier barbara says
 Fundação Calouste Gulbenkian
 DG Artes Direção-Geral das Artes
 DGLAB Direção-Geral do Livro, dos Arquivos e das Bibliotecas
 Museus e Monumentos
 Santa Casa Misericórdia Lisboa
 Casa da Ásia
 Museu de São Roque
 Fundação Oriente
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Follow Portugal's participation in Expo 2025 Osaka!

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Contact us at media.expoosaka@portugalglobal.pt



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