



Japan Pavilion at the EXPO 2017 Astana has Closed Some 730,000 people visit during 93-day period

Featuring the theme of a “Smart Mix with Technology”, Japan Pavilion at EXPO 2017 Astana (Astana Expo), which has been conveying (information on) Japan’s high standards of technology and its contributions aimed at resolving global issues, closed on September 10 (Sun) after an exposition period of 93 days. The total number of visitors to the Japan Pavilion was approximately 730,000 as it gained popularity among the people of Kazakhstan and also visitors from all parts of the world. PR initiatives were also actively held throughout the period in a bid to bring the 2025 world expo to Osaka.



Seeing off the last visitors.



All members declare the closing of Japan Pavilion.

At 4:45 p.m. September 10, 2017 (Sun), all staff assembled to see off the last visitors, bringing the 93-day operation to a close. Tomiyasu Nakamura, (Commissioner General of Japan Pavilion) and representative of the Japanese government, said in closing; “I am extremely pleased that the three-month exposition period has come to a safe end and that it has served as an opportunity to have people throughout the world become aware of Japan’s high standards of technology and its ability to contribute to global issues. I hope that rather than stopping at being an introduction to the latest technologies, it may have served as an opportunity for people the world over to come in touch with the minds of the Japanese people to cherish the environment as well as the nature and culture of the country. I would like to express my heartfelt gratitude to everyone who has been involved.”

The number of visitors to the Japan Pavilion during the Expo stands at 726,825 (in addition to 464 members of the media, making the grand total 727,289 people). Out of the four million visitors in total who have come to the Astana Expo (preliminary figure released by organizer National company Astana EXPO 2017 as of September 10), it means that one out of every 5.5 visitors have come to the Japan Pavilion.

Comments were received from visitors that they had understood that Japan has always been making efforts to develop various energy sources and they hoped Kazakhstan would learn from Japan, and that they were received very politely by the attendants and they could feel the spiritual sense of the Japanese people. The local media often reported on the popularity of the exhibit displays in the Kazakh language while many of the exhibits at other pavilions were mostly in Russian, as well as the way that the attendants at Japan Pavilion politely saw to their visitors.

The next Expo is scheduled to be held in Dubai (UAE) in 2020 with the theme of “connecting minds and creating the future”. Preparations are underway to present a Japan Pavilion with the Ministry of Economy, Trade and Industry as the organizing ministry; the Ministry of Internal Affairs and Communications as deputy organizing ministry; and the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Agriculture, Forestry and Fisheries, the Ministry of Land, Infrastructure, Transport and Tourism and participating organizations under the Japan External Trade Organization (JETRO).

■ For information about the Astana Expo, please visit the website of the organizers at: <http://expo2017astana.com>

■ For information about Japan Pavilion, please visit the official website of the Japan Pavilion at: <http://expo2017-astana.go.jp/>