

PORTUGAL PAVILION AT EXPO 2025 OSAKA WELCOMES THIRTY THOUSAND VISITORS IN THE FIRST THREE DAYS

- *Portugal is one of the 158 countries participating in Expo 2025 Osaka, which is dedicated to the theme “Designing Future Societies for Our Lives.”*
- *The Portugal Pavilion, designed by Kengo Kuma, is themed “Ocean, the Blue Dialogue” and is expected to attract around 1.4 million visitors throughout the event.*

Lisbon, 17 April 2025 — Nearly thirty thousand visitors explored the Portugal Pavilion during the first three days of Expo 2025 Osaka. In addition to the exhibition areas, the Pavilion’s restaurant and shop also proved popular, attracting visitors eager to sample Portuguese delicacies and purchase souvenirs from Portugal. UMI, the Pavilion’s mascot, was another major attraction.

The Pavilion’s architect, Kengo Kuma, was present on the opening day of the World Expo, engaging directly with visitors. Among the highlights are two exhibition spaces: one showcasing the centuries-old relationship between Portugal and Japan, with the ocean as a central link; and another focusing on the urgent need to protect the oceans, highlighting Portuguese innovation and technological contributions to global sustainability.

The opening was also attended by the Portuguese Ambassador to Japan, Gilberto Jerónimo, and Portugal’s Commissioner General for Expo 2025 Osaka, Joana Gomes Cardoso. Over the first few days, the Pavilion has welcomed several international delegations, including the Vice-President of East Timor and representatives from the German and Czech governments. A group of Portuguese nationals also marked the opening day with their presence.

“There will be a strong focus on the economic, cultural, tourism, and scientific dimensions that reflect Portugal’s role in the Blue Economy. The aim is to raise global awareness of Portugal and enhance its image as a modern, technologically advanced country with an open economy committed to sustainability,” says Joana Gomes Cardoso, Portugal’s Commissioner General for Expo 2025 Osaka.

Portugal’s participation in the Expo is coordinated by AICEP, in collaboration with Turismo de Portugal. The Portugal Pavilion, dedicated to the theme *“Ocean, the Blue Dialogue”*, invites visitors to dive into a symbolic experience of the ocean. With 9,972 suspended ropes and recycled fishing nets, the structure creates a dynamic visual effect in response to natural elements like wind and sunlight.

UMI, the official mascot designed by Turismo de Portugal, is a seahorse – a symbolic creature that reflects the deep connection between Portugal and Japan through the ocean (*“umi”* means sea in Japanese). This shared oceanic link enabled the first encounter between the two nations almost 500 years ago and laid the foundation for a strong and enduring cultural and diplomatic relationship. UMI also carries a message of environmental awareness and shared global responsibility, encouraging Expo visitors to reflect on ocean conservation and the importance of international cooperation in building a more sustainable and inclusive future. It is a key point of interaction at the Portugal Pavilion.

Located in the *Empowering Lives* zone, on a 1,836.75 m² plot, the Portugal Pavilion enjoys a prime location near the Japan Pavilion and along the Expo 2025 Grand Ring – one of the site’s main attractions.

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Expo 2025 Osaka runs from 13 April to 13 October this year. Portugal Day will be celebrated on 5 May, which also marks World Portuguese Language Day. The celebration will include a rich cultural programme, featuring an exhibition on the work of Siza Vieira in partnership with the Calouste Gulbenkian Foundation, and a tribute concert to Amália Rodrigues with performances by Camané, Ana Moura, and Ricardo Ribeiro, in partnership with Lisbon City Council. The official ceremony will include a concert by Dino D'Santiago, a Cape Verdean-Portuguese artist and a prominent figure in contemporary Portuguese music.

More than 150 companies, associations, local authorities, universities, artists, and other institutions are participating in the Portugal Pavilion's programme.

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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