



# Press Kit Nordic Circle

The Nordic Pavilion

# Agenda

## Press Kit Nordic Circle

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# Introduction

The Nordic Pavilion's participation in EXPO 2025 Osaka Kansai marks our third appearance at EXPO, with both previous events also held in Japan, in Osaka and Aichi. Despite being neighbouring countries with different cultures, languages, and customs, the five Nordic nations, Denmark, Finland, Iceland, Norway and Sweden, come together to showcase our shared ideas and technologies in the fields of technology, innovation, and sustainability at the Osaka EXPO.

## Pavilion Overview

Designed by Italian architect Michele De Lucchi and AMDL Circle, and build by RIMOND, the pavilion will be a **1 200-square-metre, 17-metre tall timber structure** that evokes timelessness and sustainable thinking. It will house a Nordic exhibition area as well as a rooftop with a restaurant and a Nordic garden, in addition to other meeting spaces and a business centre. The joint pavilion at Expo 2025 in Osaka is an opportunity for the world to join in on the Nordic model of trust, sustainability and innovation.

# Message from the Nordic Pavilion



**Magnus Schöldtz.**

**Chairman of the Nordic Board**

- Director and senior adviser, Warrenberg Office.
- Former Swedish Ambassador to the Ministry of Foreign Affairs, where he held various diplomatic posts on the EU, the North Atlantic Treaty Organisation (NATO) and the Middle East. Also held senior positions at the UN in Lebanon and Somalia and at the Swedish Armed Forces Command.
- Member of the Business Sweden Board, the European Executive Committee of the Trilateral Commission, the Board of the Middle East Institute (MEI), the Swedish Centre for East European Studies Expert Group and the International Advisory Board of the Brookings Institution.



**Idar Kreutzer.**

**Vice Chairman of the Nordic Board**

- CEO, Finance Norway.
- Master's degree in economics and business administration from NHH Norwegian School of Economics
- In 2013, he was appointed as a member of the Global Strategy Council of the Norwegian Government Pension Fund. He is a member of the World Business Council for Sustainable Development (WBCSD) and co-chair of Vision 2050.
- CEO of Storebrand ASA from 2000 to 2012, etc.



Interviews  
possible

**Lena Abrahamsson.**

**Chief Project Director**

- Experienced consultants with a proven track record in the media and production industry.
- Expertise in event production, digital, hybrid and investor relations. Event planning, integrated marketing, marketing strategy and event management.
- Graduate of Novare Management Programme and IHM Business School.

# Message from the Nordic Pavilion - Country representatives

DK 



Interviews possible

**Stine L. Guldmann.**  
Denmark

Hej from Denmark, the land of everyday wonder! At Expo 2025 in Osaka, we're excited to join our Nordic neighbors in showcasing how Denmark is shaping a sustainable future. From 'hygge' and design to advances in food safety, shipping, and life sciences, we focus on well-being, innovation, and creativity. Together, we aim to inspire brighter, more sustainable solutions while learning from others in this global effort. Being part of the Nordic family, built on trust and shared values, is a privilege we proudly bring to the world stage.

NO 



Interviews possible

**Finn Kristian Aamodt.**  
Norway

I am proud to represent Norway as the commissioner general at the EXPO in Osaka. Being able to showcase Norwegian sustainable solutions within food safety, energy, green maritime and others help solving the SDG's and at the same time learning from other countries is a privilege. In addition, being a part of the Nordic family bringing forward five countries based on a fundamental respect, admiration and trust for one another is an important message to the world.

IS 



Interviews possible

**Ragnar Thorvardarson.**  
Iceland

At Expo 2025 Osaka, Japan, visitors will experience the Nordic Circle, which symbolises the trust between the five Nordic countries. Known for its natural wonders and the Northern Lights, Iceland is consistently ranked among the world's top countries for peace and gender equality, and is well known in Japan for its fine seafood and creative artists. We invite you to share their innovative technology and green energy initiatives and enjoy the charms of Iceland at the Nordic Pavilion in Osaka!

FI 



Interviews possible

**Nita Pilkama**  
Finland

Moi moi!" from the happiest country in the world! Finland is joining its Nordic neighbors in welcoming guests to the Nordic Pavilion at Expo 2025. Finland is known for sauna, Moomins and Santa Claus, but during the World Expo we also want to highlight sustainable development, clean energy, responsible consumption, digital development, health and climate action. With smart and sustainable innovations in these areas, we can ensure that future generations also have the chance to experience a happy life.

SE 



Interviews possible

**Cecilia Ekholm.**  
Sweden

Nature is very important to us. Thanks to Sweden's unique 'right to enjoy nature' (Allemansrätten), everyone is free to enjoy the great outdoors as long as they behave in a manner that does not destroy it.

The Expo will also introduce you to Swedish food and culture. Let's learn together, innovate and then build a sustainable society for a better future.

# NORDIC CIRCLE

**The Nordic Circle brings together the best of what we have to offer  
to uncover what new connections can be made.**

**Now, we call upon the global community to join us in our collective pursuit of  
progress.**

**Coming together, celebrating achievements, sharing learnings, asking questions  
and exchanging ideas allows us to build trust and work together  
to drive meaningful progress and sustainable success worldwide.**

**Let's rely on each other to aim higher than ever before, set our sights on greater goals  
and create a better future for everyone.**

**Together Towards a Better Future**



# Nordic Circle | Green truncheon & Circular Economy

## ■ Renewable energy/green energy leadership

The Nordic region leads the way in renewable energy, excelling in wind, hydro, and geothermal sources, serving as a global model for the green energy transition. Iceland harnesses geothermal energy, Norway relies on hydro, Denmark focuses on offshore wind, while Sweden and Finland, ranked first globally in sustainable development, combine nuclear, hydro, and wind power. Remarkably, over 90% of Norway and Iceland's electricity consumption is powered by renewable sources.

## ■ Circular solutions and waste management

The Nordic approach to sustainability emphasizes innovation through upcycling by-products and reducing consumption, reflecting a circular mindset in both business and daily life.

*\* The timber used for the pavilion's construction will be sourced locally in Japan and repurposed after the Expo.*



# Nordic Circle | Lifestyle & Wellbeing

## ■ Work-life balance initiatives

The Nordic countries consistently rank among the top ten in the UN World Happiness Report, with Finland holding the top spot for seven consecutive years. This achievement is attributed to social institutions and policies that promote a healthy balance between work, leisure, and family time. Nordic culture values simple, relaxing moments with loved ones, exemplified by traditions like 'hygge' in Denmark and 'fika' in Sweden.

*\* Visitors can enjoy tea snacks at the pavilion café for an authentic fika experience.*

## ■ Sustainability in food production and agriculture

The Nordic countries are leaders in sustainable and innovative food practices, emphasizing local, organic, and ethically produced food with a strong focus on animal welfare.

*\* The pavilion restaurant will showcase this commitment by serving Norwegian and Icelandic seafood alongside Danish meat.*





# Nordic Circle | Connectivity & Mobility

## ■ Digitalisation and access for all

The Nordic countries are committed to bridging the digital divide, particularly in public services, by offering user-oriented and accessible digital solutions for everyone. Denmark leads the world, ranking number one in e-government.

*\* At the pavilion, visitors can scan a QR code to learn more about the five Nordic countries.*

## ■ Green mobility innovation

The Nordic region is at the forefront of sustainable transport, advancing electric vehicles, efficient public transport systems, and shared mobility models. Eco-friendly public transport networks extend across borders, with electric locomotive trains gaining significant popularity.

## ■ Smart cities and urban design.

Nordic cities emphasize sustainability in urban planning by integrating mobility solutions that reduce carbon emissions and enhance connectivity.

*\* The pavilion itself reflects these principles, designed to keep out rain while allowing natural breezes, minimizing the need for air conditioning.*



# Pavilion overview

The Nordic Pavilion embodies timeless and sustainable values through its timber structure, featuring a distinctly **Nordic wooden design and recyclable materials**. Inspired by the shape of a traditional Nordic barn, its design reflects simplicity and functional beauty, hallmarks of Nordic style.

The pavilion includes an exhibition area, a shop, a rooftop café, meeting rooms, and event spaces, all collaboratively developed by the five Nordic countries. Its minimalist design avoids unnecessary ornamentation, emphasizing harmony with nature and innovative ventilation.

Sustainability is at the core of its architecture, with a design that keeps out rain while allowing natural breezes, minimizing reliance on air-conditioning. The pavilion has become an iconic representation of Nordic design philosophy.



- Start of construction: 20 May 2024.
- Height: 17 m (3 storeys)
- Area: 1,200 m<sup>2</sup>
- Integrated construction partner: Rimond
- Designed by Michele De Lucchi & AMDL Circle
- Construction subcontractor: Beams Construction.

# Pavilion overview | Floor by floor

## ■ 1st floor.

Visitor exhibitions/experiences and shop

## 2nd / 3rd floor

Conference centre

The main meeting room (90 sq m) is located on the second floor and has various sized meeting rooms attached to it.

Partner company events and presentations take place on this floor.

## ■ Loop-top terrace

Restaurant and terrace (200 sq m)





# Pavilion overview | Outdoor

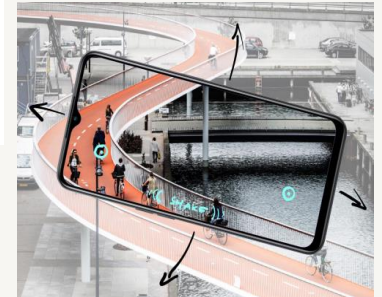
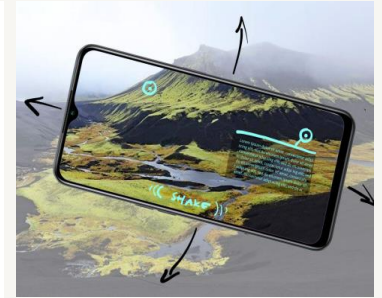
## ■ A Nordic experience with just a smartphone during waiting times

Visitors can enjoy a Nordic adventure using their smartphones as a prelude while waiting to explore the Nordic Pavilion. By scanning a designated QR code, a dynamic video appears, swirling around the pavilion. Users are taken on a virtual flight above the Nordic countries, and by moving their smartphone, they can "land" at various locations showcasing each country's unique features, such as Iceland's carbon capture facility or a stunning bicycle bridge over Copenhagen's harbor.

## ■ 'Food trucks' with Nordic flavors welcome guests

In front of the Nordic Pavilion, an ice cream stand will greet visitors. On select event days, additional food stands offering hot dogs and other Nordic specialties will also welcome guests.

Blue letters indicate pavilion highlights.



# Pavilion overview | Restaurants & Shops

**One for the store.  
One for the restaurant.**

The restaurant and shop in the pavilion are inspired by the 'Nordic Circle', a two-part concept.

## ■ Nordic Shop

The shop embodies the essence of Nordic creativity, craftsmanship and design. As a tribute to the entire Nordic countries, the store offers unique products and experiences that showcase their beauty. From small accessories to luxurious lifestyle items, the diverse range of products celebrates Nordic culture.

## ■ Nordic Food Bar

Led by Frida Longe, Nordic Food Bar offers a **special culinary** experience that **incorporates Nordic flavours with Japanese elements**. With a fresh and creative approach, guests can enjoy the unique flavours of Nordic cuisine. Furthermore, the restaurant aims to contribute to a recycling-oriented society with its vision of **'zero food waste'**. It provides inspiration and pleasure to visitors through its sustainable dining experiences.





# Pavilion overview | Experience

## ■ Immersive exhibition that allows visitors to experience Scandinavia through all five senses.

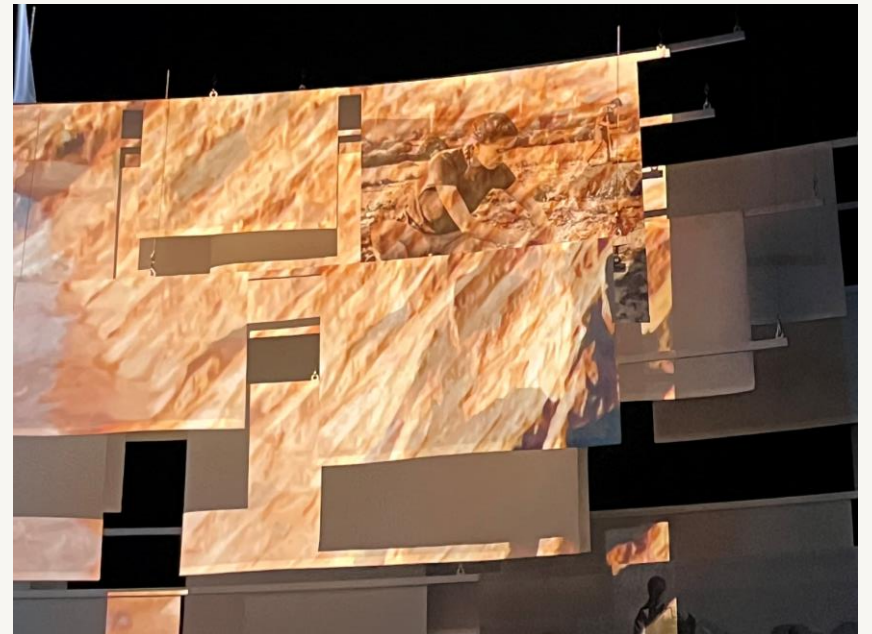
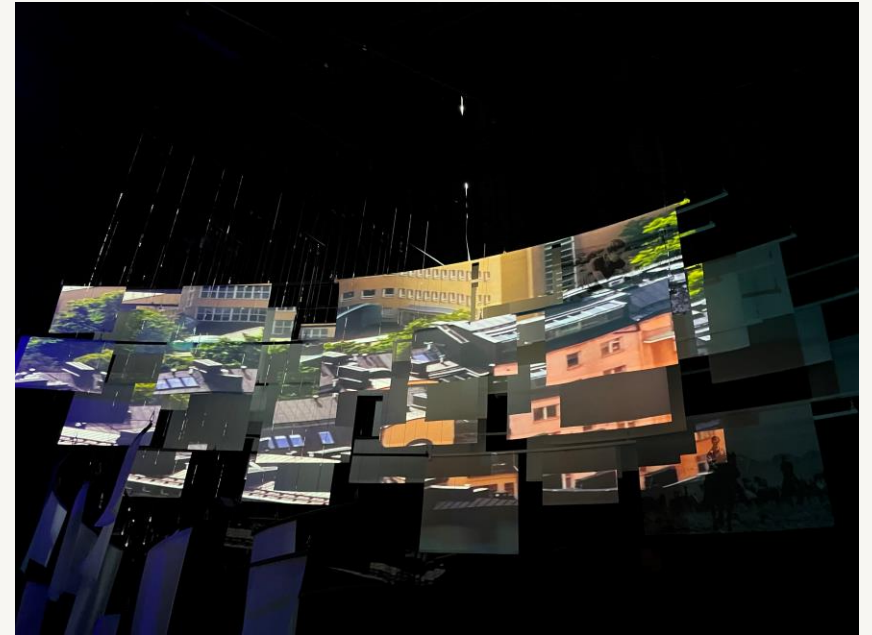
In Whirl, white, translucent, **renewable materials** are suspended in the air like a whirlpool.

These rice papers, which reach a height of more than 6 metres, project dynamic images of the daily lives of Scandinavian people. **The immersive exhibition also features room temperatures and scents that recreate Scandinavia, allowing visitors to experience Scandinavia through all five senses.**

## Landscape \*Tentative name

The three black rock-like formations lined up in a row are graphic panels that react to sensors when a person approaches and a video is played. Each is divided into three themes - 'Lifestyle & Wellbeing', 'Mobility & Connectivity' and 'Green Transition & Circular Economy' - with content that answers the themes explored in the vortex. Fascinating facts about the Nordic region are presented in a fun and accessible way for all ages.

Blue letters indicate pavilion highlights.





# National Day

The Nordic Pavilion will have five national days, one for each country, with the following schedule.

[Event-Calendar-EN.pdf \(expo2025.or.jp\)](#)

**24 Apr 2025: Denmark**

**14 May 2025: Sweden**

**29 May 2025: Iceland**

**2 Jun 2025: Norway**

**12 Jun 2025: Finland**



# Partner companies

## Platinum Partners.

	A.P Moller Foundation.
	Novo Nordisk Foundation.
	Danish crown
	Lego Group
	Stathraft
	Norwegian Seafood Council
	Tetrapack
	Volvo / Ericsson
	DNV
	Saab
	EQT
	FAM / Investor

## Gold Partners.

	Nokia
	AutoStore
	equinor
	KONGSBERG
	Bona
	Ministry of agriculture and forestry of Finland
	Alfa Laval
	Autoliv
	HemoCue
	Getinge

# Partner companies

## Silver Partners.

	<b>Mökki</b>
	<b>Finnair</b>
	<b>Metsä</b>
	<b>Rostad Energy</b>
	<b>City of Oulu</b>
	<b>City of Jyväskylä</b>
	<b>Icelandic Seafood</b>
	<b>Scania</b>
	<b>WirelessCar</b>
	<b>The Nordic Metaverse Day</b>
	<b>Kerecis</b>
	<b>Blue Lagoon</b>
	<b>Icelandair</b>

## In Collaboration With.

	<b>Danish Business Authority</b>
	<b>Business Finland</b>
	<b>Business Iceland</b>
	<b>Innovation Norway</b>
	<b>Business Sweden</b>
	<b>The Nordic Council of Ministers</b>

# Platinum Partners

## THE A.P. MOLLER FOUNDATION

### THE A.P. MOLLER FOUNDATION (DK)

[www.apmollerfonde.dk/the-a-p-moller-foundation/](http://www.apmollerfonde.dk/the-a-p-moller-foundation/)

The A.P. Moller Foundation is a Danish philanthropic commercial foundation. It was established in 1953 by Mr. A.P. Møller with the support of his children in order to safeguard the long-term viability of the A.P. Moller Group and the adherence of the core values and principles. The Foundation is named after Mr. A.P. Møller and his American wife Chastine Mc-Kinney Møller. In accordance with Danish law the A.P. Moller Foundation operates independently of any other interests than those described in the Foundation's statutes. The A.P. Moller Foundation's donations are based on Mr. A.P. Møller's legacy and matters of particular importance to him. All donations are philanthropic and for the common good.



### The LEGO Group (DK)

<https://www.LEGO.com/en-gb>

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 120 countries worldwide.



### Novo Nordisk Foundation (DK)

<https://novonordiskfonden.dk/en/>

The Novo Nordisk Foundation is an independent Danish corporate foundation that operates as a not-for-profit organisation. It supports charitable activities with funds from its ownership and investment in companies and other financial assets.

The Novo Nordisk Foundation recognises the importance of the key objective of EXPO 2025: to bring together the wisdom of the world to generate and communicate new ideas, including breakthrough technologies. This global occasion is an excellent opportunity to showcase the contribution that Danish research and innovative solutions can make to the health of people and the planet. EXPO 2025 also provides a unique platform for dialogue to promote innovation and deepen international research cooperation.



### Danish Crown (DK)

<https://www.danishcrown.com/global/>

Danish Crown is a Danish farmer-owned, co-operative meat processing company that has been a leader in the industry for more than 130 years since its foundation in 1887. The company places sustainability, ethical production and innovation at the heart of its corporate activities through the provision of high quality meat products. Fully traceable from farmer to table, Danish Crown has earned a reputation in the global market for providing consumers with peace of mind and confidence, and Danish Crown aims to consistently maintain the highest quality through continuous investment in cutting-edge technology and a rigorous inspection regime. In addition, it builds on years of experience to guarantee product uniformity and reliability, as well as the flexibility to offer tailor-made products to meet customer needs. The company is committed to delivering value to consumers through safe, high-quality food products, with an emphasis on environmental responsibility.



# Platinum Partners



## Statkraft (NO)

<https://www.statkraft.com/>

Statkraft is a state-owned company owned by the Norwegian Government and is recognised worldwide as a leader in renewable energy. The company has been producing clean energy for more than 100 years, mainly from hydro, wind and solar power, contributing to a sustainable future.

Statkraft's vision is to promote economic growth and social well-being while tackling climate change through sustainable energy solutions. Statkraft recognises the importance of the theme of Expo 2025 Osaka-Kansai - Designing the Society of the Future, and the importance of renewable Energy, and sees it as a great opportunity to showcase Norwegian expertise and global innovation in the field of energy. The event also provides an opportunity to deepen cooperation with partners from around the world and explore the possibilities for new energy solutions.



## DNV (NO)

<https://www.dnv.com/>

DNV is an independent certification body and risk management company based in Norway. Since its foundation in 1864, DNV has been a global leader in certification, inspection and risk assessment for quality, environment, safety and sustainability.

DNV provides solutions to help industries and businesses operate sustainably and reliably, with particular experience in a wide range of sectors such as shipping, energy, healthcare and food safety. It also addresses contemporary challenges such as climate change and digital transformation through a science-based approach.

DNV's mission is to 'secure a safe and sustainable future for the planet, and for people', and its global credibility and expertise have made it a firm partner to businesses and communities.



## Norwegian Seafood Council (NO)

<https://en.seafood.no/>

Norway is the world's second largest exporter of seafood, currently exporting seafood to some 150 countries. Some 42 million servings of Norwegian seafood are enjoyed around the world every day. Norway is one of the main origins of salmon and mackerel sold worldwide. Norwegian salmon is farmed sustainably in farms approved by the Norwegian government, with a view to preserving the marine environment. Located on the western coast of the Scandinavian Peninsula in northern Europe, Norway's long, narrow north-south coastline is home to more than 1,700 fjords, where glacier water flows into the Atlantic Ocean, creating a perfect environment for fish with cold, clear, low-salinity seawater. To continue to provide the world with high quality seafood, the company uses state-of-the-art technology and expertise based on experience handed down from generation to generation, while fishing and farming in a sustainable way that takes care of Norway's oceans and resources. The 'Seafood from Norway' origin label indicates and guarantees that Norway is a country of origin for seafood products of world-renowned quality.



## Tetra Pak (SE)

<https://www.tetrapak.com/>

Tetra Pak, founded in Sweden in 1951, is a global leader in food processing and paper packaging, operating in more than 160 countries and employing over 24,000 people. With the motto "We wrap what matters (PROTECTS WHAT'S GOOD)," it ensures food safety, nutrition, and environmental care. In Japan, it started operations in 1962, with paper container manufacturing at its Gotemba plant from 1971. The company drives growth in the food and beverage industry through innovation and sustainable solutions. At the 2025 Osaka-Kansai Expo, Tetra Pak will showcase its efforts to reduce food loss, enhance food safety through sustainable packaging, and advance a circular economy via recycling activities and school lunch programs, contributing to the vision of a future sustainable society.

# Platinum Partners

VOLVO

ERICSSON

## Volvo Ericsson (SE)

<https://www.volvogroup.com/en/>  
<https://www.ericsson.com/en>

Volvo Group is a global leader in power solutions for trucks, buses, construction equipment and a range of industries. The company aims to pave the way for a sustainable future through the development of zero-emission technologies and autonomous solutions. It focuses on providing efficient and environmentally friendly construction equipment, including electric trucks and buses, and is a driver of emission reduction in the transport and infrastructure sectors. Sustainability is also at the heart of our corporate strategy, and we are innovating to contribute to society and the global environment.

Ericsson is the world's leading provider of network technology, connecting billions of people every day and supporting the communications that underpin our society, with innovative solutions such as 5G technology making people's lives more convenient and enabling new social infrastructures such as smart cities and telemedicine. 5G technology and other innovative solutions are making people's lives easier and enabling new social infrastructures such as smart cities and telemedicine. We are also committed to sustainability initiatives through the use of energy-efficient network technologies. Through telecommunications, we are redefining business models, improving people's lives through unlimited connectivity and helping to build a better future.



## Saab

<https://www.saab.com/about>

Saab is a global defence and security company based in Sweden. The company provides state-of-the-art technology and systems in defence, aerospace and security to support the safety of governments, institutions and commercial customers worldwide.

Saab's core products include high-performance fighter aircraft, submarines, radar systems, surveillance technology and training systems. It is also focused on developing efficient and sustainable defence and security solutions, with sustainability and innovation at the heart of the company. Saab's mission is to contribute to the 'creation of a safe and sustainable society'.



## EQT

<https://eqtgroup.com/>

EQT is a Swedish-based global investment company that invests for sustainable growth and value creation. The company supports the development of businesses and society through asset management in a wide range of areas including private equity, infrastructure, real estate and venture capital. EQT's investment philosophy focuses on 'sustainability' and 'innovation', helping portfolio companies to actively address environmental, social and governance (ESG) issues. EQT aims to create economic as well as social value through its investment activities, building a long-term sustainable future. EQT aims to create not only economic value but also social value through its investment activities and to build a long-term sustainable future.



# Contact

## The Nordic Pavilion

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Follow us here.

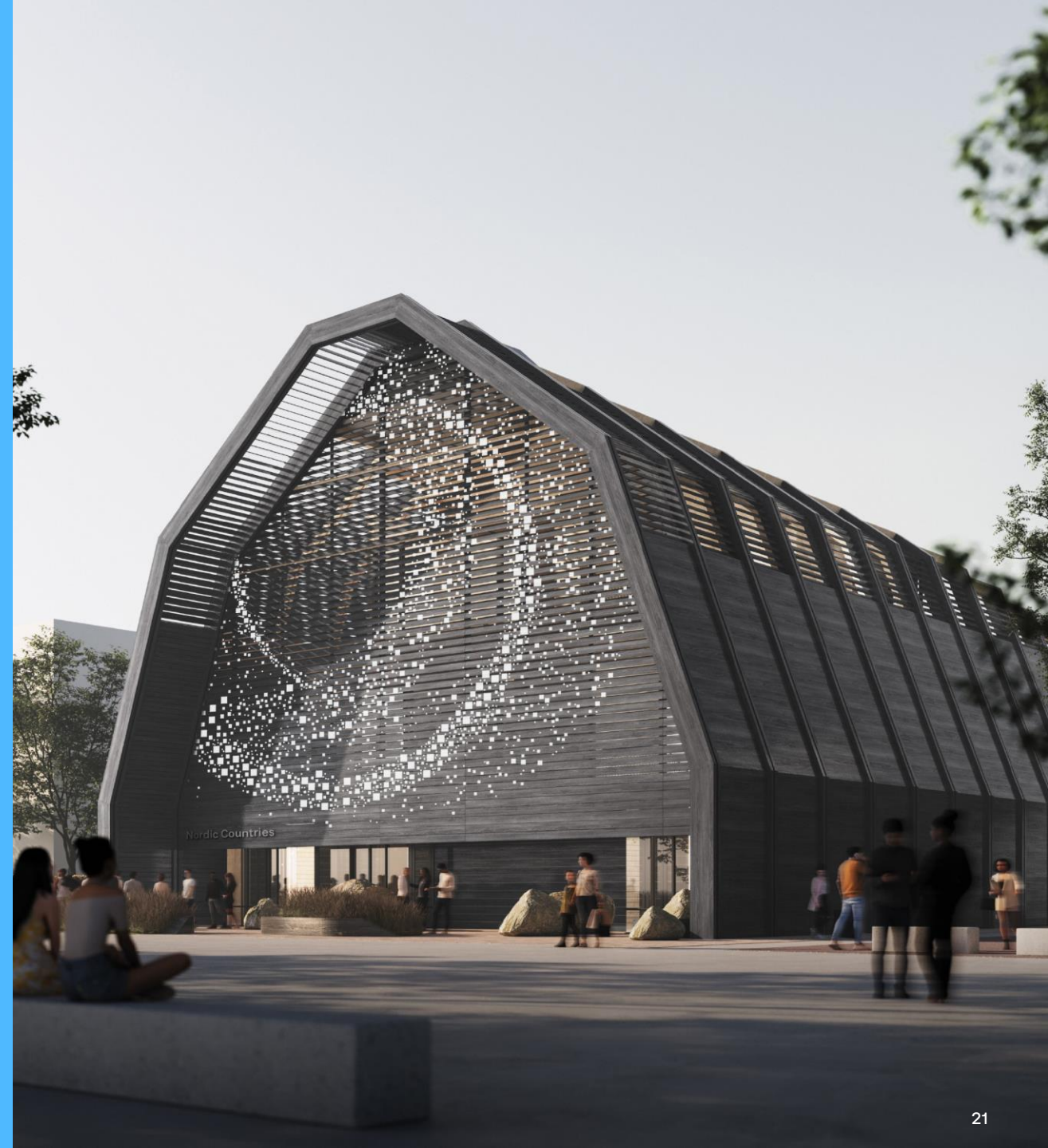
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**Thank you.  
See you in Osaka**

**The Nordic Pavilion**

# Social Media Accounts

## 北欧パビリオン/ Nordic Pavilion



@nordicexpo2025



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NORDICS AT  
EXPO 2025

