



# Press Kit Nordic Circle

The Nordic Pavilion

# Agenda

## Press Kit Nordic Circle

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# Introduction

The Nordic region, with a population of 27 million and a GDP of 1.6 trillion USD, is an important market ranked as the 5th largest economy in Europe and the 10th in the world. The Nordic countries strengthen their advantages through cooperation and pursue even higher goals.

The participation of the five Nordic countries in Expo 2025 marks their third joint appearance at a World Expo. They previously showcased the charm of the Nordics at the Expos held in Osaka and Aichi, both hosted in Japan.

The Nordic nations also share a deep friendship with Japan, and their joint participation in the Japan-hosted Expo reflects their commitment to promoting mutual understanding. Although geographically close, the five countries—Denmark, Finland, Iceland, Norway, and Sweden—each have their own distinct cultures, languages, and traditions.

At Expo 2025 Osaka, the five nations will unite to present their shared initiatives in technology, innovation, and sustainability. The Nordic Pavilion will serve as a place to experience the Nordic vision for a future defined by innovation and sustainability.

# 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. You can learn about Nordic efforts in energy and the circular economy through an exhibition using animations.

*\* 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.*

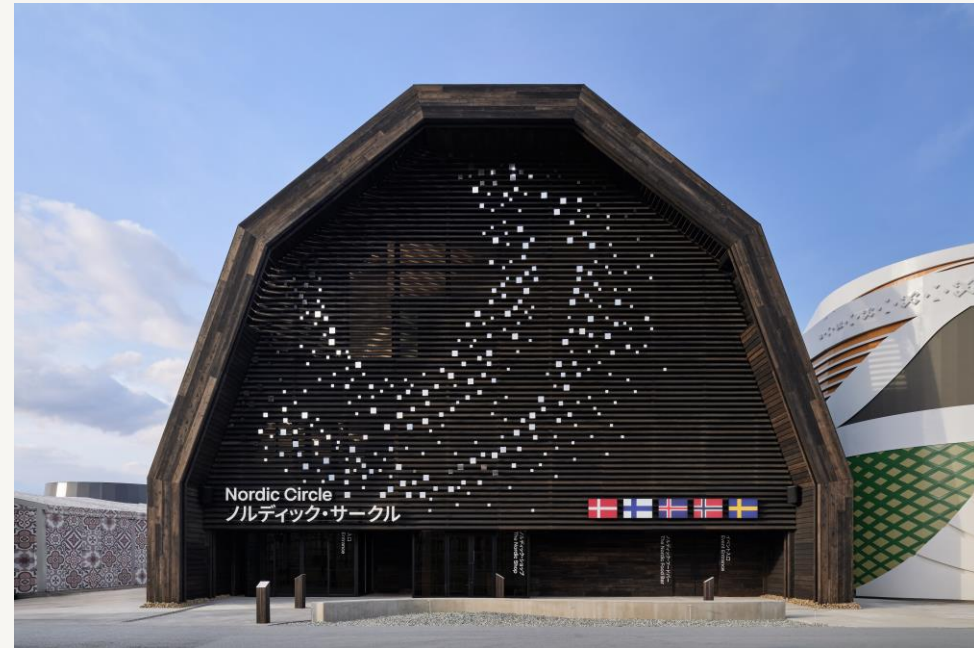


# Pavilion overview

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

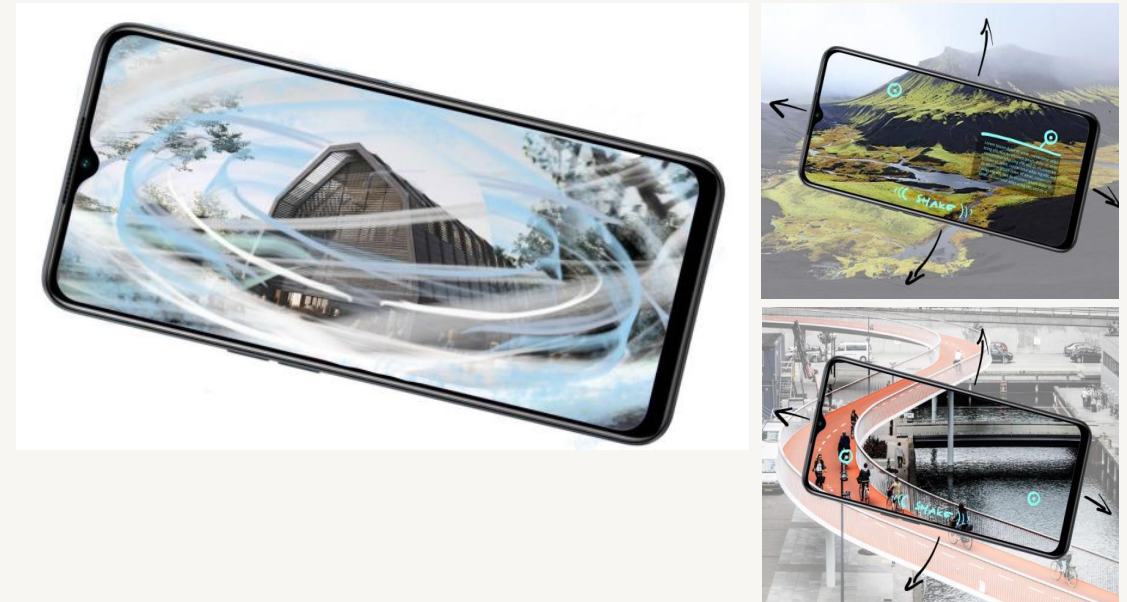
## ■ A Nordic experience with just a smartphone during waiting times

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 Pavilion, visitors can enjoy Finland's beloved character "Moomin" themed ice cream, smoothies, and cinnamon rolls. .

Blue letters indicate pavilion highlights.



# Pavilion overview | Restaurant

**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 Food Bar

Located on the pavilion's third-floor rooftop, The Nordic Food Bar embraces the vision of **"zero food waste"** and aims to contribute to a circular society. Through a dining experience rooted in sustainability, it offers visitors both inspiration and joy.

The food menu, curated by Frida Ronge, presents a unique fusion of Nordic and Japanese flavors. Traditional Nordic open sandwiches, known as Skagen, are reimaged with a Japanese touch of yuzu kosho, while Nordic seafood is creatively used in chirashi sushi. Guests can also enjoy authentic Nordic beverages, including beers from Norway and Denmark, bringing the taste of the Nordic dining table to Osaka.

The café menu, curated by Ai Ventola, highlights beloved Nordic sweets that celebrate moments with family and friends. Offerings include semla, a Swedish springtime pastry, and Karelian pies from Finland, evoking warm memories and delivering a taste of "Nordic time."



Partner for the restaurant : Logonet Oy

# Pavilion overview | Shop

## ■ Nordic Shop

The Nordic Shop embodies the essence of Nordic creativity, craftsmanship, and design. With deep respect for all the Nordic countries, it offers unique products and experiences that showcase their beauty. From goods featuring iconic Nordic characters such as Moomin and Sweden's beloved storybook heroine Pippi Longstocking, to items from partners like LEGO, the shop presents a wide selection. Visitors will also find bags, clothing, and accessories from Nordic fashion brands, the latest gadgets and perfumes, as well as foods and beverages that bring the taste of the Nordics to life.

## ■ Example Brands and Products

※Please note that product availability may change.。

### Interior Goods

HAY

Carl Hansen & Son

Skultuna

Iris Hantverk

Amoln

### Tableware

Iittala

Arabia

Muurla

### Design items

Amoln

Design House

### Fashion

CDLP

Gaston Luga

Klättermusen

Helly Hansen

Kalevalakoru

Skultuna

### Kids

LEGO

Martinex

Rätt Start

### Cosmetics

Blue Lagoon

### Other items

Sudio

Kreafunk

Teenage Engineering

Foods and beverages



Partner for the shop : Logonet Oy

# 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

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.

- Designed and produces by Exponex, Kvorning, Habegger AG, Rintala Eggertsson Architects, Wintenex and Gagarin



# 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**



# National Day | Denmark



## Theme: Denmark Day

Date :Thursday, April 24, 2025

As the first National Day among the five Nordic countries participating in the Nordic Pavilion, Denmark Day became a symbolic occasion celebrating the Kingdom of Denmark's culture, innovation, and vision for a sustainable future, graced by the presence of His Majesty King Frederik X of the Kingdom of Denmark.

### <Official Opening Ceremony>

The official opening ceremony was attended by His Majesty King Frederik X of Denmark and Mr. Koji Haneda, Representative of the Government of Japan for Expo 2025. The ceremony concluded with a live performance by Mina Okabe, a Danish-Japanese singer-songwriter, followed by a special jazz trio featuring Jakob Bro (guitar), Nikolaj Busk (piano), and Midori Takada (percussion), blending Nordic and Japanese musical traditions.

### <Visit to Expo 2025 Osaka-Kansai Venue>

His Majesty King Frederik X also visited the Expo 2025 Osaka-Kansai site, including the Nordic Pavilion.

### <Denmark Day Special Concert>

In the evening, the "Denmark Day Special Concert" began with opening remarks by Mr. Morten Bødskov, Minister for Industry, Business and Financial Affairs of the Kingdom of Denmark. The program featured a jazz performance by Jakob Bro, Nikolaj Busk, and Midori Takada, whose collaboration highlighted the harmony between Danish and Japanese artistry. The concert concluded with an appearance by internationally acclaimed artist Mina Okabe, who captivated the audience with her signature song "Every Second" as well as selections from her highly anticipated second album, set to be released on April 25.





# National Day | Sweden

## Theme: *With Sweden, Making the Impossible Possible*

Date: Wednesday, May 14, 2025

The "Sweden National Day" became a truly special occasion symbolizing the strong friendship between Japan and Sweden, with the presence of His Majesty King Carl XVI Gustaf, who also attended Expo 1970 Osaka 55 years ago.

### <Official Opening Ceremony>

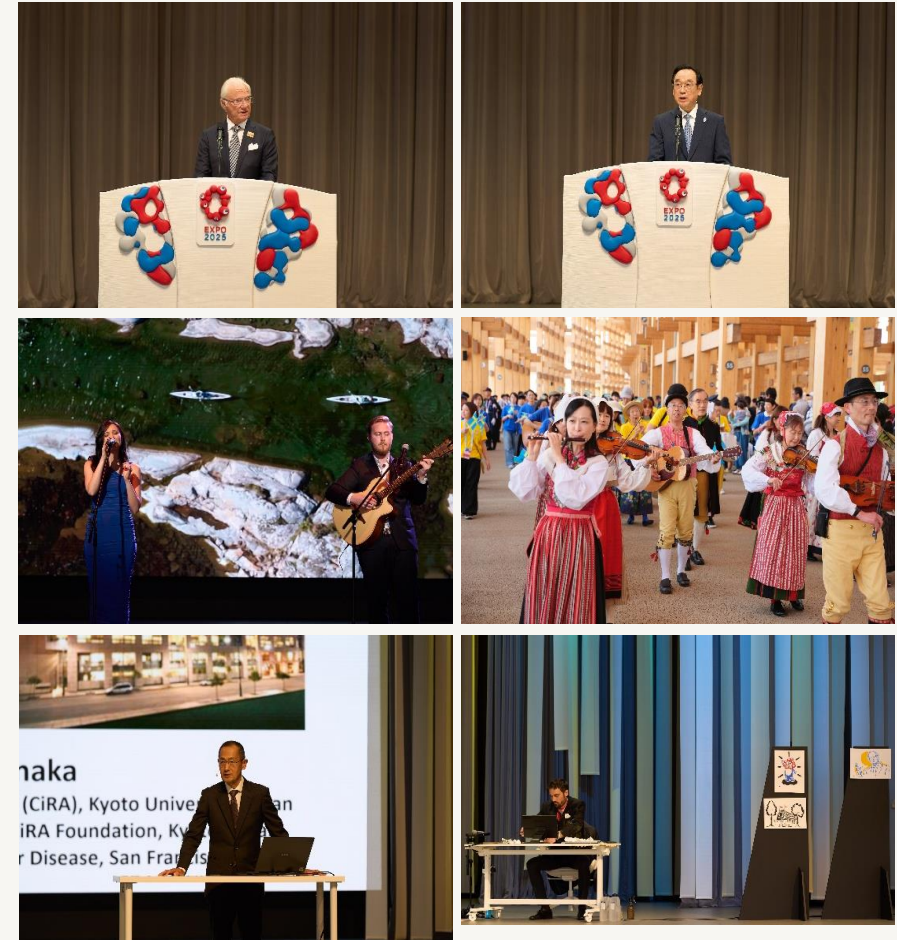
The official opening ceremony was attended by His Majesty the King, the Swedish government delegation, representatives from the business community, and Mr. Koji Haneda, Representative of the Government of Japan for Expo 2025. The ceremony concluded with a special live performance by Malin Christin, one of Sweden's popular artists, and Albin Nordqvist, a world-renowned producer who has worked with leading groups in Japan and Korea.

### <National Day Parade>

Following the ceremony, the National Day Parade took place at the Grand Roof Ring, featuring around 80 participants dressed in traditional Swedish costumes.

### <Sweden Business Summit>

In the afternoon, the "Sweden Business Summit" was held, with a keynote speech delivered by Professor Shinya Yamanaka, Nobel Prize laureate for the discovery of iPS cells. During the subsequent "Pioneer Prize" award ceremony, innovative initiatives by Swedish SMEs were introduced, and the prize was presented to GreenIron by Mr. Benjamin Dousa, Minister for International Development Cooperation and Foreign Trade of Sweden. In addition, Swedish illustrator Niklas Elmehed, known for his portraits of Nobel Prize laureates, created a live drawing capturing the atmosphere of the summit.



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# National Day | Iceland



## Theme: *Peace and Gender Equality*

Date: Thursday, May 29, 2025

The "Iceland National Day" welcomed President Halla Tómasdóttir and presented a diverse program under the theme of Peace and Gender Equality, reflecting Iceland's position as the world's most peaceful country for 17 consecutive years (\*1) and the global leader in gender equality (\*2).

### <Talk Session with Youth on the Future, Peace, and the SDGs>

The day began at the United Nations Pavilion with a discussion session where President Tómasdóttir engaged in dialogue with young people from Japan and around the world on themes of peace, the Sustainable Development Goals (SDGs), and the future ahead.

### <Talk Session: "The Story of the World's First Woman President">

Inside the Nordic Pavilion, a talk session titled "The Story of the World's First Woman President" was held, featuring children's book author Rán Flygenring and translator/poet Zhu Weichang. The session explored leadership, diversity, and the possibilities of women in leadership roles.

### <Talk on Gender Equality and Women's Empowerment>

At the Women's Pavilion, President Tómasdóttir—who became the second female president in Iceland's history following a successful career in business—shared her journey and experiences, speaking about women's empowerment and actions toward building a sustainable society.

### <Icelandic Culture at the Nordic Pavilion>

In the afternoon, the Nordic Pavilion opened to the public with "Pizza Time", an art performance by Icelandic design units Flétta and Ýrurari, who creatively repurposed surplus wool from the Icelandic wool industry.

### <Official Ceremony>

In the evening, the National Day Hall "Ray Garden" hosted the official ceremony, concluding the day with performances by singer-songwriter JFDR, the long-awaited return of Ásgeir since his appearance at Fuji Rock 2023, and composer-pianist Gabríel Ólaf.



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(\*1) Ranked the world's most peaceful country for 17 consecutive years in the Global Peace Index (GPI), 2024 edition.

(\*2) Ranked No. 1 in the world for 16 consecutive years in the Global Gender Gap Index, 2024 edition.

# National Day | Norway



## Theme: *Renewable Energy and Ocean-Friendly Business*

Date : Monday, June 2, 2025 – Osaka  
Tuesday, June 3, 2025 – Tokyo

The “Norway National Day” was held with the participation of Minister of Foreign Affairs Espen Barth Eide, marking a special occasion that celebrated the 120th anniversary of diplomatic relations between Japan and Norway.

### <Official Opening Ceremony>-Japan-Norway Business Dialogue-

The opening ceremony welcomed Minister Eide alongside leading Norwegian government officials and business representatives. On behalf of the Government of Japan, Mr. Hisashi Matsumoto, Parliamentary Vice-Minister for Foreign Affairs, delivered congratulatory remarks. The ceremony also featured a special performance by Norwegian singer Helene Bøksle and composer Eirik Berge, known for his collaborations with prominent Nordic and UK artists.

### <Japan-Norway Business Dialogue>

In the afternoon, the “Japan-Norway Business Dialogue” was held inside the Nordic Pavilion. The session opened with remarks from H.E. Ambassador Kristin Iglum of Norway to Japan, followed by keynote speeches from Minister Espen Barth Eide and Mr. Håkon Haugli, CEO of Innovation Norway.

### <Visit to the Ukraine Pavilion>

During his visit to the Expo site, Minister Eide toured the Japan Pavilion, the Nordic Pavilion, the Osaka Healthcare Pavilion, the United Nations Pavilion, and the Grand Roof Ring before visiting the Ukraine Pavilion. There, he was presented with a notebook by Ms. Inna Ilina, Director of the Ukraine Pavilion, documenting Ukraine’s business environment under wartime conditions. Following this, the Minister held a Q&A session with members of the press.





# National Day | Finland

## Theme: *A Day of Finnish Happiness*

Date: Thursday, June 12, 2025

The "Finland National Day" welcomed President Alexander Stubb, who took office in 2024, and presented a diverse program showcasing Finland's sustainable lifestyle and rich culture.

### <Official Opening Ceremony>

President Stubb and his wife, Suzanne Innes-Stubb, took the stage to share reflections on the foundations of Finland's renowned happiness, as the country has been ranked the happiest in the world (\*1). Representing the Government of Japan, State Minister Yoshitaka Itō delivered congratulatory remarks. The ceremony also featured beloved Finnish characters and artists: Moomin, celebrating its 80th anniversary of publication this year; the acclaimed a cappella group Tuuletär; and Käärijä, the Finnish artist who gained worldwide recognition through Eurovision 2023.

### <Seminar: "Sustainable Lifestyle – The Nordic Style">

In the afternoon, a seminar titled "Sustainable Lifestyle – The Nordic Style" was held, bringing together leading figures from the Finnish and Japanese fashion and textile industries to discuss sustainable living.

### <Santa Claus Visits Japan>

The Nordic Pavilion welcomed Santa Claus, the iconic symbol of winter in Finland, as well as the quintessential Finnish cultural experience of the sauna, offering visitors a taste of Finland's traditions.

### <Special Stage: "Party Like a Finn – Rock & Fashion">

In the evening, a special stage event took place under the themes of Urban Wellbeing, Unique Classics, and New Environment. The program showcased Finnish lifestyle and fashion brands through a dynamic runway show that combined culture, creativity, and style.



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(\*1) Ranked the happiest country in the world for eight consecutive years in the United Nations World Happiness Report (2025 edition).

# Joint Nordic Day | Nordic Literature Day

## Theme: A Nordic Literary Journey – From Picture Books to Mystery

Date: August 30 (Sat) – 31 (Sun), 2025

Overview: Nordic children's literature has long been loved around the world through iconic characters such as Pippi Longstocking and the Moomins. On August 30 (Sat), participants revisited the timeless appeal of these stories and reflected, together with parents and young readers, on the Nordic approach to children's literature—addressing difficult issues with honesty and sensitivity. On August 31 (Sun), a special event was held under the theme of "Nordic Mystery." Leading mystery writers and literary critics from both the Nordic region and Japan gathered to discuss the appeal of these works and the social themes behind them.



# Joint Nordic Day | Gender Equality Day

## Theme : Sustainable Growth through Gender Equality

Date: September 1 (Mon), 2025

Overview: On this day, Ms. Ida Høiemann Larsen, Deputy Secretary General of the Nordic Council of Ministers, and Mr. Halla Norðsón Poulsen of the Nordic Council of Ministers will take the stage. The program consists of two keynote speeches and three panel discussions. Drawing on the policies and practices of the Nordic countries—consistently ranked at the top in international indices, with Iceland often regarded as the most gender-equal country in the world—the event will explore a wide range of topics, including the promotion of female leadership, women’s participation in traditionally male-dominated sectors, and approaches to childcare support and welfare systems. Addressing common challenges shared by Japan and the Nordic region, such as declining birthrates and economic sustainability, the discussions will seek practical solutions and opportunities for mutual learning.



# Joint Nordic Day | Food Day

## Theme :Sustainability, Innovation, and the Future of Food

Date: September 2 (Tue), 2025

Overview: This event will showcase the unique appeal of Nordic food and culture, as well as innovative initiatives from the region. A wide range of high-quality products will be introduced, including functional foods that support health, sustainably sourced seafood, meat products produced with consideration for animal welfare, and creative confectionery. Together, these exemplify the Nordic values of "trust, sustainability, and practical innovation."



# Joint Nordic Day | Food Day



## *Denmark*

*-Future-Oriented Food Systems through Sustainability, Safety, and Innovative Solutions*

### ■ Sustainable Seafood and Value Chains

Denmark is globally recognized for responsible seafood production, combining strict food safety standards with sustainable resource management. Royal Greenland provides premium seafood from the Arctic Ocean with full traceability, while Varðin has established a value chain where farmers, businesses, researchers, and government collaborate to deliver stable, safe, and high-quality food to consumers. Denmark's food technology sector is also highly innovative, supporting the development of sustainable systems. Novonesis enhances food safety and reduces environmental impact by applying microorganisms, enzymes, and probiotics. These technologies and initiatives are enabling efficient, sustainable food distribution and consumption.

### ■ Partnership with Japan and Efforts toward Sustainable Food

Through more than 155 years of diplomatic relations, Denmark and Japan share a common goal of building safe and sustainable food systems. The recent mutual recognition of organic certification standards between the EU and Japan has further expanded opportunities for collaboration in high-quality organic products. By leveraging Denmark's strengths, efforts are underway to promote a healthy and sustainable food culture while strengthening partnerships with Japan.



**Solutions of tomorrow  
By Denmark**



**novonesis**



## **Sweden** -Sustainable Agriculture and a Globally Competitive Food Industry

### ■ Sustainable Ingredients and Value Chains

Sweden is known as a country that balances environmental conservation with food quality, having established agricultural and production systems that utilize renewable energy. Dream of Sweden offers premium confectionery and gifts inspired by Nordic nature, combining design excellence with high quality in sustainable products. In addition, Lantmännen Biorefineries supports sustainable food through plant-based ingredients such as oat-derived protein PrOatein and beta-glucan PromOat.

### ■ Innovation and International Recognition

Sweden's food industry is globally recognized for its innovation and international competitiveness. In 2025, Orkla Snacks was selected for the "TIME100 Most Influential Companies" list, drawing attention as a leading example of innovation in premium confectionery and plant-based foods. The Swedish Food Federation, representing around 750 companies, is actively promoting exports and strengthening competitiveness, while deepening partnerships with Japan based on shared values.



# Joint Nordic Day | Food Day



## *Iceland* -再生可能エネルギーと革新が支える食品産業

### ■ Renewable Energy and Sustainable Ingredients

Iceland is an island nation where nature and innovation coexist, with nearly all food production powered by renewable energy. The cold, pristine waters of the North Atlantic provide abundant marine resources, sustainably managed under strict regulations and renowned for their freshness and purity. Dairy products and lamb are produced without antibiotics or hormones, raised in vast natural pastures. Skyr, an iconic Icelandic food, has supported the nation's diet for over a thousand years and continues to evolve today as a product that meets modern health-conscious lifestyles.

### ■ Innovation and International Recognition

Iceland's food industry is highly regarded internationally for its innovative use of natural resources. Examples include converting marine by-products into functional foods and natural supplements, and applying microalgae in nutrition and cosmetics. Geothermal-powered greenhouses enable year-round vegetable cultivation, while clean-label and sugar-free product development is also advancing. By combining renewable energy with cutting-edge solutions, Iceland offers new opportunities for the Japanese market and beyond.





## ***Norway*** -Sustainable Seafood and Innovations in Fermentation

### ■ Sustainable Seafood and Culinary Exchange

Norway is one of the world's leading seafood exporters and is highly trusted in the Japanese market. Known as the country that first popularized "salmon sushi" in Japan, Norway is celebrating its 40th anniversary of this cultural exchange by showcasing the rich history and appeal of Norwegian seafood. Salmon and cod from the cold, pristine waters of Norway are produced under strict resource management and full traceability, setting global standards for quality, safety, and sustainability.

### ■ Innovation and International Recognition

In addition to technological advancements in fisheries and aquaculture, Norway is also focusing on the utilization of food by-products. NoMy has developed sustainable mycoprotein using *koji* mold, representing an innovative case that bridges Japan's fermentation culture with cutting-edge food tech. Furthermore, a diverse range of companies—including Leroy, Salmar, MOWI, Lofoten Seaweed, TINE (dairy), and Fuglen (coffee)—are presenting food solutions that span from seafood to dairy and bakery products.

SEAFROM  
FROM  
NORWAY  
NORWAY



NoMy Norwegian Mycelium





## ***Finland - High Quality, Safety, Natural Purity, and Sustainable Innovation in Food***

### ■ **Sustainable, High-Quality, and Safe Food from Nature's Gifts**

Finland ensures food safety through some of the world's most rigorous standards and a transparent management system. Complete traceability from raw materials to finished products enables swift recalls in case of health risks. Livestock are raised in low-stress environments, while hygiene standards are upheld through external inspections, on-site sampling, and strict internal controls.

The country's unique climate—short, cool summers and long winters—enhances the nutritional value and flavor of plants. Frozen soils in winter reduce pests and diseases, while Finland's untouched nature, clean soil, and pure water resources contribute to high quality and natural purity. Limited pesticide use, climate-adaptive crops, crop rotation, and organic farming all support a sustainable agricultural system.

### ■ **Visionary Food Innovation**

Finland emphasizes health, sustainability, and wellbeing, driving innovation in both products and production processes. The country is advancing plant-based proteins, non-animal and non-plant proteins, and specialized dietary products. Premium and health-oriented goods utilizing wild berries and mushrooms are expanding into international markets. Oat-based drinks, snacks, breads, and fermented dairy alternatives are also widely produced, combining nutritional value with great taste.



# Partner companies

## Platinum Partners

THE A.P. MOLLER  
FOUNDATION

  
Danish Crown

  
DNV

  
IEQT

FAM investor



novo nordisk  
foundation

 SAAB

  
SEAFROM  
NORWAY  
NOD

  
Tetra Pak®

VOLVO ERICSSON 

## Gold Partners

  
ALFA  
ROMEO

  
Autoliv

  
Bona®

  
equinor

GETINGE 

 HemoCue

 KONGSBERG



NOKIA

## Silver Partners

BLUE LAGOON  
ICELAND

FINNAIR

 GE HealthCare

ICELANDAIR 

ICELANDIC  
SEAFOOD

ÍSEY  
SKYR®

JYVÄSKYLÄ 

kerecis®

the Nordic Metaverse Day

 Metsä

MÖKKI  
Lifestyle of a New Generation

 OULU

 Reykjavík

 RystadEnergy

 SCANIA

 Statkraft

 Visit Finland

 WirelessCar

## Bronze Partners

BoConcept®

  
BY APPOINTMENT TO  
THE ROYAL DANISH COURT  
CARL HANSEN & SØN

 Elektro

HAY

 Minesto

SKILL  
EFTEA

 sobi  
rare strength

SSAB

 Stockholm  
The Capital of Scandinavia

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## 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.

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## 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.

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VOLVO



## 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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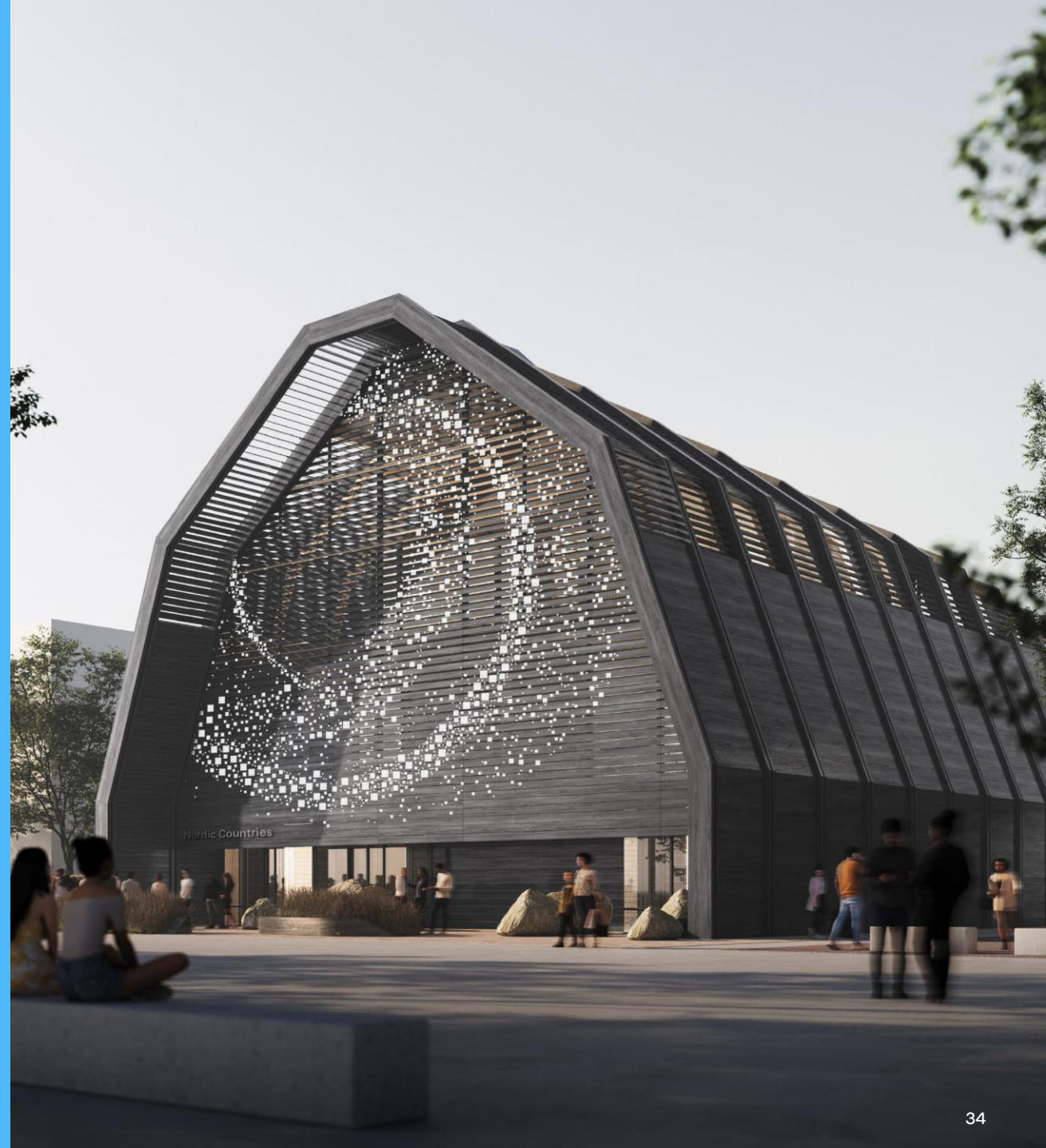
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**Thank you.  
See you in Osaka**

**The Nordic Pavilion**

# Social Media Accounts 北歐パビリオン/Nordic Pavilion



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NORDICS AT  
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