

# The Magic of Nordic Christmas Comes to Life at Expo 2025 Osaka

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**The spirit of Nordic Christmas has brightened the future site of Expo 2025 in Osaka, as the Nordic Pavilion celebrated a “Meet & Greet Santa Claus by Finnair” event. The event spotlighted a beloved figure from Finland, Santa Claus himself, and the symbolic lighting of a Christmas tree at the pavilion’s construction site.**

The five Nordic countries of Denmark, Finland, Iceland, Norway and Sweden are jointly building a pavilion at the 2025 World Expo, a 17-meter-tall recyclable structure made of timber that will showcase their connection to nature and sustainability. As per the custom, in front of the pavilion there will be a Christmas tree with candles that will continue to illuminate at the Nordic Pavilion at Expo 2025 Osaka’s construction area. The lights are shining until Christmas and set the scene for an enchanting holiday tradition.

The candles of the Christmas tree were kindled on December 4th by the Santa Claus himself. While these traditions have religious origins, symbolizing life and hope, the background has faded, but the dark winter days are very commonly lit by seasonal lights in all Nordic countries.

## **Santa Claus brings the true magic of the season**

For over 40 years, Finnair has been the official airline of Santa Claus. Finnair is proud to fly Santa from his home in Korvatunturi fell/Rovaniemi to over 80 destinations

worldwide across Asia, North America, and Europe. The iconic Santa Claus delivers not only joy but a message of unity and hope during the holiday season.

"I hope that all children around the world can enjoy Christmas spirit and lights in their hearts this time of year. The lighting ceremony is not just the illumination of a tree, but an expression that the truest magic of the season lies in the acts of collaboration, in spreading joy, smiles, and in the excitement that unites all cultures", Santa Claus said.

The Ambassador for Finland, Tanja Jääskeläinen highlighted the importance of the trust and collaboration that is also the key to the Nordic Pavilion's presentations at the Expo 2025 Osaka.

"Trust in people, in good intentions and working toward shared goals can take us very far together. We are all aiming for a brighter, more sustainable future for all. It is a call to action for global unity, too, as we share the light of the evergreen tree's lights", she summoned.

"Finland is the happy home of three S's: Santa, sauna and sisu and we hope that these will become very familiar to all Expo guests during the next year", she added with a smile.

Romu Sakari, General Manager Japan, added "We are thrilled to be one of the Nordic partners for the upcoming World Expo 2025 in Osaka. The Expo will be a unique platform for us to share our commitment to sustainability, innovation, and collaboration—values that we hold dear at Finnair. It's an exciting time to be part of this global event, and we look forward to playing our role in connecting the world's visitors to Osaka, a route which celebrates its 30th anniversary in April."

The 'Nordic Circle' invites you to be a part of this legacy of goodwill. As we witness the candles flicker with promises of peace and fellowship, we are reminded, now more than ever, of the 'Nordic Circle's' message: "Together Towards a Better Future"

#### **【Official Website】**

<https://www.thenordics-expoosaka.com/>

#### **【Press Contact】**

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