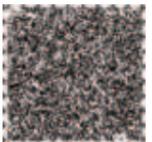


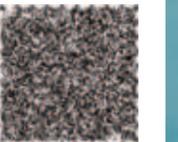


TOKUSHIMA  
OSAKA, KANSAI

EXPO 2025 OSAKA, KANSAI, JAPAN  
TOKUSHIMA PREFECTURE OFFICIAL RECORDS



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You can listen to the audio information by scanning codes with the smartphone app  
"Uni-Voice Blind." The audio data is recorded in Japanese.



# Message from the Governor



## Tokushima at Expo 2025 by the Numbers

- Tokushima Zone & Multipurpose Area Events  
Number of Visitors (Target: 420,000)..... **515,716**  
Of which, Visitors to Tokushima Prefecture Zone..... **448,283**
- Tokushima Prefecture Zone  
"Hōnō" Dedicated Indigo Dyeing  
Number of Participants..... **Approximately 28,000**
- Tokushima Prefecture Zone Commemorative Gifts  
Number of "Future-self Fortune"  
Omikuji Distributed..... **100,000**  
Number of Indigo-dyed  
Pencils Distributed..... **14,914**
- Tokushima Prefecture Zone Product Sales  
Number of Items Sold..... **1,671**
- Invitation to Tokushima Prefecture (One-Coin Campaign)  
Number of Coupons Distributed..... **104,459**  
Number of Campaign Participants..... **13,279**
- Theme Week: Co-creating Cultures for the Future  
- "Tokushima Café Connections"  
Number of Visitors to EXPO Messe..... **45,850**
- Local Government Events: Awa Odori  
- "One World Through Dance"  
Number of Visitors to EXPO Arena..... **36,000**
- Number of Students Visiting the EXPO  
via Educational Travel Support..... **8,705**  
(69 Schools)

At Expo 2025 Osaka, Kansai, Japan, Tokushima Prefecture successfully showcased new values and possibilities to the world, highlighting our rich natural environment, time-honored traditional culture, and sustainable technologies. As we publish this official record documenting our journey, I would like to express my deepest gratitude to everyone who contributed to the success of the Expo.

Through cultural showcases ranging from indigo dyeing with Awa Ai to the traditional performing art of Awa Odori, as well as exchanges with international pavilions, we succeeded in leaving a strong impression on many visitors from Japan and abroad regarding Tokushima's "Natural," "Spiritual," and "Sustainable" appeal and underlying strength.

Furthermore, the quality of our initiatives was elevated significantly through the unwavering support of the attendants who served in the Tokushima Prefecture Zone, as well as all stakeholders and related organizations. It was precisely your earnest efforts that embodied Tokushima's spirit of "Omotenashi" (hospitality), deeply engraving our prefecture's presence in the hearts of so many.

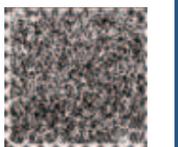
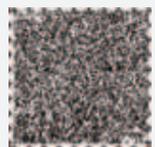
The insights gained, the exchanges fostered, and the challenges embraced at the Expo constitute an invaluable asset for the future of Tokushima Prefecture. I am confident that the legacies we have left, which extend across such diverse fields as culture, industry, the environment, and education, will pave the way for new development and serve as the cornerstone for shaping a sustainable future.

It is my earnest hope that this official record will convey the passion and dedication of everyone involved in the Expo to future generations, serving as a volume that fosters hope for the coming era. With this sincere wish, I conclude my message on the occasion of its publication.

March 2026 **Masazumi Gotoda**  
Governor of Tokushima Prefecture

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# About Expo 2025 Osaka, Kansai, Japan

A World Expo is a global event that brings together people and resources from around the world. Expos serve as a platform for pooling collective wisdom to address various challenges facing our world today.



**2025.4.13-10.13**  
Yumeshima Island, Osaka City

©Expo 2025



Participating Countries, Regions, and International Organizations  
**158 Countries and Regions, 7 International Organizations**

Number of Visitors  
**Total Attendance: 29,017,924**  
(Including 25,578,986 General Visitors)

Theme  
**Designing Future Society for Our Lives**

### Sub-themes



### Concept

## -People's Living Lab – A Laboratory for a Future Society

- 1 To become a space for the world's 8 billion people to move beyond simply viewing exhibits, **exchanging ideas to co-create our future society.**
- 2 To facilitate the sharing of global challenges and solutions from around the world, an online platform was launched prior to the opening of the Expo.
- 3 To find solutions to global challenges, provided a place for the world's collective wisdom and cutting-edge technologies to gather, **fostering the creation and dissemination of new ideas.**

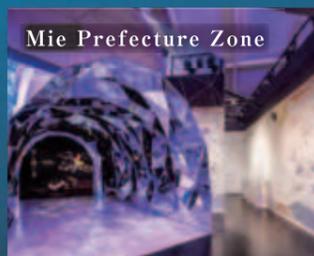
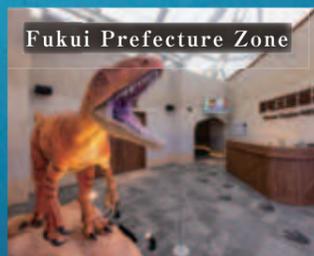
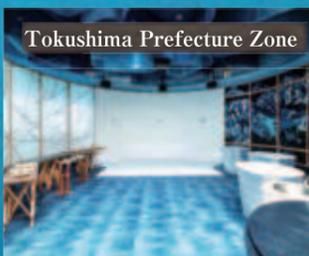
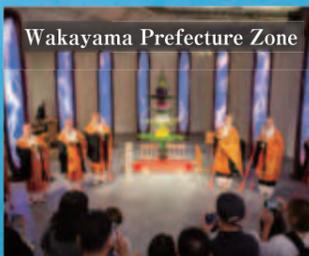
# Kansai Pavilion



The Brilliance of Kansai's  
Timeless History and Present Day

Nine prefectures—Shiga, Kyoto, Hyogo, Nara, Wakayama, Tottori, Tokushima, Fukui, and Mie—participated in the exhibition. \*Nara Prefecture exhibited in the common space (Grand Kansai Plaza and Multipurpose Area).

## Overview of the Kansai Pavilion



# Tokushima Prefecture Zone

## Where Water Flows

The theme "Where Water Flows" represents the vital water flows that sustain Tokushima's life and the resilient spirit of its people, who possess the unique ability to transform challenges into new, creative values.

Aiming for a "five-senses" experience, the interior was crafted as a holistic work of art. Based on deep indigo hues, the space integrated Awa Washi and Awa Sashimono woodworking. A centerpiece indigo-dyed fabric installation on the ceiling evoked the imagery of flowing water, weaving together the history of Tokushima's craftsmanship.

The zone featured immersive cinematic experiences of iconic attractions like the Awa Odori dance and the Iya Kazurabashi (Vine Bridge). Beyond viewing, participatory exhibits invited visitor engagement, while special exhibitions highlighted local treasures such as Sudachi citrus and the Shikoku Henro pilgrimage.



### Indigo-Dyed Wallpaper

The walls of the Tokushima Prefecture Zone were adorned with 47 shades of Awa indigo-dyed washi paper. Each unique shade represents one of Japan's 47 prefectures, symbolizing national unity and our collective aspirations for a harmonious world.



### Hōnō "Dedicated" Indigo Dyeing Experience

Visitors were invited to try Awa indigo dyeing by following three steps: "Dye, Rinse, and Connect."

Participants dyed two threads, one of which was tied to a loom and preserved as a symbolic legacy that carries forward the journey and progress of the Tokushima Prefecture Zone.



Every day began with a careful assessment of the indigo dye's status. By diligently maintaining the "living" dye vats, we ensured that every visitor could experience the highest quality of Awa Indigo, resulting in consistently high levels of guest satisfaction.



### Sashimono "Shiho-Korobi"

The entrance doors were crafted using "Uzukuri," a traditional Japanese woodworking technique. By meticulously brushing the wood surface, the softer fibers are worn away, allowing the harder, natural grain to rise in relief. The intricate grid pattern, called "Masume," represents eyes watching over and protecting one, and carries a profound auspicious meaning in Japanese tradition.



### The Information Table

The tabletop is finished with "Tsuki-ita," wood sliced as thin as paper. The side panels feature "Indigo Concrete," an innovative material created by mixing concrete with indigo precipitate. This table was also used in local product sales.

## Heritage Area "A Prayer to Life"



By integrating the fluid artistry of panels and furniture using "Mageko" joinery with historic artifacts like Shinsha and Awa Tafu, the zone offered a comprehensive look at the spirit of Tokushima's craftsmanship. This collection served as a testament to the skills and spirituality that have sustained the region's history, allowing visitors to appreciate the profound continuity of Tokushima's cultural identity.

## Present Area "Life Dances"

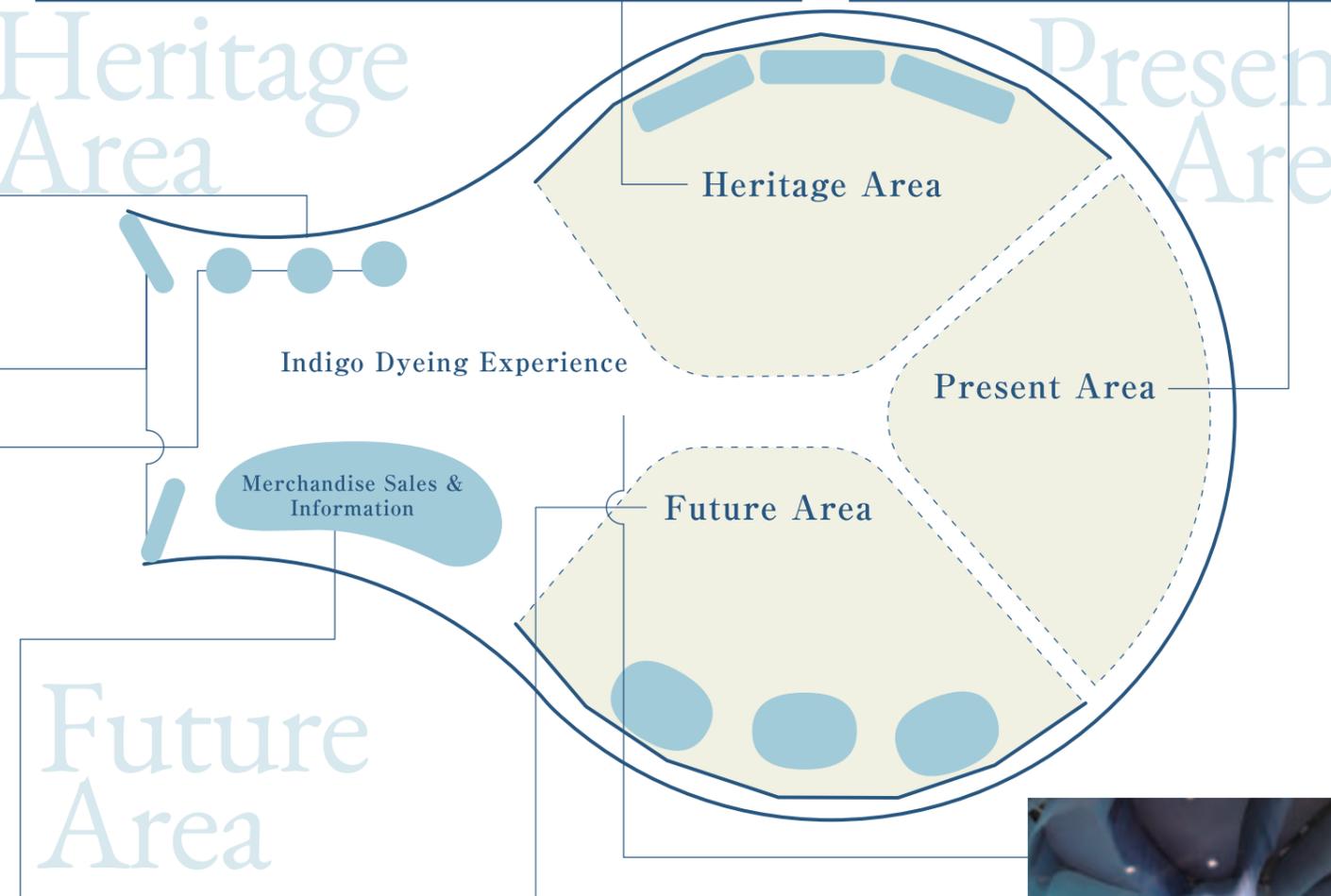


A space was produced where visitors can experience the diverse charms of Tokushima through Awa Odori experiences using projection mapping and immersive videos of tourism resources such as the Naruto Whirlpools.

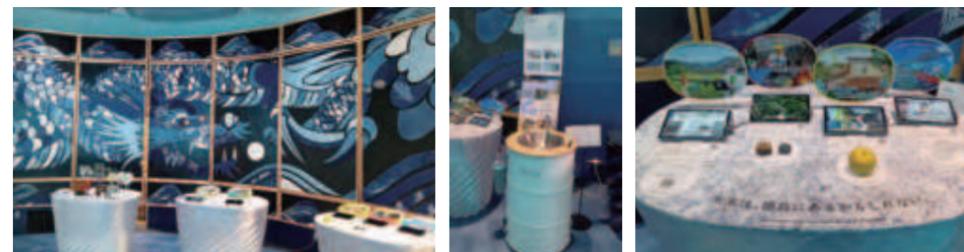
# Heritage Area

# Present Area

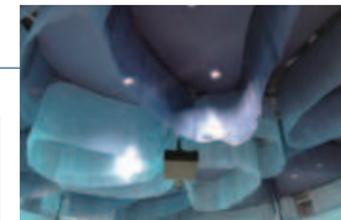
# Future Area



## Future Area "The Circle of Life"



Based on the theme of "A Sustainable Future for Tokushima," exhibits included the "Transmigration Panels" planned by students in Tokushima, tables made from upcycled PET bottles, and a water-circulating handwashing stand. In addition, this area introduced endeavors to create new value through partnerships with the community and beyond.



### Indigo-Dyed Fabric Object

This art piece, which was created using natural materials to dye silk organza 17 shades of indigo, expressed the flow and transparency of water.



# Tokushima Prefecture's Journey at Expo 2025

# Tokushima Prefecture's Progress

## Tokushima Prefecture's Journey Leading Up to the Opening



- September 2021 **Announced exhibition at the Kansai Pavilion of Expo 2025.**
- January 2022 **Established the "Tokushima Prefecture United Council for Expo 2025 Osaka, Kansai" (Held a total of 6 times until the opening).**
- March 2023 **Formulated the "Tokushima Marugoto Pavilion Basic Plan."**
- November 2023 **Completed the basic design of the Tokushima Prefecture Zone.**
- March 2024 **Established the "Tokushima Marugoto Pavilion Sponsorship Program."**
- May 2024 **Completed the detailed design of the Tokushima Prefecture Zone.**
- November 2024 **Formulated the "Tokushima Prefecture Implementation Plan for Expo 2025 Osaka, Kansai."**
- March 2025 **Completed construction of the Tokushima Prefecture Zone and conducted attendant training.**
- March 23, 2025 **Hosted a private viewing of the Tokushima Prefecture Zone and unveiled attendant uniforms.**

	April	May	June	July	August	September	October
<b>Main Topics of the Expo</b>	<p>Saturday, April 12 Opening Ceremony (Attended by Their Majesties the Emperor and Empress, and Their Imperial Highnesses Crown Prince and Crown Princess Akishino)</p> <p>Sunday, April 13 Opening of the Expo (184-day duration, through October 13)</p>	<p>Increase in visitor numbers during the Golden Week holidays; positive reviews of the Expo spread across domestic and international media.</p>	<p>Wednesday, June 25 Total visitors to the Kansai Pavilion reach 500,000</p> <p>Sunday, June 29 Total Expo visitors reach 10 million (Day 78)</p>	<p>Saturday, July 12 – Sunday, July 13 Blue Impulse exhibition flight over the Expo venue and Osaka skies</p> <p>Thursday, July 31 Demonstration flights of "Flying Car" conducted (through August 24)</p>	<p>Significant increase in visitor numbers; many families and domestic tourists visit the Expo.</p> <p>Wednesday, August 6 Total Expo visitors reach 15 million (Day 116)</p> <p>Thursday, August 28 Total visitors to the Kansai Pavilion reach 1 million</p>	<p>Saturday, September 6 Commemorative ceremony held to mark 20.25 million total Expo visitors</p>	<p>Monday, October 13 Closing Ceremony (attended by Their Imperial Highnesses Crown Prince and Crown Princess Akishino), Expo Ends</p> <p>Total Expo attendance: 29,017,924 (General visitors: 25,578,986)</p> <p>Total visitors to the Kansai Pavilion: 1,487,393</p>
<b>Main Topics of the Tokushima Prefecture Zone</b>	<p>Sunday, April 13 – Sunday, June 15 Special Exhibition "Sudachi: Food of the Future"</p>	<p>Friday, May 2 – Saturday, May 3 Awa Odori dance performance by participants of "One World Through Dance" event</p>	<p>Friday, June 6 – Sunday, June 15 Special Exhibition "Sudachi Days"</p> <p>Monday, June 16 – Thursday, July 3 Special Exhibition "Yusanbako: A Small Box That Carries Connections"</p>	<p>Friday, July 4 – Sunday, July 13 Special Exhibition "Blue Comes From Indigo, Yet Is Bluer Than Indigo"</p> <p>Friday, July 4 – Monday, August 4 Special Exhibition "Ai: The Future of Awa Indigo"</p> <p>Friday, July 25 – Sunday, August 3 Special Exhibition "TOKUSHIMA AWA ODORI DAYS"</p>	<p>Tuesday, August 5 – Sunday, September 7 Special Exhibition "Awa Ningyo Joruri: New Ways to Enjoy Puppet Theater"</p> <p>Friday, August 29 – Sunday, September 7 Special Exhibition "Shikoku Henro (The Shikoku Pilgrimage)"</p>	<p>Saturday, September 13 – Monday, September 15: "All-You-Can-Grab" Seasonal Tokushima Sudachi" event held</p> <p>Thursday, September 18: Presentation on "Shinsha" (Cinnabar) by students from Anan Municipal Yoshii Elementary School</p>	<p>Sunday, October 5 – Monday, October 13 Special Exhibition "Meguru Giboshi: The Forms of Circulating Life and Prayer"</p> <p>Saturday, October 11 – Monday, October 13 "Awa Odori: Three Days of Gratitude" held</p>
<b>Main Topics Outside the Tokushima Prefecture Zone (Including external organizers)</b>	<p>Wednesday, April 30 – Saturday, May 3 "Tokushima Café Connections" held</p>	<p>Friday, May 2 – Saturday, May 3: "One World Through Dance: Tokushima's Awa Odori" event held</p>	<p>Saturday, June 14 Performance of the Nishi-Iya Jindai Odori at the "RELAY THE FOOD ~ Food and Terroir for the Future~" event</p>	<p>Wednesday, July 23 – Monday, July 28 "Summer Vacation in Tokushima" event held</p> <p>Monday, July 28 – Tuesday, July 29 Fusion of the Awa Odori and Kagura dances at the "LOCAL JAPAN Exhibition"</p>	<p>Saturday, August 8 Awa Ningyo Joruri performances at "KANSAI Traditional Culture EXPO" and the Thailand Pavilion</p> <p>Saturday, August 9 "Sake Tasting Event" held in collaboration with Wakayama Prefecture</p>	<p>Sunday, September 7 Awa Odori dance performances at the Italy Pavilion, Germany Pavilion, and Jellyfish Pavilion</p> <p>Saturday, September 13 Awa Odori dance performance at the Thailand Pavilion</p> <p>Saturday, September 13 – Monday, September 15 "Tokushima Sudachi Late-Summer Greetings Diplomacy" conducted</p>	<p>Saturday, October 4 – Sunday, October 5 Traveling Indigo Dyeing Workshops at International Pavilions</p> <p>Wednesday, October 8 – Friday, October 10 "SDGs+Beyond, Tokushima SPACE" event held</p> <p>Saturday, October 11 – Sunday, October 12 "VISION MASHUP STAGE" event held</p> <p>Monday, October 13 "TOKUSHIMA FUTURE EXPO 2025" event held</p>

## Main Distinguished Guests of the Tokushima Prefecture Zone



Visit by H.E. Mr. Akanat Promphan, Minister of Industry of the Kingdom of Thailand

- April 18 Margaret Fong, Executive Director of the Hong Kong Trade Development Council
- April 24 Naoya Haraikawa, Commissioner of the Japan Tourism Agency
- May 3 Yoshitaka Ito, Minister for the World Expo 2025
- May 15 Sophon Suwannarat, Governor of Phuket Province, Kingdom of Thailand
- May 21 Akanat Promphan, Minister of Industry of the Kingdom of Thailand
- May 21 Her Imperial Highness Princess Akiko of Mikasa
- May 29 Yoshinobu Nisaka, Former President of the Union of Kansai Governments
- June 2 Hiroyuki Ishige, Secretary-General of the Japan Association for the 2025 World Exposition
- June 6 Masayoshi Matsumoto, Chairman of the Kansai Economic Federation

## Main Distinguished Guests of the Tokushima Prefecture Zone

- July 17 Shigeki Murata, Commissioner of the Japan Tourism Agency
- August 19 Witchu Vejajiva, Ambassador of the Kingdom of Thailand to Japan
- August 23 Voahary Rakotovelomanantsoa, Governor of Anosy Region, Republic of Madagascar
- September 6 Gretchen Whitmer, Governor of the State of Michigan, United States of America
- September 14 Norika Fujiwara, Honorary Director of the Japan Pavilion
- September 25 His Imperial Highness Prince Hisahito of Akishino

Many distinguished guests, including Members of the Diet, Governors of the Union of Kansai Governments and other prefectures, and Mayors of designated cities, also honored us with their visit.

\*Titles and affiliations are as of the time of the visit.

# "Omotenashi" for the Opening

*Opening preparations and attendant training*

## Topics



Sun. Feb. 2 - Mon. Feb. 3 **Attendant Orientation for Job Offer Recipients**

- Sunday, Feb. 2: Osaka Venue (16 people)
- Monday, Feb. 3: Tokushima Venue (9 people)



Sunday, March 23 **Opening Ceremony to Celebrate the Completion of the Kansai Pavilion Tokushima Prefecture Zone Preview Event**



Throughout February **Online Training and Self-Guided Learning**

"Kamikatsu/Kamiyama: Leading Regions in SDGs," "Stories to Make You Love Tokushima," and other training materials used



Mon. March 17 - Tues. March 18 **Training held within Tokushima Prefecture**

Iya Kazurabashi Vine Bridge, Tokushima Prefectural Awa Jurobe Yashiki, Awa Odori Kaikan, Ai-no-Yakata, Tokushima Prefectural Government Office, and others visited



Mon. March 24 - Tues. March 25

### Collective Training (Amagasaki Cultural Center)

Awa Odori Training, History and Culture of Indigo Dyeing, Hospitality and Speech Training, Tourism and Local Products Training, Inclusion & Accessibility Training, and others held

\*Tokushima Prefecture Zone attendants participated in each training session.



## Event Tables

The exhibition tables, crafted by Tokushima businesses, were designed to allow interaction from all directions to match the zone's layout. The combination of various heights accommodated diverse displays, while the warm texture of the wood fostered smooth communication.



## Uniforms



Blending traditional "Awa Indigo" with "KINOF," a fabric made from thinned cedar wood, these uniforms are named "Dancing Whirlpool Sea Bream Indigo-Dyed Happi." The design features a dynamic sea bream mid-leap to express Tokushima's vitality and gratitude, conveying the region's spirituality and authentic charm through sustainable attire.



## Indigo-Dyed Souvenirs



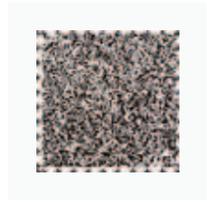
As VIP novelties, KINOF hand towels were indigo-dyed with original designs by students of Tokushima Prefectural Josei Senior High School and wrapped in washi paper bands individually handcrafted by students of Tokushima Prefectural Naka Senior High School using local traditional techniques. Additionally, for children, original hexagonal pencils with indigo-dyed finishes were produced.



## "Future-self Fortune" Omikuji



In alignment with the Expo theme, "Designing Future Society for Our Lives," this project was created with the concept of encouraging visitors to design their own futures and carve out a path forward, inspired by the wisdom of figures connected to Tokushima who excelled in fields such as traditional culture. As a memento of their visit to the Tokushima Prefecture Zone, these fortune slips were distributed to 100,000 visitors to take home.



# April Events *April*

## Topics



Fri. April 4 – Sun. April 6 **Implementation of Test Runs**

About 98,000 people, including Osaka residents and representatives from exhibiting companies, participated in the rehearsals held over the three days.



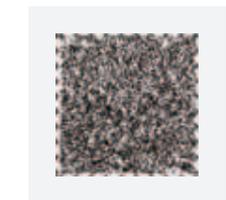
Wednesday, April 9 **Holding of the "Kansai Pavilion Opening Ceremony"**

Approximately 100 people participated, including heads of local governments from the Union of Kansai Governments and members of the media.

Sunday, April 13 Opening Day

### Grand Opening of Expo 2025 Osaka, Kansai, Japan

On the opening day, the Tokushima Prefecture Zone welcomed 2,280 visitors.



## Temporary Exhibitions



Sun. April 13 – Sun. June 15

### Sudachi: Food of the Future

Interactive activities included writing messages for the future of Sudachi and a "Sniff Challenge," where participants attempted to identify the scents of Sudachi, Yuzu, and Yuku.



## EXPO Venue Events



Wed. April 30 – Sat. May 3

### Tokushima Café Connections

Promoted the charms of Tokushima's food and culture in a café-style setting. This event featured a café menu highlighting an abundance of local ingredients, alongside the sale of regional products, exhibitions of traditional crafts, demonstrations of master craftsmanship, and performances of Awa Ningyo Joruri puppet theater.



## Others / Miscellaneous



Sun. April 13 – Sun. Aug. 31

### Tokushima Prefecture One-Coin Campaign: "An Invitation to Tokushima"

Distributed coupons to visitors that allowed them to use highway buses and ferries from the Kansai region to Tokushima Prefecture for a one-way fare of 500 yen. Approximately 13,000 people visited the prefecture using this campaign.



# May Events

# May

# June Events

# June

## Topics



Throughout May

### Utilization for Spring Educational School Trips

Frequently used for field trips and school excursions, the Awa Odori dance experience and "Future-self Fortune" Omikuji proved to be a huge hit among students.



Thursday, May 15 -

### "Value-Packed Tokushima Travel Campaign" and "One-Day Smartphone Bus Pass" One-Coin Campaign

Distributed Shikoku travel app "Shikokururi" points to visitors, redeemable at approximately 80 shops and tourist facilities across Tokushima Prefecture. Additionally, the East Tokushima Tourism Authority launched a one-coin campaign for "One-Day Smartphone Bus Passes."

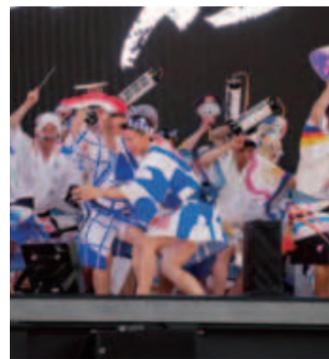
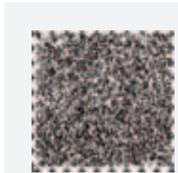
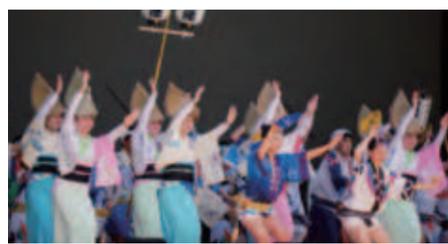
## EXPO Venue Events



Fri, May 2 - Sat, May 3

### One World Through Dance: Tokushima's Awa Odori

Approximately 700 dancers and musicians gathered for a massive Awa Odori performance. On May 3, they formed the largest "Wa-odori" (circle dance) in the history of Awa Odori, involving 10,000 people. The venue was filled with electric energy, making it a truly historic day.



## Special Exhibitions



Fri, June 6 - Sun, June 15 Sudachi Days

A lifestyle experience where visitors could enjoy sudachi—an integral part of daily life in Tokushima—through all five senses. The event promoted "Sudachi Culture" through activities such as tastings of original sudachi cocktails and hands-on zest-shaving sessions to experience its refreshing aroma.



## Temporary Exhibitions



Mon, June 16 - Thurs, July 3

### Yusanbako: A Small Box That Carries Connections

This exhibition introduced the origins of the "Yusanbako" (traditional three-tiered picnic boxes). It offered a hands-on experience for children to pack their own meals, while adults delved into the history of the tradition, allowing all visitors to rediscover Tokushima's rich culture of outdoor recreation.



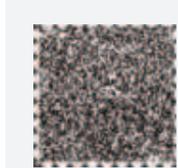
## EXPO Venue Events



Saturday, June 14

### Nishi-Iya Jindai Odori at "RELAY THE FOOD ~ Food and Terroir for the Future~"

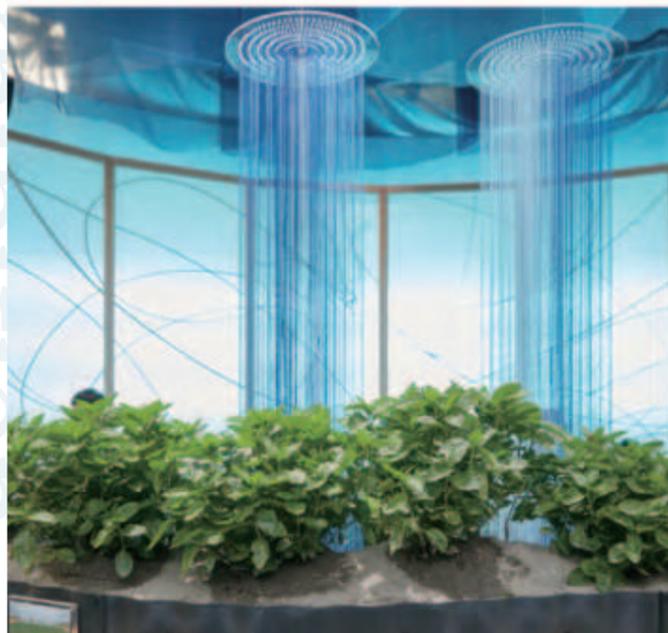
At an agricultural heritage event hosted by the Ministry of Agriculture, Forestry and Fisheries, the "Nishi-Iya Jindai Odori"—a traditional folk performing art from Nishi-Iya, Miyoshi City with a history spanning over 1,100 years—was performed.



# July Events

# July

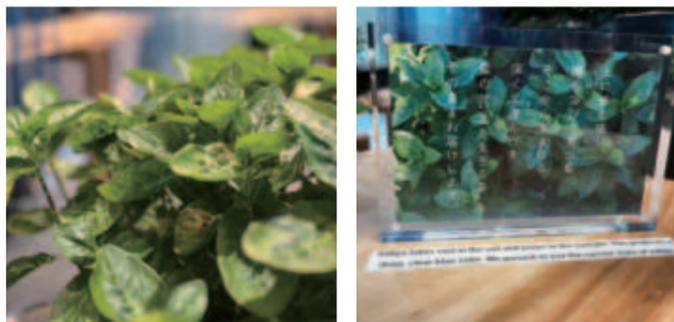
## Special Exhibitions



Fri, July 4 - Sun, July 13

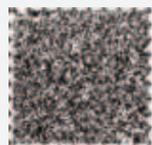
### "Blue Comes From Indigo, Yet Is Bluer Than Indigo"

Timed to coincide with "Tokushima Indigo Promotion Month" in July, this exhibition showcased the current living state of indigo plants in a recreated "indigo field." These plants serve as the raw material for Awa Ai (Sukumo), a natural dye produced in Tokushima. Visitors also had the opportunity to participate in the hands-on "Hōnō 'Dedication' Indigo Dyeing Experience" offered at the Tokushima Prefecture Zone throughout the Expo's duration.



### Fresh Indigo Leaf Hammer-Dyeing Experience

This seasonal dyeing workshop featured a technique exclusive to early summer, when the Japanese Indigo (*Persicaria tinctoria*) leaves are in full bloom. Visitors hammered freshly picked young leaves onto fabric, and the sight of the color transforming into a beautiful indigo through air oxidation drew gasps of surprise and cheers from the participants.



## Temporary Exhibitions



Fri, July 4 - Mon, August 4

### Ai: The Future of Awa Indigo

This interactive board game-style exhibit was created based on ideas from a collaborative workshop between students from the Awa Indigo Specialization Program at Tokushima Prefectural Josei Senior High School and Kamiyama Marugoto College of Design, Technology, and Entrepreneurship. It presented a timeline of innovative products and services born from indigo culture, envisioning what Tokushima might look like in the year 2050.

## Multipurpose Area Events



Wed, July 23 - Mon, July 28

### Summer Vacation in Tokushima

To kick off the summer holidays, this program offered families a chance to enjoy the diverse charms of the prefecture's nature, history, and culture through hands-on water activities and local product sales.



## EXPO Venue Events

Mon, July 28 - Tues, July 29

### Mai! Odoru!! Awa Odori x Kagura Collaboration

At the LOCAL JAPAN Exhibition hosted by the "Mayoral Alliance for Expo 2025 Osaka, Kansai, Japan," a special collaboration took place between Tokushima City's "Awa Odori" and Akitakata City, Hiroshima's "Kagura" dances.



## Exchange with International Pavilions

Friday, July 18

### Awa Odori at the Spain Pavilion

The attendant staff ventured out of the Tokushima Prefecture Zone to the Spain Pavilion, where they performed a brilliant dance in a spirited collaboration with Spanish music.



# August Events

# August

## Special Exhibitions



Fri, July 25 - Sun, Aug. 3

### TOKUSHIMA AWA ODORI DAYS

An interactive event featuring an introduction to the history of Awa Odori, dance lessons, and a traditional Wa-odori (circle dance) that invited full audience participation. The beloved Tokushima mascot, Sudachi-kun, also made a special appearance in the official "Happi" uniform of the Tokushima Prefecture Zone to greet and take photos with visitors.



## Temporary Exhibitions



Tues, Aug. 5 - Sun, Sept. 7

### Awa Ningyo Joruri: New Ways to Enjoy Puppet Theater

An interactive exhibit where visitors could touch "3D Deko"—puppet heads replicated using 3D printing technology. Themed around the preservation of traditional puppet-making craftsmanship, this display introduced innovative perspectives and sensory experiences to the ancient art form.



## Multipurpose Area Events



Saturday, August 9

### Awa Ningyo Joruri Performance at the "KANSAI Traditional Culture EXPO"

This event, which was held in the Kansai Pavilion's Multipurpose Area, featured an introduction to the history of Awa Ningyo Joruri and a performance of "Ebisu-mai," a traditional puppet-theater play believed to bring good fortune.



## Exchange with International Pavilions and Other Prefectures

Saturday, August 9

### Awa Ningyo Joruri Performance at the Thailand Pavilion

At the Thailand Pavilion stage, a performance of the Awa Ningyo Joruri play "Ebisu-mai" was held. The audience erupted with excitement as the puppet "reeled in" local specialties like Sudachi and a giant Hamo (daggertooth pike conger).



Saturday, August 9

### Sake Tasting Collaboration with Wakayama Prefecture

A special sake tasting event was held at the Wakayama Prefecture Zone within the Kansai Pavilion. This collaboration highlighted the appeal of sake and fruit liqueurs from both Tokushima and Wakayama prefectures to visitors.



# September Events

## Topics



Throughout September

### Sale of Tokushima Specialty Products

As the Expo drew to a close, Tokushima's local specialty products gained immense popularity, with various items selling out one after another.

Sat, Sept. 13 - Mon, Sept. 15

### "All-You-Can-Grab" Seasonal Tokushima Sudachi

To coincide with the peak shipping season for open-field Sudachi, a promotional event and "all-you-can-grab" challenge were held in collaboration with JA Zen-Noh Tokushima. Visitors of all ages, from children to adults, enjoyed the tactile experience of handling this seasonal delicacy and discovering its refreshing appeal.



Thursday, September 18

### Presentation on Cinnabar by Students from Yoshii Elementary School

Fifth and sixth-grade students from Anan City's Yoshii Elementary School—the local area where the cinnabar displayed in the Tokushima Prefecture Zone was sourced—gave a presentation on this unique mineral. Their explanation captured the interest of many visitors, including elementary school students on autumn educational trips and international guests.



## Special Exhibitions



Fri, Aug. 29 - Sun, Sept. 7

### Shikoku Pilgrimage: "Osunafumi" Sand-Stepping Experience

To convey the appeal of the "88 Sacred Sites of Shikoku," a shared tourism asset across the four prefectures of Shikoku, the event featured a pilgrimage experience including "Okiyome" purification rituals led by Buddhist monks and the "Osunafumi" sand-stepping practice.

## Exchange with International Pavilions



## Temporary Exhibitions



Mon, Sept. 8 - Sat, Oct. 4

### What is Otani-yaki? Pottery for the Future

This exhibition showcased works from six different Otani-yaki kilns, highlighting the inherited techniques, long-standing traditions, and personal philosophies of the artisans. On the final day, a special sales event was held, drawing a large and enthusiastic crowd.

Sat, Sept. 13 - Mon, Sept. 15

### Tokushima Sudachi "Late-Summer Greetings" Diplomacy

Tokushima Sudachi Ambassadors visited 13 international pavilions, including Spain, the Nordic countries, and Malaysia, to promote seasonal Tokushima Sudachi. By presenting the fresh citrus fruits, they shared the refreshing appeal of Tokushima with the world.



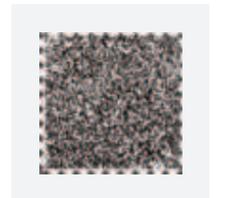
Sunday, September 7

### Awa Odori at the Italy Pavilion, Germany Pavilion, and Jellyfish Pavilion

Saturday, September 13

### Awa Odori at the Thailand Pavilion

Awa Odori dazzled at the opening ceremony of Italy Week, as well as captivated audiences at the Germany Pavilion, the Playground of Life: Jellyfish Pavilion, and the Thailand Pavilion.



# October Events

## Topics



### Sat, Oct. 11 – Mon, Oct. 13 Awa Odori: Three Days of Gratitude

To express gratitude to the many people who visited the Tokushima Prefecture Zone during the Expo, we performed Awa Odori together with the visitors.



### Monday, October 13

#### Awa Odori at the Final Event of Expo 2025

Awa Odori and Kagura collaborated once again at the "JR West Group presents: A Festival of Thanks and Departures ~Thank You For Everything~"



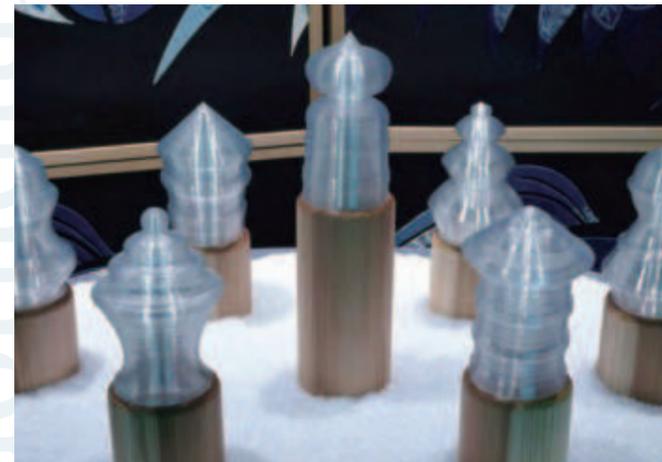
### Monday, October 13

#### Commemorative Ceremony for the 1.48 Millionth Visitor to the Kansai Pavilion

A commemorative ceremony to celebrate the 1.48 millionth visitor to the Kansai Pavilion and express gratitude for the success of the Expo and the Pavilion were held.



## Temporary Exhibitions



### Sun, Oct. 5 – Mon, Oct. 13

#### Meguru Giboshi: The Forms of Circulating Life and Prayer

Ornamental artworks co-created by students from Tokushima Prefectural Joto High School and Brawijaya Smart School in Indonesia were displayed in this exhibit. These ornaments, called "Giboshi," were produced using a 3D printer with recycled materials.



## Multipurpose Area Events



### Wed, Oct. 8 – Fri, Oct. 10

#### [SDGs + Beyond] Tokushima SPACE

In conjunction with "SDGs + Beyond," events, product sales, and panel discussions were held under themes such as space and food tech, allowing visitors to experience Tokushima Prefecture's technologies and products and get a feel for the future.



### Sat, Oct. 11 – Sun, Oct. 12

#### VISION MASHUP STAGE

Under the Expo theme "Designing Future Society for Our Lives," Tokushima's youth passionately presented their visions for the year 2050. They created a space for empathy to contemplate the future together with three Expo producers and the audience.



### Monday, October 13

#### TOKUSHIMA FUTURE EXPO 2025

Four towns within the prefecture participating in the Expo International Exchange Program developed workshops and stage presentations together with people from their exchange partner countries. With children taking the lead, they powerfully shared reports on their activities and the unique appeal of their regions.

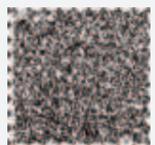
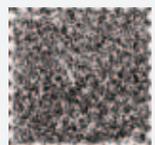
## Exchange with International Pavilions



### Sat, Oct. 4 – Sun, Oct. 5

#### On-site Indigo Dyeing Demonstrations at International Pavilions

To promote Tokushima's traditional indigo dyeing culture to the world, indigo dyeing demonstrations were held at six international pavilions within the Expo site. Items from each pavilion were indigo-dyed, deepening international exchange.



# EXPO LEGACY TOKUSHIMA: Gratitude Exhibition

To report the achievements of the prefecture's initiatives at the Expo 2025 Osaka, Kansai, Japan, which concluded in October 2025, the Tokushima Prefecture held the "EXPO LEGACY TOKUSHIMA: Gratitude Exhibition." The exhibition featured pieces relocated from the Tokushima Prefecture Zone of the Kansai Pavilion, along with materials highlighting the achievements of international exchanges at the Expo. In addition, sofas that were exhibited and used in the German Pavilion were donated and installed in locations such as the Prefectural Office's "Kenmin Hall."



## Exhibition Period

Monday, December 1, 2025 – Tuesday, March 31, 2026

## Venue

Tokushima Prefectural Government Office 1F  
Kenmin Hall & Entrance Hall

## Exhibition Contents

Exhibits from the Tokushima Prefecture Zone, sofas from the German Pavilion, and indigo dyeing works from the Expo International Exchange Program, etc.



## EXPO LEGACY TOKUSHIMA: Gratitude Exhibition in Asutamuland Tokushima Spinning the Future: Letters from Wadi Rum, Jordan



Throughout Expo 2025, the children of Kamiita Town—the production center of the dye for the traditional culture of indigo dyeing that Tokushima Prefecture promoted to the world—and Jordan participated in various exchanges, culminating in the holding of a special exhibition utilizing exhibits donated by the Jordan Pavilion.

## Exhibition Period

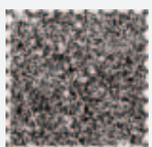
Saturday, December 13, 2025 – Sunday, March 8, 2026

## Venue

Asutamuland Tokushima:  
Children's Science Museum & Multipurpose Hall

## Exhibition Contents

Red sand from the Wadi Rum Protected Area, salt from the Dead Sea, large wool tapestry exhibit, and Jordan's natural stones (flint), etc.



## Achievements of the Tokushima Marugoto Pavilion Sponsorship Program

We would like to express our deepest gratitude to everyone who supported Tokushima Prefecture's initiatives through the "Tokushima Marugoto Pavilion Sponsorship System." We hereby report the results of donations and projects utilizing those donations as follows.

Sponsorship Period	March 14, 2024 – October 13, 2025
Sponsorship Funds	38 contributions totaling 28,533,150 yen
In-kind Sponsorship (Donation of Goods, etc.)	2 contributions (Loan of goods: 1 contribution, Provision of services: 1 contribution)

### Sponsorship Program Outline

- This sponsorship program accepted contributions of sponsorship funds, the loan of goods, and the provision of services from companies, organizations, and individuals who wished to support the prefecture's initiatives for the Expo 2025 Osaka, Kansai, Japan.
- Contributions were classified into the following categories, with benefits granted according to the content.
  - 3 million yen or more ..... Premium Indigo Partner
  - 1 million yen or more ..... Platinum Partner
  - 500,000 yen or more ..... Gold Partner
  - 100,000 yen or more ..... Silver Partner
  - 10,000 yen or more ..... Bronze Partner
  - In-kind Sponsorship ..... Supplier  
(Loan of Goods / Provision of Services)

### Utilization Projects

\*Limited to those within the sponsorship program period. \*If eligibility requirements were met, funds were utilized for each project in accordance with the Hometown Tax (Furusato Nozei) System.

#### Fiscal Year 2024

- Tokushima Pavilion Operations Project
- Expo 2025 Event Planning and Implementation Project
- Kansai Pavilion Event Planning and Implementation Project for Expo 2025

#### Fiscal Year 2025

- Expo 2025 Tokushima Prefecture Booth Operations Project
- Expo 2025 Event Planning and Implementation Project
- Expo 2025 Kansai Pavilion Event Planning and Implementation Project
- Expo 2025 Tourism and Visitor Promotion Project
- "The Expo is Here! Let's Go, Tokushima!" Promotion Project



### List of Sponsorship Partners \*Excluding individuals, in alphabetical order, titles omitted.

#### Premium Indigo Partner

- The Awa Bank, Ltd.
- Hanna Fuji System Co., Ltd.
- Tobu Top Tours Co., Ltd.
- The Tokushima Taisho Bank, Ltd.
- Tokushima Uoichiba Co., Ltd.
- Work Staff Co., Ltd.

#### Platinum Partner

- Daifuji Co., Ltd.
- National University Corporation Naruto University of Education
- Otsuka Pharmaceutical Co., Ltd.
- Telecomedia Co., Ltd.

#### Gold Partner

- Hirota Group Co., Ltd.
- Kondo Chemical Industry Co., Ltd.
- Nichia Corporation
- Shikoku Kakoki Co., Ltd.

#### Silver Partner

- Forthem Co., Ltd.
- Hiwasa Real Estate Co., Ltd.
- Makoto Shoji Co., Ltd.
- Netz Toyota Tokushima Co., Ltd.
- Picolab Co., Ltd.
- Sophia Co., Ltd.
- Studyup, Specializing in Social Studies for Junior High School Entrance Exams
- Sugureta Co., Ltd.
- Talent Square Co., Ltd.
- Tohbuil Enterprise Co., Ltd.
- Tohzai Chemical Industry Co., Ltd.
- Tokushima Bus Co., Ltd.
- Tokushima Public Business Co., Ltd.

#### Bronze Partner

- Central Union of Agricultural Cooperatives Tokushima (JA Tokushima Chuo-kai)
- First Class Co., Ltd.
- Happo-en Network Production Co., Ltd.
- Tokushima Employers' Association
- Tokushima Industrial Promotion Organization
- Tokushima Prefectural Federation of Chambers of Commerce and Industry
- Tokushima Prefectural Federation of Small Business Associations
- Tokushima Prefectural Federation of Societies of Commerce and Industry

#### Supplier

- Akiyama Shoten
- Tokushima Truck Corporation

