

# REPORT

Nordic Council of Ministers  
Nordic EXPO 2005 Secretariat

## ON THE JOINT NORDIC PARTICIPATION AT EXPO 2005 AICHI WORLD EXPOSITION ON MARCH 25 TILL SEPTEMBER 25, 2005 IN NAGOYA JAPAN. SHORT VERSION.

Store Strandstraede 18  
DK-1255 Copenhagen K

Tel +45 3396 0200  
Fax +45 3396 0202

[www.norden.org](http://www.norden.org)  
[www.nordicatexpo2005.org](http://www.nordicatexpo2005.org)

---

### Authors

Pertti Huitu, John Hansen, Hans Wärn, Kristin Ingvarsdottir, Randi Baad  
Mårtensson, Christer Arhlind, Sofia Kairenius, Stine Guldmann

---

### Date

30<sup>th</sup> December 2005

---

### Version

---

## CONTENT

<b>INTRODUCTION .....</b>	<b>3</b>
<b>1. PREPARATORY PHASE Background and objective.....</b>	<b>4</b>
1.1 Preparatory Measures.....	5
1.2 Organization .....	6
1.3 Role of The Nordic Council of Ministers .....	7
1.4 Development of partnerships .....	7
1.5 Building the pavilion.....	8
1.6 Building the Exhibition .....	10
1.7 Partner relations.....	11
1.8 VIP FACILITIES .....	12
1.9 Concessionaires.....	12
1.10 Organization and staff.....	13
<b>2. OPERATIONS .....</b>	<b>15</b>
2.1 Pavilion.....	15
2.2 Partner Relations & VIP Facilities .....	15
2.3 Maintenance .....	17
2.4 Dismantling of Pavilion and Exhibition .....	18
2.5 Organization and Personnel .....	19
2.6 Working in Japan .....	21
2.7 External cooperation .....	22
2.8 National Days .....	25
2.9 Nordic Day .....	27
2.10 Aug/Sep cultural programs.....	28
2.11 Other events.....	29
<b>3. PRESS AND MEDIA.....</b>	<b>33</b>
3.1 Press and Media Communications.....	33
3.2 Work distribution .....	35
3.3 Cooperation with the media .....	35
3.4 Website .....	37
3.5 Information material .....	37
3.6 National Days .....	38
3.7 Nordic Day & Related Events .....	38

3.8	Aug / Sep cultural program .....	39
3.9	Results (qualitative and quantitative aspects).....	39
<b>4.</b>	<b>BUDGET AND FINANCIAL STATEMENT.....</b>	<b>42</b>
4.1	EXPO 2005 as a Whole .....	43
4.2	Nordic Participation Evaluations .....	45
4.3	Other Participants at EXPO 2005 .....	47
<b>5.</b>	<b>CONCLUSION AND RECOMMENDATIONS .....</b>	<b>51</b>
<b>6.</b>	<b>APPENDIXES .....</b>	<b>52</b>
6.1	Members of the Steering and Working Groups .....	52
6.2	Partners at Nordic EXPO 2005.....	54
6.3	Events in the VIP facilities .....	55
6.4	Danish National Day, 20 April .....	58
6.5	Finnish National Day, 12 May.....	61
6.6	Icelandic National Day, 15 July .....	63
6.7	Norwegian National Day, 11 April .....	65
6.8	Swedish National Day, 6 April .....	67
6.9	Nordic Day programme and related events.....	69
6.10	Cultural Events.....	71

## **INTRODUCTION**

This report describes the main features of the joint Nordic participation at the EXPO 2005 Aichi World Exposition held in Nagoya from 25 March to 25 September 2005.

The report covers the progress of the project in chiefly chronological order. As active members of The Bureau of International Expositions BIE, the individual Nordic countries have all regularly participated in past EXPOs. Since the Nordic countries are thus familiar with the overall framework of EXPOs, this report focuses on the Nordic cooperation concept, primarily discussing the special features and critical phases therein. The ordinary practices of EXPOs are covered only to the extent needed to understand the special solutions applied in the Nordic project.

The Commissioner General and the project's entire management group have jointly written the report.

We would like to take this opportunity to extend our warmest thanks for their great support to the project's Steering and Working groups, the responsible ministries in Nordic capitals, the Nordic Council of Ministers, Nordic embassies and consulates in Japan, Nordic cultural institutions, press, trade and tourism promotion organizations, Nordic chambers of commerce in Japan, all partner organizations in the Nordic countries and Japan, the EXPO Association, Friendship Cities in Japan and numerous other stakeholders who so kindly contributed to the success of the Nordic EXPO 2005 project. Special thanks will be given to the Pavilion staff who, in spite of all the inconveniences, performed their duties with such energy and charm.

Copenhagen 30 December 2005

## **1. PREPARATORY PHASE**

### **Background and objective**

All the Nordic countries participated in EXPO 2000 in Hanover. With the architecturally ambitious pavilion buildings, the total costs of participating in the EXPO ran quite high, as they had for the Seville and Lisbon EXPOs. In addition, the short intervals between recent EXPOs had somewhat fatigued the participating nations, and highly critical local media as well as the private sector had started questioning the concept. Thus, discussions about whether to take part in future EXPOs and on what basis were understandably rife with pessimism and doubt.

Why is Japan so important? Many economic facts speak in favour of Japan. It is the second largest market and second largest export country in the world, and the world's fifth largest import country. It has 127 million inhabitants with great purchasing power. Japan's GNP ranks third among the "OECD 29", i.e. on a par with the rest of Asia combined. R&D spending is close to 3 % of GDP, and the first clear signs of Japan's economic recovery have appeared.

Having analyzed the situation carefully, the Swedish minister for trade and industry, Mr. Leif Pagrotsky, took the initiative to propose a joint Nordic participation model for coming EXPOs. He personally visited all the Nordic pavilions at EXPO 2000 and elaborated on his idea at subsequent meetings of the Nordic Cooperation ministers and Nordic ministers for trade and industry.

Nordic embassies in Tokyo also very actively promoted participation in EXPO 2005 to their headquarters. Discussions between the Nordic countries continued at civil servant level. In spring 2003 the trade and industry ministries began their final deliberations, with all the countries making their official decisions to participate in May-June and subsequently registering at EXPO 2005.

Decisions regarding the main strategies for the joint Nordic participation concept were made at that September meeting. The core content was:

- A joint Nordic pavilion would be set up at EXPO 2005. This pavilion would accommodate a joint exhibition including selected themes without national boundaries, special meeting facilities for the use of the private sector and a place to present a Nordic food concept.
- The project would be organizationally modelled on the public Nordic framework, and for practical and economic reasons firmly embedded in the secretariat of the Nordic Council of Ministers in Copenhagen.
- The appointed representatives of the respective trade and industry ministries would form the Steering Group, which would work as the project's independent and supreme decision-making body.
- The economic framework consisted of basic financing equally distributed between participating countries and variable financing from the private sector and from fees for the use of services.
- One Commissioner General would be selected to represent all Nordic countries.
- Nordic resources in Japan (embassies, consulates, chambers of commerce, trade and tourism promotion) would be connected to the project.

These principles were reported at the next meeting of Nordic trade and industry ministers on 29 September 2003 in Gothenburg. They formally decided on forming a joint Nordic participation at EXPO 2005.

Why participate? The Nordic countries set the following objectives:

- Nordic countries have a positive image in Japan; there was good reason to strengthen this image by participating at EXPO.
- EXPO's main theme "Nature's Wisdom" harmonized with the realities and visions of the Nordic countries. We have many things in common to share with the world.
- Japan considers the Nordic countries as a model area in terms of environmental policies and practices.
- A joint pavilion would provide a much higher profile for the Nordic countries than individual country pavilions would.
- Establishing a cost-effective joint pavilion offered clear economic advantages.
- Japan represents an attractive goal for promoting the Nordic tourism.
- Nordic trade, industry and services are established in the Japanese market; an interesting new potential exists for broadening as well as for promoting economic relations.
- Food safety is a highly topical issue in Japan and an area where the Nordic countries have new experience to share.
- Japanese R&D is globally recognized as very dynamic, so there was every reason to promote cooperation with universities and research institutes.

## 1.1 Preparatory Measures

The Working Group held two meetings, on 14 October 2003 in Oslo and on 28 October 2003 in Copenhagen, at which on authorization of the Steering Group the first practical measures were implemented. After eventful preparation, an economic frame of DKK 50 million and a corresponding project budget, a preliminary time schedule and an action plan for the whole project period had been fixed, and a preliminary agreement with the Nordic Council of Ministers worked out.

At the August Working Group meeting, the Working Group decided to organize a concept development competition and to invite no more than two well-established companies from each Nordic country to make a proposal for the exhibition concept. After sounding out the possibilities and shortlisting the interesting companies, the group sent out a written briefing on 3 October 2003 setting a deadline of 24 October 2003. The Working Group ultimately obtained eight concept ideas, which it presented at the next Steering Group meeting on 31 October 2003.

The Steering Group selected the proposal "Oasis in the North", made by the Nordic EXPO Partnership, headed by Bysted A/S from Denmark. The partners were Media Center LUME from Finland, Filon from Iceland, Enzo Finger Design from Norway and Intellecta Corporate from Sweden.

The Working Group tentatively prepared the selection of a Commissioner General (CG). At the meeting of 31 October 2003 the Steering Group appointed Mr. Pertti Huitu, Finland, the former CG of Finland at EXPO 2000, presently Commercial Counsellor at Finpro India in New Delhi. Together with the chairman, he participated at the first meeting of the College of Commissioners General on 18-19 November 2003 in Nagoya.

The CG prepared two Steering Group meetings (15/01/2004, 17/03/2004) and two Working Group meetings (30/01/2004, 09/02/2004) and a two-day seminar for the Working Group (23-24/02/2004).

The Steering Group decided the following at these meetings:

- The main concept of the Pavilion and the exhibition.

side

- The agreements with the NCM on preparing and executing the Nordic participation project and on administrating the services therein.
- The first agreement with Bysted about concept development and the guidelines for the second phase.
- A detailed time schedule for the project.
- A detailed budget for the project, incl. the contribution of an additional DKK 5 mill from the NCM.
- The main features of the concept of the partnership arrangement, with corresponding financial incomes.
- The organization of the project's first phase, starting with the recruitment of two deputy CGs and a pavilion director.
- A press and communication strategy.
- The main guidelines for the theme statement of the Nordic participation to be registered at EXPO 2005.
- Discussion about establishing the national reference groups for the project.
- The mandate for the Working Group.
- Confirmation of the dates of National Days and their preparation principles on a national basis.
- The principles for using the VIP conference facilities in the pavilion.
- Confirmation of the project logo and slogan.
- The main features of the food and restaurant concept.

## 1.2 Organization

The project was organized with the Steering Group as the highest decision-making body, the Working Group as an assisting and preparatory body, the Project Secretariat and the pavilion in Japan.

The inaugural meeting on 19 September 2003 selected Mr. Jan Solberg, Secretary General of Norway's Ministry of Trade and Industry in Oslo, as chairman of the Steering Group and appointed a Working Group to assist it. Mr. Staffan Björck, Councilor, Ministry of Foreign Affairs, Stockholm was selected chairman of the Working Group.

The first phase organizational chart of the project was as follows:

Members of the Steering Group included high ranking officials from each Nordic country, their deputies and a representative from the NCM as an observer.

Main responsibilities of the Steering Group:

- Primary responsibility for the execution of the joint Nordic EXPO 2005 project.
- Responsible for the budget and the allocation and use of funds and assets.
- Reporting the progress of the project to the Nordic ministers for trade and industry.
- Setting the guidelines for the CG's work.

The project secretariat worked at the NCM as part of its secretariat. The secretariat was headed by a CG and consisted of two deputy CGs (Mr. John Hansen, Denmark from 15 May 2004, Mr. Hans Wärn, Sweden, from 2 August 2004), a pavilion director (Ms. Kristin Ingvarsdottir, Iceland/Tokyo, Japan, from 1 January 2005) and a project secretary (Ms. Randi Baad Mårtensson from 15 March 2004). The secretariat worked throughout the

side

project until the end of December 2005, and in Japan from 1 February 2005 till 31 October 2005.

The Steering Group had the following meetings:

- 2003: 2 meetings
- 2004: 6 meetings, of which 1 in Nagoya
- 2005: 4 meetings, of which 1 in Nagoya
- 2006: 1 meeting

The Working Group had the following meetings:

- 2003: 3 meetings
- 2004: 5 meetings

For a list of the Steering Group and the Working Group members, please refer to appendix 9.1.

### **1.3 Role of The Nordic Council of Ministers**

The joint Nordic participation at EXPO 2005 was an independent project under the auspices of the NCM. The NCM Secretariat was the administrative organ for the project. A representative of the NCM attended the work of the Steering Group as an observer.

On 15 January 2004 the project and the NCM concluded two agreements: A project contract and an administration contract. According to these arrangements, both parties' labour and responsibilities were divided as follows:

- Project organization was legally part of the NCM's secretariat. An individual steering group managed the project. The NCM's role encompassed providing support services for executing the project. The NCM did not take part in the decision making or financial management of the project.
- The NCM was a legal entity placed at the project's disposal.
- In this capacity, the NCM handled and concluded all legal contracts on behalf of the Steering Group in those circumstances where the Steering Group was responsible for the content and liabilities of such contracts.
- The Steering Group had full responsibility for the budget and for executing the project within the frames of the budget. The NCM handled financial and staff administration, including making the payments according to the guidelines set by the Steering Group or the authorized CG.

The NCM had not had any relevant experience with Japan since the major joint cultural event in the early 1980s. The practices for the EXPO 2005 project needed to be created on an all-new basis. This also required a lot of extra effort on the part of the NCM secretariat. The initial problem was that the NCM secretariat did not have all the counterparts and collaborators needed to assist it, especially in view of the size of EXPO project. The NCM's various departments had plenty of ideas and willingness to participate in many aspects of the project, but the lack of financing was an obstacle. The project schedule meant the NCM could not wait until some extra funds were identified, often from totally outside sources. A multitude of ways and means were intensively examined.

### **1.4 Development of partnerships**

side

An important factor in developing the concept and the quality level of the displays was establishing partnerships with Nordic companies.

The Steering Group agreed to operate with two types of partners:

1. National partners  
Contributions could be made as cash payments tied to the national participation, and free use of VIP facilities, media coverage, etc., were offered as benefits.
2. Exhibition partners  
Contributions could be in the form of exhibits, materials and services.

It was stressed that the exhibition partnerships concluded should keep the Nordic balance.

The participation of leading Nordic companies as partners in the theme exhibitions played an important role in relation to both finances and substance. For this reason, dialogue with the private sector was considered very important, and a number of meetings with the partners were held so that solutions to their contributions could be found and their companies' visibility in the theme secured.

The coordinators in each country identified and initially contacted the companies, and the EXPO 2005 Secretariat and Bysted followed up on the initiative.

## **1.5 Building the pavilion**

Bysted was contracted as overall responsible for design and supervision of both building project and exhibitions. Sub-suppliers were COWI Consulting Engineers, Denmark and P.T.M. Morimura Consulting Architects and Engineers Japan.

The design process and the concurrent development of theme exhibition partnerships with Nordic companies and institutions had to be compressed into a very tight time schedule, the application deadline for approval of the Exhibition project being 25 May.

The application for the exhibition project plan was submitted on 17 June as part of the final building permit process.

### **1.5.1 Time schedule**

As part of the negotiation with Morimura in July, the time schedule was revised, both for the purpose of securing timely delivery of the construction works and as a basis for the tender procedure.

The building process was more than three months behind the original time schedule, and the new timetable left no leeway for further delays. This meant that construction had to commence no later than 1 October, and that construction steel had to be ordered no later than 17 September.

### **1.5.2 Building permit**

The building permit application was submitted by the end of August, including revised architectural and engineering project plans, and indicated that the building permit should be given at the end of September, so that construction could commence on 1 October.

### **1.5.3 Tender procedure**



side

Prequalification and selection of tenders started in mid–August, when in all 7 Japanese contractors were invited to register for prequalification.

Only three managed to send in information, mainly due to lack of time. The three companies, all with offices in Nagoya, were interviewed on 27 August, and only two contractors were subsequently invited to tender, the third company being very unclear about the time schedule and the distinction between the building contract and the exhibition works.

As part of the prequalification, the three companies had submitted estimates indicating a major increase in building costs. Consequently, it was decided to proceed with the tender process, but that the tenders should be informed that the selected tender should expect immediate negotiations regarding cost reductions in the project.

The tender was opened at a meeting in the offices of Morimura on 31 August, with a deadline for submitting the tender of 8 September.

### **Result of tender**

The result of the two bids showed that the bid from Taisei of JPY 351,000,000 JPY, or DKK 19,000,000, was the lowest and thus accepted for further negotiations.

Concurrently, a letter of intent was signed for a construction steel order in the amount of DKK 3,000,000, which was necessary to fix the final deadline for handover at 10 February.

#### **1.5.4 Negotiation procedure**

The building project was thus redesigned to cut costs as far as possible without damaging the content of the pavilion and the exhibition themes.

Major savings included:

- Reducing the elevated floor and extending the ramps.
- No elevator
- No glass workshop
- Changing construction of light centre
- Changing staff toilets
- Reducing the electrical and IT installations
- Reducing the selection of building materials
- Building owner supplies (water basin)

The negotiations with Taisei took place in Nagoya on 27-28 and 29 September, the aim being to reach agreement on the above points and to enable the secretariat to sign a contract with Taisei in the beginning of October.

The contract with Taisei was finally signed in Tokyo at the Danish embassy on 9 October, totalling JPY 265,000,000, or approx. DKK 14,000,000, including demolishing. This was DKK 4 mill more than originally budgeted.

1.

#### **1.5.5 Construction works**

Taisei commenced construction in early October, beginning with the steelwork in the pavilion as well as the foundations and sewage works.

Morimura, Taisei and Bysted met several times in Tokyo and Nagoya 26-28 October to handle the detailed redesign of construction as agreed in the contract, and to deal with questions from Taisei regarding project details.

side

From mid-November Morimura supervised the building process at weekly building site meetings with Taisei, and progress reports were made continuously.

Taisei kept to the time schedule, and all major construction works were finished before the end of 2004. However, a delayed delivery of sponsored parquet flooring postponed the final handover date three weeks, until the end of February.

## **1.6 Building the Exhibition**

Final acceptance of the exhibitions was given at a Working Group meeting on 9 December 2004, including the introduction of the Aurora Borealis installation over the shop and the cancellation of the glass workshop.

The exhibition installations were developed on the basis of an overall agreement with Bysted on the total implementation of exhibitions and all other interior fixtures in the pavilion. This solution was considered necessary due to lack of time for tendering film production, inventory, etc., in the Nordic countries.

Consequently, sub-suppliers known by Bysted produced a great deal of the exhibition installations and fixtures, etc.

### **1.6.1 Tender of AV equipment**

For both cost and service reasons all AV installations were tendered in Japan with the assistance of the Danish embassy. A control bid taken from the Danish supplier Comtech showed the lowest Japanese bid to be approx. 50% higher. Therefore, the Danish company was chosen to be responsible for supply, installation and service.

### **Presentation of the Nordic countries**

The introduction focused on the Nordic area as a whole, presenting the region through a series of live clips about life and nature in the Nordic countries. This was meant to prepare visitors for the sensory experience and special atmosphere awaiting them inside the pavilion.

### **Responsible utilization of natural resources**

When it comes to the environment, the Nordic people have long believed that good intentions are not enough - action is what matters. From environmental legislation, and high-tech research to new precedents for recycling and protecting biodiversity, the Nordic region is focusing on balanced development. The display included a forest section with real trees.

### **Renewable energy**

Renewable energy will play an important role in the future global energy supply, and the Nordic region is at the vanguard of transforming the way we supply and use this new energy. From wind and water, to hydrogen and solar power, these resources are developing rapidly in the Nordic countries, and the Pavilion highlighted the region's commitment to developing these new technologies.

- Water power in the form of a special film of a waterfall.
- Wind power, in the form of a wind turbine model and films illustrating the effect.
- Films on thermal energy.

### **Nordic way of life**

side

This display gave a glimpse of the Nordics and their way of life seen through the eyes of six individuals, chosen by age, from six to seventy years. The display included personal effects and film clips to provide a slice of daily life in the Nordic countries.

### **Nordic design**

The Nordic design display was integrated in the Nordic way of life theme.

The essence of Nordic design was evident throughout the Nordic Pavilion. The architecture and interior offered a contemporary feel with clean lines and simple colours, and careful attention was given to the use of stone and wood typical of the five countries.

In addition, a series of diverse design films and exhibits told the stories of more than 20 Nordic designers and design-led firms - including both newcomers and established names - selected for the inspiration and creativity behind their designs.

### **The Nordics and the sea**

The Nordic countries are linked by the sea and by their sea-faring traditions, which date back more than a thousand years.

Today, the sea continues to exert a strong influence on life in the five countries, and the theme focused on the Nordic commitment to fostering a cleaner marine landscape and conserving the oceans.

The display, a groundbreaking ship designed to run exclusively on renewable energy, was unveiled in the Nordic Pavilion. The E/S Orcelle, a concept RoRo ship, represented a radical vision of the future of ocean transport.

### **Launching a ship**

The lake formed the focal point of the Nordic Pavilion, where visitors were invited to "launch a ship", and symbolically "reach out" to the people of the North. Visitors could print short messages on paper that could be folded into paper boats and launched out onto the lake. Three screens above the lake showed films of the paper boats being picked up in the Nordic countries with a greeting and an invitation to visit the Nordic countries.

#### **1.6.2 Promotional material**

The private partners in the Nordic EXPO 2005 Project were given the opportunity to have a go-card with a general motive related to the theme on the front, and a commercial message and company name on the back side. 250,000 go-cards were printed and placed in holders in the light centre area.

Subsequently, it was decided to produce two go-cards for each country following the same guidelines. In all, 31 different postcards were produced, and midway through the EXPO 10 of the company cards were reprinted, thus bringing the total distribution of postcards to approx. 7 mill.

Furthermore, an envelope with information about the pavilion was produced. This envelope for holding collected postcards was handed out to all visitors at the entrance.

## **1.7 Partner relations**

On the basis of a partnership model classifying companies as either national or exhibition partners, a number of contacts in the Nordic countries were made. The differing sponsorship models in each country were however a

side

complication. Denmark, Iceland and Norway had based participation on public funding, both Sweden and Finland expected private sponsorships as part of the basic participation fee.

Contacts continued until very late in the planning process and resulted in a comprehensive list of product and service suppliers from the Nordic countries. See appendix 9.2 for a list of all Nordic EXPO 2005 partners.

#### **1.7.1 Main exhibition partners**

The cooperation with the main partners was confirmed in an agreement that included the exhibits, materials and services and the following companies: Ahlström, Bang & Olufsen, Grundfos, FinnWood Floors, Louis Poulsen, Maersk, Scania, UPM Kymene, Vestas, and Wallenius Wilhelmsen.

#### **1.7.2 Suppliers of furniture**

The café and VIP area were equipped with Nordic design products sponsored by the following companies: Fredericia Furniture, Martela, Iittala, and Eva Denmark.

### **1.8 VIP FACILITIES**

The VIP facilities in the pavilion, established mainly for business conferences, were to be used by the private business partners of the Nordic countries, according to agreement.

Companies and public authorities from the Nordic countries were offered the possibility of renting the conference facilities on a daily basis at a price of DKK 30,000.

The VIP area was divided into three areas:

- The VIP lounge (40 m<sup>2</sup>), open to all partners and official representatives for individual visits.
- The conference facility (100 m<sup>2</sup>) with a capacity of up to 50 persons. For conferences, luncheons or receptions.
- The VIP meeting room for up to 12 persons.

The VIP area included very limited kitchen facilities for catering of cold dishes from the café or external suppliers.

### **1.9 Concessionaires**

#### **1.9.1 Café**

The Japanese Company Andersen Bread and Life Co. Ltd., who specializes in Nordic bakery and café traditions, was interested in operating the café and shop.

Negotiations with Andersen Co. and development of the food concept included a seminar, with the participation of Norwegian Seafood and the chef of the Finnish embassy, held at the Andersen Main store in Hiroshima. Here the menus were finally agreed on, and the contract with Andersen was signed.

The Nordic Pavilion café offered a sample of Nordic delights, including such Nordic favourites as fresh salmon, cheeses and pastries. "Danish" hotdogs and ice-cream were also offered. Beverages offered included Carlsberg beer, Finnish champagne and Iceland spring water.

side

### **1.9.2 Shop**

The Nordic design products were selected in cooperation with Nordic design organizations. The commercial agreements were subsequently made with Andersen Co. The following list shows the products sold in the shop:

- Baby Bjorn (Cuddle seat)
- Boulogne (Rabbit, stuffed toy)
- Brio (Toy)
- Chang Bjorck (Enamelware)
- Chang Bjorck (Fabric)
- Charlotte Sparre (Bag, Scarf)
- Dalarna Horse (Ornament)
- EST (Mobile)
- EVA SOLO (Tableware)
- Finland Post (Stamps)
- HCA Programme Book
- Hiroshima Andersen sweets (Cake, marzipan cake)
- Iceland Book
- Iceland DVD
- Iceland DVD (NUI in Iceland )
- Iceland Jazz CD
- Iceland music CD
- Icelandic Lava
- Iittala (Tableware)
- Janeco+Eva Trade (Book)
- M&B Trade (Sweater)
- Majamoo(Tableware)
- Marimekko (Bag)
- Marimekko (Red T-shirt)
- Moomin doll (Toy)
- Nordic CD
- Nordic Pavilion pin badge
- Ole Lynggaard (Pendant)
- Rosendahl (Tableware)
- Silverstone (Magazine)
- Snow Queen (Book)
- Snow Queen (DVD)
- Sweden CD
- Verso Design (Tablemat)

## **1.10 Organization and staff**

### **1.10.1 Nordic EXPO 2005 Secretariat**

The organization chart and the staff assigned for the implementation phase were described in section 1.3 and 2.3.

Pavilion Director Ms. Kristin Ingvarsdottir was recruited in late autumn 2004 from Tokyo, where she was completing the final stage of her doctoral studies at Hitotsubashi University.

Her main responsibilities were:

- Coordination of the National Day arrangements.
- Communication, press & media work of the pavilion.
- Cultural programmes of the pavilion.
- Event programmes.

The transfer of the secretariat and project office from the NCM in Copenhagen to Nagoya took place on 1 February 2005. The temporary office was established at the coming residential compound in Shiga-Kohen (Apt 8-201, 3 Chumaru-cho, Kita-ku). The staff in Nagoya at that time included Pertti Huitu, Hans Wörn, Kristin Ingvarsdottir and Randi B. Mårtensson.

### **1.10.2 Guide employment**

With the guide functions previously developed, the recruiting process started in September 2004. The guide positions were advertised on the Nordic EXPO 2005 website, at the Nordic embassies in Japan, in letters to Nordic universities with Japanese institutions and at Japanese universities with

side

Nordic institutions. More than 200 candidates voiced their interest and more than 100 were interviewed. One of the main goals was to create a Nordic balance in the guide group, and the key criterion was proficiency in Japanese, English and one Nordic language as well as good knowledge of the Nordic countries. In addition, the candidates were expected to range in age between 18 and 30 and to be good team players.

This led to the recruitment of:

- 1 Guide Manager (Finnish)
- 17 Pavilion Guides (4 Norwegian, 3 Japanese, 3 Swedish, 3 Finnish, 2 Icelandic, 2 Danish)
- 1 Technical Support (Swedish)
- 1 VIP & Partner Liaison Officer (Danish)
- 2 Office Assistants (Swedish and Japanese)
- 1 open position (if needed later)

In July two additional guides from Iceland were employed. The main reason were the tasks related to the Icelandic National Day on 15 July

### **1.10.3 Guide training**

Prior to the guides' arrival in Japan, each guide received a manual containing information about the pavilion exhibition, EXPO 2005 and the partner companies.

Eleven days were reserved for guide training before the opening of the Nordic Pavilion, 12 March to 23 March. The Nordic Pavilion was open on three of these days, for example during the Press Preview Day on March 18. Safety training took place at the Natural Disaster Center. The guides also took part in a number of media appearances during this time. The guide training before the EXPO consisted of:

## 2. OPERATIONS

### 2.1 Pavilion

The Nordic Pavilion exhibition was a positive working environment for the guide group. All the different themes and installations were interesting and easy-to-present elements of the exhibition. The paper-boat folding activity made it easy to catch visitors' attention, both young and old. Ten percent of the pavilion guests (about 1,000 out of 10,000 visitors) launched an origami paper boat with a message into the water stream, and double that number folded boats to take home. The installations were:

- *Entrance* – The guides handed out a Nordic Pavilion envelope with a map of the exhibition to every guest entering the pavilion. They also regulated the flows of visitors to find an optimal balance between waiting time and number of guests inside.
- *Satellite picture, sky projectors and country information* – This was a part of the exhibition that spoke for itself. The amount of time visitors spent in this part of the exhibition depended on their level of interest and time.
- *Northern lights* – The loop was narrow at this section, and the number of visitors unfortunately made it impossible to place a guide at this part of the exhibition.
- *Nordic way of life, energy section and Nordic design* – One guide covered these installations together. The energy installation demanded most guidance, and an obvious position was next to the Icelandic lava stones.
- *W&W Ship* – The W&W Ship attracted many guests and, situated on the narrow loop, could halt the visitor flow on busy days.
- *Launch a Ship* – This area, including the postcard stands, was the busiest area for the guides. Guests showed a huge interest in the origami paper boats, and despite the instructions on the printed sheets, many needed assistance from the guides to finish the folding. Most of the interaction between guides and visitors took place at this part of the exhibition.
- *Postcard stands* – In the postcard area, free postcards supplied by the partner companies were offered to the guests. There were 32 kinds of postcards, and the guides filled up special racks for a total of 7,127,000 postcards during the EXPO.
- *Forest* – The forest was most convenient to view from the loop above the restaurant area, and two movies were projected on screens in the forest, which made it speak for itself.
- *Exit* – The exit became a more and more important position as the number of guests increased. The guide stationed at the exit was responsible for a variety of tasks: managing the line system, talking to guests and answering questions as well as directing arriving guests to the entrance.

### 2.2 Partner Relations & VIP Facilities

The VIP Facilities were located on the 3<sup>rd</sup> floor of the pavilion and consisted of a business lounge, a conference room for up to 50 persons and a meeting room for up to 12 persons.

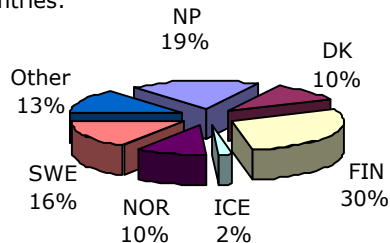
The facilities were primarily offered to partners in the Nordic EXPO project, to Nordic companies and their Japanese subsidiaries and various Nordic institutions. The facilities were mainly used for business meetings, press conferences, seminars and receptions. Furthermore, the Nordic Pavilion also used the facilities on a daily basis, when available, for its own purposes.

side

Appendix 9.3 contains a calendar of the major events and visits to the VIP Facilities.

Overall there were approx. 200 registered visits, totalling more than 3600 guests who enjoyed the facilities and the various company events.

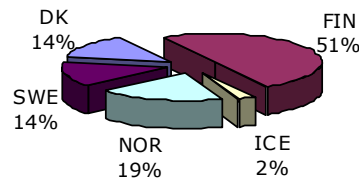
Proportion of registered visits and events in VIP facilities accounted for by the countries.



42 Nordic companies and official delegations used the VIP facilities, holding a total of 71 events including National Day activities.

Proportion of registered visits and events in VIP facilities accounted for by the countries.

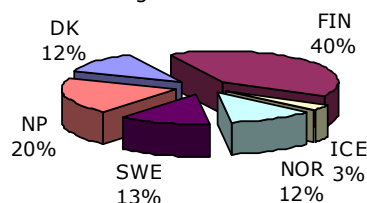
Denmark	6
Finland	21
Iceland	1
Norway	8
Sweden	6



The number of events held by each company varied to some extent. Most companies had 1 event, but some had 2-5 events held over 2-5 days, some with up to 3 groups of visitors in one day.

Origin of the 42 Nordic companies and official delegations.

Denmark	11
Finland	37
Iceland	3
Norway	11
Sweden	12
Nordic Pavilion	18



The number of staff that came from each company varied from 2 to 15, and 24% of the companies had 1-10 overseas staff. The sizes of the events varied from 5 to 80 guests, with one event for 109 guests. However, for events with more than 70 guests, not all the guests were at the pavilion at the same time. The activities at the VIP facilities show that most companies focused strongly on their Japanese business relations, with a few exceptions where the company had invited guests from other Asian countries. The origin of the guests invited to the events also showed that the majority focused on their relations in the Aichi prefecture, and there were many events where the guests came from the local car manufacturing industry.

The companies had many different settings for and ways of conducting their events, and the time spent ranged from 1 to 6 hours. Basically, most events consisted of a meeting/seminar, a guided tour of the pavilion, lunch and/or dinner.

**Types of events:**

- Seminar

**Basic services:**

- Catering



side

- Press conference
- Business meeting/ lunch/ dinner
- Reception
- Cocktail party
- Concert
- Fashion show
- Guided tour of Nordic Pavilion
- Easy access to other pavilions
- Accreditations for the company staff
- Presentations of the Nordic Pavilion and EXPO 2005 by the Commissioner General, Deputy Commissioner General or the Pavilion Director.

Basic services were available to companies using the VIP facilities, and most companies took advantage of several of these options.

The catering offered by the Nordic Pavilion was based on the same food concept as in the café but served as a buffet. Most companies only needing meeting services and a single meal opted for the pavilion catering. Companies that were staying all day and needed both lunch and dinner opted for a combination of pavilion catering and some other catering from within the EXPO.

72% of the companies and official delegations used the opportunity to give their guests a guided tour of the Nordic Pavilion, and 35% gave their guests easy access to other pavilions.

Several of the companies that did not use the VIP facilities came to visit the pavilion, and many came in connection with the National Days.

## **2.3 Maintenance**

The concept of maintenance was to minimize the need for service and to leave as much to the suppliers as possible. This included all building-related matters, especially electrical and fire prevention installations. The service agreement included an on-hold service with direct access to the supplier.

A Danish supplier supplied AV IT-equipment, and the agreement included bi-monthly service visits (three times).

### **2.3.1 AV equipment**

The AV equipment included 10 B&O TV monitors, 30 plasma screens, 15 TFT screens, 15 AV projectors and 30 DVD players installed throughout the pavilion. The need for maintenance was limited and mainly connected to filter cleaning, which the Pavilion staff could do.

### **2.3.2 Computers & printers**

Office computers were supplied as part of the building contract, and included on-site service for both computers and printers. The set-up of the office computers caused some trouble and could have been better supported by the supplier.

Computers and printers for the launch-a-ship installation were supplied by the Danish supplier who had programmed the function. Service was included in the manufacturer's guaranty.

The printers started having problems about one month after opening, and continued having trouble for the remainder of the exhibition period. In all, 12 printers were exchanged. The functional stops that occasionally occurred at some work stations were dealt with by the guides and the technical office assistant.

### **2.3.3 Air ventilation**

side

The air-conditioning system ventilation was dimensioned to reduce the indoor temperature about 3-4 degrees in the exhibition area, and to normal working conditions in the VIP- and office areas.

The summer period from late May to end-August had temperatures over 30° C and humidity close to 100%, which created climate problems in the exhibition area. The guides' working conditions were especially harsh, and a number of counter measures were taken.

Extra air-conditioning was installed in the kitchen, and change of cool airflow to the centre area was installed. A number of fans were also installed to improve air circulation.

#### **2.3.4 Water basin**

Installation was done by a local contractor, and service mainly involved emptying and cleaning the basin.

#### **4.4.5. Cleaning**

Daily cleaning was contracted by a local contractor. After performing unsatisfactorily, the company was changed after two months. Cleaning was done as a daily routine and a comprehensive cleaning was carried out once a month. The pavilion was also thoroughly cleaned before each national day.

#### **2.3.5 Additional problems**

As could be expected, corrections had to be made after the first days of exhibition. This mainly involved additional signage, placement of postcard stands, etc. All in all, the number of complications was negligible in view of the 2.3 mill visitors.

Air humidity expanded the sponsored ash flooring, which had to be repaired throughout the exposition.

The system for collecting paper boats failed, and a new system had to be installed.

The "curtain" walls around the light centre were easily damaged and had to be repaired throughout the exhibition.

## **2.4 Dismantling of Pavilion and Exhibition**

The dismantling of the pavilion was carried out according to a plan already confirmed in connection with the agreement with contractors and partners.

According to the contract of participation with the Japanese EXPO 2005 Association, the pavilion was handed back on 25 October, and the duly signed handover certificate from the association was received.

The office of the Nordic EXPO 2005 Secretariat, which moved to an apartment in the staff living area, was finally closed on 27 October, with all office files being packed for shipment back to Copenhagen.

All sponsored exhibits, furniture, etc., were subsequently shipped back to the supplier, donated to Japanese institutions or destroyed according to agreement.

#### **Sale of exhibition materials, etc.**

The possibilities of reselling exhibition materials were investigated during the EXPO period, the conclusion being that the chances were slim. The only

side

contribution was the sale of steel structures as scrap iron, which brought revenue of approx. DKK 80,000.

## **2.4 Organization and Personnel**

### **2.4.1 Pavilion office staff**

Early on in the preparation phase it was decided that the office and administrative staff should consist of the project secretary, responsible for the daily running of the Nordic EXPO 2005 Secretariat, and 2 staff members chosen from the guide group. The office staff had to speak both English and Japanese. The staff members that were offered a position in the administration group (1 Swedish man who spoke Japanese and 1 Japanese woman who spoke Swedish) had previous experience from this line of work plus good IT skills.

The main areas of responsibility and work tasks for the Project Secretary were:

- Preparing, carrying out and following up on Steering Group meetings – including preparing meeting materials.
- Economics – including refunding Japanese VAT and planning the project's economic processes in cooperation with the finance department at the Nordic Council of Ministers.
- Monthly financial reports to the NCM on bank movements and the petty cash box.
- Responsible for the daily operation of the Nordic EXPO 2005 Secretariat – including all its administration.
- Daily contact with the Japan Association for the World Exposition EXPO 2005 regarding accreditation, VIP visits, VAT and the demolition of the Pavilion after the EXPO.
- Travel planning and calendar management for the secretariat and travel planning for suppliers/contractors.
- Planning the move of the secretariat and its staff to and from Denmark.
- Secretary and personal assistant to the Commissioner General.

The principal duties of the Office Assistants (guide group) were:

- Accreditations for visiting groups, dignitaries and cars.
- Correspondence in English, Japanese and Nordic languages.
- Translations from English to Japanese and Japanese to English.
- Travel planning, hotel bookings, etc., for visiting VIP-guests.
- Purchase of stationery.
- Economics – payment of invoices, cash refunds on purchases made by pavilion staff.
- General administration – filing, phones, contact to suppliers in Japan; handling of the mail.
- Daily contact to Japan Association for the World Exposition EXPO 2005, Aichi Japan.
- Active participation in Pavilion's press and media work.
- Assistance with planning and carrying out the office move from the Pavilion to a temporary location; responsibility for closing the office when it was moved back to Copenhagen.
- Representation of the Nordic pavilion in a wide range of activities outside the Pavilion, such as work shops, panel discussions, specific EXPO events, sports activities as well as events outside EXPO.

### **Working hours**

The office was manned 7 days a week from 9.00 a.m. – 9.00 p.m. This was divided into 3 rotating shifts carried out by 3 people, including the project

side

secretary. The staff had an average of 2 days off every week and the weekend off every 3 weeks (rotating).

The shift was changed on 18 April, when it was decided that the project secretary should mainly work the dayshift Monday to Friday, and the remaining shift should be divided between the 2 office staff members, every second weekend being off and with 2 days generally off every week. In July the week-end shift for the office staff was changed so that working hours on Saturday ran from 11.00 a.m. – 6.00 p.m. and Sunday from 9.00 a.m. – 4.00 p.m.

#### **2.4.2 Guide job description**

The main categories of responsibility in the Guide Manager's work were:

- Administration of work schedules for the guide group.
- Planning, implementation and follow-up of the guide group's routines.
- Internal communication with the Management, Media and Events Manager, Administration and Technical Support at the Nordic Pavilion.
- Planning and coordination of the guide work before and during events at the Nordic pavilion.
- External communication concerning the guide group's participation in events outside the Nordic pavilion.
- Division of tasks such as interpretation, driving and participation of the guide group in media work.
- Being part of the team leader group with responsibility for the daily operations of up to five shifts a week.

The main goal of the Nordic Pavilion guide project was that the guides should play an active role at the exhibition. The main tasks of the pavilion guides were:

- Active dissemination of information about the content of the exhibition to pavilion guests.
- Supervision of the flow of guests at the entrance and through the exhibition.
- Information about the Nordic countries to the guests.
- Assistance at VIP functions and guiding of VIP groups.
- Security and safety at the exhibition.
- Implementation of events at the pavilion and also participate in the planning there of.
- Management of the Easy Access System for reserved admission between pavilions.

A system with team leaders for the guide group was introduced from the start. Their role was to act as a link between the Guide Manager and the guides and they were assigned numerous other duties in addition to their normal guide tasks:

- Opening and closing of the exhibition in the morning and evening including turning on and off of the technical installations (printers, screens and computers, etc.).
- Organization of the daily rotation of guides at the pavilion and breaks during the shifts.
- Responsibility for the guest flows at the pavilion.
- Problem solving in consultation with the Guide Manager.
- Communication with the security guards of the EXPO Association about the queuing system and the general use of the area outside the pavilion.
- Responsibility for the VIP area at times when the VIP staff was not available.
- Full responsibility for the technical elements of the exhibition.

#### **Working conditions**

side

The working hours of the staff at the Nordic Pavilion were organized according to the opening hours of the EXPO and the schedule of the shuttle bus to/from the staff accommodation. During the first month, the opening hours of the EXPO were from 9:30 to 20:30. This was changed on April 26 and the new opening hours were 9:00 to 21:00.

The daily work at the pavilion was organized in two shifts, the first one starting at 8:45 and ending at 15:30, the second shift starting at 15:00 and ending at 21:15. During the first month, before the change of bus schedule, the guides worked one long day shift (from 8:45 to 21:15) per week but a changed shuttle bus schedule made it possible to shorten the shift to nine hours, starting at 8:45 and finishing at 17:45. This was changed to an evening shift from 11:45 to 21:15 when the EXPO launched an evening All Star Show and Parade in August, in which the Nordic Pavilion participated some evenings every week.

## **2.5 Working in Japan**

### **2.5.1 Accommodation**

All but one of the staff were accommodated in 18 apartments rented by the Nordic Pavilion through the EXPO Association. The compound of Shiga-Kohen in the Chomaru-cho/Kita-ku area was situated in Nagoya, just 40 minutes from the EXPO area by shuttle bus. The apartments shared by 1 to 3 persons were spacious, the surrounding area contained all the necessary services and there was a recreation area across the street. All apartments were equipped with furniture, TV, phone, the necessary standard products (a so-called convenience package), and broadband. The accommodation office in the same block was a valuable source of information about support facilities such as hospitals, help with lost keys and renting of the meeting room connected to the apartment area.

### **2.5.2 Transport**

The EXPO Association arranged transport for the staff between the accommodation and the EXPO site, a bus ride of approximately 40 minutes. The one-way ticket fee was JPY 600.

The bus schedule was updated and the daily bus tours were increased a few times during the six months to fit the needs of the staff. Towards the end of the EXPO, the number of visitors reached its peak (as many as 300,000 daily), followed by massive transportation problems around the EXPO site.

The Nordic Pavilion had two SAAB cars at their disposal throughout the EXPO. Technical staff used one car, and two guides used the other. When needed, they shared the responsibility of driving VIP guests, artists, pavilion staff and equipment. About three days a week, the team leader in charge of opening the exhibition had to arrive before the shuttle bus, which made the car a valuable tool.

### **2.5.3 Leisure activities**

The staff's leisure activities played a central role in strengthening the group's social bonds, which are invaluable for the proper performance of duties.

Three guides accepted the extra function of arranging the common leisure activities for the staff. The tasks of the leisure activities group mainly consisted of:

- Booking transport from the Nordic Pavilion to the EXPO Futsal tournament both for players and spectators.
- Enrolling staff for 13 different IBAC tours arranged by Aichi-Nagoya International Business Access Center, which took the EXPO staff to events such as Sumo wrestling and a professional baseball game or on

side

factory tours such as of the Brother, Makita, Sony and the Toyota factories.

- Arranging birthday celebrations for the staff.
- Ordering a T-shirt that Nordic pavilion staff could wear during leisure time.
- Informing about events at the EXPO site, such as the Japan week ceremonies, concerts and EXPO staff parties.
- Handling the registration and communication with organizations offering free trips for EXPO workers to visit tourist attractions, such as museums, Mount Fuji and Osaka, etc.
- Arranging Easy Access for staff to corporate pavilions.

The EXPO Futsal tournament was a popular event in which the Nordic Pavilion was well represented. Two teams, one male and one female, participated. The men's Nordic team won 3<sup>rd</sup> prize in the first tournament, and the women's team won 3<sup>rd</sup> prize in the following two tournaments.

Other leisure-time activities included staff parties arranged at the Nordic pavilion, both internal and with staff invited from other pavilions. The guide group did all the planning and preparations.

On 8 September, a visit to the Wallenius Wilhelmsen vessel in Nagoya harbour offered information about the company and its operations, plus lunch and a guided tour, and was highly appreciated by our staff.

## **2.6 External cooperation**

### **2.6.1 EXPO Association**

The EXPO Association was the key organization and counterpart for our project. Communication was very intensive at all management and operational levels. Mr Akihiro Sawayama, Senior Regional Director, was appointed as liaison officer for the Nordic Pavilion. Being a member of a team of six regional directors, he was also responsible for the rest of Europe and countries in Asia Minor. He started his duties at the association early in 2001, since having travelled to all the Nordic countries several times. Having previously worked for many years in Germany, he had good command of both German and English. His knowledge of both languages proved to be real assets for the Nordic project. One of the working principles of the association was that all contacts to all levels of the organization should be channelled through him. He took his job very seriously, was extremely easy to access and swift to respond and always showed a remarkably service-minded attitude in his activities. One of the most valuable assets was his ability to interpret between the European and Japanese decision-making cultures so effectively that the Nordic project always became heard and handled "in the nick of time" and in the right way. There is good reason to praise his endless efforts in solving all kind of problems that arose throughout the project period.

### **2.6.2 Steering Committee**

The Steering Committee, based on BIE and EXPO 2005 regulations, was a body where the participating countries were represented at CG level and where all common problems related to EXPO could be handled together with the EXPO management.

The College of Commissioner Generals of all participating countries selected the committee in Nagoya on 19 November 2003. Candidates eligible for election must be from BIE member countries, reside permanently in Nagoya during the EXPO period and officially appointed CGs. The Nordic CG, Mr.

side

Pertti Huitu, was elected as a member of the Steering Committee. There were two candidates for the chairmanship, and for the first time in EXPO history an election took place. Mr Bernard Testu, CG of France, was elected chairman. The committee had 12 meetings.

### **2.6.3 Capitals**

The capitals played very active roles in the project. A natural reason for this was that the capitals and the newly established Steering Group were in charge of all the preparatory measures for creating a joint project. Another fact was that the responsibility for organising the National Days was delegated to the capitals.

According to the division of labour, the capitals main responsibilities were:

- Strategic decisions
- Basic financing
- National Days
- Official delegations in connection with NDs
- Basic information and promotional materials

All Nordic countries had established National Reference Groups for coordinating the national EXPO project. The key tasks were preparing the respective National Day programmes, with visits from the guests of honour and VIP delegations, and coordinating the use of the VIP conference facilities. Some groups also took initiatives regarding the cultural programmes and the content of the pavilion exhibition or commercial activities therein. Assistance identifying potential private partners to the project was also very much appreciated. Some, the Finns for instance, were very active, holding joint meetings for all involved parties almost once a month, and others kept all parties well informed about the progress of the project.

Although the primary targets of all media activities were in Japan, the capitals' role was pivotal in promoting the Nordic participation on a national level. Press conferences and press releases were the main means of communication work.

In the capitals, members of the Steering and Working Groups were the most common liaison persons of the project. E-mails proved a very effective way of communicating with each other. Finland outsourced her National Day arrangements and gathered the private financing at trade promotion organisation FINPRO, which used the company CONTRA as a subcontractor.

National Days and the role of capitals will be described in detail later in this report in section 4.10.

### **2.6.4 Embassies, consulates, cultural institutes**

The role of embassies in Japan was central to the Nordic project. In the preparation phase all embassies were kept well informed about the project progress. For example, four video conferences between the capitals and the embassies in Tokyo and Copenhagen were organised immediately after the principal Steering Group meetings in January-May 2004. The Steering Group organized a kick-off event with press in Nagoya on 15 June 2004, followed by a joint meeting with all embassies in Tokyo.

The Nordic ambassadors' monthly meetings had anticipated the coming EXPO well in advance. Using local information sources and good contacts with the locally established Nordic businesses, the ambassadors took several initiatives, with the capitals pushing them to consider the participation positively. When the decision on Nordic participation was made, the

side

embassies prepared carefully assessed plans about how to develop the pavilion concept, how to attract industries to utilize it, how to cooperate in cultural and press fields, etc. This was a highly positive asset to the project.

The CG and management team had an opportunity to enjoy the hospitality of several embassies when they hosted information lunches or dinners for all relevant potential cooperation partners in Japan. There were a total of five such meetings, and one together with the Steering Group. On 28 October 2005 all ambassadors attended the wrap-up meeting where the CG and management group reported the main results of the Nordic Pavilion and discussed how to utilize this situation and further develop Nordic cooperation on the basis of current experiences in Nagoya.

According to the cooperation model for Nordic EXPO 2005, the main responsibilities of embassies included:

- programmes of official delegations and supporting activities outside the EXPO site
- receptions, invitations, compiling lists of invitees
- safety and security arrangements outside EXPO for VIPs
- role of friendship and sister cities
- info and promotional material
- support and cooperation in press and media work, media contacts
- support and cooperation in organising cultural events

In practice, division of labour worked quite well. Every embassy had appointed a liaison person or even an EXPO team to follow the project and take care of all practical embassy arrangements. The ambassadors committed fully to the project, each visiting EXPO and the Nordic Pavilion several times. The project is very grateful to the ambassadors and embassies for their extraordinary, great support.

The secretariat produced some posters presenting the Nordic Pavilion for the use of embassies in February 2005. All embassies had a well-kept link to the project's website. All embassies were keen to promote the concept actively to many relevant authorities and private persons and organisations.

The consulate worked, as usual, under the guidance of the embassies and participated actively, especially in National Days and activities in Friendship Cities.

Cultural Institutes worked as effective and innovative sounding boards when the concept and the event programmes were prepared. The Finnish Cultural Institute contributed greatly to promoting the selection of Ms Tea Mäkipää as one of the EXPO's art programme artists.

From the embassies perspective, Nagoya was often said to be located too far from Tokyo. The Nordic project handed over information about all of its press, cultural and business contacts for the use of embassies after EXPO's closing.

### **2.6.5 Trade and tourist promotion organizations**

Trade promotion organisations assisted actively in promoting the Nordic concept among the Nordic and associated companies. They also compiled information and contacts for potential companies to take part in the pavilion's commercial operations as well as to utilize the VIP facilities.

After inviting tenders the Danish Trade Council (DTC) and the Finnish trade promotion organisation FINPRO were selected in summer 2004 as liaison offices of the project in Japan. The former contributed mainly by providing



side

legal expertise regarding Japanese contract-law practices and by assessing and shortlisting potential local contractors and building architects and consultants. DTC also did an in-depth survey on salary and taxation problems of the Nordic project staff in Japan. FINPRO assisted the project by hiring, on behalf of the project, the pavilion director and four local guides, with social security and insurance coverage included. FINPRO also helped by checking the backgrounds of Japanese organizations and by taking care of some local payments.

### **2.6.6 Aichi prefecture**

The Aichi Prefecture, in addition to having two pavilions at the EXPO site, was also very active in relation to the Nordic Pavilion. The prefecture was responsible, e.g., for safety and security arrangements of high-ranking VIP visitors outside the EXPO site. Cooperation with their officials was very close. The prefecture was the prime mover for establishing, e.g., the IBAC organization and arranging Aichi Welcome Night receptions in conjunction with National Days. The prefecture hosted a reception such as this in honour of the Icelandic delegation on 15 July 2005. Governor Maasaki Kanda personally attended every Nordic National Day programme, visiting the pavilion numerous times. The prefecture was also an initiator by establishing an EXPO museum at the premises of the former guest house at the EXPO site. The Nordic Pavilion was among the few pavilions invited to donate items to the museum. Design objects and furniture covering all Nordic countries were donated at the end of EXPO.

Nagoya City, being a member of the aforesaid consortia, had a somewhat lower profile. Their pavilions, like all Japanese pavilions, were very amicable and cooperative in receiving the Easy Access VIP groups from the Nordic region.

The concept of Friendship Cities was a unique initiative by the EXPO Association. The association had a city or a town from Aichi Prefecture cooperate on the local citizens level with the foreign participants, especially on National Days. Following were the Friendship Cities for the Nordic region:

- Denmark                      Anjo
- Finland                        Obara (later part of Toyota City)
- Iceland                        Chiryu
- Norway                        Sobue (later part of Toyota City)
- Sweden                        Okazaki

Anjo, Chiryu and Okazaki had already been sister cities for a long time, which benefited the project. The activities of Friendship Cities are described in more detail in connection with National Days in this report.

All cities also arranged numerous special events, cultural weeks and local festivals where the pavilion management and staff was always welcome and which they actively attended, too. Hopefully, the fruitful communication will also continue in the future.

## **2.7 National Days**

During the six-month EXPO period, over 100 National Days were celebrated at EXPO, meaning that more than half of the 185 opening days featured

side

country-specific theme days. The Nordic countries celebrated their individual National Days in the following order<sup>1</sup>:

Sweden, 4 April (Wed)  
Norway, 11 April (Mon)  
Denmark, 20 April (Wed)  
Finland, 12 May (Thu)  
Iceland, 15 July (Fri)

In most cases, the National Day (ND) celebrations involved high-level VIP visits and large-scale cultural programmes. The Nordic NDs were no exception, featuring royal and PM visits as well as world-class musicians and performers. These large-scale events required tight cooperation between the Nordic Pavilion, Nordic capitals, embassies & the EXPO Association. In theory, official participant countries could use all the common event facilities on their National Days. In practice, however, only facilities booked well in advance proved available. These facilities included EXPO Dome (3000 seats), EXPO Hall (450 seats), EXPO Plaza super screen and stage (up to 10,000 standing audience) and outdoor event stages in the Global Commons. Approx 2/3 of all ND celebrations took place in EXPO Hall. Due to the scope of the Nordic ND programmes, they all took place in the spacious half-open EXPO Dome. The Dome proved very popular in the latter half of EXPO, but faced low visitor numbers early on due to unseasonably low temperatures, lack of awareness of the Dome and overall low EXPO visitor numbers. Therefore, the first Nordic ND programmes produced mixed results in terms of visitor numbers, but all turned out to be very popular among the Japanese media.

### 2.7.1 Role of capitals

Country	Initial planning	Implementation
Sweden	MOFA	The Swedish Institute & Cirkus Cirkor
Norway		Norwegian Embassy & Japanese event producer Office Ohsawa
Denmark	National Agency for Enterprise and Construction (NAEC)	NAEC (& Nordic Pavilion)
Finland	Trade Min and FINPRO	Finnish PR company Contra
Iceland	MOFA	Ministry of Education and Culture

The Nordic Pavilion and the Nordic embassies shared the responsibility for the preparations in Japan. The pavilion was in charge of onsite preparations and the embassies handled the overall programmes for the VIP guests / delegations.

### 2.7.2 Official programs

Even though the five ND official programmes varied somewhat, the overall programme usually followed the below pattern:

Time	Activity
10:30 a.m.	Arrival of delegation at Guest House
11:00-11:20 a.m.	Official inauguration ceremony in EXPO Dome
11:40am-	Official cultural programme in EXPO Dome (ND)

---

<sup>1</sup> Please refer to appendix 9.4, 9.5, 9.6, 9.7, 9.8, 9.9 for the program and description of each of the Nordic National Days.

side

12:00pm	attraction)
12:30 p.m.	Official luncheon at the Guest House (VIP delegation only)
2:00 p.m.	Tour of the EXPO site
4:00 p.m.	Optional: press conference and/or reception, dinner

The official ceremony at EXPO Dome was always the highlight of the ND programme, with inauguration speeches by both the Japanese hosts and Nordic VIP guests followed by top-notch cultural programmes. These ceremonies - almost without exception - attracted the largest audience and gained most media coverage.

The one-hour official programme included:

- Playing of national anthems and flag raising,
- Welcome speech by representative of the Japanese Government
- Welcome speech by representative of the Japan Association for EXPO 2005
- Speech by representative of the official participant country
- National Day attraction (40 min cultural programme)

### **2.7.3 Internal cooperation**

The Nordic Pavilion was involved in almost all activities related to National Days, especially those taking place at the EXPO site. Needless to say, the pavilion had its busiest days around National Days, and on the day itself all staff usually worked 12-hour shifts. In addition to the aspects already mentioned, the pavilion was involved in - or had full responsibility for - the following activities:

- Accreditations
- Arranging transport & accommodation for artists
- Planning ND ceremony and cultural programme
- PR activities for ND and arranging press conferences in the pavilion
- Planning ND receptions in the pavilion
- Distributing promotion material & running info desk on National Days
- Providing extra hands when needed

## **2.8 Nordic Day**

To commemorate the joint participation of the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) in EXPO 2005, 2 July was celebrated as Nordic Day at EXPO. On this day, two VIP seminars were held at EXPO with the titles "Nordic models of economic and family welfare" and "Nordic cooperation within innovation and the creation of new industries". Two Nordic ministers, the secretary general of the Nordic Council of Ministers and the president of the Nordic Council, were the main speakers at the seminars. Visitors could enjoy various Nordic cultural events provided at the EXPO site from 23 June to 5 July to mark the Nordic joint participation. The highlight was a Swedish-style Midsummer festival at the Nordic Pavilion on 25 June. On 1 July, the day before Nordic Day, seminars for political decision-makers were held at the Norwegian and Finnish embassies in Tokyo on the same topics addressed on Nordic Day.

### **2.8.1 Invitees & attendance**

The target group for the Nordic seminars was opinion-makers in the Aichi-Chubu region. The lack of Nordic contacts in the Aichi region made the invitation process quite time-consuming. Eventually, invitations were sent to a rather broad audience, including local governments, special contacts of

side

Nordic embassies and companies, major universities, members of EXPO's media centre, IBAC partner companies, friendship cities, NGOs and all EXPO pavilions. All participants received a free ticket to the EXPO site, paid for by the NCM and the Nordic Pavilion.

## 2.9 Aug/Sep cultural programs<sup>2</sup>

As all the Nordic National days had been successfully completed, it was decided to organize a cultural programme at the Nordic Pavilion for the last couple of months at EXPO. The Nordic Investment Bank had earlier decided to sponsor a Nordic cultural programme at EXPO, so in July the Nordic Pavilion developed a project framework that both fit the NIB's sponsorship and the image of the Nordic Pavilion. Two parallel cultural programmes were started, one focusing on Nordic music and the other on Nordic Design and crafts.

The objective of the programmes was to introduce Nordic music and design further in Japan, by inviting young and promising Nordic artists, or artists with special interest in Japan, to visit the pavilion and present their art. The guiding principle of the programme was to maintain a sound Nordic balance while also offering as eclectic a programme as possible. Each artist/group was invited to the pavilion for about 4-7 days, although groups with a fixed schedule in Japan sometimes visited for only one day.

### 2.9.1 Music Program – Content

The musicians were all asked to put together a repertoire representing the music scene in either their own country or the Nordic region, and further to adjust their repertoire to the ambience of the pavilion or other concert venues at EXPO. All the musicians did so successfully, and the concerts received much praise from both visitors and the EXPO events teams, which were eager to have the Nordic bands, play on the outdoor stages at EXPO.

"Returnee visitors" often attended the Nordic concerts for several days in a row, and the bands' CDs sold very well in the pavilion shop. The musicians were usually asked to give three concerts a day: two short concerts inside or outside the pavilion and one concert on the outdoor event stages at EXPO. The concerts at the pavilion usually gathered an audience of 100-250 people, and the concerts on EXPO's event stages usually gathered 300-500 people. The following musicians/bands participated in the music programme:

#### Music Programme

Period	Country	Band / Artist
4 Aug	Finland	The Philomela Choir (women's choir) Finnish songs by women composers
29 Aug – 1 Sep	Norway	Audun Waage Quartet (trumpet, drums, double bass, piano) Nordic & original jazz compositions
1 Sep – 4 Sep	Iceland	Guitar Islancio (two guitars, double bass), Icelandic & Nordic folk/jazz
9-12 Sep	Iceland	Gissur Pall Gissurarson (tenor) & Holmfridur Sigurdardottir (pianist), Icelandic songs
10 Sep	Japan/Sweden	Blageten (violin & nyckelharpa), Swedish

<sup>2</sup> Appendix 9.10 contains a list of all cultural events.

side

		folk music
12-17 Sep	Sweden	Gustav Lundgren Quartet (guitar, drums, bass, saxophone), Swedish jazz & jazz standards
17 Sep	Japan/Sweden	Song and dance performance in the pavilion by 18 Swedish & Japanese children
20-25 Sep	Denmark	Helene Blum Trio (vocals, cello, piano), Danish folk music

The Philomela Choir and Swedish youth were visiting Japan and thus invited to perform at the Nordic Pavilion. Blaageten is a group of Japanese professional and amateur musicians specializing in Swedish folk music. The Icelandic band Guitar Islancia was about to release its first CD in Japan, but other groups were invited directly from the Nordic countries and were usually on their first visit to Japan.

### 2.9.2 Design & art program – content

The participants in the design & art programme were asked to make an exhibition of their work. The exhibitions were on the ground level of the pavilion and could be seen during its opening hours. The designers were asked to open their "workshops" for a minimum of 3-4 hours a day, at which time they demonstrated how they create their artwork. Pavilion guests showed great interest in the workshops and enjoyed interacting with the designers. The following designers participated in the programme:

#### Design & Art Programme

Period	Country	Designer / Artist
29 Aug – 3. Sep	Sweden	Ulrika Elovsson, textile art
5-11 Sep	Finland	Matti Tainio, silversmith
12-17 Sep	Iceland	Tinna Gudmundsdottir, industrial & interior design
20-25 Sep	Norway	Knut Petter Ryan, film director (short shorts)
18-21 Sep	Denmark	The Wegner Y-Chair

The designers all came from the Nordic region, except for a representative from the Danish company Carl Hansen & Son, who introduced the Danish designer Hans Wegner and demonstrated how the famous Wegner Y-Chair is made. The Norwegian film director Knut Petter Ryan visited EXPO very briefly to receive his first-prize award at EXPO's international short-shorts film festival, but he did not work in the pavilion as the rest of the artists did. Knut Petter's short film "My Head" was shown in the pavilion for six days, including the closing day at EXPO. Compared to the artists in the music programme, a relatively high proportion of the participants had already established some contacts in Japan, Ulrika Elovsson, Tinna Gudmundsdottir and Niels Hvass all having exhibited their work in Japan before the EXPO.

### 2.9.3 Economy of activities

The Aug/Sep cultural programmes were sponsored by the Nordic Investment Bank and the Nordic Pavilion. The total budget of the programmes was DKK 700,000, which covered all the expenses related to the artists' visits. The artists received no additional salary for participating in the programme.

## 2.10 Other events

side

In spite of the budgetary limitations, however, the pavilion managed to introduce various events at EXPO by seeking cooperation with, for example, embassies, Nordic friendship societies and cities and tourist boards. The pavilion also drew heavily on the talents of its own staff, who mastered everything from singing to playing the saw. Larger events were organized on an ad-hoc basis, i.e. the number and scale of activities much depended on whether the pavilion could cooperate with other parties organizing Nordic events in Japan. Nearly all activities initiated by the Nordic Pavilion took place on the EXPO site, in contrast to the various events organized by the Nordic countries, which mainly took place outside the EXPO area.

In cooperation with the capitals, the Nordic embassies arranged many interesting cultural and/or business activities in the Aichi region. These activities were usually arranged in conjunction with the Nordic National Days. Partner companies also made good use of the VIP facilities, often turning the minimalistic VIP rooms into colourful event venues for their business partners.

The Nordic Pavilion/countries also participated in many large-scale events arranged by the EXPO Association, UN, EU and other organizations. It is impossible here to describe all these events in detail, but some important examples will be mentioned.

Events on the EXPO site - highlights

**Nordic Days:** To mark the Nordic Day, a varied cultural program was organized by the Nordic Pavilion both prior to and after the Nordic Day. One of the highlights was a Midsummer celebration at the pavilion on June 25, featuring Swedish folk dances and various concerts with Nordic music. Pavilion guides also made and raised a "Midsummer Pole" in front of the pavilion, thereby gaining great attention from guests in the area. On July 3-5 screenings of video art by the Swedish group Bee off and Nordic films took place at Expo Plaza under the title "Nordic Film Festival". Also, guests could enjoy live music and recitals from Nordic children's books in the Nordic Pavilion July 2-5. Finally, car-lovers had the chance to study the Swedish SAAB Linear outside the pavilion on July 3.

#### Event Schedule

23/06	Concert Keiko McNamara	Swedish folk music	NP
25/06	Midsummer Celebration	Midsummer pole, trad. music & dance	NP
25/06-02/07	"Romantic Christmas in Scandinavia"	Lucky draw for two SAS flight tickets	NP
03/07	SAAB Linear	Intro & exhibition	NP
03/07	Nordic Film Festival	Films & video art	E Plaza
04/07	Nordic Film Festival	Films & video art	E Plaza
05/07	Nordic Film Festival	Films & video art	E Plaza

**Norway events on opening day:** On opening day (25 March), a group of young Norwegian gymnasts visited the Nordic Pavilion. They performed on the event stage in Global Common 4 as part of EXPO's opening day programme. Prior to the performance, the gymnasts cooperated with one of Japan's largest trading companies to introduce Norwegian Jarlsberg cheese to pavilion guests. Needless to say, pavilion guests were happy with the initiative, and the cheese did not last for long!

side

**Children's Day ("Kodomo no hi"):** The highlight of Children's Day at EXPO was the visit of Green Santa from Denmark. After a press conference at EXPO's Media Center with representatives from the Scandinavian Tourist Board and Nordic Pavilion, Green Santa made appearances at the Nordic Pavilion and on the Global Common 4 event stage, where he told the young audience about the importance of environmental protection. On the same day, children's book recitals took place at the Nordic Pavilion.

**Moomin Day:** One of the absolute highlights of the cultural events at the Nordic Pavilion was Moomin Day on 9 August, and the Moomin events on the following days. The Moomin programme was organized in cooperation with the Moomin Valley Museum in Tampere to commemorate the 60-year anniversary of Moomin Troll. A unique exhibition of Tove Jansson's original drawings was held on the EXPO Plaza super-screen. The popular Moomins also sang and danced for EXPO visitors at EXPO Plaza, the Nordic Pavilion and on the Global Common 4 event stage. A Moomin Post Office, where pavilion visitors sent original Moomin postcards free of charge via Post Finland, was a huge success.

**Pippi Day:** Like Moomin Troll, the beloved Pippi Longstocking also celebrated her 60<sup>th</sup> birthday this year. Pippi's Day was celebrated on 13 September, which is also the birthday of her creator, Astrid Lindgren. Pavilion guides were extremely active in arranging the Pippi events, which included a Pippi drawing contest, screening of Pippi movies and pavilion visits by the ever-young birthday girl.

**Other Events:** The pavilion celebrated all its "*Milestone Visitors*", starting with guest number 100,000 and continuing until the pavilion had reached the important goal of receiving guest number 2 million. All of these special guests were presented with various gifts from the pavilion shop, and guest number 2 million even received a plane ticket to the Nordic countries from Finnair.

On the occasion of the *World Orienteering Championships (WOC2005)*, held in Aichi Prefecture 7-14 August, the Nordic Pavilion invited the Nordic national teams to introduce the sport to pavilion guests.

Various *concerts* were held in the Nordic Pavilion throughout the EXPO period, both by visiting artists and the pavilion's own staff. The space outside and inside the pavilion was used for these events, thus enhancing the cosy atmosphere of the pavilion. *Moomin* and *Pippi* paid frequent visits to the pavilion, never failing to charm pavilion guests of all ages.

### **2.10.1 Offsite events – highlights**

**Club Aurora:** On 16 March the Finnish Institute and Finnish embassy jointly arranged a Finnish event under the name Club Aurora to celebrate the start of EXPO's art programme and modern art in general. A young Finnish artist, Ms. Tea Makipaa, was one of seven artists commissioned by EXPO to represent the international art programme. The Club Aurora event took place in central Nagoya and featured contemporary media art and electronic music from Finland.

**Norwegian Welfare Seminar:** On 10 April, the day before Norwegian National Day, the Norwegian embassy, in cooperation with Chunichi Shimbun, arranged a large welfare seminar in Nagoya. Unfortunately, the HRH Crown Prince Haakon could not attend as originally planned, but the seminar was a great success nonetheless, with over one hundred participants. The governor of Aichi Prefecture, Mr. Kanda, kindly attended the seminar.

side

**HOME SWEDISH HOME:** The exhibition, organized by the Swedish embassy in cooperation with Okazaki City, represented a beautiful home fully equipped with Swedish design. The exhibition was held inside the Matsuzakaya department store for over a month from 11 June to 24 July 2005.

**Icelandic Cultural Week in Chiryu:** After Icelandic National Day on 15 July, the Icelandic music programme continued for some days as part of an Icelandic cultural week in Chiryu City – the friendship town nominated by the EXPO Association. For example, the popular Karsness School Choir and pop band, Bang Gang gave concerts in Chiryu. The cultural programme was organized by the Icelandic ND organizers, the Icelandic embassy and Chiryu City.

**Use It!:** From 6-30 August an exhibition covering 100 years of Danish design was held at the International Design Center in downtown Nagoya. The project was mainly developed by the Danish Design Centre, but was also actively supported by the Royal Danish Embassy. Use it! also supplemented the Nordic Pavilion and its design theme at EXPO 2005.

**Other events:** EXPO's International Business Access Center (IBAC) provided valuable support to official participant countries interested in launching business-related events in the Aichi region. One service that IBAC provided was to assist in opening an "antenna shop" of selected goods in department stores in Aichi. Both Sweden and Finland used this opportunity to open "antenna shops" in Nagoya, Matsuzakaya (April) and Takashimaya (July), respectively.

#### **2.10.2 EXPO Events with Nordic Participation**

**EXPO art programme:** The young Finnish Artist, Ms. Tea Makipaa, was one of seven artists commissioned by EXPO to participate in EXPO's official art programme, "Diverse Ways of Happiness". After 16 March, visitors at EXPO could enjoy seven large-scale art works from around the world, which had been installed on the EXPO site. The artwork of Ms. Makipaa was placed close to the West Gate throughout the EXPO period.

**EU stamp rally:** In cooperation with the European Union Member country pavilions at EXPO, the Delegation of the European Commission to Japan arranged an EU stamp rally, where visitors could receive gifts for gathering stamps from five different EU countries/pavilions. The Nordic Pavilion participated in spite of the countries' different approaches to the EU, and received a large number of guests in the rally periods. The events were an effective way of drawing attention to the European zones at EXPO.

**Short Shorts EXPO Film Festival:** A young Norwegian film director, Mr. Knut Petter Ryan, won the Best International Short Film Award at the Shorts Film Festival at EXPO 2005 for his short film "Hodet Mit" (My Head). Over 2500 films from 89 countries competed in this category. The film was screened in EXPO Dome at the Awards Ceremony and in the Nordic Pavilion from 20-25 September.



### 3. PRESS AND MEDIA

#### 3.1 Press and Media Communications

To some extent, the media coverage of EXPO 2005 resembled the overall visitor trends at EXPO, i.e. the media at EXPO came mainly from Japan – especially the Central Japan region. In general, the Aichi EXPO received little nationwide attention until the start of 2005, when the EXPO Association launched a PR campaign both in Japan and abroad. All major Japanese newspapers carried large EXPO feature articles on New Year's Day 2005, and subsequently large EXPO advertisements appeared in many of the world's major newspapers and magazines. In spite of these efforts, the interest in EXPO 2005 remained mainly domestic throughout the six-month period.

The Nordic Pavilion was also highly successful in terms of Japanese media coverage. In spite of efforts to introduce the joint Nordic EXPO project in the Nordic countries, media coverage at home was often limited to the National Days. The pavilion received few Nordic media visits during the EXPO period. This was because virtually no Nordic news correspondents were in Japan, and Nordic media was not invited to Japan. However, the pavilion managed to create fruitful cooperation with Japanese media, and remained busy throughout the EXPO period reaching out to and servicing the many TV channels, newspapers and magazines interested in covering the pavilion. Naturally, the many company and country pavilions keenly competed for attention at EXPO, but the Nordic Pavilion had much to offer and was among the most highly rated pavilions at EXPO.

##### 3.1.1 Media strategy and PR work

In early 2004, the Nordic EXPO Secretariat cooperated with the Information Department of the Nordic Council of Ministers, the EXPO Steering Group and Bysted A/S to make the first media strategie Important steps were taken in 2004 to introduce the joint Nordic EXPO project: press releases were sent out to all Nordic media, the pavilion website opened in June, and most capitals held press conferences to introduce the EXPO participation and National Day programmes in late 2004. In addition, a joint Nordic press conference was held in Nagoya in September 2004.

Early January 2005 onwards PR work concentrated on Japanese media. The goal was to profile the pavilion from the outset as one of the must-see pavilions at EXPO. The pavilion had the following competitive strengths and weaknesses:

##### Strengths

- Large and early National Days.
- Size/joint Pavilion,
- Good exhibition (Nordic-cosy-stylish-rich in content).
- Qualified Japanese-speaking staff.
- EXPO theme that fit the image of the Nordic countries perfectly.
- Popular shop and restaurant.

##### Challenges in connection with promoting the pavilion:

- Practically no media budget until the opening months.
- Pavilion exhibition was rich in content but not easily "conceptualized" (complicated theme and sub-themes).

side

- No clear visual image of the pavilion (discreet front, no mascot/symbol).
- Many Japanese do not recognize the term "Nordic countries" (hokuou).
- Lack of information material for media (no press kit).
- Constant lack of manpower.

The media work at the Nordic Pavilion can very roughly be divided into two phases, the pre-opening period and the six-month EXPO period.

### **3.1.2 Pre-opening (Jan-Feb-March)**

In early 2005, much of Japan's media – especially in the Aichi region – were preparing special EXPO broadcasts, articles and guides to be launched in conjunction with the EXPO kick-off. Due to the cold spring weather, few people visited the EXPO right after the opening, but most Japanese were still eager to know what the EXPO had to offer, and these early EXPO specials were very popular. As the pavilion was still under construction with a blank façade in late March, we were far from being the media's first choice. Therefore, efforts had to be made to visit some key media and draw attention to the Nordic Pavilion.

We are here!: During the first months in Japan, the most effective way to profile the pavilion as a must-see pavilion was to focus on event magazines and publishing companies doing EXPO features and guidebooks for EXPO's grand opening. Contacts were also made with TV and radio companies planning special EXPO programmes for the opening and/or planning regular broadcasts from EXPO.

Press Preview: The pavilion made efforts to prepare for the Press Preview Day on 18 March, and the following two days, which were special preview days for the public and the media. On 18 March, the EXPO Association organized a guided tour of the Japanese company pavilions in the morning, and the visiting media was then free to visit the rest of the site until early evening. On 18 March, representatives from all five Nordic embassies came to give short introductions of their countries and deliver messages related to the EXPO participation. A minimum of 500 media representatives visited the pavilion during the three preview days. As expected, most of them were Japanese.

Nordic Network in Japan: To introduce the Nordic EXPO project to the Japanese-Nordic business community and other stakeholders, the pavilion visited all Nordic embassies and most tourist and trade promotions to ask for their cooperation. Further, the pavilion produced material for mini exhibitions at the Nordic embassies and tourist organizations in Tokyo. An info-pack was created for each embassy, with small posters and information folders for receptions, lobbies and info-desks.

### **3.1.3 EXPO opening period (25 March – 25 September)**

Having limited resources and being physically located in Japan, the Nordic Pavilion focused its media work on the Japanese media, especially the members of EXPO's press club, local media or media that visited the EXPO. As most of the Japanese media representatives spoke only Japanese, the Japanese skills of the Nordic staff were highly appreciated. The pavilion benefited greatly from the fact that, e.g., many pavilion guides had the qualifications needed to represent the pavilion in various situations.

As the Japanese media was very interested in National Days and larger events, much of the media work during EXPO was focused on the highlight events at the pavilion.

### 3.2 Work distribution

The Nordic EXPO Secretariat had the overall responsibility for promoting the pavilion and its activities, but also cooperated with Nordic embassies, the Nordic Council of Ministers (NCM), capitals, Bysted, various Nordic organizations and the EXPO Association to get as much publicity as possible. The work was distributed as follows:

Who	What	When
Nordic Pavilion	Generally promoting the pavilion and its activities, focus on Japanese and Nordic media	Jan-Oct 2005
Capitals	Introducing the joint Nordic EXPO participation and National Days at home	Winter 2004 / 2005
Bysted A/S	Creating the pavilion website and various press materials	2004 & early 2005
NCM Info Department	Introducing the joint Nordic EXPO project in the Nordic region	Mainly 2004
NCM Info Department	Lending its network to send press releases from the pavilion to Nordic media	March-Oct 2005
Embassies	Introducing EXPO-related activities to media in Tokyo + EXPO news on embassy website	Mainly 2005
Nordic/Jap organizations	Informing various stakeholders of the Nordic EXPO project	Mainly 2005

Furthermore, partner companies often invited specialized industry-specific media to their VIP events in the pavilion. The Norwegian Fish Council had success hiring a Japanese PR agency to produce press material and promote some of its EXPO-related marketing events. Finland also hired a Japanese PR company to produce Japanese press material for the Finnish Day at EXPO. These PR activities did not replace, but became an addition to the pavilion's PR work.

### 3.3 Cooperation with the media

The pavilion worked hard to establish its own media network. Some examples of the pavilion's most important contacts follow:

EXPO PR and EXPO's Media Center: Most EXPO-related media work went through EXPO's PR Department and EXPO's Media Center (MC). These two divisions functioned as the link between the pavilions and the media. EXPO PR had the overall responsibility for promoting EXPO in Japan and abroad, managing the EXPO official and media websites, handling press releases from the pavilions and securing smooth media operations on National Days. The EXPO's Press Club: The press club consisted of about 30 media companies with permanent offices at the Media Center. All major press and media companies in the Aichi region – and in Japan – belonged to the press club. Although over 100 press-club journalists worked in the MC, creating personal contacts took quite an effort, shifts being extremely irregular among the journalists. The members of the press club were as follows (in alphabetic order):

Print Media	Broadcasting	News Agencies
Asahi Shimbun	Asahi Television	Jiji Press
Chu-Kei News	CBC Television	Kyodo News
Chunichi Shimbun	Chukyo Television	
Chunichi Shimbun Sports	NHK	

side

Fukui Shimbun	Nagoya Broadcasting Network	
Gifu Newspapers	Tokai Radio	
Higashi-Aichi Newspapers	Tokai Television	
Ise Newspapers		
Kobe Shimbun		
Kyoto Shimbun		
Mainichi Newspaper		
Nagoya Times		
Nihon Keizai Shimbun (Nikkei)		
Fuji Sankei Shimbun		
Nikkan Kogyo Shimbun		
Sankei Shimbun		
Shinano Mainichi Shimb.		
Shizuoka Shimbun		
Yomiuri Shimbun		

Newspapers: The pavilion had very productive relations with two of Japan's largest newspapers, Yomiuri and Mainichi, both of which carried regular columns with EXPO news. Additionally, Mainichi ran a series of country-specific articles, and Yomiuri had a "junior journalist" programme where schoolchildren interviewed EXPO VIP guests along with Yomiuri journalists. The pavilion made efforts to cooperate with Yomiuri on Nordic National Days, which became the start of a fruitful relationship. Pavilion news twice made the front-page of Yomiuri's Chubu edition. Yomiuri Shimbun also publishes Japan's second largest English newspapers, The Daily Yomiuri, to which the pavilion also got access. Finland and Norway had good contacts with the region's largest newspaper, Chunichi Shimbun, which was a great advantage for the pavilion. The Fuji Sankei business newspaper proved an important partner, often covering the pavilion's business-related activities.

Broadcasting: Even before the EXPO started, good relations were established with NHK, which had two daily broadcasts from EXPO for Aichi-Gifu-Mie prefectures, as well as a weekly, live nationwide broadcast from EXPO. The Nordic staff's Japanese skills and flexibility were highly appreciated for these live broadcasts. According to NHK representatives, probably no pavilion had as many appearances on local NHK as the Nordic Pavilion. In addition to general EXPO broadcasts, the NHK broadcast live and nationwide from the Nordic Pavilion on 6 April, 13 May and 12 August.

The pavilion frequently cooperated with the region's main radio stations, especially Love Earth, which broadcast live to Aichi-Gifu-Mie from its onsite studio. Two pavilion guides were also invited to represent the foreign participants at EXPO in an almost hour-long special EXPO farewell broadcast on Tokai Radio the day before the EXPO closing.

Event Magazines: From early on the pavilion made efforts to establish contact with Pia Magazine, Japan's largest event magazine. Pia was one of the most active magazines providing information about events, entertainment, food and shopping at EXPO, and further produced a number of EXPO guidebooks. In April 2005, Pia Chubu conducted a survey on satisfaction-levels among EXPO visitors, and the Nordic Pavilion ranked among the best foreign pavilions. The survey was not necessarily highly scientific, but still greatly contributed to profiling the pavilion as one of the most noteworthy pavilions at EXPO. The pavilion also established good contact with Walker Magazine, which offers content similar to Pia's but has slightly smaller circulation.

Lifestyle Magazines: Although the Japanese magazine Scandinavian Style is only published in about 25,000 copies, it was still an important partner for

side

the Nordic Pavilion because its readers are great fans of Nordic lifestyle, culture and design. In its summer edition 2005, the magazine carried an eight-page article on the Nordic Pavilion and Danish National Day.

Others: Many Japanese-Nordic channels proved important in reaching out to important stakeholders and/or Japanese target groups. A few examples are: 1) SAS's in-flight magazine, Scanorama, carried a three-page article about the pavilion throughout the six-month EXPO period. 2) SAAB Magazine carried a four-page thorough introduction of the pavilion in its Japanese summer edition. 3) The Finnish chamber of commerce regularly included EXPO news in its bulletin 4) The Scandinavian Tourist Board included EXPO news in most of its monthly newsletters in 2005. 5) The official Norway site in Japan often offered lengthy EXPO-related articles and photos.

### 3.4 Website

The pavilion website was like the pavilion itself, a great example of user-friendly Nordic design. The website offered – in English and Japanese – information about the Nordic countries, pavilion concept, partners, EXPO-related news and photos, as well as an event calendar. The Japanese version of the website was completed somewhat later than the English version, but overall the Nordic Pavilion was among the first foreign pavilions to complete its website. The pavilion averaged around 13,340 visitors and 55, 700 hits per month during the six-month EXPO period. Unfortunately, similar data is not available from the other pavilions at EXPO.

Number of visitors per month from opening to closing month:

March	April	May	June	July	August	Sept
13,498	16,106	18,747	11,206	9,465	14,553	9,985

The most popular pages on the website were the following (in that order):

- Start page
- Front page / English
- Press releases / English
- Front page / Japanese
- News / Japanese
- General News / English
- The Nordic countries at EXPO / English
- Partners Page / English
- Tour the pavilion / English

### 3.5 Information material

The information material available for ordinary visitors in the pavilion mainly consisted of an introductory envelope with pavilion floor plan and free postcards and a brochure produced by the NCM, "Dynamic Norden". Further, diverse printed material provided by, e.g., embassies, foreign ministries and tourist organizations as well as a 130-page publication on Nordic design was available for VIP guests and media.

At EXPO 2005, the pavilion's postcard system was a unique way of distributing information to pavilion guests. Envelopes with a pavilion floor-guide and approx. 30 different postcards were available - each with information in Japanese about the Nordic countries and the pavilion partners. The postcards became so popular that the selection had to be limited to 5-7 types of postcards per day, so they would last throughout the EXPO period.

side

The media also frequently included the postcard concept when introducing the pavilion.

### 3.6 National Days

In general, the National Days were the highlight of each country's EXPO participation, so much of the media coverage for each country centred on this important day. The official one-hour ceremony was the main attraction, but pavilion visits and press conferences also often proved popular among the media. An overwhelming majority of the attending media came from Japan. Media from Japan's neighbouring countries, such as China, Korea and Mongolia, were the only "foreign" media covering the National Days in large numbers. All the Nordic countries managed to attract much attention on their National Days, both thanks to high-level VIP visits and ambitious cultural programmes. Three Nordic National Days in April – all attended by members of the Scandinavian Royal Families – drew attention to the Nordic Pavilion from the outset, boosting its status as one of the most noteworthy pavilions at EXPO.

In general, the Nordic National Days got good publicity in both relative and absolute terms. Precisely determining the total publicity of National Days at EXPO is difficult, but the number of media representatives attending each ND is one indicator. The numbers are only partly reliable, though, as the data does not distinguish between Japanese and non-Japanese media, press and television crews. Needless to say, attendance by members of the Japanese Imperial Family also greatly influenced the number of attending media.

<b>No. of media repr.</b>	<b>No. of countries in this category</b>	<b>Ex. of countries in this category</b>	<b>Nordic countries (no. of media repr.)</b>
70+	8	China, BIE, Korea, Holland, UK, USA	
60+	5	Germany, Russia	Sweden (60)
50+	7	France, Italy, Spain	Finland (58)
40+	36	Switzerland, Ireland, New Zealand, Portugal	DK (48), NOR (40)
30+	39	Bulgaria, Indonesia	Iceland (39)
1-29	15	Canada, Croatia	

### 3.7 Nordic Day & Related Events

To introduce Nordic Day and the Nordic cultural programme, information about the seminars was sent to all members of EXPO's Media Center, and as a follow-up journalists were invited to a press briefing on 25 June 2005. In addition, the Media Center dedicated its internal "Daily News" (23 June) to the Nordic programme, with the headline "The Northern Oasis – Ahead of the World". As a result, both NHK Nagoya (Japan Broadcasting Corporation) and the Kyodo news agency covered the seminars – though with a clear focus on the welfare seminar. The best coverage of the Nordic events was a 30-minute TV programme on NHK's "Sarasara Sarada", which focused on the theme "Nordic Midsummer". The programme was broadcast live on 28 June (about 11:00 a.m.) in the Aichi, Gifu and Mie prefectures. Most local newspapers also included the Film programme at EXPO Plaza in their event schedules.

### 3.8 Aug / Sep cultural program

Before the first artists arrived, a press release introducing the cultural programme was sent out to Japanese and Nordic media. Further information was provided in the pavilion bulletin, but both the press release and bulletin were posted on EXPO's official website for all to read.

At EXPO 2005 an active event schedule was one of the keys to creating and keeping media's interest in the Nordic Pavilion. With almost daily EXPO broadcasts on local TV stations and daily EXPO columns in the newspapers, the media appreciated interesting events that could be turned into interesting stories. The three-day Moomin programme around Moomin Day (9-11 August) was the biggest single event for the Nordic Pavilion, with the media coverage resembling an average national day at EXPO. TV channels in particular were eager to include Moomin Family members in their EXPO broadcasts, and a number of TV channels also gave the large main programme at EXPO Plaza a news spot. Green Santa's visit from Denmark on 5 May and the Midsummer programme were also big hits. Both received fairly extensive coverage, and the Midsummer programme and theme were, e.g., introduced in a half-hour live broadcast on local NHK.

### 3.9 Results (qualitative and quantitative aspects)

In general, events and entertainment news dominated the coverage of EXPO 2005, a trend that also applied to the Nordic Pavilion. However, thanks to the pavilion's exhibition theme and the Nordic countries' positive image as prosperous welfare states, environmental pioneers, natural havens and hip design centres, the pavilion managed to attract a relatively "serious" segment of the media. Most of the media coverage provided beyond National Days reflected Nordic values and our countries' responsible approach to family, society and nature. Nordic cooperation, per se, was both noticed and admired, further strengthening the image of the Nordic countries as stable, peaceful democracies. The pavilion frequently appeared in the media, and was among the top-ten most prominent foreign pavilions in terms of press coverage.

The language barrier meant that the media usually preferred talking with the Japanese-speaking staff at the pavilion. The visiting media also often preferred to introduce the people that ordinary guests would meet in the pavilion, thus opting for interviews with pavilion guides over high-ranking visitors or stakeholders.

#### 3.9.1 The quantitative aspect – media statistics

At Aichi, joining forces in a joint pavilion produced great synergies. The pavilion itself captured much attention, and each country also received considerable media coverage, e.g. on National Days and in country-specific EXPO series carried in the press and on TV. According to NHK, the Nordic Pavilion was among the pavilions that most frequently appeared in their EXPO broadcasts (see appendix 9.11 with TV and radio appearances).

Top ten foreign pavilions in terms of press coverage (Jan – Oct 2005):

Ranking	Pavilion (Number of Countries)	Number of Articles
---------	--------------------------------	--------------------

side

1	African Joint (29)	121
2	China	97
3	Australia	96
4	Spain	95
5	Italy	89
6	Nordic Joint (5)	88
7	Canada	72
8	USA	63
9	South Pacific (11)	62
10	Singapore	51

Top ten foreign pavilions in Global Common 4, press coverage (Jan – Oct 2005):

NB\*\* Switzerland, Holland and the UK all received high-level visits by the Japanese Imperial Family.

Ranking	Pavilion (Number of Countries)	Number of Articles
1	Nordic Joint (5)	88
2	Switzerland**	29
3	Poland	28
4	UK**	27
5	Holland**	23
6	Romania	23
7	Belgium	22
8	Portugal	20
9	Ireland	19
10	Russia	19

Press coverage of individual Nordic countries (roughly divided).

Country	No. of Articles in Nat.-Day Month	Other Articles	Total
Nordic			18
Sweden	10	5	15
Norway	9	9	18
Denmark	11	1	12
Finland	9	4	13
Iceland	8	4	12
			<b>88</b>

### The Nordic Pavilion, staff and exhibition

Most magazines focused on the popular pavilion restaurant and shop, but also often chose the forest and Northern lights by Louis Poulsen. The magazine and guidebook texts are usually very compact, but still communicate the essential messages of safe, high-quality food products and refined design. In one of its EXPO guides, for example, Pia Magazine introduced the pavilion restaurant in the following manner: *“Denmark, Finland, Iceland, Norway and Sweden are all famous for their high-quality agricultural products and seafood. The five countries take pride in offering Nordic traditional dishes made from the freshest ingredients. We recommend that you try the healthy, simple, and elegantly arranged dishes with Danish beer or Icelandic natural spring water.”* The pavilion was often introduced as a good place for souvenir shopping, and the articles usually highlighted the Moomin goods and the Iittala birds.



side

As can be seen in the list of newspaper headlines, the media coverage of the Nordic Pavilion and the exhibition itself varied greatly. The Wallenius Wilhelmsen ship concept was probably the most popular exhibition item and was often explained in surprising detail. The Aurora Borealis by Louis Poulsen's was the most popular photo subject. However, most aspects of the pavilion were covered to some extent by the free postcards and "origami" boats to the loop itself. Many articles also featured interviews with pavilion staff – mixing exhibition themes with personal experiences and stories from the staff.

#### 4. BUDGET AND FINANCIAL STATEMENT

The economic framework consisted of basic financing equally distributed between the participating countries and variable financing from the private sector and fees for the use of pavilion services. Basic financing was as follows:

Denmark	DKK 12 mill
Finland	DKK 12 mill
Iceland	DKK 2 mill
Norway	DKK 12 mill
Sweden	DKK 12 mill

According to the cooperation agreement (see section 1.4) the NCM confirmed an additional DKK 5 mill as its share.

In the case of Finland, the basic financing consisted of 75% from state funding and 25 % from the private sector, and Sweden's basic financing was correspondingly split between the two. Other countries obtained all their financing from state funding.

The budget was prepared on a gross value basis. The NCM, having the special status of being a VAT-exempt organization, afterwards collected the VAT refunds for the project both in Denmark and in Japan. The VAT exemption in Japan was, in principle, based on EXPO's rules, but subject to the considerations and final decisions of local tax authorities.

The budgeting principle was based on expenditures and no income. The costs of National Days with all corresponding cultural programmes and visiting delegations was a country issue and thus outside the project budget.

Special attention was focused on covering potential risks in implementing the budget. Costs of building contractors and exhibition suppliers as well as the entire operations phase were the highest items in the budget. As soon as the first round of Japanese contractor tenders was in the hands of the secretariat and Bysted in August/September 2004, many adjustments had to be made and some project details downgraded to achieve the acceptable level of costs. The budget was minutely updated accordingly.

The Steering Group decided to keep a special reserve of around 10% of the budget to protect the project from any unexpected extra expenditures. This reserve was released prudently alongside the project as risks arose. In March 2005 the project hired Deloitte Touche Denmark as an external auditor to secure the budgeting and auditing of the accounts.

The NCM deposited the extra project funds according to well-established custom. The interest and refunded deposit from Japan, mixed income on commercial activities and VAT refunds were treated as project income when the books were balanced.

To commit the private sector to the project and enhance the content of the exhibition and commercial activities in the pavilion, the project assembled a versatile mix of partnerships. The accounts carry the content and value of goods, services and other contributions under the item "in kinds".

side

The budget, financial statement, closing of accounts, and auditor's report will be presented as separate appendixes.

## **4. GENERAL ASSESSMENTS AND RESULTS**

### **4.1 EXPO 2005 as a Whole**

The total number of visitors at EXPO 2005 was **22,049,544**. The official target of 15 million was reached as early as 18 August 2005. Thus, the target was surpassed by 50%, an excellent result. This success also greatly contributed to the profitable economic result of this exposition.

From the outset EXPO 2005 enjoyed the full support of government, authorities, media and citizens both nationwide and at the local level. This is perhaps the single-greatest determinant for the success of this EXPO.

The overall assessment of EXPO could be approached from three different perspectives.

#### **4.1.1 EXPO's performance as a project**

Apart from the number of visitors, visitor satisfaction is the most important indicator of success. According to several systematically repeated surveys done by EXPO, 80% of all visitors formed a good impression. The responses "not very good" (3.9 %) and "not good at all" (0.6 %) were relatively low. This is one of the best results among recent EXPOs. Another indicator is the high number of repeaters: visitors with "unlimited-use" admission passes used them about eight times.

What explains this success? No doubt EXPO had a visitor-friendly concept. The layout of the exposition area with its "global loop" structures formed a compact surrounding that was light and easy to move in. Main pavilion areas at the "Global Commons" were systematically located and easy to approach.

EXPO as a whole was a good product". Both foreign and national Japanese pavilion exhibitions were thematically well planned and implemented, the pavilions were high standard and run with discipline.

EXPO was also very comfortable and safe. Fortunately, there were no natural disasters, no major accidents, demonstrations, terrorism, crimes, fires or catastrophes of any kind.

This EXPO proved to be financially sound, reporting at the end quite remarkable a profit. Realistic comparisons between various EXPOs are difficult because vastly different methods are used to calculate total costs (e.g. whether one should include the usually huge costs of infrastructure development that typically arise in connection with EXPOs, such as new highways, bridges, high-speed train connections, new airports, new suburbs, etc.). As an exposition, however, EXPO 2005 is probably the only EXPO in recent history to make a solid profit. This is a good message to participating countries, too.

There were, however, some problems and shortcomings at the EXPO 2005 project, all of which give grounds for further improvements.

The Japanese dominance became apparent when one looked at the visitor structure. As much as 96% of visitors came from Japan. The organisers

side

expected some 10–15% foreign visitors. Main target countries to attract foreigners were China, Taiwan, Hong Kong, Korea and South East Asian countries. Their reasons for staying home could be seen partly as reflections of Japan's current political problems with China and Korea.

The role of Japanese Corporate Pavilions was very dominant. Their location beside the main gate and highly effective publicity in local media generated an abundant influx of visitors to those pavilions, in the mornings especially at the expense of the country pavilions.

This was also the case with the Japanese-language-only policy, as EXPO had many practical problems. Quite some time passed before this situation improved and English, e.g., became more prevalent.

There were severe problems in logistics and the security approach. Train connections, especially with LINIMO, created a real bottleneck, at worst causing hour-long queues for visitors both entering EXPO in the morning and exiting in the evening.

Due to locally established decision-making procedures and different working cultures, the Association seemed to be a rather non-transparent organization to foreign participants.

### **7.1.2 EXPO's thematic developments**

EXPO's theme "Nature's Wisdom" proved to be very timely, and despite its generality, it was in tune with current trends. It also carried nicely thematic message connections to the previous EXPO 2000 in Hanover. It was far-sighted and future-oriented. The theme had a wide applicability, was readily expressible and was acceptable to people from different regions.

On the practical level organizers did extremely defined theme pre-development work with numerous sub-themes before EXPO.

The scope and areas of theme realization were versatile both at the EXPO site and in many practices. Some broad examples include applications of cutting-edge technology (environmental technology, next-generation robots) and the adoption of new social behaviours and systems (9 garbage disposal categories).

EXPO also organized a special parallel programme of seven Message Events under the theme "Creation of a Sustainable Society" and the five related International Forums. They formed a special section where the themes were discussed by the most prestigious and globally respected scientists, decision-makers, industrialists, politicians and opinion leaders. From the perspective of how to offer solutions to global problems, it is too soon to speculate about the results.

### **4.1.3 EXPO 2005 as a model for future EXPO**

In order to maintain a wide range of influences concerning the selected theme, there must be a sufficient number of participating countries and international organizations. This was also true when 120 foreign countries and several international organizations took part.

The publicity in Japanese and foreign press and media is another crucial parameter. It goes without saying that the interest of local regional media, in particular, was very high indeed, and they published thousands and thousands of articles and aired hours and hours of programmes. Almost 200 local media were permanently accredited and present at EXPO's Media Center. Participating nations were initially very happy about the good and supportive national media. In terms of number of foreign media who visited

side

EXPO, the result was somewhat modest. About 1200 journalists representing 250 media from 60 countries visited EXPO till the end of June. This figure is smaller than in Hanover. This may stem from the relatively weak foreign marketing of EXPO.

Another indication is the number of foreign VIP visitors. EXPO registered 48 visits at head-of-state level, 166 at ministerial level and 213 other dignitaries and VIPs. On the other hand, having some 5000-6000 daily foreign visitors at EXPO was very little, approx. 5%. The most popular countries/nations were Taiwan (20.4%), China (17.2%), Hong Kong (9.2%), USA (7.2%) and Korea (4.5%). Shanghai will host the next EXPO in 2010, which impacted positively on the number of Chinese visitors as well.

In conclusion, one can say that thematically this EXPO 2005 was a well-executed model of the kind of theme-centred expositions that the BIE is looking for even in the future.

EXPO 2005 will undoubtedly be remembered as a breakthrough place of "robotics for human applications".

## **4.2 Nordic Participation Evaluations**

### **4.2.1 External evaluation**

The Nordic Institute of Asian Studies, NIAS, Copenhagen, has carried out a comprehensive external evaluation of the project on the request of the Steering Group.. The results of the evaluation are presented as a separate appendix.

### **4.2.2 Internal evaluation**

Dr. Thomas Alslev Cristensen, Ministry of Science, Dept. of Technology and Innovation, Copenhagen, executed the internal evaluation of the project on the request of the Steering Group in September. Overall assessment The following is a summary of the overall assessment done by the Commissioner General and the Management Group.

The project was a great success, at least from the following points of view:

Pavilion and exhibition concept: We had a good, beautiful and thematically well- focused exhibition, a very harmonious overall pavilion interior, which nicely reflected the best values of Nordic Design and its high standard of craftsmanship and quality thinking, light colours and apt use of Nordic materials. This all created a highly positive first impression among pavilion guests. The open pavilion helped prevent long queues to the pavilion. The opportunity to sit down and have a short rest in the exhibition proved a warmly praised advantage. Building an origami paper boat or picking up a series of free of charge postcards (approx. 7.2 mill post cards delivered !) were good examples of exhibition interactivity aimed at creating a positive trace for our guests to remember. Origami boats and the postcard concept were only present at the Nordic Pavilion. We were lucky with the exhibition, which was technically sound and performed without any major problems.

A longer working period would have given more latitude to elaborate on the exhibition concept e g by utilizing the know-how of partner companies, to identify a wider range of partner organizations, to increase the utilization rate of VIP facilities, to design technical solutions, to establish deeper and earlier cooperation with local media in Japan, to establish earlier cooperation in Japan on creating joint cultural events, to upgrade better working and rest

side

facilities for guides in the pavilion, to solve the need for finding proper warehousing facilities in the pavilion, etc.

Popularity and customer satisfaction: The Nordic pavilion was very popular with 2.3 mill visiting guests. We exceeded our original target by 100%. Every tenth visitor at EXPO became acquainted with the Nordic pavilion. That was great. Our guests have given bountiful, spontaneous responses of thanks, and the results of visitor surveys indicated very high customer satisfaction.

Guide work: The Nordic guides' interactive approach was a clear success and a strong competitive edge. The guides' natural Nordic appearance and overall manner were very pleasant and their fluent command of Japanese was widely appreciated. They were social and very active in creating good relations with their colleagues in other pavilions. The pavilion was so attractive that human resources became scarce. In comparison with other popular pavilions of the same category, the Nordic pavilion had only half the staff. The extra workload due to many National Days added to the disproportion.

Publicity: The Nordic Pavilion achieved successful media coverage, especially in electronic media. The fact that we were among the top ten foreign pavilions according to the local Japanese media survey based on published articles goes beyond all expectations. This achievement is an even more valuable result when one considers the overall situation at EXPO. Each and every country was present at EXPO to introduce its best, not second best. That's why everyone was jostling for publicity in an atmosphere that can certainly be described as an information war. The successful timing of the first Nordic National Days at the beginning of the whole EXPO greatly contributed to the good result. The website was an important element in Nordic communications work. It functioned well, was actively utilized and for good reason became one of the best among participants. Media coverage in the Nordic countries, however, remained quite modest.

Nordic as a name of the joint participation left room for reconsideration. The Japanese word HOKUO was well known but not connected with Nordic countries in the broad sense expected. On the other hand, Scandinavia as a term was immediately correctly understood. The previous joint participation at Osaka EXPO in 1970 was all under the name of Scandinavian Pavilion.

National Days and cultural events: The Nordic pavilion organized five plus one National Days; no other pavilion had such a record! High-ranking guests of honour and VIP delegations, innovative, impressive and carefully planned cultural programmes, press meetings and stylish receptions created wonderful goodwill for the nations. The EXPO Association also depended on our succeeding well, together. Massive publicity in this connection generated great interest, both among the local journalists and also potential visitors, in coming to see the Pavilion. It was a functional concept from the perspective of further publicity. The Nordic Pavilion's cultural programme in August and September was comprehensive. The timing towards the end of EXPO was perfect in the sense that most of the other countries had already expended all their resources, and it was a real order for Nordic artists to perform.

Commercial activities: Both the café and shop concepts were functional. They nicely supported the exhibition concept and proved economically very profitable. Total sales exceeded DKK 15 mill, which again surpassed all expectations. Every twentieth guest in the pavilion enjoyed eating something in the café, and every fifteenth did some kind of shopping in Andersen's facilities. One can proudly say that the pavilion shop was very representative and one of, if not, the best at EXPO.

side

VIP and conference facilities: The facilities were stylish with good Nordic design, functional and were, after all, actively utilized. It was essential for the project to offer conference and meeting facilities to private companies and partner organizations for events for their own businesses and other individual target groups. The locally established Nordic business community and the tourism industry could have made more use of the facilities.

Nordic cooperation: The performance of the Nordic cooperation was simply excellent in every respect, both in Japan and in the capitals. The mildest expression heard from those who pragmatically had no particular expectations was that it was much better than anticipated. The happy end of the project depended on the internal cooperation that the guides performed so perfectly.

Local cooperation: The project succeeded in forming good cooperation with all local authorities, the EXPO Association, embassies and local consulates, trade, cultural, tourism and press organizations, press and media, Friendship Cities, universities, chambers of commerce, locally established Nordic companies and partner companies, catering and hotel enterprises, travel agencies and, last but not least, with all other pavilions throughout the entire project process.

Economy: The entire project implementation and the operations were all performed within the original budget frame. The overall result has shown a remarkable profit. Total costs for the individual countries were just some 10–20% compared to costs of the previous EXPO in Hanover.

## **4.3 Other Participants at EXPO 2005**

### **4.3.1 Participants**

One hundred and twenty countries were represented at EXPO 2005. The United States participated for the first time in many years, this time fully financed by state funds and funds from private enterprises. The US presence was warmly welcomed by both the Japanese government and by EXPO organizers. The exhibition - thematically focused on Benjamin Franklin - was very attractive and became popular.

Unlike in many other previous big EXPOs, the European Union did not participate this time, although the organizers did their utmost to convince them of the importance of being present. The EU embassy in Tokyo had apparent problems adjusting to this fact. However, they approached all participating EU member countries, and jointly with related pavilions they planned and executed two major events at EXPO: EU Day on 9 May 2005, followed by a stamp rally week and a EURO rally in mid September. Both events became very popular and the Nordic Pavilion also took part.

- Lithuania was the only Baltic participant, dynamic with an innovative exhibition designed by young technical students.

### **4.3.2 Time schedules, financial aid**

All pavilions were erected and exhibitions finished on time, except for the Andean-Amazonian pavilion, which opened in June only. The exhibition at the Thailand Pavilion was completely changed in early summer on the request of the Thai capital. The Japanese government and organizers granted more than the expected financial aid to the pavilions of developing countries, which made it possible for all countries to keep their pavilions open for the entire period.

### **7.3.3 Pavilion buildings**

Although the organizers had erected the standard pavilion buildings and given fairly strict instructions about how (not) to decorate the facades in order to keep a unified overall image at the site, some countries prepared enormous and impressive decorations and colourful facades (e.g. Australia, the Czech Republic, Holland, Spain and Switzerland).

#### **4.3.3 Visitor flows and queues**

From the visitor flows perspective, the pavilions were based on three main concepts: those with strictly regulated visitor flows (e.g. film shows inside pavilions like Australia, Croatia, Germany, Holland, Poland, Singapore, Switzerland and the USA), those with all open doors and free visitor flow (e.g. Africa, Belgium, Morocco) and a combination (like the Nordic Pavilion with one entrance and the possibility of seeing the interior by using a single route and then every visitor could decide individually). The first setup created very long queues (even 3 hours), and pavilions reported relatively low visitor numbers (approx. 1 mill), but then longer average stays in the exhibitions, with the free concepts accumulating up to 3.5 mill visitors, although the stays lasted only some minutes.

#### **4.3.4 Joint pavilions**

All African participating countries except South Africa were present under one roof in a big building. The same was true of the Caucasus Pavilion and the Central American Pavilion. All countries, however, had their individual stands in these buildings. The Nordic Pavilion was thus the only genuinely joint Pavilion at the EXPO.

France and Germany had elected to cooperate intensively in many different ways. They had a joint pavilion building where each had a completely individual exhibition. The exhibition halls were separated by a common foyer.

#### **4.3.5 Staff**

The staffing of pavilions varied greatly. The majority of foreign pavilions were manned by native expatriates, and others had recruited Japanese guides only (e.g. Holland). Management of pavilions was in the hands of experienced native CGs. As usual, many countries had appointed their ambassadors in Tokyo as CGs, some had CGs in capitals (e.g. Russia, Switzerland). It seemed that the pavilions had appointed special protocol officers to serve visiting dignitaries and VIP groups (e.g. Australia, Mexico, Russia, and the USA) more often than in previous EXPOs. The Canadian and Nordic guides were praised for their excellent versatility in Japanese and other languages.

#### **4.3.6 Support and cultural programs**

Some pavilions introduced magnificent cultural programmes in order to upgrade their country profiles - Italy, Spain and France in particular. They brought many ballets, great musical performances, operas, etc., to EXPO. The Spanish cultural programme, above all, was adjusted and integrated with other nationwide cultural events very professionally and admirably and in close cooperation with the embassy in Tokyo and regional consulates. Bulgaria, the Czech Republic, Croatia, Mexico and Poland each arranged very ambitious classical concerts with symphony and chamber orchestras, some extended into weeklong happenings.

### **7.3.8 VIP and conference facilities**

Many pavilions had a special VIP lounge, some even with conference facilities, most equipped with high-class native kitchens. The concept proved highly successful, and countries like Australia, Canada, Italy, Spain and the USA reported full use of their facilities. Some had tried selling the idea to



side

private companies, without success, and therefore finally built their pavilions without any such space (e.g. Austria, Belgium, Holland). Japanese guests and dignitaries deeply appreciated having an invitation to pavilion VIP rooms and special events organized there.

#### **4.3.7 Commercial activities**

Almost every pavilion had a country-specific restaurant, most in their pavilions (some, like Italy and Turkey, in a separate building). They became very popular among Japanese visitors because of their specialties and reasonable prices. Participating countries were generally quite happy about the fact that, unlike at some previous EXPOs, the EXPO Association had now booked or contracted only relatively limited restaurant capacity of their own at the site, thus leaving room for pavilion restaurants. Most pavilions also had small shops, often stocked with traditional products. The Nordic shop stocked with 5x5 design product groups clearly differed to its advantage when compared to the general level of merchandise in other pavilions. Although enthusiastically planned the e-shopping did not become a reality, at least not at this EXPO.

#### **4.3.8 Information materials**

This EXPO was more paperless than any before it. The most common practice was a small flyer-type of pavilion presentation leaflet (like the envelope in the Nordic Pavilion). Generally, pavilions had quite stylish paper bags equipped with logos. A limited number of pavilions had published a special book (e.g. Italy, the Czech Republic, Lithuania). Surprisingly, many pavilions had not focused any special attention on creating and maintaining an attractive website. There again the Nordic was a positive exception.

#### **4.3.9 Communication, Steering Committee**

The interaction between pavilions was easy and very active, as was the work of the Steering Committee, where a number of elected CGs represented all participating countries (the Nordic CG being a member). The working atmosphere was very amicable. The agendas at all 12 of the Committee's meetings were filled with a wealth of issues, all of which were handled satisfactorily. None of the issues created any significant tension between pavilions and/or organizers. Most issues were related to problems with site logistics, transport connections, information obstacles, corporate pavilion ticketing systems, National Days and VIP visits and the overall security system. One common issue with many pavilions was the very uneven dispersion of morning visitors to the site. The vast majority of the first morning visitors inevitably rushed straight to the Japanese pavilions, leaving the other pavilions more or less idle for the first couple of hours.

#### **4.3.10 Revival of medal system: "Nature's Wisdom Awards"**

After many years, BIE accepted the revival of awards for the best pavilions. Korea (Gold), Spain (Silver) and UK (Bronze) won the awards, given under the categories of four modules or more (the Nordic pavilion included). This all caused rather confusing discussions in the pavilions, as the criteria of competition were very difficult to assess. The media, which in former EXPOs had eagerly wanted to rank the top ten pavilions, was in that sense rather quiet in Japan. We were aware of only one press rating in April: Nordic placed 17th out of all the pavilions and 7th among foreign pavilions.

#### **4.3.11 International organizations, NGOs**

This time the number of international organizations was limited (UN, OECD, ITTO and International Red Cross). These pavilions were well managed and very active in all parallel theme-related programmes, such as seminars. NGO pavilions were mainly located at the SETO site. Some, like the NGO Village, were located at the Nagakute site. They were all well received by visitors.

side

#### **4.3.12 Japanese and corporate pavilions**

Visitors usually want to see their "own" EXPO pavilions first. Aichi was no exception. The Toyota Pavilion became the most wanted pavilion, followed by other Japanese corporate pavilions (erected and managed by EXPO's official partner companies, Aichi Prefecture, City of Nagoya) and the hosting Japanese pavilion. The organizers had additionally built special thematic exhibitions of their own in the Global House. Each visitor needed to make a pre-booking either through the Internet or by queuing in the morning. The content of the Japanese exhibitions was very modern, challenging and attractive. No wonder they all enjoyed enormous positive publicity in the media. The robots and robotics were introduced in so human a framework and so talkative a manner that they are bound to be remembered.

## **5. CONCLUSION AND RECOMMENDATIONS**

The Nordic EXPO 2005 project achieved all main objectives. Some 2.3 mill guests visited the pavilion, about 100% more than initially anticipated. Every tenth visitor at EXPO also paid a visit to the Nordic pavilion. Visitors reported having positive first impressions of the pavilion, and high customer satisfaction has confirmed the good feedback. The Nordic concept proved to be well received in Japan.

All five National Days and Nordic Day were first-rate successes and well covered by the media. The pavilion's popularity could also be measured by its top-ten ranking in terms of local press coverage.

Sales in the café and the shop exceeded all expectations, and the shop could probably be considered the best at EXPO.

The Nordic cooperation performed very well at all levels.

The participation project as a whole was very cost-effective. The individual countries had only 10-20% of the costs recorded at the previous EXPO 2000 in Hanover. Everyone saved in costs but probably lost in terms of country profile.

For the first time in 35 years, the Nordic cooperation was tested in connection with the World Exposition. This model, no doubt one of many available, was found pragmatic, sound and viable. It offered a practical framework for achieving all main objectives to the full satisfaction of stakeholders.

When appropriate The good experience speaks strongly in favour of continuing similar cooperation in EXPOs to come.

One of the key drawbacks of the project was the relatively short preparation time. More flexibility and a longer time are needed for two reasons in particular:

- To identify the private sector and to get it committed to the project.
- To do a survey about the expectations at the new host country of EXPO.

It is recommendable that the name "Nordic" be replaced by a more easily understood term, if the geography of the host country so requires.

## 6. APPENDIXES

### 6.1 Members of the Steering and Working Groups

#### PAST

Nordic Steering Group		Nordic Working Group	
Member	Substitute	Member	Substitute
<b>Denmark</b> Anders Kretzschmar (→03/04)  Charlotte Münter (→04/04)	Kristian Birk	<b>Denmark</b> Peter Theibel	Steen Christensen
<b>Finland</b> Bo Göran Eriksson (→08/05)	Henrik Räihä	<b>Finland</b> Raila Kehalinna	
<b>Iceland</b> Olafur Egilsson	Jon Asbergsson	<b>Iceland</b> Elin Flygenring	Svavar Gestsson (2003)  Maria Erla Mareldottir (2003)
<b>Norway</b> Jan Solberg, chairman (→08/05)	Randi Vesseltun	<b>Norway</b> Line Aune	Hege Gabrielsen
<b>Sweden</b> Lars Olof Lindgren	Kjell Anneling (→05/04)	<b>Sweden</b> Staffan Björck, chairman	Kjell Anneling (→05/04)  Kerstin Malmgård- Nordlund (→06/04)
<b>Nordic Council of Ministers</b> Thomas Alslev                      Stefan Kovach Christensden			

#### PRESENT

Nordic Steering Group		Nordic Working Group	
Member	Substitute	Member	Substitute

side

<b>Denmark</b> Niels Erik D. Jensen (05/04→)	Kristian Birk (→11/05)	<b>Denmark</b> Peter Theibel	Steen Christensen
<b>Finland</b> Henrik Riihä (09/05→)	Raila Kehalinna	<b>Finland</b> Raila Kehalinna	
<b>Iceland</b> Olafur Egilsson	Jon Asbergsson	<b>Iceland</b> Elin Flygenring	
<b>Norway</b> Randi Vesseltun, chairman (09/05→)	Hege Gabrielsen	<b>Norway</b> Line Aune	
<b>Sweden</b> Lars Olof Lindgren	Staffan Björck	<b>Sweden</b> Staffan Björck, chairman	Kerstin Malmgård- Nordlund (→06/04)

## 6.2 Partners at Nordic EXPO 2005

A.P. Moller – Maersk  
Ahlstrom Corporation  
Anna Gulmann Design  
Bang & Olufsen  
Borregaard  
Borås Cotton  
Brio  
BT Industries  
Cathrine Maske/ Magnor Glasverk  
City of Helsinki  
Danish Agricultural Council  
Danish Design Center  
Design studio Volvo/ Volvo Cars  
ECCO sko A/S  
Einar Hareide/ Kongsberg Maritime  
EMI Music  
Enova SF  
Ergonomic design/ Baby Björn  
Ericsson  
EVA Denmark A/S  
Finland Post Corporation Philatelic Centre  
Finnish Forest Industries Federation  
FinnWoodFloors – Karelia  
Fredericia Furniture A/S  
Front Design  
Frost Produkt A/S  
Gogo Records Aps  
Grundfos Management A/S  
Hana Inc  
Hedda Heyerdahl Braathen/ Polimoon  
Herman Tandberg/ Madshus  
Icelandic New Energy  
Iittala Oy Ab  
Investor AB  
InWear  
Japan Denmark Trade Centre A.S.  
Jutlandia Saxophone Quartet  
Jyväskylä Region  
Kolding Music School  
Louis Poulsen Lightning A/S  
Martela  
Muungano  
Nokia  
Nokia Japan Co. Ltd.  
Nordea  
Nordic Investment Bank  
Norway Says/ LK Hjelle  
Norwegian Design Council  
Norwegian Seafood Export Council  
NVE  
Olavi Lindén/ Fiskars  
Peter Opsvik/ Stokke  
Reykjavik Energy  
Scandinavian Airlines  
Scania  
SKF  
Steinunn  
Stiga  
SAAB  
The Hans Cristian Andersen 2005 Foundation  
Tinna Gunnarsdottir  
Trade Council of Iceland  
UPM Kymmene  
Vaisala  
Vejle Vaulting Team  
Vestas Wind Systems A/S  
Wallenius Wilhelmsen Lines AB

### 6.3 Events in the VIP facilities

<b>Calendar of events in the VIP Facilities</b>	
<b>Date</b>	<b>Organization/ Delegation</b>
24.03	Steering group meeting Nordic Pavilion Family Party
25.03	Travellers Club Finland Nordic Pavilion opening ceremony
26.03	Ambassador Ole Philipson, President of International Council for EXPO 2005
27.03	Chiryu – Iceland’s friendship city Masaaki Kanda, Governor of Aichi Prefecture H.E. Mauri Pekkarinen, Minister of Trade and Industry of Finland
29.03	Ambassador Taizo Watanabe, Commissioner General of EXPO 2005
30.03	ScanWafer
02.04	Nordic Pavilion guide training
03.04	Sysmex Corporation
04.04	Lahti Fair Group
06.04	Swedish National Day – press conference Swedish National Day – HRH Crown Princess Victoria
07.04	Finnish Parliamentary Group Vice Chairman of Toyota Group
08.04	Wallenius Wilhelmsen
11.04	Norwegian National Day – press conference Norwegian National Day – HRH Crown Prince Haakon
18.04	Kolding and Anjo Delegation
20.04	Danish National Day – TRH Crown Prince Frederik and Crown Princess Mary A.P. Moller – Maersk Vestas Wind System A/S
21.04	IC Company
23.04	Oluf Ulseth, State Secretary of Ministry of Petroleum and Energy, Norway
28.04	Nordic Pavilion Staff get-together
29.04	Nordic Pavilion Staff get-together
30.04	Nordic Pavilion Staff get-together
01.05	Obara – Finland’s friendship city
08.05	Leila Freivalds, Minister for Foreign Affairs, Sweden
09.05	Jyväskylä / Jykes
10.05	Jyväskylä - Honka Japan Inc.
11.05	City of Jyväskylä EXEL Ltd. Jyväskylä - Stresstech Ltd. Jyväskylä – Abita
12.05	Finnish National Day – press conference Finnish National Day – H.E. Matti Vanhanen, Prime Minister of Finland Finnish National Day – Business delegation
13.05	Jyväskylä Human Technology City
14.05	Paul Crutzen, Nobel Prize winner of 1995
15.05	Jyväskylä - Alvar Alto
16.05	UPM Kymmene

side

17.05	UPM Kymmene
18.05	UPM Kymmene
19.05	Bang & Olufsen
20.05	Norwegian Pollution Control Authority Group
30.05	City of Helsinki
31.05	City of Helsinki
01.06	Jan Solberg, Chairman of the Steering Group
03.06	Dyno Nobel
04.06	SKF Japan
06.06	SKF Japan
08.06	Itps / Robotdalen
11.06	Gadelius
13.06	Astra Zeneca
16.06	CIMO / Nordic Council of Ministers
20.06	H.E. Svein Ludvigsen, Minister of Fisheries and Coastal Affairs, Norway Anjo City
21.06	Nordic Pavilion guide training Andersen Bread and Life Co. Ltd
25.06	Nordic Pavilion Midsummer Party
27.06	Grundfoss A/S
28.06	Grundfoss A/S
29.06	Grundfoss A/S
30.06	Bang & Olufsen
02.07	Nordic Day
03.07	SAAB
04.07	Can Can Art
09.07	Andersen Bread and Life Co. Ltd
13.07	Nordic Pavilion – disaster & fire seminar
15.07	Icelandic National Day – press conference Icelandic National Day – H.E. Halldor Asgrimsson, Prime Minister of Iceland
19.07	Finnish-Swedish Chamber of Commerce
22.07	Tomra
28.07	Hannu Takkula, Finnish Member of EU Parliament
30.07	Swedish National Orienteering Team
02.08	Anjo City
03.08	Finnish National Orienteering Team SKF Japan
05.08	Danish National Orienteering Team SKF Japan Masaaki Kanda, Governor of Aichi Prefecture
06.08	Mr. and Mrs. Tsurunen , Member of the Japanese House of Councillors SKF Japan
10.08	Finnish National Orienteering Team (Management group)
13.08	Nordic pavilion guide training together with “Up With People”
19.08	Karelia
20.08	Karelia
30.08	ELKEM Japan
31.08	Wallenius Wilhelmsen



side

02.09	Martela
03.09	Martela
05.09	Tampere University of Technology
06.09	Bang & Olufsen
12.09	H.E David Oddsson, Minister for Foreign Affairs of Iceland
13.09	Ahlstrom
14.09	Ahlstrom
15.09	President of the International Council of EXPO 2005
16.09	Nordic Pavilion Reception
18.09	Finland Post Corporation Philatelic Centre
21.09	Nordic Pavilion EXPO Party
23.09	Finnish Real estate and construction delegation
25.09	Andersen Bread and Life Co. Ltd

## **6.4 Danish National Day, 20 April**

### **PROGRAMME**

#### Opening Ceremony in EXPO Dome

- 11.00 Opening of Denmark Day at EXPO 2005. Playing of Denmark's and Japan's national anthems, displaying of Danish and Japanese flags, and official speeches.
- 11.20 Joint performance by the symphony orchestras of Kolding Music School and Anjo Gakkuen High School. Fashion show inspired by Hans Christian Andersen. Organized by Ms. Charlotte Sparre.
- 12.00 HRH The Crown Prince and HRH The Crown Princess return to the Executive Guesthouse for a lunch hosted by the General Commissioner of EXPO 2005, H.E. Ambassador Watanabe. Lunch for the business delegation in the Nordic Pavilion.

#### Visit to the Japanese and Nordic Pavilions

- 14.00 HRH The Crown Prince and HRH The Crown Princess visit the Japanese and Nordic Pavilions.
- 15.00 Visits to other Pavilions. Return to the Guesthouse.

#### Reception in the Nordic Pavilion

- 16.30 On the occasion of the presence of HRH The Crown Prince and HRH The Crown Princess, the Danish Deputy Prime Minister and Minister for Economic and Business Affairs, Mr. Bendt Bendtsen, will host a reception for approx. 250 invited guests. Performance by Jutlandia Saxophone Quartet.

#### Fashion Show and Concert at EXPO DOME

For 3000 guests and in the presence of HRH The Crown Prince and HRH The Crown Princess.

- 18.20 Fashion show presented by InWear.

#### Rock concert with Danish bands

- 19.00 Swan Lee
- 19.45 Saybia

### **Other cultural events planned for Denmark Day**

#### EXPO Plaza:

- 12.00 "Snow Queen" film shown on the EXPO Plaza big screen.

#### EXPO Dome:

- 12.15 Concert by Kolding Music School.

#### Global Common 1:

- 13.00 Jutlandia Saxophone Quartet.

#### Global Common 6:

- 14.00 Performance by The Noh Ensemble Ryokusenkai (The Story of a Mother).

#### Global Common 3:

- 15.00 Storytelling by Japan Reading Culture Association.

#### Global Common 4 :

side

16.00 Gymnastics display by Vejle Vaulting Team.

### **SUMMARY OF THE DANISH NATIONAL DAY**

Keywords: Royal visit, H. C. Andersen 200<sup>th</sup> anniversary, fashion

On 20 April, Denmark celebrated its National Day at EXPO 2005 with a royal visit and an eclectic cultural programme. The day was a great success and not even non-stop rain managed to ruin the good mood of the day's many guests and performers.

There was great excitement among the almost 2000 guests in EXPO Dome when HRH Crown Prince Frederik and HRH Crown Princess Mary Elizabeth entered the stage at the opening ceremony of Denmark's National Day. Last year's romantic royal wedding is still fresh in the memory of most Japanese, and many obviously wanted to welcome the couple on their first joint visit to Japan.

The Danish Deputy Prime Minister, H. E. Mr. Bendt Bendtsen, and a large business delegation accompanied the royal guests. At the opening ceremony the minister took the opportunity to stress the importance of this year's EXPO theme, Nature's Wisdom, and emphasized that the Nordic countries' shared respect for nature was the basis for a joint participation at EXPO 2005.

The large-scale Danish ND program, which had H.C. Andersen's fairytales as a central theme, required the use of almost all the stages at the EXPO site. During the day, a joint performance by the symphony orchestras of Kolding Music School and Anjo Gakuen High school, as well as an Andersen-inspired fashion show by Charlotte Sparre, took place in EXPO Dome. The Vejle vaulting team gave an impressive gymnastic performance at the EXPO Plaza stage, and the Danish movie "Snow Queen" was shown on the EXPO Plaza super-screen. Further, the programme featured an outdoor concert by the Jutlandia Saxophone Quartet, as well as an on-stage recital of Andersen's fairytales. Unfortunately, a Danish/Japanese Noh performance had to be cancelled due to rain. In the afternoon an official reception was held in the Nordic Pavilion, hosted by Minister Bendtsen and sponsored by the Agricultural Council.

Like Sweden's programme, the Danish programme also included an exciting evening programme, featuring a fashion show by InWear and rock concerts with two of Denmark's most popular bands. Swan Lee and Saybia played in Japan for the first time, and both bands gave great performances for the royal couple, who also attended the evening programme. Unfortunately, few guests remained in the EXPO area after dark, but the Danish fans in EXPO Dome sang along with the Danish bands, creating a unique atmosphere.

All of Japan's major media were represented at EXPO Dome during the official programme and, of course, all were eager to cover the royal visit. "I really admire how active and open the Danish royal family is - it is amazing that your crown prince even attends rock concerts!" - a Japanese radio host told pavilion staff after the evening programme.

The Danish Day at EXPO 2005 was sponsored by Maersk K.K., the Danish Agricultural Council and the H. C. Andersen Foundation. All cultural events were surprisingly well attended, considering the weather. According to EXPO statistics, 68,827 guests visited EXPO on 20 April.

In connection with the National Day, HRH Crown Prince Frederik visited Anjo City, friendship city of Kolding in Denmark. A fruitful youth exchange also

side

took place, with 70 Danish members of the Kolding Music School and 35 youths from the Vejle vaulting team staying with their respective Japanese friendship groups.

**ATTENDING MEDIA**

Number of companies: 20

Number of photographers: 13

Number of camera crew: 5

Total number of media people: 48

## **6.5 Finnish National Day, 12 May**

### **PROGRAMME**

#### EXPO Dome

11.00 AM -12.00 PM: Finnish National Day Opening Ceremony  
3.00 PM – 4.00 PM: Jazz & Folk music: Trio Köykeät Kähärä / Kuusisto

#### EXPO Hall

2.00 PM: Movie "The Roli"  
4.00 PM: Movie "The Roli"

#### Global Common 4

12.30 PM: Sibelius High School Choir and Nordic Walking  
2.30 PM: Sibelius High School Choir and Nordic Walking

### **SUMMARY OF FINNISH NATIONAL DAY**

Keywords: Prime minister visit, Moomin, Finnish music

The Finnish day started in EXPO Dome at 11:00 a.m., where the guest of honour - Finnish Prime Minister Matti Vanhanen and other VIP guests received a warm welcome from the Japanese official hosts and hundreds of guests from Finland's friendship town, Obaramura. Keen interest and goodwill towards Finland could be felt at the official ND programme. In his opening address, Mr. Taizo Watanabe, Commissioner General of the 2005 World Exposition, praised Finland as an "outstanding role model for environmental protection". The second speaker, Mr. Shoichiro Toyoda, Honorary Chairman of the Toyota Motor Corporation and Chairman for the EXPO 2005 Association, also spoke of Finland with great affection and respect. Finally, Mr. Toyoda congratulated the Nordic countries on their "joint exhibition of highest quality".

Prime Minister Vanhanen profiled Finland not only as a country of lakes and forests, midnight sun and Northern lights, Moomin and Santa Claus, but also as a country that has successfully managed to balance the development of competitive high-tech industries with environmental protection. He also stressed the long, active and multi-dimensional relationship between Japan and Finland, whose diplomatic relations were established as early as 1919. A huge business delegation accompanied the prime minister, signaling the importance of Japan as Finland's trading partner.

The cultural programme was dominated by music from almost all genres. Trio Toykeat, Anna-Maria Kahara & Pekka Kuusisto, and cappella group Rajaton performed with a multi-faceted repertoire for close to 3000 guests in EXPO Dome. During the concerts, a dreamlike film featuring Finnish people and nature was shown on a super-size screen behind the artists. Further, the Sibelius High School Choir performed with a Japanese choir on an outdoor stage, and participated in the event "Nordic Walking". EXPO guests were also invited to see the Finnish movie "Roli" in EXPO Hall.

After the official speeches, the surprise appearance of the Moomin family as National Day "mascots" caused quite a sensation. The Moomin characters, which are extremely popular in Japan, appeared at many of the Finnish events and also visited the Nordic Pavilion.

In the afternoon, Prime Minister Vanhanen gave a press conference in the Nordic Pavilion. Unfortunately, most of the journalists had retreated from the

side

site in the afternoon, so the prime minister was mainly cited for his comments made during his official speech at EXPO Dome. Overall, the Finnish National Day - especially the surprise appearance of the Moomin Family - was a PR success with great media attendance during the official programme.

Due to patchy rain during the day, some of the outdoor events, e.g. the Moomin visit to the outdoor stage on Global Common 4, had to be considerably shortened. The rest of the programme went as scheduled.

**ATTENDING MEDIA**

Number of companies: 27

Number of photographers: 17

Number of camera crew: 9

Total number of media people: 58

## **6.6 Icelandic National Day, 15 July**

### **PROGRAMME**

#### EXPO Dome

- 11:00** Opening of Iceland Day programme at EXPO 2005  
Playing of the national anthems of Iceland and Japan, displaying of Icelandic and Japanese flags and official speeches.
- 11:20** Joint musical performance by the Sigurður Flosason Jazz Quartet, Kársness School Choir, Skálholt Cathedral Choir and Caput Music Ensemble.
- 15:00** Icelandic Super Jazz Quartet  
The Sigurður Flosason Quartet featuring vocalist Kristjana Stefánsdóttir, an all-star line up spanning three generations of Icelandic jazz musicians.
- 16:00** Bang Gang  
Multi-talented musician and artist, Barði Jóhannsson and his pop group, who have been critically acclaimed around Europe.
- 17:00** Echoes  
The famous Japanese artist, Stomu Yamash'ta, works together with the Icelandic musician Ragga Gísla, poet Sjón, percussionist Sigtryggur Baldursson and two Icelandic choirs, Kársness School Choir and Skálholt Chamber Choir. The choirmaster is Þórunn Björnsdóttir and organist Hilmar Örn Agnarsson.
- 19:00** Trackless Sea  
The Caput Ensemble has been described as one of Europe's leading new music ensembles and working with them is acclaimed visual artist Halldór Ásgeirsson.

### **SUMMARY OF THE ICELANDIC NATIONAL DAY**

Keywords: Prime minister visit, children's choirs

Iceland made a "grand finale" of the Nordic National Days, featuring an ambitious whole-day music programme in EXPO Dome. The guests of honour, Prime Minister Halldor Asgrimsson and Minister for Education Thorgerdur Katrin Gunnarsdottir spent a busy day in Nagoya - the whole morning and afternoon at EXPO, and the evening at an official reception, "Aichi Welcome Night", hosted by Aichi Prefecture.

The highlight of the ND program was the opening ceremony in EXPO Dome, almost filled to its 3000-seat capacity. In their opening addresses, the representatives of the Japanese government and the Japanese EXPO Association praised Icelandic nature and Iceland's effective use of renewable energy sources. Further they stressed that Japanese tourists were becoming increasingly interested in this "nature-blessed island of the North", famous for its midnight sun, Northern lights and world-class literature, among other things.

The prime minister put emphasis on the friendly and expanding relations between the two island nations. Japan is an important trading partner for Iceland, but as the PM pointed out, not only products are travelling between the two countries, but also a growing number of tourists, students and artists.

side

After the speeches, over 70 Icelandic musicians took centre stage, featuring an interesting combination of Icelandic folk songs, jazz, and modern compositions. Two Icelandic choirs, Karsness School Choir and Skalholt Cathedral Choir, made a great impression with their lively performances and original sound. In the afternoon, the musicians performed separately with a series of concerts in the following order: Sigurdur Flosason Jazz Quartet, Bang Gang, Caput Ensemble with Visual artist Halldor Asgeirsson, and finally, Echo, featuring the two choirs, poet Sjon, percussionist Sigtryggur Baldursson, vocalist Ragga Gisla and Japanese musician Stomu Yamash'ta.

All songs performed during the opening ceremony were sung in Icelandic and most of the lyrics had spring and summer as a central theme. The jazzy, summer-like repertoire was well received by the Japanese audience - and was also very appropriate, its being a sunny day of over 30 degrees Celsius at the EXPO site. Many of Japan's major media attended the opening ceremony. According to EXPO statistics approx. 108,300 guests visited EXPO on 15 July.

On the 20 metre-wide super-screen at EXPO Plaza, Iceland arranged a two-hour children's program featuring the Icelandic TV series Lazy Town and a recent Icelandic animation, "Little Ugly Caterpillar". The Icelandic music programme continued the following weekend as part of an Icelandic cultural week in Iceland's friendship city, Chiryu.

#### **ATTENDING MEDIA**

Number of companies: 19

Number of photographers: 10

Number of camera crew: 8

Total number of media people: 41



## **6.7 Norwegian National Day, 11 April**

On the occasion of Norwegian National Day at Aichi EXPO, His Royal Highness Crown Prince Haakon and Minister for Trade and Industry Børge Brende will visit Japan and take part in the official National Day Programme.

### **PROGRAMME**

#### Official Ceremony in EXPO Dome (11:00-)

National anthems and hoisting of the flag  
Salutations by HRH the Crown Prince and Japanese dignitaries

#### Cultural Programme in EXPO Dome (11:20-12:00, 12:30-20:00)

Presentation of Norwegian music

The world-renowned trumpet player Ole Edvard Antonsen will open the official cultural event in EXPO DOME, followed by a concert with Silje Nergaard (vocals). The music performance continues throughout the afternoon, featuring 4 different artists/groups in addition to Antonsen and Silje Nergaard: The Tord Gustavsen Trio, Thomas Strønen with Makigami Koichi, Farmers Market and Atomic. They represent a wide variety of artists on the contemporary Norwegian music scene. Information on each artist is attached.

#### Cultural programme for children in EXPO Dome (15:30-16:00)

Drawing Competition

The Norwegian Seafood Drawing Competition has been organized by the Norwegian Seafood Export Council (NSEC) and Sobue Town Hall, involving all schools in the town of Sobue, Norway's partnership town for the Aichi Expo. 228 6th grade pupils are taking part in the contest, and they have submitted drawings on the theme of "Norway" and "Norwegian Seafood". The drawings are to be judged by NSEC and Sobue Town Hall, and the winners will be announced on Norwegian National Day. One winner from each school will receive a Norwegian Seafood Ambassadorship from HRH the Crown Prince. All drawings will be on display at the Aichi Expo.

#### Press Conference at the Nordic Pavilion (16:30-17:00)

HRH the Crown Prince and the Minister for Trade and Industry will meet with the press in the conference room at the Nordic Pavilion.

### **SUMMARY OF NORWEGIAN NATIONAL DAY**

Keywords: Royal visit, 100 years of diplomatic relations, jazz

The Norwegian National Day was attended by HRH Crown Prince Haakon of Norway, Mr. Borge Brende, Minister for Trade and Industry, and many of Norway's finest musicians.

The official inauguration ceremony took place in EXPO Dome, where the Crown Prince made the opening speech on Norway's behalf. HRH spoke very warmly of Japan and stressed the importance of Japan's and Norway's long-lasting friendship. 2005, in particular, was a banner year, as it marked the 100<sup>th</sup> anniversary of diplomatic relations between the two countries. The Crown Prince used the opportunity to emphasize that the royal family was looking forward to receiving the Japanese imperial family in May in celebration of the anniversary year.

After attending the official luncheon hosted by the EXPO Association, the Crown Prince and other VIP guests visited the Japanese Pavilion and the Joint African Pavilion. In the meantime, a daylong Norwegian jazz festival took

side

place in EXPO Dome, featuring many of Norway's finest musicians. With a programme starring Ole Edvard Antonsen, Silje Nergaard, Atomic, Farmers Market, Tord Gustavsen Trio and more, Norway managed to give an extremely broad and varied introduction to the country's contemporary jazz scene.

A large Norwegian business delegation participated in the ND program at EXPO, reflecting the overall goal of the visit, which was to strengthen business ties between the two countries and profile Norway as a country of advanced knowledge based-industries and food safety.

Creative methods were used to combine these business goals with the cultural aspect of the EXPO National Days - one activity was a drawing competition among children in Norway's friendship city, Sobuecho, centered on the theme "Norway and Fish". The initiative received much attention in the Aichi region and turned out to be a highlight of the ND program. The 228 drawings also served to decorate the Crown Prince's press conference in the Nordic Pavilion, which took place in the afternoon and was attended by around 40 representatives from Japan's major media.

The weather forecast looked rather gloomy before Norwegian Day. However, it did not rain as had been feared, and the weather throughout the day remained grey but mild. Approx. 55,000 people visited EXPO on 11 April.

The day before Norwegian National Day, the Norwegian Embassy in Japan held a large "Welfare Seminar" in Nagoya in cooperation with Chunichi Newspaper. The seminar was a great success, with hundreds of participants from the Aichi region.

#### **ATTENDING MEDIA**

Number of companies: 20

Number of photographers: 13

Number of camera crew: 6

Total number of media people: 40

## **6.8 Swedish National Day, 6 April**

### **PROGRAMME**

#### EXPO DOME

- 14.00 Official ceremony attended by HRH Crown Princess Victoria of Sweden and Minister for Trade and Industry Thomas Östros. The following cultural programme features live music, singing and magic.
- 15.30 Cirkus Cirkör – one of the world’s foremost “cirque nouveau” groups (new circus).
- 16.45 Sahara Hotnights – a cocky girl-band with attitude.
- 17.30 The Flesh Quartet and Pernilla Andersson – an electric string quartet meets jazz-pop of the gentle kind.
- 18.30 Cirkus Cirkör – presents the *99% Unknown*, a show combining art and science.

#### EXPO PLAZA

- 14.00 “Images of Sweden”, photos by Anders Hanser and music by Benny Andersson.

#### OTHER

- 15:15 Press conference in the Nordic Pavilion attended by HRH Crown Princess Victoria of Sweden and Minister for Trade and Industry Thomas Östros.
- 18:45 Jazz concert with Swedish-Japanese couple, Keiko McNamara and Hakan Borjeson in EXPO Hall (arranged by the EXPO Association).

### **SUMMARY OF THE SWEDISH NATIONAL DAY**

Key-words: Royal visit, Circus Cirkör

HRH Crown Princess Victoria of Sweden and Mr. Thomas Östros, Minister for Trade and Industry, were the guests of honour on Sweden’s National Day at EXPO 2005. Crown Princess Victoria was the first foreign royal guest to visit EXPO.

The Crown Princess and the Swedish delegation started their EXPO tour at the Nordic Pavilion, where they were greeted by approx. 200 guests from the Swedish friendship city Okazaki, pavilion staff and a crowd of media representatives. Thereafter, the delegation went on to visit the Toyota Group Pavilion and the Japanese Pavilion.

The ND programme reflected a genuine interest in Sweden. At the official inauguration ceremony representatives from both the Japanese government and the EXPO Association stressed the importance of Swedish contributions within various fields, ranging from science and technology to PKO. Minister Östros took the opportunity at the ceremony to congratulate Japan on the successful start of EXPO 2005. About 1500-2000 people attended the official ceremony.

The afternoon was marked by a grand-scale Swedish cultural programme in EXPO Dome, featuring many of the country’s best artists and performers. The

side

ultra-modern Cirkus Cirkör was one of the main attractions, but magician Carl-Einer Hakner, mistress of ceremonies LiLiCo, and the live concerts by girl-band Sahara Hotnights, Pernilla Andersson and the Flesh Quartet were also very well received. Unfortunately, few guests remained on the EXPO site after dark, so the magnificent circus did not get as many spectators as desired for its evening show. The only part of the Swedish programme outside the Dome was "Images of Sweden" – a photo exhibit by Anders Hanser, shown at EXPO Plaza.

At the press conference in the Nordic Pavilion, attended by about 60 representatives from Japan's major media, HRH Crown Princess Victoria and Minister Ötros, discussed the importance of the "harmony with nature" message embedded in both EXPO 2005 and the Nordic Pavilion concept. Minister Ötros emphasized that Sweden's chosen approach to environmental protection was thorough research and development by Swedish companies. Few NDs at EXPO succeeded in attracting as much media attention as the Swedish Day enjoyed.

After an exceptionally chilly and long winter in Nagoya, the Swedish guests were blessed with the first real spring day in the Aichi region. Temperatures rose well above 20 degrees Celsius, and the sky remained clear throughout the day. According to EXPO official statistics, more than 55,000 people visited the EXPO site on Swedish day.

In connection with the National Day, Crown Princess Victoria visited a school in Sweden's friendship city, Okazaki. Further, a special Swedish fair was opened in the Mazukaya Department Store in Nagoya.

#### **ATTENDING MEDIA**

Number of companies: 25

Number of photographers: 16

Number of camera crew: 8

Total number of media people: 60

## 6.9 Nordic Day programme and related events

- June 23: Live concert with traditional Swedish music in the Nordic pavilion.  
Keiko McNamara & Hakan Borjesson
- June 25: Swedish-style midsummer celebration at the Nordic Pavilion.  
Folk dance & Nordic music
- June 28: TV programme on NHK with the theme "Nordic Midsummer".
- July 2: Nordic Day:  
VIP seminar on innovation & creative industries. Nordic Pavilion  
10:30-12:30 (invitees only)  
VIP seminar on economic and family welfare. Rotary Hall  
10:30-12:30 (invitees only)
- July 3: Exhibition and introduction of SAAB Linear outside the Nordic pavilion.
- July 3-5: Nordic video art and Nordic films at EXPO Plaza.  
Swedish video artist Mikael Scherdin & Nordic films
- June 22-27 & July 2-5: Various live music and singing in the Nordic Pavilion.
- June 25 – July 2: "Win a trip to Norden" campaign organized by the Scandinavian Tourist Board & sponsored by Scandinavian Airlines.

### SUMMARY OF THE NORDIC DAY PROGRAM

At the welfare seminar in Rotary Hall, Ms. Laila Dāvøy, the Norwegian Minister for Children and Family Affairs, was the keynote speaker. She discussed how the family helps generate growth and a healthy balance of payments. Ragnhildur Arnljotsdottir, Permanent Secretary at the Icelandic Ministry of Social Affairs, introduced the new groundbreaking parental leave legislation in Iceland. Professor Okazawa Norio of Waseda University, a well-known scholar of Nordic societies, analyzed Japan's demographic challenge from a comparative point of view.

Per Unckel, Secretary General of the Nordic Council of Ministers, opened the innovation seminar in the Nordic Pavilion, speaking about cooperation as a method of improving competitiveness. The Finnish Minister for the Environment, Jan-Erik Enestam, gave a talk about creating business and jobs in the Nordic region generated through environmental protection measures. Professor Per Belfrage of Lund University went on to explain how setting up Medicon Valley in the Øresund Region has given the biotech industry in the Nordic region a platform upon which to build. Director Kjetil Storvik of the Nordic Innovation Centre talked about Nordic cooperation on food safety. Motohiro Endo, from Nokia Japan, introduced some of Nokia's technological focus areas.

All the presentations, except those by Japanese speakers, were given in English, but simultaneous interpretation was available for all participants. After the seminars, all participants were invited to join a lunch reception at the Nordic Pavilion. During the reception, Minister Dāvøy made the lucky draw in a one-week lottery campaign arranged

side

by SAS and the Scandinavian Tourist Board for the occasion of Nordic Day. The official programme ended with a tour of the EXPO site (kindly arranged by EXPO's protocol division), in which the Nordic VIP guests visited many of EXPO's most popular pavilions.

In order to present the Nordic views for different target groups in Japan, the Finnish Minister Enestam led a seminar on innovation policy at the Finnish embassy in Tokyo on 1 July. The participants were political decision-makers, civil servants and opinion-makers in Japan. The Norwegian embassy hosted a seminar on Nordic models for family and economic welfare, led by Minister Dāvøy, on the same day. The participants were high-level, political decision-makers, civil servants and opinion-makers. The Norwegian embassy had previously held similar seminars. There were around 80 participants. Both seminars were deemed successful.

## 6.10 Cultural Events

	Name of Event	Content	Place
<b>March</b>			
16	EXPO Art Program	Inauguration of Finnish artwork	EXPO Site
25	Cheese tasting fair	Norwegian cheese	NP
25	Gymnastics show	Norwegian rhythmic gymnastics group	GC4
<b>April</b>			
06	<b>Swedish National Day</b>		
09	Guest No. 100,000	Ceremony	NP
11	<b>Norwegian National Day</b>		
20	<b>Danish National Day</b>		
<b>May</b>			
05	Green Santa visits	STB Nature message	NP, GC4
15	<b>Finnish National Day</b>		
20	Guest No. 500,000	Ceremony	NP
29	Concert by Pauliina Lerche	Traditional Finnish music	NP
31	Concert by 2 Helsinki Philharmonic Orchestra members, Kivitalo	Finnish & mixed repertoire	NP
<b>June</b>			
23	Concert Keiko McNamara	Swedish folk music	NP
25	Midsummer Celebration	Pole, music, dance	NP
<b>July</b>			
25.06-02.07	Nordic Midsummer Concerts	Nordic, Danish & Swedish folk	NP
25.06-02.07	"Romantic Christmas in Scandinavia"	Lucky draw for two SAS tickets	NP
02	<b>Nordic Day</b>		
03	SAAB Linear	Intro & exhibition	NP
03	Nordic Film Festival	Films & video art	E Plaza
04	Nordic Film Festival	Films & video art	E Plaza
05	Nordic Film Festival	Films & video art	E Plaza
15	<b>Icelandic National Day</b>		
30	Orienteering event	Swedish national team visit	NP
<b>August</b>			
04	Concert Philomela Choir	Finnish music	NP
09	Moomin Day	Moomin's 60 <sup>th</sup> birthday	E Plaza
10	Moomin Celebration		
10	Guest No. 1.5 million	Ceremony	NP
11	Moomin Celebration		
29.08-01.09	Concerts by Audun Waage Quartet	Original & Nordic jazz	NP, GC3
29.08-03.09	Exhibition & visit by Ulrika Elovsson	Swedish textile design	NP

side

<b>September</b>			
01-04	Concerts by Guitar Islancio	Icelandic folk & jazz	NP, GC3, GC4
05-11	Exhibition & demonstration by Matti Tainio	Finnish silver art made & exhibited	NP
09-12	Concerts by tenor Gissur P. Gissurarson & Holmfridur	Icelandic songs	NP, GC3
10	Guest No. 2 million	Ceremony	NP
10	Concerts by Blaageten	Swedish folk music	NP
12-17	Concerts by Gustav Lundgren Quartet	Swedish jazz & jazz standards	NP, GC3
12-17	Exhibition & demonstration by Tinna Gunnarsdottir	Icelandic industrial & graphic design	NP
13	Pippi Day	Celebration of Pippi's 60 <sup>th</sup> birthday	NP
17	Song & dance show	Swedish & Japanese youth performance	NP
18-21	Exhibition & demonstration of the Wegner Y-chair	Danish Furniture Design	NP
20-25	Concerts by Helene Blum Trio	Danish folk music	NP, GC3, GC4
20-25	Exhibition & demonstration by Carlsson & Hvass	Danish furniture & industrial design	NP
20-25	Knut Petter Ryan	Norwegian short shorts film "Hodet Mitt" ( <i>My Head</i> )	NP

NP= Nordic Pavilion, GC= Global Common, E Plaza= EXPO Plaza

In addition to the cultural programs within the EXPO site, there have been 3 Nordic events in the Aichi prefecture during the EXPO exhibition period. The pavilion tried to support these events by all possible means by promoting their existence.

16.03	Club Aurora	Finnish art & music	Central Nagoya
10.04	Norwegian Welfare Seminar	High-level seminar	Central Nagoya
11.06-24.07	HOME SWEDish HOME	Swedish design exhibition	Matsuzakaya in Okazaki City
16.07~	Icelandic Cultural Week	Icelandic music program	Chiryu City
06.08-30.08	Use It	Danish design exhibition	Central Nagoya



side