



Nordic Council  
of Ministers

# OSAKA, JAPAN EXPO 2025

## Impact and Key Results

Nordic Circle  
ノルディック・サークル



# Contents

EXPO Explainer	4
Top Results	5
High Level Visits	7
Nordic Kansai Business Alliance	11
Joint Nordic Days	16
Nordic Arctic Day	19
Nordic Energy Day	24
Nordic Food Day	30
<b>Nordic Gender Equality Day</b>	<b>38</b>
Nordic Literature Day	44
Nordic Critical Raw Materials	50
Nordic Battery Collaboration Day	54
Nordic Life Science and Health Days	60
Nordic StartUp Day	66
Wrap-Up	72
The Nordic Pavilion at EXPO 2025	75
<b>About this publication</b>	<b>77</b>

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[pub.norden.org/nord2025-036/](http://pub.norden.org/nord2025-036/)



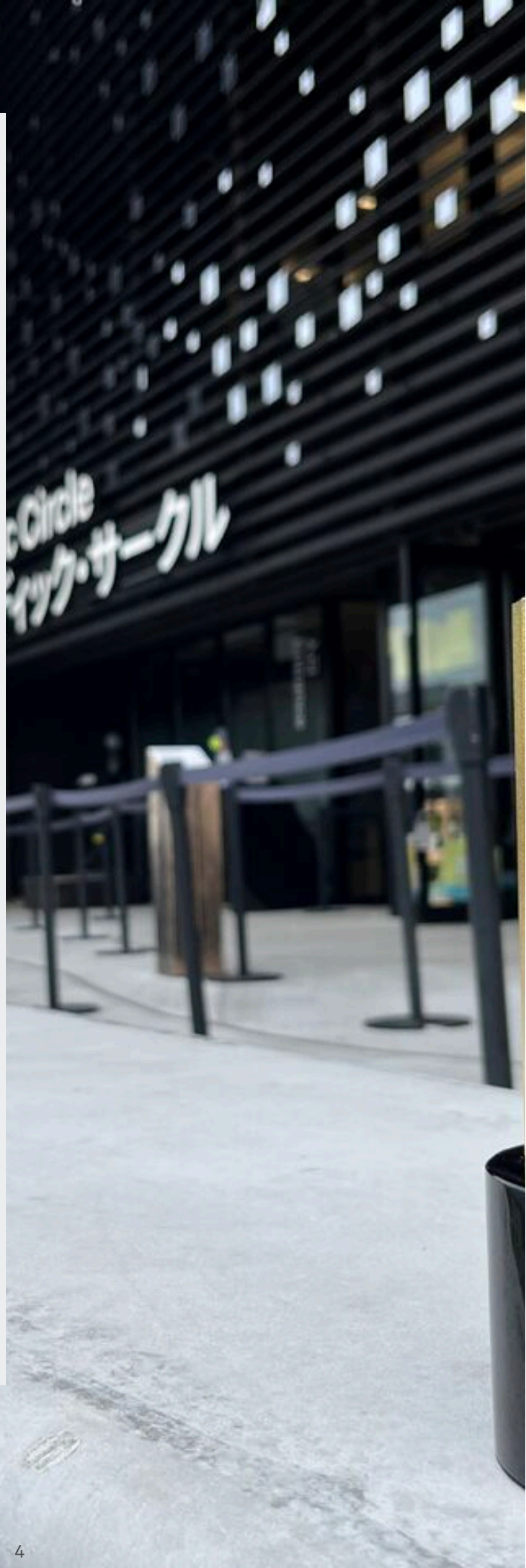
# EXPO Explainer

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The World EXPO gathers people and innovations from around the world to address global challenges in need of international collaboration. The 2025 EXPO, took place in Osaka, Kansai, Japan, from April 13th 2025 to October 13th 2025.

The Nordics participated at EXPO 2025 Osaka with a joint Nordic pavilion, showcasing our shared commitment to trust, sustainability, and innovation. The Nordic Pavilion served as a dynamic meeting place – bringing together business, culture, policy, and people – and highlighted how cooperation across borders can lead to meaningful progress for people and planet alike.

Denmark, Finland, Iceland, Norway, Sweden, and the Nordic Council of Ministers joined forces to present Nordic values and solutions on the global stage. Together, we aimed to strengthen ties with Japan and Japanese companies, foster new partnerships, and exchange knowledge on how to build resilient, inclusive societies.



# Top Results

The new joint Nordic Chamber of Commerce, **Nordic Kansai Business Alliance (NKBA)**, emerging from EXPO 2025 in Japan!

The Nordic Pavilion has hosted **more than 200 diverse events!**

**1.6 million visitors** to the Nordic Pavilion throughout the EXPO period!

Nordic Pavilion was **awarded Gold** in the "Best Exhibit / Display" category at the Expolympics!

The Nordic Pavilion's social media channels' number of followers hit **above average!**

More than **6000 contents** to be mentioned in TV, Online and Printed Media,



including The Diplomat,  
Magasinet NORDEN,  
NHK, Nikkei Newspaper,  
Yomiuri Newspaper, Fuji  
TV, Nihon TV.

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# High Level Visits

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## **Presidents**

President, Alexander Stubb (FI)

President of Iceland, Halla Tómasdóttir (IS)

## **Prime Ministers**

Prime Minister, Petteri Orpo (FI)

## **Royalties**

HM The King of Sweden, Carl Gustaf (SE)

HRH The Crown Princess, Victoria (SE)

HM The King of Denmark (DK)

### **Nordic Representation**

Minister of Education, Anders Adlercreutz (FI)

Secretary General of the Nordic Council of Ministers, Karen Ellemann

Deputy Secretary General of the Nordic Council of Ministers, Ida Heimann Larsen

### **EU Representation**

Executive Vice-President of the European Commission, Henna Virkkunen (FI)

EU Commissioner for Environment, Water Resilience and a Competitive Circular Economy, Ms. Jessika Roswall (SE)

### **Ministry of Foreign Affairs**

Minister of Foreign affairs Mr. Espen Barth Eide (NO)

Minister for Foreign Affairs for Denmark, Mr. Lars Løkke Rasmussen (DK)

Minister of Foreign Affairs, Industry and Trade for Faroe Islands, Ms. Sirið Stenberg (FO)

Permanent Secretary of State for Foreign Affairs, Denmark, Mr. Jeppe Tranholm-Mikkelsen (DK)

Permanent Secretary of State for Foreign Affairs, Industry and Trade, Faroe Islands, Mr. Herálvur Joensen (FO)

### **Ministry of Health**

Minister of Social Affairs and Health, Kaisa Juuso (FI)

Minister for the Interior and Health for Denmark, Ms. Sophie Løhde (DK)

### **Ministry of Economics and Financial Affairs**

Minister of Economic Affairs, Sakari Puisto (FI)

Permanent Secretary of Ministry of Economic Affairs and Employment, Timo Jaatinen (FI)

Minister for Industry, Business and Financial Affairs for Denmark, Mr. Morten Bødskov (DK)

Deputy Permanent Secretary at Ministry of Industry, Business and Financial Affairs,

Denmark, Mr. Anders Thusgaard (DK)

### **Ministry of Trade & Industries**

Minister for Foreign Trade and Development, Ville Tavio (FI)

Minister for International Development Cooperation and Foreign Trade for Sweden, Mr. Benjamin Dousa (SE)

State Secretary to Minister for Foreign Trade for Sweden, Mr. Håkan Jevrell (SE)

State secretary from the ministry of Trade and Fisheries Ms. Ragnhild Syrstad (NO)

Minister of Industries, Hanna Katrín Friðriksson (IS)

Permanent Secretary at the Ministry of Industries, Bryndís Hlöðversdóttir (IS)

State Secretary to Minister for Energy, Business and Industry for Sweden, Ms. Sara Modig (SE)

### **Ministry of Agriculture**

Minister of Agriculture and Forestry, Sari Essayah (FI)

Minister of Food, Agriculture and Fisheries for Denmark, Mr. Jacob Jensen (DK)

Permanent Secretary of Ministry of Agriculture and Forestry, Pekka Pesonen (FI)

Deputy Permanent Secretary at Ministry of Food, Agriculture and Fisheries, Denmark, Mr. Nis Christensen (DK)

**Ministry of Migration**

Minister for Migration for Sweden, Mr. Johan Forssell (SE)

**Ministry of Public Administration**

Minister for Public Administration for Sweden, Mr. Erik Slottnér (SE)

**Ministry of Rural Affairs**

State Secretary to Minister for Rural Affairs for Sweden, Mr. Daniel Liljeberg (SE)

**Ministry of Education**

Minister of Education, Anders Adlercreutz (FI)

Minister for Education for Sweden, Mr. Johan Pehrson (SE)

# Nordic Kansai Business Alliance

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At EXPO 2025 Osaka, the Nordics have demonstrated the power of working together, and now that cooperation continues with the launch of the Nordic Kansai Business Alliance – a new joint chamber of commerce uniting Nordic and Japanese companies in the Kansai region.

The initiative will strengthen trade, innovation, and sustainable growth, providing a lasting legacy of the Nordic Pavilion's activities at EXPO 2025.

"The Nordic Pavilion at EXPO 2025 Osaka has been a fantastic demonstration of the close collaboration between the Nordic countries. I am proud to see new Nordic-Japanese relationships emerge, including in the business sector via the Nordic Kansai Business Alliance," said [Anders Adlercreutz](#), Finland's Minister of Education and Nordic Co-operation.

"The Nordic Pavilion at EXPO 2025, which has now resulted in a whole new chamber of commerce, is proof of what we can achieve together – a joint chamber of commerce that will generate added Nordic-Japanese value here in Kansai," added [Karen Ellemann](#), Secretary General of the Nordic Council of Ministers.

The Nordic Kansai Business Alliance is being launched to make sure that the networks and trust built up during EXPO 2025 develop into long-term co-operation with local communities and stakeholders in Kansai. The joint chamber of commerce will act as a platform for co-operation, bolster the Nordic presence in the Kansai region and open doors for Japanese companies interested in the Nordic countries.





→ Read more about [the Nordic Kansai Business Alliance](#)

”

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”

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Karen Ellemann, Secretary General of the Nordic Council of Ministers



# EXPO 2025 – OSAKA, JAPAN



## Joint Nordic Days

MAY

**6th May:**  
Nordic  
StartUp  
Day

JUNE

**16th – 17th**  
**June:**  
Nordic  
Energy  
Days

**25th –**  
**26th June:**  
Nordic Life  
Science &  
Health  
Days

AUGUST

**30th – 31st**  
**Aug:**  
Nordic  
Literature  
Days

SEPTEMBER

**1st Sept:**  
Nordic  
Gender  
Equality  
Day

**2nd Sept:**  
Nordic  
Food Day

**18th Sept:**  
Nordic  
Battery  
Collaborati  
on Day

OCTOBER

**11th Oct:**  
Nordic Arctic  
Day

**23rd Sept:**

**Nordic**

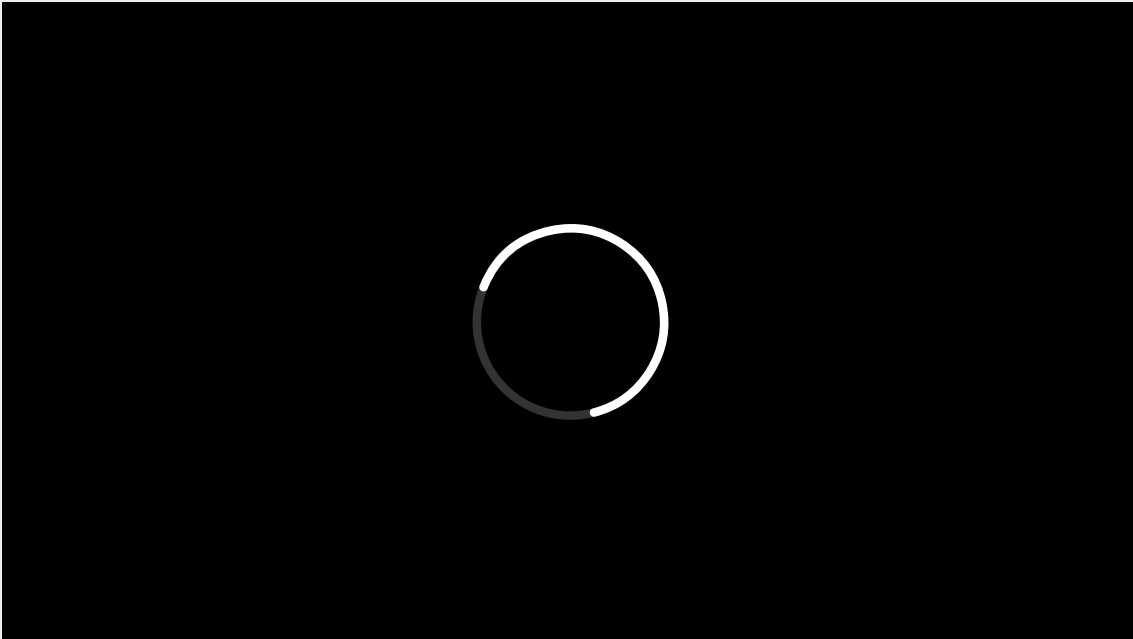
**Critical**

**Raw**

**Materials**

Keynote speech by Anders Adlercreutz, Finland's  
Minister of Education and Nordic Co-operation and  
Karen Ellemann, Secretary General of the Nordic  
Council of Ministers at Nordic Arctic Day

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# Nordic Arctic Day

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At the Arctic Day in the Nordic Pavilion, the focus was on how international cooperation in the Arctic can ensure a peaceful, sustainable, and prosperous future for the region. Researchers, policymakers, and international organisations discussed the Arctic as a space for collaboration – not competition – and how to safeguard the fragile environment while supporting regional development.

“The Nordic Pavilion is a powerful symbol of what the Nordic countries can achieve together. I have been looking forward to today’s discussions about the Arctic, and hope that Japan and the Nordic countries will help find solutions for the Arctic region,” Crown Princess Victoria of Sweden said at



Nordic Arctic Day in the Nordic pavilion at EXPO 2025 in Japan.

"We must remember that even though the Arctic may seem geographically remote, we live in a connected world. Contingency planning and sustainable solutions for the Arctic call for international co-operation," underscored Anders Adlercreutz, Finland's Minister of Education and Nordic Co-operation.

## Conclusion

Arctic Day wrapped up the Nordic Pavilion's joint programming by reinforcing the importance of dialogue, trust, and science-based policymaking in the Arctic. The event showcased how Nordic cooperation continues to set an example for regional governance and global climate action.

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Crown Princess Victoria of Sweden

## Nordic Contribution

The Nordic Council of Ministers brought forward its strong legacy of cooperation in Arctic affairs through initiatives supporting environmental protection, research collaboration, and community development. The event also reflected the broader goals of Vision 2030 - to make the Nordic region the most sustainable and integrated in the world by strengthening partnerships across borders.

“The Arctic has been a strategic priority for the Nordic Council of Ministers for more than three decades. It plays a key role in the Nordic Region's geography and identity. I am



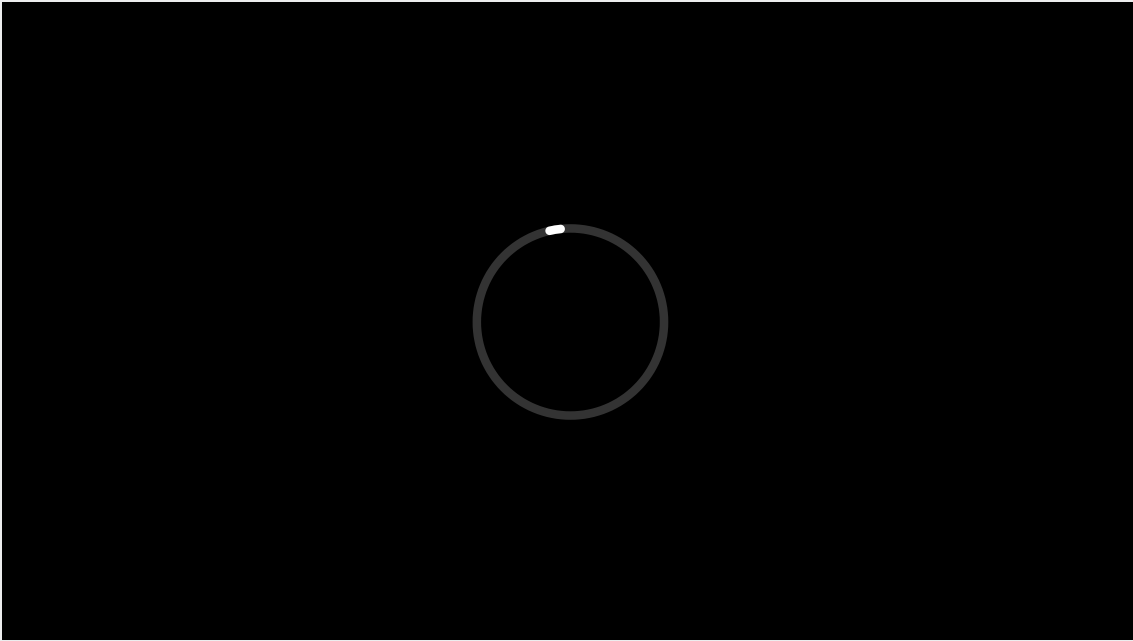
delighted that we are working with Japan here in the Nordic Pavilion at EXPO 2025 to develop strong new partnerships that will benefit the Arctic part of our shared Nordic Region," said Karen Ellemann, Secretary General of the Nordic Council of Ministers.



→ Read more about [The International co-operation in the Arctic](#)

## Keynote speech by Klaus Skytte at Nordic Energy Day

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# Nordic Energy Day

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At Energy Day, hosted at the Nordic Pavilion during EXPO 2025 in Osaka, the focus was on the potential for Nordic–Japanese partnerships in clean energy, especially within the hydrogen economy. The programme explored how the Nordic region is uniquely positioned to lead the green transition by integrating hydrogen into existing systems and enabling sector coupling.

"The Nordic countries are in a unique position to be at the forefront of the green transition, integrate hydrogen into energy systems and promote a clean hydrogen economy. I envisage huge potential for the Nordic countries and Japan to work more closely together in this area, which is crucial if we are to reach our climate goals," said Klaus Skytte, Director of Nordic Energy



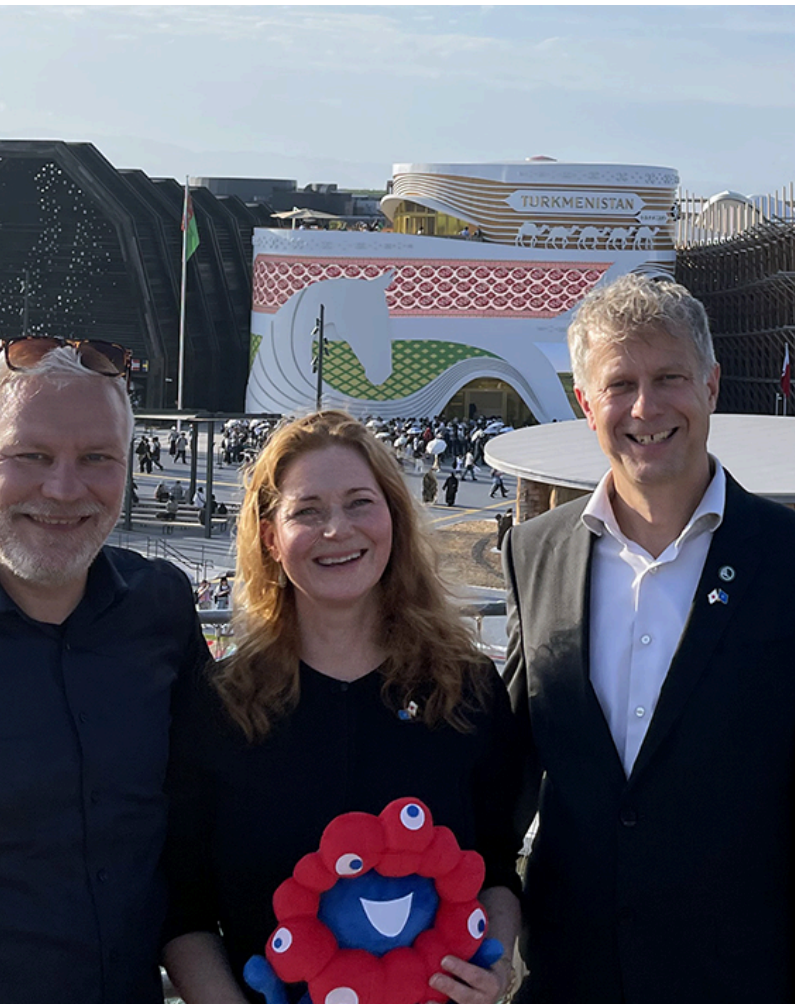
Research.



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Klaus Skytte, Director of Nordic Energy Research



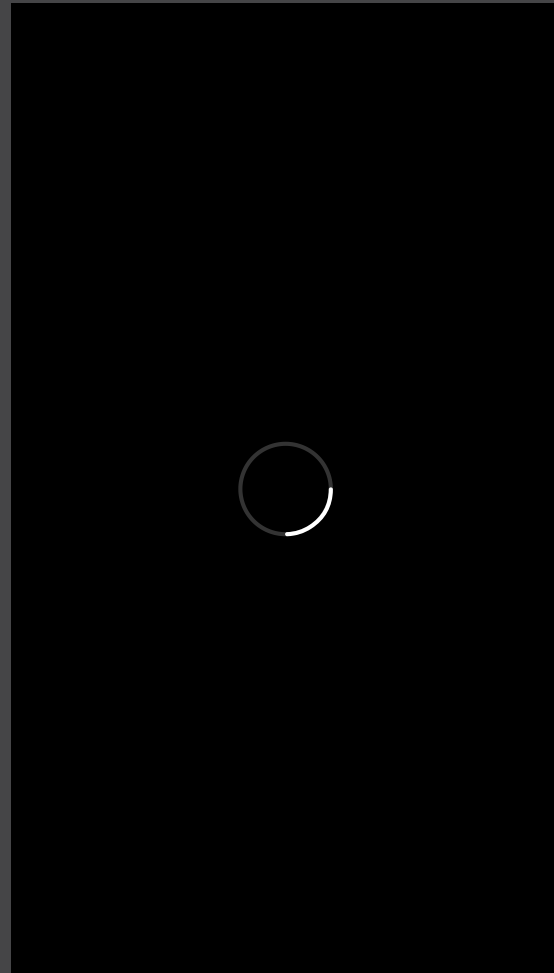
## Conclusion

The day reinforced that Nordic and Japanese energy systems converge around similar goals - innovation, decarbonisation, and reliable integration of renewables. With Japanese interest high, the collaboration can accelerate global hydrogen-value-chains and underpin both economic and climate targets.

## Nordic Contribution

The Nordics brought to the table the framework of the *Nordic Hydrogen Valleys* initiative, a mapping of hydrogen value chains across the region. This shows not just starting points, but the full chain from renewables to end-use sectors, offering a blueprint for collaboration with Japan.

Hear the thoughts of  
Niina Aagaard and Klaus  
Skytte on the Nordic  
Pavilion and the Nordic  
Energy Day



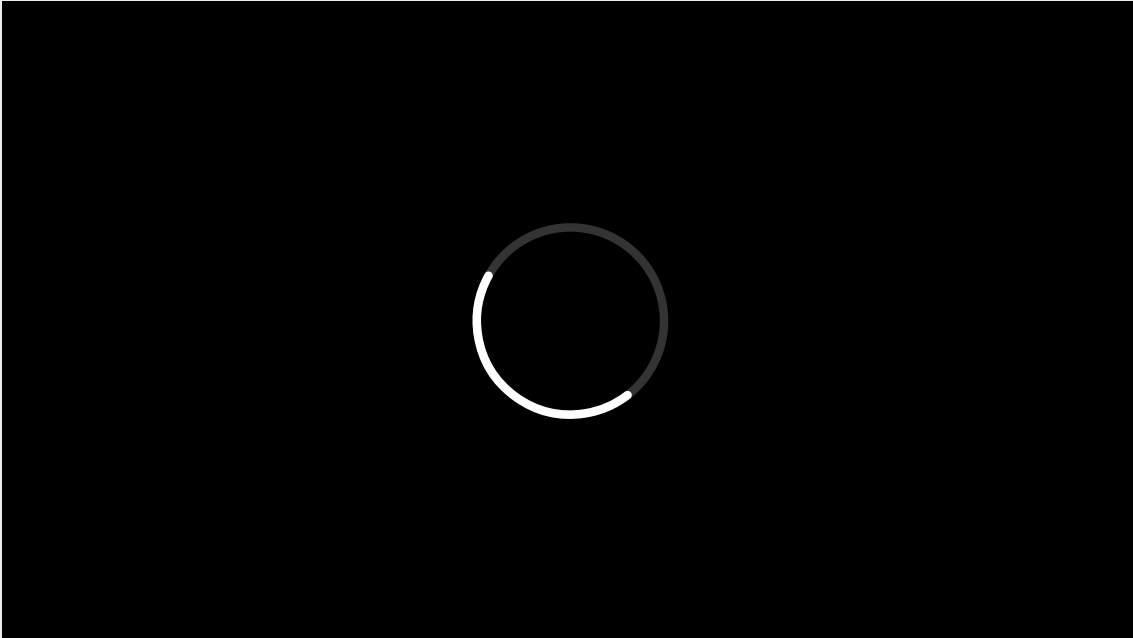
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→ Read more about [Japanese interest in Nordic hydrogen and other energy solutions](#)

→ Read more about [Nordic Hydrogen Valleys](#)

Keynote by Ida Heimann Larsen, Deputy Secretary  
General of the Nordic Council of Ministers at Nordic  
Food Day

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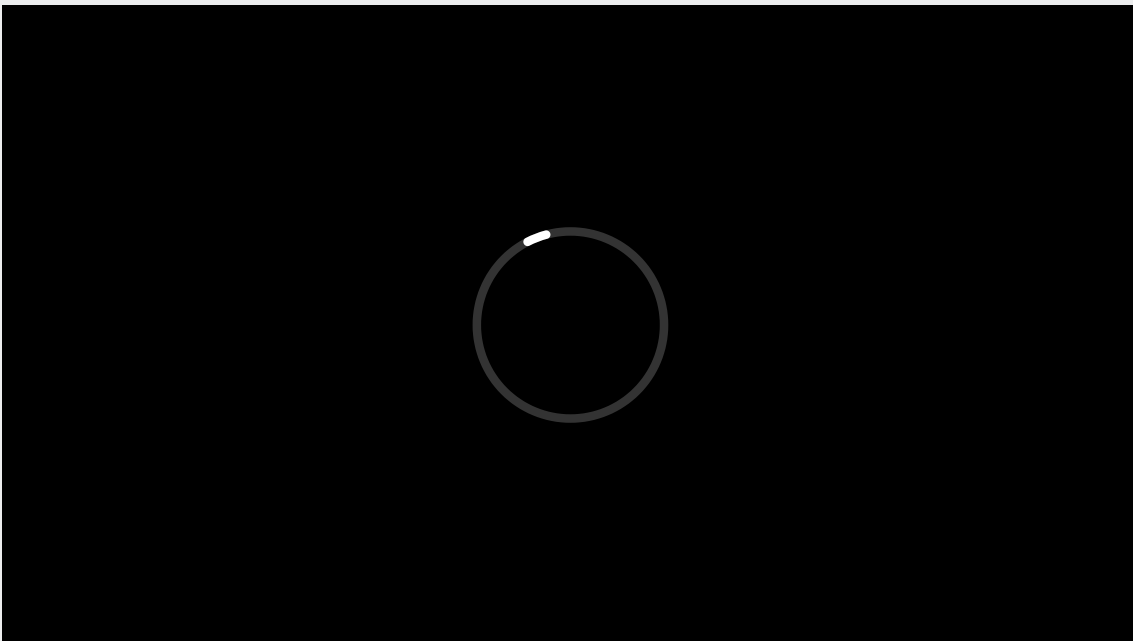


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EXPO 2025 – OSAKA, JAPAN

# Nordic Food Day

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**We all need to eat.**

Sirið Stenberg, Faroese Minister for Foreign Affairs, Industry and Trade,

At Nordic Food Day, culinary professionals, students, and media from Japan explored Nordic and Arctic food culture – and yes, they tasted *smørrebrød*! The event celebrated Nordic flavours, innovation, and sustainability while strengthening partnerships between the Nordic and Japanese food sectors.

“We all need to eat,” said Sirið Stenberg, Faroese Minister for Foreign Affairs, Industry and Trade, when opening the day alongside Ida Heimann Larsen, Deputy Secretary General of the Nordic Council of Ministers. Stenberg praised Japan’s high food quality and the Nordic New Food Manifesto, which for two decades has guided sustainable and creative Nordic cuisine.





“The Nordic Council of Ministers works a lot with food because food is central to many challenges, it is important for our health, green transition, competitiveness, local communities to make them thrive all across the Nordic region and so forth. We are very famous for our Nordic Nutrition Recommendations and we also work externally to help Nordic companies become more innovative and to seek new grounds on new markets, and that is one of the reasons why we are here today,” highlighted Ida Heimann Larsen, Deputy Secretary General of the Nordic Council of Ministers during her keynote speech.

## Conclusion

The event showcased how Nordic food connects culture, sustainability, and innovation – and how Japan and the Nordics can learn from each other's approaches to local ingredients, waste reduction, and culinary creativity.

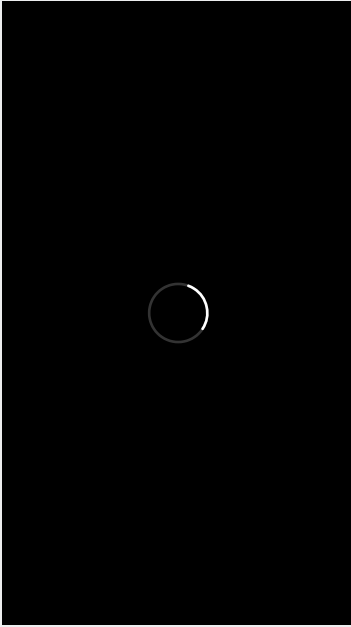




## Nordic Contribution

The Nordics presented the Arctic Young Chef initiative, under NORA, a cooperation body of the Nordic Council of Ministers. Young chefs from across the Arctic introduced Nordic ingredients and cooking traditions to Japanese culinary students at the renowned Tsuji Culinary Institute. The Danish company Too Good To Go also announced its entry into Japan – a concrete example of how Nordic innovation supports sustainability globally.

"The Nordic region and Japan share a deep respect for nature, seasonality, and purity in food. At EXPO, we're proud to showcase how young Nordic chefs are reimagining traditional ingredients to create sustainable, world-class cuisine. Our kitchens may be far apart, but the values behind them – care, craftsmanship, and connection to the land and sea – bring us close together," underscored Halla Nolsøe Poulsen, Director, Nordic Atlantic Co-operation (NORA).



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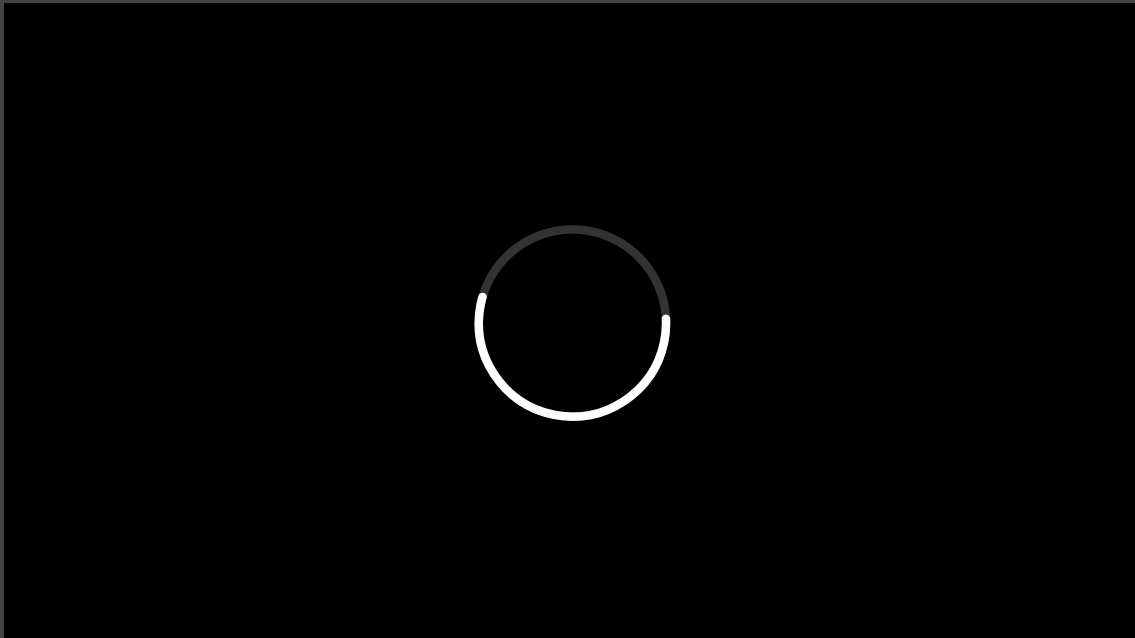
**The new generation of chefs is responsible for the food of the future. Being here, I can showcase a new and very unique Nordic style of cuisine, which I hope they will find inspirational.**

Sebastian Jiménez, Mexican/Faroese chef and participant in Arctic Young Chef at EXPO 2025

→ Read more: [Do they make open sandwiches in Japan?](#)

Keynote by Sirið Stenberg, Faroese Minister for Foreign Affairs, Industry and Trade, Ida Heimann Larsen, the Chief of Staff at the Nordic Council of Ministers, and Halla Nolsøe Poulsen, chair of the Faroe Islands Gender Equality Committee at Nordic Gender Equality Day

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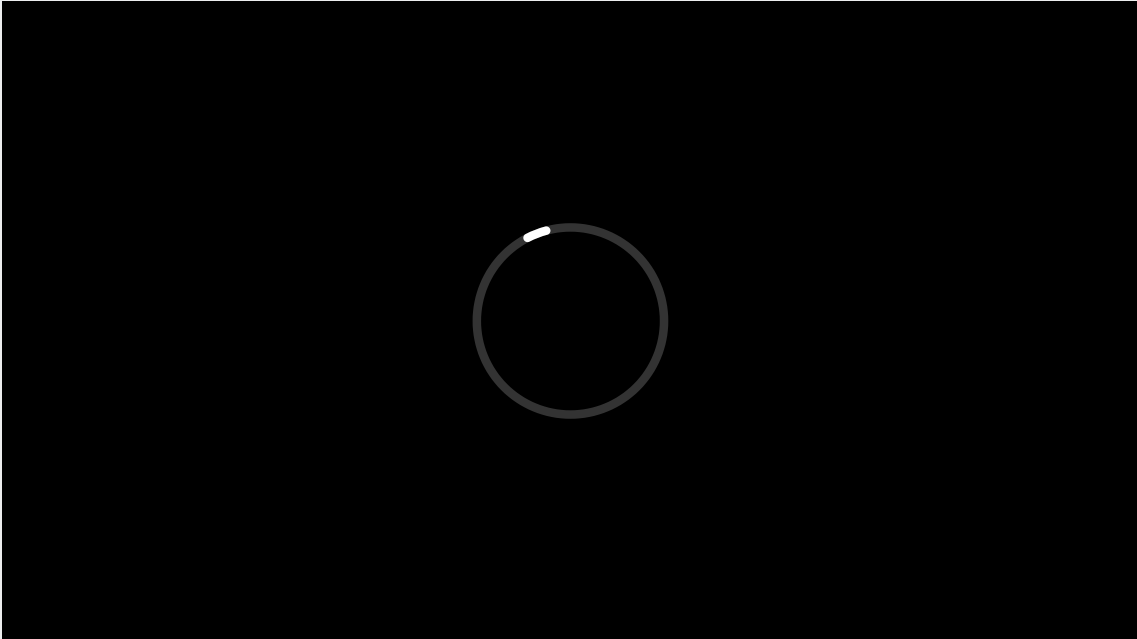
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EXPO 2025 – OSAKA, JAPAN

# Nordic Gender Equality Day

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How does gender equality affect economic development?  
Hear the thoughts of Halla Nolsøe Poulsen



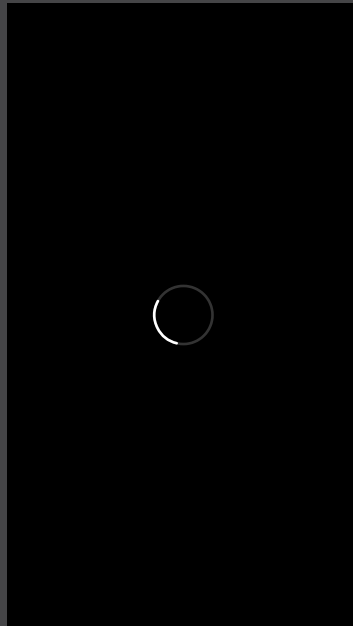
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Nordic Gender Equality Day brought policymakers, academics, and advocates together to exchange Nordic and Japanese experiences on how equality drives innovation, growth, and demographic sustainability. Panels examined topics such as gender roles in media, leadership, and labour markets.

"Gender equality is a cornerstone of the recently agreed Japanese-Nordic diplomatic initiative. Nordic experiences with gender equality and Japanese experiences with innovation make a combination that can serve as an example to ourselves and on the global stage," highlighted Sirið Stenberg, Faroese Minister for Foreign Affairs, Industry and Trade.

Masahiro  
Kuniyuki. Please,  
write short text  
about the video  
or people



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## Conclusion

Both regions share demographic challenges – ageing populations and declining birth rates – and recognise that gender equality is key to building resilient, innovative economies. The event highlighted that trust-based governance, social innovation, and inclusive workplaces are central to competitiveness.

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Sirið Stenberg, Faroese Minister for Foreign Affairs, Industry and Trade.



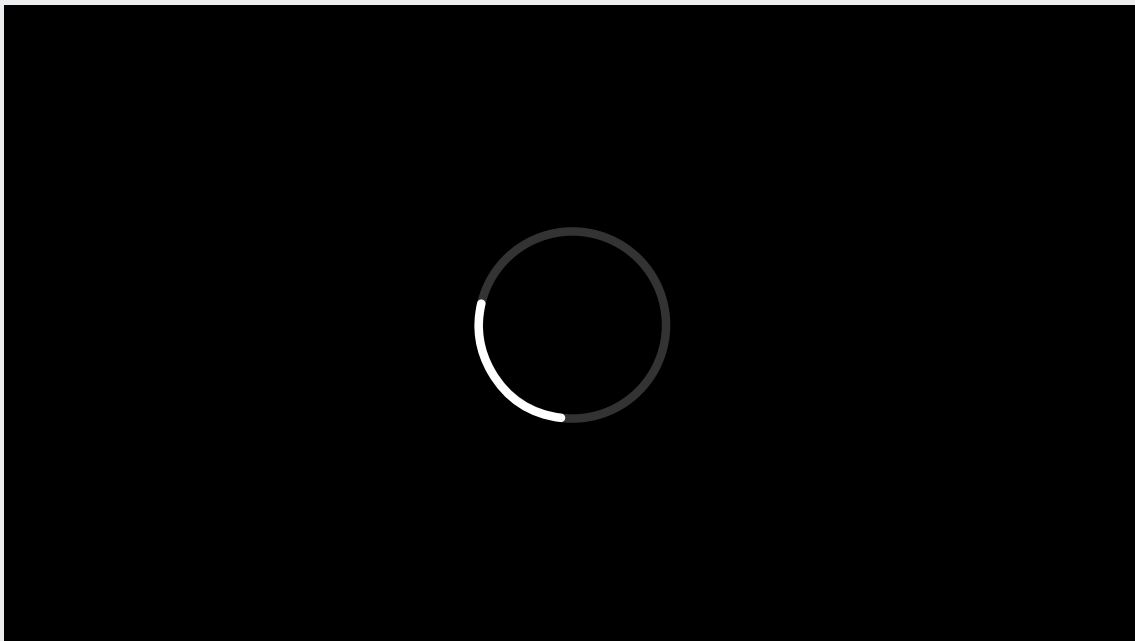
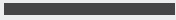
## Nordic Contribution

The Nordic Council of Ministers presented the Nordic model for gender equality, emphasising policy tools, legislation, and partnerships that have made the Nordics global leaders in equality. The discussions paved the way for deeper cooperation between Nordic and Japanese stakeholders in media, research, and policymaking.

“When women and men participate on equal terms in the labour market and in the home, society becomes more innovative, inclusive and economically sustainable,” said Ida Heimann Larsen, Deputy Secretary General of the Nordic Council of Ministers.

→ Read more about [Equal opportunities are important for competitiveness](#)

Watch the keynote by Ida Heimann Larsen, Deputy Secretary General of the Nordic Council of Ministers and the panel debate with Jenny Lucander, winner of the 2020 Nordic Council Children and Young People's Literature Prize

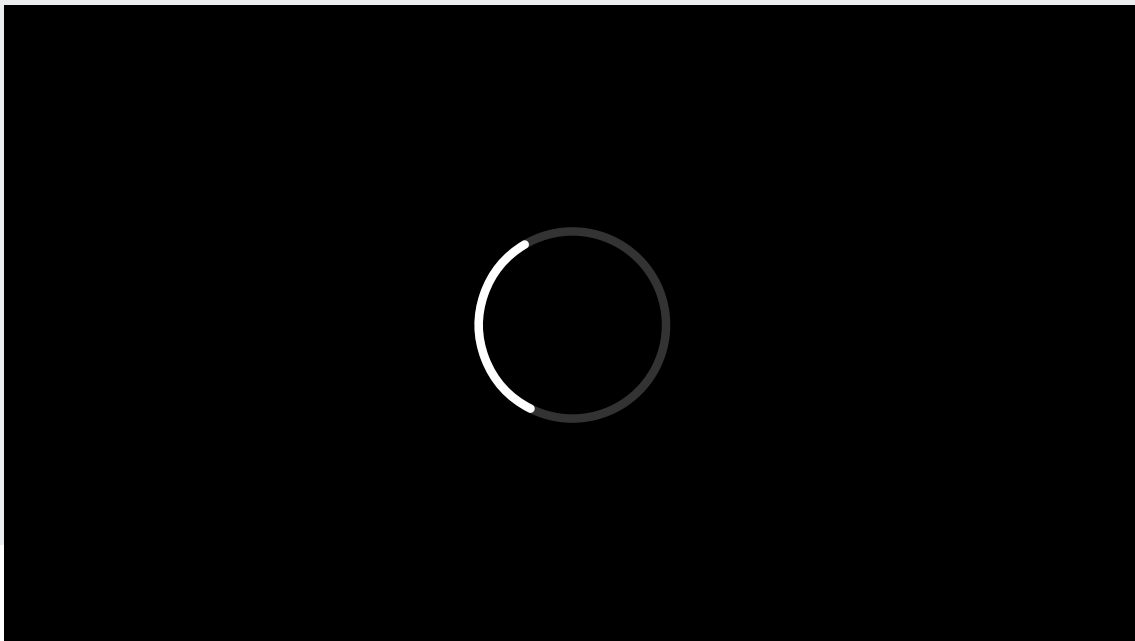


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EXPO 2025 – OSAKA, JAPAN

# Nordic Literature Day

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**When children and young people learn to read, it's not just a new skill that lets them play their part in democracy.**

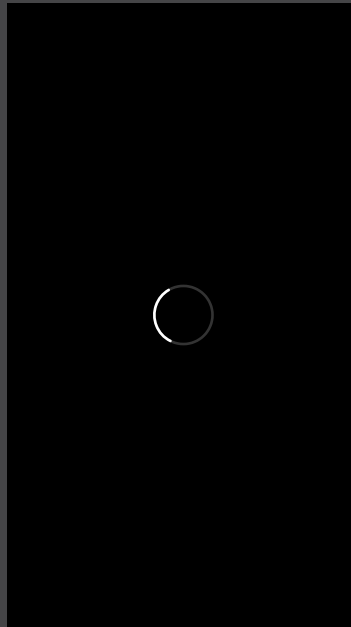
Ida Heimann Larsen, Deputy Secretary General of the Nordic Council of Ministers.

At Nordic Literature Day, authors, publishers, and cultural experts from the Nordics and Japan came together to explore how literature strengthens democracy, mutual understanding, and creativity. Discussions focused on storytelling as a force for civic participation and intercultural exchange, with a special emphasis on children's and young people's literature.

"When children and young people learn to read, it's not just a new skill that lets them play their part in democracy. It also introduces them to a world of imagination, where they can dream big or learn to look at themselves and their lives in a different light," said Ida Heimann Larsen, Deputy Secretary General of the Nordic Council of Ministers.



How do you think  
that the  
Japanese  
stakeholders  
perceive Nordic  
Children's  
Literature?



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## Conclusion

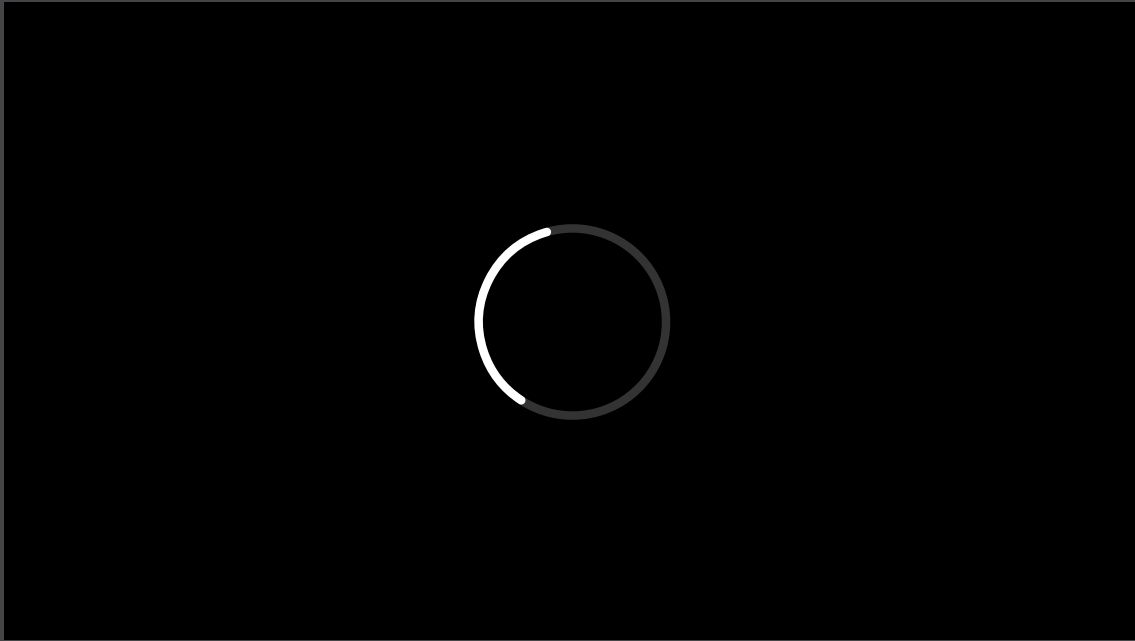
The day demonstrated that both the Nordics and Japan share deep respect for culture, education, and imagination. Literature was presented not only as an art form but also as a democratic tool – strengthening critical thinking, empathy, and the ability to engage in dialogue. Together, Nordic and Japanese participants highlighted how cooperation in literature supports diversity, youth creativity, and cross-cultural understanding.

## Nordic Contribution

The Nordic Council of Ministers contributes to children and young people's culture by funding the Nordic Council Children and Young People's Literature Prize, which raises awareness of authors and the genre. At EXPO 2025, the Nordic Council of Ministers contributed with Nordic perspectives on literary policy and democratic education, including participation from Jenny Lucander, winner of the 2020 Nordic Council Children and Young People's Literature Prize.

→ Read more about [Literature, democracy and bridges between Japan and the Nordics](#)

# Keynote from Nordic Critical Raw Materials



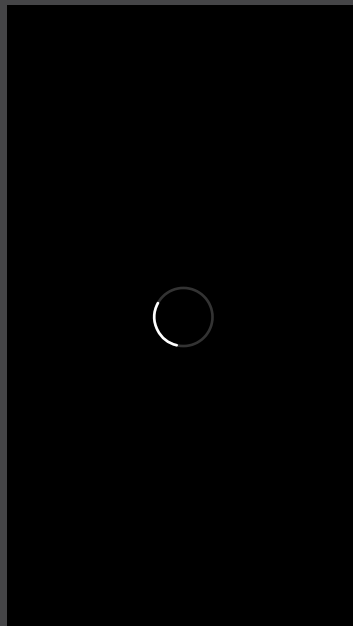
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EXPO 2025 – OSAKA, JAPAN

# Nordic Critical Raw Materials

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Introduction to  
the EU Day on  
Critical Raw  
Materials by  
Jenny Valind



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At the Nordic Pavilion's Critical Raw Materials Day, experts from Japan, the Nordic countries, and the EU gathered to discuss how to build sustainable and secure supply chains for critical minerals – essential for the green and digital transition. The event highlighted shared interests in resource efficiency, circular economy, and industrial cooperation.

"The circular economy is not a choice. It's a necessity for the green transition and systemic change. Industries and regions need to work together to ensure that resources last for future generations," said Niina Aagaard, Head of Communications at the Nordic Council of Ministers.



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**The circular economy is not a choice. It's a necessity for the green transition and systemic change. Industries and regions need to work together to ensure that resources last for future generations.**

Niina Aagaard, Head of Communications at the Nordic Council of Ministers



## Conclusion

The event underscored that circular economy solutions and international collaboration are key to reducing resource dependency and achieving climate neutrality. Japan and the Nordic countries share strong traditions of technological innovation and sustainability, making their partnership a natural fit for addressing the global demand for critical raw materials.

## Nordic Contribution

The Nordic Council of Ministers and its institutions contributed Nordic



perspectives on resource circularity and policy coherence. The event built on ongoing Nordic–European cooperation under the Nordic Vision 2030 framework, which aims to make the region the world’s most sustainable and integrated by 2030.

- Read more about [Japan, Europe and the Nordics as partners in a circular future](#)
- Watch the broadcast here: [EXPO 2025: EU sessions on critical raw materials - YouTube](#)

EXPO 2025 – OSAKA, JAPAN

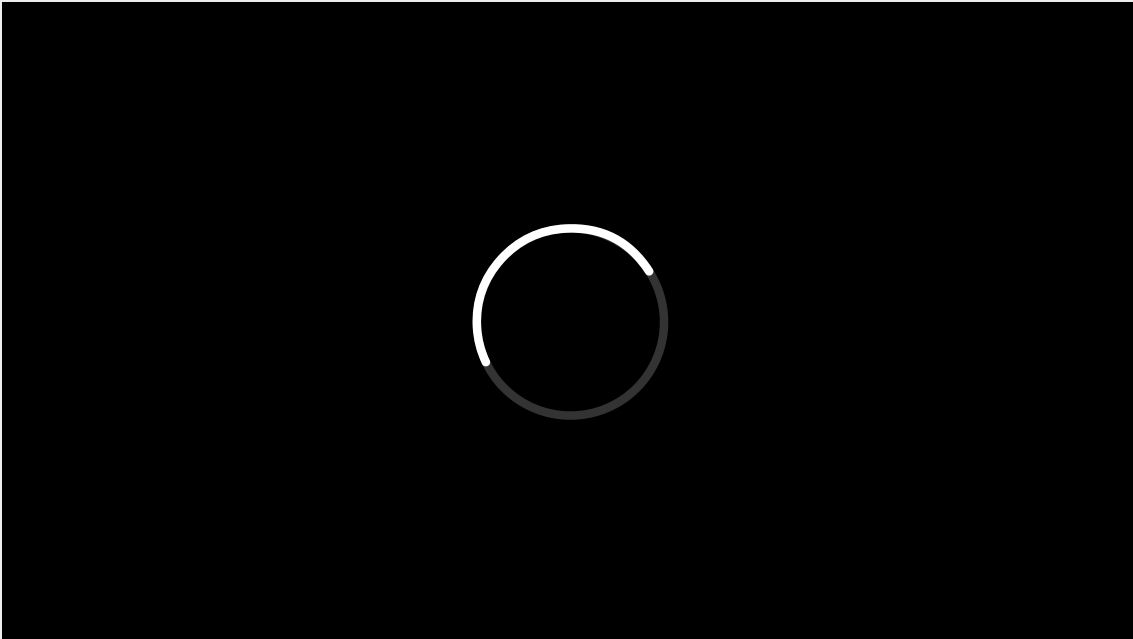
# Nordic Battery Collaboration Day

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At Nordic Battery Collaboration Day in the Nordic Pavilion at EXPO 2025 Osaka, participants explored how collaboration between Japan and the Nordic countries can strengthen the development of sustainable battery technologies and value chains. The programme gathered researchers, policymakers, and industry leaders to discuss innovation, circularity, and energy security in the global battery market.

"Japan and the Nordic Region share the same ambition: to make the battery value chain more sustainable, robust and innovative. This seminar has been an important step in the right direction, but what really matters will be the meetings, partnerships and projects that emerge as a result of it," said Håkan Lind, Senior Adviser, Nordic Innovation.



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**Japan and the Nordic Region share the same ambition: to make the battery value chain more sustainable, robust and innovative.**

Håkan Lind, Senior Adviser, Nordic Innovation

## Conclusion

The event underlined how both Japan and the Nordic countries share ambitions to develop sustainable, circular, and competitive battery industries. The dialogue paved the way for increased industrial partnerships, research collaboration, and policy alignment – ensuring that batteries of the future are produced responsibly and support global decarbonisation goals.

## Nordic Contribution

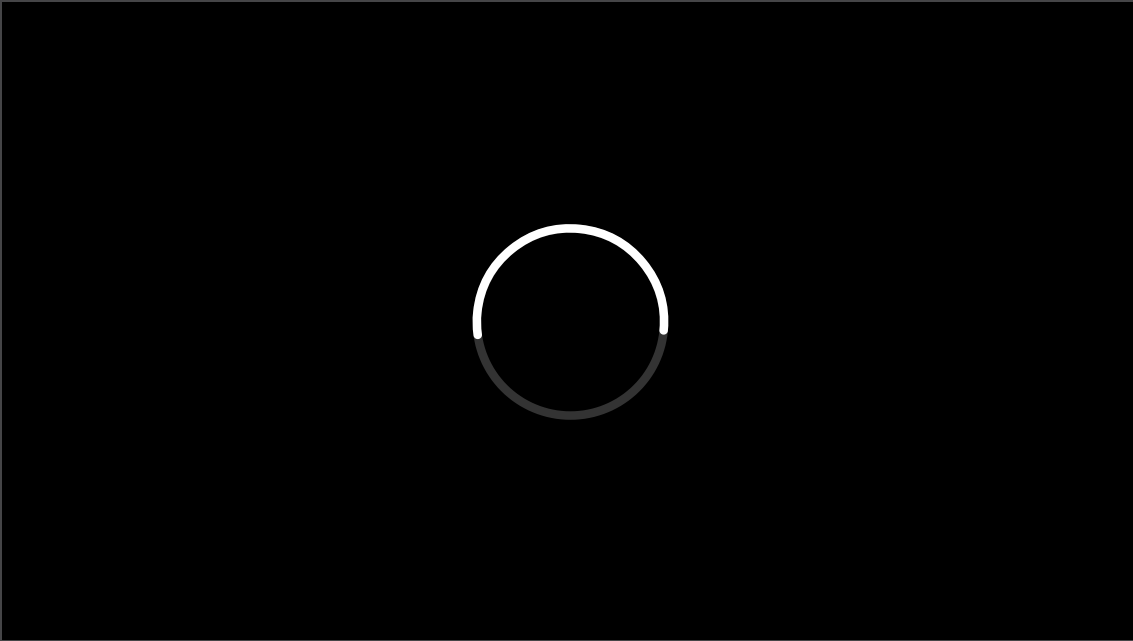
The Nordics contributed by sharing experiences from cross-border cooperation on innovation and green technologies, including the Nordic Council of Ministers' focus on sustainable industrial transformation and resource efficiency. The discussions reinforced the Nordic approach to open collaboration and knowledge-sharing as a foundation for advancing clean energy solutions together with Japan.



→ Read more about [The Nordics and Japan to work more closely together on the batteries of the future](#)

Explainer video: Why the Nordic Council of Ministers is present at the EXPO 2025. Mikael Carboni Kelk, Senior Adviser at the Nordic Council of Ministers and EXPO Board Member, Nordic Pavilion.

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# Nordic Life Science and Health Days

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At Life Science Day, the Nordic Pavilion served as a platform for showcasing Nordic health-tech and life-science innovation to Japanese partners. Discussions centred on how the Nordics, globally strong in health-technology and life-science, can support Japan's evolving health challenges - ageing populations, chronic diseases, and the need for integrated care.

"In the health sector, the high quality of Nordic data is a competitive advantage at international level and an important resource for the Region and its national health services. Digitalisation and innovative solutions form a solid foundation for working



together on health and social affairs," said Kaisa Juuso, Minister for Health, Finland.

## Conclusion

The event highlighted the many complementary strengths between the Nordics and Japan: high trust societies, strong innovation ecosystems, and shared demographic challenges. It underscored that health-innovation is both a societal and economic opportunity.

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**In the health sector, the high quality of Nordic data is a competitive advantage at international level and an important resource for the Region and its national health services. Digitalisation and innovative solutions form a solid foundation for working together on health and social affairs.**

Kaisa Juuso, Minister for Health, Finland



## Nordic Contribution

The Nordics contributed by presenting



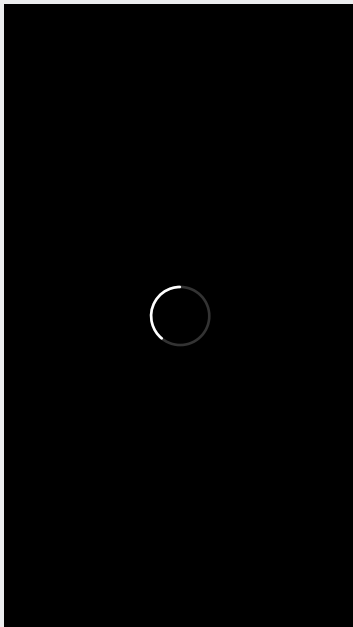
Nordic Proof, a network of partners from established institutions and testing sites across the Nordic healthcare sector. Funded by Nordic Innovation, Nordic Proof conducts real-world tests of new healthcare products and ideas during their development phase - ensuring that innovations meet the needs of professionals and patients alike.

"We are showcasing how the Nordics are going to become the most integrated and sustainable health system in the world by 2030. And not only that, we are going to provide the most patient-centric and equitable healthcare to all our citizens," highlighted Thordur Reynisson, Senior Adviser, Nordic Innovation.

Through initiatives like Nordic Proof, the Nordics demonstrated how cooperation across borders - combining innovation, research, and public health expertise - can help drive global progress in healthcare and create opportunities for collaboration with Japan.

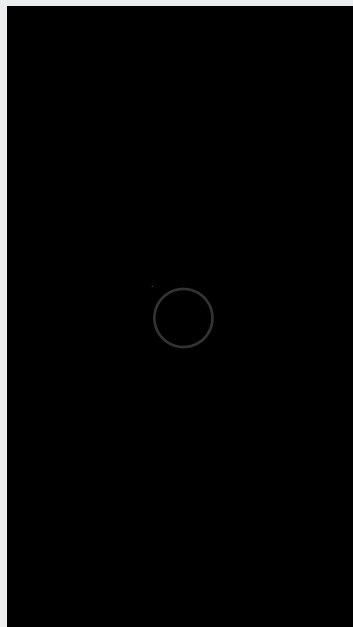
Hear both the Nordic and Japanese perspective on the Nordic Health EXPO Days

Thordur  
Reynisson  
emphasises the  
Nordic vision of  
becoming the  
most integrated  
and sustainable  
health system in  
the world by  
2030



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Ryoji Noritake  
talks about how  
Japan can learn  
from the Nordics  
when it comes to  
health care  
solutions



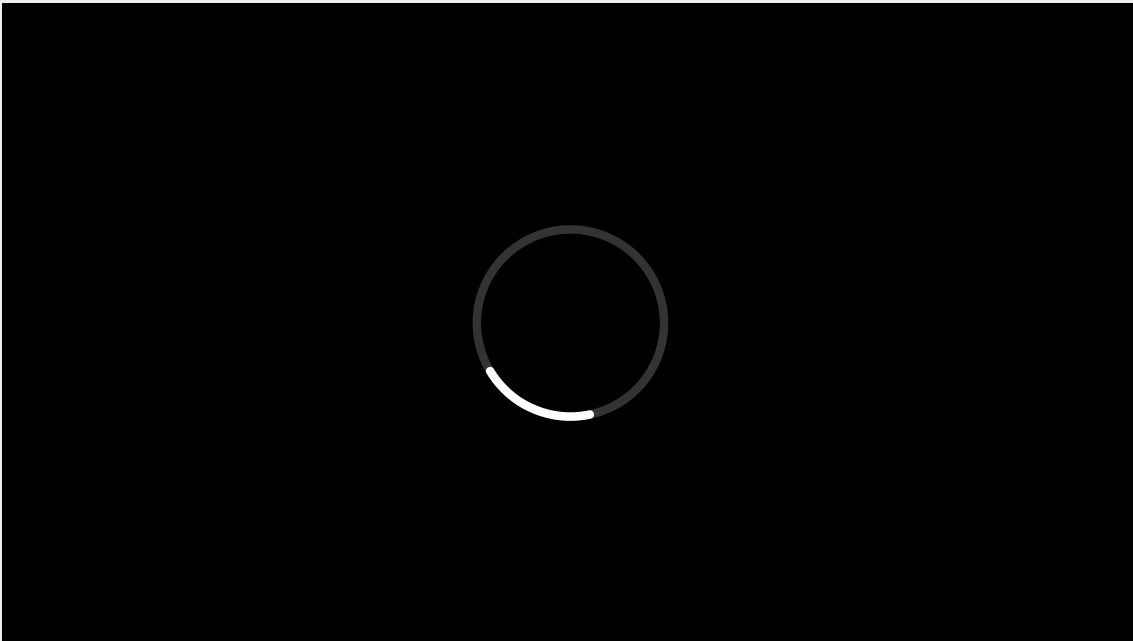
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→ Read more about [Nordic health solutions find their way to Japan](#)

→ Watch the keynote by [Kaisa Juuso, Minister for Health, Finland](#)

## Opening remarks by Sindre Bornstein, Director of Nordic Innovation at Nordic StartUp Day

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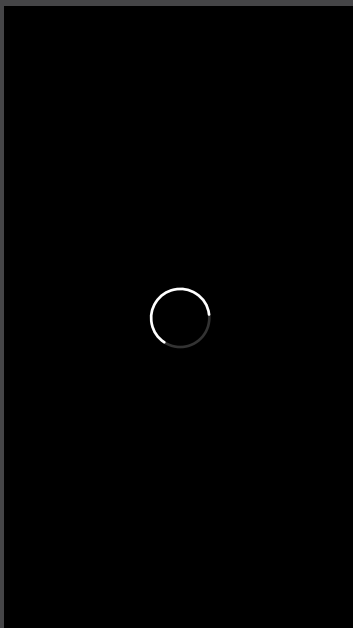


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EXPO 2025 – OSAKA, JAPAN

# Nordic StartUp Day

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Hear the thoughts of Sindre Bornstein on the Nordic StartUp Day at EXPO 2025

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At Nordic Startup Day in the Nordic Pavilion at EXPO 2025 Osaka, Nordic and Japanese entrepreneurs, investors, and innovation experts gathered to explore how closer cooperation can accelerate green and digital transformation. The programme featured four sessions: The Nordic Startup Ecosystem and the Values Behind, Universities and the Nordic Startup Ecosystem, Nordic Cleantech Startup Pitch, and Investment Opportunities in the Nordics for Japanese Companies.

Through panel discussions and networking, participants from both the Nordics and Japan exchanged experiences, identified synergies, and explored concrete opportunities for partnerships and investments.

"We want to showcase the Nordic region not only for starting up but also scaling up businesses. They are significant agents of change and solve societal challenges and function as instruments for both recovering and boosting our economies. It is important for us to strengthen international relations and attract investments and help to investigate new markets," said Sindre Bornstein, Director of Nordic Innovation.



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**We want to showcase the Nordic region not only for starting up but also scaling up businesses. They are significant agents of change and solve societal challenges and function as instruments for both recovering and boosting our economies. It is important for us to strengthen international relations and attract investments and help to investigate new markets.**

Sindre Bornstein, Director of Nordic Innovation

## Conclusion

The day concluded with a shared recognition of the strong alignment between the Nordic and Japanese startup ecosystems. Both regions value sustainability, trust, and innovation – creating a solid foundation for long-term collaboration. The event underscored that combining Nordic innovation with Japanese technology and market potential can accelerate the green transition and open new growth opportunities for entrepreneurs on both sides.

## Nordic Contribution

The day was made possible through Nordic Innovation House Tokyo, an initiative under the Nordic Council of Ministers. Nordic Innovation House provides a soft-landing platform for Nordic startups and scale-ups entering the Japanese market, offering workspace, mentorship, and access to local networks and investors. By connecting entrepreneurs, investors, and corporate partners, the initiative strengthens the bridge between the Nordic innovation ecosystem and Japan's vibrant tech community, fostering collaboration, co-creation, and sustainable growth.

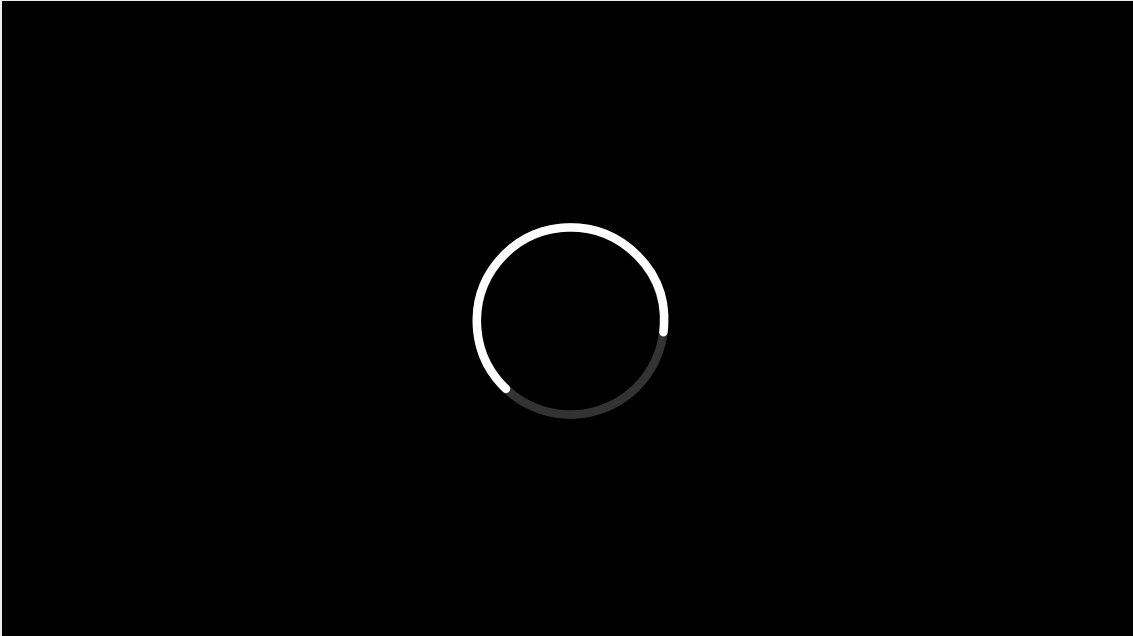


→ Read more about [Huge potential to boost links between Japanese and Nordic start-up ecosystems](#)

→ Watch more from [Broadcasts from the Nordic Pavilion at EXPO 2025 Osaka](#)

Karen Ellemann, Secretary General of the Nordic Council of Ministers, and Hideki Uyama, Ambassador of Japan to Denmark

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## EXPO 2025 – OSAKA, JAPAN



## Wrap-Up

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Karen Ellemann, Secretary General of the Nordic Council of Ministers, and Hideki Uyama, Ambassador of Japan to Denmark, talks about why the EXPO was held in Japan, the aim of the EXPO 2025, the long-term benefits for all the participating businesses, how the Nordic Pavilion has been perceived by the Japanese, Nordic-Japanese business opportunities and more.

Quotes from the Ambassador of Japan to Denmark, Hideki Uyama:

**"I think that the main purposes of the EXPO are to contribute to the achieving of SDGS, Sustainable development Goals, and to co-create solutions to common challenges facing humankind by which I'll say by sharing new ideas and innovative technologies."**

**"Well, I think that the Expo has offered an excellent opportunity to world businesses to get inspired each other**

and to enhance business networking and business matching including innovative startups. So I hope that businesses across the globe, including the Nordic businesses, find ways through this EXPO for expanding their activities, activities and efforts towards a better sustainable future."

"On the Nordic Pavilion, I heard that the visitors were very much impressed with endeavours by the Nordics for better future, sustainable future from food waste reduction, circular economy to detailed health and clean energy. And also the visitors enjoyed the, the combination, the fusion of nature, art and technology, as well as delicious Nordic food and beautiful design. There we, I think, share a lot of values."

"Japan and the Nordic countries have already been developing good cooperation in such sectors as clean energy, life sciences, quantum and other cutting edge technologies. But there is a lot to do more and through this EXPO various many business delegations from the Nordics visited not only Osaka, but Tokyo and other parts of Japan and had a lots of promotion events and meetings with Japanese companies. So I hope that Nordic businesses will discover new avenues for further collaborations with Japanese companies and maybe investments in Japan as well."

"I would like to stress that Japan and the Nordic countries are trusted partners sharing fundamental values, democracy, freedom, human rights and the rule of law. And in the increasingly

**uncertain and unpredictable time, it is more important than ever for like-minded countries such as Japan and the Nordics to deepen cooperation to uphold the rule of law in the international community, including unwavering support to Ukraine."**

EXPO 2025 – OSAKA, JAPAN

# The Nordic Pavilion at EXPO 2025

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## EXPO 2025, Osaka, Japan – Impact and Key Results

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### **The Nordic Council of Ministers**

The Nordic Council of Ministers is the official body for inter-governmental co-operation between Åland, Denmark, Finland, the Faroe Islands, Greenland, Iceland, Norway and Sweden.

In 2019, the Nordic prime ministers presented a vision of the Nordic Region as the most sustainable and integrated region in the world by 2030. The work of the Nordic Council of Ministers is designed to pursue that goal by making the Nordic Region green, competitive and socially sustainable.

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