



May 30, 2022

Sumitomo EXPO2025 Promotion Committee

Outline of the Pavilion Concept for Expo 2025 Osaka, Kansai, Japan

The Sumitomo EXPO2025 Promotion Committee is pleased to announce that 19 Sumitomo Group companies will exhibit at the “Sumitomo Pavilion (tentative name)” at Expo 2025 Osaka, Kansai, Japan. The outline of the pavilion concept has been finalized and is described in the following.

The Sumitomo Pavilion will be a venue where people gather and ideas take wing, through exhibits conjuring up novel, fantastic, entertaining vistas. It will celebrate the diversity of life, in forests and throughout the natural world, while seeking to resolve the issues confronting society through the winning combination of a challenging spirit and the latest technology.

Integral to our overarching theme will be an emphasis on offering everyone, but especially youngsters destined to be the creators of the future, an immersive experience—emulating the immensity of space, stimulating all five senses, and encouraging compassion—bringing smiles to their faces and reorienting them toward worthwhile goals while kindling a generosity of spirit so that the Sumitomo Pavilion experience will shine brightly in their mind’s-eye undimmed by the passage of the years. Our intention is that by exerting a unique appeal, the Sumitomo Pavilion will attract all who seek an overwhelmingly positive experience outshining others available in the real or virtual worlds.

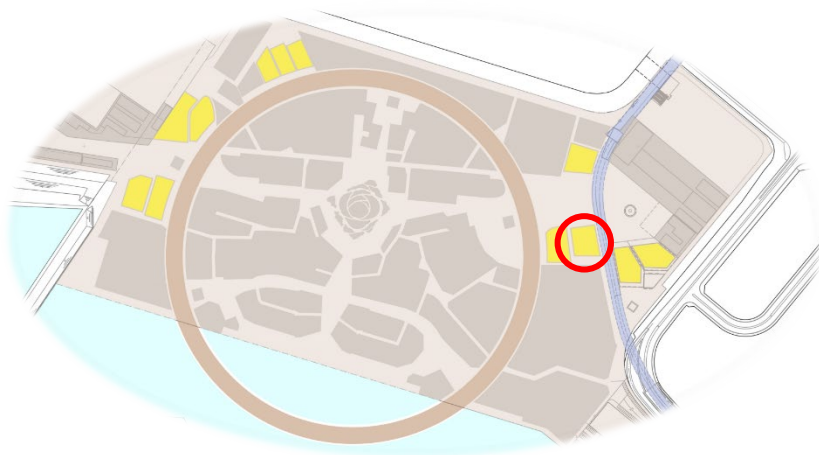
The exhibits are still under consideration, but “Unknown Forest” is the proposed exhibition title.

Venture into a mysterious uncharted forest, explore wherever your inclination leads you, making great discoveries along the way. On emerging from the forest after a series of revelatory experiences, your newly expanded imagination will have the power to envision a better future. That is the exhibition we have in mind.

As befits the Expo, the pavilion will incorporate the most enlightened production values of the contemporary world, including extensive innovative use of timber sourced from forests owned by the Sumitomo Group in Japan.

The Sumitomo Group has deep roots in Osaka, Kansai. Participation in Expo 2025 will enable the Sumitomo Group to contribute to further development of Osaka and the Kansai region. Hosting a pavilion at Expo 2025, the Sumitomo Group will integrate the knowledge, technology, and talent cultivated in the course of its 400-year history to illuminate a path to a bright future for everyone.

- Exhibit area *Private-sector pavilions are shown in yellow, with the “Sumitomo Pavilion (tentative name)” circled in red.



- Materials at the Presentation of Private Pavilion Exhibitor in Expo 2025 Osaka, Kansai, Japan on May 30



- Members of the Sumitomo EXPO2025 Promotion Committee (19 companies)

Sumitomo Chemical, Sumitomo Heavy Industries, Sumitomo Mitsui Banking Corporation, Sumitomo Metal Mining, Sumitomo Corporation, Sumitomo Mitsui Trust Bank, Sumitomo Life Insurance, Sumitomo Warehouse, Sumitomo Electric, Mitsui Sumitomo Insurance, Nippon Sheet Glass, NEC, Sumitomo Realty & Development, Sumitomo Osaka Cement, Sumitomo Mitsui Construction, Sumitomo Bakelite, Sumitomo Forestry, Sumitomo Rubber Industries, Sumitomo Pharma