



PAKISTAN  
UNIVERSE IN A GRAIN OF SALT



Report on

# VISIT OF MINISTER FOR COMMERCE TO EXPO 2025 OSAKA

May 27, 2025

Trade Development Authority of Pakistan

# CONTENTS

---

1. Introduction	3
2. Meeting with the Japan Association for the 2025 World Exposition	4
3. Pavilion Visits	6
3.1 Japan Pavilion	6
3.2 Pakistan Pavilion	8
3.3 Palestine Pavilion	10
3.4 Tajikistan Pavilion	11
3.5 UK Pavilion	12
3.6 China Pavilion	13
3.7 UAE Pavilion	14
3.8 Qatar Pavilion	14
3.9 France Pavilion	15
3.10 USA Pavilion	16
3.11 Azerbaijan Pavilion	16
3.12 Türkiye Pavilion	17
3.13 Saudi Arabia Pavilion	17
4. Press Conference	19
5. Networking Dinner	20
6. Meeting with 79th Head Priest for Promotion of Buddhist Tourism	22
7. Conclusion	23
8. Follow-Up Actions and Recommendations	25

# 1. INTRODUCTION

---

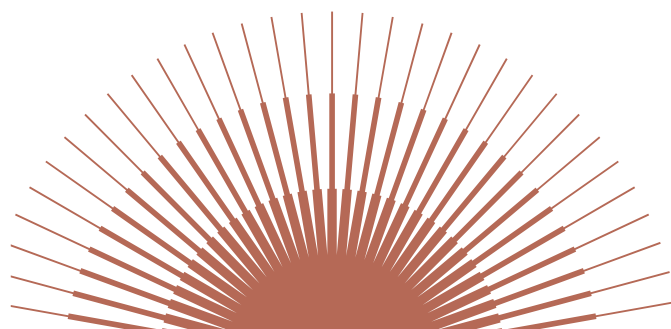
The visit of the Honorable Federal Minister for Commerce, Mr. Jam Kamal Khan, to Expo 2025 Osaka on May 27, 2025 marks a significant moment in Pakistan's continued engagement with the international community through platforms of trade, diplomacy, and cultural exchange. The objectives of his visit included strengthening bilateral relations, promoting Pakistan's diverse economic and cultural offerings, and exploring new avenues for trade and investment within the dynamic setting of Expo 2025 Osaka, Japan.

Expo 2025 Osaka is a six months long world exposition, started from April 13, 2025 and will run until October 13, 2025 under the theme "Designing Future Society for Our Lives", with sub-themes "Saving Lives", "Empowering Lives" and "Connecting Lives". As the lead representative of the Ministry of Commerce, Government of Pakistan, the Honorable Minister's visit took place at a pivotal time when Expo 2025 Osaka with its overarching theme has brought together more than 158 countries and international organizations to present innovative solutions, stories, and visions that aspire to shape a better world in the decades to come. In this diverse and forward-looking environment, Pakistan's presence has been particularly distinctive, built around a unique and deeply symbolic concept: Pink Rock Salt, showcased through its national pavilion under the theme "Universe in a Grain of Salt."

The Minister's visit was aimed at advancing Pakistan's trade and investment outreach, enhancing bilateral goodwill with Japan and other participating nations, and amplifying the visibility of Pakistan's narrative at the Expo 2025. It also reflects the importance that Pakistan attributes to world expositions as meaningful platforms for public diplomacy, export development, and soft power projection. These global events are no longer ceremonial alone but they also serve as venues for promoting national economic opportunities, forging global trade linkages, and building cultural and intellectual bridges.

The Minister's official engagements included a welcome reception, a high-level meeting with the Japan Association for the 2025 World Exposition, an in-depth tour of the Pakistan Pavilion, as well as visits to various other national pavilions, details of which are provided in the following sections. His visit also featured a press conference with Japanese and international media, where he addressed Pakistan's vision for Expo 2025 participation as well as trade opportunities with Pakistan. The day concluded with a formal networking dinner hosted in his honor, attended by representatives of over 25 countries and other key stakeholders.

This report entails the full scope of the Minister's visit, outlining the key engagements, their diplomatic and economic significance, and the broader context in which Pakistan is positioning itself within the global exposition landscape. It also underscores the impactful role of the Pakistan Pavilion in sparking interest, admiration, and meaningful interaction among both Japanese and international audiences.



## 2. MEETING WITH THE JAPAN ASSOCIATION FOR THE 2025 WORLD EXPOSITION

---

On the commencement of his official visit to Expo 2025, the Honorable Federal Minister for Commerce, Pakistan, Mr. Jam Kamal Khan, was warmly received by Mr. Ichinoki Manatsu, Deputy Secretary General of the Japan Association for the 2025 World Exposition, Mr. Hikihara, Chief Protocol Officer and Mr. Koke Hirokazu, Country Manager for Pakistan.



Following the formal reception, the Minister extended his sincere gratitude for the consistent support and excellent facilitation provided by the Expo organizers and assistance that has played a pivotal role in ensuring impactful and well-coordinated presence of Pakistan at Expo 2025.

In response, the Deputy Secretary General commended Pakistan's proactive participation in Expo 2025 and expressed deep appreciation for the creative execution of a singular, compelling idea at the Pakistan Pavilion. They praised the pavilion's conceptual strength,



particularly its central theme, “Universe in a Grain of Salt,” describing it as distinctive, symbolic, and culturally rich. They also noted the pavilion’s high footfall, long visitor queues, and growing popularity, recognizing it as one of the most engaging and talked-about exhibits at the Expo.



The Honorable Minister emphasized that platforms like Expo 2025 offer invaluable opportunities for countries to share their stories, values, and aspirations with a global audience. He reaffirmed Pakistan’s commitment to nurturing long-term partnerships built on shared principles of trade, commerce, and cultural exchange.

As a gesture of goodwill, Mr. Jam Kamal Khan presented a specially curated book showcasing Pakistan’s rich tourism heritage, archaeological treasures, and diverse landscapes to the Association.





## 3. PAVILION VISITS

---

After the reception by the Japan Association for the 2025 World Exposition, the Honorable Minister visited different country pavilions. The details are as follows:

### 3.1 JAPAN PAVILION

---

The Honorable Minister for Commerce, Pakistan, Mr. Jam Kamal Khan, paid his first visit to the Japan Pavilion which is the flagship showcase of the host nation.



He was received by the Director of the Japan Pavilion and taken on a guided tour. The Japan Pavilion, produced and designed by renowned creative director Oki Sato, presents Japan's vision under the Expo 2025 overarching theme of "Designing Future Society for Our Lives." The pavilion's specific theme, "Between Lives," explored the delicate connections between people, nature, technology, and the cycles that sustain life on Earth. It invited visitors to reflect on their own roles within the global ecosystem and reimagine how lives can coexist in balance.

The pavilion was a bold and immersive interpretation of Japan's commitment to sustainability and innovation. Among its notable features was the use of biogas power generation using food waste collected from the Expo site, a tangible demonstration of the global "JUNKAN" philosophy.





The Minister expressed deep appreciation for the thoughtful design and execution of the pavilion and commended Japan's leadership in aligning creativity with sustainability. He noted the significance of Expo 2025 as a platform not only for technological exchange but also for fostering shared values between nations.

The visit concluded on a reflective note by the Minister in the visitor's book.





## 3.2 PAKISTAN PAVILION

---

Following his tour of the Japan Pavilion, the Honorable Minister proceeded to the Pakistan Pavilion, where he was warmly received by the Ms. Biznea Mireille, Director of Commons-D Hall, along with other officials from the organizing team.



The Pakistan Pavilion is a striking showcase of the country's rich cultural heritage, economic potential, and natural resources, thoughtfully brought to life under the creative theme "Universe in a Grain of Salt." The centerpiece of the pavilion, Pink Rock Salt installations, has drawn significant attention from international visitors for its unique aesthetic and powerful symbolism of Pakistan's natural wealth.





The Honorable Minister was given a guided tour of the main pavilion and the adjacent display area by Project Director Mr. Muhammad Naseer. His visit began at the pavilion's façade, adorned with hand-crafted copper tiles from Peshawar, a tribute to Pakistan's artisanal legacy. Upon entering, he read a poem on salt displayed at the entrance, followed by viewing the History Wall, which chronicles the story of Pakistan's Pink Salt. Above it, a mural added a visual narrative that resonated deeply with the pavilion's theme.

He also took note of the salt flooring, appreciated the special video on the Khewra Salt Mines being screened inside the pavilion, and interacted with the digital interactive table designed to engage visitors with Pakistan's natural and mineral resources.



He then spent time in the Healing Garden, where he experienced halo therapy, a wellness activity symbolically aligned with the pavilion's focus on salt as a source of healing, wellness, and connection to the Earth.

Continuing to the display area, He explored exhibits highlighting Pakistan's key sectors, including pottery, textiles, copper craftsmanship, stone engraving, and mineral samples. Mr. Ahmed Khan, Assistant Director, TDAP explained about each artifact displayed in this area. The Honorable Minister appreciated the selection of items for display and directed to place a brief description of the displayed articles in English as well as in Japanese.





To conclude his visit, the Honorable Minister recorded a video message reflecting on his experience and expressing pride in Pakistan's representation at the Expo. He also met with the team of ushers managing the pavilion, all of whom were dressed in specially designed traditional uniforms created for Expo 2025.



### 3.3 PALESTINE PAVILION

The Honorable Minister then visited the Palestine Pavilion located very close to Pakistan Pavilion in the same Commons-D Hall, expressing solidarity and support. The Palestine Pavilion showcased Palestine's rich history, enduring hope, and vision for the future. Through cultural exhibits and stories of resilience, the Honorable Minister experienced the spirit of Palestinian heritage, struggles, and aspirations for peace and prosperity. He appreciated the cultural displays and engaged in discussions about potential areas of collaboration.





## 3.4 TAJIKISTAN PAVILION

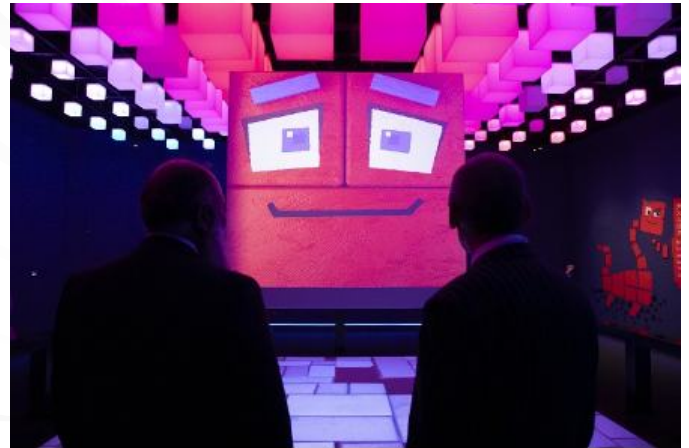
Next, he visited the Tajikistan Pavilion also situated in the same Commons-D Hall. The Republic of Tajikistan organized its pavilion under the theme “Glaciers and Water Resources – for saving lives and a sustainable future”, taking into account the actions taken in the field of glaciers’ preservation and water resources. The Honorable Minister also explored exhibits showcasing the country's cultural heritage and natural beauty. He also discussed opportunities for enhancing bilateral relations and trade.



## 3.5 UK PAVILION

---

The Honorable Minister, then proceeded to the UK Pavilion, which was themed “Come Build the Future.” Inspired by the simplicity and potential of a child’s toy building blocks, the pavilion symbolizes how even the smallest ideas like individual blocks can combine to form transformative innovations. Through a thoughtfully designed immersive experience, the pavilion highlighted the United Kingdom’s role as a global hub for creativity, science, and innovation.



The Honorable Minister was given a guided tour of the pavilion, where he explored various exhibits emphasizing sustainability, digital innovation, and future-focused partnerships. He appreciated the strong alignment of the UK Pavilion’s concept with the overarching Expo 2025 theme, “Designing Future Society for Our Lives,” and praised its creative execution. To mark the occasion, the Honorable Minister presented Book on Pakistan to the UK Pavilion team.





## 3.6 CHINA PAVILION

---

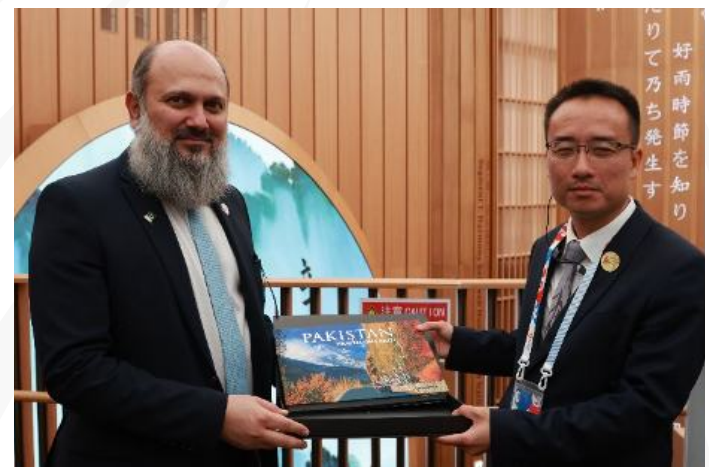
He also visited the China Pavilion, themed “Building Communities that Live with Nature – Green Development for the Future Society.”



The pavilion reflected China’s commitment to environmental harmony and sustainable development. Its exterior design was inspired by the form of an unfolded scroll of traditional Chinese calligraphy, symbolizing the cultural continuity between nature and civilization.

During the visit, he explored exhibits celebrating Chinese culture’s deep-rooted connection with nature. The displays highlighted how China’s traditions, innovations, and community values evolve alongside natural ecosystems, offering insight into the country’s green development strategies. He appreciated the thoughtful and artistic presentation of the theme and acknowledged the alignment between China’s sustainable development efforts and the shared global vision of a better, greener future.

To commemorate the visit, the Honorable Minister signed the visitor book and concluded the visit on a note of mutual respect and friendship.



## 3.7 UAE PAVILION

---

After China, the Honorable Minister for Commerce, Pakistan, visited the United Arab Emirates (UAE) Pavilion, themed “Earth to Ether.”

The pavilion draws inspiration from the UAE’s enduring symbol, the date palm, rooted firmly in the earth while reaching ambitiously toward the sky. This concept embodies the UAE’s spirit of innovation and resilience.

The Honorable Minister was taken on a curated tour of the pavilion, where he experienced a range of immersive, multi-sensory exhibits showcasing the UAE’s vision for a flourishing future.



## 3.8 QATAR PAVILION

---

Continuing his official engagements at Expo 2025 Osaka, the Honorable Minister, visited the Qatar Pavilion, presented under the theme “From the Coastline, We Progress.”

The pavilion’s architectural design draws elegant inspiration from Qatar’s traditional dhow boat construction and Japan’s renowned heritage of wooden joinery, symbolizing a confluence of craftsmanship and cultural harmony between the two nations.





During the guided tour, the Honorable Minister was introduced to a range of exhibits that highlight the historical and contemporary significance of Qatar's coastal regions. The sea, long a source of sustenance, trade, and cultural exchange, was celebrated as a vital element in Qatar's journey of progress and its enduring relationship with Japan.

At the end of the visit, the Honorable Minister signed the visitor's book stating a note of friendship, further strengthening bilateral ties between Pakistan and Qatar.

## 3.9 FRANCE PAVILION

---

The Honorable Minister for Commerce, Pakistan visited the France Pavilion, whose theme was "A Hymn to Love." The Commissioner General of the France Pavilion warmly received him and introduced the theme of the Pavilion.

The pavilion's design, resembling an open theater stage, invited visitors into a poetic and immersive journey. Rooted in the Japanese cultural legend of the red thread, which symbolizes an unbreakable connection between kindred souls, the pavilion carried this symbolism into a vision of the future shaped by love in all its dimensions: "Loving yourself," "Loving others," and "Loving nature." The France Pavilion at Expo 2025 Osaka, titled "Theatrum Naturae" or "Theatre of Nature", offered visitors an immersive, multi-sensory journey designed to evoke a deeper connection between humans and the natural world. The experience unfolded in three distinct acts: Ascent, Discovery of Nature, and Return to the Ground. Visitors began their journey by ascending a winding staircase that formed an observation balcony, symbolizing the elevation of human consciousness. This path led to a curtain threshold, creating an infinite loop that allowed for a continuous exploration of the pavilion's interior. The journey culminated on the rooftop, where a landscaped garden showcased diverse French ecosystems, from mountains to coastlines, serving as a living reflection of France's commitment to biodiversity and sustainability.

Throughout the visit, the Honorable Minister appreciated the artistic and emotional depth of the French presentation. At the conclusion of the visit, the Honorable Minister signed the visitor's book, stating the cordial ties between Pakistan and France.



## 3.10 USA PAVILION

---

Situated next to France, the Honorable Minister was taken on a guided tour through the USA pavilion's five immersive exhibits, which highlighted American leadership in technology, space exploration, education, culture, and entrepreneurship. Each exhibit was curated to inspire visitors to think creatively about global challenges and to imagine new possibilities through collaborative innovation.

The architectural design of the pavilion comprised two triangular wooden buildings flanking a suspended cube, creating a bold, modern structure that reflects the United States' forward-thinking ethos. A dedicated performance stage adds dynamism to the overall visitor experience.

The visit offered valuable insights into the United States' narrative at the Expo and reinforced the spirit of international dialogue and partnership that the Expo seeks to promote.



## 3.11 AZERBAIJAN PAVILION

---

The Honorable Federal Minister for Commerce, Pakistan visited the Azerbaijan Pavilion, which brought to life the country's rich and diverse culture under the inspiring theme "Seven Bridges for Sustainability."

Rooted in the belief that connection is key to a bright, harmonious, and sustainable future, the pavilion took visitors on a vivid cultural journey through "The Seven Beauties", each representing a unique aspect of Azerbaijani heritage.

The Honorable Minister experienced the transformative narrative firsthand as he passed through intricately designed arches, representing transitions from singular knowledge to shared cultural unity. Through a combination of meaningful architecture, immersive technology, and sensory storytelling, the pavilion elegantly conveyed the subtheme "Connecting Lives."





## 3.12 TÜRKIYE PAVILION

The Honorable Federal then visited the Türkiye Pavilion at Expo 2025 Osaka, where he was warmly welcomed by Pavilion Director and Commercial Counselor. The Türkiye Pavilion, under the theme “Heyday of Civilizations,” beautifully aligned with the overarching Expo theme of “Designing the Future Society for Our Lives.”

The Honorable Minister expressed admiration for the thoughtful presentation and thematic richness of the pavilion. The visit was concluded with a note reflecting the enduring friendship and shared cultural respect between Pakistan and Türkiye.



## 3.13 SAUDI ARABIA PAVILION

Lastly, the Honorable Minister visited the Saudi Arabia Pavilion, where he was received by the Ambassador of Saudi Arabia to Japan H.E. Dr. Ghazi Faisal Binzagr and his team. The Ambassador, especially, travelled from Tokyo to welcome the Minister.

Under the theme “Epic Journey of New Discoveries,” the Saudi Pavilion offered a compelling narrative. The architectural design drew inspiration from traditional Saudi urban structures, creating a sustainable space that mirrors the Kingdom’s commitment to preserving its heritage while progressing toward a better and more interconnected world.





At the end of his visit to the Saudi Arabia Pavilion, the Honorable Minister for Commerce, received an in-depth briefing on the upcoming World Expo 2030, set to be hosted in Riyadh by the Ambassador of the Kingdom of Saudi Arabia to Japan alongside senior officials from the Expo 2030 organizing team. They outlined the vision, architectural plans, and thematic direction of the event, centered on "Foresight for Tomorrow" with sub-themes of "Transformational Technology", "Sustainable Solutions" and "Prosperous People". The briefing emphasized Saudi Arabia's ambition to deliver an inclusive, transformative global platform showcasing innovation, sustainability, and future readiness. The Ambassador also formally invited Pakistan to participate in an impactful and prominent manner at Expo 2030, expressing a strong desire to see Pakistan build upon its success at Expo 2025 Osaka as well as Expo 2020 Dubai.



## 4. PRESS CONFERENCE

---

The Honorable Minister for Commerce of Pakistan, Mr. Jam Kamal Khan, held a comprehensive press conference at the Media Room, marking a significant moment during his visit to Expo 2025 Osaka, Japan. The session was attended by over 40 media representatives, including prominent Japanese and international journalists, underscoring the growing interest in Pakistan's participation in the global event.



During the press conference, the Minister elaborated on Pakistan's central theme for Expo 2025: "Universe in a Grain of Salt". He explained how the pavilion's concept draws from Pakistan's natural heritage, particularly the Pink Rock Salt of the Salt Range, a resource found only in Pakistan.

The Honorable Minister provided an in-depth overview of the pavilion's architecture and design philosophy. He emphasized that the structure was developed with a strong emphasis on energy conservation, sustainability, and minimal carbon emissions, aligning seamlessly with Expo 2025's overarching theme of "Designing Future Societies for Our Lives." The design uses natural elements and symbolic references to present a narrative of balance between human development and the environment, encapsulating Pakistan's commitment to nature-centric growth.

A significant part of the press interaction focused on the growing popularity of the Pakistan Pavilion, which has quickly become one of the more frequently visited and discussed pavilions at the Expo. The pavilion's striking use of pink rock salt, interactive storytelling spaces, the Healing Garden, and multi-sensory experiences have created a deeply reflective and engaging environment for visitors.

Looking ahead, the Honorable Minister shared Pakistan's exciting calendar of upcoming events at the Expo. These include a Pakistan Food Festival, cultural performances, trade and investment-focused conferences, and a National Day celebration on August 14, which will serve as the flagship event for showcasing the country's cultural and economic vibrancy. These initiatives are designed to foster cross-cultural exchange, promote tourism, and highlight Pakistan's creative industries and export-ready sectors.



The Minister also underscored Pakistan's strengths in a range of priority sectors including textiles, food and agriculture, minerals and natural resources and digital services. He emphasized that Pakistan is undergoing a significant transformation driven by a young population, strategic geographic location, and ongoing structural reforms. These factors position the country as a promising destination for foreign investment and international partnerships, particularly with countries like Japan.



Following the main briefing, the press conference concluded with an interactive question-and-answer session, where media representatives inquired about Pakistan's participation in Expo 2025, trade policies, and economic initiatives. A group photo session was held at the end. Overall, the press conference played a pivotal role in reinforcing Pakistan's presence at Expo 2025 Osaka.

## 5. NETWORKING DINNER

---

In the evening, a networking dinner was hosted at the Expo 2025 site. The dinner brought together a distinguished gathering of diplomats, trade representatives, business leaders, and international pavilion heads, reinforcing Pakistan's commitment to fostering global economic ties and cultural diplomacy. The Honorable Minister graced the occasion as Chief Guest.

Notable attendees included the Ambassador of Saudi Arabia to Japan, the Commissioner General of France, and pavilion directors from over 25 participating countries (Only representatives from Muslim countries and those visited by the Minister were invited), including Türkiye, Azerbaijan, as well as senior representatives of the Japan Association for the 2025 World Exposition. Members of the Pakistani community in Japan, academia, leading businessmen, and media were also present.





In his remarks, Mr. Jam Kamal Khan highlighted Pakistan's trade potential, investment opportunities, and rich cultural heritage. A special focus was placed on the promotion of Pakistani tourism through curated video presentations showcasing the country's diverse landscapes and heritage sites.

As a gesture of goodwill and cultural connection, guests were presented with specially curated gifts of Pakistan's iconic pink rock salt. They also enjoyed a rich selection of traditional Pakistani cuisine, which was warmly received. The evening provided a valuable platform for networking and international collaboration.



## 6. MEETING WITH 79TH HEAD PRIEST FOR PROMOTION OF BUDDHIST TOURISM

---

On May 28, 2025, continuing his official engagements in Japan following the momentum of Expo 2025 Osaka, the Federal Minister for Commerce, Mr. Jam Kamal Khan, travelled to Kyoto to hold a meeting with the Head Priest for the promotion of tourism in Pakistan. At Shōgoin Monzeki, one of Japan's most revered temples, the Minister met with the 79th Head Priest of the temple, who also serves as Secretary-General of the Kyoto Buddhist Association. This high-level meeting opened a new avenue for promoting religious tourism to Pakistan from Japan, rooted in shared spiritual traditions and historical connections.



The conversation centered around Pakistan's significant Buddhist heritage, particularly the ancient Gandhara civilization, which holds a special place in Buddhist history and continues to draw international interest from spiritual travelers and scholars. The Minister highlighted Pakistan's commitment to preserving and showcasing these sacred sites, extending a warm invitation for Japanese Buddhist communities to rediscover the roots of their faith in Pakistan's rich spiritual landscape.

The Head Priest, in response, expressed sincere appreciation for Pakistan's efforts to promote religious coexistence and cultural respect. He welcomed the idea of Buddhist pilgrimages to Pakistan and pledged to organize a delegation of senior monks and practitioners to visit the country in the near future. He further committed to encouraging other temples and Buddhist centers in Japan to engage in similar cultural exchanges and pilgrimage visits, strengthening people-to-people ties between the two nations.



## 7. CONCLUSION

---

The visit of the Federal Minister for Commerce, Mr. Jam Kamal Khan, to Expo 2025 Osaka was an important opportunity to boost Pakistan's presence and messaging at one of the world's biggest global events. Over the course of the visit, the Honorable Minister engaged with a wide range of counterparts, from Pavilion Commissioner Generals and Expo organizers to business leaders and media representatives. These interactions helped raise awareness about Pakistan's participation at the Expo, opened doors for future collaboration, and allowed for useful conversations on trade, investment, tourism, and cultural promotion.

The visit also served to build momentum for Pakistan's engagement in future expos, including Expo 2030 in Riyadh and Expo 2027 in Serbia. The Saudi delegation formally invited Pakistan to participate in a meaningful way at Expo 2030 and expressed interest in coordinating closely with the Ministry of Commerce going forward.

In addition to official meetings, the Honorable Minister also addressed a large group of Japanese and international journalists during a press conference where he spoke about Pakistan's trade priorities and Expo participation. A networking dinner hosted in his honor brought together more than 100 guests, including diplomats, Pavilion teams, business representatives, academia and members of the Pakistani community in Japan. It provided a friendly space for building connections beyond formal settings.

A particularly meaningful moment took place during the Minister's visit to Kyoto, where he met with the 79th Head Priest of Shōgoin Monzeki and Secretary-General of the Kyoto Buddhist Association. The meeting focused on Pakistan's shared Buddhist heritage and the potential for promoting Buddhist tourism to the country's historic Gandhara sites. The Head Priest showed strong interest in visiting Pakistan and leading a Japanese delegation in the future.

Overall, the visit combined practical engagements with meaningful cultural connections. It helped reinforce Pakistan's position at Expo 2025 Osaka and laid the groundwork for deeper collaboration on trade, tourism, and future global platforms.

During the course of his official visit to Expo 2025 Osaka, the Federal Minister for Commerce, issued a set of key directions regarding Pakistan Pavilion in Expo 2025 and future participation in World Expositions. These directions are summarized below:

## **(I) STUDY OF LEADING PAVILIONS AT EXPO 2025 OSAKA**

---

The Honorable Minister emphasized the need to conduct a focused study of leading and conceptually strong pavilions at Expo 2025, especially those that have effectively drawn parallels between their national identities and Japan. The objective is to extract lessons on narrative-building, design interpretation, and cultural diplomacy, which could be valuable for refining Pakistan's

## **(II) DISPOSITION/DONATION OF THE PAKISTAN PAVILION**

---

The Honorable Minister directed that a comprehensive summary be prepared outlining various options for the disposition of the Pakistan Pavilion after the conclusion of Expo 2025. This summary should include practical and cost-effective proposals for dismantling, repurposing, or donating the pavilion. This includes identifying suitable recipients i.e. a Japanese cultural institution, academic center, or municipality that would benefit from and preserve the symbolic value of the Pakistan Pavilion, especially its pink salt-based thematic elements.

## **(III) INITIATION OF PREPARATORY WORK FOR EXPO 2030 RIYADH**

---

Looking ahead, the Honorable Minister underscored the importance of Pakistan's early and proactive engagement with the organizers of the next World Expo, scheduled to take place in Riyadh in 2030. He directed the initiation of formal communication and strategic planning to ensure Pakistan's meaningful and well-prepared participation. Preliminary coordination meetings with the Expo 2030 Riyadh team are to be arranged as a priority.

## **(IV) ENGAGEMENT WITH SERBIA EXPO 2027 ORGANIZERS**

---

The Honorable Minister also highlighted the significance of regional and thematic expos and directed that Pakistan should establish early contact with the organizing committee of Expo 2027 in Belgrade, Serbia. A formal meeting should be pursued to explore opportunities for participation and to understand the theme and format of the upcoming event.



## **(V) DESCRIPTIONS FOR PAVILION DISPLAY ITEMS**

---

To improve visitor engagement and educational value, the Minister instructed that detailed descriptions be added to all items placed in the display area of the Pakistan Pavilion. These descriptions must be provided in both Japanese and English to cater to the Expo's diverse international audience and to ensure accessibility and context for local Japanese visitors.

## **8. FOLLOW-UP ACTIONS AND RECOMMENDATIONS**

---

In light of the Minister's directions during his visit, the Expo 2025 Cell team of Trade Development Authority of Pakistan has promptly initiated several actions to ensure timely implementation and follow-through:

### **(I) PAVILION CONCEPTS STUDY AT EXPO 2025 OSAKA**

---

The team has begun actively studying various leading pavilions at Expo 2025 Osaka, with particular focus on those that have successfully built conceptual and thematic bridges between their country and Japan. This exercise will help enrich our own narrative strategy, both for the remaining duration of Expo 2025 and in shaping future international presentations. The study on fifteen leading pavilions will be completed by Mid of July and will be shared with the Ministry as well as with TDAP.

### **(II) SUMMARY FOR DISPOSITION/DONATION OF THE PAKISTAN PAVILION**

---

A summary with recommendations regarding the disposal of the Pakistan Pavilion post-Expo is being prepared by the Expo Cell of the Trade Development Authority of Pakistan (TDAP). Study to explore suitable options has already been initiated. This summary will be submitted as soon as desired option is finalized.

### **(III) EXPO 2030 RIYADH – INITIAL COORDINATION**

---

Regarding Pakistan's participation in Expo 2030 Riyadh, a preliminary meeting with the organizers had been scheduled for May 30, 2025. However, due to unforeseen circumstances on the organizer's end, the meeting was postponed. A new date is currently being coordinated. Moving forward, further engagement and planning will continue in close coordination with the relevant stakeholders to ensure Pakistan's timely and strategic participation in the event. However, it is recommended that a Expo Cell may be constituted well in time for a meaningful participation in the next Expo.

### **(IV) EXPO 2027 SERBIA – MEETING SCHEDULED**

---

For Expo 2027 in Belgrade, the team has formally requested a meeting with the Serbian organizing committee. Although their team is not currently present in Osaka, they have confirmed their visit in the third week of June. A meeting will be scheduled accordingly to initiate discussions and ensure timely engagement. Meanwhile, the Ministry and TDAP may decide whether to participate in this expo or not. The details has already been shared by TIO Tokyo.

### **(V) BILINGUAL EXHIBIT DESCRIPTIONS**

---

To improve visitor experience and promote deeper understanding of Pakistan's display items, work is underway to produce descriptive labels in both Japanese and English. The team is currently coordinating the design and printing of these materials, which will be installed in the display area shortly.