



MITI LEADS MALAYSIA'S PARTICIPATION IN WORLD EXPO 2025 OSAKA, KANSAI WITH CLEAR BUSINESS GOALS FOR MALAYSIA, SHOWCASING HOMEGROWN CAPABILITIES FOR A SUSTAINABLE FUTURE

The Ministry of Investment, Trade & Industry (MITI) will spearhead Malaysia's participation at the World Expo 2025 Osaka, Kansai, Japan, indicating the MADANI Government's strong focus on attracting investments and boosting trade as key performance indicators (KPIs) and returns on investment (ROI) from our involvement in this world class event. The World Expo is held every 5 years, and the upcoming World Expo Osaka, Kansai will feature showcases by over 160 participating countries for six months, from 13 April to 13 October 2025. During that period, over 28 million visitors are expected to visit the World Expo in Yumeshima island, Osaka.

Malaysia's participation was officially announced and launched today by The Honorable Deputy Prime Minister of Malaysia, Dato' Sri Haji Fadillah Haji Yusof, in the presence of the Minister of MITI, YB Senator Tengku Datuk Seri Utama Zafrul Aziz, as well as esteemed guests, including several Cabinet Ministers, Ambassadors, High Commissioners, business leaders, and Senior Government Officials.

For the record, Malaysia's participation in World Expo Dubai from 1 October 2021 to 31 March 2022 featured the participation of over 400 Malaysian companies. Malaysia garnered almost 5,000 business leads and successfully realised RM8.3 billion in trade and investments. MITI is determined to top those achievements through the Malaysian Pavilion at the upcoming expo.

The overarching theme for the World Expo Osaka is “Designing Future Society for Our Lives”. Supplemented by three subthemes – “Saving Lives”, “Empowering Lives” and “Connecting Lives” – Malaysia will showcase the interlinkages of those elements towards achieving a more sustainable future. Complementing the overall concept and theme of the World Expo yet uniquely Malaysian, the national theme “Weaving a Future in Harmony” will take visitors to experience how our nation’s diverse cultures, economies, and environments co-exist and thrive together. The ‘interwoven’ design represents a subtle yet strong synergy to co-create a beautiful ‘tapestry’, showcasing a Malaysian society that is inclusive, culture-rich, empowered and sustainable. This prestigious platform also provides the unique opportunity for Malaysia to share her experience in maintaining unity and harmony which has underscored our nation’s substantial socio-economic progress and development for over 66 years, and which is anchored by the Malaysia MADANI Framework today.

Tengku Zafrul Aziz said, “The Ministry of Investment, Trade and Industry (MITI) is proud to spearhead Malaysia’s participation in the World Expo 2025 Osaka, Kansai. We intend to leverage this strategic platform to attract quality and high technology investments into the country as well as to expand existing markets and explore untapped ones. The Government will also facilitate business-matching through the Malaysian Pavilion by offering space and other support for networking, showcasing Malaysian products and services, and forging strategic partnerships.”

“MITI is also leading the collaboration across various Ministries, agencies, businesses and other key stakeholders to highlight Malaysia’s advancements and aspirations across a range of priority areas, including industrial reforms, sustainable agriculture, renewable energy, green manufacturing, smart living, sustainable environmental management and the Halal industry. These focus areas are aligned with sectors of strategic importance for Malaysia's economic growth, making this Pavilion an ideal place for Malaysian businesses to expand their reach and explore new markets,” continued Tengku Zafrul.

Malaysia has been participating in this world class event since 1970. The World Expo first took place in London in 1851.

MINISTRY OF INVESTMENT, TRADE AND INDUSTRY (MITI)

20 JUNE 2024

[About MITI:](#)

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation.

[Media enquiries:](#)

Strategic Communications Unit, MITI

Tel. : 03-62000083

Fax : 03-62064293

Email : alluks@miti.gov.my

