

October 2024

# ZIMBABWE PAVILION

Expo 2025 Osaka **Newsletter**



## ZIMBABWE BEYOND THE LIMITS EXPO 2025 OSAKA

Dates: **13 APRIL - 13 OCTOBER 2025**

Theme: **"Designing Future Society for Our Lives"**



The Great Zimbabwe"



Zimbabwe at Expo 2025

Oct 2024



Victoria Falls

# Overview



**185 days**

Exhibition Days



**28.2 M**

Expo visitors



**152**

Participating Countries



# Provincial engagements set to shape global showcase

**AS ZIMBABWE** intensifies its preparations for the upcoming Expo 2025 in Osaka, Japan, the Organisers are rolling out engagement programmes to ensure the national showcase achieves maximum impact on the global stage.

The Commissioner General of the Zimbabwe Pavilion, Mr. Allan Majuru, leads these preparations, having established a Secretariat to coordinate the process.

The Provincial Engagements, which will be held across the country are aimed at collecting input from local stakeholders to shape Zimbabwe's presentation at this prestigious international event.

Scheduled for November 4-14, these Provincial Engagements will allow the organisers to gather insights from a diverse range of voices – including representatives from Government, business, tourism, trade, and cultural sectors.

Each session will involve meetings with representatives from key sectors, presentations from the Secretariat, and open discussions where

stakeholders can share their perspectives and recommendations.

The feedback collected during these sessions will be compiled, analysed, and integrated into the pavilion's final design and messaging strategy.

The objective is to build a cohesive vision that highlights Zimbabwe's offerings in tourism, investment, and trade, aligning with Japan's Expo 2025 theme, "Designing Future Society for Our Lives."

Zimbabwe will participate under the theme, "Beyond the Limits".

Mr. Majuru said the decision to conduct engagements at provincial level came out of the National Stakeholder Engagement Forum, held in Bulawayo, where emphasis was placed on having a collective approach in the journey towards Expo 2025.

"The decision to conduct Provincial Engagements is rooted in Zimbabwe's commitment to an inclusive approach that reflects the nation's

unique strengths and collective identity.

“Preparing for an international event of this scale requires meticulous attention to logistical details, from planning exhibits to arranging key exhibition messaging.

“This process acknowledges that effective representation on the world stage requires input from the entire nation, not just top-level policy-makers or industry leaders.

“In reaching out t

we will gather local perspectives, highlight regional opportunities, foster stakeholder buy-in, refine key messaging, and enhance logistical preparedness, he said.

Each province brings its distinct culture, economic landscape, and priorities

Engaging with these regions will allow the Secretariat to consider diverse inputs, balancing representation from both urban and rural areas.

This diversity will enrich the pavilion and communicates Zimbabwe’s multifaceted identity to potential investors, tourists, and partners.

Mr. Majuru also said input from local communities and businesses is essential in capturing the diversity and depth of Zimbabwe’s regional strengths.

“These perspectives provide authentic insight into what Zimbabwe has to offer, allowing the pavilion to represent the nation more holistically.

“Each province possesses unique resources and attractions, from natural landmarks and tourism hotspots to agricultural and mining potential.

“Identifying these regional assets will help the Secretariat to shape a pavilion experience that appeals to a broad spectrum of international interests, enhancing Zimbabwe’s appeal as a destination for tourism, trade, and investment,” said Mr. Majuru.

At Expo 2025, Zimbabwe’s pavilion will serve as a small-scale version of the nation, conveying its cultural richness, economic potential, and resilience.

The structure and themes of this pavilion will be shaped by insights gained from Provincial Engagements, giving Zimbabwe a unique advantage in delivering a presentation that feels genuine and rooted in local realities.

The pavilion is expected to include immersive exhibits highlighting the country’s history, natural resources, tourism, and economic initiatives.

Central to the experience will be Zimbabwe’s natural beauty – from Victoria Falls to Hwange

National Park, from Nyanga Mountains to Great Zimbabwe monuments – showcasing its rich biodiversity and commitment to sustainable tourism.

Agricultural, education, health, and mining sectors will also be spotlighted, providing a comprehensive look at Zimbabwe’s economic strengths.

The pavilion will also emphasize Zimbabwe’s tourism sector, focusing on the nation’s natural attractions, cultural heritage, and unique travel experiences.

Zimbabwe’s rich natural landscapes, from the iconic Victoria Falls to the ancient Great Zimbabwe ruins, are set to capture attention as must-visit destinations for adventure and cultural tourism.

Additionally, the pavilion will showcase Zimbabwe’s strides in sustainable tourism, aligning with Expo theme.

Initiatives around wildlife conservation, community-based tourism, and eco-friendly accommodations will be featured, appealing to tourists seeking meaningful, environmentally conscious travel.

Investment opportunities are another focus area.

Zimbabwe’s pavilion will emphasize sectors where foreign investment can create a meaningful impact, including infrastructure development, energy, and technology.

In alignment with the Expo’s overarching theme, the pavilion will underscore opportunities for collaboration and growth in fields contributing to sustainable development, leveraging Zimbabwe’s unique resources and strategic position in the region.

In addition, trade will be another central pillar in Zimbabwe’s pavilion, showcasing a range of sectors ready for international partnerships.

Key exports like value added products, minerals, tobacco, cotton, and horticultural products will be highlighted to attract buyers and establish long-term trade deals.

Through direct contact with potential partners, the pavilion will serve as a gateway for discussions on boosting exports and exploring new markets

# BACKGROUND



**ZIMBABWE HAS** been a member of the Bureau of International Expositions (BIE) since 2021, a global body responsible for organizing World Expos. Expo 2025 Osaka, Kansai, will bring the international community to Japan, two decades after Aichi Expo 2005. Japan was chosen as the host in November 2018, and the event will take place from 13 April to 13 October 2025 on Yumeshima Island, Kansai, Osaka.

Zimbabwe at Expo 2025 will showcase its potential to the world building on the successes of Expo 2020 Dubai.

## Why Expo 2025 Osaka?

Expo 2025 aims to co-create the future by addressing global challenges and supporting the Sustainable Development Goals (SDGs).

With the overarching theme "Designing Future Society for Our Lives", Expo 2025 will revolve around three subthemes:

**Saving Lives:** Showcasing efforts in public health, disaster prevention, and coexistence with nature.

**Empowering Lives:** Exploring technological advancements, AI, robotics, and healthy living.

**Connecting Lives:** Emphasizing partnerships, data, and communication technologies to enhance global interaction.

## PARTICIPATING COUNTRIES HAVE THE OPTION TO SELECT FROM THREE PAVILION TYPES:

- 1. Self-Built Pavilion (Type A):** Countries construct their own pavilions.
- 2. Module Pavilion (Type B):** Pavilions built by organizers, rented to participants.
- 3. Organizer-Built Shared Pavilion (Type C):** Shared spaces built by organizers for multiple participants. Zimbabwe is in this section and is located on Pavilion number CC43.



# Expo Zoning and Layout

The Expo site is divided into three zones, each representing one of the subthemes. Zimbabwe will participate in the Connecting Lives Zone, aligning with its drive for engagement, re-engagement, and development.

## WHAT EXPO 2025 WILL OFFER

1. A platform for 8 billion people to interact, share ideas, and shape the future.
2. Access to cutting-edge technologies that will help resolve global challenges.
3. A space where new products and technologies will emerge, enhancing everyday life.
4. Opportunities for both domestic and international investments.



# Zimbabwe's Participation Objectives

**Promote Brand Zimbabwe:** Showcase the country's social and cultural diversity

**Attract Trade and Investment:** Highlight business opportunities and tourism attractions

**Benchmark against Global Standards:** Compare Zimbabwe's products and services with global best practices

**Leverage Innovation for SDGs Implementation**  
Gather insights on innovations that can be applied locally to meet SDG targets

**Engage with the International Community**

## ZIMBABWE'S PAVILION THEME: "BEYOND THE LIMITS"

Zimbabwe's pavilion will embrace diversity, innovation, and resilience, focusing on how the country is overcoming challenges

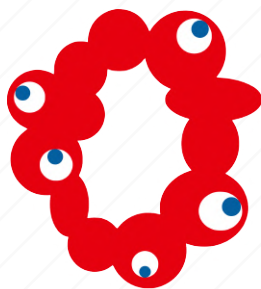
The pavilion's theme aligns with Second Republic philosophies such as:

- **"Nyika inovakwa, Igonamatirwa neVene Vayo" (The nation is built by its own people).**
- **"A Friend to All, An Enemy to None".**
- **"Zimbabwe is Open for Business".**
- **"Leaving No One and No Place Behind".**
- **"Reform and opening up".**
- **"Brick by Brick, Stone upon Stone"**
- **"Engagement and Re-Engagement"**
- **"Innovation, Modernization and Industrialization"**





Mutarazi Falls - Nyanga



OSAKA, KANSAI, JAPAN

EXPO  
2025

# Inside Zimbabwe's Pavilion

The journey through Zimbabwe's pavilion will begin with a historical overview, showcasing the nation's rich heritage, and conclude with its Vision 2030. Visitors will experience key sectors including mining, agriculture, tourism, infrastructural development, all aligned with the SDGs.

Zimbabwe's Pavilion at Expo 2025 Osaka is structured into three dynamic sections: Experience; Opportunities; and The Future. Each section will offer visitors a unique perspective on Zimbabwe's journey and its aspirations for the future.

## 1. EXPERIENCE

**Focus:** This section will immerse visitors in Zimbabwe's rich cultural and natural heritage. It will showcase the vibrant traditions, landscapes, and historical landmarks that define the country's identity.

**Features:**

Cultural performances, including traditional music, dance, and visual arts

## 2. OPPORTUNITIES

**Focus:** This section will highlight Zimbabwe's vast potential for investment and trade, showcasing key sectors such as mining, agriculture, infrastructural development, and tourism. It will also offer insights into the country's business climate and policies.

**Features:**

Information on tourism, trade and investment opportunities

B2B networking platforms and interactive maps highlighting investment projects

Displays on exportable products and industry trends that position Zimbabwe as a business destination



### 3. THE FUTURE

**Focus:** This section will look towards Zimbabwe's future vision, centred on innovation, sustainability, and the SDGs. It will showcase the nation's efforts in technology, infrastructure development, and its Vision 2030 strategy aimed at achieving middle-income status.

**Features:**

- ◆ Exhibits on tech innovations in sectors like renewable energy, ICT, and Agriculture. Presentations on Zimbabwe's National Development Strategy 1 (NDS1) and how it aligns with Vision 2030.
- ◆ Showcases of youth-led initiatives and sustainable projects shaping the future of Zimbabwe.
- ◆ By engaging visitors through these three pillars, the pavilion will provide a holistic view of Zimbabwe's past, present, and future, celebrating its achievements and forging connections for global collaboration.

## Who Will Participate

The Expo expects **28.2 million visitors**. Business visitors will make up around 40%, mainly from Asia, Europe, and the Americas, while the remaining 60% will be potential tourists. Zimbabwe aims to cater to all visitor types with a showcase that is both informative and engaging.

## Logo Design Concept

Zimbabwe's Expo 2025 logo was selected through a national competition aimed at young creatives, particularly encouraging the girl child to participate. The overall winning logo was created by Simanga Sibanda, who won an all-expenses-paid trip to Osaka.



**ZIMBABWE  
BEYOND THE LIMITS  
EXPO 2025 OSAKA**

# Events to Look Forward To



## ■ Zimbabwe National Day: 16 July 2025

- Zimbabwe will have its National Day celebrations at the World Expo 2025 in Osaka on 16 July 2025. The national day celebrations will be held under the participation theme 'Beyond the limits' and will showcase Zimbabwe's rich and diverse cultural heritage and economic potential while providing a futuristic overview of Zimbabwe and how it will interact in future society to an international audience.

- **Business Forum.**
- **Weeks (focused on various sectors like mining, tourism, and culture)**
- **Mining Conference**
- **Tourism Conference**
- **Cultural Exhibitions: Mbira performances, traditional displays**
- **B2B Meetings for businesses**

## Zimbabwe invites everyone to contribute to the success of Expo 2025 by:

- Producing high-quality exhibits for export
- Publicizing Zimbabwe's participation through digital platforms.
- Sponsoring preparatory activities and events during the Expo.
- Visiting the Zimbabwe Pavilion.
- Attending B2B meetings and side-events.
- Participating in National Day on 16 July 2025.

For inquiries, please contact:  
**Zimbabwe Pavilion Secretariat**  
**Expo 2025 Osaka**

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