



May 30, 2022  
Panasonic Holdings Corporation

## Concept for Exhibition Pavilion at World Expo 2025 Osaka, Kansai

Panasonic Holdings Corporation will exhibit a Panasonic Group pavilion at Expo 2025 Osaka, Kansai on the concept of “Unleash your mind, body, yourself and world.”

Panasonic’s group-wide purpose is the realization of “an ideal society offering material and spiritual affluence.” As we contemplated such a society, the word that arose was ‘NO MO’, which is the mirror image of the Japanese word for ‘thing,’ *mono*. This expression captures the idea that the state of our heart influences how we perceive ‘things’ – ‘things’ are a reflection of our hearts. And that is why we have named the experience offered in this pavilion, the “NO MO NO KUNI”.

\* : Trademark application pending

We hope “NO MO NO KUNI” will be a stage for children of Generation Alpha to experience the interconnectedness of things, the heart, oneself, and the world in a cycle of oneness, and to discover things they have never noticed before.

Transcending differences in people, hearts, things and the world, the “NO MO NO KUNI” pavilion experience aims to release all the children of Generation Alpha from the limits and preconceived ideas they do not even know they are bound by, so each individual becomes aware of their hidden potential – their natural talent – and gains greater self-esteem. In keeping with the Expo 2025 theme “Future Society for Our Lives”, our pavilion creation will enable people to feel excitement and hope for the future.

Panasonic Holdings Corporation will move ahead with preparations for the pavilion in collaboration with the Japan Association for the 2025 World Exposition, to contribute to the success of the Osaka, Kansai Expo.

No further text.