

PRESS RELEASE

Over One Million Visitors and Countless Experiences in 184 Days – The Success Story of the Hungary Pavilion in Osaka

Osaka, 14 October 2025 – **The Hungary Pavilion has enchanted over one million visitors at Expo 2025 Osaka. Hungary's presence at the World Expo was uniquely aligned with the event's central theme, directing attention to traditions, the harmony between humanity and nature, and the idea of building the future upon the values of the past. The Hungarian participation proved to be a true success story in every respect: with nearly 70 cultural programs, more than 80 professional and business events, 46,000 restaurant guests, 2,250 protocol visitors, and tangible tourism results, Hungary's six-month showcase in Osaka concluded with outstanding achievements.**

Live Folk Music in the Heart of the Pavilion

The core experience of the Hungary Pavilion was the continuous live folk music performance, which welcomed visitors every 15 minutes throughout the 184 days of Expo. The program was brought to life by 21 female singers, who performed Hungarian folk songs 43 times a day. In total, the performance was held 7,848 times, offering more than 58,000 minutes of live music to the audience. The authenticity of Hungarian folk music, the traditional costumes, and the performers' warmth created a unique atmosphere: visitors entering the pavilion could not only hear but truly *feel* the rhythm of Hungarian traditions.

The Triumph of Hungarian Cuisine


The Hungary Pavilion's restaurant became one of the most popular dining spots at the Expo. Over the six months, Miska Kitchen & Bar welcomed 46,000 guests, serving around 250 people daily. Nearly 18,600 portions of goulash soup, 17,000 portions of Hortobágyi pancakes, and over 4,100 servings of Somló-style sponge rolls were prepared – the latter amounting to 164 meters of dessert, equal to more than one and a half football fields of sweetness. The enthusiasm for Hungarian food was evident – many eager visitors have even joined the queue as early as 8:55 AM, right after the Expo gates opened, just to ensure a table at the restaurant, which officially opened only at 1 PM.

Tradition in Craftsmanship

For 22 weeks, the third floor of the pavilion hosted fully booked craft workshops showcasing 11 traditional Hungarian crafts, including felting, straw weaving, and blue-dyeing. Visitors could create their own handmade souvenirs while learning about the meticulous techniques of Hungarian artisans.

Culture, Business, and Diplomacy

As one of the most active national pavilions at Expo 2025, the Hungary Pavilion organized nearly 70 concerts featuring 50 Hungarian performers, involving close to 600 artists and



crew members. With this, Hungary ranked third among all countries in terms of the number of cultural programs presented, showcasing the diversity of Hungarian musical heritage – from classical to folk and contemporary genres alike.

In addition, the pavilion hosted 84 professional and business events at six different venues, including its own Community Center and the Expo's iconic Women's Pavilion, where Hungary organized the most of the events. A total of 31 Hungarian companies presented themselves to Japanese partners, laying the groundwork for new economic and tourism collaborations.

Diplomatic engagement was also remarkable: the pavilion welcomed 2,250 protocol guests across 440 delegations, including Nobel laureates, heads of state and ambassadors, honorary consuls, bishops, Olympians, and even members of royal families.

Beyond its cultural and diplomatic success, the Hungary Pavilion inspired tangible tourism growth:

"During the Expo, the number of Japanese tourists visiting Hungary increased by 19% compared to the same period in 2024. The Hungary Pavilion has built a tangible bridge between the two nations – offering experiences and inspiration to those who later came to explore our country in person. This form of cultural presence strengthens Hungary's image in Japan in the long term," said **Ákos Kristó, Commissioner General**.

Respect for the Past, Message for the Future

Built upon the philosophy *"Without our past, we have no future"*, the Hungary Pavilion has proudly represented Hungary's values over the past six months. For visitors, the pavilion was not merely an architectural masterpiece, but also an emotional and cultural journey – a testament to the idea that the key to a sustainable future lies in reconnecting with nature and preserving our traditions.