

Uttar Pradesh Showcases Cultural Diplomacy at World Expo 2025, Strengthening UP–Japan Ties

Osaka/Lucknow, 28 July 2025 – At the ongoing **World Expo 2025 in Osaka**, Japan, Uttar Pradesh made a remarkable impression by blending tradition with transformation and leveraging cultural diplomacy to deepen India–Japan relations. Through its presence at the *India–Japan Partnership* event, held in collaboration with the *Mayoral Alliance*, **Invest UP** presented the state’s growth story, investment potential, and shared values with Japan.

The event spotlighted Uttar Pradesh’s robust infrastructure, innovation-driven development, and skilled talent pool, positioning the state as a rising global investment destination. A key highlight was a detailed presentation by the *Consulate General of India*, which outlined India’s expanding economy, global leadership, and strategic partnerships—with Uttar Pradesh at the forefront of this transformation.

The session emphasized the deep-rooted cultural and historical ties between India and Japan, paving the way for stronger collaboration in technology, urban development, and trade. Inspired by the successful **Kashi–Kyoto** twin city partnership, Uttar Pradesh leadership expressed a strong commitment to forging similar alliances with Japanese cities to promote economic and cultural exchange.

In a touching gesture of cultural diplomacy, the Uttar Pradesh Pavilion welcomed over 20 Japanese mayors with traditional Indian hospitality. The Pavilion showcased the vibrant heritage of the state through the **One District One Product (ODOP)** initiative, featuring exquisite Banarasi handloom sarees and stoles that captivated visitors with their timeless craftsmanship. Each mayor received a thoughtfully curated ODOP gift, symbolizing the artistry and cultural depth of Uttar Pradesh’s districts—serving as both a souvenir and a bridge of friendship.

The event also featured a mesmerizing *Odissi dance performance* that brought alive India’s classical legacy through storytelling, grace, and devotion. It left a lasting impression, celebrating unity, shared values, and mutual admiration on an international platform.

Adding to the moment, Mr. Tatsuo (Yasu) Yasunaga, Chair of the Board of Directors, **MITSUI & CO., LTD.**, was warmly welcomed at the Uttar Pradesh Pavilion. He was presented with a specially curated ODOP gift, further strengthening the spirit of Indo-Japanese cooperation.

At the *India Pavilion – Bharat*, Uttar Pradesh took center stage, presenting its innovation-first approach across sectors like green hydrogen, renewable energy, IT, tourism, and MSMEs. Through immersive displays and engaging visuals, visitors witnessed the state’s transformation into a global business and sustainability hub powered by strong policies and a dynamic workforce.
