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United Nations Pavilion Receives Donation of 36,000 Educational Books from JTB at Expo 2025 Osaka, Kansai

The Commissioner-General of the United Nations Pavilion at Expo 2025 in Osaka, Kansai, Japan, welcomed Mr. Tsuyoshi Kitamura, Executive Officer of JTB Corp. (Representative of the Western Japan Area), who visited on 4 June to formally present the list of 19 book titles, approximately 36,000 educational books in total, that JTB Corp. has donated for distribution to young visitors.

The 19 titles, developed by JTB Corp. primarily for elementary and middle school students, include Peace and the World, Countries Around the World, Politics and the Constitution, How Weather Works, and others that help raise awareness of issues on the SDG agenda.

To date, more than 5,000 books have already been handed out by Pavilion attendants. In June and July, JTB staff will also take part in distributing the books to young visitors. The initiative will continue throughout the Expo, which runs until October.

In the early weeks of the book distribution, the UN Pavilion received a letter from a young girl in Ibaraki City, Osaka Prefecture, expressing her appreciation for the book she received on Japanese geography. “Now I want to learn more about the UN,” she wrote in her handwritten note.

“I am very grateful to JTB for providing us with a total of 36,000 books for children visiting the UN Pavilion. The books distributed in this occasion, such as the ones on ‘Peace and the World’ and the SDGs, are easy to understand and appealing to children. I am sure that these books will inspire them to become future leaders in our shared pursuit of a world where people thrive in peace, dignity, and equality on a healthy planet,” said Maher Nasser, Assistant Secretary-General and Commissioner-General of the United Nations at Expo 2025 in Osaka, Kansai.

Mr. Tsuyoshi Kitamura from JTB Corp. commented: “Our company is a participant in the United Nations Global Compact and is actively working towards the realization of its Ten Principles. We are honoured to collaborate with the UN Pavilion at Expo 2025 Osaka, Kansai, Japan to deliver our books to guests. Simultaneously, we hope that children visiting the UN Pavilion will be inspired to envision a future society that piques their interests and curiosity.”

Expo 2025 Osaka, Kansai is running from 13 April to 13 October and is expected to attract over 28 million visitors. The UN Pavilion is open daily from 9:30 a.m. to 9:00 p.m.

For further information, please contact Kosuke Terai at kosuke.terai@un.org.
