



Governor Bill Richardson Announces State Will Promote New Mexico Technology and Tourism at World EXPO 2005 in Japan

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TOKYO, JAPAN- Governor Bill Richardson announced today that New Mexico will join 13 other states in sponsoring the United States Pavilion at World EXPO 2005 to be held in Japan's Aichi Prefecture next year from March 25 to September 25.

While meeting with Japanese business and political leaders at a reception in Tokyo hosted by the United States Ambassador to Japan, former US Senator Howard Baker, Governor Richardson also announced he would hire a trade representative for Tokyo. "New Mexico is on the brink of securing a strong and profitable relationship with many of Japan's major firms. By hiring a trade representative, we will be able to take advantage of this new era of trust and opportunity between New Mexico and Japan," Governor Richardson said.

The World EXPO marks America's return to World's Fair participation for the first time since Lisbon, Portugal in 1998.

The 17,000 square foot pavilion will boast state-of-the-art displays designed to illustrate the pavilion's theme- *The Franklin Spirit* - which will pay tribute to America's founding father and first scientist, Benjamin Franklin, and supports the EXPO's overall theme, *Nature's Wisdom*.

All 125 participating countries and international organizations will interpret *Nature's Wisdom* through their respective exhibits.

"The World EXPO gives New Mexico a perfect platform to show the world how our state is becoming part of a global strategy to diversify our energy sources," Governor Richardson said. "At the same time, we will promote our many attractions from our old

Spanish Missions and ancient Native American cave dwelling to our natural and scenic wonders, including numerous hot springs.”

As a sponsor, New Mexico will have its own “New Mexico Day” during the six-month exposition when the state can showcase our many attractions and rich culture.

“New Mexico, through its unique heritage and its commitment to environmental concerns, contributes to the overall message of the United States at EXPO 2005,” said Douglas M. West, president and CEO of Aichi USA 2005, the pavilion’s organizer. “We are thrilled about Governor Richardson’s announcement and hope other states and their governors will follow his leadership.”

The Governor made the announcement after meeting with Mr. Katsuhiro Nakagawa, the Senior Vice President of Toyota Corporation.

While in Japan, Governor Richardson also met with Ambassador Howard Baker, who also hosted a reception at the Ambassador’s residence for Governor Richardson and executives from Japanese corporations.

The EXPO will be held in the same part of Japan where Toyota has its corporate headquarters. Toyota is serving as a major supporter of the event and Dr. Shoichiro Toyoda, Toyota’s Chairman, is also the Chair of EXPO.

Governor Richardson said the state’s participation will be co-sponsored by New Mexico’s Tourism and Economic Development departments.

Governor Richardson is also issuing an invitation to various New Mexico cultural organizations, including Native American and Hispanic performers, to accompany the mission to Japan and to show off the state’s art and culture.