

The Political Economy of Nation State Image Management at World Expos Workshop Program:

Wednesday, Sept 3:

- Welcome, Visit and Guided Tour, Canadian Pavilion, World Expo 2025, Osaka
- Team Presentation, "Foundational Thoughts on The Expo Script," Canadian Pavilion, World Expo 2025, Osaka
- Welcome, Visit and Guided Tour, Japanese pavilion, World Expo 2025, Osaka

Friday, September 5

10am - 12pm Panel I: Ways of World Expos (15 minutes each)

Welcome, Chair and Commentator: Hiroo Nakajima, University of Osaka

1. **Jessica Gienow-Hecht**, Freie Universität Berlin, „Spectacle & Sensation: Nation Branding at World Expos, 1851-2025“
2. **Nick Cull**, University of Southern California, "World Expos and Reputational Security"
3. **Matthew Asada**, U.S. Embassy in Accra, Ghana & former Deputy Commissioner General, USA Pavilion at Expo 2020 Dubai, "Intra-Event comparison of Expo 2020 Dubai and FIFA 2022 Doha: Lessons for Future Global Mega Event Hosts"

1-3pm Panel 2: Japan (15 minutes each)

Chair and Commentator: Tsutomu Himeno, Ex-Ambassador in Charge of Kansai

1. **Hiroo Nakajima**, University of Osaka, "The International House of Japan: The De Facto Center of Intellectual Interchange in the Postwar Japan"
2. **Nobuyuki Nakamura**, Kanda University of International Studies: "Germination of Public Diplomacy in the U.S.: Nicholas M. Butler and the Carnegie Endowment for International Peace"
3. **Anri Kahata**, Toyo University: "Japan's Cultural Diplomacy in Expo'70"
4. **Nancy Snow**, *Nikkei Asia*; Global Communications, KREAB Tokyo, "From Triumph to Tightrope: Osaka's World Expos, 1970 to 2025"

2-6pm Panel 3: China and India (15 minutes each)

Chair and Commentator: Nick Cull

1. **Kaifeng Xiao**, University of Osaka, "Internationalism or National Interest? Anglo-American Technical and Cultural Aid to China (1941–1945)"
2. **Barney Liu**, Tsinghua University, Beijing, "Global China: Branding construction through world expos (2015-2025)."
3. **Di Wu**, School of Political Science & International Relations, Shanghai Tongji University, "China's Green Diplomacy and Reputational Security: Ecological Civilisation and Osaka Expo"
4. **Sudarshan Rambadran**, Stock Exchange Mumbai, "India at World Expo: Past, Present and Future"

Saturday, September 6

10am-12pm: Panel 4: Turkey (15 minutes each)

Chair and Commentator: Jessica Gienow-Hecht, Freie Universität Berlin

1. **Lesar Yurtsever**, Freie Universität Berlin, "A Bridge in Time, Space, and Culture. Turkey's New Image at the 1939 New York World's Fair"
2. **Mihriban Akyol Akin**, Beykent Üniversitesi/Türkiye Brand Office, "Reputation by Design: Mega Events as Soft Power Instruments in Nation Branding"

12pm: Conclusion & Lunch

Afternoon, September 6:

3:30-5pm Visit of Expo 2025 "Wa! Germany" Pavilion

On-stage presentation and discussion of research results "The Expo Script," at "Magazin,"

7-8pm

Visit and Tour of the U.S. Pavilion