

October 6, 2026
Mitsubishi General Committee for GREEN×EXPO 2027

Exhibit Details Announced for the “Mitsubishi Minnano Miraikan” at the International Horticultural Expo 2027, Yokohama, Japan (GREEN×EXPO 2027)

The Mitsubishi General Committee for GREEN×EXPO 2027, composed of 24 Mitsubishi group companies, held a press briefing on September 24, 2026, in Tokyo. The Committee, chaired by Yoshiyuki Nojima, announced the content of the “Mitsubishi Minnano Miraikan” exhibit at the International Horticultural Expo 2027, Yokohama, Japan, which will open on March 19, 2027.

Photo: Speakers at the press briefing



At the briefing, Chairman Nojima spoke about Mitsubishi group companies’ passion for exhibiting at expos, a commitment that has continued since the Japan World Exposition, Osaka 1970, and gave an overview of the exhibits and experience at the “Mitsubishi Minnano Miraikan.” Executive Director Yu Shiobara and other speakers then explained how the exhibit theme, “Everyone Together, for a Planet of Abundance,” will be brought to life, and shared information regarding the spatial design unique to a ride-style exhibit, and the experience created by combining visuals, sound, lighting, and other effects.

Summary of Speakers' Remarks



Yoshiyuki Nojima
Chairman
Mitsubishi General
Committee for GREEN×EXPO
2027

Yoshiyuki Nojima Chairman

Mitsubishi General Committee for GREEN×EXPO 2027

“Mitsubishi group companies have presented its ‘Mitsubishi Miraikan’ pavilion at every international exposition held in Japan since the Japan World Exposition, Osaka 1970, communicating our wish to continue contributing to a sustainable planet and the development of society. At GREEN×EXPO 2027, we will carry on this commitment with the ‘Mitsubishi Minnano Miraikan,’ a pavilion born out of our wish to create a happy future together with everyone. We hope that this exhibit will highlight the importance of coexistence between humans and nature, and between nature and society, and motivate individuals to change how they think and act.”

Yu Shiobara Executive Director

Mitsubishi General Committee for GREEN×EXPO 2027

“Our pavilion’s theme is ‘Everyone Together, for a Planet of Abundance.’ Inside, visitors will take a special journey titled ‘Find the Seeds for the Future,’ a ride through various worlds such as the ocean, the land, and the sky. There, they can watch the beauty and richness of the natural world unfold and experience the connections between nature and our lives and society. We hope this journey will prompt visitors to find their own ‘seeds for the future,’ and even after leaving the pavilion, to keep thinking about the future and what they themselves can do.”



Yu Shiobara
Executive Director
Mitsubishi General
Committee for GREEN×EXPO
2027



Jun Hattori
Chief Designer
TANSEISHA Co., Ltd.

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“We have focused on the kind of experience only a ride can offer, designing it with careful attention to how the space changes with the ride’s movement, where visitors will be looking, and even how their emotions shift over the course of the experience. Visitors will be drawn into an ever-changing world, always anticipating what will appear next. The entire space has been created to deliver a narrative that could only be told as a ride.”



Makiko Nomoto
Producer
TANSEISHA Co., Ltd.

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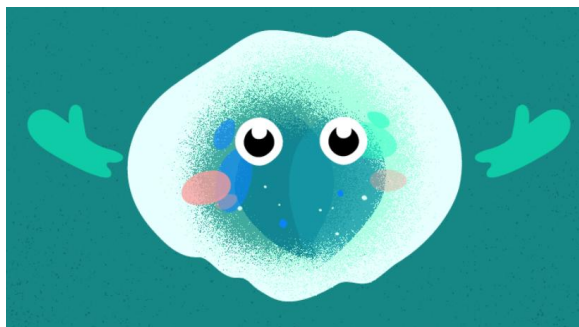
“We aim to create an exhibit that combines visuals, sound, lighting, and interactive effects, so that visitors don’t just watch but actually step into and experience its world. As they journey with MeNA, the ride companion, they will encounter one surprise and discovery after another. We hope to deliver an experience that captivates everyone from children to adults.”

“Find the Seeds for the Future” Ride-style Attraction

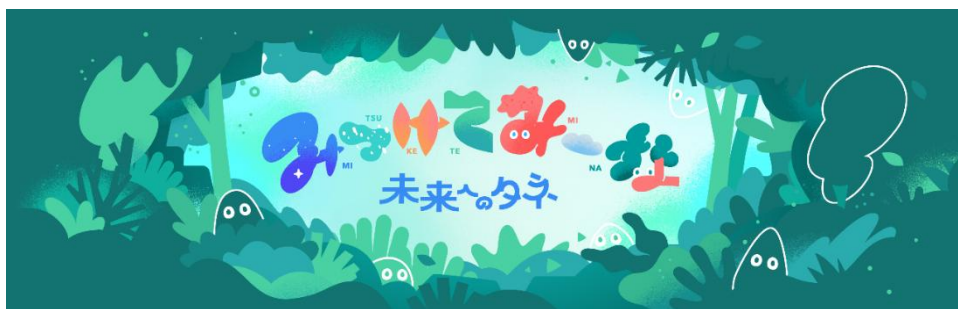
Hisaya Iwasaki, third president of Mitsubishi



Attendant character MeNA



The first to welcome visitors is Hisaya Iwasaki, the third president of Mitsubishi, who later came to be known as a “country gentleman.” Guided by Iwasaki and MeNA, the attendant character, visitors will board the ride and set out on a journey to build a bridge between our abundant planet to the future. As they travel through various worlds, including the ocean, the land, and the sky, immersive visuals, sound, and other effects will let them experience the connections between nature and our lives and society. Along the way, various initiatives and possibilities for coexistence between future cities and nature will be introduced as “seeds for the future.” The ride offers a fun experience that encourages visitors to discover these seeds and think about the future.



Website

•Mitsubishi official site

<https://www.mitsubishi.com/en/csr/greenexpo2027/>

•Promotional site for “Mitsubishi Minnano Miraikan”

<https://mitsubishi-greenexpo2027.com/en/>