

## Country Introduction

In the heart of South America, Paraguay emerges as a vibrant treasure where energy and human connection intertwine to create a unique space. Paraguay stands out for its vast renewable energy potential, led by the impressive Itaipú and Yacyretá hydroelectric dams, symbolizing its commitment to sustainability and its ability to drive global development.

The essence of Paraguayan "ikigai" —the energy that connects— lies in its warm and resilient people, who blend tradition and modernity to build a future full of opportunities. Its rich and authentic culture, the vibrant Guaraní art, and the exquisite gastronomy, such as sopa paraguaya and tereré, captivate all who experience them.

Paraguay, as a strategic hub in the Americas, positions itself as a bridge between markets, with a constantly growing economy and an ideal environment for investment.

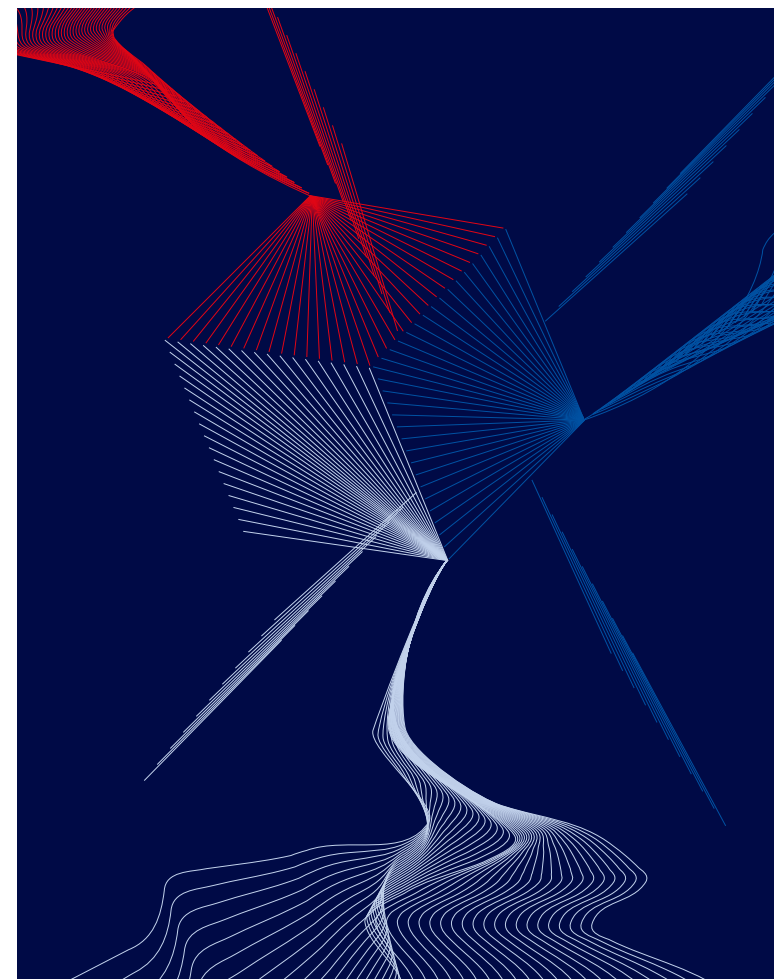
At Expo Osaka 2025, Paraguay invites the world to experience its boundless energy, its innovative spirit, and its ability to connect hearts and horizons. Discover the transformative power of Paraguay!



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COMMONS-B PAVILION

# REPUBLIC OF PARAGUAY PAVILION



**Ikigai Paraguay,  
Energy that Connects**

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## Paraguay: An Experience That Connects

The Paraguay Exhibition is an invitation to discover a country full of energy. Designed to amaze and captivate, this space blends tradition, innovation, and emotions, reflecting our motto “Ikigai Paraguay: Energy That Connects.”

The first section showcases the artisanal soul of Paraguay: delicate weavings, native wood carvings, ceramics, and works that tell the stories of our rich culture. Each piece serves as a portal to our roots and a celebration of creativity.

The second section highlights Paraguay's innovation and progress. Here, visitors will discover how Paraguay is shaping its future with cutting-edge technology, dynamic businesses, and a thriving environment for growth, positioning the country as a strategic leader in the region.

The experience culminates in a third area—an immersive space designed to inspire wonder. Through immersive projections, attendees will "visit" Paraguay: exploring lush landscapes, feeling the warmth of its people, and immersing themselves in the energy that makes our country truly unique.

This space doesn't just showcase Paraguay; it brings it to life. Come and let yourself be connected!



## Paraguay: A Living and Growing Legacy

Paraguay has two official languages, Spanish and Guaraní; an ancestral language spoken by the entire population, and a symbol of the national identity that reflects the deep cultural connection of the Paraguayan people.

Paraguay is a country that honors its past, with a rich cultural heritage reflected in its artisan traditions such as ñandutí lace, ceramics, and traditional music. These expressions are witnesses to the harmony between humans and nature, principles that remain alive today.

Throughout its history, Paraguay has achieved significant advancements, such as the construction of hydroelectric plants that position it as a global leader in renewable energy. It has also established itself as a leading exporter of high-quality agricultural manufacturing, conquering the world's most demanding markets with the quality of its products. The country has also experienced sustained economic growth, becoming an attractive destination for

investment in key sectors such as technology, agriculture, and energy.

Paraguay is a country that connects its history, its people, and its future with a unique energy that drives it to continue growing.



## Paraguay: A Journey of Flavors and Traditions

Paraguay offers unique tourist experiences that blend its rich culture and traditions. The "Ka'a Rape" Tourist Route (Yerba Mate Route) is a fascinating journey where nature, wildlife, science, technology, customs, and traditions come together around yerba mate, the key ingredient in the traditional drink, tereré.

This itinerary allows visitors to explore yerba fields, learn about the production process, and taste different varieties of yerba mate, immersing themselves in the culture surrounding this iconic infusion.

In addition to the Yerba Mate Route, Paraguay offers a variety of tourist routes that showcase breathtaking landscapes and a rich culture. The Jesuit Route, for example, is an emblematic journey that combines history and natural beauty.

For nature lovers, Ybycuí National Park offers waterfalls and trails that invite adventure and ecotourism.

Recognized as one of the destinations to discover in 2025, Paraguay promises unique experiences for travelers seeking authenticity and adventure.

Immerse yourself in Paraguay's culture and traditions and experience an unforgettable journey. Visit: <https://visitparaguay.travel> / <https://ruta.artesania.gov.py> / <https://atyguas.senatur.net>



## Paraguay: A Hub of Economic Growth and Opportunities

Paraguay is solidifying its position as one of the most dynamic and attractive economies in South America. Its economy has

experienced sustained growth, driven by key sectors such as agriculture, manufacturing, and technology. The country is one of the leading exporters of high-quality agricultural products, including soybeans, beef, and grains, making it an essential player in global markets.

Paraguay's favorable business climate, with low taxes and competitive labor costs, has attracted a growing degree of international investment. Sectors such as agribusiness, logistics, and technology are thriving, thanks to investment incentives and economic stability.

Additionally, Paraguay is strategically located in the heart of South America, facilitating access to regional and global markets through free trade agreements. The country is proving to be an attractive destination for businesses seeking to expand and thrive in a low-cost environment.

Discover how Paraguay is growing and exploring limitless opportunities for success and investment. Visit: <https://www.rediex.gov.py>



## Paraguay and Ñandutí: A Lace of Tradition and Creativity

Ñandutí, one of the most beautiful expressions of Paraguayan textile art, is a delicate traditional lace that has been passed down through generations. Its name, meaning "spiderweb" in Guaraní, reflects the intricate and meticulous work involved in its creation. Each piece is a testament to the craftsmanship of Paraguayan women, who use silk or cotton threads to form geometric patterns inspired by nature, traditions, and the Guaraní worldview.

Ñandutí is not only a symbol of the creativity and skill of Paraguayan artisans but also a reflection of the country's cultural identity. This lace, considered Intangible Cultural Heritage of Humanity, has become an emblem of the rich textile tradition that remains alive in contemporary Paraguay. From delicate handkerchiefs to elegant dresses, Nandutí has crossed borders, carrying the beauty of Paraguay to the world. A true treasure of our culture, inviting appreciation and celebration.

Feel free to learn how to weave it!

