

Country Introduction



The Kingdom of Bhutan, also known as the Land of Thunder Dragon, is the first carbon negative country, nestled in the eastern Himalayas, bordered by India to the south and China to the north. This small but a unique country is renowned for its unique development philosophy of Gross National Happiness (GNH), that prioritizes the holistic well-being of its people over economic growth alone. GNH, introduced by His Majesty Jigme Singye Wangchuck, the Fourth King of Bhutan, in the 1970s, promotes a balanced approach to development by emphasizing sustainable progress and giving equal weight to economic, social, cultural, and environmental factors. Bhutan's rich cultural heritage, deeply rooted in its traditions, arts, and spiritual practices, permeates daily life and sets it apart from other nations. The country's dedication to environmental preservation, maintaining at least 60 percent forest coverage as per the country's Constitution is a testament to its sustainable development goals. Bhutan remains one of the few places where a holistic and people-centric vision guides national policy, ensuring the well-being of both its citizens and the environment.



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COMMONS-D PAVILION

BHUTAN PAVILION



Saving lives for Happy Future.

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Exhibition Concept

The Royal Government of Bhutan will be participating in the World Expo 2025, scheduled to take place in Osaka, Kansai, Japan. The sub-themes of the Expo are saving lives, empowering lives and connecting lives. Bhutan has chosen the theme “Saving Lives for a Happy Future” which can be aligned to showcase Bhutan's core philosophy of development. The Bhutan Pavilion will present its unique approach to development through five key themes aligning with the Gross National Happiness (Happy Future, Promotion of Good Governance, Preservation of Culture, Environmental Conservation, Sustainable Socio-Economic Development). Each theme will be presented through exhibits, events, and various activities, integrating these themes into a unified story. The Bhutan Pavilion will offer visitors an insightful perspective on Bhutan's distinctive approach to "Saving Lives for a Happy Future."

As an illustration of GNH, the pavilion is structured with five themes, representing the four pillars of GNH.



Happy Future and Good Governance

1. Happy Future: Displayed at the exhibition entrance, "Happy Future" highlights Bhutan's efforts to preserve its unique identity amidst globalization and powerful neighbors. It will showcase Bhutan's development philosophy and the Gelephu Mindfulness City.

2. Good Governance: This subtheme emphasizes Bhutan's provision of free healthcare, education, and technology access for

all citizens. It will also elaborate on the relationship between Bhutan's royal family and Japan's imperial family and highlights Japanese technical assistance through agencies like JICA.



Environmental Conservation

3. Environmental Conservation:

Glimpse into the Rich Flora and Fauna of Bhutan:

Bhutan has a comprehensive network of protected areas and it's connecting biological corridors cover 52% of the country. Bhutan is home for the following biodiversity:

- ~5,603 species of seed plants
- ~Close to 200 species of mammals
- ~Around 700 species of birds
- ~185 species of herpetofauna
- ~800 to 900 species of butterfly
- ~91 freshwater fish species

Bhutan's constitution mandates that 60 percent of its land must remain under forest cover for all times. With 69.71% of the country area under forest cover, Bhutan has successfully remained carbon negative.



Preservation & Promotion of Culture and Sustainable Socio-Economic Development

4. Preservation & Promotion of Culture: This theme will highlight on Bhutan's rich cultural heritage, traditions and history through traditional arts, crafts and textiles. The theme will feature visual presentations, documentaries and exhibits, showcasing both traditional and contemporary Bhutanese

artwork as integral components of Bhutanese culture.

5. Sustainable Socio-Economic Development: Showcasing Bhutan's holistic Gross National Happiness philosophy, this theme will emphasize sustainable development for the well-being of people and the environment. It highlights successful models of sustainable tourism and provides information on the Brand Bhutan and Foreign Direct Investment policies through documentaries and visual displays.



Brand Bhutan

Made in Bhutan and Grown in Bhutan are two sectoral brands under “Brand Bhutan” .

Made in Bhutan mark represents vitality, purity and dignity qualities highly suitable to represent Bhutanese-made products. It aims to encourage consumers to buy products that are truly unique, not just because they are authentic and handmade, but because they are sustainably and happily made in a pristine environment.

Grown in Bhutan mark represents the pristine nature and organic Bhutanese produce. It aims to encourage consumers to consume Bhutanese produce that are grown naturally in traditional ways.

