

March 19, 2026

For Immediate Release

Sumitomo Forestry Co., Ltd.

GREEN×EXPO 2027 Village Exhibition Name and Concept Finalized
-Offering a Rich Experience Exploring Trees and Forests from Multiple Perspectives-

Sumitomo Forestry Co., Ltd. (President and Representative Director: Toshiro Mitsuyoshi, headquarters: Tokyo; hereinafter “Sumitomo Forestry”) has finalized the name and concept for its exhibition at the International Horticultural Expo 2027, Yokohama, Japan (hereinafter “GREEN×EXPO 2027”), scheduled to run from March 19 to September 26, 2027. With one year remaining until the event, the company has announced that its Village Exhibition will be called 100 Forests, with the concept titled “100EYES, 100FORESTS.” Additionally, we launched a dedicated website for the Sumitomo Forestry Village Exhibition, 100 Forests, on March 19. Going forward, you can find the latest image renderings, visitor experiences, and event information for the Village Exhibition on the website.



Exterior perspective view of Sumitomo Forestry Village Exhibition, 100 Forests

■ Overview of the Sumitomo Forestry Village Exhibition: “100 Forests”

The Sumitomo Forestry Village Exhibition, 100 Forests, will offer a rich, multi-perspective experience exploring trees and forests under the concept “100EYES, 100FORESTS.” Since its founding in 1691, the Sumitomo Forestry Group has built its business around wood, approaching both forest conservation and the use of forests as natural capital from diverse perspectives. The concept “100EYES, 100FORESTS.” embodies the idea that the appearance of a forest changes depending on the viewer, offering countless possibilities.

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What does a forest look like? It depends on who you ask.
Waiting for you inside this pavilion are a hundred different ways
to look at a forest.

A child's perspective. Scientific, cultural, economic,
and urban perspectives.

Each view will draw your attention to aspects of a forest you
might not notice—elements shaped by life and wisdom,
full of untapped potential.

This is a story about us and forests, one that expands as you
travel deeper into it.

You're part of the story too—that's why your view is
included among the hundred.

What will you see when you look at a forest through a different
pair of eyes?

You'll find out as you wander through the many possibilities
hidden inside a forest.

Concept of Sumitomo Forestry Village Exhibition, 100 Forests

The 2nd-floor deck links the various areas of 100 Forests, and from there, visitors can enjoy panoramic views of the surrounding greenery and the symbolic trees at the Village Exhibition's center. Both the interior and exterior make extensive use of natural materials, allowing visitors to experience the scent and texture of wood with all their senses while exploring the forest's possibilities from 100 perspectives.



Second-floor deck space of Sumitomo Forestry Village Exhibition, 100 Forests

**■ Comment from the Chairman of the Sumitomo Forestry GREEN×EXPO 2027 Project
(Executive Vice President Tatsumi Kawata)**

At GREEN×EXPO 2027, our company will be exhibiting the Craft Village, which envisions a future rural landscape that preserves traditional Japanese wisdom, fosters new industries, and coexists harmoniously with nature. Sumitomo Forestry Group is engaged in a wide range of global businesses centered on wood, including forestry management; the manufacture and distribution of wood building materials; the construction of single-family homes and medium- to large-scale wooden buildings; real estate development; and wood biomass power generation. Under its long-term vision, Mission TREEING 2030, the Group aims to promote the Sumitomo Forestry WOOD CYCLE – its integrated value chain designed to contribute to society-wide decarbonization by increasing CO₂ absorption through forest management and expanding the use of wooden buildings that store carbon over long periods. This Village exhibition will have our group's value chain, the WOOD CYCLE, at its core. Through the exhibit, we hope visitors will be able to experience the future possibilities envisioned by forests and trees.

■ Special Website for the Sumitomo Forestry Village Exhibition: 100 Forests

<https://sfc.jp/expo2027/en/>

The special website features image renderings, the Village Exhibition logo, and the latest updates for the Sumitomo Forestry Village Exhibition, 100 Forests. The site will be updated periodically with related information.

■ What is the International Horticultural Expo 2027?

Official name: International Horticultural Expo 2027, Yokohama, Japan

Theme: Scenery of the Future for Happiness

Period: Friday, March 19–Sunday, September 26, 2027 (192 days)

Location: Former site of Kamiseya Communications Facility in Yokohama City, Kanagawa Prefecture

* An international exposition approved by AIPH (the International Association of Horticultural Producers) and recognized by BIE (the Bureau International des Expositions), in which countries and regions from around the world participate to present a vision for the future of society through flowers and greenery, agriculture, food, and environmental technologies.



GREEN × EXPO 2027
The Official Mascot
Tunku Tunku