

September 15, 2026

For Immediate Release

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry's 100 Forests visitor experience description and latest exhibition renderings for GREENxEXPO 2027 unveiled

～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) is pleased to unveil for the first time a visitor experience description and the latest exhibition renderings of the Sumitomo Forestry Village Exhibition, 100 Forests, in conjunction with the six-month countdown to the International Horticultural Expo 2027 (hereinafter, GREENxEXPO 2027), scheduled to run from March 19 to September 26, 2027 in Yokohama, Japan.

Based on our business activities centered on forests and trees for over 330 years since our founding, the Sumitomo Forestry Village Exhibition, 100 Forests, seeks to provide visitors an opportunity to understand the diverse ways forests, trees and humans are interconnected. Under the concept, “100 EYES, 100 FORESTS” (embodying the idea that a forest changes depending on the viewer, offering countless possibilities), the Sumitomo Forestry Village Exhibition, 100 Forests, provides an immersive experience exploring forests and trees from multiple perspectives.



Tunnel near the entrance (concept image)



Theater exhibition (concept image)

■ 100 Forests visitor experience description

The Sumitomo Forestry Village Exhibition, 100 Forests, guides visitors through an exhibition space that includes a tunnel, theater, museum and second-floor deck to experience the diverse values and possibilities of forests and trees.

Visitors to the exhibition will first enter a tunnel that leads to a forest. The journey begins with a seemingly contradictory question: How can we protect forests while growing and logging trees? In the theater and the museum, visitors will discover how forests are a treasure trove of life for a diverse range of living creatures. They will then learn how trees are planted, cultivated, and take the form of wood that supports everyday life.

Beyond that are examples of the possibilities wood holds in the future in such areas as energy and biotechnology. At the end of the tour on the second-floor deck, instead of looking up at trees, visitors will get a bird's eye view for an entirely different perspective of forests and trees

Happiness Grows from Trees**SUMITOMO FORESTRY GROUP**

that may bring new discoveries.

If there are 100 people, there are 100 different ways of seeing a forest. Through this experience, we hope each visitor will discover their own unique forest.



Exterior view (rendering)

■ GREENxEXPO 2027 vision

Ever since our founding in 1691, forest management has been at the heart of our business. For more than 330 years, we have built businesses centered around wood. GREENxEXPO 2027 will be the first international exposition that we are participating in independently.

In our long-term vision Mission TREEING 2030, Sumitomo Forestry Group set out to simultaneously provide three values: value for the global environment, value for people and society, and value for the market economy. We are engaged in a broad range of global businesses centered on wood, including forest management, the manufacture and distribution of wood building materials, the contracting of single-family homes and medium-to large-scale wooden buildings, real estate development, and wood biomass power generation. We call the unique value chain that connects these businesses the Wood Cycle.

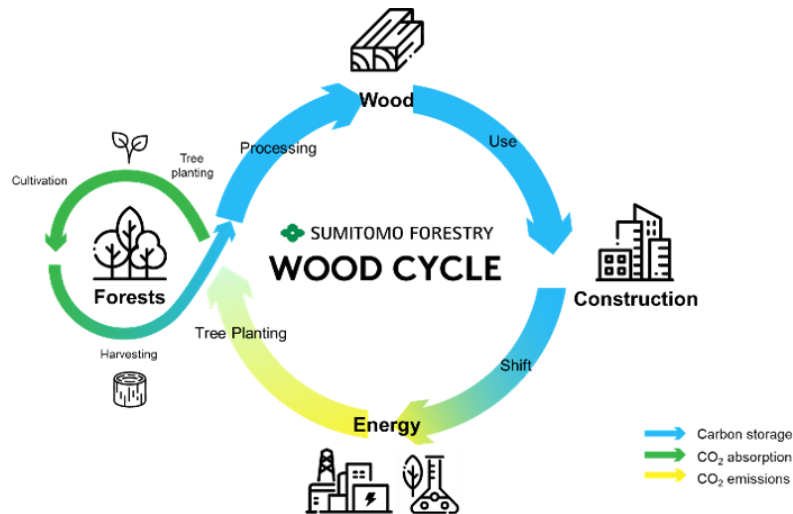
We nurture forests, utilize the wood they produce to construct buildings and for other applications, and then once again nurture forests. By promoting this Wood Cycle, we aim to contribute to decarbonization for not only our own company but also for the whole of society by rejuvenating forests to increase their CO₂ absorption and popularizing wooden buildings that store carbon for long periods of time.

At GREENxEXPO 2027, Sumitomo Forestry Group will showcase its initiatives and future challenges centered on the Wood Cycle. At the same time, we will provide a diverse range of perspectives on forests in the hopes that visitors will encounter the countless possibilities that forests and trees have to offer and discover a forest of their own.

Mission TREEING 2030

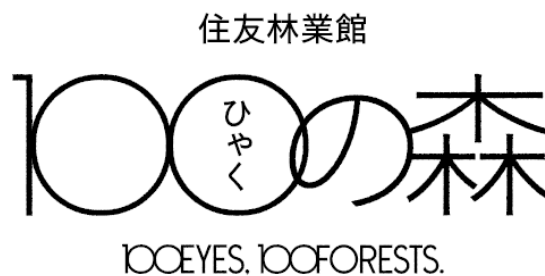
For more information: <https://sfc.jp/english/corporate/vision/>

■ Wood Cycle



For more information: <https://sfc.jp/english/corporate/vision/woodsolution/>

■ 100 Forests concept



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?
Find out as you wander through the many possibilities
hidden inside a forest.

■ 100 Forests overview

The Sumitomo Forestry Village Exhibition, 100 Forests, has been designed under the concept, “100 EYES, 100 FORESTS,” to provide visitors an opportunity to explore trees and forests from multiple perspectives. By experiencing the life energy and wisdom that forests cultivate, visitors can reflect on how people and trees have created the forests of today and envision how to create the forests of tomorrow.

■ 100 Forests official website

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

The Sumitomo Forestry Village Exhibition, 100 Forests, official website features the latest exhibition renderings as well as information about the logo and other topics. Leading up to the opening of GREENxEXPO 2027 on March 19, 2027, we will periodically update this website with new content, details on exhibitions, experiences, and events, and other related information.

■ International Horticultural Expo 2027

Official name: International Horticultural Expo 2027, Yokohama, Japan

Theme: Scenery of the Future for Happiness

Event period: March 19, 2027 (Friday) ~ September 26, 2027 (Sunday), 192 days

Location: Former Kamiseya Communication Facility, Yokohama, Kanagawa Prefecture

*GREENxEXPO 2027 is an international exposition approved by the International Association of Horticultural Producers (AIPH) and recognized by the Bureau International des Expositions (BIE). Through flowers, greenery, agriculture, food, and environmental technologies, GREENxEXPO 2027 will bring together participants from countries and regions around the world to envision how our society will take shape in the future. Located on an approximate 100-hectare site, the exposition site will feature country village pavilions, corporate exhibits, and state-of-the-art garden displays. Approximately 15 million people are expected to attend.



GREENxEXPO 2027

Official mascot character

Tunku Tunku

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