



**Global Pavilion Youth Ambassadors Join Forces at the USA Pavilion to Welcome
Japanese Supergroup BE:FIRST
*A night of international exchange and dance challenge at Expo 2025 Osaka***

June 1, 2025 (Osaka) - The USA Pavilion at the Expo 2025 Osaka came alive with energy, creativity, and cultural connection as Japanese supergroup BE:FIRST joined dozens of Youth Ambassadors from around the world for a night of international exchange.

In the midst of their world tour, with upcoming stops in Europe, Asia, and North America, all seven members of the group made a special stop at the USA Pavilion to experience the immersive space exhibit. The visit underscored the Pavilion's theme, *"Imagine What We Can Create Together,"* by highlighting the power of music and dance to transcend borders and bring people together.

Following the exhibit tour, BE:FIRST took to the main stage for an engaging chat session with Youth Ambassadors where they shared reflections on their international journey. Knowing that BE:FIRST will soon be performing in New York and Honolulu, American Youth Ambassadors from both New York and Hawaii greeted the group and shared their favorite tips and recommendations for local spots in both cities as well as stories and cultural insights.

The group then led a lively dance lesson, inviting not only the USA Pavilion's Youth Ambassadors but also young representatives from other country pavilions to take part in a collaborative Dance Challenge. BE:FIRST led a dance lesson for the Youth Ambassadors, teaching them approximately 20 seconds of choreography, and then encouraging them to dance together. The stage overflowed with fun and youthful energy, transforming the Pavilion into a vibrant celebration.

This special event highlighted the role of young people and artists in shaping the future, and served as a powerful example of the kinds of meaningful exchanges happening every day at Expo 2025 Osaka, Kansai.



Official photos and video of the BE:FIRST x USA Pavilion event are available for media use.

Photos: https://f.io/NNwoP_6T

Video: <https://www.youtube.com/watch?v=nL1vflxc04Y>

For further information and official imagery, please contact the USA Pavilion Media Team:

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About BE:FIRST

BE:FIRST is a seven-member Japanese group managed by Tokyo-based agency BMSG. The members—SOTA, SHUNTO, MANATO, RYUHEI, JUNON, RYOKI, and LEO—debuted in 2021 after winning widespread attention through the reality singing competition *The First*. Their debut single, “Gifted,” immediately topped the Billboard Japan Hot 100, marking the beginning of a remarkable rise. Since then, BE:FIRST has earned nine No. 1 hits on the Billboard Japan Hot 100 and built a dynamic sound that blends feel-good pop, intense EDM, futuristic hip-hop, and classic R&B. With millions of social media followers and a devoted global fan base known as *BESTY*, the group has also collaborated with international artists such as English DJ and producer Jonas Blue, and released joint singles with K-pop sensation ATEEZ. In 2025, BE:FIRST embarked on their first world tour, *-Who Is BE:FIRST?-*, kicking off on April 22 in Los Angeles and bringing their high-energy performances to audiences around the world.

BE: FIRST World Tour Dates

<https://befirst.tokyo/>

2025/4/22 – Los Angeles

2025/4/23 – San Francisco

2025/5/15 – Taipei

2025/5/24 – Bangkok

2025/6/1 – London

2025/6/3 – Paris

2025/6/4 – Amsterdam

2025/6/6 – Frankfurt



2025/6/8 – New York

2025/6/17 – Honolulu

2025/6/28 – Hong Kong

2025/7/5 – Singapore