

Press release Cuboro AG, 05.08.2025

Playful Learning at the Swiss Pavilion at Expo 2025

Bern/Osaka, August 5, 2025

As part of the official Expo 2025 theme weeks *“Learning and Playing,”* a CUBORO workshop – featuring the iconic Swiss marble run system – took place at the Swiss Pavilion on Saturday, July 26. The event was organized in cooperation with the Swiss Pavilion, CUBORO’s Japanese general importer Niki Tiki, and under the patronage of the Embassy of Switzerland in Japan and the Swiss Toy Association. As a surprise guest, Sōta Fujii, Japan’s most celebrated shōgi player, participated in the workshop.

CUBORO Workshop as a Bridge Between Switzerland and Japan

During the workshop, children and their parents built imaginative marble runs together, developing creative solutions with joy and concentration. The goal of the event was to build cultural bridges between Switzerland and Japan through the act of playing together.

A highlight of the day was the surprise visit of Sōta Fujii, Japan’s most renowned shōgi player. Shōgi is the Japanese variant of chess. Fujii currently holds all eight major shōgi titles and is considered a national prodigy and role model for many young people in Japan. As a child, he frequently played with CUBORO and still emphasizes how much the marble run system helped him develop concentration and spatial imagination – skills he draws on every day as a professional shōgi player.

The CUBORO workshop also marked the first personal meeting between Sōta Fujii and Sebastian Etter, CEO of Cuboro AG, where they shared their perspectives on the importance of play and learning.

The workshop was a vivid example of how playful learning can inspire both children and adults, creating connections across generations and cultures.

To conclude the event, the Swiss Pavilion’s mascot Heidi welcomed families for a group photo opportunity.



David Braun, Chargé d’Affaires a. i.
Embassy of Switzerland in Japan



Manuel Salchli, Commissioner
General Swiss Pavilion Expo 2025



Sebastian Etter, CEO Cuboro AG

Patronage



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Japan
スイス大使館



SPIELWAREN
VERBAND SCHWEIZ
SWISS TOY
ASSOCIATION
スイス玩具協会



Sebastian Etter playing with participating adults and children



Sebastian Etter, shogi player Sōta Fujii und participating children



Father with his children playing CUBORO

All participants expressed their enthusiasm



Manuel Salchli, Commissioner General Swiss Pavilion Expo 2025 Osaka: „It was an honor for us to welcome so many Japanese families to the Swiss Pavilion together with CUBORO. The workshop embodied the spirit of the Expo: people coming together, learning from each other, and shaping a creative future collectively.“



David Braun, Chargé d’Affaires a. i., Embassy of Switzerland in Japan: „What a joy it was to celebrate the shared spirit of creativity and craftsmanship between Switzerland and Japan! This event showcased how Swiss wooden toys inspire imagination and strategic thinking beyond borders, just like shogi. Hearing from shogi player Sōta Fujii about these connections made the experience even richer. It was a heartfelt moment to share the value of playful learning across cultures and the responsible preservation of cultural heritage with everyone who joined us at the Swiss Pavilion.“



Hans-Christian von der Crone, President Swiss Toy Association: „Studies show that by playing with systems like CUBORO, children develop logical thinking, creativity, and problem-solving skills – competencies that accompany them throughout life. Swiss toys like CUBORO tell stories of craftsmanship, sustainability, and intergenerational learning. As an association, we are committed to keeping these values alive, even in the digital age.“

Patronage



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Japan
スイス大使館



SPIELWAREN
VERBAND SCHWEIZ
SWISS TOY
ASSOCIATION
スイス玩具協会



Voices from participating families:

Father: "We already knew about CUBORO, but it was the first time we tried it. Building with it was really fun."

Mother: "The feel and the scent of the wood when opening the box impressed me. Our children were very focused. It was a wonderful time together as a family."

Child: "It was difficult, but really cool."



Sōta Fujii, Shōgi Master: "Through my family's long-standing connection with the Etter family, I had the opportunity to join the CUBORO workshop at the Swiss Pavilion. It was a great joy to play with CUBORO again after many years and to experience how much fun it brings across generations."



Sebastian Etter, CEO of Cuboro AG: "It was a deeply moving day, both personally and as CEO of Cuboro. It fills me with joy to see so many children and families in Japan engaged in playful learning. I am convinced: play knows no age. CUBORO fosters creativity, logical thinking, and concentration. I would like to thank everyone who made this special day possible."

About the Swiss Pavilion at Expo 2025

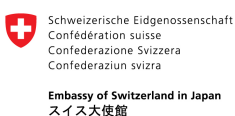
The Swiss Pavilion takes visitors on an immersive and interactive journey through collaborative innovation. The slogan "From Heidi to High-Tech" reflects Switzerland's evolution from its iconic Alpine heritage to a globally recognised hub of cutting-edge technology and innovation.



Beloved by generations in Japan, the timeless figure of Heidi serves as the pavilion's official mascot, embodying the spirit of friendship between the two nations.

The architecture of the pavilion creates a light and playful atmosphere. Inside, guests experience Switzerland's creative power through three main themes: "Augmented Human," "Life," and "Planet."

Patronage



Event Overview

Date: Saturday, July 26, 2025, 11:00 a.m. – 12:30 p.m.

Location: Swiss Pavilion, Expo 2025 Osaka, Kansai, Event Hall

Participants: Families with children aged 4 to 12

Event Title: “Learning and Playing with CUBORO”

Organizers: Swiss Pavilion, Cuboro AG

Patronage: Embassy of Switzerland in Japan, Swiss Toy Association

Implementation: Niki Tiki Co., Ltd. (CUBORO General Importer Japan)

Speakers:

- Sebastian Etter (CEO, Cuboro AG)
- Manuel Salchli (Commissioner General Swiss Pavilion Expo 2025 Osaka)
- David Braun (Chargé d’Affaires a. i., Embassy of Switzerland in Japan)
- Special Guest: Shōgi Master Sōta Fujii

Program:

- 11:00 a.m. – Welcome by David Braun and Sebastian Etter
- 11:15 a.m. – Workshop begins
- 12:00 p.m. – Workshop concludes
- 12:15 p.m. – Remarks by Manuel Salchli, group photo with “Heidi”

Infobox

About Cuboro AG

Cuboro AG develops and produces the CUBORO marble run system. The family-owned company with its headquarters in Bern/Switzerland is managed in the second generation by Sebastian Etter, the son of the inventor Matthias Etter. The marble run system enjoys great popularity not only in Switzerland and Europe but has been inspiring people all over the world since 1986. To this day, the CUBORO sets are manufactured in the heart of Switzerland from regional beech wood.

Further information, press photos and press releases at cuboro.ch/press.

Cuboro AG

Sebastian Etter, CEO

Haslerstrasse 30

CH-3008 Bern

+41 33 971 59 50

marketing@cuboro.ch

cuboro.ch

Patronage



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Japan
スイス大使館



SPIELWAREN
VERBAND SCHWEIZ
SWISS TOY
ASSOCIATION
スイス玩具協会