

Expo 2025 Osaka

Belgium's participation

Expo 2025 Osaka

Factual data

- World Expo (every five years)
 IMPORTANT: no trade fair, but a universal exhibition
- 13 April 2025 to 13 October 2025
- 150 participating countries expected
- 28 million visits
- Osaka, Kansai, Japan
- Yumeshima Island, Bay of Osaka



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Expo 2025 Osaka

Belgium's participation

- decision to participate officially communicated to Japan on 18 February 2022
- appointment of a Commissioner General: 12 November 2023
- first: Strategic Committee => strategic vision on our participation: why and what

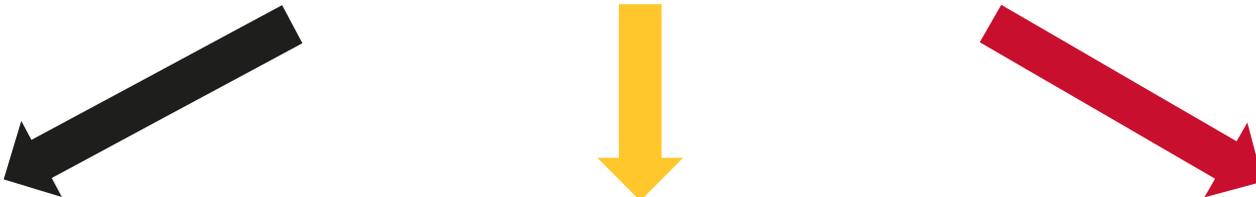
Expo 2025 Osaka

Belgium's participation

- Strategic goals:
 - improve knowledge on our country and our strong points
 - create opportunities for our companies, industry and scientific community
 - attract and invite foreign visitors and investors
 - cooperate with other countries/regions on areas of common interest
 - offer a “total and coherent experience” to the visitor, offline and online

Why do we participate at Expo 2025 Osaka?

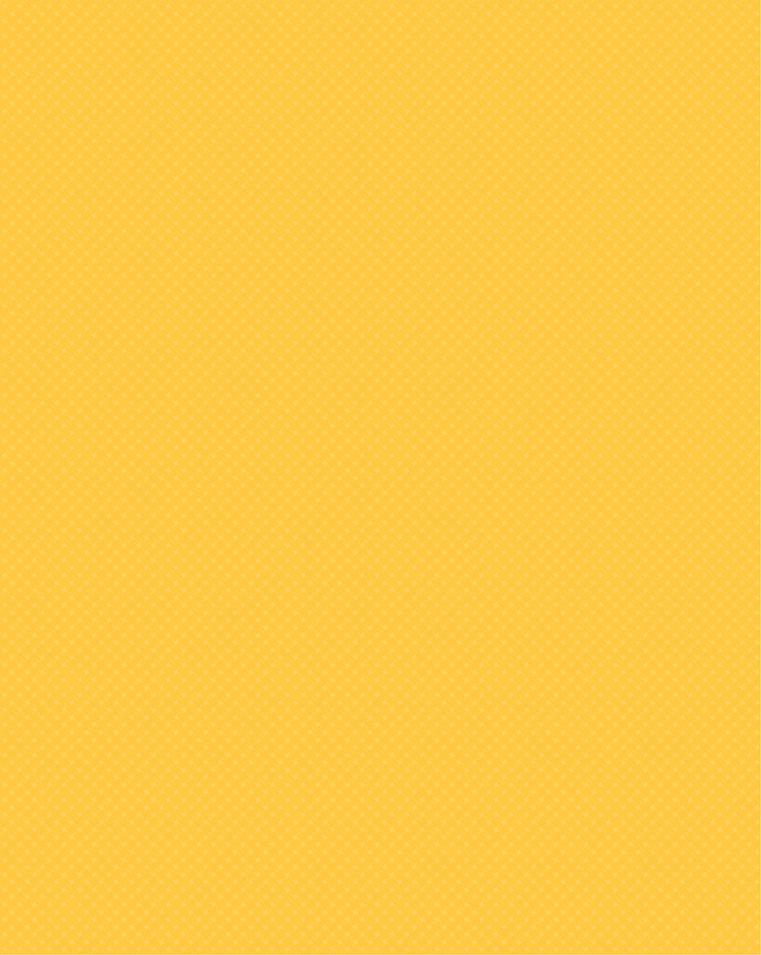
Unique opportunity to present Belgium and its Regions and Communities as an ideal and liable partner on several fronts



High quality of life

Knowhow to develop
cultural & scientific
projects

Unique ecosystem
focused on progress



BelExpo

Who are we?



Belgian Commission General
for International Exhibitions

Mission: the execution of the
Belgian participation to
Expo 2025 Osaka

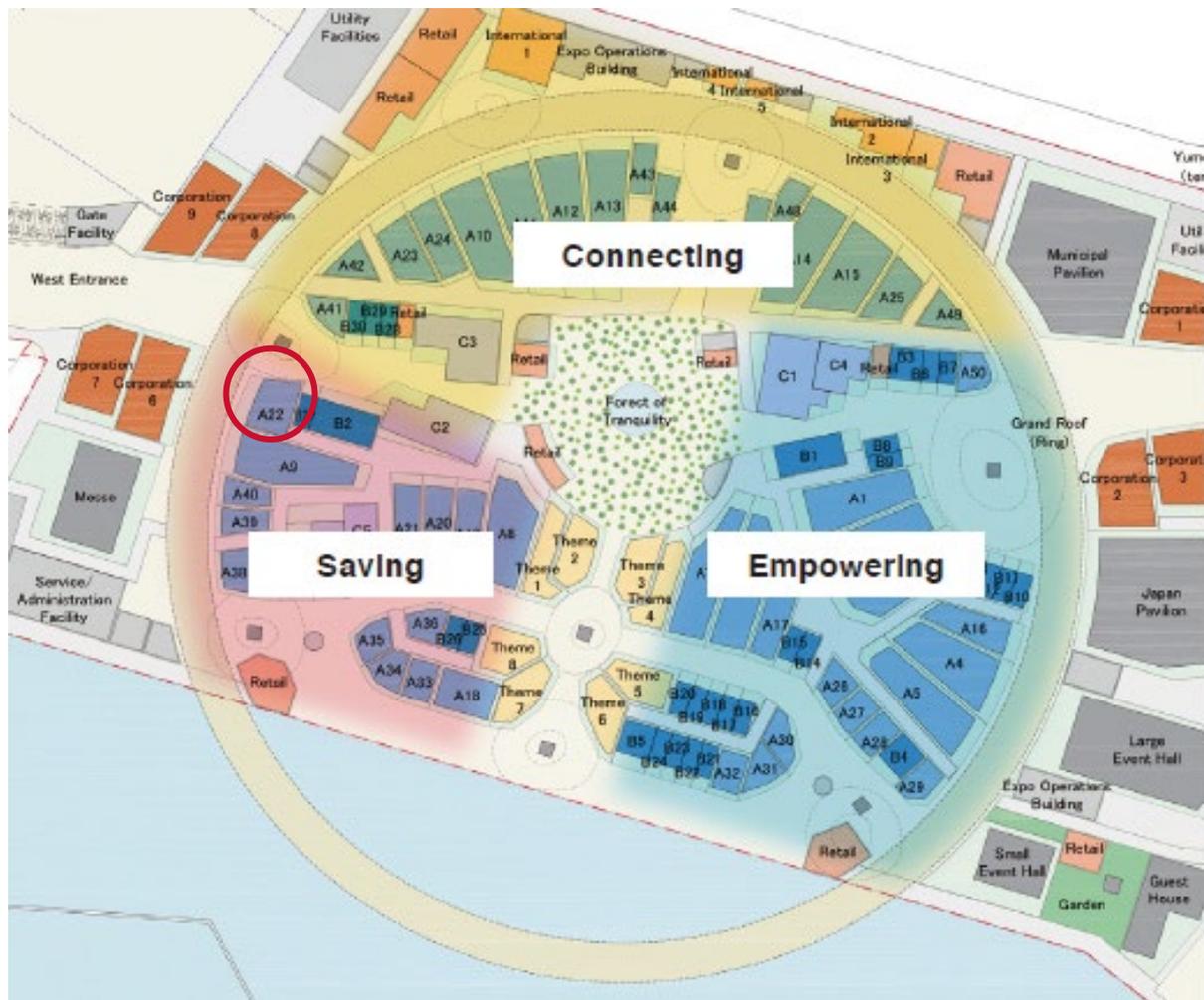


Belgium at Expo 2025 Osaka

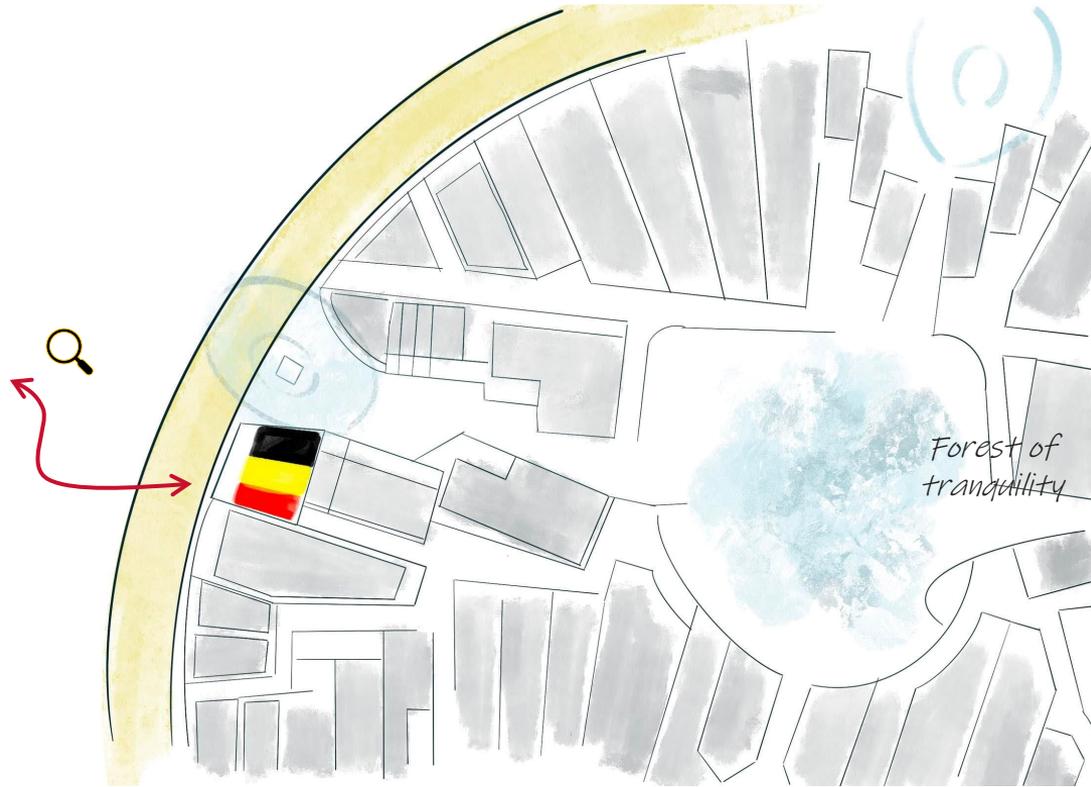
Belgian pavilion

Belgian pavilion

- Belgium will have a self-built pavilion
- in Expo subtheme-zone of “Saving Lives”
- Medium plot, 1.799,22 m², near West Entrance of Ring



ベルギーパビリオン
Belgian pavilion



Belgian pavilion

How do get there?

- 2 major public tenders:

1. Design, construct, maintain and decommission Belgian pavilion (**the building**)
2. Design, build/execute, maintain and decommission the visitor journey of the Belgian pavilion (**the interior**)

Consortium:
Carré 7 (BE – architects)
Pirnay – PolyTech (BE – engineering)
Beyond Limits (project manager)
One Designs (JP – contractor)

Awarded

Ongoing

3 candidates
working on offer





BELGIUM
比利时

BELGIUM

BELGIUM
比利时

Brussels
布鲁塞尔

BELGIUM



水は主要要素

water as main element

生命の源

source of life

人間を中心に

human-centric

健康の源

source of health

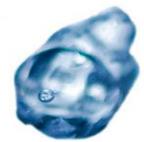


命を救う

saving lives

世界保健機関により、綺麗な水は命を救う第一の手段である。

WHO: clean water =
1st instrument to save lives



Belgian pavilion

inside & thematic
approach

Belgian pavilion inside

3rd Floor

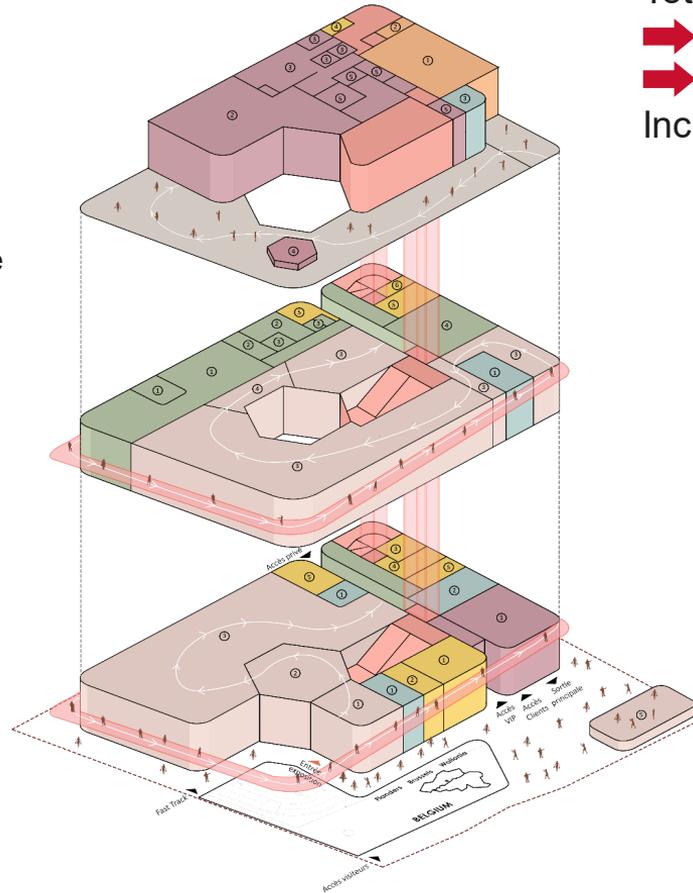
- Restaurant
- Kitchen
- Public sanitary
- Multifunctional space
- Rooftop terrace

2nd Floor

- Exhibition room
- Technical room
- Offices & staff room

1st Floor

- Exhibition room
- Technical room
- Shop
- VIP entrance



Total:

➔ Building surface: 1.053m²

➔ Total surface : 2.223m²

Includes ± 1.000m² of exhibition

Belgian pavilion

Belgian exhibition

- Presenting Belgium and its Regions and Communities: Brussels, Flanders & Wallonia
- Focus: **Belgian healthcare solutions and life sciences**
- Various zones: 3 with an exclusive regional focus (Brussels, Flanders, Wallonia) and rest with a common Belgian focus

Belgian exhibition

Common theme

- The unique and complete Belgian ecosystem for **vaccines**: from the very early stages with academic research, development and testing, to production, conservation and distribution
- WHO: only clean water saves more lives than vaccines!

Belgian exhibition

Regional themes

- Brussels: **technologies** in healthcare, robotics, AI, ...
- Flanders: Health Tech for patients from 0 to 111, focusing on **3 life phases**: fertility, gene therapy, ageing
- Wallonia: AI and particularly the use of **digital twins** in healthcare

Belgian pavilion

Belgian content program

- Not only a physical and permanent exhibition
- Content program with events, seminars, conferences:
 - either in the Belgian pavilion or elsewhere on the Expo site
 - either only Belgian initiative or in cooperation with partners
- Opportunity to focus on other subjects outside of main theme
 - Expo Theme Weeks: food, healthcare, diversity, energy, sustainability, ...
 - Regional Weeks (with AWEX, FIT, HUB)

Expo 2025 Osaka

Your business
opportunities

Remember: our strategic goals

2 goals in particular:

- create opportunities for our companies, industry and scientific community
- attract and invite foreign visitors and investors

How can you use the Belgian participation?

- How to include your company, your materials, products, services, innovations?

The Belgian pavilion = exhibition spaces, a multifunctional space , a Belgian restaurant/bar, a rooftop terrace, a Belgian shop

- The Belgian participation > pavilion alone
also includes content program

How can you use the Belgian pavilion?

- Exhibition spaces: permanent exhibition, not meant for company branding
- Multifunctional space: ideal for events, parties, temporary exhibitions, workshops, product presentations, ...
- Belgian restaurant/bar and rooftop terrace: could also be available for specific events, but mostly in need of your Belgian products...
- Belgian shop: selling typical Belgian products

How can you participate in Belgium's content program?

- Activities organized by the Belgian export agencies: AWEX, FIT, hub.brussels – talk to your contact persons in Belgium or Tokyo
- Expo Theme Weeks: opportunity to emphasize Belgian innovations, technologies and developments
BelExpo will focus on food & drinks, healthcare, diversity, energy and sustainability – our partners may have additional focus
- BelExpo's own events: cultural events, specific thematic focus, scientific events

Partnerships

- In-kind sponsoring or direct financial contribution
- Various packages available: Diamond, Platinum, Gold and Silver
- Return on sponsorship:
 - visibility: wall of fame, video messages, logo references
 - communication plan
 - privileged access to the pavilion
 - exclusive invitations
 - proud partner of the Belgian pavilion

Partnership packages

- Pre-defined packages
 - certain “as of” sponsor value
 - higher value = more return
- Every partner is important, every partner is unique
 - => the pre-defined package is the start,
but we always end with a bespoke partnership deal

Partnerships: pre-defined packages

Diamond Sponsor
EUR 100,000 or in-kind
value of
EUR 200,000

Gold Sponsor
EUR 25,000 or in-kind
value of
EUR 50,000

Platinum Sponsor
EUR 50,000 or in-kind
value of
EUR 100,000

Silver Sponsor
EUR 5,000 or in-kind
value of
EUR 10,000

What are we looking for?

- Financial partners
- In-kind products or services:
 - help with the construction of the Belgian pavilion: materials, appliances, services (transport!)
 - help with the fit-out of the Belgian pavilion, the visitor journey: furniture, exhibition technology, decoration
 - F&B items for the restaurant
 - Belgian products for the shop
 - operational services or products

How to become a partner?

Very easy: contact us

expo2025osaka@economie.fgov.be

- short email presenting your company and your product or explaining how you would like to contribute
- our team will contact you immediately for a follow-up conversation: meeting virtually, in Brussels or at your location

