





Belgium at Expo 2025 Osaka

The pavilion in a nutshell



BELGIUM ベルギー
BRUSSELS · FLANDERS · WALLONIA
ブリュッセル・フランドル・ワロン地域

Brussels · Flanders · Wallonia

BELGIUM

Belgian pavilion

The numbers

- **Budget:**
 - Building: 9.8 million euros
 - Exposition: 2.5 million euros
- **Surface:**
 - Total: 2250mm²
 - Exposition: 1000m²
 - Restaurant: 117m², restaurant terrace: 98m², shops: 67m²
 - Multifunctional space: 55m²
- **The people:**
 - Office staff: 15
 - Attendants: 35
 - Sales and service staff (restaurant, shops, security and maintenance): 58

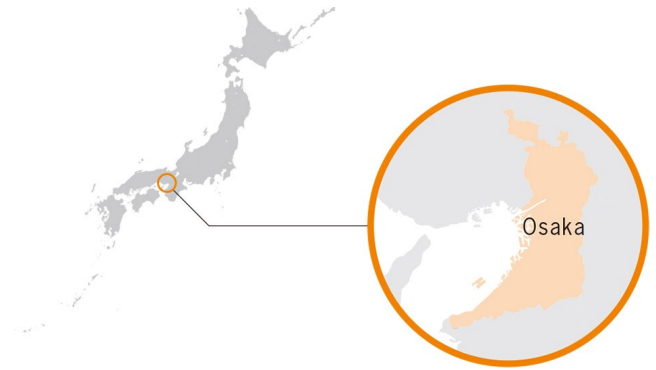
Belgian pavilion

The names

- **Design & construction**
 - Carré 7: architect – Cyril Rousseaux
 - Pirnay Engineering: structural engineering
 - Poly-Tech Engineering: sustainability & materials
 - Beyond Limits: project manager
 - OneDesigns: Japanese partner
- **Visitor Journey**
 - Profirst: project manager
 - Dirty Monitor: audiovisual translation
 - Tempora: script
 - Barco: projections
 - ShowTex: technical & aesthetic component

Belgian Pavilion: 170 000 visitors and counting

- Yumeshima Island, Bay of Osaka, Kansai, Japan
- Ongoing till 13 October 2025, from 9 am till 9 pm
- Over 170 participating countries and international organisations
- Expo visitors up till now: 3 700 000 visitors and counting



Belgian exhibition Themes

- **Human Regeneration**
- Common theme (federal)
 - The unique and complete Belgian ecosystem for **vaccines**
- Regional themes
 - Flanders: health tech throughout the **cycle of life**, with the body of the future
 - Wallonia: AI and particularly the use of **digital twins** in healthcare
 - Brussels: technologies in healthcare, **robotics & smart prosthesis**, AI, ...





AGGREGATE YOUR
MEDICAL DATA

AND SHAPE IT INTO
YOUR DIGITAL TWIN





Belgian Commission General
for International Exhibitions

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





Expo

Key points

EXPO 2025 OSAKA

Designing **future** society for our **lives**

EXPO 2020 DUBAI

Connecting Minds, Creating the **Future**.

EXPO 2015 MILANO

Feeding the Planet, Energy for **Life**

EXPO 2010 SHANGHAI

Better City, **Better Life**

EXPO 1958 BRUSSELS

Balance sheet for a **more human world**

EXPO 2030 Ryadh

Foresight for **Tomorrow**

Why is Expo different than all other events?

Multicultural, mondial platform where **each** country can show its strenghts, **reach out and cooperate with the world on an equal level and a united platform.**

World Expos are unrivalled among international events in their **size, scale, duration and visitor numbers.** They are large-scale platforms for education and progress that serve as **a bridge between governments, companies, international organizations, and citizens.**



CONNECTION



INTERHUMAN
INTERCULTURAL CONTACT



TOGETHER for the FUTURE
EACH ITS STRENGHTS
NOT COMPETING BUT
SUPPORT EACH OTHER



BRUSSELS
FLANDERS
WELCOM

BELGIUM
FLANDERS
WELCOM

Brussels Flanders Welcom



BELGIUM

Belgian pavilion

Participate, enjoy, network

- **Focus on Belgium**
 - National Day: 14 September 2025
 - Wallonia Week : 26 May – 1 June 2025
 - Flemish Week: 16 – 22 June 2025
 - Brussels Week: 8 – 12 September 2025



Belgian pavilion

Networking possibilities

Unique Belgian expertise

- ① Belgian Architecture and Design: 7 – 13 May 2025
- ② Belgian Food & Beverages (linked to theme week Expo: Necessities of Life: Food, Clothing and Shelter): 8 – 12 June 2025

Specific BelExpo focus on Expo theme weeks

- ③ Health and Well-Being: 20 June – 1 July 2025
- ④ Peace, Human Security and Dignity: 1 – 12 August 2025
- ⑤ Future of Earth and Biodiversity: 17 – 28 September 2025

Events in the pavilion

Event centre – 55m²

- Fully equipped – Sound system ▪ screen ▪ projector ▪ lectern ▪ podium ▪ wifi ▪ etc.
- Private terrace & balcony
- Various configurations: auditorium, cocktail reception, performances, seated dinner
- Optional catering services from restaurant kitchen
- For rent or included in a sponsor package

Make our pavilion the stage for your event!



Expo

Leading the Belgian Pavilion

Myriam Cops, Director

Work history

International events manager

Worked in Belgium, Netherlands, Germany, France, Teheran, Riyadh, Dubai, Shanghai, Hong Kong, Dakar and Osaka.

- Pavilion Director at Expo 2020 Dubai and Expo 2010 Shanghai
- Hospitality management and VIP relations at Floriade 2012 Venlo
- Coordinator of Belgium's partnership with Business & Design Week Hong Kong 2012-2013
- Start up innovation platform Sinnolabs Shanghai
- Start up boutique hotel Les Tilleuls in Êtretat, France
- Start up international school in Senegal

Belgian pavilion

Leading a pavilion

- Dubai 2020
10% local staff
Number 1: Biggest Taxpayer of Expo 2010
- Osaka 2025
20% local staff
Number ??

Personality: **The world is my home and the only true culture is humanity.**

- Born and raised in Genk, Belgium
- Italy lover
- Foodie
- I don't travel much, I stay
- I have never done it before, so I guess I can do it! (pipi langkous)
- Make do with what you get. Make the best of it.

Management style:

Mr Herman Vandaele (Bekaert) **You manage on the floor**

Mrs Yin Lingu (Founder Alcatel Shanghai) **Stop trying, you'll never understand China. Just respect it.**

- A good manager makes herself unnecessary
 - Delegate – Support – Trust - Check
- Having your staff's back is the only way to growth and success
- Nobody is important, everybody counts
- The project is more important than the team, the team is more important than the manager
- Hierarchy means you always have somebody to turn to when it gets difficult



COOPERATE

Intergovernmental

Guestland, Expo organisation, pavilion

All pavilions

Staff pavilion



Belgian pavilion

Our partners



DELTALIGHT



PROFIRST
EVEN(T) MORE



UMBROSA
UNIQUE SHADE DESIGN



SOLVAY



CARRIERES DU HAINAUT



food.be
Small country. Great food.