



OSAKA

KANSAI, JAPAN

EXPO 2025

Bid Dossier



OSAKA-KANSAI/JAPAN
EXPO 2025



World Expo 2025
Candidate

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私は、ここに、四月十一日付け閣議了解によって、日本が二〇二五年国際博覧会（登録博覧会）開催国に公式に立候補することを、国際博覧会条約に則り、博覧会国際事務局に届け出ることを謹んでお知らせします。

我々の博覧会は、「いのち輝く未来社会のデザイン」（英語：Designing Future Society for Our Lives）、仏語：Concevoir la Société du Futur, Imaginer notre Vie de Demain）」をテーマとして、五月三日から十一月三日までの六か月間、関西地域の大阪府夢洲において開催するつもりです。

日本は、一九七〇年に同じ大阪において「人類の進歩と調和」というテーマを掲げ、アジアで初の国際博覧会を開催し、大成功を収めた経験があります。以降約半世紀を経て、人類は豊かな生活を享受するようになった一方、災害、食糧不足、病気、暴力といった脅威、グローバル化・情報化等の世界的現象、さらには生命・人生のありようを根本的に問い直しうる人工知能やバイオテクノロジー等の飛躍的發展に直面し、人間ひとりひとりの幸福な生き方と、それを支える社会・経済システムの未来像を

問い直すべき時期にあります。日本には、長期的・持続的利益を重視する精神が根付いています。関西地域、大阪は、売り手だけではなく、買い手も満足し、社会貢献も出来る商売を尊ぶ精神の発祥地です。私は、こうした周囲を思いやる利他精神が息づく日本、そして大阪を含む関西地域こそが、国、地域社会、企業及び個人といった様々なレベルのエゴイズムを排しつつ、あるべき未来社会の姿を問う場としてふさわしいと自負しています。そこで、日本は、大阪の地に国際博覧会を再び誘致し、世界の皆さまと共に、これからの生命のあり方、生き方、ライフスタイルについて国際社会に発信することを決意しました。

大阪府を含む関西地域は、長く政治、経済、文化の中心地であり、五つの世界文化遺産を含め、歴史的建造物、伝統芸能、和食など様々な文化的遺産を擁する魅力あふれる地域です。また、博覧会のテーマに関連する健康・ライフサイエンス分野の世界的な研究機関、企業等が集積している地域でもあります。会場の夢洲は、大阪の都心から約十キロメートルの近距離にあるため、既存の都市機能が容易に利用可能です。

また、会場までの鉄道延伸や道路拡幅などの整備が計画されているほか、夢洲が人工島であることから、海上アクセスの導入も容易です。

日本政府におきましては、昨年十二月に、本博覧会の誘致検討に係る関係府省庁連絡会議を立ち上げ、政府一丸となって取り組んでおります。本年三月二十七日には、経済界及び関西地域の自治体を中心となつて、本博覧会の誘致委員会が設立され、その会長に、日本経済界を代表する榊原定征日本経済団体連合会会長が就任し、オール・ジャパンの誘致体制が整ったところです。

日本は、犯罪率が極めて低く、世界の中で治安が最も良い国の一つです。加えて、昨年、G7伊勢志摩サミットを無事終えるなど、国際的大規模イベントにおけるセキュリティの確保には常に万全を期しております。二〇二五年国際博覧会においても、皆さまが安心して御参加いただけるようあらゆる措置をとってまいります。

日本が二〇二五年国際博覧会開催国に選ばれた暁には、同博覧会を開催するための法人が設立されることが想定されています。日本政府は、国際博覧会条約締結国とし

て、同条約第十条第二項にいう、当該法人による義務の履行を保証するため、必要な措置を講じてまいります。

貴殿に敬意を表するとともに、貴殿のリーダーシップの下、誘致競争が公正に行われ、選挙が透明性のある形で、円滑に実施されることを期待しております。

平成二十九年四月十一日

日本国内閣総理大臣

安倍晋三

博覧会国際事務局 事務局長

ピセンテ・ゴンザレス・ロセルタレス 殿



April 11, 2017

Mr. Vicente Gonzalez Loscertales,
Secretary General
Bureau International des Expositions

Dear Secretary General,

It is my honor to inform you that, under the Convention Relating to International Exhibitions, the Government of Japan is officially submitting to the Bureau International des Expositions (BIE) its application to host the International Registered Exhibition in 2025 based on the decision made by the Japanese Cabinet on April 11.

Our exhibition will be held for six months from May 3 to November 3 at Yumeshima Island in Osaka Prefecture in the Kansai region, under the theme "Designing Future Society for Our Lives" in English and "Concevoir la Société du Futur, Imaginer notre Vie de Demain" in French. Japan has valuable experience in that we successfully held the first International Exhibition in Asia in the same prefecture, Osaka, in 1970 under the theme "Progress and Harmony for Mankind". Almost half a century has passed since then, and although numerous people around the world have come to enjoy prosperous lives, we continue to face an array of threats including natural disasters, food shortages, diseases and violence, while critical trends such as globalization and progress in information technology have brought with them their own challenges. Meanwhile, there have been major advances in cutting-edge technologies like artificial intelligence (AI) and biotechnology, which promise to have far-reaching effects on how we lead our lives. Now is the time to inquire anew how each of us can lead happy and joyful lives and how we can design the corresponding economic and social systems. In Japan, an appreciation of the importance of long-term and sustainable benefits is deeply rooted. Osaka-Kansai region are cradles of the spirit which respects businesses that satisfy both buyers and sellers and which also contribute to society. I am confident that Japan, and especially the Kansai region including Osaka, which have the spirit of altruism, is the ideal setting to discuss what future society might be like if selfish and inward-looking impulses among nations, regions, businesses and individuals could be overcome. Thus Japan is determined to host the International Exhibition in Osaka once again so that, along with our global partners, we can communicate to the world a truly inspiring vision of a future which is in our grasp.

The Osaka-Kansai region has long been an important political, economic and cultural center. It also boasts a varied cultural heritage, including stunning historic buildings, a range of traditional performing arts and a huge variety of *Washoku* (Japanese-style cuisine), as well as five World Cultural Heritage sites. The region is also home to techno-parks with a

large number of international research institutes and companies in the field of health and life sciences, whose endeavors mesh with the theme of our Expo. The venue, Yumeshima, which means "Dream Island", is located about 10 km away from the city center of Osaka, so the existing urban functions are also easily accessible. In addition, a scheme to extend the Metro line to the venue and to widen the roads in the vicinity is already at the planning stage. Moreover, accessing Yumeshima by sea can be easily arranged as it is an artificial island.

Last December, the Government of Japan organized an Inter-Ministerial Meeting to supervise the bid for Expo 2025, and we are pleased to report that all branches of the Government are working together to this end. On March 27, the 2025 Japan World Expo Committee was established, mainly by the business community and local governments in the Kansai region, and Mr. Sadayuki Sakakibara, Chairman of Keidanren (the Japan Business Federation), was appointed as its President. Japan is now ready and eager to host this event in 2025.

It is particularly noteworthy that Japan is one of the safest countries in the world, with an extremely low crime rate. In addition, we are always perfectly prepared to ensure security for large-scale international events, as illustrated last year when the G7 Ise-Shima Summit proceeded without incident. We will take whatever measures are necessary to ensure that all visitors can participate in the Expo safely and securely.

Should Japan be elected to host Expo 2025, a juridical body will be established as the vehicle overseeing this venture. As a contracting state of the Convention Relating to International Exhibitions, the Government of Japan will do whatever is required to guarantee the fulfillment of the obligations of that body, in accordance with Article 10, paragraph 2 of the Convention.

May I close by expressing my confidence that the bidding will be implemented smoothly and that the vote will be held in a transparent manner under your esteemed leadership.

Sincerely yours,

Shinzo Abe
Prime Minister of Japan



The theme for the EXPO 2025 OSAKA is “Designing Future Society for Our Lives.”

At present, in Japan, the government and private sector are jointly promoting a national project called “Society 5.0.” “Society 5.0” is designed to realize a future, where people’s lives and society are optimized by making full use of innovative technologies such as IoT, AI, robots, and Big Data.

The future society we aim to realize is a society in which global problems are solved. Global problems, including medical and healthcare, food and agriculture, environment and climate change, energy and resources, safety and disaster prevention, human and gender equality.

Such a society would be exactly the embodiment of a society, in which the United Nations’ Sustainable Development Goals (SDGs) have been achieved. We, Japan, wish to be a lead contributor in the efforts to transform our world into the society in which all SDGs are fully achieved. By being the front runner in finding solutions to SDGs, we aim to achieve our own development as well as that of the whole world.

EXPO 2025 OSAKA will not be a singular event, but the start of a movement. The Expo will be transformed into a People’s Living Lab, in which new ideas are freely exchanged and recognised from the moment Osaka is conferred the privilege of hosting, leading up to and beyond 2025. We believe that the EXPO 2025 OSAKA is the perfect occasion to share this vision of a future society with our fellow people from all over the world.

I would like to emphasize that the Japanese government, business community, and the local community of Osaka are now working together, and are at full force to realize the EXPO 2025 OSAKA, KANSAI, JAPAN.

Sadayuki Sakakibara
Chairman, 2025 Japan World Expo Committee



Half a century after the Expo 1970 Osaka welcomed 60 million visitors; Osaka is once again aiming to host the World Expo.

The Kansai region that includes Osaka has long been a hub of political, economic, and cultural activities, and even now is overflowing with diverse values and energy, driven by the people’s enterprising spirit and far-reaching outlook into the future, to continue to prosper.

In addition, the area is blessed with various elements that support a full and healthy life: numerous historical architectures and world heritage sites, a cutting-edge life sciences research community, a manufacturing industry with highly-advanced production technology, an assortment of gastronomy and sports-related experiences, and so on.

In 2025, Osaka and Kansai will be an experimental lab of creation for Designing Future Society for Our Lives. The new technology and services born here will be proposed and provided to countries around the world, thereby contributing to the establishment of a sustainable society on a global scale.

We look forward to welcoming all of you with our advanced and convenient transportation networks, world-class security, and spirit of hospitality.

Ichiro Matsui
President, 2025 Japan World Expo Committee
Governor of Osaka Prefecture



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*Inspired by the emoji ideograms
originating in Japan,
the logo symbolises the concept
that happy and smiling people are coming together
from around the world and connecting with each other.*

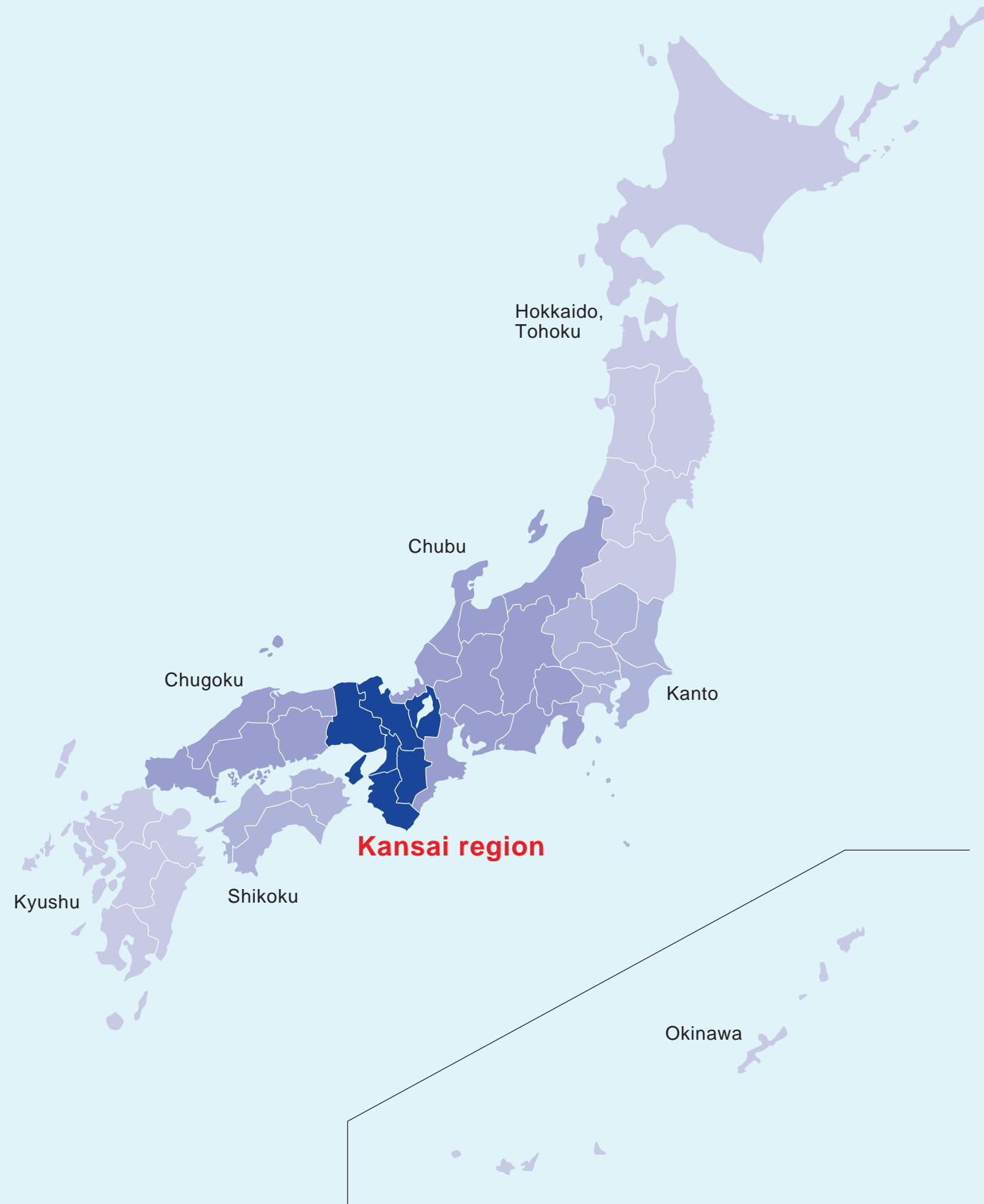


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The Kansai Region



Osaka, Kansai



Yumeshima Island The proposed site for the World Expo 2025



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EXECUTIVE SUMMARY

Progresses and Challenges towards 2025

What should we be asking ourselves in the World Expo 2025?

Never before have Humankind's capabilities developed as much as they are now. Unprecedented economic growths and Millennium Development Goals (MDGs), the collaborative initiative for addressing global issues, have pulled more than one billion people out of dire poverty. Moreover, breakthroughs in science and technology have pushed the boundaries of human potential and permanently changed the way we interact with the world around us.

However, progresses were not brought about without new challenges. Economic growths have also produced income and wealth inequality, giving rise to social unrest and conflicts. Breakthrough technologies like artificial intelligence (AI) have the potential to arouse anxiety about the value and quality of human life.

Our new reality forces us to confront some of the most profound questions about the human experience. What is happiness? What is fulfilment?

What the world requires is a new approach that can expand human potential, get over the challenges of today, and provide a guideline for a better future; a better life for more people all over the world and a practical vision of the future that is not only created for all, but is created *by* all.

The proposed theme of EXPO 2025 OSAKA, *Designing Future Society for Our Lives*, intends to approach such complex issues through facilitating the participation of as many people as possible and bringing their ideas together to design a more inclusive and sustainable future.

Themes and Subthemes

What we are focusing on here is human lives.

The overarching theme of the Expo, *Designing Future Society for Our Lives*, will call on each and every individual to think about their own aspirations and empower them to realise their full potential and push forward the worldwide effort to create a sustainable society that embraces all such aspirations.

It aligns with global efforts to tackle the common international community issues outlined in the United Nation's Sustainable Development Goals (SDGs). A pivotal step in achieving these goals will be the actualisation of Society 5.0, Japan's catalysing initiative to empower individuals to confront head-on the issues of the times, by leveraging the technological breakthroughs in the Internet of Things, AI, robotics and big data, among others. EXPO 2025 OSAKA will be a place to co-create sustainable society that can support the aspirations of all through the sharing of new ideas like Society 5.0 from each participant.

The Theme will be realised and highlighted through two interconnected subthemes.

1. *How to Lead a Healthy Life in a Diverse Manner*

Living a healthy and full life is a natural goal of Humankind. But, what is healthy life? There are eight billion potential answers. Surely, it is predicated on physical well-being, mental well-being, and social well-being. Central to our concept of co-creating the vision of society that embraces the aspirations of all is to bring out visitors' and participants' diversified points of view, and elicit how they influence each individual, each group, and each country.

2. *Sustainable Socioeconomic Systems*

Due to the infinitely diverse nature of people and social and economic systems, our individual quests to reach our full potential may lead to conflicts and contradictions. We must acknowledge our differences, and respect others to create sustainable socioeconomic systems, which include values, customs, community, laws and taxes which are intricately interconnected.

A Unique Approach to Realising the Theme -The People's Living Lab-

Involving all people who live on our planet to design our future society is of vital importance in realising an ideal society. This will give individuals a sense of ownership, motivating them to take actions to achieve their goals, such as lifestyle improvements, and micro-investments that can have tangible, positive social impacts.

The People's Living Lab is the unique concept that will provide a creative mechanism for realising the full participation in the Expo 2025 by all 8 billion people. It will enable participants with limited expertise and operational resources to take part in this unprecedented experiment.

This Expo will not be a one-way street for participants to propose solutions. We will provide an open platform for dialogue and interaction between participants and every person on the planet to mutually develop solutions.

The online platform will be launched seven years before the Expo to properly grow and become a movement that ultimately realises this concept. The platform will be an important communication channel as well as multifaceted mass communication in order to raise awareness of the EXPO 2025 OSAKA.

It Could Only Be Osaka, Kansai

The Kansai region, with Osaka as its hub, is a region with a daring spirit to challenge, rich culture that blends the traditional with the modern, and advanced life-sciences technologies as well as other fields.

The city has born many unique ideas and inventions, like instant *ramen*, *karaoke*, and conveyor-belt *sushi* that have had great, long-lasting benefits to the daily lives of many.

For more than 1,600 years, the Kansai region, which includes the cities of Osaka, Nara, and Kyoto, was home to Japan's capital. Nara was called the Eastern-most stop on the fabled Silk Road, serving as a gateway to ideas and influences from the world. Astoundingly, half of Japan's National Treasures, and 5 UNESCO World Heritage Sites can be found in the Kansai region.

The EXPO 2025 OSAKA Experience

The Expo is planned to be held on a 155 hectare site on Yumeshima Island, an artificial island located on the waterfront of Osaka.

The venue plan reflects the vision of our future society; a harmonious interconnection of various entities. As an expression of this vision, the pavilions will be situated in a Voronoi pattern - a universal pattern symbolising organic connections and growth – to convey and facilitate communication among visitors and participants through architecture and design.

The venue itself will become a field of social experiments towards Society 5.0. Personal Mobility Vehicles will enable seamless transportation while drones fly above to deliver food and merchandise directly to visitors. IoT technology installed throughout the pavilions will facilitate a brand new Expo experience, e.g. AI-controlled air conditioning providing a brand new comfort experience, through vital-sign monitoring technology.

Our aim is to attempt what is perhaps a first-of-its kind social experiment, in which everyone on Earth takes an active role in designing the future of society. For this aim, experiences offered at the venue will be designed in such a way as to prompt visitors and participants to look within themselves and share their ideas, motivations, and concerns.

All such experiences and ideas will be stored, presented, and shared on the cloud site, which will live on as the legacy of the Expo beyond 2025 to serve future generations.

The Venue

Osaka has world-class transportation infrastructure. The city is serviced by three major airports, numerous large seaports, and connected to the rest of Japan through a network of immaculate superhighways and world-famous *shinkansen* bullet trains. Access for both domestic and international guests could not be easier.

An analysis of the expected approximately 28 million visitors and resulting accommodation requirements, together with plans for new construction and assumptions for the demand of other visitors, demonstrates that Osaka's accommodation is more than sufficient. Even at peak visiting periods, there will be room to spare in nearby hotels.

The venue itself, Yumeshima Island (which literally translates as *dream island*) is a man-made island owned by Osaka City. This allows us total freedom to design and develop the infrastructure required for an optimal Expo experience. Rights to usage of the land have already been secured.

Moreover, as one of the safest countries in the world, Japan offers a venue where everyone can participate in an atmosphere of complete safety and security. In Yumeshima Island, comprehensive disaster-prevention measures have been taken to prevent potential fallout from earthquakes.

With its captivating views of the Seto Inland Sea, its continuous light breeze, and its proximity to central Osaka—only 20 to 30 minutes from downtown—Yumeshima Island lives up to its name as a dream venue for the Expo.

The Date and Significance of the Year 2025

EXPO 2025 OSAKA will operate over a period of six months, for a total of 185 days, from May 3 to November 3, 2025. The opening day is Constitution Memorial Day, a national holiday in Japan. The closing date, November 3, is Culture Day, a day to celebrate diverse cultures.

The year 2025 is set five years ahead of the deadline the world strives to achieve the SDGs. 2025 will be vital time to accelerate efforts to realise the goals of the agenda.

Domestic Support for Hosting the EXPO

Hosting the World Expo 2025 is of utmost importance for Japan and its people, thereby our bid enjoys broad support from the public. The government of Japan is fully committed with the Prime Minister as the bellwether, and government bodies at every level unified in support. Having previously had the honour of hosting five World Expositions, Japan is in a unique position of possessing the necessary operational know-how. A coalition of both private and public groups has formed to offer swift operational support for EXPO 2025 OSAKA using organisational, operational and financial frameworks with a proven track record of success. The Japan Association for the 2025 World Exposition, which will be newly formed and comprised of local-level and national-level elected officials, will oversee the management, execution and funding of EXPO 2025 OSAKA, while an active task force for the promotion of the Expo will conduct promotional activities for the bid both domestically and abroad.

From the private sector, leaders from Japan's most influential organisations, which represent a wide coalition of businesses from local, national and international levels, have rallied together to endorse the Expo bid.

At a grassroots level, prominent academics, athletes and artists are praising the region's effort and gaining public approval. Japan is united in its goal of hosting the Expo 2025.

Closing Thoughts

Japan is a country with an old and at the same time vibrant and modern culture. Tradition and innovation live side by side here. As the Japanese society has proven to have a considerable amount of cohesion and consensus, Japan has managed, through the changes and the progress, to remain a very stable country.

You can experience 1,600 years of tradition, to the most advanced technologies, all in a single walk in Osaka and Kansai. The people of Osaka are known throughout Japan for their unique, passionate and daring spirit to challenge accepted norms.

EXPO 2025 OSAKA will be a living lab challenging and experimenting projects with tradition to cutting-edge ideas and innovations. Osaka, Kansai have a strong willing to be the best place for realising this open lab for every country and people.

We believe that our experience from the Japanese way of life that embraces both innovation and stability, can be useful to the rest of world.

We humbly request you read this dossier, containing our aspirations for Expo 2025, in the hopes that it will convince you of Japan's and Osaka's unique ability and readiness to host Expo 2025 – **to the benefit of all countries, and everyone on Earth now, and in the future.**



Chapter 1

TITLE, THEME, AND OPTIMAL SCHEDULE OF THE EXPO

YOUR HOST IS OSAKA, KANSAI, JAPAN

EXPO 2025 OSAKA, KANSAI, JAPAN will take place in the city of Osaka, and the wider Kansai region will play host to the event.

EXPO AS EXPLORATION OF OUR FUTURE

The theme Japan proposes for EXPO 2025 OSAKA is *Designing Future Society for Our Lives*. It will help us tackle various global issues from across the world, including the achievements of the SDGs.

TIMED FOR MAXIMUM IMPACT

The Expo in Osaka will span six months, from May 3rd to November 3rd, 2025, to attract a peak number of visitors from Japan and abroad. The timing coincides with popular holidays that also resonate with the Expo's theme, as well as opportune weather for visiting the Expo.

EXPO 2025 OSAKA, KANSAI, JAPAN

TITLE, THEME, AND OPTIMAL SCHEDULE OF THE EXPO

Exposition Title and Classification

EXPO 2025 OSAKA, KANSAI, JAPAN

(also referred to as "EXPO 2025 OSAKA, JAPAN", "EXPO 2025 OSAKA", "EXPO 2025" or "the Expo") to be classified as an International Registered Exhibition

Theme of the Expo

Designing Future Society For Our Lives

The theme calls on each and every individual to think about his or her own aspirational life, empower them to realise their full potential, and push forward the worldwide effort to creating a shared vision of a sustainable society.

Schedule of the Expo

**Proposed Duration – 185 days,
Saturday, May 3, 2025 - Monday, November 3, 2025**

Importance of the Year 2025

5 years remaining until the SDGs target year of 2030

- The Expo will be the venue to source wisdom from around the world to tackle various global issues.
- With 5 years remaining until the SDGs target year of 2030, 2025 will be a vital time to reflect on results to date, and accelerate efforts to realise the goals of the Agenda.

Rationale for Holding the Expo
From May 3rd through November 3rd

Best timing for participants and visitors

- Peak travel season is expected to boost turnout.
- Participants and visitors will be able to experience Japan's beautiful nature and diverse cultural events.
- Opening and closing dates are scheduled on Japanese national holidays – driving high attendance to the ceremonies.
- A temperate 6-month period will ensure a comfortable atmosphere for both participants and visitors.

TITLE, THEME, AND OPTIMAL SCHEDULE OF THE EXPO

With five years remaining until the SDGs target year of 2030, 2025 will be a vital time to reflect on results to date

1.A Exposition Title and Classification

1) Official Title and Abbreviation

The official title of the Expo is “EXPO 2025 OSAKA, KANSAI, JAPAN.” This title includes the name of the host local municipality, because the venue of the Expo will be situated in Osaka City, Osaka Prefecture, in the Kansai region.

Beyond the physical location of the Expo venue, various experiences that reflect

the Expo’s theme will be offered at connected events throughout Japan, particularly in the surrounding areas, which Expo visitors will be able to access easily.

This is the reason we have included the name of the Kansai region in the title, representing the extended footprint of the Expo.

Throughout the text, the Expo will be referred to in short as “EXPO 2025

OSAKA, JAPAN,” “EXPO 2025 OSAKA,” or “the Expo.”

2) Classification

EXPO 2025 OSAKA, KANSAI, JAPAN, an International Registered Exhibition, is one in a continuing series of large-scale International Exhibitions held once every five years under the Convention Relating to International Exhibitions.

1.B Theme of the Expo

1) Theme: *Designing Future Society for Our Lives*

The theme Japan proposes for World Expo 2025 is *Designing Future Society for Our Lives*. It will call on each and every individual to think about their own aspirational life, empower them to realise their full potential, and push forward the worldwide effort to creating a shared vision of a sustainable society that embraces all such endeavours in harmonious collaboration with each other.

We believe this new approach will contribute to solving the complex issues the world faces today (see Chapter 4).

1.C Schedule of the Expo

1) Duration

The Expo is proposed to run for 185 days, from Saturday, May 3rd through Monday, November 3rd, 2025.

2) Importance of the Year 2025

Japan’s proposed theme for EXPO 2025 OSAKA, *Designing Future Society for Our Lives* will help people tackle various global issues from across the world, and find new ideas and innovative solutions including the achievement of the Sustainable Development Goals (SDGs).

The SDGs aim to resolve a broad range of

Table 1-1: Dates and Duration of Past International Exhibitions Held in Japan

Titles	Dates and Duration
Japan World Exposition Osaka 1970	March 15 through September 13, 1970 (183 days)
International Ocean Exposition, Okinawa 1975	July 20, 1975 through January 18, 1976 (183 days)
International Exhibition, Tsukuba Japan 1985	March 17 through September 16, 1985 (184 days)
International Garden and Greenery Exposition, Osaka, Japan, 1990	April 1 through September 30, 1990 (183 days)
EXPO 2005, Aichi, Japan	March 25 through September 25, 2005 (185 days)

Table 1-2: Dates and Duration of the Most Recent Three International Registered Exhibitions

Title	Dates and Duration
EXPO 2010 SHANGHAI	May 1 through October 31, 2010 (184 days)
EXPO 2015 MILAN	May 1 through October 31, 2015 (184 days)
EXPO 2020 DUBAI	Scheduled for October 22, 2020 through April 10, 2021 (171 days)

issues mankind faces, such as poverty, famine, health problems, and welfare. EXPO 2025 OSAKA aims to try and resolve these very issues. With 5 years remaining until the SDGs target year of 2030, 2025 will be a vital time to reflect on results to date, to source wisdom from the four corners of the world, and accelerate efforts to realise the goals of the Agenda. Thanks to a robust public and private partnership, a national spirit of harmony that prioritises the interests of society as a whole, and Japan’s technological strengths in the emerging fields of artificial intelligence and bio-technology, which are pertinent to the search for solutions to complex issues facing society, in accordance with the national

Society 5.0* Initiative, Japan is uniquely positioned to hold an International Exhibition that advances the cause of SDGs (see details in Chapters 4 and 5).

*Society 5.0

Society 5.0 is Japan’s vision for the next stage of human societal development, which is the fifth chapter after the four major stages of human development: 1) hunter-gatherer, 2) agricultural, 3) industrial, and 4) information.

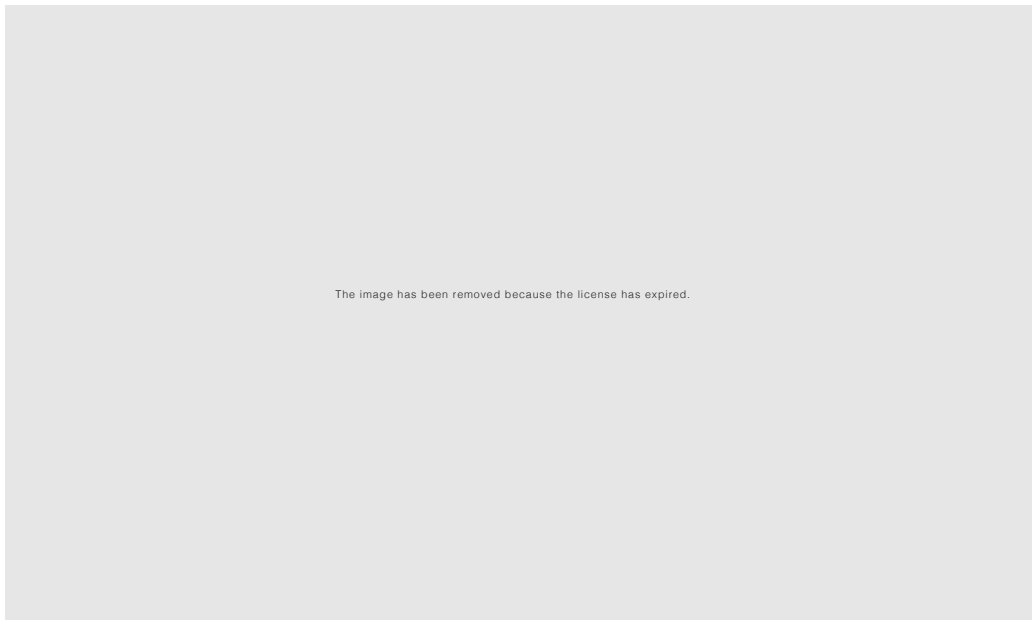
185 days

3) Rationale for Holding the Expo From May 3rd through November 3rd

Article 3 of the Convention Relating to International Exhibitions states that the duration of an International Registered Exhibition shall be six weeks or longer, lasting for up to six months. The international expos previously held in Japan, as well as the three most recent International Registered Exhibitions ran for approximately six months. A six-month duration is being planned also for the EXPO 2025 OSAKA, enabling as many people as possible to enjoy and experience the event. The following factors were taken into consideration to determine the dates:

- This time period coincides with the peak travel season for domestic and international tourists, which is expected to boost turnout
- Holding the event during a temperate

School trip to Osaka



six-month period will ensure a comfortable atmosphere for participants and visitors

- The opening and closing dates are scheduled on Japanese national holidays to drive high attendance to the corresponding ceremonies

- The event will be held during a period with minimum daily temperature fluctuations to reduce utility costs

The proposed dates for EXPO 2025 OSAKA—May 3rd through November 3rd, 2025, for a total of 185 days—satisfy the above criteria.

As the opening of the Expo approaches, pre-events will be held in close collaboration with international institutions and domestic tourist destinations in and around Kansai, as well as other parts of Japan, to accelerate national and international momentum. Post-events will also be planned as a way to further advance the principles showcased at the EXPO 2025 OSAKA.

Table 1-3: National Holidays during the Expo

Periods	Titles	Descriptions
May 3	Constitution Memorial Day	Observed to commemorate the promulgation of the Constitution of Japan, wishing for the nation's growth
May 4	Greenery Day	Celebrated to revere nature and thank for its bounty, enriching people's mind
May 5	Children's Day	Celebrated to respect children's personality and wish for their happiness, as well as a day of thanks for mothers
Third Monday of July	Marine Day	Celebrated in the hope of prosperity for the maritime nation of Japan, as well as a day of thanks the blessings of the sea
August 11	Mountain Day	Celebrated to enjoy mountains and to thank for their blessings
Third Monday of September	Respect for the Aged Day	Celebrated to revere senior citizens who have contributed to society for many years, wishing for their longevity
Around September 23	Autumn Equinox	Observed to revere ancestors, and in the memory of the deceased
Second Monday of October	Sports Day	Celebrated to enjoy sports, nourishing physical and mental health
November 3	Culture Day	Observed to value freedom and peace, and to promote culture

Table 1-4: Major Vacations and Holiday Seasons in Japan

Periods	Titles	Descriptions
Early May	Golden Week	Long holidays of several days made up of consecutive national holidays. Many people, from children to working adults, go on travel during those holidays
June and October	School trip season	Many primary, junior high and high schools in Japan hold school trips of a few days over this period, travelling particularly to the western part of Japan
July and August	Summer Vacation	Many primary, junior high and high schools, and universities in Japan offer generally two-month vacation
September	Silver Week	Long holidays of several days made up of consecutive national holidays. Many people, from children to working adults, go on travel during those holidays

Figure 1-1: Holidays of Neighbouring Regions and Nations during the Expo



The dates of some holidays such as Dragon Boat Festival and Islamic Festivals are changed by years.

Table 1-5: Foreign Visitors to Japan in 2015

Nations and Regions	Tourists visiting Japan	Nations and Regions	Tourists visiting Japan
China	4.99 million	Thailand	0.80 million
South Korea	4.00 million	Australia	0.38 million
Taiwan	3.68 million	Singapore	0.31 million
Hong Kong	1.52 million	Malaysia	0.31 million
The U.S.A	1.03 million	The Philippines	0.27 million

Source : Japan National Tourism Organization (JNTO)

4) Holidays and Extended Vacations During the Expo

Many national and international holidays will take place during the duration of the Expo, including the Golden Week holiday period in Japan, which runs between April 29th and May 5th, and which includes four national holidays; the Silver Week holiday period in late September, which incorporates multiple

holidays, and August, a time of the year when Japanese people commonly take their summer vacation. Therefore, the Expo is expected to attract a large domestic audience during its planned time span. Furthermore, school events such as excursions and field trips are often held during spring or autumn, making it highly likely that students will visit the Expo as part of their school program.

5) Major Events During the Expo

Major events celebrating "our lives," a key part of the proposed theme, will be held in the vicinity of the host region during the Expo. These events may focus on activities such as education, festivals, sports, and nature, and will serve as a forum for experiencing the theme in sync with the Expo. The Expo venue may also introduce visitors to information

about sporting events in the vicinity, and even allow them to buy tickets. Because the duration of the Expo will span spring, summer, and autumn, participants will also be able to experience the famous, dramatic transitions between the four seasons in Japan and visitors will also be able to experience Japan's beautiful nature.

Table 1-6: Major Events during the Expo

	May	June	July	August	September	October
Sports Event				Koshien (high school baseball championship)		
Cultural Event			Tenjin Festival Gion Festival			Autumn leaves
International Conferences						
Exhibitions						

One of the three major Japanese festivals, the Tenjin Festival is celebrated in the Tenmangu Shrine (Tenjin Shrine) throughout Japan. Various events are held over about one month from late June to July 25th, attracting approximately 1.3 million visitors every year. Particularly on the final day, the Night of the Main Shrine, *funatogyo* – ceremonial crossing of ships – is accompanied by fireworks, creating a fantastical spectacle with a fleet of about 100 ships and about 5,000 fireworks.

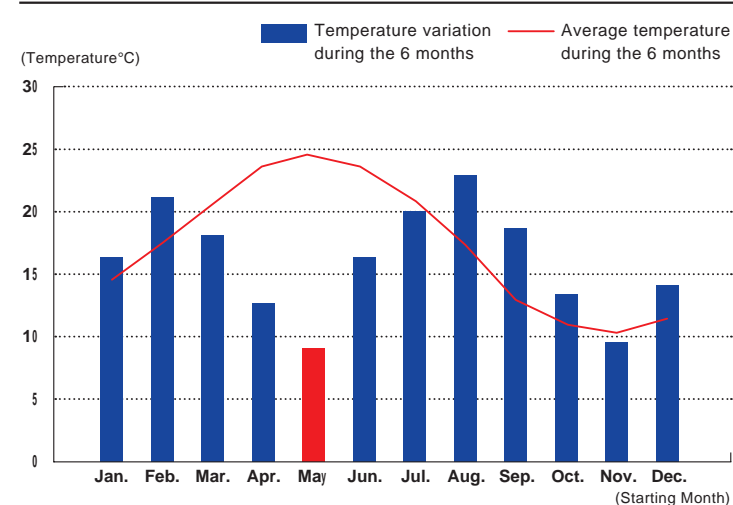
Another of the three major Japanese festivals, held in Kyoto, the Gion Festival of the Yasaka Shrine is known throughout Japan for its 1,100 year history, the colorful decorated floats paraded on July 17th, and its long duration of over one month.

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The image has been removed because the license has expired.

- | | | | | | |
|--|--|---|--|--|--|
| <ul style="list-style-type: none"> •Gaishoku Business Week •Electrical Construction Equipment and Materials Fair •Service Robot Development Technology Exhibition | <ul style="list-style-type: none"> •Comprehensive Exhibition for Building Materials and Housing Equipment •Crime and Disaster Prevention Exhibition •JP ICT and Printing Exhibition | <ul style="list-style-type: none"> •Osaka Doterai-ichi Resident Navi Fair •Asia Nail Festival in Osaka •Comprehensive Welfare Job Fair | <ul style="list-style-type: none"> •Kansai Educational ICT Exhibition •Kansai Mirai Ichi (future fair) •World Smart Energy Week OSAKA | <ul style="list-style-type: none"> •Zhejiang Export Fair •Osaka Food Service Industry Fair •Industry and Life Grand Fair •Osaka Camping Car Show •Pet Haku (pet expo) | <ul style="list-style-type: none"> •Administration & Human Resources WORLD Osaka •Highly-functional Material World •Asian Food Show •Dessert, Sweets & Drink Festival in Kansai •FASE Kansai 2016 (food processing factory automation and safety equipment exhibition) •Japan Girls Expo meets MUSIC CIRCUS RED •Beautyworld Japan West •Osaka Marathon Expo |
|--|--|---|--|--|--|

Figure 1-2: Temperature Variation and Average Temperatures for the 6 Months from the Expo Opening Month



Source : Calculated based on the Meteorological Agency's "Monthly Average of daily average temperatures - Osaka" 2016
 *Temperature variation during the 6 months: Taken by calculating the difference between the temperatures of the month with the highest average temperature and the month with the lowest average temperature.

Table 1-7: Osaka's Climate and Weather in 2016

Month	Average Precipitation (mm)	Average Temperature (°C)	Average Humidity (%)	Daylight Hours (h)
Jan.	66.5	6.8	61.0	161.3
Feb.	81.0	7.4	60.0	170.4
Mar.	91.0	10.8	58.0	207.0
Apr.	127.5	16.6	63.0	168.0
May	136.5	21.2	61.0	229.7
Jun.	325.0	23.3	72.0	148.0
Jul.	66.0	28.0	70.0	214.1
Aug.	161.5	29.5	63.0	262.6
Sep.	183.5	25.8	74.0	106.2
Oct.	42.0	20.3	67.0	148.3
Nov.	69.0	13.4	69.0	155.5
Dec.	104.0	9.4	67.0	155.9

Source : Japan Meteorological Agency

6) Climate

a) Temperature

The warm climate from the month of May to October will ensure visitors feel comfortable, as the average monthly temperature during this six-month period ranges between 19.0 to 28.8 degrees Celsius, with few daily fluctuations. Heat mitigation measures will be implemented for the particularly hot months of July and August (see details in Chapter 9).

b) Daylight Hours

The Expo dates span the months with the longest daylight hours, enabling visitors to enjoy the Expo with the maximum natural sunlight conditions.

c) Precipitation

A full range of rain and wind mitigation measures will be in place for the rainy season around June (see details in Chapter 9). Although August and September are typically known as the typhoon season in Japan, all necessary steps (including temporarily suspending the Expo if great damage is caused by abnormal weather such as a typhoon) will be taken to ensure guest safety.

7) Operating Hours

The daily operating hours will be from 9:00 to 22:00 (the same as those for EXPO 2005, Aichi). Early and extended hours, as well as 24 hour operation at designated facilities and areas including minimal services such as concessions, will also be considered alongside transportation access and incremental operating costs, in order to adequately distribute peak visitation times and drive attendance.

Any site that runs a 24-hour operation will be specifically designated and separated from vehicular routes to avoid accidents involving visitors and delivery vehicles bringing supplies to the venue at night. Please note that participants will not be required to operate their pavilions on a 24-hour basis.

8) The Commemorative Nature of the Opening and Closing Dates

a) Opening Date

The Expo will open on Japan's Constitution Memorial Day of May 3rd, a national holiday celebrating the promulgation of Japan's Constitution and aspirations for the country's growth. After World War II, Japan recovered from the ashes of war, achieved a level of economic success often described as miraculous, and significantly improved people's living standard. The 1970 Osaka Expo marked a critical milestone in that period of unprecedented economic growth. To the citizens of Japan, May 3rd is a symbolic day for new beginnings and for taking on new challenges—a perfectly suitable day for the commencement of the Expo.

b) Closing Date

The closing date of November 3rd is a national holiday known as Culture Day. It is a day for celebrating freedom and peace, and, of course, for promoting culture. Culture Day is the perfect day to close the Expo, given how it completely aligns with the 1994 BIE General Assembly resolution that calls for international exhibitions to contribute to "the progress of human knowledge, in a spirit of peace and international cooperation...accompanied by a high-quality artistic and cultural program." A wide range of events in the arts and culture space will be staged on Culture Day. Connecting with these events will enable the theme of EXPO 2025 OSAKA to disseminate throughout Japan and across all channels, so that the event's spirit may live well beyond the closing ceremony.

• Order of Culture Award

The Order of Culture Award is conferred by the Emperor of Japan at the Imperial Palace on Culture Day to individuals who have made major contributions to the development and enhancement of science, technology, the arts, and culture.

The Expo will operate from
9:00
 to
22:00

24
 hour
 operations
 will be
 considered
 to drive
 attendance

Table 1-8: Average Number of Typhoons (1981-2010)

Title	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Year Total
Number of typhoons	0.3	0.1	0.3	0.6	1.1	1.7	3.6	5.9	4.8	3.6	2.3	1.2	25.6
Number of approaching typhoons*				0.2	0.6	0.8	2.1	3.4	2.9	1.5	0.6	0.1	11.4
Number of approaching typhoons to Kansai*					0	0.3	0.5	1.0	1.0	0.5	0		3.2

*An "approaching typhoon" is defined as the center of the typhoon coming within 300km of any one of the meteorological offices in Japan.
 Source : Japan Meteorological Agency

Examples of museums in Osaka and Kansai Area



A new museum is to open in Osaka City during the fiscal year 2021; it is tentatively named Osaka New Art Museum, exhibiting art by Modigliani, and other modern and contemporary arts post mid-19th century from Japan and the West.

• Discounted Admission Fees at Museums

In November, many science and art museums in Japan offer discounted or free admission. In addition, the Kansai region has officially created a Kansai Culture Day, to increase enthusiasm and appreciation of the art and academia of the region through opportunities

to experience the region's rich cultural resources and history. It is also a way for the region to attract more outside visitors by promoting Kansai's colourful culture. More than 500 Kansai-based science and art museums, as well as history archives, have introduced free admission days in the month of November.





SUPER DRY
Asahi 生
スーパードライ
350ml

Glico
グリコ
みんなに笑顔届けたい。

かぜに
改源
エールの
風を届けたい
戸堂 歯科
CHINTAI
毎週水曜日発売
賃貸 住宅
ユース

えび橋

LOTTERIA

くま

PENGUIN BAR



Chapter 2

MOTIVATION FOR HOLDING THE EXPO AND EXPECTED IMPACT

ACHIEVING SOCIAL DEVELOPMENT GOALS (SDGs)

EXPO 2025 OSAKA will provide an opportunity for everyone to take an active part in making SDGs a reality within the 2030 deadline.

EXPO & SOCIETY 5.0 AS SOLUTION PLATFORMS

The theme of the Expo fits Society 5.0, our core national strategy that aims to create fully new solutions utilising IoT, AI, robotics and other advanced technology.

A HUB FOR INNOVATION IN LIFE-SCIENCE AND AN ATTRACTIVE DESTINATION

Osaka, Kansai aspires to become a hub for innovation in life sciences, and a creative destination that attracts people around the world. Hosting the Expo in Kansai is an important catalyst for making the vision a reality.

EXPO 2025 OSAKA, KANSAI, JAPAN

MOTIVATION FOR HOLDING THE EXPO AND EXPECTED IMPACT

International Motivation

- An opportunity for all to help achieve UN's Sustainable Development Goals (SDGs)
- An opportunity for participants to reach not only Japan but also Asia, the most rapidly growing market in the world, for expanding business and exporting cultures
- Safe and easy access for all - one of the safest countries in the world and easily accessible from any major city in the world with its advanced transportation infrastructure

National Motivation

- Consistency with the National Strategies, especially the pursuit of Society 5.0.
- Taking advantage of the momentum and legacy created by international events and conferences represented by 2020 Tokyo Olympic and Paralympic Games.
- Expecting a positive impact to the national economy estimated at US\$ 18.0 billion.
- Promoting understanding and trust towards Japan.
- Giving an excellent chance for various creators in Japan to display their ingenuity to the world.

Local Motivation for Osaka and Kansai

- A catalyst for sustainable growth in the region as part of an ongoing Osaka Growth Strategy and visions.
- An opportunity for Osaka / Kansai's growing strength as a hub for world-class life-science and biomedical institutions.
- Further increasing tourism, raising overseas awareness of the Kansai area, and revitalising the local economy.
- Encouraging local entrepreneurs to participate the Expo.
- An opportunity for Osaka, Kansai, having a long recorded history spanning 1,600 years with extensive cultural heritage, to be enriched through exposure to different cultures.

MOTIVATION FOR HOLDING THE EXPO AND EXPECTED IMPACT

2.A International Motivation

1) Resolving Issues Common to Mankind by Contributing to the Achievement of UN's Sustainable Development Goals (SDGs)

Mankind continues to face global threats and challenges such as disasters, food shortages, and disease together with new threats from social conflicts and changes of living and working by technological breakthroughs such as Artificial Intelligence (AI) and biotechnology. EXPO 2025 OSAKA intends to tackle these issues under the theme of *Designing a Future Society for Our Lives* by providing a platform for collective creation of a future that is based on a sustainable socioeconomic system, and in which every individual can realise his or her full potential.

Helping to achieve SDGs

Japan also faces a variety of social issues such as an aging society and reduction of the population. However, we have a long history of overcoming difficulty, and will continue to address emerging issues using the world's most advanced technologies and the intrinsically Japanese spirit of harmony, as manifested in the business practice of prioritising the interests of society as a whole during the pursuit of individual profit. It is due to national characteristics such as these that we believe Japan would be an outstanding host for the Expo, where we intend to provide an experimental platform for the designing of

a future society capable of solving today's unprecedented global issues. One example of Japan's forward-looking attitude is our work to achieve the Society 5.0¹ initiative. This effort aims to tackle global issues in areas such as health and medicine, agriculture and food production, environmental and climate change, energy, safety, disaster prevention, and racial and gender equality, by utilising technological breakthroughs in the fields of the Internet of Things (IoT), AI, and robotics among others (Figure 2-1). This effort is designed to contribute to the UN's Sustainable Development Goals (SDGs) agenda. EXPO 2025 OSAKA will provide an opportunity for everyone to take an active part in meeting those efforts and making SDGs a reality within the 2030 deadline.

Examples of Japanese Technology Contributing to Achievement of SDGs:

- Satellite Data for Agricultural Development
The Japan International Cooperation Agency (JICA) and Japan Aerospace Exploration Agency (JAXA) are using satellite data to grasp agricultural information such as land use types, cropping pattern, and crop growth to support agricultural development in Myansmar.
- Effective New Measures in Battling Diseases
Long-Lasting Insecticidal Mosquito Nets, developed by a Japanese chemical manufacturer based in Kansai region, repel mosquitos that transmit dengue fever, malaria, and the Zika fever. They are effective in containing the spread of infectious diseases, and are being employed to protect the health of people in places like Africa.

- Development and Implementation of Low-Cost Rapid Diagnostics
The International Collaborative Research Program for Tackling the NTDs (Neglected Tropical Diseases) Challenges in African Countries was launched by a joint Japanese/

African research team to develop simple diagnostic and analysis methods. Through this program, universities in Hokkaido and Zambia are cooperating to help control leprosy and Human African trypanosomiasis (sleeping sickness).

Figure 2-1: Overview of Society 5.0 for SDGs



Source: KANKEIREN (Japanese Business Federation)

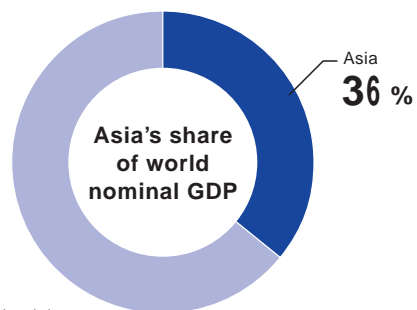
2) Japan: the Gateway to Asia

Due to its proximity, Japan not only enjoys easy access to Asian countries, but also has close current and historical ties in trade, i.e., expansion of supply chains, investment, and via cultural interaction. Especially in recent years, the number of tourists coming to Japan, and particularly the Kansai region from Asia, has sharply increased, indicating a strengthening of bonds between our nations. Japan is Asia's trendsetter in terms of cutting-edge technology and culture, and has long exported a wide variety of products and multimedia content to neighbours in Asia.

In this context, by hosting the Expo in Japan, and sharing the advanced technologies, cultures, social issues, and visions of the individual, participating countries will be able to send an important message not only to the Japanese public but also to audiences in the rest of Asia, which is a rapidly growing market that

Japan serves as a gateway to the huge Asian market, which includes China and ASEAN region.

Figure 2-2: Asia's Share of World GDP (2015)



Source: UN statistics

houses about 60% of the world's population as of 2017. A World Expo held in Japan will affect not only this country, but also Asia and the rest of the world.

a) Expanding Business

Japan is a major market place, with a population of approximately 120 million (ranking tenth in the world) and a GDP of about US\$5 trillion (third in the world). In addition, Japan serves as a gateway to the huge Asian market, which includes China, a country with the world's largest population of 1.4 billion people and a GDP of roughly US\$11 trillion (second in the world), and the ASEAN region, home to approximately 600 million people and with a combined GDP of approximately US\$2 trillion.

Countries showcasing new technologies and solutions at EXPO 2025 OSAKA will not only be a source of inspiration for the Japanese market, but to the rest of Asia as well. Japanese is one of the world's leading countries in terms of technological innovation, and the Kansai region is especially home to many manufacturers and medical research institutions that produce advanced technologies. Thus, participating in the Expo could serve as a stepping-stone to cooperating with high-technology entities in Japan, as well as with those in neighbouring Asian markets.

b) Exporting Culture

Historically, Japan has been successful in incorporating elements and values of various foreign cultures to establish new and unique cultural assets, such as anime, manga, and *washoku*, Japanese cuisine. These assets

Table 2-1: Global Peace Index 2017

Rank	Country	Score
1	Iceland	1.111
2	New Zealand	1.241
3	Portugal	1.258
4	Austria	1.265
5	Denmark	1.337
6	Czech Republic	1.36
7	Slovenia	1.364
8	Canada	1.371
9	Switzerland	1.373
10	Japan	1.408
10	Ireland	1.408

Source: The Institute of Economics and Peace

have in turn become Japan's prized cultural exports to Asia and the world, and serve as prime communication vehicles to convey concepts and philosophies to all kinds of people, helping to promote mutual understanding and shared values.

3) Safe and Easy Access for All

Japan is one of the safest countries in the world, and is easily accessible from any major city in the world due to its advanced transportation infrastructure. Japanese people are known for their spirit of hospitality, and Japan has abundant experience and know-how when it comes to hosting large-scale international events. For these reasons, Japan is more than suitable to host a world exposition than can be enjoyed by people from all over the world.

a) Security

i) World-Class Security

As one of the safest countries in the world,

Japan offers a venue where everyone can participate in an atmosphere of complete safety and security.

According to "Global Peace Index" released in 2017 by the Institute of Economics and Peace, Japan ranked tenth among 144 countries, gaining international trust as a country where one can live with peace of mind.

Possible reasons for Japan's extraordinary safety record include the exceedingly law-abiding nature of our people, strict legal limitations on the carrying of firearms and drugs, a superb police system with close ties to the community, and a high level of preparedness against various risks that is rooted in our experience and in the usage of advanced technology.

Conflicts based on politics, race, or religion are almost non-existent in Japan.

ii) Advanced Disaster-Prevention Measures

Historically, Japan has experienced natural disasters, particularly earthquakes. Our extensive experience in this regard has fostered a proactive approach, whereby all imaginable preventive measures are taken to protect the populace. The Kansai region, which experienced the Great Hanshin-Awaji Earthquake of 1995, also known as the Kobe Earthquake, has been focusing diligently on disaster prevention in ensuing years. On Yumeshima Island, the proposed venue for EXPO 2025 OSAKA, comprehensive disaster-prevention measures have been taken to prevent potential fallout from earthquakes. For example, the ground level

One of the safest countries in the world

Figure 2-3: Kansai International Airport passenger numbers (from overseas)



Exhibition, Tsukuba 1985, The International Garden and Greenery Exposition, Osaka, Japan, 1990 (Horticultural Expo, Osaka, 1990), and EXPO 2005, Aichi. With the 1970 Expo in Osaka, Japan succeeded in welcoming over 64.2 million visitors, the largest number in World Expo history for a long time. In addition, every Expo hosted by Japan has managed to turn a profit.

ii) Other Major Events Held in Japan

Japan also commands a strong track record for hosting other major events of global importance, such as the privilege of hosting the G7 Ise-Shima Summit in May of 2016. The first G7 Summit held in Asia in eight years, and the first since the adoption of the 2030 Agenda for Sustainable Development, Ise-Shima proved to be a pivotal forum for dialogues on infrastructure investment and open and stable seas under the theme of Asian Stability and Prosperity. The Summit also focused on health and active engagement of women and hosted discussions on development in Africa.

Other Major Events Held in Japan in the last 30 years:

- APEC JAPAN 1995 (held in Osaka)
- G8 Summits (Okinawa and Hokkaido -Toyako Summit)
- 2002 FIFA World Cup Korea/Japan
- APEC JAPAN 2010
- FIFA Club World Cup Japan 2016

has been raised 5m higher than the highest projected height for a tsunami, and cohesive soil has been used in the island's land reclamation to prevent liquefaction in the event of an earthquake (see Chapter 8).

b) Transportation Infrastructure and Accessibility

Easy access to the venue is crucial for any international event attended by visitors from around the world. Osaka is Japan's second largest metropolis, and boasts an advanced transportation infrastructure easily accessible by air or sea from anywhere in the world. The number of Kansai International Airport (KIX) users hit record numbers in 2017.

The city also has a world-class mass transit system that includes subways, railways, and buses famous for their cleanliness and punctuality (see Chapter 8).

c) Abundant Experience Hosting International Events

i) World Expos Held in Japan

Japan has successfully hosted five Expos over the past 50 years: Japan World Exposition Osaka 1970, International Ocean Exposition, Okinawa 1975, International

64.2 million visitors to EXPO 1970 Osaka

1970 Japan World Exposition, Osaka

1975 International Exposition, Okinawa

1985 International Exhibition, Tsukuba

1990 International Garden and Greenery Exposition, Osaka

2005 EXPO, Aichi

d) Remote Participation

Japan will provide ample opportunity to participate in the Expo for those who are unable to visit the venue in person through the use of cutting-edge technology such as virtual reality (VR), which eliminates all spatial restrictions (see Chapter 9). In addition, the People's Living Lab will provide a platform created to encourage all the people on our planet, which by 2025 is expected to reach 8 billion, to not only participate, but also co-develop and freely engage with the ongoing dialogue of EXPO 2025 OSAKA (see Chapters 5 and 7).

goal of creating a society that values each individual.

b) The Expo as Part of Japan's Growth Strategy

The Japanese Cabinet has adopted a measure entitled Growth Strategy 2017, which aims to convert our current positive economic growth into sustainable growth and to help achieve a national GDP target of US\$5.45 trillion, which would easily become the highest economic level since the post-war period. This growth strategy anticipates that EXPO 2025 OSAKA will be a driving force to tap growing overseas markets through the joint development of a future socioeconomic system and healthy lifestyles, and reflects the realities of the fourth industrial revolution.

c) Pursuing Society 5.0

The theme of EXPO 2025 OSAKA perfectly fits with our core national strategy of Society 5.0, a vision actively promoted by *Keidanren* (Japan Business Federation), Japan's most powerful business associations, the chairperson of which also heads the 2025 Japan World Expo Committee. Society 5.0 promotes social and economic change in order to achieve two important goals—improving industrial productivity and creating new solutions for pressing social issues that include a rapidly aging society. We aim to achieve these goals by harnessing IoT, AI, robotics, and other advanced technologies.

2.8 National Motivation

1) Consistency with the National Strategy

a) Dynamic Engagement of All Citizens

The Plan for the Dynamic Engagement of All Citizens, approved by the Japanese Cabinet in 2016, aims to form a society in which all people—women and men, old and young, those who have experienced tragedies, people with disabilities, and people fighting illness and infirmity—can participate in society on equal terms, with dignity and respect. The aspiration is for each and every citizen to play an active role in their home, workplace, and local community. The EXPO 2025 OSAKA, with its proposed theme of *Designing Future Society for Our Lives*, is perfectly synchronised with our national

Japan is working on achieving the Society 5.0 using IoT, AI, robotics, and other advanced technologies.

Above all, Society 5.0 represents a vision of society in which each person can lead a comfortable and prosperous life, fulfilling his or her full potential. Society 5.0 is a collective effort by the public and private sectors, which we believe will create synergies with EXPO 2025 OSAKA to accelerate progress towards shaping such a society in the future.

2) Leveraging the Momentum of Major International Events and Conferences

Japan will be hosting many large-scale international events and conferences between now and 2025. The EXPO 2025 OSAKA will take advantage of the momentum and legacy created by these events.

a) The 2020 Tokyo Olympic and Paralympic Games

The expected influence on Japanese society from the 2020 Tokyo Olympic and Paralympic Games, which will carry on and be amplified by the EXPO 2025 OSAKA, will affect a multitude of fields.

• Sports and Health

A society in which every single person can engage, watch, and support sports will be born. The Paralympic Games will trigger the

emergence of a more supportive, understanding, and inclusive society. These will serve as important building blocks for the development of the EXPO 2025 OSAKA sub-

theme of *How to Lead a Healthy Life in a Diverse Manner*.

• Community Development and Sustainability

A universally accessible society and an attractive urban environment will be established to support a society that focuses on sustainability.

• Culture and Education

The Olympics will serve as a vehicle for reaffirming Japanese culture and helping its knowledge spread around the world, and for domestic education efforts to propagate the understanding that diversity is not limited to the world of sports.

• Economy and Technology

We will set ourselves the goal of leveraging our status as the world's first super-aged society to develop new ideas and technologies that can be applied in the rest of the world. Initiatives to promote healthy longevity through state-of-the-art technology will take an accelerated turn as we move towards 2025.

• Sharing With the World the Success of Japan's Post-Disaster Reconstruction Efforts

Images of the Tohoku region both before and after the Great Japan Eastern Earthquake will inspire the world by focusing on the remarkable preservation and continuation of Japanese culture, tradition, business, and technology that has been achieved in the region since the March 2011 disaster. We will promote the dynamic vitality of Japan to the world.

b) Rugby World Cup 2019™

The Rugby World Cup will be held in Japan, including at locations throughout the Kansai region, in 2019—the first time this major international sporting event is to be held in Asia. The Rugby World Cup is known as one of the three major sporting events in the world, with four billion viewers following the tournament.

Hosting the Rugby World Cup is a major step forward in the promotion of the sport both domestically and internationally, and is expected to turn the global public's attention to the Kansai region. It will be a chance to revitalise local culture, reinvigorate international exchange, improve infrastructure, and benefit the regional economy.

Hosting this major event will better prepare Japan for EXPO 2025 OSAKA, which is similar in its scale, physical facility requirements, and content. The attractiveness of the area showcased during the Rugby World Cup, together with the international mind that encourages mutual respect among global citizens even as we compete, will continue into and throughout the Expo.

c) World Masters Games 2021 Kansai

The World Masters Games is an international multi-sport athletic competition that promotes life-long participation in sports. This event, open to all sports aficionados of 30 years of age and above, is held by the International Masters Games Association (IMGA) every four years.

Private and public sectors in Kansai are currently working together to host the World Masters Games 2021 Kansai, the first time this event will be held in Asia. The Kansai competition will reinforce the Games' founding principle of Sport for Life, and embody the five competitive principles of the IMGA. A wide range of events including track and field, swimming, and canoeing is scheduled, and the competition is expected to attract more than 50,000 participants. The legacy of this competition is expected to provide important insight into one of the major issues

Table 2-2: International Sporting Events Scheduled in Kansai

Event	
	<p>Rugby World Cup</p> <p>Dates September 20th – November 2nd, 2019</p> <p>Size [Attendance at Kansai venues] Hanazono Rugby Stadium (capacity approx. 30,000), Kobe Misaki Stadium (capacity approx. 30,132)</p> <p>Overview The World Cup competition to determine the top Rugby Union national team in the world. Held once every four years, first one in Asia.</p>
	<p>World Masters Games</p> <p>Dates May 15th to 30th, 2021</p> <p>Size [Target number of participants] approx. 50,000 (20,000 non-Japanese, 30,000 Japanese)</p> <p>Overview An international athletic competition for life-long sports open to any sports aficionado 30 years of age or older. The World Masters Game 2021 Kansai is the first one to be held in Asia.</p>

to be addressed at the Expo: how people can enjoy physical, mental, and social well-being in an aging society.

d) United Nations Congress on Crime Prevention and Criminal Justice

Japan has been confirmed to host the 2020 United Nations Congress on Crime Prevention and Criminal Justice, which will be the largest scale international conference, attended by 5,000 people from approximately 150 countries, to discuss crime prevention and criminal law. Osaka is in the final running to secure hosting privileges, thanks to its status as being one of the safest cities in the country.

3) Economic Impact

a) Direct Economic Impact

The construction costs related to the set-

The 2020 Tokyo Olympic and Paralympic Games will serve as building blocks for the development of the EXPO 2025 OSAKA.

Expo 2025 Osaka’s positive impact to the national economy is estimated at US\$18.0 billion.

ting up of the Expo centre for EXPO 2025 OSAKA is estimated at approximately US\$2.1 billion. The positive impact to the national economy is estimated at approximately US\$4.0 billion. Operating costs of the Expo centre, including administrative expenses incurred by the organiser and the costs to participants, are expected to reach around US\$2.6 billion, with the total incremental impact on the national economy being US\$4.3 billion. Spending by visitors, including on transport, accommodation, food and drink, shopping, and services is expected to reach approximately US\$5.6 billion, with the total incremental impact on the national economy being approximately US\$9.7 billion. In total, the positive impact of EXPO 2025 OSAKA on the Japanese economy is estimated to reach US\$18.0 billion.

b) Indirect Economic Impact
 Hosting the Expo is expected to have a posi-

Table 2-3: Economic Impact (projected value)

	Construction Costs	Operating Costs	Visitor Spending
Total Demand	US\$2.1 billion	US\$2.6 billion	US\$5.6 billion
Impact on the National Economy	US\$4.0 billion	US\$4.3 billion	US\$9.7 billion

The above figures are based on the following estimates:
 • Construction: Construction cost of venue by the organiser would be approx. US\$1.14 billion; construction costs incurred by participants run to approx. US\$0.93 billion
 • Operation: Administrative expenses by the organiser would be approx. US\$0.74 billion; expenses of participants to reach approx. US\$1.89 billion
 • Expected number of visitors: about 28 million

tive indirect impact on the economy, including through growth opportunities for sectors related to the Expo concept, through increased corporate investment, an increase in tourism and in offsite consumption before and after the Expo period, and through the staging of large-scale events adjacent to the Expo. At the 1970 Osaka Expo, Expo-affiliated projects had a substantial impact on the overall Japanese economy and played a major role in prompting development in and around the Kansai region. Consumption, primarily in leisure-related spending, was very strong, with significant increases in *shinkansen* bullet train passenger numbers and hotel stays. Reflecting this vigorous Expo-related consumption, department stores in Osaka enjoyed a spectacular jump in sales. At the EXPO 2005, Aichi as well, partnership projects with local municipalities, research institutes, schools, companies, and citizens were planned as pre-Expo events and as projects staged outside of the venue, creating momentum and excitement leading up to the Expo. Satellite events were held at venues across four cities, including in Nagoya and Toyota. As these examples demonstrate, expanded consumption and the promotion and implementation of affiliated projects are expected to provide a substantial indirect economic benefit.

4) Other Motivating Factors

a) Promoting Understanding and Trust Towards Japan

By contributing to resolve the issues common to Humankind, and by conveying Japanese



values to the world, the EXPO 2025 OSAKA will enhance global understanding and trust towards Japan.

b) Giving Opportunities to Various Talent

At past Expos hosted by Japan, young creators of next-generation Japanese architecture were given opportunities to have their talents recognised, which helped them gain international recognition.

For instance, the legendary Kenzo Tange, who was in charge of the master plan for the 1970 Osaka World Expo, won the prestigious Pritzker Architecture Prize in

1987, becoming the first Japanese architect to win “the Nobel prize of the architecture world.” Other architects like Kisho Kurokawa, and Taro Okamoto who designed the Tower of

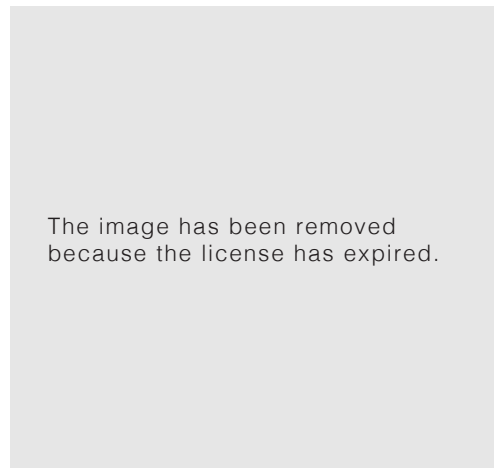
the Sun, as well as graphic designer Tadanori Yokoo all shot to international fame in later years.

With the whole world paying attention, EXPO 2025 OSAKA will be an excellent chance for Japan’s young creators to display their ingenuity.

We will invite young creators to roundtable talks and hear their voices from the early planning stages. This allows young creative talent from various fields to take the lead in planning the concept of the Expo venue.

A proving ground for various creators

Japan World Exposition Osaka 1970



The image has been removed because the license has expired.

Notable artists who worked on the 1970 Osaka World Expo:

- Arata Isozaki:
Facilities for Festival Plaza/ Robot Deme & Deku
- Taro Okamoto:
Tower of the Sun / Mother / Youth
- Kisho Kurokawa:
Toshiba IHI Pavilion, Takara Beautilion, Theme Pavilion
- Kiyoshi Seike:
United Nations Pavilion, Rainbow tower, Switzerland Pavilion
- Kiyonori Kikutake:
Festival Plaza, Expo Tower
- Tadanori Yokoo:
Pavilion Textiles
- Hanae Mori & Junko Koshino:
Companion costume

2.C Local motivation for Osaka and Kansai

1) Relationship between the Expo and Kansai Regional Strategy and Vision

According to the Osaka Growth Strategy, developed by the Osaka Prefectural and City governments, the vision for Osaka is to be “a city that demonstrates presence on the global stage, as one of the two hubs in Japan that drive growth.” Osaka aspires to become one of the world’s leading centres for innovation in life-sciences, and also a creative destination that attracts people from all around the world. In this context, the Expo, in addition to drawing visitors to the event, is expected to be an important catalyst for making the future vision of the city a reality by being a growth engine for Osaka.

With regards to the planned Expo venue, a long-term development plan is currently being drafted for Yumeshima Island in the centre of Osaka. The Yumeshima Island Development Concept defines a future vision for the man-made isle. It is being put together by a committee that pulls together officials from Osaka Prefecture, Osaka City, and three Kansai region economic organisations. After the Expo, Yumeshima will take advantage of its raised profile to become a centre for human health development, international tourism, and as an experimental lab and exhibition space for innovative businesses, reflecting on the area’s concept of fusing dreams with creativity. For these reasons, the Expo is extremely important in terms of helping to fulfil the region’s long-term vision.

One of Osaka’s key focus areas is human life and health development, also as a means to pioneer initiatives in a broad range of fields that underpin new socioeconomic systems. Osaka’s developments could be interesting to convey to domestic and international audiences. To this end, Osaka Prefecture is currently discussing how to formulate its own unique vision for a future society. The above shows just how central the Expo and its theme are to the strategy and vision of Osaka Prefecture and Osaka City. Moreover, hosting the World Expo carries great significance for the entire Kansai area. The Union of Kansai Governments, comprised of the prefectures and ordinance-designated cities of Kansai, passed a resolution in September 2016 declaring that it will actively support efforts to win the bid to host the World Expo, and has since been collaborating on various measures (see Chapters 3 and 6).

2) Hub for the Life-Sciences Sector

The Kansai region is home to a high concentration of world-class biomedical clusters comprised of numerous research institutes and corporations as well as a hub for various types of advanced technologies. Part of these clusters are the Northern Osaka Health and Biomedical Innovation Town (known as KENTO, an acronym for various types of Knowledge, Exercise, Nutrition, and Town), Osaka University, the Kobe Biomedical Innovation Cluster, and Kyoto University’s Center for iPS Cell Research and Application, renowned for its Nobel Prize-winning iPS cell research. Collectively, the facilities have produced a network that is a clear global leader in life-sciences, ranging from its basic research to practical applications, bringing to

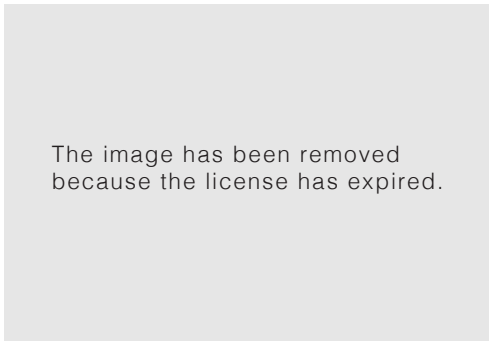
The Kansai region is home to a high concentration of world-class biomedical clusters.

the world innovations such as the skeletal myoblast sheet, a commercial product developed jointly by Osaka University and Terumo for use in cardiac regenerative therapy, and the development of a malaria vaccine.

Examples of Areas of Advanced Technology:

- Immunotherapy
A global research centre for regenerative medicine in Osaka City that works towards the development of biomedical products at Osaka University
- Innovative Drug Designs
Breakthrough cancer treatment Opdivo created by Ono Pharmaceuticals and Kyoto University, and iFReC by the Osaka University Immunology Frontier Research Center, among others
- The KENTO Project
A biomedical community comprised of the National Cerebral and Cardiovascular Center,

Advancing Life-Sciences



and the Open Innovation Center, a new site for the National Institute of Health and Nutrition, and Northern Osaka Health and Biomedical Innovation Town (NohBIT)

- Cutting-Edge Oncological Tools
World leading equipment such as particle treatment systems (Mitsubishi Electric, in the Hyogo Prefecture) and Boron Neutron Capture Therapy systems (Sumitomo Heavy Industries, in the Osaka Prefecture)

- CiNet
The Center for Information and Neural Networks (part of the National Institute of Information and Communications Technology and Osaka University), performing neuroscience research (among others in the areas of telekinesis and artificial retinas) using technology such as BMI (Brain-Machine Interface).
As various initiatives progress under the Expo's theme of *Designing a Future Society for Our Lives*, the existing life-sciences clusters are expected to develop even further. Additionally, the EXPO 2025 OSAKA could spur new tourism in collaboration to the life-sciences industry of Kansai. Areas such

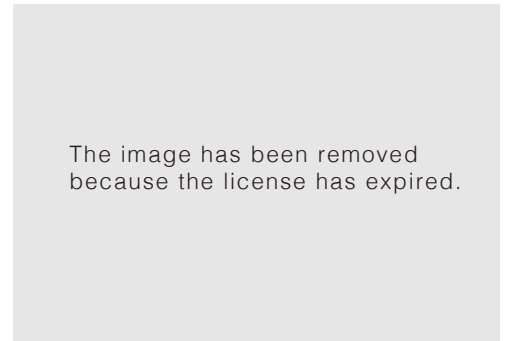


Figure 2-4: List of Kansai Medical and Research Facilities, and Companies in the Sector



Figure 2-5: List of Environment and Energy-related Research Facilities and Companies



as sports medicine could provide interesting opportunities for visitors to related facilities to experience cutting-edge technology that improves the quality of human life and creates extraordinary experiences through innovation. This synergy has the potential to stimulate ideas for new fields of research and innovation in the life-sciences industry.

3) Tourism

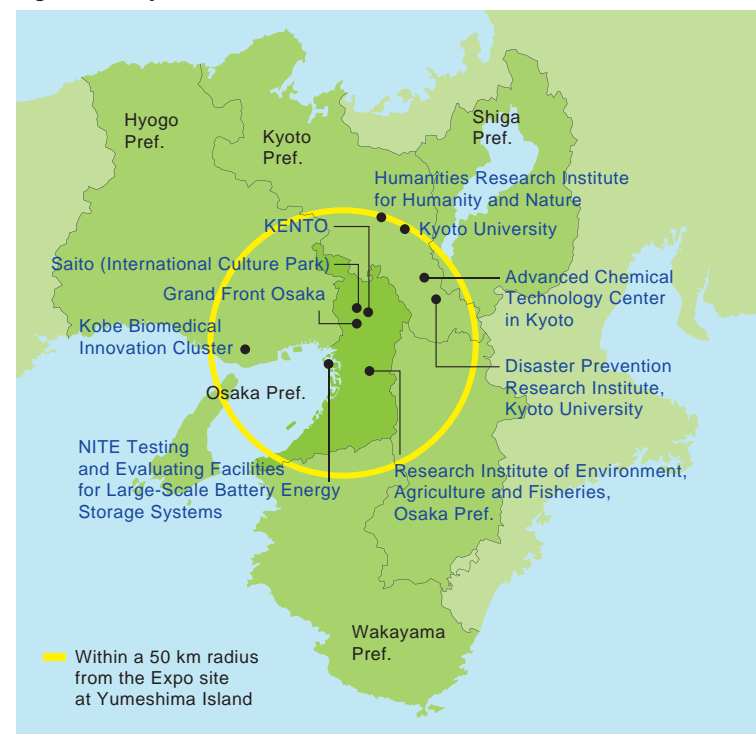
The Osaka Prefecture and Osaka City governments have drawn up the Osaka Promotion Strategy 2020, which is designed to attract more tourists by enhancing the city's appeal. The Kansai area as a whole aims to make the Kansai brand more attractive, unleashing the area's potential. Through improved access to the area, the goal is to cement Kansai as a major cultural capital in Asian tourism, according to the Kansai Tourism Culture Promotion Plan developed by the Union of Kansai Governments.

Tourism to Osaka and Kansai has increased rapidly in recent years. Osaka and Kansai are keen to sustain this momentum and make the Expo a catalyst.

According to a survey of people outside Japan, conducted in June 2017 by the Osaka Convention and Tourism Bureau, 78.7 percent of respondents said that they would like to come to Japan for the Expo, demonstrating that EXPO 2025 OSAKA can further increase tourism, raise overseas awareness of the Kansai area, and revitalise the local economy.

Yumeshima Island, the proposed Expo venue, also aims its sights on becoming an innovative, international entertainment hub by attracting tourists from all over Japan and abroad. Osaka City is working on improving transport access between Yumeshima Island and nearby tourist

Figure 2-6: Major Life-Science Facilities in Kansai



facilities such as Universal Studios Japan, and the Osaka Aquarium *Kaiyukan*. The city government also intends to provide general guidance that promotes sightseeing resources, as well as the cultural highlights of Japan, the Kansai area, and of Osaka.

Yumeshima Island, located in Osaka Bay and facing the Seto Inland Sea, boasts a convenient location, with the international port city of Kobe just 20 minutes away by boat. This geographically advantageous location will enable the island to benefit from its proximity to the Shikoku and Chugoku regions and combine with their tourist assets for boat excursion tours.

Four shipping companies based in Osaka Nanko Port operate mid- to long-distance car ferries to Kyushu, Shikoku, and Okinawa, carrying approximately 1.5 million passengers annually. The major domestic ferries docking at Osaka Nanko Port are listed in Figure 2-8. The Expo in Osaka will likely help to further accelerate this type of maritime travel.

4) Business

Due to the wide-ranging nature of its activities, the life-sciences industry has an extremely broad base of partners. Many health-related industries such as general manufacturing, housing, sports, food, and entertainment are based in Osaka and Kansai, so the area is well positioned to leverage the Expo as an opportunity to make major contributions to the life-sciences sector and to a diverse mix of other industries.

As an experimental lab designed to develop a future society, the Expo will also adopt a mechanism to encourage broad participation by entrepreneurs. This will inspire innovation from entrepreneurs all around the world,

Figure 2-7: Transition of the Number of Foreign Tourists to Osaka

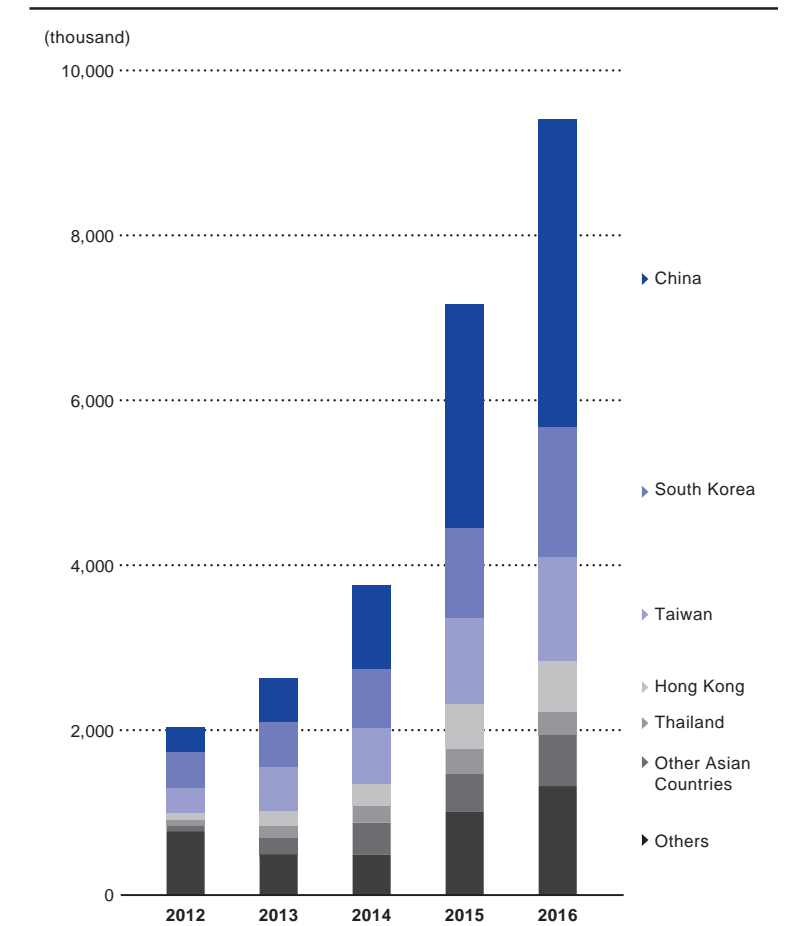
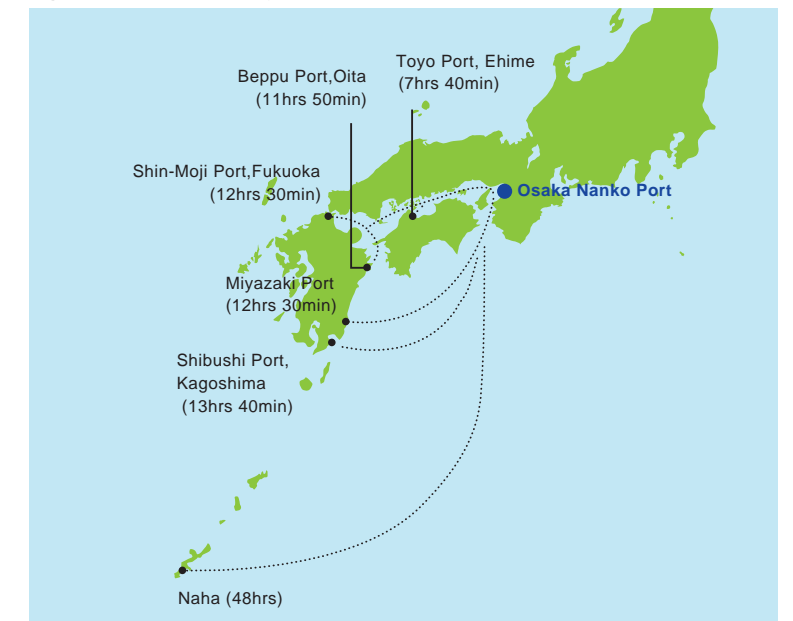


Figure 2-8: Domestic ferry routes to and from Osaka Nanko Port



Source: Osaka Convention and Tourism Bureau, "Go to Osaka by Ferries"

Yumeshima Island. A dream materialised

making it possible for start-up companies to get traction and exposure. Meanwhile, the world class MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities on Yumeshima will be used in tandem with the Expo to showcase within and outside of Japan technologies and expertise that can lead to the creation of new businesses (see Chapter 9).

Hosting the EXPO 2025 OSAKA and staging exhibits of cutting-edge technology will help to facilitate the formation of an all-inclusive MICE hub on Yumeshima Island, equipped with large exhibition pavilions that are world-class both in terms of quality and scale—a space where people, goods, information, and technology that contributes to Kansai industrial development can converge. This will be a place to showcase advanced technology fostered through innovation.

A history
spanning

1,600
years

A bustling centre
rich in history,
culture and cuisine

5) Culture

Osaka and the Kansai area have a long recorded history, spanning 1,600 years. During the fifth century, the then-capital of Osaka was the nerve centre of the expanding mainland culture. In the 8th century, when Nara, also in Kansai, became the capital, Kansai became a nexus for goods and people from all over the world. The aristocratic Buddhist culture of *Tenpyo*, based on a confluence of Chinese, Middle Eastern, and other overseas ideas, flourished all over the territory. Subsequently, and for a period of more than 1,200 years, Kyoto became the capital and the heart of

political and cultural affairs in Japan. Kansai is unique in that it contains multiple cities of major historical significance, all within 30 minutes by train from Osaka.

As a result, the cultural heritage in and around Osaka and Kansai is extensive, including shrines and temples, historical architecture, traditional performing arts, and great examples of *washoku* Japanese cuisine. The area is also home to roughly half of the country's historical cultural touchstones, including many officially designated National Treasures and Important Cultural Assets. During the Edo period, when the region became known as the "nation's kitchen." Kansai became a magnet for food ingredients and delicacies from all over the country. This resulted in a rich gastronomical culture characterised by *dashi*, the distinctive Japanese soup stock from which the "fifth taste" of *umami* was born.

In light of the region's rich history, the Japanese Cultural Affairs Agency, responsible for overseeing Japan's cultural administration, is scheduled to move its headquarters to Kyoto.

The EXPO 2025 OSAKA will promote the implementation of facilities, content, and services with an eye to providing hands-on experience with various aspects of Japanese culture. In turn, Kansai and Osaka will be enriched through their exposure to the different cultures intermingling at the Expo.

6) Developing Infrastructure

As one of the world's great metropolitan areas, Osaka already has a highly sophisticated urban infrastructure. To supplement this, additional development of infrastructure related to the Expo is being planned as follows.

- Plans to extend the existing line

Although there is currently no station at Yumeshima Island, the subway line that runs to neighbouring Sakishima Island may be extended. This will make it possible also to travel from central Osaka to the next island from Yumeshima, Maishima, in approximately 20 minutes.

- Expansion of Yumemai Bridge

The main access road is scheduled to be expanded from four to six lanes at the point where it traverses the Konohana Bridge and the Yumemai Bridge to improve access to the venue on Yumeshima.

The image has been removed because the license has expired.



Chapter 3

DOMESTIC SUPPORT FOR THE EXPO

DOMESTIC SUPPORT FOR THE EXPO

Strong Commitment for the EXPO as a National Project

The Government of Japan

- Prime Minister Shinzo Abe is leading the national effort to host the Expo.
- The Ministry of Economy, Trade and Industry (METI) is responsible for the bid together with the support of the Ministry of Foreign Affairs (MOFA).

Local Governments across Japan

- Local and regional governments throughout Japan fully understand the value of holding the EXPO and are supporting the bid.

Political Landscape

- Not only the ruling coalition but also most parties are supporting the bid.
- A bipartisan parliamentary group is working on bringing the Expo to Osaka in 2025.

Business Community and 2025 Japan World Expo Committee

- The Committee was launched in March 2017, led by Sadayuki Sakakibara, the Chairman of Japan's most well-known business organisation.
- The Committee is composed of board members from local governments and the business community, 126 other organisations, 60 administrative offices, and 46 prominent individuals. (as of May, 2017)

Prominent Figures across Many Fields

- Nobel Prize laureate Professor Shinya Yamana-ka and prominent intellectuals, famous Olympic medalists and popular TV talents – diverse figures are supporting the bid and are actively working on promoting the EXPO.

Broad Support on the Local Level

Host Municipalities

– Osaka Prefecture and Osaka City

- Osaka Prefecture has been passionately pursuing this bid since August, 2014.
- The Governor of Osaka Prefecture, Ichiro Matsui, serves as President of 2025 Japan World Expo Committee.
- Nearly 50 local municipalities and entities passed the resolutions supporting the bid.

Local Business Communities

- Business communities in Kansai support the bid with the firm conviction that the EXPO will benefit further regional development.
- Local companies believe the EXPO represents a huge business opportunity.

Local Citizens

- An Internet survey showed that over 80% of the local citizens support hosting the Expo.
- The Expo carries a special significance for local citizens thanks to the success of 1970 Osaka Expo.
- The younger generation, who do not know the previous Osaka Expo, are excited at the bid – ideas for the Expo were voluntarily discussed and submitted to the Governor of Osaka.

Opposition to the Project

There is virtually no opposition to hosting the Expo.

Strong and Broad Domestic Support for hosting the EXPO 2025 OSAKA

STRONG COMMITMENT AS A NATIONAL PROJECT

From Prime Minister Shinzo Abe to powerful business organisations and famous names in academia, arts and sports, there is strong national enthusiasm towards hosting the Expo all around Japan.

BROAD SUPPORT ON THE LOCAL LEVEL

Host municipalities and other entities in Kansai region are keen to host the Expo. A survey showed that over 80% of the citizens support the bid.

AN IDEAL ENVIRONMENT FOR HOSTING THE EXPO 2025

At present, there is virtually no opposition to hosting the Expo.

DOMESTIC SUPPORT FOR THE EXPO

3.A Strong COMMITMENT for the EXPO BID as a National Project

1) The Government of Japan

The government of Japan has been working with enthusiasm for bidding. Following the submittal of the basic concepts by Osaka Prefecture to the government in November 2016, Prime Minister Shinzo Abe instructed government agencies to actively work for Osaka's bid to host the International Exhibition, in light of the opportunity it would

provide to promote Japan to the rest of the world.

In December 2016, the government set up an interministerial meeting to supervise the bid for the Expo, comprised of vice-minister level officials across ministries, and chaired by the Deputy Chief Cabinet Secretary, to carefully examine the bid proposal (see Appendix 1 for members).

The Ministry of Economy, Trade and Industry

Photo: Video message from Prime Minister Abe



Source : Bid and application for Osaka Prefecture to host the 2025 International Exhibition. April 11, 2017 Cabinet agreement

(METI), which is responsible for the bid together with the support of the Ministry of Foreign Affairs (MOFA), established the 2025 World Exposition Assessment Committee in December 2016 to develop the Expo concept and presented a report in April 2017. This committee consists of members representing businesses, local governments, academia, and other government agencies, including Nobel Prize laureate Professor Shinya Yamanaka and many other eminent academics leading research in the life-sciences field (see Appendix 2-1 for members).

In preparing this report, the committee actively solicited input from young people in the workforce, NGOs, individuals working creative fields, local governments, and schools, and a platform was created for the public to contribute its comments and points of view about holding the Expo.

In February 2017, METI set up the EXPO 2025 Japan Headquarters in the ministry. Since then, the ministerial head office, with cooperation from other relevant bureaus, has led efforts to increase support for Osaka's bid, both within Japan and internationally. Additionally, MOFA set up a task force, in

April 2017, led by State Minister Kentaro Sonoura, to facilitate information-sharing and consensus-building.

A task force was also set up within the Japanese Embassy in France, to focus on information collection and to lobby for support in Paris, where the BIE is based. A series of liaison meetings among Japanese government-associated organisations¹ in Paris was also instituted.

Based on the aforementioned report by the Committee, METI and MOFA called for a Cabinet meeting, at which it was enthusiastically agreed that Japan would submit the application to host the 2025 International Exhibition. In addition, local government and private sector have officially resolved to each bear one-third of the construction costs (see Appendix 3 for full text). Prime Minister Shinzo Abe later created a video letter in which he called for the Expo to return to Osaka in 2025, so that Japan could showcase its vision for a future society where every single person is able to live life to the fullest.

The Government of Japan has the Expo advisors: Mr. Ole Philipson, the former president of the BIE, is supporting the government to realise the Expo as Honorary Senior Advisor for the EXPO 2025 OSAKA, and Mr. Claude Servant, an expert of the expo activities, also assists us as Advisor for the EXPO 2025 OSAKA.

2) Local Governments across Japan

Support for Osaka's bid to host the Expo is strong among local governments across the country. The Association of Ordinance-

Designated City Mayors passed a resolution supporting the bid by Osaka and the Kansai region to host the 2025 World EXPO in Japan, demonstrating that major cities throughout the country will throw their weight behind the bid (see the resolution in Appendix 4). Furthermore, a resolution to promote the bid has been passed by the National Governors' Association in July 2017. Local and regional governments throughout the land, including those not in the Kansai region, fully understand the value of holding the Expo for the entire country of Japan.

3) Political Landscape

The current administration (the second Abe Cabinet) has been in power for almost five years which is one of the longest governments in Japan.

In December 2016, members of the Diet from the government's ruling Liberal Democratic Party and Komeito, along with the opposition parties including the Japan Innovation Party and Democratic Party, formed a bipartisan parliamentary group to realise the World Expo in 2025 Osaka as part of the overall political push to support the bid process. This parliamentary group has representation from nearly all of Japan's numerous political parties, including members who serve prominent roles within their own parties.

On May 26th, 2017, the ruling Liberal Democratic Party (LDP) formed the LDP 2025 Osaka Expo Bid Promotion Head Office to reinforce the bidding preparation process. The political community of Japan is united in its strong commitment to a successful Expo bid for Osaka.

Members from most of Japan's political parties joined the group to realise the EXPO

¹ The members are Japan External Trade Organization (JETRO), Japan National Tourism Organization (JNTO), Japan Foundation, Council of Local Authorities of International Relations (CLAIR), and Japan International Cooperation Agency (JICA).

4) Business Community and 2025 Japan World Expo Committee

In March 2017, the 2025 Japan World Expo Committee was created to assist in bid preparation and otherwise promote the International Exhibition. Local government and business community members fill executive roles within this committee, and members include representatives from corporations, organisations, and prominent individuals who are in favour of the bid.

Sadayuki Sakakibara, Chairman of Japan's most well-known business organisation, *Keidanren*, chairs the Committee. The Governor of Osaka Prefecture, Ichiro Matsui, and the Chairman of the Kansai Economic Federation, Masayoshi Matsumoto, serve as Presidents. Mr. Sakakibara and Governor Matsui have been very active in supporting Osaka's bid, accompanying the Japanese government during its candidature submission to the BIE in April, and giving speeches at the Japanese General Assembly in June (see Appendix 5-1 and 5-2 for details).

2025 Japan World Expo Committee Secretariat consists of 25 members (as of April 1st, 2017) working in the Osaka Head Office and Tokyo Local Branch to raise awareness about the attractiveness of Osaka and the Kansai region. They also promote this region's potential, and build enthusiasm across Japan for the Expo.

5) Prominent Figures across Many Fields

Many well-known public figures from the world of Japanese sport, culture, and other fields have publically voiced support for the Expo, taking part in the 2025 Japan World Expo Committee and cooperating to build

support for Osaka.

From academia, Nobel Prize laureate Professor Shinya Yamanaka, who heads the Kyoto University iPS research institute; Professor Hiroko Akiyama from The University of Tokyo Institute of Advanced Aging Society—one of Japan's most prominent gerontology researchers; and Professor Kenji Shibuya from Tokyo University's Graduate School of Medicine, have expressed public support for the Expo.

From the sports community, Norihiro Akahoshi, a prominent baseball commentator and retired baseball star with enormous popularity in Japan; Nobuharu Asahara, a well-respected track and field athlete who won Bronze at the Beijing Olympics; Aya Terakawa, a swimmer for the Japan national team that won Bronze medals at the London Olympics; and Akemi Masuda, a famous former marathoner who is now a popular sports journalist, are just some of the athletes who have voiced support for Osaka's bid to host the Expo.

The arts community has also shown support for the bid, led by writer Taichi Sakaiya, singer-songwriter Tatsuo Kamon, and President Akira Tatehata of Tama University of Art, and many others.

All involved are quite proactive in promoting EXPO 2025 OSAKA at every opportunity. A famous singer, Tatsuo Kamon has promoted EXPO 2025 OSAKA on the National Stage of Expo 2017 Astana. International academics like Taichi Sakaiya, who led 1970 Osaka EXPO to success, and Yuji Sawada and Shinya Hashizume, advisers for planning of the site for the Expo have given lectures to local citizens, business communities and parties related to EXPO 2025 OSAKA to promote

public understanding of the Expo. They have also written for various media outlets.

Japan's most popular comedy duo, Downtown, assuming the role of goodwill ambassadors, have made several public televised appearances to promote the bidding of the Expo. Hiroshi Mizohata, Chief Director of Osaka Convention Tourism Bureau has spoken about the Expo at events attended. Nobel Prize laureate Professor Yamanaka has sent out supportive messages at various public speaking events in Japan (see Appendix 6-1 for members).

3.B Broad Support on the Local Level

1) Host Municipalities

a) Osaka Prefecture / Osaka City

Osaka Prefecture has been passionately pursuing this bid since August, 2014, when the Governor of Osaka issued a directive to the prefectural government to study the feasibility of hosting the Expo.

Osaka Prefecture set up the Osaka World Expo Bid Assessment Committee in April 2015, comprised of local municipalities, key thought leaders, and representatives of business sectors within Osaka, and began investigating the possibility of staging the Expo in earnest (see Appendix 7). Osaka Governor Matsui has been this effort's champion, persuading the central government for support, meeting with the BIE Secretary General Loscertales, and touring the Milan Expo.

To develop the concept details, the Basic Concept Development Committee was formed in June 2016. The committee compiled the Draft Basic Concepts Concerning the 2025 International Exhibition in November, 2016. Key thought leaders, local public entities, and local economic organisations took part in this Committee, as part of the continuing effort to maintain wide-ranging understanding and support for the Osaka bid (see Appendix 8).

After the submission of the Draft Basic Concepts, Governor Matsui became a member of the 2025 World Exposition Assessment Committee, set up by METI, actively provid-

Business, sports, to education, local communities across the board support the exhibition

Table 3-1: World Expo Bid Promotion Office in Osaka Prefectural Government (39 members as of April 2017)

Coordination Team:

- Affairs related to general administration, budget, and personnel of the Committee
- Affairs related to general administration, budget, and personnel of the 2025 Japan World Expo Committee

Bid Promotion Team:

- Affairs related to 2025 Japan World Expo Committee for the International Exhibition
- Affairs related to the promotion of the bid for the International Exhibition

Concept Promotion Team:

- Affairs related to the principles of and project development for the International Exhibition

Servicing Promotion Team:

- Affairs related to the venue, including access, for the International Exhibition

ing recommendations for developing Expo projects. He also chaired the preparatory meeting to support the launch of 2025 Japan World Expo Committee. Since the formation of the committee, the local government has continued to serve an important role in both the leadership and the logistics of the bid process, for example by housing the Secretariat Osaka Head Office for the Committee. Additionally, the local government is working to build up momentum for the Expo bid beyond businesses and public entities through various means such as seminars, promotion activities using logo marks, and media appearances by the Governor.

in Kansai, passed a resolution to actively support realisation of the bid to host the Expo (see Appendix 9). The bid is being promoted across the board by Osaka Prefecture, Osaka City, other prefectures in Kansai, and local municipalities within the prefectures.

Resolutions supporting the bid are being passed not just by the local Osaka Prefectural and City Assemblies, but also by the assemblies of most local municipalities in Osaka (see Appendix 10-11).

In addition to many organisations adopting resolutions to support the bid, all local municipalities within Osaka Prefecture have become members of 2025 Japan World Expo Committee (see Appendix 12).

All local municipalities in Osaka join 2025 Japan World EXPO Committee.

b) Other entities

In September 2016, the Union of Kansai Governments, comprised of prefectures and ordinance-designated cities

2) Local Business Communities

The local business communities in Kansai, represented by local business organisations such as KANKEIREN (Kansai Economic Federation), Kansai Association of Corporate Executives, and the Osaka Chamber of Commerce and Industry,

Table 3-2: Local municipalities which passed the resolutions supporting the bid (as of the end of July 2017)

Municipalities within Osaka Prefecture	Other Entities
Osaka Prefecture	Union of Kansai Governments
Osaka City, Sakai City,	Osaka Prefectural Assembly
Daito City, Habikino City, Hannan City, Hirakata City, Ikeda City, Izumisano City, Izumi City, Ibaraki City, Kaizuka City, Katano City,	Osaka City Assembly
Kadoma City, Sennan City, Settsu City,	Association of Osaka Prefecture City Mayors
Shijonawate City, Suita City, Takatsuki City,	Association of Osaka Prefecture Town and Village Heads
Toyonaka City, Neyagawa City, Minoh City	Association of Kinki Area City Mayors
Kumatori Town, Shimamoto Town, Taishi Town,	Association of Ordinance-Designated City Mayors
Tajiri Town, Tadaoka Town, Toyono Town,	National Association of Chairpersons of Prefectural Assemblies
Nose Town, Misaki Town, Kanan Town,	National Governors' Association
Chihayaakasaka Village	

Supporting Business Communities

•KANKEIREN (Kansai Economic Federation)

The KANKEIREN is a general business organisation, with 1,300 members representing corporations, organisations, and educational entities conducting business activities in the Kansai region. It conducts research into issues such as public finance and the economy, industry, and social labour, in order to represent and realise the collective will of the Kansai business community, and thereby contribute to the development of the Japanese economy.

•Kansai Association of Corporate Executives

The Kansai Association of Corporate Executives was established in 1946 when the scars of the war were still fresh by a group of young like-minded businessmen aiming to rebuild the Japanese economy. The membership comprises top corporate executives, all sharing the common goal of contributing to the sound development of Japanese economy based on market mechanism. Each member participates as an individual, free to express opinions and ideas unconstrained by the interest of any specific company or industry. As of June 2017 the association has over 800 members.

•Osaka Chamber of Commerce and Industry

The Osaka Chamber of Commerce and Industry, which has its base in the community of local commercial and industrial companies, aims to comprehensively improve the area's commerce and industry, at the same time advancing general social welfare, to ultimately contribute to the development of Japan's commercial and industrial businesses. It has about 30,000 members as of June 2017.

rate Executives, and the Osaka Chamber of Commerce and Industry, have expressed unanimous support to bid for the Expo. The business communities are providing their full support and assistance with the firm conviction that the Expo will benefit businesses by generating an increase in tourism, accelerated innovation, a convergence of life-science-related industries, and further regional development.

As mentioned earlier, the leaders of the Osaka Chamber of Commerce and Industry, the Kansai Association of Corporate Executives, the Kyoto Chamber of Commerce and Industry, and the Kobe Chamber of Commerce and Industry

MIRAIDEA, a research group made up of Kansai businesses



have been appointed as Deputy Chairs of 2025 Japan World Expo Committee, as part of the Kansai region's overall push to pursue the bid.

Japan World Exposition Osaka 1970



Source: Homepage of the Expo Commemoration Park
http://www.expo70-park.jp/causes/etopd/



©Osaka Prefectural Government

Tower of the Sun, the symbol of Expo '70, in the Expo Commemoration Park



©Osaka Prefectural Government

2
inochi Gakusei Project
The *inochi Gakusei Project* is an initiative run by a joint team of students from the Medical Schools of Osaka University and Kyoto University, aiming to trigger innovation in medical services by leveraging bold ideas and actions from the youth. *Inochi* is the Japanese word for life.

Also, at MIRAIDEA, a research group made up of Kansai businesses, many business people from local companies have come together to generate ideas and proposals for the EXPO 2025 OSAKA project. Local companies believe that the Expo represents a huge business opportunity, and are actively supporting the cause.

3) Local Citizens

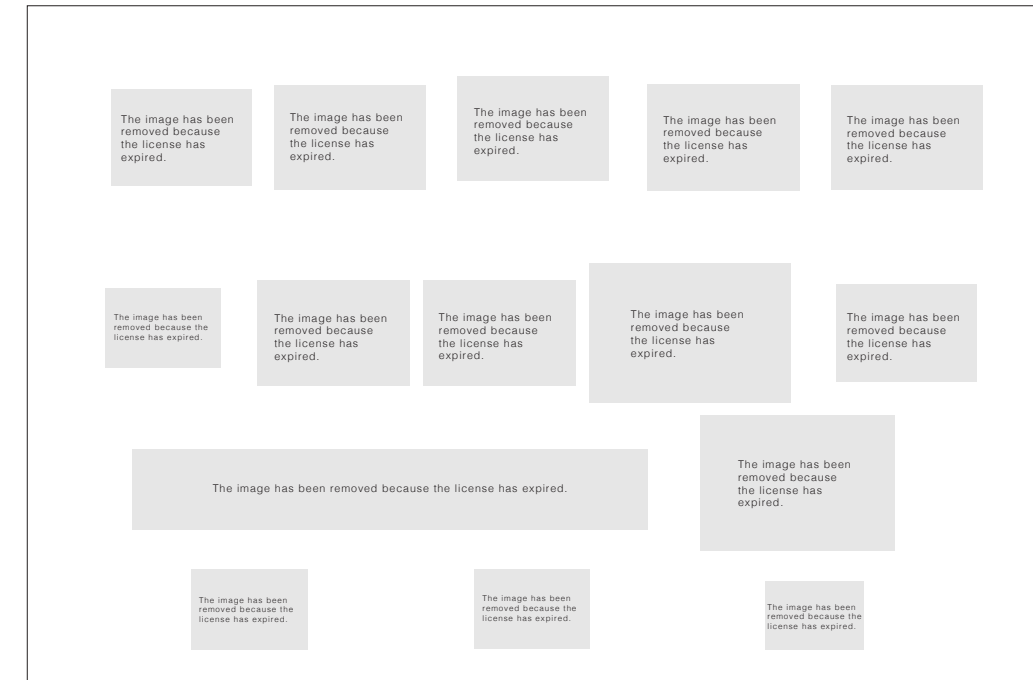
The Expo carries a special significance for local citizens. In 1970, the first ever World Expo in Asia was held in Osaka. Touting a theme of “Progress and Harmony for Mankind,” the six-month long Osaka Expo became an instant social phenomenon. 77 countries took part in the Expo, which was hugely successful, welcoming more than 64 million visitors by the time it closed.

The 1970 Osaka Expo didn’t merely function as an exhibit of the latest technology—it actually transformed the lives of the people.

The Tower of the Sun monument, the iconic symbol for the 1970 Osaka Expo, still stands proudly in the Expo Commemoration Park, as a symbol of Osaka and the pride of its citizens, beloved by residents and visitors alike.

Interest in hosting the Expo is also on the rise among local citizens, and in particular among the young. A student-led series of meetings have taken place, run by a student group called *inochi Gakusei Project*², the outcome of which became the “2025 Osaka International Exhibition Bid – 100 Proposals from Youth,” a compilation of 100 ideas generated by young people ranging from junior high school to university students that was shared

Figure 3-1: WAKAZO.ONLINE Support Groups



with the Osaka Governor and the 2025 World Exposition Assessment Committee. One of the ideas from this list of proposals, WAKAZO.ONLINE, has already been launched. This is a website that functions as a platform for young people to express their opinions and take ownership of EXPO 2025 OSAKA, acting as a nexus for their effort to support the bid. The EXPO themes have been posted on the website to inspire users to post ideas, opinions, “likes,” and comments in a social networking format in the form of text messages, images, and videos. More than 13 youth organisations are supporting this website. It is abundantly clear that the local youth is providing vehement support for the bid, viewing the Expo in Osaka as an important and rare opportunity for young people to be seen and heard.

Local support for the Expo continues to grow, with one of the five major daily newspapers

running articles related to the Expo on an almost daily basis. Osaka’s candidature and the Governor’s presentation at the BIE General Assembly received a great deal of coverage by all of the newspapers, demonstrating momentum in the local community.

In addition, an Internet survey of 1,000 citizens of Osaka Prefecture conducted in July 2017 showed over 80% support Osaka’s hosting the Expo. The local populace has high expectations of the Expo (see Appendix 13 for details). Another survey, entitled “Expo 2025 Osaka and Influence on Osaka Economy, which was conducted in June 2017, showed that 66.8% of 1,476 local mid-sized enterprises believe that the Expo exerted a “strong positive impact” or a “somewhat positive impact” on the local economy.

A survey showed over 80% of the citizens support Osaka's hosting the EXPO.

Japan is confident with executing large-scale events, having hosted 5 international exhibitions successfully over the past 50 years.

3.C Opposition to the Project

The planned site for the Expo is a man-made island called Yumeshima Island, in Osaka City, Osaka Prefecture. As this island is not a residential area, nobody will require relocation. As a result, no local groups have expressed any clear objections to the bidding and hosting of the Expo.

At present, there is no opposition to the project from environmental groups, in part because as a man-made island, Yumeshima has no indigenous creatures, and also because no further environmental

damage will be caused by new reclamation as its outer frame has already been reclaimed. Unlike industrial unions common in the West, Japanese labour unions are enterprise-based, making it highly unlikely that strikes or other disputes will arise, even in the absence of direct contract between the host organisation and labour unions themselves. Business organisations, politicians, and citizen groups are all in favour of holding the Expo in Osaka, with no objections being raised from any of these sectors as far as we recognise.

The bipartisan parliamentary group described earlier consists of members not only from the ruling Liberal Democratic Party and Komeito, but also from the rivaling parties, Japan Innovation Party and the Democratic Party. Although the Communist Party is not in the bipartisan parliamentary group, it has not

expressed any forms of protest to holding the Expo itself. In short, there are no major political forces opposing the Expo.

Some citizens' groups and others have expressed opposition to a casino-inclusive integrated resort (IR) that the local governments have proposed to build next to the planned Expo site. Because of its proximity to the planned Expo site, some groups perceive the EXPO 2025 OSAKA and IR Project to be part of the same initiative.

However, as explained by the METI during a National Diet Q&A session, the Expo and IR project are entirely separate projects, a point that has been recognised by the local governments advancing these projects. We will make further efforts to clarify this point to form a strong consensus for the hosting of the Expo. Furthermore, the proposed schedule for opening the IR and the EXPO 2025 OSAKA schedule do not coincide, hence any criticism against the Expo based on the premise that it is bundled together with the IR Project is not viable.

Japan's economy and social conditions are extraordinarily stable, characterised by a steady 1% rate of economic growth per year since 2015, a very low 2.8% unemployment rate as of March 2017, and an inflation rate that approximates zero.

3.D Trusted Execution

Japan's is proud of its track record of successfully acting host to large international

gatherings over the past 50 years, including five International Exhibitions³.

The 1970 Osaka Expo achieved the largest number of visitors in the history of the BIE.

The EXPO 2005, Aichi, was held with an environmental theme, and the BIE General Assembly saw fit to honour the organisers by unanimously adopting a resolution applauding the success of this Expo.

Japan has accumulated a great wealth of experience by successfully executing major international events such as the 1998 Nagano Winter Olympics; the 2000 G7 Kyushu Okinawa Summit; the 2002 FIFA Japan South Korea World Cup; the 2008 G7 Hokkaido Toyako Summit; 2010 Japan APEC; and the 2016 G7 Ise-Shima Summit, among others.

Additional events in the pipeline leading up to 2025 include the Rugby World Cup 2019 Japan, the 2020 Tokyo Olympic and Paralympic Games, the World Masters Games 2021 Kansai, and numerous other major international events, which will further augment Japan's expertise in event operations and execution.

At this point, there is no foreseeable domestic circumstance that would prevent the Expo from taking place. As agreed in the Cabinet, the Japanese Government's guarantee to host the event should be considered a full commitment to execution, regardless of any unforeseeable circumstances that may arise before 2025.

The proposed venue of Yumeshima Island is currently vacant save for a modern mega solar power generating plant, with land parcels owned or in the process of being acquired by Osaka City. Since Osaka City is the driving

force behind the Expo bid, the venue is guaranteed to be ready and available.

The security situation in Osaka, and across Japan as a whole, is one of the best in the world. Japan ranked tenth out of 163 countries around the world in the Global Peace Index 2017, with a murder rate of 0.31 per 100,000 people. As an example of Japan's trustworthiness and capability to ensure top-level safety and security at all times, the recently concluded G7 Ise-Shima Summit was conducted without any noteworthy incidents. Japan also has a highly advanced medical system, ranked number one in a variety of areas including legislative process, organisational structure, preparatory framework, human resources, and responsiveness to food safety, according to the International Health Regulations, a crisis management framework developed by the World Health Organization.

With regard to the natural disasters such as earthquakes and typhoons, Osaka has sophisticated disaster reduction measures in place.

In conclusion, any and all means necessary to provide a safe and secure Expo in 2025 will be taken, and both delegates and international visitors will be treated with the same respect, compassion, and urgency as the local citizenry in the unlikely event of a natural disaster that affects the venue during the Expo term.

It should be noted that we firmly believe it is highly unlikely that a local economic or social incident would prevent the EXPO 2025 OSAKA plan from being executed.

EXPO 1970 OSAKA was the biggest expo of its time.

³ Japan World Exposition Osaka 1970; International Ocean Exposition, Okinawa 1975; International Exhibition, Tsukuba Japan 1985; Horticultural Expo, Osaka 1990; and EXPO 2005, Aichi, Japan

APPENDIX

1: Members of the Inter-Ministerial Meeting to Supervise the Bid for EXPO 2025 OSAKA

Chairman:

- Kotaro Nogami, Deputy Chief Cabinet Secretary

Advisor:

- Koichi Hagiuda, Deputy Chief Cabinet Secretary

Vice-Chairman:

- Eiichi Hasegawa, Special Advisor to the Prime Minister

Members:

- Kazuyuki Furuya, Assistant Chief Cabinet Secretary
- Nobukatsu Kanehara, Assistant Chief Cabinet Secretary
- Ikuro Sugawara, Vice-Minister of Economy, Trade and Industry
- Shunichi Kuryu, Deputy Director of the National Police Agency
- Toru Fukuoka, Vice-Minister for Policy Coordination of the Ministry of Internal Affairs and Communications
- Keiichi Katakami, Deputy Minister for Foreign Affairs
- Mitsuru Ohta, Deputy Vice Minister for Policy Planning and Co-ordination of the Ministry of Finance
- Shinjiro Komatsu, Deputy Minister of Education, Culture, Sports, Science and Technology
- Junichi Okazaki, Deputy Minister of Health, Labor and Welfare
- Hiromichi Matsushima, Deputy Minister of Agriculture, Forestry and Fisheries
- Hiroshi Tabata, Deputy Minister of Land, Infrastructure, Transport and Tourism
- Shigemoto Kajihara, Vice-Minister for Global Environmental Affairs of the Ministry of the Environment

Secretary:

- Takayuki Sumita, Director-General for Commerce, Distribution and Industrial Safety Policy of the Ministry of Economy, Trade and Industry

2-1: Committee Members of the 2025 World Exposition Assessment Committee (Set by METI)

Chairman:

- Nobuyuki Koga, Vice Chairman, Japan Economic Organization Federation

Members:

- Hiroko Akiyama, Professor, The University of Tokyo Institute of Advanced Aging Society
- Hiroyuki Ishige, Chairman, Japan External Trade Organization
- Toshizo Ido, Chairman, Union of Kansai Governments
- Hiroshi Osaki, President, YOSHIMOTO KOGYO CO., LTD.
- Hiroshi Ozaki, Chairman, Osaka Chamber of Commerce and Industry
- Motoi Oyama, Chairman, President and CEO, Representative Director, ASICS Corporation
- Shuichi Kageyama, Representative Director, Kansai Association of Corporate Executives
- Naohisa Kashihata, Representative Director, Wakayama Association of Corporate Executives
- Tomoyasu Kato, CEO, Kato Pleasure Group
- Tsuneo Kita, Chairman and Group CEO, Nikkei Inc.
- Takeo Koizumi, Emeritus Professor, Tokyo University of Agriculture
- Yuji Sawada, President, SD ASSOCIATE, Inc.
- Kenji Shibuya, Professor, Graduate School of Medicine and Faculty of Medicine, the University of Tokyo
- Kazuo Sumi, Chairman and Representative Director, Hankyu Corporation
- Hideaki Sena, Novelist
- Michihiro Tsuchiya, Chairman of the Board and Board Director, Mitsubishi Tanabe Pharma Corporation
- Shingo Torii, Vice Chairman of the Board, Representative Director, Suntory Holdings Limited
- Shinya Hashizume, Professor, Research Organization for the 21st Century, Osaka Prefecture University
- Sumio Fukui, President, Kansai Telecasting Corporation
- Akemi Masuda, Professor and Sports Journalist, Osaka University of Arts
- Ichiro Matsui, Governor of Osaka

- Masayuki Matsushita, Director, Vice Chairman of the Board, Panasonic Corporation
- Shosuke Mori, Chairman, Kansai Economic Federation
- Ryuichi Morishita, Professor, Graduate School of Medicine and Faculty of Medicine, Osaka University
- Kunio Yamada, Chairman & CEO, ROHTO Pharmaceutical Co., Ltd.
- Yoshihiro Yamada, President and CEO, OMRON Corporation
- Shinya Yamanaka, Director, Professor, Center for iPS Cell Research & Application, Kyoto University
- Hirofumi Yoshimura, Mayor of Osaka

Observers:

- Hiroyuki Osawa, Deputy Director of Commissioner-General's Secretariat, National Police Agency
- Toshimitsu Miyake, Director-General for Policy Coordination of Minister's Secretariat, Ministry of Internal Affairs and Communications
- Keiya Iida, Deputy Director-General of Economic Affairs Bureau, Ministry for Foreign Affairs
- Naoyuki Okamoto, Deputy Director-General of the Minister's Secretariat, Ministry of Finance
- Takeo Nakagawa, Deputy Director-General for Policy Evaluation, Ministry of Education, Culture, Sports, Science and Technology
- Kazuaki Sakamitsu, Director-General for Policy Planning and Evaluation Counsellor for Policy Evaluation, Ministry of Health, Labor and Welfare
- Hideaki Yamaguchi, Director - General for Policy Coordination of Minister's Secretariat, Ministry of Agriculture, Forestry and Fisheries
- Yasuhiro Shinohara, Vice-Director-General, Policy Bureau, Ministry of Land, Infrastructure and Transport
- Yutaka Shoda, Deputy Director-General of Ministry's Secretariat, Ministry of the Environment
- Hiroyuki Suzuki, Representative Director, Kansai Association of Corporate Executives

2-2: Major Agenda Items for the 2025 World Exposition Assessment Committee

December 2016, First Meeting:

- Overview of the World Expo
- "Draft Basic Concepts Concerning

the 2025 International Exposition" (draft submitted by Osaka Prefectural government)

- Theme, basic principles, and significance of hosting the 2025 World Expo
- Direction of studies for the venue planning etc., by the 2025 World Exposition Assessment Committee

February 2017, Second Meeting:

- Framework of the "2025 World Exposition Assessment Committee Report" (draft)
- *inochi Gakusei* Project (student organisation) proposed plan
- Studies related to venue planning and other factors, by the 2025 World Exposition Assessment Committee

March 2017, Third Meeting:

- "2025 World Exposition Assessment Committee Report" (draft)

3-1: Cabinet Agreement regarding to submit the application to host the International Registered Exhibition in 2025 and to present a bid dossier (provisional translation)

April 11, 2017 Cabinet Agreement

Osaka Prefecture will begin the candidature process of bidding for the 2025 World Exposition under the Convention Relating to International Exhibitions. The purpose of this World Expo will be to question anew what a happy life for mankind means as we confront different challenges, by combining diverse values to collectively design lifestyles that illuminate human life and allow each and every one of us to live up to our full potential to achieve a life of abundance in body and soul, as well as sustainable social and economic systems for the future that will support and harmonise such lifestyles. In order to achieve this purpose, all relevant national and local public institutes and private entities will work together in cooperation in preparation for the candidature and application of the World Expo. In light of the challenging fiscal situation, the following policies will be taken into account.

1. As specific plans are developed hereafter, efficiencies in cost will be given priority while maintaining an

appropriate scale and quality for a World Expo.

2. The venue construction project should be fully coordinated with long-term regional building plans, so that any site preparation and facility construction works that should take place from a long-term regional building plan perspective are excluded from the venue construction project.

3. As for the venue construction cost, two thirds of the total construction cost will qualify for subsidies while the remainder will be covered by private funding etc.

The subsidised portion will be covered by the national and local public entities at an equal ratio.

4. The venue operating cost will be covered by setting an appropriate admission fee, without subsidies or funding from the national coffers.

5. Public works related to the hosting of the World Expo will be thoroughly studied in terms of its absolute necessity, and will be managed appropriately within the regular public works budget without any special fiscal measures by the national or local public entities.

6. All national government expenses will be funded by rationalizing existing expenses, without any special measures.

7. Should Japan be selected as the host country, the government will implement the necessary measures to satisfy obligations as the host country of the World Expo based on the regulations in the Convention Relating to International Conventions.

3-2: Confirmation Letter from Business Community

April 7, 2017

Hon. Hiroshige Seko
Minister of Economy, Trade and Industry

Rapid technological innovations in the 21st century have changed our economy and society, making our lives more convenient on one hand, while also creating global issues, such as dispar-

ity across many dimensions, greater alienation, conflicts and distortions, as well as strong desire to go beyond social pressure and stress and live a healthy and better life. In addition, we are facing many issues, such as environment and resources, that require not just individual countries, but all of mankind, to act in earnest in recognition of the shared destiny that we have.

Given these circumstances, the fact that the bid for the EXPO 2025 OSAKA, KANSAI, JAPAN is based on the theme "Designing Future Society for Our Lives" is extremely meaningful, as this will enable Japan to contribute to a new chapter of development in the world, by enhancing the international community's understanding and trust in Japan, and triggering innovation in social systems and technology through the interaction of the world's diverse cultures and values.

At the same time, the Expo is recognized as an excellent opportunity for the Osaka-Kansai region, to create innovation in the life sciences field, an area in which the region is a global leader, and to foster a friendly community where diverse cultures and values can coexist.

The business community is dedicated to making full efforts to make the 2025 World Expo bid successful, and will support the detailed development of the concept based on 2025 World Exposition Assessment Committee Report.

Approximately one third of the total site construction cost related to the Expo is considered to be funded from private capital and the like.

Since it is increasingly difficult to solely rely on the conventional funding of collective donation by private companies, we request considerations hereafter for 1) multiple means of funding including investments, 2) improvement of the environment conducive for private funding (such as defining a strategic positioning in the context of the Growth Strategy of the Government of Japan), and 3) use of funding from the subsidy scheme regarding public sports competitions. We also request that discussions regarding private funding be held, in

the development phase of the execution plan and Expo facilities, after the bid has been awarded.

Yours faithfully,

2025 Japan World Expo Committee

Sadayuki Sakakibara, Chairman
Shosuke Mori, President
Hiroshi Ozaki, Deputy Chairman
Shuichi Kageyama, Deputy Chairman
Hiroyuki Suzuki, Deputy Chairman

3-3: Confirmation Letter from Local Governments

April 7, 2017

Hon. Hiroshige Seko
Minister of Economy, Trade and Industry

Confirmation Related to Bid for 2025 World Exposition

Osaka Prefecture and Osaka City confirm the following, in advance of the Cabinet agreement related to the candidature submission for host country of World Expo 2025.

The thematic concept of the World Expo in the recently announced 2025 World Exposition Assessment Committee Report was one which leverages the strengths of Osaka and Kansai in the life sciences field and others, and would lead to enhanced understanding and trust in Japan from the international community.

Additionally, the Osaka Prefecture Assembly and the Osaka City Council passed resolutions last November, regarding the bid to host the World Expo in Osaka. They included: to execute the event within an acceptable expense budget and to fully support efforts to bring the Expo to Osaka.

Based on the above, Osaka Prefecture and Osaka City hereby commit to implementing as appropriate the items agreed to in the Cabinet agreement related to the candidature submission for host country of the 2025 World Expo.

Furthermore, promotion of the thematic concept of the World Expo, and the long-term regional development and

community development described in the aforementioned report will be actively pursued hereafter by the local governments, obtaining support more broadly from the local community including the local assemblies.

In addition, Osaka Prefecture and Osaka City will take all possible means to secure the proper budget for the Expo, to cover the local government share of the funding for the site construction cost (one third of the total cost).

Yours faithfully,

Ichiro Matsui, Governor of Osaka Prefecture

Hirofumi Yoshimura, Mayor of Osaka

4:Resolution by the Association of Ordinance-Designated City Mayors to Support the Osaka Kansai Bid to Host the 2025 World Expo

To date, our country has hosted five international exhibitions; the Japan World Exposition Osaka 1970, the first World Expo held in Asia; International Ocean Exposition, Okinawa 1975; the International Exhibition, Tsukuba Japan 1985; Horticultural Expo, Osaka 1990; and EXPO 2005, Aichi; providing a forum for exchanges with the global community, and sharing with the world the best the country has to offer in technology and the arts.

Currently, the host country is in the process of selection for World Expo 2025; Osaka, Kansai is a candidate representing our nation.

Should the Expo on Yumeshima Island in Osaka City come on the heels of the international major sports events of 2019 Rugby World Cup, the 2020 Tokyo Olympic and Paralympic Games, and the World Masters Games 2021 Kansai, Japan will demonstrate the country's presence within the international community, leading to the vitalisation of Japanese society overall.

The host site of Osaka, Kansai boasts an extensive and broad convergence of world leading research institutions, as well as rich historical and cultural assets. These resources can be utilised in the Expo, which touts as its theme, Designing Future Society for

Our Lives, as it aims to contribute to sustainable development of the world and provide an excellent opportunity to harbour big dreams and aspirations for a better future for mankind.

The Association of Ordinance-Designated City Mayors will fully support the realisation of the Osaka Kansai bid to host the 2025 World Expo in Japan.

Dated July 11, 2017

Association of Ordinance-Designated City Mayors

5-1:Board Members and Member Organisations/Corporations of the 2025 Japan World Expo Committee (as of June 1st 2017)

Chairperson
Sadayuki Sakakibara, Chairman,
Keidanren

Presidents
Ichiro Matsui, Governor, Osaka Prefecture
Masayoshi Matsumoto, Chairman,
Kansai Economic Federation

Deputy Chairpersons
Hirofumi Yoshimura, Mayor, Osaka City
Toshizo Ido, Governor, Hyogo Prefecture
Hiroshi Ozaki, Chairman, Osaka Chamber of Commerce and Industry
Akihiro Kuroda, Co-Chairperson, Kansai Association of Corporate Executives
Hiroyuki Suzuki, Co-Chairperson, Kansai Association of Corporate Executives
Yoshio Tateishi, Chairman, Kyoto Chamber of Commerce and Industry
Hisashi Ietsugu, Chairman, Kobe Chamber of Commerce and Industry
Shosuke Mori, Adviser, Kansai Economic Federation
Nobuyuki Koga, Vice Chair, Keidanren
Shigeru Hayakawa, Vice Chair, Keidanren

Members

- AIG Japan Holdings
- Art Corporation
- Asics Corporation
- Bank of Kyoto Limited
- Cerezo Osaka (professional soccer team)
- Daido Life Insurance Company

- Daikin Industries Limited
- Daiko Advertising Incorporated
- Gamba Osaka (professional soccer team)
- Ganko Food Service Company Limited
- Hankyu Corporation
- Hanshin Electric Railway Co., Ltd
- Hitachi Zosen Corporation
- H.I.S. Company Limited
- Iwatani Corporation
- JTB Western Japan Corporation
- Kansai Association of Corporate Executives
- Kansai Electric Power Company Incorporated
- KANSAI - OSAKA 21st Century Association
- Keidanren (Kansai Economic Federation)
- Keihan Holdings Company Limited
- Kintetsu Group Holdings Company Limited
- Kobe Chamber of Commerce and Industry
- Kobe Steel Limited
- Kokuyo Company Limited
- Kyoto Chamber of Commerce and Industry
- Maruichi Steel Tube Limited
- Mitsubishi Tanabe Pharma Corporation
- Nankai Electric Railway Corporation
- Nippon Life Insurance Company
- Nippon Telegraph and Telephone West Corporation
- Obayashi Corporation
- Omron Corporation
- Orix Corporation
- Osaka Bay Area Development Organization
- Osaka Chamber of Commerce and Industry
- Osaka Convention and Tourism Bureau
- Osaka Gas Company Limited
- Panasonic Corporation
- Rengo Company Limited
- Resona Bank Limited
- Rohto Pharmaceutical Company Limited
- Sakura Color Products Corporation
- Shionogi and Company Limited
- Sumitomo Electric Industries Limited
- Sumitomo Mitsui Banking Corporation
- Suntory Holdings Limited
- Sysmex Corporation
- Takenaka Corporation
- The Bank of Tokyo-Mitsubishi UFJ Limited
- Toyobo Company Limited

- USJ Company Limited
- West Japan Railway Company
- Yoshimoto Kogyo

5-2: Main Activities by the 2025 Japan World Expo Committee in 2017

March

- Inaugural general assembly, rules-regarding public solicitation of the symbol mark

April

- Promote bid project at luncheon with ASEAN Economy Ministers (ExpoCommittee President Ichiro Matsui)
- Candidature submission to BIE (Expo Committee Chair, Expo Committee President Ichiro Matsui)
- Launch official website

April-May

- Presentation to corporations (recruitmembers, request support)

June

- Decision made on symbol mark
- Decision made on symbol mark
- Speech at BIE General Assembly (Expo Committee Chair, Expo Committee President Ichiro Matsui)

July

- Publicity message at Astana Expo Japan Pavilion

6-1: Osaka World Expo Bid Assessment Committee members (titles at the time of participation)

- Hiroshi Ueda, Vice Governor, Osaka Prefecture
- Hiromichi Tsuji, Mayor of Izumi City, Chairman of General Affairs and Education Commission of Osaka Prefecture City Mayors Association
- Takashi Tashiro, Mayor of Misaki City, Chairman of Administrative and Fiscal Affairs Commission, Association of Osaka Prefecture Town and Village Heads
- Takashi Kagita, Head of Policy Planning Office, Osaka City
- Hirotaka Yonezawa, Director General, Office of the Mayor, Sakai City
- Tatsuki Kodama, Managing Director & Secretary General, Osaka Chamber of Commerce and Industry
- Michihiro Saito, Managing Director & Secretary General, Kansai Association of Corporate Executives
- Seiji Deno, Managing Director & Secretary General, Kansai Associa-

tion of Corporate Executives

- Kazuhiro Ueda, Vice President of Kyoto University, Professor of Environmental Economics and Public Finance, Graduate School of Economics Kyoto University
- Mayuko Sano, Associate Professor, International Research Center for Japanese Studies, National Institutes for the Humanities
- Takahisa Taguchi, Vice Center Director, Brain Imaging Technology Laboratory National Institute of Information and Communication Technology
- Hirochika Nakamaki, Professor Emeritus of National Institutes for the humanities National Museum of Ethnology, Director Suita City Museum
- Shinya Hashizume, Professor of Osaka Prefecture University, Director of Research Institute for Tourism Industry Research Organization for the 21st Century of Osaka Prefecture University
- Ryo Yamazaki, CEO, studio-L

6-2: Agenda for the Osaka World Expo Bid Assessment Committee

First Meeting (April 28, 2015)

1. What is an International Exhibition?
2. Trends of Recent International Exhibitions
BIE General Assembly Resolution Convention Relating to International Exhibitions
Overview of Past International Exhibitions
3. Assessment Committee Proposed Schedule (draft)
4. Themes of Recent Candidature Cities for the International Exhibitions
Typical steps in the process for determining the host city

Second Meeting (June 8, 2015)

1. Significance of Hosting the International Exhibition; Theme Presentation from four of the Committee's key thought leaders: Hirochika Nakamaki, Takahisa Taguchi, Mayuko Sano, Ryo Yamazaki
Overview of input from thought leaders (interim report)
2. Miscellaneous
Proposed questionnaire for Osaka residents and corporations (draft)
EXPO 2005, Aichi information

Third Meeting (July 7, 2015)

1. Significance of Hosting the International Exhibition;
Theme Speech by guest speaker: Takeshi Miyamoto, Managing Director, Business Policy Forum, Japan
Speech title: "Significance and Assessment of Aichi Expo"
Presentation from committee of key thought leaders: Chairperson Shinya Hashizume
2. Benefits and Other Factors of Osaka Hosting the EXPO
Interim report based on collection of data and survey of World Expos hosted by Osaka; Significance of hosting the EXPO, theme, and economic benefits

Fourth Meeting (July 28, 2015)

1. Interim Report of Osaka Citizens and Corporations Survey, and Candidate Area Survey
2. Miscellaneous
Positioning of the EXPO in Osaka's growth strategy
Vision for deliverables of Committee (draft)

7: Members of Basic Concept Development Committee (titles at the time of participation)

(The University of Tokyo Institute of Advanced Aging Society/Professor) Hiroko Akiyama
(Osaka City University/President) Tetsuo Arakawa
(Institute for International Trade and Investment/Chief Economist) Noriyoshi Ehara
(Mitsubishi UFJ Research and Consulting Co., Ltd. Chief Director) Yoshiyuki Oshita
(Osaka City University/Professor Koichi Kana
(SD Associates, Inc./President) Yuji Sawada
(School of International Health, Graduate School of Medicine and Faculty of Medicine, the University of Tokyo/Professor) Kenji Shibuya
(Tama Art University/President) Akira Takehata
(MUSCLE Corporation/President) Hirofumi Tamai
(Keio University/Professor)(Osaka Prefectural University/Professor) Hiroki Nakatani
(JT Biohistory Research Hall/Director General) Keiko Nakamura
(Research Institute for Tourism Indus-

try Osaka Prefecture University, Research Organization for the 21st Century, Osaka Prefecture University) Shinya Hashizume
(Osaka University of Arts/Professor, Sports Journalist) Akemi Masuda
(OSAKA CONVENTION & TOURISM BUREAU/Chairman) Hiroshi Mizohata
(Keio University School of Medicine, Department of Health Policy and Management/Professor) Hiroaki Miyata
(Graduate School of Medicine and Faculty of Medicine, the University of Tokyo, Department of Healthcare Quality Assessment/Donated Fund Laboratory, Department of Clinical Gene Therapy, Graduate School of Medicine, Osaka University/Professor) Ryuichi Morishita
(Vice Governor/The Osaka Prefectural Government) Jun Arai
(Mayor of Izumi/Osaka Prefecture City Mayors Association Chairman of General Affairs and Education Commissions) Hiromichi Tsuji
(Mayor of Misaki/Osaka Prefecture Town and Village Mayors Association Chairman of Administrations and Public Finance Commissions) Takashi Tashiro
(Vice Mayor/Osaka City) Seigo Tanaka
(Vice Mayor/Sakai City) Koichi Tamura
(Director for Commerce, Distribution and Industrial Safety Policy) Hideaki Ibuki
(Ministry of Health, Labour and Welfare/Director-General for Policy Planning and Evaluation) Shinichi Nozaki
(Kansai Economic Federation/Managing Director & Secretary General) Seiji Deno
(Osaka Chamber of Commerce and Industry/Managing Director Secretary General) Tatsuki Kodama
(Kansai Association of Corporate Executives Managing Director, Secretary General) Michihiro Saito

8: Resolution by the Union of Kansai Governments

Bid to host the World Expo 2025 in Japan (in Osaka)
International Expositions in the 21st century have become increasingly important as a forum for the world to come together, to collectively gather wisdom, to share creative experiences, to be stimulated, to think, and to discover together, to come up with recommendations to solve the issues

that confront us on a global scale.

In the future, it is possible that the advent of a hyper-aging society will become a global issue. A multitude of world leaders in the life-sciences field, such as universities, corporations, and research institutes have converged in Kansai, producing discoveries and results that have had a huge positive impact on developments in human health and medical services in a way that supports resolving issues presented by an aging society.

Out of all of the major urban centres around the world, Osaka and Kansai will be the first to directly face population decline and a hyper-aging society. Hosting an International Exhibition with a theme of aspirations for health and longevity for mankind at this location is hugely significant, and a study is currently underway to consider the Osaka Bay Area, namely Yumeshima, as a candidate venue.

Hosting the Expo in Kansai is in line with the Union's advocated goal of establishing redundancy in the nation's structure, with Kansai and Osaka functioning as a backup to Tokyo. The Expo would also benefit the future vision of the area, which sees itself as "Kansai, a new capital and hub for Asia," and a region where originality and strengths can be leveraged to help the entire region grow. The event will also provide the perfect opportunity to share the wonderful historical and cultural assets of Japan that have their origin in Kansai, bringing major economic benefits by driving expectations for more tourism and industrial innovation in Kansai, and raising the region's profile substantially.

The Union of Kansai Governments fully supports the hosting of the International Exhibition, and is committed to proactively working with the central government and related parties together with the Osaka Prefectural and City governments as well as the Kansai business community, to make the bid successful.

The above is our stated resolution.

September 22, 2016

Union of Kansai Governments
Chairman Toshizo Ido (Hyogo Governor)
Deputy Chairman Yoshinobu Nisaka (Wakayama Governor)
Union Member Taizo Mikazuki (Shiga

Governor)
Union Member Keiji Yamada (Kyoto Governor)
Union Member Ichiro Matsui (Osaka Governor)
Union Member Shogo Arai (Nara Governor)
Union Member Shinji Hirai (Tottori Governor)
Union Member Kamon Izumi (Tokushima Governor)
Union Member Daisaku Kadokawa (Kyoto Mayor)
Union Member Hirofumi Yoshimura (Osaka Mayor)
Union Member Osami Takeyama (Sakai Mayor)
Union Member Kizo Hisamoto (Kobe Mayor)

9: Resolution by the Osaka Prefectural Assembly regarding Osaka's Bid to Host the 2025 World Expo

Osaka and Kansai enjoy a great concentration of world-class universities, corporations, and research institutes in life-sciences along with many other industries such as healthcare, sports, dining, comedy, entertainment, and production technology that is the envy of the world, allowing the region to create technology and achieve major results that have made mankind healthier.

In light of Osaka's strengths as mentioned above, hosting an International Exhibition with a theme of health and longevity will provide an unprecedented opportunity for Osaka to communicate to the world how to improve our lives, so that people of all ages around the world can overcome various issues concerning their health and well-being.

Furthermore, considerable economic benefits can be expected through new forms of tourism and industrial innovations. The event is also an excellent opportunity to show the world what Osaka and Kansai represent, to contribute to better health for the Osaka citizens and to promote regional development for all of Osaka, which will ultimately drive higher living standards for the people of Osaka and enhance the City's urban capacity. The Expo is considered to be a forum for gathering our collective wisdom in a single place to identify recommendations for solutions to global issues

that confront mankind, and to communicate the wisdom with which to live in these new times in a way that contributes to the peaceful development of Japan and the world. It is extremely meaningful for Osaka, which has long been a leader both domestically and internationally in the areas of culture and industry through the harnessing of human intelligence to create new technology, to share broadly with the world how to overcome the numerous health issues we face, by proposing a new model that will allow future generations to have a better life.

As it gears up to make 2025 the first year in its roadmap to become a "Global Model of an Energetic City," Osaka Prefecture has been exploring fundamental issues for mankind such as life and better living, as part of its bid to host an Expo that can be passed on to the next generation. Osaka has just compiled the basic concepts for its theme of aspirations for health and longevity for mankind. It is of utmost importance to ensure that the Expo expenses are set at an appropriate level to demonstrate the proper vision for a new type of International Exhibition that truly contributes to the development of human society. At the same time, in order for the principles and achievements of the Expo to form a positive message for the next generation, and to pave the way for further growth in Osaka, Kansai, and ultimately Japan, it is also important to clarify the roles for the central government, business community, and local governments, so that preparations can be made efficiently.

The Osaka Prefectural Assembly hereby states its full commitment to the realisation of the EXPO 2025 OSAKA, and strongly requests the central government to quickly conduct the necessary research regarding the bid application to the BIE.

The above is our stated resolution.

November 4, 2016
Osaka Prefectural Assembly

10: Resolution by the Osaka City Assembly regarding Osaka's Bid to Host the 2025 World Expo, Passed November 15, 2016

Osaka and Kansai enjoy a great con-

centration of world-class universities, corporations, and research institutes in life sciences, and a well-balanced convergence of other highly competent industries such as healthcare, sports, dining, comedy, entertainment, artificial intelligence, and robots, allowing the region to deliver technology and achievements that have made great contributions to the health of mankind.

In light of Osaka's strengths, hosting an International Exposition with a theme of health and longevity will provide an unprecedented opportunity for Osaka to communicate to the world how to improve our lives, so that people of all ages around the world can overcome various issues concerning their health.

Furthermore, a World Expo in Osaka is expected to bring considerable economic benefits such as new forms of tourism and industrial innovations throughout the Kansai region. The event is also an excellent opportunity to showcase to the global audience the attractive qualities of Osaka, and will contribute to better health for Osaka City citizens and regional development of the city, enhancing the city's urban capacity and living standards of its residents.

The EXPO is considered to be a forum for gathering our collective wisdom in a single place to identify recommendations for solutions to global issues that confront mankind, and to communicate the wisdom with which to live in these new times in a way that contributes to the peaceful development of Japan and the world. It is extremely meaningful for Osaka, which has long been a leader both domestically and internationally in the areas of culture and industry through the harnessing of human intelligence to create new technology, to share broadly with the world how to overcome the numerous health issues we face, by proposing a new model that will allow future generations to have a better life.

Osaka City is currently leading the effort to develop the proposed Expo site of Yumeshima as a new international tourism destination, comprising world-class MICE facilities and entertainment offerings.

Hosting the Expo will provide the genesis for developing a community based on the principles of the Expo, promoting innovations among various

industries such as sports, dining, entertainment, IoT, robotics, and medical services, not just in Yumeshima but across Osaka, leading to expectations for the development of a next-generation industry inclusive of health related services that tie in with the theme of health and longevity.

To ensure that these achievements and principles of the Expo advance the development of Osaka and Kansai, it is important for Osaka Prefecture, Osaka City, and the business community to work together in concert, under the leadership of the central government.

The Expo must be implemented efficiently based on an appropriately set budget, with specific support from the central government in terms of coordinating cost allocations should there be any railroad construction costs, road improvement costs, or solar farm demolitions, and financial accounting for land reclamation related to post-Expo site utilization.

The Osaka City Assembly recognises that there are numerous issues that must be overcome, and hereby states its full commitment to the realisation of the EXPO 2025 OSAKA, and together with the Osaka Prefectural Assembly, strongly requests the central government to quickly conduct the necessary research regarding the bid application to the BIE and obtain a Cabinet approval.

The above is our stated resolution.

Appendix Local Municipalities and Entities that Support the EXPO 2025 OSAKA, KANSAI

11: List of members of 2025 Japan World EXPO Committee (municipalities)

Akita Prefecture Osaka Office
 Aomori Prefecture Information Center in Osaka
 Aridagawa Town
 Arita City
 Association of Osaka Prefecture City Assembly Leaders
 Association of Osaka Prefecture Town and Village Assembly Leaders
 Association of Osaka Prefecture Town and Village Heads
 Association of Osaka Prefecture Mayors

Chihayaakasaka Village
 Daito City
 Ehime Prefecture Osaka Office
 Fujiidera City
 Fukushima Prefecture Osaka Office
 Gobo City
 Gumma Prefecture Osaka Office
 Habikino City
 Hannan City
 Hashimoto City
 Hidaka Town
 Hidakagawa Town
 Higashiosaka City
 Hirakata City
 Hirogawa Town
 Hiroshima Prefecture Information Center in Osaka
 Hokkaido Prefecture Osaka Office
 Hyogo Prefecture
 Ibaraki City
 Ikeda City
 Inami Town
 Iwade City
 Iwate Prefecture Osaka Office
 Izumi City
 Izumiotsu City
 Izumisano City
 Kadoma City
 Kagawa Prefecture Osaka Office
 Kainan City
 Kaizuka City
 Kamitonda Town
 Kanan Town
 Kashiwara City
 Katano City
 Katsuragi Town
 Kawachinagano City
 Kimino Town
 Kinokawa City
 Kishiwada City
 Kitayama Village
 Kobe City
 Kochi Prefecture Osaka Office
 Koya Town
 Kozagawa Town
 Kudoyama Town
 Kumatori Town
 Kushimoto Town
 Kyoto City
 Kyoto Prefecture
 Matsubara City
 Mihama Town
 Minabe Town
 Minoh City
 Misaki Town
 Miyagi Prefecture Osaka Office
 Moriguchi City
 nachikatsuura Town
 Nagano Prefecture Osaka Office
 Nara Prefecture
 Neyagawa City
 Niigata Prefecture Osaka Office

Nose Town
 The Office of Toru Azuma, House of Councillors of Japan
 Oita Prefecture Osaka Office
 Okayama Prefecture Osaka Office
 Okinawa Prefecture Osaka Office
 Osaka City
 Osaka City Assembly
 Osaka Prefectural Assembly
 Osaka Prefecture
 Osakasayama City
 Sakai City
 Sennan City
 Settsu City
 Shiga Prefecture
 Shijonawate City
 Shimamoto Town
 Shingu City
 Shirahama Town
 Suita City
 Tadaoka Town
 Taiji Town
 Taishi Town
 Tajiri Town
 Takaishi City
 Takatsuki City
 Tanabe City
 Tokushima Prefecture
 Tondabayashi City
 Tottori Prefecture
 Toyonaka City
 Toyono Town
 Union of Kansai Governments
 Wakayama City
 Wakayama Prefecture
 Yamagata Prefecture Osaka Office
 Yamaguchi Prefecture Marketing Headquarters in Osaka
 Yao City
 Yuasa Town
 Yura Town

13: Internet Survey of 1,000 Osaka Prefecture citizens about the World Expo

- Respondents: 1,000 citizens living in Osaka Prefecture, age from 18 to 79; registered in Web panel of a private research company
- Survey conducted from July 14 to 17, 2017

Survey Results

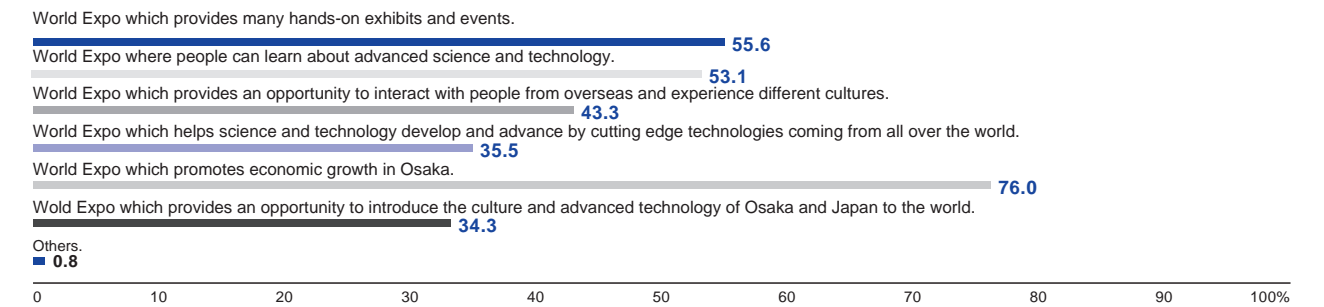
Q1. Do you know that Japan is working on bringing World Expo 2025 to Osaka? (n=1,000)



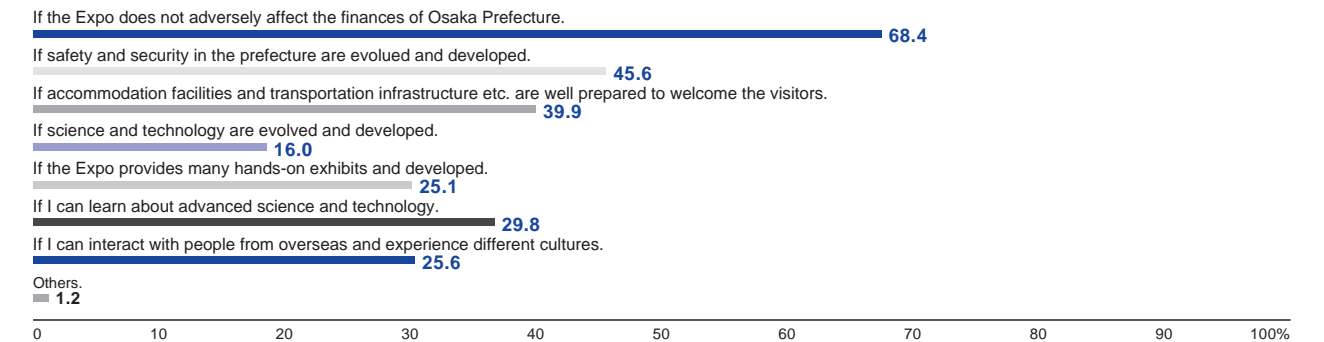
Q2. Do you agree with World Expo in Osaka? (n=1,000)



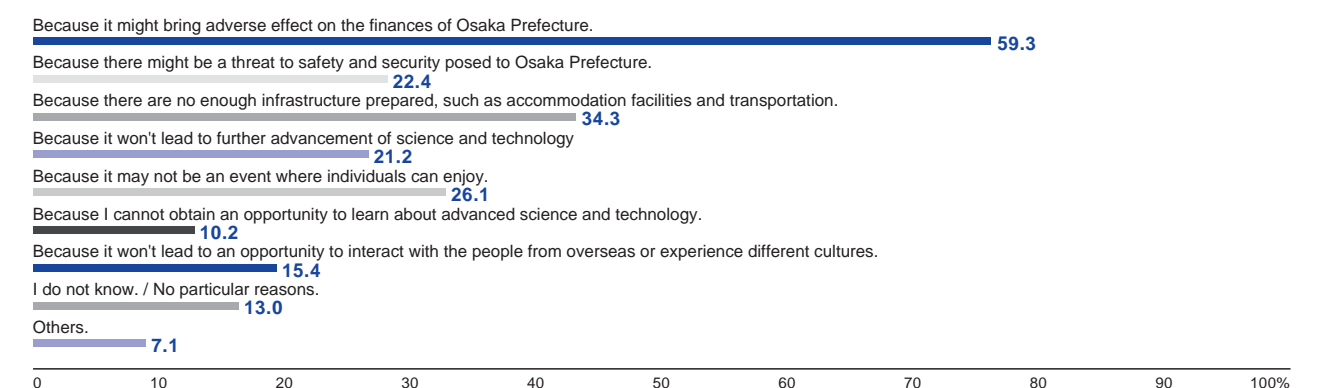
Q3. What kind of World Expo would you like to have in Osaka? Please select all that apply. (n=527)



Q4. What kind of conditions do you need to agree with the Expo? Please select all that apply. (n=276)



Q5. Why are you opposed to hosting the Expo? Please select all that apply. (n=197)



平成 29 年 4 月 7 日

経済産業大臣 世耕 弘成 様

大阪府知事 松井 一郎

大阪市長 吉村 洋文



2025 年国際博覧会誘致に向けた確認事項について

2025 年国際博覧会開催国への立候補及び開催申請に係る閣議了解に先立ち、大阪府及び大阪市は、下記のとおり確認します。

記

先般公表された「2025 年国際博覧会検討会報告書（案）」における国際博覧会の構想内容については、ライフサイエンス分野など大阪・関西の強みを活かしたものであり、国際社会における我が国への理解と信頼を向上させることにつながるものである。

また、国際博覧会の大阪誘致については、昨年 11 月、大阪府議会及び大阪府会においても、適正な開催経費の下に実施すること、及び、その実現に向け全力で取り組むことなどが決議されたところ。

以上を踏まえ、大阪府及び大阪市は、2025 年国際博覧会開催国への立候補及び開催申請に係る閣議了解について、その了解事項に基づき、今後、適切に遂行していくことを確約する。

また、同報告書に示されている国際博覧会の構想内容及び長期的地域整備・まちづくりの推進については、今後とも、議会を含め、地元におけるより一層幅広い理解を得られるよう努め、地元として積極的にこれを推進していく。

さらには、会場建設費の財源に係わる地元地方公共団体の負担分（総額の 1 / 3）の予算措置について、大阪府及び大阪市として万全を期す。



経済産業大臣
世耕 弘成 殿

平成 29 年 4 月 7 日

2025 日本万国博覧会誘致委員会

会 長 榑原定征
会長代行 森 詳介
副 会 長 尾崎 裕
副 会 長 蔭山秀一
副 会 長 鈴木博之



21世紀に入り急速な技術革新は経済社会のあり方を変え、人々の暮らしの利便性を高める一方で、様々なレベルでの格差、疎外感、対立等の歪みや、社会重圧やストレス等を超えた健康でよりよい暮らしへの希求など世界共通の課題を生じさせております。さらに環境や資源問題など、一国だけでなく、人類が運命共同体としてこれまで以上に真剣に向き合っていくべき課題も多くあります。

こうした中で、今般、2025年国際博覧会の誘致について、「いのち輝く未来社会のデザイン」をテーマとするコンセプトを掲げられたことは、国際社会における日本への理解・信頼の向上、世界の多様な文化や価値観の交流による技術や社会システムのイノベーション喚起など、我が国が世界の新たな発展に貢献していく上で、極めて大きな意義をもつものと存じます。

同時に地元の大阪・関西においては、世界的な強みを有するライフサイエンス分野におけるイノベーション創出、多様な文化や価値観が共生する住みやすい地域づくり等につなげていく絶好の機会になるものと認識しております。

経済界としても今般の検討会報告書を踏まえ、構想の具体化に協力し、2025年国際博覧会の誘致を実現すべく、全力をあげて取り組んでいく所存であります。

この国際博覧会に関わる会場建設費につきましては、その総額の3分の1程度は民間資金等を考えております。

ただし、民間資金等については、従来のような寄付だけの拠出は難しくなっておりますので、①投資など様々な資金拠出方策、②民間資金等の拠出を促すための環境整備(国の成長戦略への位置づけ等)、③公営競技等からの拠出の活用について、今後の検討へのご協力をお願い申し上げます。また、誘致決定の後、国際博覧会の具体的な施設や実施計画が策定される段階において、民間資金等について協議をさせていただきますようお願い申し上げます。

以上

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Chapter 4

THE THEME, *DESIGNING FUTURE SOCIETY FOR OUR LIVES, AND ITS OBJECTIVES*

ACHIEVEMENTS OF HUMANKIND POSE NEW CHALLENGES

Economic growth and advancements in technology also create social unrest and conflicts due to increased income inequalities and uncertainty of future in some parts. These challenges pose a profound question for the people: “What is the objective of life, and how can we realise our full potential?”

THEME: *DESIGNING FUTURE SOCIETY FOR OUR LIVES*

Japan’s theme, *Designing Future Society for Our Lives*, calls upon all 8 billion people to seek out solutions on how Humankind can reach their full potential and co-create an inclusive vision of society that embraces the aspirations of everyone. EXPO 2025 OSAKA will serve as a platform to achieve UN’s SDGs.

OSAKA, KANSAI, JAPAN—PERFECT FOR EXPO 2025

Osaka and the Kansai region are major hubs for history, culture, and life-science technology. Along with the daring spirit of Osaka, Kansai is a perfect place to host the Expo under the theme.

EXPO 2025 OSAKA, KANSAI, JAPAN

THE THEME, *DESIGNING FUTURE SOCIETY FOR OUR LIVES*, AND ITS OBJECTIVES

Leading up to 2025

Recent Progress of Humankind

- 1) Economic growth and reduction of overall poverty
- 2) From MDGs to SDGs through continued international collaboration
- 3) Smarter technology for a new age: bio-medicine, AI, and others

New Challenges arising from Progress

- 1) Income inequality is growing, giving rise to social unrest and conflict
- 2) The resulting trend of increased self-preservation undermines international collaborative efforts
- 3) Breakthrough technology makes it necessary for humankind to rethink the ways we live and work.



Theme

Japan’s Theme, *Designing Future Society For Our Lives*

calls on each and every individual to consider what life they aspire to lead, and seeks to empower them to join the worldwide effort to create a new vision for our global society

- 1) Realising the Full and Diverse Potential of each Individual
The Expo's intention to respond to increasingly diverse individual aspirations to achieve their own conceptions of a full life.
- 2) Creating a Harmonious, Sustainable Society that Supports Diverse Ways of Life
Creating an inclusive vision of society that embraces the

- aspirations of all. The society of the future needs to be a sustainable ecosystem, which exists in harmony with its citizens.
- 3) Japan’s Aims for the Future – Realising the SDGs and Society 5.0
Our theme aligns with global efforts to tackle the common international community issues outlined in the SDGs.

Approach to realising the theme

The Expo will bring 8 billion people together to co-create our future society. This will give individuals a sense of engagement in working together to transform society. To achieve this, we will leverage information technologies to enable virtual participation among people who are not able to visit the Expo physically.



Uniqueness of Osaka, Kansai and Japan

Osaka, Kansai

- 1) A daring spirit
- 2) Rich cultural heritages and commerce in concord
- 3) A leader in the world of research and development of life-sciences

Japan

- 1) Harmony and attentiveness are core pillars of Japanese philosophy and culture
- 2) Technological prowess to create a better future
- 3) Consistency with the national strategy: Society 5.0, a private sector initiative that has evolved into a national project.

THE THEME, *DESIGNING FUTURE SOCIETY FOR OUR LIVES*, AND ITS OBJECTIVES

Preface

The theme proposed for EXPO 2025 OSAKA is *Designing Future Society for Our Lives*.

What we are focusing on here is human lives. The world is changing at an incredibly rapid rate. Technology has permanently changed the way we interact, while advances in science have pushed the boundaries of human potential. Yet, economic disparity and social unrest continue to spread.

What we are focusing on here is human lives.

Our new reality forces us to confront some of the most profound questions about the human experience. What is happiness? What is fulfilment? What makes a healthy life? There are as many answers to these questions as there are people in the world. Societies are intrinsically designed to support the well-being of the populace. Societal systems need to be more flexible and accommodating to the diverse needs of the people. What we require today is a "bottom-up" approach to develop new socio-economic systems better equipped to respond to the unprecedented opportunities and challenges of today's world. The system needs to be built by the people—all 8 billion of them. The establishment of the United Nation's Sustainable Development Goals (SDGs), based on a series of government, expert and stakeholder discussions,

What is happiness? What is fulfilment? What makes a healthy life?

has set us on the same path - the bottom up approach. And now with the theme of *Designing Future Society for Our Lives*, we believe that EXPO 2025 OSAKA will be the impetus for the 8 billion people to take action to create our future society. This is the promise of the EXPO 2025 OSAKA theme of *Designing Future Society for Our Lives*. Participants and visitors to the Expo will be asked to look within themselves, and share with each other their values, motivations, and concerns. Then, together, they will work on social solutions that can help everybody, regardless of their goals, to reach their full potential as human beings. We will attempt what is perhaps a first-of-its kind social experiment, in which everyone on Earth takes an active role in deciding and designing the future of society.

has set us on the same path - the bottom up approach.

And now with the theme of *Designing Future Society for Our Lives*, we believe that EXPO 2025 OSAKA will be the impetus for the 8 billion people to take action to create our future society.

This is the promise of the EXPO 2025 OSAKA theme of *Designing Future Society for Our Lives*. Participants and visitors to the Expo will be asked to look within themselves, and share with each other their values, motivations, and concerns. Then, together, they will work on social solutions that can help everybody, regardless of their goals, to reach their full potential as human beings.

We will attempt what is perhaps a first-of-its kind social experiment, in which everyone on Earth takes an active role in deciding and designing the future of society.

4.A The World Around Us –Progresses and Challenges

Humankind has reached a new era of progress.

At the same time, progress is not without its downsides. The world is facing an array of unprecedented issues and challenges which, taken together, pose a profound question for the people of our planet: "What is the objective of life, and how can we realise our full potential?"

1) Economic Progress and Growing Economic Inequality – Posing Social Unrest and Conflict

In recent decades, Humankind has achieved the alleviation of poverty, improved sanitation, and a decrease in mortality rate by unprecedented economic progress and the sustained efforts by our ancestors. According to the World Bank, GDP per capita has surged from US\$450.52 in 1960 to US\$10,112.3 in 2015. In 1990, 47% of people living in developing countries were in a state of extreme poverty. According to the UN's "The Millennium

Development Goals Report 2015," by 2015 that figure was reduced to 14%. This means more than one billion people have been lifted out of dire poverty. Moreover, the proportion of undernourished people in developing regions has fallen by almost half since 1990.

In addition, recent decades have witnessed remarkable achievements in improved health, lower mortality rates, and a higher life expectancy.

We live in an era in which every person's potential can flourish more than ever before.

1 billion people have been lifted out of dire poverty since 1990 as of 2015.

Figure 4-1: GDP per capita (current US\$)

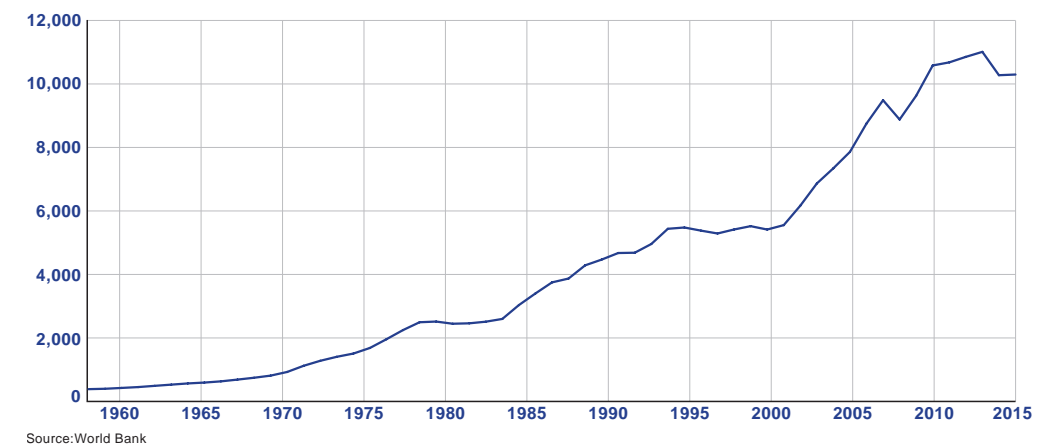
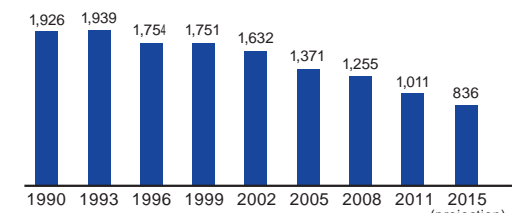


Figure 4-2: Proportion of people living on less than \$1.25 a day



Number of people living on less than \$1.25 a day worldwide, 1990-2015 (millions)



On the other hand, although capitalism has propelled economic growth and helped reduce absolute poverty around the world, it has also produced income and wealth inequality.

As the global economy grows, the overall poverty rate continues to decrease. But, it is said that economic growth without sufficient

redistribution has widened the economic gulf, resulting in social unrest and conflict.

According to the World Bank's "Poverty

and Shared Prosperity 2016" annual report, despite recent progress, average within-country inequality is greater now than it was 25 years ago. In many economies, the relative share of wealth is expanding among the top income groups. The share of wealth

The share of wealth owned by the top 0.01% has increased fourfold over the past 35 years, giving rise to social unrest and conflicts

owned by the top 0.01% has increased four-fold over the past 35 years, leaving many cold and unsympathetic, and giving rise to social unrest and conflicts

This growing global trend begs the question, isn't there an economic system to help Humankind live in happiness?

2) Progressive International Cooperation in the Time of Emerging Trends Towards Self-Interest

The Millennium Development Goals (MDGs), which established a number of common goals for the international community to achieve by 2015, have been called the most successful collaborative initiative for addressing global issues to date. These MDGs were superseded by the SDGs, targeted to be achieved by 2030. These new goals, agreed to after extensive discussion within the international community, offer a new, shared vision of a society that can foster social and economic change across the globe for a sustainable future.

Global progress of the MDGs and the proactive establishment of the SDGs serves as proof that Humankind can cooperate and strive together to design and achieve a positive future if we have a shared vision and passion.

Yet, at the same time, social unrest around the world may have the tendency to make people more protective of their interests and those of their nations. This can destabilise international peace, regional security and stability, and collective efforts towards sustainable development for our planet.

EXPO 2025 OSAKA seeks to reinvigorate the

Figure 4-4: Global Inequality

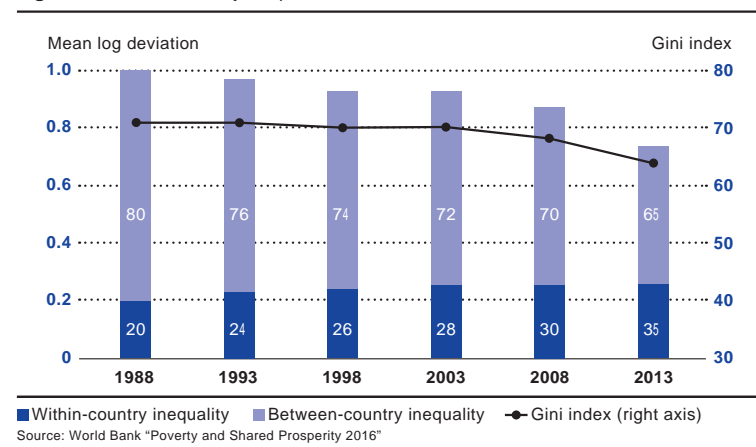


Figure 4-5: 17 Sustainable Development Goals of the 2030 Agenda



spirit of international understanding, cooperation, and empathy that will be required to create a sustainable future for generations to come.

3) Technological Breakthroughs Require the Adoption of New Sets of Values, Lifestyles, Social Norms, and Laws and Regulations

Technological advances usher in every new era.

Today, AI, robotics, and biotechnology are the innovations that are radically changing the world. These breakthrough technologies will unlock countless possibilities for Humankind, eradicating many common diseases, providing solutions for work and education-related issues, and helping us to achieve more than previous generations ever imagined.

One example is the introduction of AI into healthcare. Most pharmaceutical companies have already introduced AI into their research and development processes. This has resulted in a substantial reduction in human error due to automated analysis of clinical data,

significant reductions in both the time and cost involved with conducting clinical trials, and holds the promise to eliminate human plagues such as cancer and Ebola.

Agricultural biotechnology is another field where technology has improved the human condition. Recent breakthroughs have resulted in major improvements in crops in terms of insect resistance, herbicide tolerance and drought tolerance, which is expected to substantially improve sustainable productivity and ensure a sufficient food supply for the world's burgeoning population.

Yet, all breakthrough technologies must gain social acceptance in order to have a positive influence. Those technologies will change the world rapidly, it may raise social unrest by uncertainty of the future. Furthermore, new technologies can arouse anxiety about the value and quality of human life. When AI and robotics make

All breakthrough technologies must gain social acceptance in order to have a positive influence

certain human jobs obsolete, individuals' sense of worth, achieved through work, and means of subsistence, will change. Workers' fears of losing their jobs to technological breakthrough should be addressed. EXPO 2025 OSAKA will take up these issues.

Other facets of technological breakthroughs are the unprecedented ethical questions born from watershed innovations in life-sciences. Even the long-held goal of increasing longevity

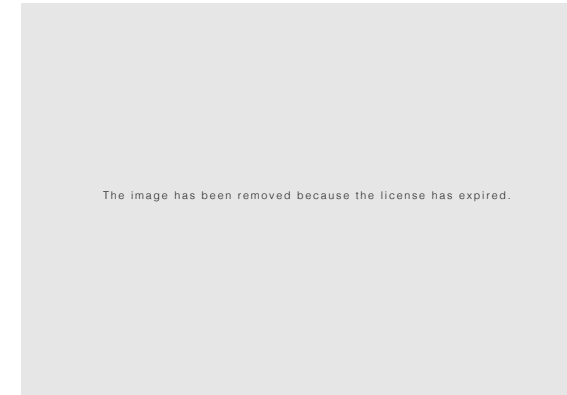
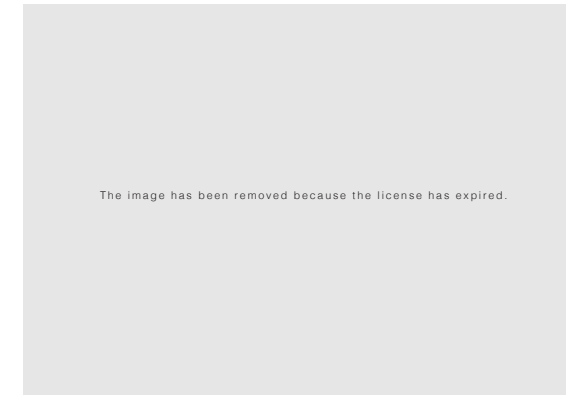
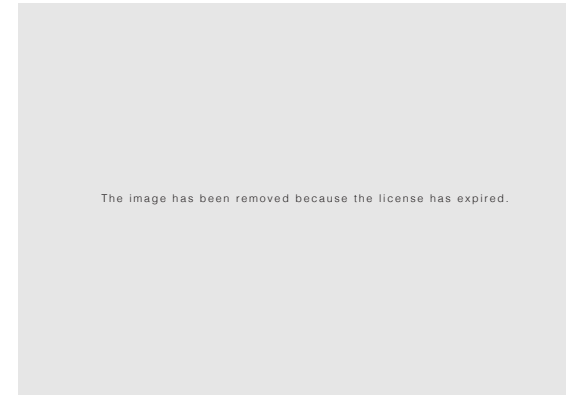
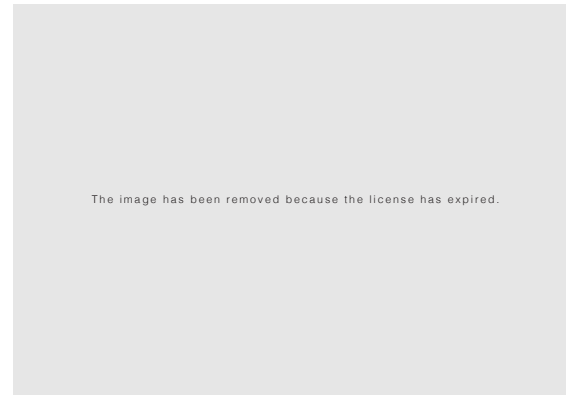
for humans presents new challenges—Japan, with the world's highest longevity rates, fully understands that the question is not merely how

people can live longer, but how they can live healthier, more fulfilling lives into their elderly years. The world renowned biomed clusters in Osaka put this city on the leading edge of providing innovative solutions for the “super-aged” throughout the world.

4.B
Theme for EXPO 2025 OSAKA:
Designing Future Society
for Our Lives

Considering today's global challenges, the theme Japan proposes for World EXPO 2025 is *Designing Future Society for Our Lives*. Under this theme, the Expo will call on each

Four seasons of Japan – sustainable harmony with nature



and every individual to think about his or her own aspirations and empower them to realise their full potential. This will, in turn push forward the worldwide effort to creating a shared vision of a sustainable society that embraces all such aspirations. We believe this is the best way forward to solve the complex issues the world faces today.

1) Realising the Full and Diverse Potential of each Individual

Living a healthy and full life is a natural goal of Humankind. However, the 8 billion people who live on this planet have different ideas of what this means. Some may say it is about being happy within yourself, some may say it is about having a family and being part of a community. Some may say it is about living out a dream, and others may say it is about spending a stable life. *Designing Future Society for Our Lives* represents this Expo's intention to respond to increasingly diverse individual aspirations to achieve their own conceptions of “living a full life.”

2) Creating a Harmonious, Sustainable Society that Supports Diverse Ways of Life

Although it often goes unnoticed, society has an immeasurable impact on the lives of individuals. It is therefore critical to create a new, inclusive vision of society that embraces

and supports the aspirations of all. This philosophy will induce individuals to internalise common issues and engage in designing a future society.

The Japanese believe that the keys to creating a new vision of a society that enables each and every individual to realise their full potential are harmony and sustainability. Societal conflicts may arise if individuals pursue their own aspirations without regard to the aspirations of others. EXPO 2025 OSAKA will call on each and every individual to pursue not only their own definition of the fullest life, but also how to participate in harmonious collaboration with others to create a sustainable, inclusive society. This includes achieving a sustainable harmony between people and nature, which is an important value Japan has held dear for millennia.

The harmony referred to herein does not mean a condition in which everyone must learn forbearance—it means creating a new solution that shows respect to everybody's cultures and values to achieve long-term stability and sustainability.

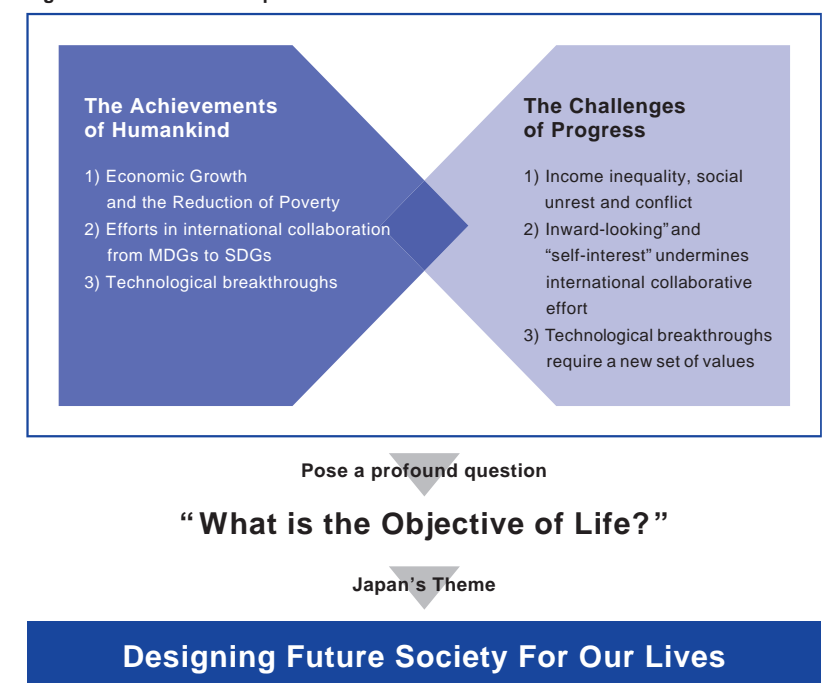
Balancing the interests of different stakeholders in a harmonious way has long been a virtue of Japanese society. Japanese people have always prioritised caring for others ahead of caring for themselves, as exemplified by the empathy and support given to those in need in the

aftermath of the 1995 Great Hanshin-Awaji Earthquake and the 2011 Great East Japan Earthquake.

The theme of EXPO 2025 OSAKA will provide each and every visitor and participant with an opportunity to think about inclusiveness, and to develop new and diverse approaches to life and harmony so that we may improve our socioeconomic systems.

The keys to creating a new vision of a society are harmony and sustainability.

Figure 4-6: Theme Concept



Japan wishes to play a leadership role in the efforts to transform our world into a better, more sustainable place.

3) Japan's Aims for the Future – Realising SDGs and Society 5.0

Our theme *Designing Future Societies for Our Lives* aligns with global efforts to tackle the common international community issues outlined in the SDGs.

Japan wishes to play a leadership role in the efforts to transform our world into a better,

more sustainable place. EXPO 2025 OSAKA will serve as a big platform to achieve SDGs.

A pivotal step in achieving these goals will be the actualisation of Society 5.0, Japan's catalysing initiative to empower individuals to confront head-on the issues of the times, by

leveraging the Internet of Things, AI, robotics and big data.

EXPO 2025 OSAKA will be a place to co-create sustainable society that can support the aspirations of all through sharing new ideas like Society 5.0 from each participant.

4.C Approach of Realising an Ideal Society

Involving all people who live on our planet is of vital importance in realising an ideal society. Our future society should be considered as a kind of ecosystem in which people interact with one another with respect and empathy towards each other's values, goals and feelings. From this perspective, Japan

is committed to developing pragmatic yet creative solutions to forge our future society in collaboration with every human on Earth.

Our radically new approach will bring 8 billion people together to co-create our future society. This will give individuals a sense of engagement, motivating them to take actions to achieve their goals. In turn, this will become a shining display of the shared, collective power of individuals, working together to transform society.

To achieve this, we will leverage information technologies to enable virtual participation among people who are not able to visit the Expo physically, thereby broadening participation to embrace the world's 8 billion people. And of course, we will have on-site participation by visitors and the countries, corporations, and civic groups who will exhibit at the Expo.

This endeavour represents a continuation of the efforts begun at EXPO 2005, Aichi, which was the first Expo to invite civic groups to act as participants. This resulted in a greater diversity of participants and the democratisation of a variety of stakeholders ranging from state to non-state entities.

This Expo will not be a one-way street for participants to propose solutions. It will be an open platform for dialogue and interaction between participants and every person on the planet to mutually develop solutions.

EXPO 2025 OSAKA will inherit and embrace the legacy created by Dubai Expo 2020 and its theme of "Connecting Minds, Creating the Future" by creating connections and fostering partnerships, and raise the World Expo to the next level by expanding the message to the world.

The image has been removed because the license has expired.

The Expo will bring

8 billion
people together
to co-create our
future society.

4.D Why Japan? Why Osaka, Kansai?

1) Osaka and the Kansai region —A Perfect Match for the Expo

The Kansai region, with Osaka as its hub, is a highly suitable region to host an Expo intended to design a future society for our lives.

a) A Daring Spirit

The people of Osaka are known throughout Japan for their unique, passionate and daring spirit to challenge accepted norms. The city has borne many unique ideas and inventions, like instant ramen, karaoke, and conveyor-belt sushi that have had great, long-lasting benefits

Brimming with fervour, vitality and a can-do attitude, Osaka is ready to take on the challenges of our times and create a new and exciting expo experience

to society. *Yattemi-nahare*, or “well, get to it then!” in the dialect of Osaka, has come to represent the lively, practical character of the city and people as a whole. Brimming with fervour, vitality

b) Rich Cultural Heritages and Commerce in Concord

and a can-do attitude, Osaka is ready to take on the challenges of the times and create a new and exciting Expo experience.

The Kansai region and Osaka are a major hub for Japanese traditional cultures and food thanks to its previous position of being the nation's capital for a long time, with Osaka also being known as the humour capital

Karesansui (Japanese rock garden) – water is symbolized the arrangements of rock and sand



of Japan, where a majority of the country's comedians are based.

Historically, Osaka is a city of merchants, having served as a hub for people to intermingle since ancient times. It has fantastic access to surrounding cities such as Kyoto and Kobe thanks to its geographical location and excellent transportation infrastructure, and to China and the rest of Asia through its sea and airports.

Additionally, the Kansai region gave birth to the unique *Win-Win-Win* philosophy of commerce, in which business benefits not only the seller and the buyer, but also society as a whole. This concept can easily be transferred to modern-day management, and, based on the ideal of harmony, is perfectly in line with the theme of EXPO 2025 OSAKA.

c) A Leader in the World of Research and Development in Life-Sciences

Kansai is one of the world's most advanced

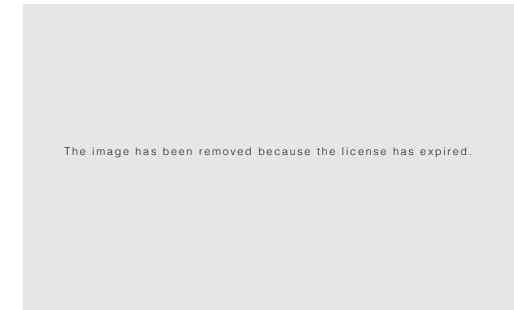
regions in the field of life-sciences, boasting an extensive number of industry, academic, and government R&D facilities clustered in and around Osaka. Shinya Yamanaka, who was awarded the 2012 Nobel Prize for the discovery of iPS cell that can differentiate into any type of cell in the body and proliferate indefinitely in culture, has been researching in Kansai. It is an ideal place to consider health, what it means, and how it can help us to live fully and realise our potential.

The Osaka cluster includes:

- The Center for iPS Research and Application (CiRA) led by Nobel Prize laureate Professor Shinya Yamanaka, and the Center of Medical Innovation and Translational Research (CoMIT) at Osaka University
- A network of state-of-the-art research institutes in regenerative medicine
- A biotech hub known as the Northern Osaka Bio Cluster, a Comprehensive Global Strategic Special Zone specializing in life-sciences
- Numerous major companies operating in the health industry

Having experienced the Great Hanshin-Awaji Earthquake, and the physically and mentally demeaning life in evacuation shelters afterwards, the people of Kansai are keenly aware of the importance of life, and the fundamental quest shared by all Humankind for a healthy one. In light of this experience, Kobe City launched the Kobe Medical Industrial Development Project, and welcomed the establishment of the World Health Organization Center for Health Development (WHO Kobe Center), giving Kansai a firm foundation from which discussions with the world about life and health can be launched.

Advanced life-science technology



The city of Kobe also hosted a World Conference on Disaster Reduction in 2005 on the occasion of the 10th anniversary of the Great Hanshin-Awaji Earthquake. At this conference, a resolution called the Hyogo Framework for Action was endorsed by the United Nations for building the resilience of nations and communities against disaster. Kansai is a place that embraces the sanctity of human life. That is why we believe it is an ideal location for an Expo with a theme of *Designing Future Society for Our Lives*.

2) Why Japan?

a) Harmony and Attentiveness are Intrinsic Virtues in Japanese Philosophy and Culture

Since ancient times, the spirit of “putting the utmost priority on harmony,” as quoted from famous sixth century regent, Prince Shotoku, has been revered in Japan. The Japanese observe this philosophy in common sayings and practices such as “to know one has enough”, or the *Win-Win-Win* business philosophy, which warn against unnecessary greed, competition, and a winner-takes-all system. Even today, the values and behaviours that famously typify the culture, such as courtesy,

33,069

sustainable companies

have been operating for more than

100 YEARS in Japan as of 2017

deference to others, and hospitality, draw from these time-honoured precepts. This spirit can also be observed in the dignified manner in which the country has repeatedly overcome major natural disasters, characterised by the striking absence of chaos and overwhelming community compassion.

Even in the world of business, the idea of long-term sustainable profit in commerce is deeply rooted in Japan, which has the largest number of companies in the world that are more than a century old.

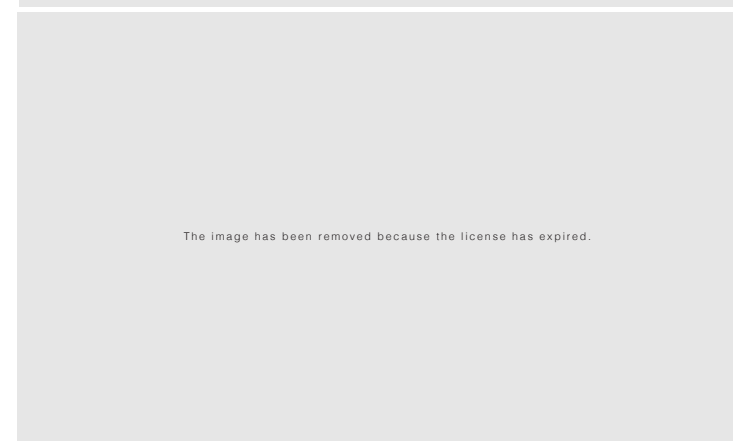
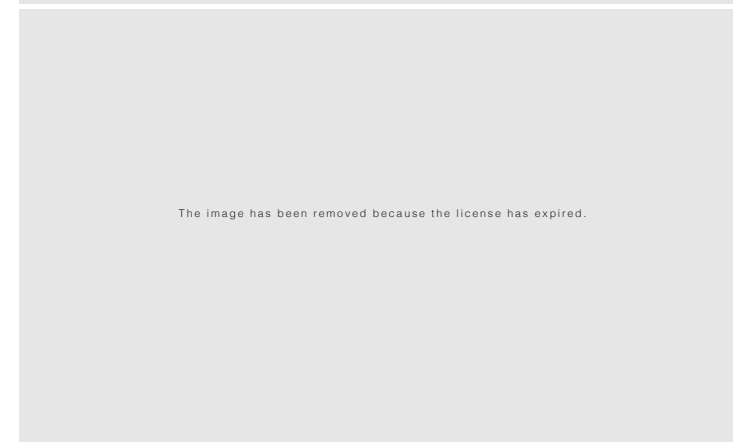
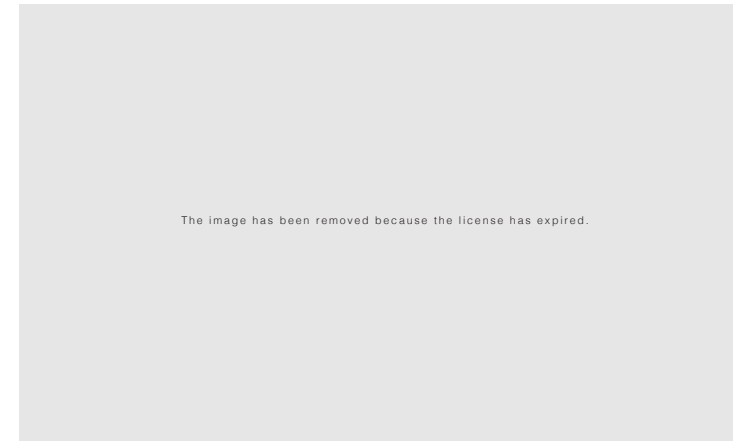
According to a study by Tokyo Shoko Research, there are 33,069 sustainable companies that have been operating for more than 100 years in Japan as of 2017. The oldest one is a construction company founded in Osaka in 578.

Japan also has a rich history of accepting diverse values, demonstrating a unique ability to blend and improve multiple elements into something new. Japan was the first country to achieve the first industrial revolution in the East, incorporating Western skills and knowledge into creating new and original ways of manufacturing.

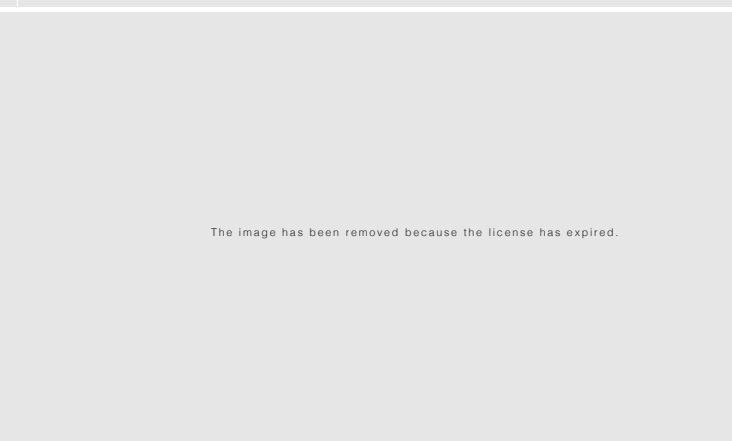
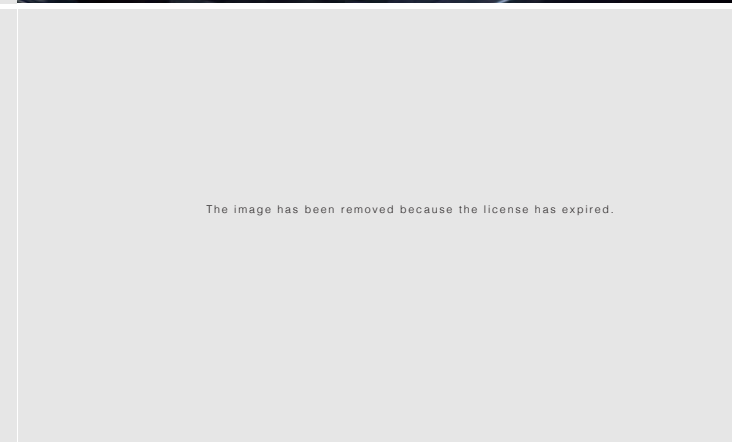
Japan will apply this ability to blend diverse components into the Expo itself, where, for example, participants may experience each country's local food ingredients with Japanese food that is characterized by health benefits, or enjoy manga and anime renditions of their own cultures.

This approach to harmonisation and fusion deserves renewed recognition in these times of increased conflict. The Japanese way of thinking and of living shows how Japan can work with the world for *Designing the Future Society for Our Lives* by sharing our unique values, our philosophy and our cultural wisdom.

Sushi - Japanese traditional food
Astro Boy - Author Tezuka was born in Osaka
Bento - Single Portion take - out meal



Panasonic. - Vision for the autonomous cabin of the future
ATOUN - power assist suit
Teomirn - Mixed Reality app that teach you to play piano.



b) Technological Prowess to Create the Future

Japan has consistently focused on technology in previous Expos, demonstrating how it can be harmonised with nature in a way that benefits Humankind and the progress of our society. The theme for this Expo will recall and refine the same proposition in a contemporary context.

Japan is already contributing to the world in the areas of energy, water, infrastructure, transportation, and healthcare, each of which is critically important for the creation of a sustainable future, and is adamantly devoted to developing technology for peaceful utilisation as opposed to militaristic, perfectly reflecting the pacifist ethos of the Expo.

Additionally, demands from consumers who have been dubbed the world's toughest, have actually helped to foster a mind-set conducive to developing user-centric applications for technology, which complements the concept of a fulfilling life for the body and mind. Japan can also provide the necessary infrastructure and technology to turn the Expo into an experimental lab for the future.

Examples of the Contribution of Japanese Technology around the World as follows:

• Ebola Epidemic Support Provided by Japan

In response to the Ebola virus outbreak in West Africa, Japan provided broad-ranging support, which included the shipment of newly developed Ebola diagnostic kits together with technical training on their use. The test kit, designed specifically to be effective even in the absence of a stable supply of electricity, enabled rapid and accurate confirmation of the infection locally.

Ebola test kit



• [Japan's Support for Construction of Solar Powered Seawater Desalination Plants in Papua New Guinea](#)

The islands of the Manus Province of Papua New Guinea rely on harvesting rainwater to provide for their water needs. Recent years have seen a decrease in rainfall due to extreme weather patterns, which has forced the islanders to institute rationing of water to minimum levels. Japan has supported the installation of solar-powered seawater desalination plants to provide a sustainable and reliable water supply system during drought periods, natural disasters and other emergencies. Approximately 2,400 residents on the islands are expected to benefit directly from this project. Japan will also provide local residents with technical assistance and training to allow for self-reliant plant maintenance and management.

c) Consistency with the National Strategy

• [Dynamic Engagement of the Country's 100 Million People](#)

The Plan for Dynamic Engagement of All Citizens, approved by the Cabinet in 2016, calls for the realisation of a society in which every single person, regardless of gender, age, past failures, disabilities, or illness, is engaged and

active in every avenue, at home, at the office and in the community. Under this national initiative, Japan is aiming to create a society that values each and every individual, which is consistent with our theme, *Designing Future Society for Our Lives*.

• [Society 5.0 and the Implementation of SDGs](#)

The theme of the Expo is consistent with Society 5.0, Japan's national strategy. Co-created by the government and *Keidanren*, a business federation made up of the country's leading companies, Society 5.0 is a vision for social and economic transformation that aims to deliver on two fronts – improving industrial productivity and creating new industries while addressing social issues. Above all, it calls for the realisation of a society in which people can take ownership of their lives, and enjoy a life of abundance. Government and industry are working in close concert to realise Society 5.0 as a sustainable society that can overcome any and all limitations and hardships.

Society 5.0 is aligned with the top priority issues in the Japanese government's SDGs Implementation Guiding Principles. Occurring five years before the target implementation year of 2030, Osaka 2025 will serve as an interim milestone for the achievement of the SDGs, using Society 5.0 as a platform.

3) Our Passionate Desire to Bring the Expo to Osaka

Even after more than 160 years, the Expo continues to be an unparalleled experience, capturing the imagination of the host, participating countries, and visitors. The Expo embodies the hope that the collective wisdom

of the global community can create a vision for a bright future and new possibilities for Humankind.

Japan pays full respect to the role of the BIE and the Expos that have been held in the past. The organiser would like to contribute to the Expo's mission of providing the hope essential for Humankind, by fully recognizing the achievements of previous Expo host countries, and building upon them as we advance the evolution of the Expo.

In its previous World Expos, Japan has proven to be a capable and superbly organised host, making tangible contributions and recommendations to the world in the areas of technology, science, and the economy.

The major Expos Japan has hosted to great accolades include:

• [Japan World Exposition Osaka 1970](#)

Theme: Progress and Harmony for Mankind
As the host of the first-ever World Expo in Asia, Japan presented a compelling vision for how its cutting-edge technology would create a prosperous future, as evidenced by the country's post-war recovery and remarkable economic growth. It also highlighted the drawbacks of technological development and growth, such as excessive production and environmental destruction, stressing the need for balanced progress.

• [EXPO 2005, Aichi, Japan](#)

Theme: Nature's Wisdom
The Aichi Expo focused on the environment, featuring exhibits leveraging the latest environmental technology, and successfully staged a compact and highly energy-efficient venue. The central theme of

Japan World Exposition Osaka 1970



© Osaka Prefectural Government

A common thread in our previous Expos has been an emphasis on the potential for harmony between technological possibilities and compassion for nature and people.

coexisting with nature, and the affinity of this idea with the Asian concept of harmony, was shared with the world, ultimately promoting environmental conservation on a global scale. Global Loop, a walkway leading visitors to pavilions, was designed to require minimal modification to the area's topography and erected so as to detour around existing natural ponds and precious habitats of fauna and flora.

Global Loop



21
Expos
since 1958.

EXPO 2025 OSAKA
will be gateway
for the future

Many facilities made use of the cooling effect of mist to alleviate the discomfort of intense outdoor heat by using advanced environmental technology. Thus, a common thread in our previous Expos has been an emphasis on the potential for harmony between technological possibilities and compassion for nature and people.

Sprinkling water



4.E
A Theme That Advances the Expos into the Future

The theme of *Designing Future Society for Our Lives* will further advance the longstanding value of the Expos by revisiting today's global challenges from the perspective of individuals empowered to engage upon the concept of realising their full potential.

1) A Unique Theme to Match the Global Landscape

The theme of EXPO 2025 OSAKA was born from a unique perspective, and is truly distinct from the themes of past Expos, especially with regard to its approach. Japan plans to provide participants of the Expo with an opportunity to think about global issues based on their own experiences and day-to-day lives, thereby deepening their understanding and sense of engagement with the Expo's theme. And these efforts will continue long after the Expo has concluded.

Table 4-1: Past Expos:

Expo 2015	Milan	Feeding the Planet, Energy for Life
Expo 2012	Yeosu	The Living Ocean and Coast
Expo 2010	Shanghai	Better City, Better Life
Expo 2008	Zaragoza	Water and Sustainable Development
EXPO 2005	Aichi	Nature's Wisdom
Expo 2000	Hannover	Man - Nature – Technology
Expo 1998	Lisbon	The Oceans: a Heritage for the Future
Expo 1993	Daejeon	The Challenge of a New Road of Development
Expo 1992	Genoa	Christopher Columbus: The Ship and the Sea
Expo 1992	Seville	The Age of Discovery
Expo 1988	Brisbane	Leisure in the Age of Technology – marked the 200th anniversary of European settlers reaching Australia
Expo 1986	Vancouver	Transportation and Communication: World in Motion – World in Touch
Expo 1985	Tsukuba	Dwellings and Surroundings – Science and Technology for Man at Home
Expo 1984	New Orleans	The World of Rivers – Fresh Water as a Source of Life
Expo 1982	Knoxville	Energy Turns the World
Expo 1975	Okinawa	The Sea We would Like to See
Expo 1974	Spokane	Celebrating Tomorrow's Fresh New Environment
Expo 1970	Osaka	Progress and Harmony for Mankind
Expo 1967	Montreal	Man and His World
Expo 1962	Seattle	Man in the Space Age
Expo 1958	Brussel	A World View: A New Humanism

2) Highlighting Scientific, Technological, and Economic Progress

Designing Future Society for Our Lives will highlight scientific, technological and economic progress because it directly addresses the latest advancements in science and technology, such as AI, robotics, and biotechnology, as well as *Sustainable Socioeconomic Systems*. It also looks at the challenges and concerns that such technological breakthroughs pose for human beings.

3) Consideration for Human and Social Aspirations and Environment Protection

Designing Future Society for Our Lives will entail close attention to sustainability as designing future society is intrinsically based on the stability and sustainability of society itself. The subtheme of *Sustainable Socioeconomic Systems* will reiterate the need for individuals to envision socioeconomic systems from a sustainability-focused perspective, covering human and social aspirations as well as the necessary protection of the natural environment.

4) EXPO for the People

Designing Future Society for Our Lives is intended to be an inclusive platform open to all people, everywhere in the world. There is no chance that the theme might lead to controversy—in contrast, it is designed to facilitate overcoming conflicts and divides, while respecting each other's differences.

The theme *Designing Future Society for Our*

Lives will involve all countries, both developing and developed, as every country faces issues and threats and strives for future socioeconomic

systems that are in accord with the shared vision and goals embodied in the UN's SDGs. The theme and subthemes will fit in with the missions and action plans of the wide range of international organisations that will be the exhibiting at or partnering with EXPO 2025 OSAKA (see Appendix).

The theme and subtheme of the Expo will be supported not only by international organisations, but also by the general public. Non-state organisations such as civic groups, private-sector corporations, universities, and research institutes are expected to play a significant role in realising the theme and subthemes not only as participants and partners, but also as leading drivers in implementing the theme and subtheme in a wide range of industries and fields.

The theme and subthemes, developed through extensive discussion with the media, have yielded a communication and promotion

strategy rich in content (see Chapter 7 for more information).

5) EXPO for the World

The theme *Designing Future Society for Our Lives* relates to everybody.

It does not restrict participation to any particular groups or organisations. This theme is inclusive because its approach to global challenges is in full accordance with the SDGs, calling for revisiting and transforming our society and economy for all countries, which were adopted by the 193 Member States of the UN General Assembly.

The theme is also inclusive because it will be realised through the People's Living Lab, a social experiment involving all people on the planet (see Chapter 5 for more information). In addition, all ancillary activities, including conventions and seminars, will be open to nations that are not participating at the Expo.

6) The Theme in International Conferences

As technology advances and our society develops, there is mounting interest in fundamental questions surrounding human life and happiness, and an increasing number of international conferences have been held to discuss such issues. For example, since 2012 the Organisation for Economic Co-operation and Development (OECD) has been compiling its Better Life Index to measure the well-being of societies, aims to involve citizens in this debate and increase individual participation in policy making processes. From this perspective, it can be said that the theme *Designing Future Society for Our Lives* is in union with such global interests. However,

we know of no other forum covering the same theme material as EXPO 2025 OSAKA.

The theme *Designing Future Society for Our Lives* was developed through extensive discussion and with insightful advice by experts across all relevant fields related to human life, as well as non-state entities in the Kansai region related to designing the future of society(see Appendix).

Japan will provide participants opportunities to think about global issues based on their own day-to-day lives

APPENDIX

Experts and Advisors

Government

Name	Title	Organisation
Toshizo Ido	President	Union of Kansai Governments
Ichiro Matsui	Governor	Osaka Prefecture
Hirofumi Yoshimura	Mayor	Osaka city
Hikomichi Tsuji	Mayor	Izumi city
Takashi Tashiro	Mayor	Misaki town
Tsunekazu Tamura	Vice Mayor	Sakai city
Takayuki Sumita	Director-General for Commerce, Distribution and Industrial Safety Policy	Ministry of Economy, Trade and Industry
Hiroyuki Osawa	Deputy Director of Commissioner-General's Secretariat	National Police Agency
Toshimitsu Miyake	Director-General for Policy Coordination of Minister's Secretariat	Ministry of Internal Affairs and Communications
Keiya Iida	Deputy Director-General of Economic Affairs Bureau	Ministry of Foreign Affairs
Naoyuki Okamoto	Deputy Director-General of the Minister's Secretariat	Ministry of Finance
Takeo Nakagawa	Deputy Director-General for Policy Evaluation	Ministry of Education, Culture, Sports, Science and Technology
Kazuaki Sakamitsu	Director-General for Policy Planning and Evaluation Counsellor for Policy Evaluation	Ministry of Health, Labor and Welfare
Hideaki Yamaguchi	Director-General for Policy Coordination of Minister's Secretariat	Ministry of Agriculture, Forestry and Fisheries
Yasuhiro Shinohara	Vice-Director-General, Policy Bureau	Ministry of Land, Infrastructure and Transport
Yutaka Shoda	Deputy Director-General of Ministry's Secretariat	Ministry of the Environment

Economic Organisations

Name	Title	Organisation
Nobuyuki Koga	Vice Chairs	KEIDANREN (Japan Business Federation)
Shosuke Mori	Chairman	Kansai Economic Federation
Hiroshi Ozaki	Chairman	Osaka Chamber of Commerce and Industry
Shuichi Kageyama	Co-Chairpersons	KANSAI Association of Corporate Executives
Naohisa Kashihata	Chairman	Wakayama Association of Corporate Executives

Universities

Name	Category	Title	Organisation
Tetsuo Arakawa	Medical	President	Osaka City University
Hiroki Nakatani		Professor	Keio University, Osaka University
Hiroaki Miyata		Professor and Chair	Department of Health Policy and Management, School of Medicine, Keio University
Satoru Miyano		Director	The Institute of Medical Science, The University of Tokyo Human Genome Center
Ryuichi Morishita		Professor	Graduate School of Medicine Faculty of Medicine, Osaka University
Shinya Yamanaka		Director	Center for iPS cell Research and Application (CiRA), Kyoto University
Kenji Shibuya		Professor	Department of Global Health Policy, Graduate School of Medicine, The University of Tokyo
Takeo Koizumi	Agriculture	Honorary professor	Tokyo University of Agriculture
Koichi Kana	Urban Design	Professor	Osaka City University
Akira Tatehata	Art	President	Tama Art University
Akemi Masuda	Sport	Professor	Osaka University of Arts
Masakazu Furukawa	Economy	Project Associate Professor	The University of Tokyo
Shinya Hashizume		Professor	Resarch Organization for the 21st Century, Osaka Prefecture University
Hiroko Akiyama	Gerontology	Professor	Institute of Gerontology, The University of Tokyo
Shinichi Takemura	Cultural Anthropology	Professor	Kyoto University of Art & Design

Corporations

Name	Category	Title	Organisation
Keiko Nakamura	Bio	Director General	JT Biohistory Research Holl
Ryo Nakaki	Bio	Representative Director/President	Rhelixa, Inc.
Yoshiyuki Oshita	Consulting	Chief Director	Mitsubishi UFJ Research and Consulting Co., Ltd.
Yukihiko Maru	Science education	President CEO	Leave a Nest Co., Ltd.
Manabu Akaike	Thinktank	President	Universal Design Intelligence, Inc.
Motoaki Saito	Supercomputer development	Founder/CEO	PEZY Computing K.K.
Akira Takatsu	Marketing	President	Roof Inc.
Hiroshi Osaki	Entertainment	President	YOSHIMOTO KOGYO CO.,LTD.
Motoi Oyama	Sports	Chairman, President and CEO, Representative Director	ASICS Corporation
Tomoyasu Kato	Hotel	CEO	Kato Pleasure Group
Tsuneo Kita	Media	Chairman & Group CEO	Nikkei Inc.
Sumio Fukui		President	Kansai Telecasting Corporation
Yuji Sawada	Urban design	President	SD Associates, Inc.,
Kazuo Sumi	Transportation	President and Representative Director	Hankyu Hanshin Holdings, Inc.
Michihiro Tsuchiya	Pharmaceutical	Chairman of the Board&Board Director	Mitsubishi Tanabe Pharma Corporation
Kunio Yamada		Chairman & CEO	ROHTO Pharmaceutical Co., Ltd.
Shingo Torii	Beverage & Food	Vice Chairman of the Board, Representative Director	SUNTORY HOLDINGS LIMITED
Masayuki Matsushita	Electric equipment	Vice Chairman	Panasonic Corporation
Yoshihito Yamada		President and CEO	OMRON Corporation
Chiaki Hayashi		President	Loftwork Inc.

Others

Name	Title	Organisation
Noriyoshi Ehara	Chief economist	Institute for International Trade and Investimet
Hiroshi Mizohata	Board Chairperson	OSAKA CONVENTION & TOURISM BUREAU
Shigeru Omi	President	Japan Community Health care Organization
Toshio Miyata	Program Supervisor	Japan Agency for Medical Research and Development
Eiichi "Eric" Kasahara	President	Asia Pacific Research Institute of Marketing (APRIM)
Mahoro Uchida	Director	Miraikan – The National Museum of Emerging Science and Innovation
Joichi Ito	Director	MIT Media Lab
Hiroyuki Ishige	Chairman	Japan External Trade Organization (JETRO)
Hideaki Sena	Novelist	

Sample list of organisations, universities, foundations and companies related to the theme and sub themes

Category	Organisations, Universities, Foundations and Companies
Environmental conservation, Energy and resources	IEA(International Energy Agency)
	IRENA(International Renewable Energy Agency)
	UNEP(United Nations Environment Programme)
	UNFCCC(United Nations Framework Convention on Climate Change) secretariat
	WMO(World Meteorological Organization)
	CBD(Convention on Biological Diversity) secretariat
	IUCN(International Union for Conservation of Nature and Natural Resources)
	GEF(Global Environment Facility)
	WWF(World Wide Fund for Nature)
	Companies(ELECTRICITY, GAS, HEAT SUPPLY AND WATER)
	Companies(MANUFACTURE OF PLANT)
Safety, justice, equality, Security, Dignity	IPPF(International Planned Parenthood Federation)
	UN Women(United Nations Entity for Gender Equality and the Empowerment of Women)
	ICC(International Criminal Court)
	UNHCR(Office of the United Nations High Commissioner for Refugees)
	ICRC(International Committee of the Red Cross)
	UNISDR(United Nations International Strategy for Disaster Reduction)
	UNODC(United Nations Office on Drugs and Crime)
	ICBL(International Campaign to Ban Landmines)
	Handicap International
	Amnesty International
Health, Medical care, Welfare and nursery care	WHO(World Health Organization)
	GFATM(The Global Fund to Fight AIDS, Tuberculosis and Malaria)
	Doctors Without Borders
	Partners in Health
	Inochi Gakusei Project
	AMED(Agency for Medical Research and Development)
	Companies(MANUFACTURE FOR MEDICAL, HEALTH CARE AND WELFARE)
	Companies(FINANCE AND INSURANCE)
Education, Industry	UNESCO(United Nations Educational, Scientific and Cultural Organization)
	UNU(United Nations University)
	WIPO(World Intellectual Property Organization)
	UNIDO (United Nations Industrial Development Organization)
	Ashoka Foundation
	Room to Read
	World Economic Forum
	Educational Institutions(Universities, High schools, etc.)
Food	FAO(Food and Agriculture Organization)
	IFAD(International Fund for Agricultural Development)
	WFP(World Food Programme)
	CGIAR(Consultative Group on International Agricultural Research)
	HUNGER FREE WORLD
	Second Harvest Japan
	Companies(MANUFACTURE OF FOOD)
	Companies(WHOLESALE AND RETAIL TRADE)

Category	Organisations, Universities, Foundations and Companies
Poverty	UNDP(United Nations Development Programme)
	UNICEF(United Nations Children's Fund)
	Grameen Bank
	Oxfam International
Labour	ILO(International Labour Organization)
	ITUC(International Trade Union Confederation)
	ACE(Action against Child Exploitation)
Finance,Trade	WB(World Bank)
	IMF(International Monetary Fund)
	OECD(Organisation for Economic Co-operation and Development)
	WTO(World Trade Organization)
	UNCTAD(United Nations Conference on Trade and Development)
	Companies(FINANCE AND INSURANCE)
	Companies(SCIENTEIFIC RESEARCH, PROFESSIONAL AND TECHNICAL SERVICES)
Urban development	IOM(International Organization for Migration)
	UN-HABITAT(United Nations Human Settlements Programme)
	UNCRD(United Nations Centre for Regional Development)
	Companies(TRANSPORT AND POSTAL ACTIVITIES)
	Companies(CONSTRUCTION)
	Companies(REAL ESTATE AND GOODS RENTAL AND LEASING)
Art, Culture, Entertainment	UNESCO(United Nations Educational, Scientific and Cultural Organization)
	UNWTO(World Tourism Organization)
	Art Network Japan
	Companies(LIVING-RELATED AND PERSONAL SERVICES AND AMUSEMENT SERVICES)
Sport and exercise	Institutions regarding Sports (FIFA etc.)
	Sporting goods manufacturer
	IOC(International Olympic Committee),International Paralympic Committee
	ISFs(International Sports Federations)
	SportAccord
	JISS(Japan Institute of Sports Sciences)
Companies(MANUFACTURE OF SPORTING GOODS)	
Cohesive society	UNV(United Nations Volunteers)
	The Japan Foundation
Social ties, Social network	PEACE BOAT
	Companies(ACCOMMODATIONS, EATING AND DRINKING)
	Companies(LIVING-RELATED AND PERSONAL SERVICES AND AMUSEMENT SERVICES)
ICT	ITU(International Telecommunication Union)
	GIIC(The Global Information Infrastructure Commission)
	Fintech Association of Japan
	Companies(MANUFACTURE OF INFORMATION AND COMMUNICAION ELECTRONICS EQUIPMENT)
	Companies(INFORMATION AND COMMUNICATIONS)

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Chapter 5

**THE DEVELOPMENT
OF THE THEME:
THE SUBTHEMES,
THEIR
INTERPRETATION,
AND HOW THEY
WILL COME TO LIFE
IN THE EXPOSITION**

THE DEVELOPMENT OF THE THEME: THE SUBTHEMES, THEIR INTERPRETATION, AND HOW THEY WILL COME TO LIFE IN THE EXPOSITION

The Two Subthemes Show How the Theme Idea will be Actualised.

SUBTHEME 1: *HOW TO LEAD A HEALTHY LIFE IN A DIVERSE MANNER*

When people are at their healthiest, they can unlock all that life has to offer. Healthy life consists of physical well-being, mental well-being and social well-being.

SUBTHEME 2: *SUSTAINABLE SOCIOECONOMIC SYSTEMS*

Socioeconomic systems that comprise our world are numerous and varied. They include values and customs rooted in culture and history, different types of community, different decision-making processes, and different systems of laws and taxes.

THE PEOPLE'S LIVING LAB

The People's Living Lab is a unique concept that will be a creative mechanism for realising the full participation in the EXPO 2025 by all 8 billion people. It is a living lab in which the global population can help design a future society through remote participation.

How to Lead a Healthy Life in a Diverse Manner

- Advancements in Technology have changed what people can do, requiring each and every individual to ponder what life is really about, and how to realise their full potential.
- EXPO 2025 OSAKA encourages each individual to consider his or her healthy life as the first step towards designing a future society, because when they are at their healthiest, people can unlock all that life has to offer.
- "Healthy life" is about "a state of complete physical, mental, and social well-being," as defined by the WHO.

Sustainable Socioeconomic Systems

- The quest by each individual to achieve their full potential sometimes creates conflicts in communities. We need rules and values that make our society and economy sustainable.
- EXPO 2025 OSAKA calls for a global discussion about such socioeconomic systems, starting with what an individual needs for a healthy life.
- The socioeconomic systems that comprise our world are numerous and varied. They include values and customs, different types of community, and systems of laws and taxes.



Key Drivers for the Exhibits

- The key driver for this Expo is to have each and every person take part in designing a future society, leading to behavioural changes, such as lifestyle improvements, micro-investments, and volunteering, that can have tangible, positive social impacts.

People's Living Lab

- A creative mechanism for realising full participation in the 2025 World Expo by all 8 billion people, to co-create new values and socioeconomic systems.
- To launch seven years before the Expo and last well beyond 2025.
- Not just for on-site visitors, but the entire global population through remote participation.

THE DEVELOPMENT OF THE THEME: THE SUBTHEMES, THEIR INTERPRETATION, AND HOW THEY WILL COME TO LIFE IN THE EXPOSITION

Preface

The theme for EXPO 2025 OSAKA, *Designing Future Society for Our Lives* aims to call all people to join together in coming up with solutions for the issues that afflict all of human kind. This theme is predicated on and supported by the two crucial subthemes: *How to Lead a Healthy Life in a Diverse Manner*, and *Sustainable Socioeconomic Systems*. While seemingly unrelated, when achieved in combination, these two subthemes are in fact deeply interconnected.

The first subtheme, *How to Lead a Healthy Life in a Diverse Manner*, focuses on the life of the individual. We believe that people can truly achieve their full potential by realising one's well-being, for example, fulfilling individual's safety and health, rewarding job and decent wage, social relationship, and the myriad other goals people aspire to achieve in their lives.

In the background of this subtheme, the Great East Japan Earthquake, which caused unprecedented damage centered on north-east Japan and claimed many precious lives, had a huge impact on Japanese mind by realising importance of healthy life. EXPO 2025 OSAKA will show the world reconstruction of the affected areas, by being aware of the circumstances of each and every one of the affected individuals, providing care for their minds and bodies, and forming new local communities and supporting development that meets the needs of them.

However, this subtheme by itself will not be enough.

We must also think about the macro level; the environment in which people live. *Sustainable Socioeconomic Systems*, our second subtheme, calls attention to the larger picture. Social security, education, finance and communities, to name a few, all intertwine in the ways they affect peoples' healthy lives. Hence, the second subtheme should think from the first subtheme's perspective, to realise the diverse healthy life. Only once these two subtheme's factors are optimised and enriched can Humankind achieve a sustained level of fulfilment, and design a future society.

5.A Considerations on How to Lead a Healthy Life in a Diverse Manner

Technological advancements such as artificial intelligence (AI), robotics and biotechnology, are among the many changes that surround us. Such changes require each and every individual to ponder what life is really about, and how to realise his or her full potential.

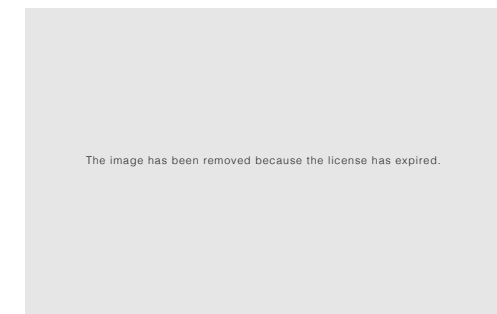
This Expo will encourage each individual to consider his or her healthy life as the first step towards designing a future society, because when they are at their healthiest, people can unlock all that life has to offer.

In developing this subtheme, the organiser turned to the World Health Organization (WHO) definition of health: "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Guided by this broad, inclusive

perspective on the meaning of a healthy life, the organisers selected three exhibit categories: physical well-being, mental well-being, and social well-being.

Physical well-being is first and foremost about preserving life—for example, by reducing maternal and infant mortality rates, or by preventing and treating infectious diseases universally. But as people live longer everywhere, lifestyle-related illnesses have become increasingly common, raising the question of how to live a truly healthy life. This is a particularly pressing concern for Osaka and Japan, where the population ratio of elderly will be the highest in the world by 2025.

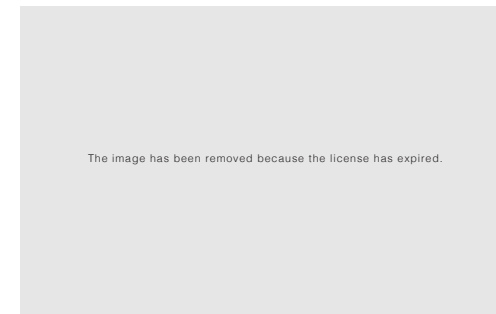
yurusports—no one feel left behind



© WORLD YURU SPORTS ASSOCIATION

Mental well-being is a state of mind in which every individual realises his or her potential, can cope with the normal stresses of daily life, and can live and work productively and fruitfully. Violence in the form of terrorism and military conflicts, deprived living standards due to lack of income, and substandard working conditions can affect not just physical well-being, but mental well-being as well. On the contrary, a lack of mental well-being like a depression can affect physical well-being.

Sado(Japanese tea ceremony)—Harmony, Respect, Purity and Tranquility



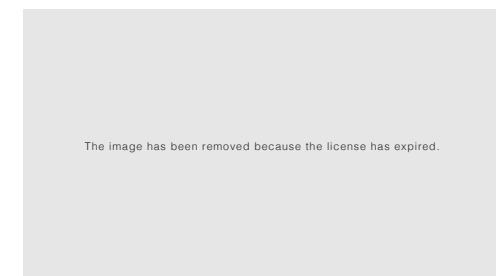
Social well-being hinges on a person's relationships with others and to their communities, is closely related to mental well-being .

Good social relationship with others makes people better mental well-being.

Vice Versa, when individuals are discriminated against or socially repressed, and suffer resulting mental anguish, they may lash out against society in a destructive manner, which has dire consequences for both the individual and for society as a whole. Moreover, social connectedness can also affect physical health. A recent meta-analytic review found that the influence of social relationships on mortality are comparable with well-established risk factors, such as smoking and

When people are at their healthiest, they can unlock all that life has to offer.

Social relationship



excessive alcohol consumption. Mental and social well-being are important for being able to achieve one's unique potential, and the factors that support these well-being are diverse—for example, being with friends and family, being a member of a community, achieving goals through work, hobbies, and social contribution.

Physical, mental and social well-being are all interconnected.

Physical, mental, and social well-being are all interconnected. If they are strong, they promote a person's ability to live a complete life, realising his or her potential to the fullest. This includes making choices and conducting activities aimed at achieving physical vitality, mental alacrity, social connectedness, a sense of accomplishment, and personal fulfilment.

5.B Considerations on Sustainable Socioeconomic Systems

Due to the infinitely diverse nature of people and social and economic systems, our individual quests to reach our full potential may lead to conflicts and contradictions. In

extreme examples, these conflicts can interfere with maintaining a sustainable society. We need rules and values that make our society and economy sustainable. We must come

We must come together, respect others, and make rules and systems that make our society sustainable and economy work for all.

together, acknowledge our differences, respect others, and share a desire to achieve *sustainable socioeconomic systems* so that we may thrive together.

The socioeconomic systems that comprise our world are numerous and varied. They include values and customs rooted in culture and history, different types of community, different decision-making processes, and different systems of laws and taxes.

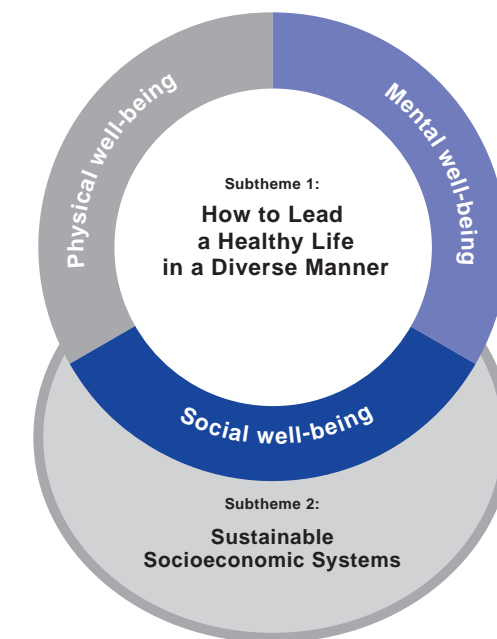
This Expo calls for a global discussion about such socioeconomic systems, from the perspective of individual needs to achieve healthy lives. This will provide a platform to explore what socioeconomic systems are needed to sustainably accommodate these diverse quests for full and healthy lives. Such inclusive and sustainable systems are realised through harmony, and the fostering of shared norms, values, and understandings that facilitate coexistence with others.

By developing harmonious relations, we can all come together with dignity with a shared and compelling vision for the development of sustainable socioeconomic systems that fully support each individual's right to live up to their potential.

5.C Key Drivers for the Exhibits

In many conventions and events, participants have rarely gone beyond simply presenting prescriptive solutions for visitors to see. In many cases, this "one-way communication" approach was unable to encourage an unen-

Figure 5-1: Subtheme Concept



gaged public to actually change its behaviour. The key driver for this Expo is to have each and every person take part in designing a future society, by focusing on their own lives and socioeconomic systems supporting those lives, and with the goal of achieving a full life replete with physical, mental and social well-being. Participants will be invited to develop forward-looking exhibitions that showcase what they would like to share with the world as it relates to the three pillars of well-being. These exhibits will encourage both on-site visitors and those participating via the Internet to think deeply about their own lives, and empower them to envision and design the systems that will help to realise the futures they desire.

Encouraging every individual to take an active role in designing the future of society, for example, by encouraging them to help conceive the socioeconomic systems that will be required, will engender a sense of engagement for all involved. This is the key driver that leads to behavioural changes, such as lifestyle improvements, micro-investments, and volunteering, that can have a tangible, positive social impact.

Governments and corporations planning the exhibits will gain unprecedented insight into the desired systems and technologies for our future society through real-time dialogue with the public.

1) Exhibit categories

This Expo calls for a discussion on how to live a healthy life in which each of us can achieve our full potential, and what kind of society can bring those lives together harmoniously and sustainably. The organiser will invite partici-

pants to showcase their visions free from any constraints, while adhering to the important Bureau International des Expositions (BIE) requirement of providing detailed exhibition categories for each subtheme. We recognise that due to the rapid rate of change in technology and its application, the categories and descriptions conceived today may not be considered comprehensive as we get closer to 2025. That is why we have developed a vision for flexibly, expanding the defined scope to accommodate innovative and critical developments in the world around us. The framework of the themes and exhibits is an open one, and participants will be encouraged to showcase the most applicable content under each subtheme category with a great degree of freedom of scale and expression. Participants are empowered to develop exhibitions that best reflect their own identities, priorities, circumstances, and achievements, in line with the theme of EXPO 2025 OSAKA.

Participants may focus on living up to one's

The key driver for this Expo is to have each and every person take part in designing a future society

Exhibits will encourage and empower both on-site visitors and virtual visitors to envision and design systems to realise the futures they desire.

potential, living a healthy life, and/or the mechanisms or practices required to achieve these goals. It is essential that the exhibits showcase the theme, while encouraging all visitors to carefully consider what comprises a healthy and fulfilled life, and in turn, what support systems are necessary to achieve this goal. In that sense, we welcome experience-based exhibits that pose open-ended questions for which answers have yet to be found.

Referring to the definition of health by the WHO, we have established three exhibition categories: physical well-being, mental well-being, and social well-being. Socioeconomic systems will not be sub-categorised. This is deliberate. We want to include any and all systems that can help realise a future society in which we can all

achieve our full potential.

Below are examples of healthy lives and supporting socioeconomic systems that are expected to be covered in this Expo, ranging from completely new ideas, to enhancements of existing ideas, to the reinvigoration of forgotten or dormant ideas, together with systems that will help everybody learn from other cultures and histories.

Participants are expected to develop content that features important issues that confront individuals and societies today, along with potential solutions, based on the aforementioned categories. Since the Expo is driven by visitor participation, we encourage participants

to create engaging and interactive exhibits that will capture the interest of the general public.

The exhibits are expected to take on extremely diverse formats as the various ideas of the participants take shape. We will offer two formats of experience-based exhibition development. Participants can either independently conceive, implement, and support their exhibitions, or co-develop them in collaboration with the host. In the latter case, the organiser will support the participants' efforts in developing exhibition content and support exhibit operations when necessary. Through these experience-based exhibits, visitors will better understand presented issues and each other. In turn, this will lead to the participants communicating these insights to others, and actively collaborating to provide new solutions.

5.D The People's Living Lab

A unique concept that will provide a creative tool for realising the full participation of the World Expo 2025 by 8 billion people is the People's Living Lab. The People's Living Lab will be a platform open to every single person on the planet, to challenge themselves with diverse ideas and co-create new values through trial and error in a forum open to the world's 8 billion people. In order to facilitate the discussion around the theme and subthemes at the Expo, Japan will provide hands-on

Figure 5-2: Exhibition Themes Example



programs that allow participants to co-create sustainable socioeconomic systems with visitors so that they can take part in the theme easily. For example, as the host country, Japan will provide an interactive tool whereby participants will be able to communicate directly with Internet-based visitors, promoting two-way dialogue, and making the exhibits more engaging and entertaining. Another example, Japan will provide the open digital platform for participants to exhibit on the Internet site, to be able to upload and download the software of exhibition. In this way, the People's Living Lab will provide an open program for 8 billion people on the planet to co-create new values in a fun and interactive way. It will support participants with limited expertise and operational resources, enabling them to take part in this unprecedented experiment to design the ideal future society for our lives.

1) People's Living Lab – Overview and Challenge

Typically, a living lab refers to a user-inclusive co-creative process or platform. First established in the U.S. in the early 1990s, and then expanding in Scandinavia in the 2000s, the living lab leverages a human-centred framework to identify user needs in order to co-create products, services, and systems. Initially living labs were used widely in product development, but recently this model has been employed for more complicated system development, such as a in collaborative economic management to encourage

social participation by the elderly and a smart city promotion strategy.

The strength of the Living Lab is that users and consumers become equal collaborators in the development of products, services, and systems. They will work together to propose ideas, develop plans, act as monitors, playing an important role in the solution development process, and perform problem-solving functions through quick trial and error. The Living Lab is a platform that will capitalise on the diverse backgrounds of all involved by engaging their unique perspectives.

The concept of the Living Lab for this Expo goes beyond previous models. It is a living lab in which not just on-site visitors, but the entire global population can take ownership of the Expo and actually help design a future society through remote participation in this grand experiment. That is why we have named this ambitious platform the People's Living Lab.

The People's Living Lab is also unique in terms of its perspective. It will provide a platform to think about a sustainable society not only for ourselves, but for future generations, so that our children, and our children's children can live healthy lives and achieve their full potential as well. The People's Living Lab will aim at incorporating each person's distinct way of life into an optimised and sustainable society that will prosper for generations to come.

This is how EXPO 2025 OSAKA will realise its ambitious goal to make the event an unprecedented experimental foray for humanity, to design our future society. Every individual will be empowered to participate

A Living Lab where the entire global population can contribute to the design of a future society.



in discussions on our future society, and to co-design diverse systems that will enable them to achieve their full potential. This will be a long-term initiative, spanning a pre-Expo to post-Expo timeframe, so that our future society will be shaped by billions of instances of trial and error by the people of the world.

2) People’s Living Lab – Long-Term Co-Creation Process through repeated Trial and Error

EXPO 2025 OSAKA will provide various opportunities during pre-event, on-site, and post-event timeframes, permitting all to join the global effort to design our future society and co-create solutions that will have a tangible impact on society. Countless ideas generated by real people will be the raw material.

a) Pre-Expo

• Discussion platform

An online platform open to the world will be launched seven years before the Expo. The purpose is to collect questions and ideas, and to provide a forum for discussions regarding the theme of *Designing Future Society for Our Lives*, and the subthemes *How to Lead a Healthy Life in a Diverse Manner*, and *Sustainable Socioeconomic Systems*.

Business organisations from Osaka and Japan, the 1,357 companies and organisations that are members of the 2025 Japan World Expo Committee, will be charged with deriving solutions from the questions, challenges and ideas submitted to the dis-

ussion platform. These cooperating entities will support our efforts in advance of the Expo, contributing their powerful production capabilities, technological expertise, and talented human resources. Thereby, they will provide staunch support to our efforts in advance of the Expo.

For example, EXPO 2025 OSAKA will work with the *inochi Gakusei Project*, a program that provides practical problem-solving for healthcare issues that will also take part in the People’s Living Lab. So far, roughly 250 individuals from six countries have taken part in this series of annual seminars and workshops to develop healthcare solutions and roadmaps for their implementation. Building on this experience, the *inochi Gakusei Project* will be able to support the Lab even more effectively by encouraging creative thinking on the part of the participants to form ideas and projects that will shape the future of society. The *inochi Gakusei Project* has already launched a project called “WAKAZO,” an expo committee for youth with the goal of realising an experience that transcends generations. WAKAZO is already in the process of collecting various ideas and works through its online community and workshops held in Kansai and throughout Japan to bring the ideas of members of younger generations to the Expo.

b) During the Expo

Issues shared and solutions created, questions raised and ideas generated – there will be many voices of individuals collected before the Expo. They will be shared with visitors on-site and via the Internet, and also with participants through the theme and sub-

theme exhibits (see Chapter 7) during the period of the Expo. This will lead to experimentation in designing our future society. People’s Living Lab will promote interactive communication of visitors and participants alike, enabling them to express their findings, and opinions, to get inspired by interaction with others, and to generate more and more new ideas. EXPO 2025 OSAKA will create new initiatives down the road, enhancing and implementing the People’s Living Lab, by collecting various ideas and views from a diverse range of people.

c) After the Expo

• Data sharing

After the Expo, the various ideas and data of visitors produced before and during the Expo will be shared with the world (of course, while accounting for privacy).

• Support to develop the ideas

After the Expo, the online discussion platform and network will become the archives of the issues, ideas and solutions that will have been collected. These archives will be used to guide ongoing dialogue for continuous solution development.

Notable ideas received will be realised through various support activities, for example:

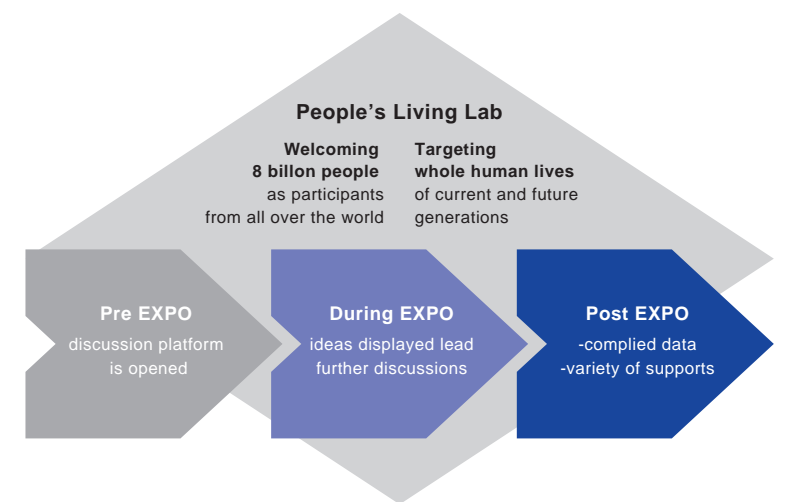
- Life-sciences: leverage the experts of the world-class bio-cluster in Osaka and Kansai
- Social experimentation: promote bold initiatives making use of the Kansai Innovation Comprehensive Global Strategic Special Zone
- Funding: set up a fund to develop ideas into businesses, with a mechanism for collecting

funding during the Expo.

As described, the bold concept of the People’s Living Lab will provide not only on-site visitors but also all 8 billion people in the world with opportunities to realise new possibilities by empowering them as agents of innovation in partnership with participating countries, corporations, international agencies, academic institutions, civic groups, and communities. This will respect the legacies set forth by previous expos, such as Dubai World Expo 2020, to drive forward the process of co-creation of our future society.

The People’s Living Lab will provide an open program for 8 billion people on the planet to co-create new values in a fun and interactive way.

Figure 5-3: People’s Living Lab



7 years

before opening, EXPO 2025 OSAKA will begin empowering people to design our society.

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Chapter 6

ORGANISATIONAL AND SPECIAL TREATMENT

READY FOR THE EXPO 2025

The Prime Minister explicitly declared that the Government of Japan will implement all necessary measures to guarantee the fulfilment of the obligations as a hosting government of the Expo. In addition, the business community, local governments, and parliament members are working together with the Government of Japan for the Expo.

COMPREHENSIVE SUPPORT FOR FOREIGN PARTICIPANTS

Japan will support foreign participants in various ways, from special measures such as taxation, customs, visas, and accommodation, to regulations that help participants, and financial support for developing countries.

SPECIAL LEGISLATION

The Government of Japan will enact special legislation for the preparation of the EXPO.

ORGANISATIONAL AND SPECIAL TREATMENT

Guarantee and Funding

- Prime Minister Abe has expressed a strong commitment as the leader of Government of Japan, and the Cabinet has determined that the Government will implement all necessary measures to fulfil its required obligations, in accordance with the regulations set forth in the Convention Relating to International Exhibitions. The Government of Japan, local governments and the private sector have officially resolved to each bear one third of the costs of construction.

Organisational Structure and Operations

- In hosting EXPO 2025 OSAKA, the Government of Japan will designate an incorporated foundation as the organiser, to be able to promote the innovative and creative ideas of the private sector while implementing projects of public interest.
- The Japan Association for the World Exposition will be formed under the leadership of the 2025 Japan World Expo Committee as soon as Japan is selected as the host country by the BIE.
- The Government of Japan will enact special legislation to ensure smooth preparation for and operation of the Expo.

Special Measures for Foreign Participants

- The Government of Japan, local governments, the business community, and the Japan Association for the 2025 World Exposition will take a leading role in exploring special measures for foreign participants, including taxation, customs clearance, visa issuance, securing accommodation facilities and diplomacy privilege.
- Japan will serve comparable levels of support for developing countries through every available means to help them participate in the Expo and operate their exhibition as easily and smoothly as possible.

ORGANISATIONAL AND SPECIAL TREATMENT

6.A Guarantee and Funding

1) Guarantee by the Government

Spearheaded by Prime Minister Shinzo Abe, the Government of Japan is making an all-out effort to attract the World Expo 2025 to Osaka. The Cabinet has determined that if Japan is honoured to be selected as host, the Government will implement all necessary measures to fulfil its required obligations as a hosting government of the Expo, in accordance with the regulations set forth in the Convention Relating to International Exhibitions. In

his candidature letter to the Bureau International des Expositions (BIE), Prime Minister Abe has expressed a strong commitment as the leader of the Government of Japan, a contracting state of the Convention, to do whatever is required to guarantee the fulfilment of all obligations as a hosting

Government, in accordance with Article 10, paragraph 2 of the Convention (see the front page for the full text of the Prime Minister's letter).

Moreover, we will sign the Agreement between the BIE in principle when the dates are finalised.

2) Financing for Hosting the Expo

When the dates of the World Expo 2025 are allocated by the BIE, the Government of Japan will

proceed with special legislation and establish an incorporated foundation called the Japan Association for the 2025 World Exposition (hereafter, the organiser). The organiser will immediately develop a financing plan to host the Expo, obtain all necessary approvals and support from the Government of Japan, associated local governments, the private sector and other stakeholders, and manage finances appropriately in order to host the Expo. Anticipated expenses for hosting the Expo are as follows.

a) Operational Expenses

Operational expenses for the Expo are those that include the event's overall management, site management, advertising, and other activities. This will be funded by the organiser using its own finances, such as income from ticket sales and admission fees, as with the previous Expos held in Japan (see Chapter 13 for more details).

This funding structure for operational expenses has a proven track record of success. All five of the Expos previously held in Japan were profitable.

b) Venue Construction Cost

This refers to the costs associated with the venue, namely site construction and the development of related infrastructure, such as roads (see Chapter 13 for more details). All funds required to cover construction will be secured. The aforementioned Cabinet agreement regarding EXPO 2025 OSAKA sets forth a plan whereby the Government of Japan, associated local governments, and the private sector shall each fund one-third of expenditure related to site construction (see Chapter 3 for the Cabinet agreement).

Local governments and the private sector have officially resolved to each bear one third of the costs of construction (see Appendix of Chapter 3 for more details).

6.B Regulations and Special Legislation

1) General Regulations, Participation Contract, and Related Issues

The Expo's general regulations and Participation Contract will be prepared based on the BIE designated format "model regulation," available for reference to BIE, member states, and other participants. The rights and obligations of participants and the responsibility of the organiser will be in full compliance with BIE regulations, Japanese laws, and relevant rules and regulations (see Appendix).

Patents, copyrights, trademarks, design rights and the like will be fully protected with the aim to encourage participation in the Expo and promote innovation. Such rights will be protected under the international intellectual property rights (IPR) regulation, in accordance with BIE regulations, the World Intellectual Property Organization (WIPO), and others. Japan has signed the Berne Convention for the Protection of Literary and Artistic Works, the Universal Copyright Convention of 1952, the Paris Convention for the Protection of Industrial Property, and the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks on June 27th, 1989.

2) Special Legislation Regarding Preparation for and Operation of the Expo

The Government of Japan will enact special legislation to ensure smooth preparation for and operation of the Expo, using as reference the success of organisational measures enacted for previously held Expos in Japan.

Immediately upon being awarded the previous five Expos held in Japan, the Government of Japan enacted special laws for the preparation and operation of those Expos. The gist of those laws were as follows:

- The Government of Japan can fund the organiser to help cover part of the costs necessary for the preparation and operation of the Expo from its budget.
- The Government of Japan can issue charity postage stamps and charity postcards for the purpose of raising funding to cover part of the Expo's preparation work and operational expenses. Currently, Japan Post Co., Ltd. is in charge of this issuance.

• Japanese government officials who are seconded to the organising body shall be entitled to the Government of Japan retirement benefits and may transfer to National Public Service Personnel Mutual Aid

Association benefits. Board members and staff members of the organising body shall be subject to all punitive clauses set forth in the Penal Code and other relevant regulations as civil servants.

The Government of Japan will enact special legislation to ensure smooth preparation for and operation of the Expo

6.C
Organisational Structure and Operations

1) Organisational Structure for the Expo Bid

a) The Government of Japan

i) Developing Plans to Host the Expo

The Government of Japan has been developing its plans to host the Expo together with a variety of associated entities. The Government appointed the Minister of Economy, Trade and Industry (METI) as the Secretariat, and established a 2025 World Exposition Assessment Committee in December 2016. This committee, which is comprised of representatives of the business community, local governments, experienced and respected academics, has compiled and issued the “2025 World Exposition Assessment Committee Report” in April 2017.

ii) Organisational Structure for the Expo Bid

The Government of Japan, in designating EXPO 2025 OSAKA as a national project, is making a concerted effort to attract the event to Osaka.

The Government of Japan started a series of

liaison meetings in December 2016, Chaired by the Deputy Chief Cabinet Secretary and attended by Vice Ministers, or similar rank, from a number of ministries and agencies for the purpose of attracting the World Expo 2025 to Osaka. These meetings have facilitated cooperation among agencies within the Government of Japan.

METI and the Ministry of Foreign Affairs (MOFA) are leading the push within the Government of Japan to host the Expo. METI launched two internal organisations in 2017: the EXPO 2025 Japan Headquarters, which is chaired by the METI minister himself, and which is comprised of State Ministers and Parliamentary Vice-Ministers, the Vice Minister of METI, Director-Generals and equivalent class of officials; and the EXPO 2025 Japan Secretariat, which is comprised of managerial officials of associated bureaus within the ministry. Under the leadership of METI Headquarters, the Secretariat has further elaborated on the concept of the Expo, and promoted the bidding effort both globally and domestically.

In April 2017, with the State Minister for Foreign Affairs as its head, a Task Force for Japan’s bidding of World Expo 2025 was established within the Ministry of Foreign Affairs for the purpose of sharing information and building consensus for activities related to the bid. In addition, the Japanese Embassy in France has set up a task force, and instituted a series of liaison meetings with the local offices of Japanese government-associated organisations, in order to facilitate the gathering of information and to gain further support in Paris, where the BIE is located.

The Cabinet made the decision in April 2017

that the Government of Japan should proceed with preparation for a bid and submit an application to the BIE to host the International Registered Exhibition in 2025, thus continuing the effort to attract the Expo to Osaka.

b) Local Governments and Business Community

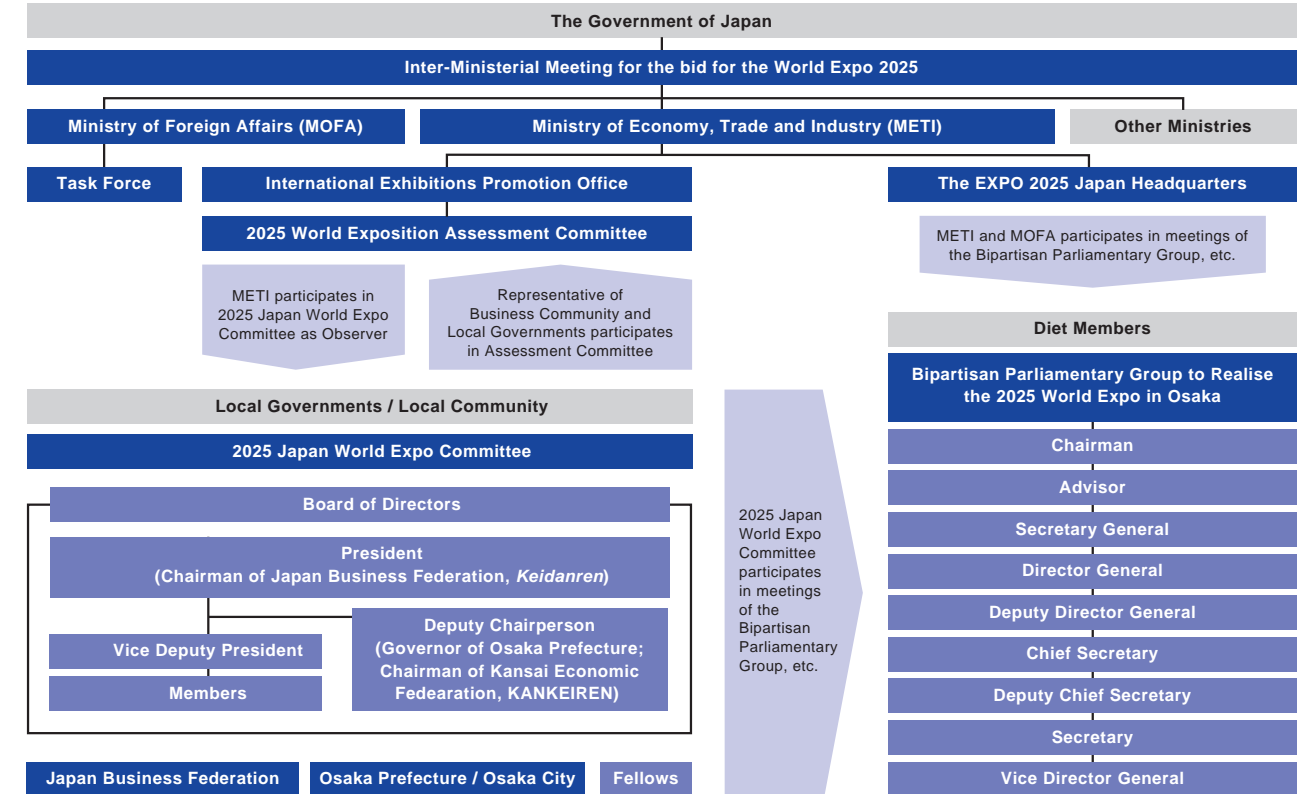
Local governments and the business community are fully committed to attracting the Expo to Osaka.

In March 2017, the 2025 Japan World Expo Committee, comprised of representatives of

the Japanese business community and local governments, was established in order to promote the bid for the Expo. The committee is comprised of board members from local governments and the business community, as well as 126 other organisations, 60 administrative offices, and 46 prominent individuals (stats as of May 25th, 2017). They are all working in concert to host the Expo in Osaka. The committee is working closely with the Government of Japan, and specifically with METI, which plays the leading role in bidding. The 2025 Japan World Expo Committee,

The government of Japan, the business community, local governments, and parliament members are working together in an all-out effort to bring the Expo to Osaka in 2025.

Figure 6-1: Government of Japan – Organisational Structure for the Bid



which has of 35 staff at the Osaka headquarters and 12 at the Tokyo headquarters, totalling 47 staff, is actively promoting the appeal and potential of Osaka and the Kansai region to BIE member states, and is also generating momentum across Japan for the effort to host the Expo (see Chapter 3 for more details).

The 2025 Japan World Expo Committee is composed of board members from local governments and the business community, 126 other organisations, 60 administrative offices, and 46 prominent individuals.

The leading drivers behind the 2025 Japan World Expo Committee are the Japanese business community, local governments, and the local business community. These parties wish to spur economic growth in the nation as a whole and the region in particular, to strengthen Japan's international rela-

tions, and to advance urban development plans, infrastructure development, tourism, science and technology.

Furthermore, Osaka Prefecture and the City of Osaka have each established World Expo Bid Promotion Offices, and are implementing various initiatives such as developing Expo venue plans, increasing domestic momentum, and conducting PR activities overseas in relation to the bid. Promotion Office of Osaka Prefecture has 35 staff, and the one in Osaka City has 12 staff.

c) Diet Members

The Diet of Japan wholeheartedly supports the effort to host the Expo in Osaka.

In December 2016, a nonpartisan parliamentary group called the Bipartisan Parliamentary Group to Realise the 2025 Osaka World Expo was established, consisting of members from the ruling Liberal Democratic Party and the Komeito party, as well as the opposition Japan Innovation and Democratic Parties to obtain support from other nations by utilising the combined professional networks of Diet members. Almost all of the parties in Japan's multi-party system are participating in this nonpartisan parliamentary group, including 136 Diet members and a number of prominent senior members.

The ruling Liberal Democratic Party also set up the LDP Headquarters for promoting the World Expo 2025 in Osaka on May 26th, 2017 to reinforce the organisational structure for the Expo bid.

2) Hosting Organisation

a) Timing for the Establishment of an Expo Organising Body and Appointment of a Governmental Representative for the Expo

Should Japan be announced as the host nation for the Expo by the BIE, the country will swiftly move into action regarding the rest of the preparations. The process will move as follows: A preparation committee will be established immediately after the winning bid is announced, and an organising body will be established shortly thereafter. A representative from the Government of Japan for the Expo will be immediately appointed after the EXPO 2025 OSAKA's winning bid is approved

by the BIE general assembly.

Japan has a proven track record of successfully managing the Expo process. In the case of EXPO 2005, Aichi, after the BIE formally selected the host nation in June 1997, the Government of Japan immediately established a preparatory committee, and established the organiser in October 1997. Following approval of the registration of the Expo at the December 2000 BIE General Assembly, Taizo Watanabe was appointed in October 2001 as the representative of the Government of Japan for Expo 2005.

b) Type of Organisation

Pursuant to Article 10 of the Convention Relating to International Exhibitions, the organiser of an expo must be the national government or a legal entity officially recognised by the national government. In hosting EXPO 2025 OSAKA, the Government of Japan will designate an incorporated foundation as the organiser, as this type of organisation will be able to promote the innovative and creative ideas of the private sector, while implementing projects of public interest (see Table 6-1).

This follows the model employed for the previous five Expos held in Japan, at which an incorporated foundation, the Japan Association for the World Exposition, which was a public service corporation according to the civil law act, was the organiser.

c) Solicitation Organisation and Consistency

The Government of Japan will form an incorporated foundation, the Japan Association for the 2025 World Exposition, as the organiser for hosting the Expo. This association will proceed with preparation activities under the direction

Table 6-1: Hosting Bodies for the Expos Held in Japan in the Past

Expo	Organising Body
Japan World Exposition Osaka 1970	(Incorporated Foundation) Japan Exposition Association
International Ocean Exposition, Okinawa Japan 1975	(Incorporated Foundation) Okinawa International Ocean Exposition Association
International Exposition, Tsukuba Japan 1985	(Incorporated Foundation) International Science and Technology Exposition Association
International Garden and Greenery Exposition, Osaka	(Incorporated Foundation) International Garden and Greenery Exposition Association
EXPO 2005, Aichi, Japan	(Incorporated Foundation) 2005 World Exposition Association

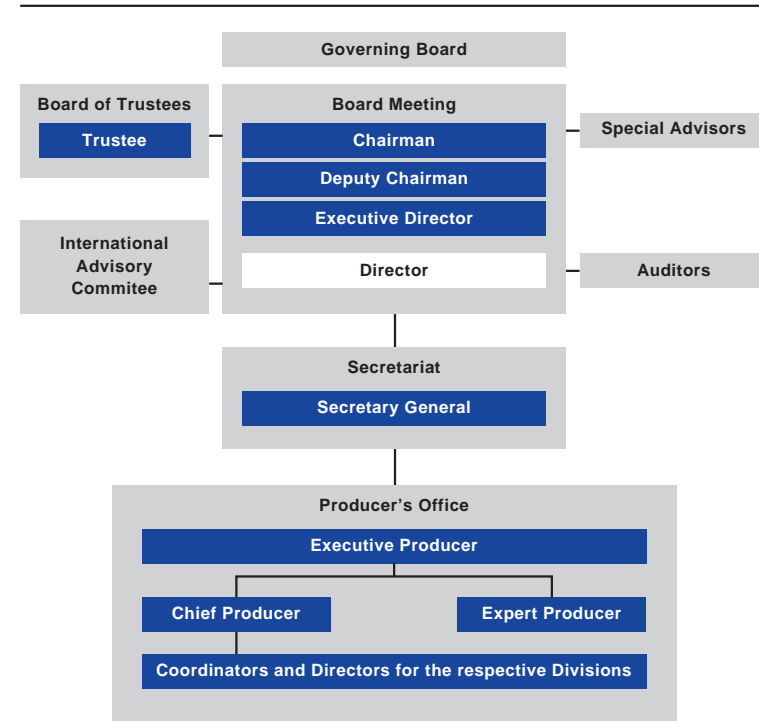
and supervision of a representative from the Government of Japan. The consistency and continuity of the bid process, and hosting preparation, will be ensured in terms of both the members and the initiatives because the association will be formed under the leadership of members of 2025 Japan World Expo Committee as soon as Japan is selected as the host country by the BIE.

d) Structure of the organiser

The association, which will be established immediately after the Government of Japan is granted the honour of hosting the Expo, will be comprised of a governing board, a board of trustees, special advisors, auditors, and a secretariat. EXPO 2025, Aichi enjoyed great success based on a similar organisational structure.

The Government of Japan will form an incorporated foundation, the Japan Association for the 2025 World Exposition.

Figure 6-2: Hosting Organisation - Organisational Structure



i) Governing Board

This is the highest decision-making body of the Japan Association for the 2025 World Exposition, comprised of representatives from the business community, local governments, and associated institutions that support the EXPO 2025 OSAKA.

ii) Board of Trustees

The Board will discuss material issues associated with the operation of the association, and provide opinions in response to requests made by the Chairman of the association.

iii) Special Advisors

Special advisors are appointed and commissioned by the Chairman based on

recommendations from the governing board from among academic experts, the broader circle of experienced people with academic standing, or other prominent individuals who have made distinguished contributions to the Association. Special advisors will provide advice in response to the questions posed by the Chairman regarding Expo operations, and will also submit opinions to the chairman when deemed necessary.

iv) Auditors

Auditors will audit the Association's business report, financial statements, and list of property holdings, which will be prepared annually by the Chairman soon after the business year closes. The auditor will be also permitted to attend, and submit opinions at, the governing board meetings.

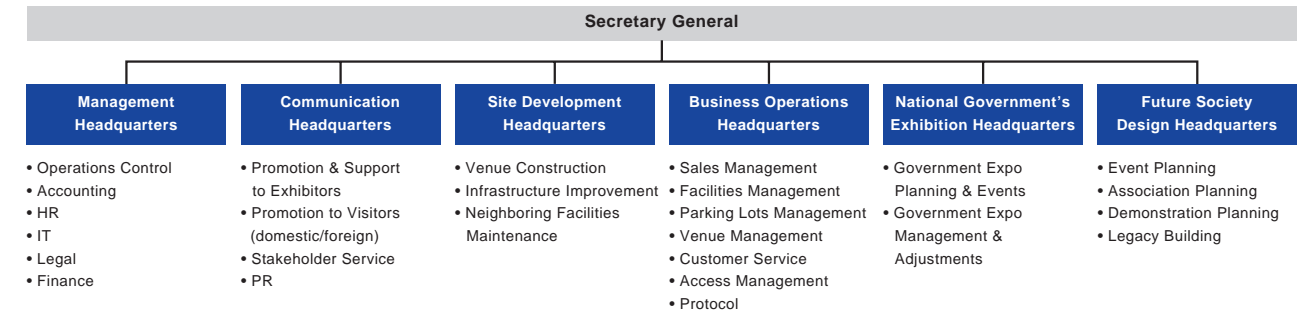
v) International Advisory Committee

This committee provides advice from an international perspective to develop and promote the theme of EXPO 2025 OSAKA further. Members of this committee will be selected from among experts in various countries.

vi) Secretariat

The secretariat is comprised of experienced personnel seconded from the Government of Japan and local governments, as well as private sector groups and others that support the Expo. Approximately 30 staff members are expected to be part of the body upon its establishment. The number of staff will increase as the plan progresses and the secretariat's role and function increases over time.

Figure 6-3: Organisational Structure of the Association



• Duties of the Secretariat

- Secretary General
- Management Headquarters
Duties include managing the operation of the secretariat, accounting, HR, information systems, legal issues, and finances related self-administration
- Communications Headquarters
Promotes a communication strategy to engage a vast range of audiences, such as official participating countries, international institutions, local governments, corporations, NGOs, and civic groups, which may act as participants, partners, or sponsors, as well as individual participants, by launching and operating an online platform called the People's Living Lab and effectively working with mass media (see Chapter 7 for more details)
- Site Development Headquarters
Duties include site construction, infrastructure development, and surrounding facilities development
- Business Operations Headquarters
Duties include business management, facility management, parking area management, site management, visitor services provision, transportation management, and coordination of ceremonial protocols

- National Government's Exhibition Headquarters
Responsible for planning the exhibits and events of the Government of Japan and others
- Future Society Design Headquarters
Duties include business planning, legacy creation, and event planning

The Secretariat will report directly to the Secretary General, starting from the pre-Expo phase to ensure that any day-to-day issues that may arise during the course of the Expo will be able to be dealt with promptly and appropriately. Deputy Secretary Generals will be assigned to support the Secretary General on a rotating basis to tackle mid-term issues, related to each function of the Secretariat, in light of that individual's area of expertise. In addition, an Operations Supervision Office will be established with a direct reporting line to the Secretary General, so that all pertinent information associated with daily operations can be centralised. All information related to each area of operations will be gathered here, enabling the Secretary General to make appropriate and informed decisions, and to give direction expediently from a comprehensive perspective.

A Protocol Section will be set up under the umbrella of the Chief of Protocol. Under the aegis of the Deputy Secretary General, the following sections will be established: administration management, marketing and media, sales management, accounting management, official participant support, facility management, environmental management, parking lot/terminals, site management, visitor services, information and communication management, transportation management, exhibition management and civic participation support, protocol management, association business management, national government's exhibition section and coordination, and national government exhibition planning and protocol.

vii) Producer's Office

The Producer's function within the association is to comprehensively manage all necessary business aspects and strategies to realise the theme for EXPO 2025 OSAKA by leveraging the knowledge and creativity of experts from various fields, to promote participation from around the world, to develop various business plans, to promote site construction, and other activities.

Producers will study all matters commissioned by the Secretariat and provide necessary advice from a professional standpoint. Executive Producers will comprehensively supervise all business aspects of the Expo, and Chief Producers will be responsible for all practical business matters. These roles will be assigned to members selected from producers who have experience with expositions and large-scale events.

In addition, Expert Producers and Coordinators/Directors will be assigned. Expert Producers will provide professional advice in areas such as lighting, environmental man-

agement, civic participation, public relations, events, site direction, and virtual communication. The Coordinators/Director will execute specific tasks such as events, sign furnishing, landscaping, business operations, and volunteer operations.

**6.D
Special Measures for
Foreign Participants**

1) Special Measures for EXPO 2025 OSAKA

Arrangements will be made to ensure equitable treatment of foreign participants, and when necessary, special measures will be implemented at EXPO 2025 OSAKA. The Government of Japan, local governments, the business community, and Japan Association for the 2025 World Exposition will take a leading role in exploring measures related to the areas stipulated below, while referencing the experiences of past Expos held in Japan.

a) Taxation System-Related

We will discuss necessary tax measures to ensure equal, and when necessary preferential, treatment of foreign participants. This will be done with reference to the five Expositions previously held in Japan.

Reference: Special measures regarding taxation taken at past Expos in Japan

- National Tax: Creation of a reserve deposit requirement system for exhibitions and designated donations
- Local Tax: Exemptions related to residence tax, business tax, real estate acquisition tax,

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fixed asset tax, city planning tax, automobile tax, automobile acquisition tax, and light vehicle tax. Special measures granted for municipalities with government-owned assets

b) Customs Clearance-Related

i) Permission for Bonded Exhibition Sites and Provision of a Tax Office On-Site

Foreign participants will be allowed to bring exhibition materials unloaded from ships and aircrafts to the exhibition site as bonded products, with customs clearance deferred by approval from the customs director. The Government of Japan has made the following adjustments to a related law (Customs Law, Article 62 Section 2, etc.) in order to fulfil its obligations under the Convention Relating to International Exhibitions.

A resource for obtaining permission for bonded exhibitions, and a satellite tax office, are being considered for on-site location. EXPO 2005, Aichi provided similar measures.

ii) Customs Clearance Regulation Enactment

Under Article 16 of the Convention relating to International Exposition and its annex, goods for display that satisfy certain conditions can be exhibited without paying customs duties or indirect taxes. Necessary measures will be considered, referencing Expos previously held in Japan. For example, the General Regulations and Special Regulation of EXPO 2005, Aichi stipulated that “The organiser shall make arrangements such that customs clearance, etc, can be carried out within the Exhibition site without indirect taxes or tariffs being levied on cargo containing goods associated with the Exhibition” (Special Regulation

No. 7, Article 3).

iii) Customs Clearance for Overseas Mail at On-Site Post Office

We will explore the possibility of setting up a post office on-site to handle customs clearance of mail to and from foreign countries. At EXPO 2005, Aichi, three on-site post offices named “Love/Earth EXPO post offices” at the Nagakute and Seto venue handled customs clearance administration on postal items sent to foreign countries or coming to the Expo site from foreign countries.

iv) Electronic Data Processing for Customs Clearance, Bond Management and Similar Issues

We will consider using an electronic data processing system for customs clearance and bond management with the intent of continuously improving the speed and accurate processing of customs-related matters, including the import and export declaration of cargo, as undertaken at Expo 2005, Aichi.

v) Advance Ruling System

This system enables foreign countries to receive written responses regarding whether or not their cargo will be subject to domestic laws and regulations before it is sent to Japan. This helps expedite administrative work at the customs office, and mitigates the burden on participants. A similar system was implemented at EXPO 2005, Aichi.

vi) Distribution of Customs Clearance Procedure Guidelines

Foreign participants will receive guidelines that explain the customs clearance procedure, allowing smooth administration of customs clearance administrative work. A similar measure was implemented for EXPO 2005, Aichi

c) Visa related

i) Measures Taken Related to Visa Issuance for Visitors

In general, foreign nationals who wish to enter Japan need to obtain visas in advance. However, the Government of Japan has already undertaken visa exemption measures for nationals and citizens of 68 countries and regions as of July 2017 that enter Japan for the purpose of tourism, commerce, conferences, visiting relatives/acquaintances, and the like, for a period of stay not exceeding 90 days (short-term stay), and who do not engage in remunerative activities. This arrangement can help foreign nationals wishing to visit in EXPO 2025 OSAKA. The Government of Japan will consider, if necessary, additional measures for visa issuance to ensure a smooth entry into Japan and stay for Expo visitors at the time of hosting the event.

ii) Measures Related to Short-Term Stay

The Government of Japan may issue short-term visas (Temporary Visitor) to foreign nationals who wish to enter Japan for the purpose of visiting the EXPO 2025 OSAKA, allowing these individuals to stay in Japan for a short term period without applying for a special visa.

iii) Measures Related to Immigration Control for Participants

A wide assortment of people involved in various fields and activities are expected to participate in the Expo, including secretariat personnel of each participating country, architectural engineers, and attendants who will work inside the venue. Issuance of short-term visas may be insufficient for some of these participants. The Government of Japan will

explore a measure that enables smooth entry into Japan, starting at the preparation phase, for affiliated personnel involved in jobs recognised by the Government as directly involved in the Expo.

d) Accommodation-Related

i) Securing Accommodation Facilities for Secretariat Personnel and Others Working On-Site

Many foreign personnel and staff who will engage in exhibition operations and service provision will stay in the vicinity of the Expo site for long periods of time, both prior to and after the Expo. Comfortable accommodation facilities and assistance for their daily needs will be provided. The organiser of EXPO 2025 OSAKA plans to provide an Expo Village to accommodate 2,100 foreign participants and staff (see Chapter 12 for more details).

ii) Support for Employing Workers

Provision of support to employ local workers, as well as housing and grant funding associated with said employment, will be proactively explored.

iii) Consideration of Various Services, and Similar Issues

Although the prices are decided by the suppliers, the Government of Japan will consider taking action to reduce the impact potential fluctuations in public facility usage fees and transportation fees which influence may hit on participants' and government representatives' activities during the Expo. Fees for general facility usage and goods that are required for participation in EXPO 2025 OSAKA will be offered within an appropriate price range thanks to an anticipated supply increase due to the needs of the Expo. Efforts will also be made to ensure the comfort of

participants from the perspective of labour regulations and services that are associated with operations, construction, and transportation during the Expo.

e) Diplomacy Privilege-Related Matters

i) Granting Privilege to BIE Representatives of Governments

The Government of Japan will explore granting privileges to import necessary goods and other items for BIE representatives of Governments, referencing examples of previous Expos held in Japan.

f) Transportation-Related

i) Measures With Regard to the Highway Toll

In order to ensure smooth transport of shuttle buses between each of the Park & Ride areas and the venue, the Association will work with toll road administrator to implement discount measures. In addition, We will consider implementing discount measures for participating government and international organisation vehicles when they pass through toll roadway to the venue.

ii) Selecting and Notifying Transportation Agencies

Some participating countries may not be well-versed in the Japanese transport system. The Japan Association for the 2025 World Exposition will work with industry groups to inform participants about transportation agencies that are able to handle Expo-related cargo.

iii) Storing Exhibition Cargo

Installation and operation of refrigerator and

freezer facilities will be explored so that participating countries can store their cargo.

iv) Seamless Transport From Airport to the Expo Site

The Association for the World Expo will partner with transport companies handling airfreight, maritime, and land shipping firms, to effectively and seamlessly deliver cargo for Expo participants. An efficient transport environment using an electronic customs clearance system is under consideration to expedite necessary procedures and eliminate unnecessary processes.

v) Permissions for Chartered Flights

Measures to ensure smooth operation of chartered flights by foreign airlines will be implemented.

vi) Airfare Discount

Airlines can employ a flexible airfare system due to deregulation of international airfares. The Japan Association for the 2025 World Exposition will encourage airlines to set airfares that promote visitation to the Expo.

vii) Partial Payment of Transportation Costs for Developing Countries

Transportation costs for developing countries will be subsidised (see Chapter 14 for more details).

viii) Providing Foreigners With Smooth Travel and a Comfortable Stay

Japan has already started implementing multilingual functionality for road traffic signs, signage in facilities, and menus, in order to ensure a comfortable stay and smooth travel for tourists in Japan. This endeavour will be further accelerated to increase foreign visitors' convenience to the EXPO 2025 OSAKA (see Chapter 8 for more details).

ix) Providing VIP-Dedicated Routes

Many foreign dignitaries will be expected to visit Japan if it receives the honour of hosting the Expo. Japan has dedicated walkways and guest lounges for VIPs at airport or railroad facilities. For the Expo in Osaka, the Association for the World Expo will encourage all stakeholders to provide VIP-dedicated routes and guest lounges to ensure a pleasant stay for dignitaries. The manner in which dignitaries will be received will be based on experience of past expositions, and through coordination with the BIE.

g) Others

i) Food and Product Concessions

A special import quota and simplification of import procedures for consumable products and merchandise for sale at cafeterias and kiosks on-site will be explored.

ii) Quarantine of Animals and Plants, and Inspection of Food Hygiene

The Animal Quarantine Service will aim to be flexible by handling import inspections outside of regular hours, and will consider sending quarantine officers to the main ports of entry into Osaka from other branches, as required. Valuable plants being sent to the Expo exhibits may have only a preliminary inspection carried out at the plant protection station, with the subsequent detailed inspection carried out at the Expo venue, in consideration of practical challenges associated with providing proper care at the port and airport facilities. Any plants with soil specimens specifically requested for import and display, which as a rule are banned under Japan's Plant Protection Act, will be reviewed

and may still be deemed permissible for import and display, provided appropriate dispersion prevention measures are taken in accordance with the Plant Protection Act. Food items will be inspected at the Ministry of Health, Labour and Welfare quarantine offices at ports and airports. Dispatching additional quarantine inspectors to the venue to conduct inspections as necessary will also be considered.

2) Support Measures to Aid Developing Countries

At EXPO 2025 OSAKA, Japan will be dedicated to supporting developing countries through every available means to help them operate their exhibition as easily and smoothly as possible (see Chapter 14 for more details). Japan provided developing countries that participated in EXPO 2005, Aichi, with support to implement exhibits that fitted the main theme, from the planning stage to implementation.

After recovering from the impact of WWII, since 1954, Japan has constantly aided developing countries. Currently, the total ODA contribution of Japan stands at approximately US\$9.29 billion per year (ranking fourth globally), which is shared between 180 countries. In addition, Japan is the single largest contributor to the IMF, with about US\$30 million in donations per year. Japan also contributes US\$1.92 billion to the World Bank. These figures make Japan's dedication to aiding developing countries clear. In particular, Japan has been contributing to the development of Asian countries for many years, contributing a grand total of US\$22.27 billion to the Asian Development Bank (ADB).

The government will take a number of steps to support foreign participants' participation.

Japan contributes approximately **\$9.29 billion** per year to developing nations through ODA.

Japan is the single largest contributor to the IMF, with about **\$30 million** in donations per year.

\$1.92 billion to the World Bank.

The Government of Japan will prepare necessary measures for foreign visitors and aid developing countries to ensure and facilitate equal and smooth participation to the Expo.

Most development support provided by Japan is in the form of social infrastructure and services, as well as economic infrastructure and services. We provide not only monetary contributions, but also 'technology cooperation' to support talent development, technology advancement, and systems development, according to the individual social and economic development needs of the country in question, by sending experts and necessary equipment, and also by providing training opportunities in Japan. Developing countries wishing to participate can certainly expect to receive comparable levels of support at the EXPO 2025 OSAKA.

3) Providing Services Necessary to Operate the Expo

To provide various services related to hosting and operating the Expo, a cost-effective system will be introduced based on our experience with previous Expos held in Japan. At those Expos, pursuant to the Convention Relating to International Exhibitions, Japan worked to ensure the principle of a free market mechanism, whereby participants could freely choose vendors for their preparation, operation and participation need. The only exception was for a handful of vendors, which were designated the default vendors to smooth operations of the Expo. Japan took measures to prevent unfair and monopolistic price controls by individual vendors.

At previous Expos in Japan, the service categories that necessitated a default, centralised vendor included:

- Comprehensive on-site liability coverage insurance
- Goods management and customs clearance administration for goods stored on-site and regarded as a bonded exhibition

At EXPO 2025 OSAKA, the Government of Japan and the organiser will provide ample guidance to vendors to provide a wide variety of services based on free market prices. In the unlikely event that any monopolistic business behaviour is detected, the vendors involved will be eliminated pursuant to applicable laws and regulations.

4) Providing Security

It is particularly noteworthy that Japan is one of the safest countries in the world, with an extremely low crime rate, resulting from high compliance awareness, stringent restrictions on firearms and drugs, the extremely well-functioning Japanese police system, readiness measures against various risks, observation and study of past experiences, and advanced technologies. In addition, we are always perfectly prepared to ensure security for large-scale international events, as illustrated last year when the G7 Ise-Shima Summit proceeded without incident (see Chapter 8, Section 7 for details).

Table 6-2: Support for Developing Countries Provided by the Government of Japan and the Organiser at EXPO 2005, Aichi

Items subject to financial aid	Least Developed Countries (LDC) and Low Income Countries (LIC) *GNP under \$745	Lower Middle Income Countries (LMIC) *GNP \$746-\$2,975	Upper Middle Income Countries (UMIC) *GNP \$2,976-\$9,205	Participating Countries with Organiser-Built Shared Pavilion *Regardless of GNP level **International organisations qualify for Items 4 through 13 only
1. Module construction costs	✓	✓	✓	✓
2. Support for exhibition planning (dispatch 1-2 experts/country)	✓	✓	✗	✓ Support for exhibition planning, etc.
3. Training of personnel involved in the operation of EXPO 2005, Aichi (accept 1-2 trainees/country)	✓	✓	✗	✓
4. Standard costs for interior and exterior construction (including air-conditioning, plumbing, and electric insulation work), construction for exhibition and performance, and related materials and equipment incurred in Japan.	✓ Maximum US\$238,636	✓ Maximum US\$190,909	✓ Maximum US\$190,909	✓ Full amount under conditions separately determined
5. Travel expenses (airfare: economy class) and living expenses (fixed amount) for two (2) staffs assigned to the Pavilion Secretariat during the preparation (1 month) and exhibition (6 months) periods of EXPO 2005, Aichi.	✓ (Expansion)	✓ (Expansion)	✓ (Expansion)	✓ (Expansion)
6. Labour costs for one (1) local attendant for the Pavilion Secretariat during EXPO 2005, Aichi.	✓ (Expansion)	✓ (Expansion)	✓ (Expansion)	✓ (Expansion)
7-1. PR-related expenses before and during the EXPO incurred in Japan (including printing costs).	✓ Maximum US\$9,545	✗	✗	✓ Maximum US\$9,545
7-2. Travel expenses for press crews sent to the EXPO to provide local news coverage. *available upon request	✓ Maximum US\$9,545	✓ Maximum US\$9,545	✓ Maximum US\$9,545	✓ Maximum US\$9,545
8. Customs clearance, transportation and storage costs related to exhibition and display goods incurred in Japan. *excludes commercial goods	✓ Maximum US\$35,450	✗	✗	✓ Maximum US\$19,000 (Maximum US\$35,450 to LDCs and LICs only)
9. Security, janitorial, utility, and liability insurance costs incurred during the EXPO.	✓ (Expansion)	✓ (Expansion) Utilities only	✓ (Expansion) Utilities only	✓ (Expansion) Utilities only
10. Pavilion demolition and waste disposal costs post-EXPO.	✓ Full exemption	✓ Full exemption	✓ Full exemption	✓ Full exemption
11. Accommodation expenses for VIPs attending the National Day ceremony. *excludes airfare	✓	✓	✓	✓
12. Expenses for events such as National Day celebration, including travel and accommodation for up to 10 performers (for 10 nights).	✓ Partly	✗	✗	✓ Partly (LDCs and LICs only)
13. Expenses for travel and accommodation for one (1) artist/photographer/curator for cultural exchange activities (for 10 nights).	✓ Partly	✗	✗	✓ Partly (LDCs and LICs only)

*Items 4 through 7 conducted by JETRO

1. Special Measures Taken at Past Expos

At Expos previously held in Japan, the Japanese Government implemented various measures in order to smoothly work on the Expo immediately after selection as the host country by the BIE, including passing special administrative measures related to how relevant Japanese laws and regulations are applied.

a) Taxation

- National Tax: Creation of a reserve deposit requirement system for exhibitions and designated donations
- Local Tax: Exemptions related to residence tax, business tax, real estate acquisition tax, fixed asset tax, city planning tax, automobile tax, automobile acquisition tax, and light vehicle tax. Special measures granted for municipalities with government-owned assets

b) Customs

- Permission for bonded exhibition areas
- Enactment of customs clearing rules
- On-site customs offices
- On-site post offices to clear customs for overseas mail
- Implementation of an electronic processing system for customs clearance and bonded management, and the like
- Communication related to the "advance ruling system"
- Distribution of easy-to-follow guidelines detailing the process

c) Visas

- Measures were taken related to visa issuance
- Measures were taken related to immigration control

d) Accommodation

- Arrangement of accommodation facilities for secretariat personnel and other on-site staff

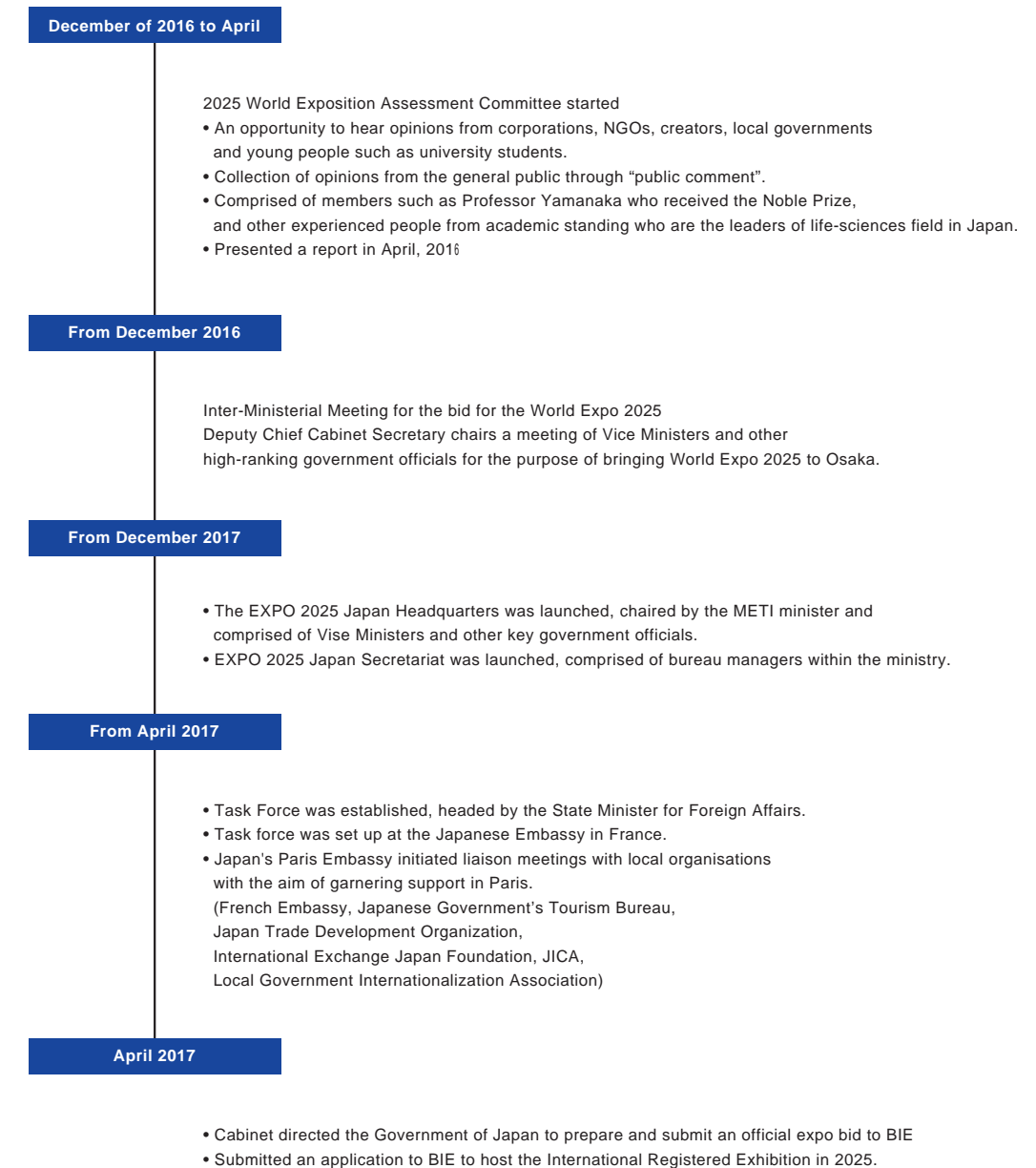
e) Transportation

- Special highway usage tolls
- Selection and announcement of the transportation vendor
- Permission for chartered flights
- Application for discounted airfare fee system
- Partial payment of developing countries' transportation costs
- Operation of warehouse to store cargo for marketing participants and others

f) Others

- Food and product concessions
- Assessments related to animal and plant quarantines and food hygiene; establishment of an inspection system and designated inspection site

2. Government of Japan – Hosting Plan and Deliberation Process for the Bid



MODEL GENERAL REGULATIONS FOR INTERNATIONAL REGISTERED EXHIBITIONS**AS DEFINED IN THE AMENDMENT OF MAY 31ST,
1988 TO THE CONVENTION OF 1928 ON INTERNATIONAL EXHIBITIONS****PART I—GENERAL PROVISIONS****ARTICLE 1 - Title , theme and category**

An international registered exhibition shall be held in Osaka, Kansai, Japan. The title of this exhibition shall be EXPO 2025 OSAKA, KANSAI, JAPAN (hereinafter referred to as the "Expo").

The theme of this exhibition will be *Designing Future Society for Our Lives*.

The definition of the theme of the exhibition, as well as the details of its development will be specified in special regulation No. 1 as stipulated in Article 34 herein.

Following an enquiry held on [.....], the Bureau International des Expositions (hereinafter referred to as "BIE") has registered this exhibition at its session of [.....], in accordance with the provisions of the Paris Convention of November 22nd, 1928 on international exhibitions, as amended (hereafter referred to as the Convention).

ARTICLE 2 - Location

The exhibition, which will cover an area of approximately 390 hectares, of which 155 hectares shall be for exhibition areas and other activities, shall be located at Yumeshima Island, an artificial island located on the waterfront of Osaka.

A detailed description of the site has to be included in this article.

ARTICLE 3 - Duration

The exhibition shall open on Saturday, May 3rd, 2025 and shall be closed definitely on Monday, November 3rd, 2025.

In the event of one or more visiting days being organised before the official opening date, for special categories of guests such as press representatives, the dates for these shall be fixed with the agreement of the Steering Committee of the College of Commissioners General.

PART II—GOVERNMENT AUTHORITIES IN THE ORGANISING STATE**ARTICLE 4 - Government authority responsible for the exhibition**

The exhibition shall be under the authority of the Minister of Economy, Trade and Industry of Japan* member of the signatory government of the modified Convention of November 22nd, 1928, who shall be responsible for preparing or undertaking the legal, financial and other measures necessary to ensure the success and prestige of the exhibition. The Minister of Economy, Trade and Industry of Japan shall exercise his authority and his control over the exhibition through the Commissioner General of the exhibition.

*Minister in charge of EXPO 2025 OSAKA will be designated upon a Cabinet decision.

ARTICLE 5 - The Commissioner General of the exhibition

By.....of the....., Mr /Mrs.....has been appointed Commissioner General of the exhibition.

The Commissioner General of the Exhibition shall represent the government in all matters related to the exhibition. He/She shall be responsible for ensuring that the commitments taken vis-à-vis the participants are duly honoured. He/She shall ensure that the programme of work is respected and that the general provisions of the General Regulations and Special Regulations are carried out. He/She shall exercise disciplinary powers over the exhibition, and, in this capacity, he is authorised to suspend or stop any activity, and to effect at any time the withdrawal of items of whatever origin which are incompatible with the proper standing of the exhibition and which are likely to be a risk or liability. If the Organiser or the Commissioner General of section should contest the decision of the Commissioner General of the Exhibition, the provisions set out in Article 10, which the parties have promised to respect, shall be applied. This recourse has the effect of putting the decision in abeyance except where a matter of security is in question.

He/She can, under his own responsibility, delegate the exercise of his powers to his co-workers.

The Commissioner General of the Exhibition may not carry out any function or mission on the Organiser's behalf, unless these functions, in law and in fact, are purely disinterested and non-profit making.

ARTICLE 6 - Relationship between the Commissioner General of the exhibition and the Bureau International des Expositions

The Commissioner General of the exhibition shall communicate to the BIE as soon as he/she receives such information, the decisions taken by Governments regarding their participation, and more particularly the documents wherein Governments notify the Commissioner General of their acceptance, the nomination of Commissioners General of national sections, sites selected by participating countries etc. and, as soon as they have been signed, the Participation Contracts.

He/She shall submit to the BIE, within the periods specified in Article 34, hereunder, the texts of the special regulations. He/She shall keep the BIE fully informed, chiefly by reporting at each of its sessions, of all developments and progress relating to the preparation of the exhibition. He/She shall ensure that the use of the BIE flag complies with the regulations laid down by the BIE. He shall welcome the delegates sent by the BIE on official missions to the exhibition.

He/She shall ensure that the Organiser indicates by all suitable means and particularly by mentioning it on all documents, that the exhibition has been registered by the BIE.

He/She shall communicate to the BIE, in due time and for the information of the participants, the legislative, statutory or other texts adopted by the organising State and local public Authorities, in order to facilitate the participation of foreign States and ensure the success of the exhibition.

He/She shall agree with the BIE on the methods and procedures by which the percentage of 2 %, in accordance with the BIE regulations, of the total receipts deriving from ticket sales (tax free) at the exhibition is to be paid to the BIE, (hereinafter referred to as "Royalty on Gate Money"). The amount of the gate money should under no circumstances be inferior to that foreseen as compensation for the cancellation of an exhibition as stipulated under Article 38 of the present Regulation.

ARTICLE 7 - College of Commissioners General /Steering Committee

At the earliest possible opportunity, the Commissioner General of the Exhibition shall convene a meeting of Commissioners General of sections representing the participating countries to nominate a Chairperson and a Steering Committee to represent them, to consider matters of mutual interest, and to exercise the powers laid down in Article 10 hereunder. When the number of States officially participating doubles after the elections, the elections shall be considered no longer valid, and new elections shall be held.

Should the Chairperson of the Steering Committee be prevented for any reason from fulfilling his responsibilities, he/she shall delegate his/her powers to another member of the Steering Committee.

ARTICLE 8 - Exhibition Organiser

In accordance with Act on General Incorporated Associations and General Incorporated Foundations or Act on Authorization of Public Interest Incorporated Associations and Public Interest Incorporated Foundation and having regard to the authority of the Commissioner General the preparation, organisation, operation and management of the exhibition shall be the responsibility of Japan Association for the 2025 World Exposition, hereinafter referred to as the Organiser.

The Commissioner General of the exhibition shall communicate to the BIE, for the information of the participants and the formal records of the Bureau, the constitutional proceedings and composition of the bodies directing the exhibition, as well as the basic terms of the guarantees, benefits or constraints arising from the conventions signed by the Organiser with the State and, if the case arises, other public authorities.

PART III—OFFICIAL PARTICIPANTS**ARTICLE 9 - Official participants**

A) The Government of any nation participating in an international exhibition shall be represented by a Commissioner General of section accredited to Japan. Any participating international organisation may also appoint a Commissioner General of section.

The Participation Contract shall be signed by the Commissioner General of section and a representative of the Organiser, with the counter signature by the Commissioner General of the Exposition.

The Commissioner General of section is solely responsible for the organisation and operation of his national section, which includes all the exhibitors and the managers of the commercial activities referred to in Chapter III of Section IV hereunder, but not the concessionaires referred to in Section V.

The Commissioner General of section shall guarantee that the members of his/her national section will abide by the regulations issued by the Organiser and approved by the BIE.

In order to enable the Commissioner General of section to carry out his responsibilities, he shall be entitled to the advantages listed in special regulation No. 12, referred to in Article 34.

The personnel of the foreign national sections shall benefit from the accommodation facilities listed in special regulation No. 6, referred to in Article 34.

B) All official participants shall abide by the same rules as regards both their rights and obligations.

The Organiser shall permit no exemptions of this Article, except for those granted to developing countries allowing them to receive additional technical and financial support.

These terms should be explicitly included in the Participation Contract submitted to the BIE for these States or international organisations.

ARTICLE 10 - Settlement of Disputes

Any disputes between an official participant and, either another official participant, or the Organiser, will be settled in the following manner:

1. If the dispute concerns the interpretation of the present General Regulations, the Special Regulations or the Participation Contract, considered in the light of the Convention or the compulsory rules of the BIE, the Steering Committee of the College of Commissioners General will be arbitrator after having, if the case arises, sought the opinion of the President of the

BIE who, with the assistance of the Vice- Chairperson (Chairpersons) concerned and the Secretary General, will make a recommendation. The Commissioner General of the exhibition or the Organiser may also seek the above-mentioned opinion. This decision of the Steering Committee is immediately applicable and without recourse. During its next session the General Assembly of the BIE will make known whether it approves the interpretation of the office of the College of Commissioners General, which will thus constitute a precedent applicable to similar future cases; otherwise, it will indicate the interpretation which should have been given.

2. If the dispute concerns products exhibited, the Steering Committee will inform the College, according to paragraph 3 of clause 19 of the Convention.

3. If the case must be resolved by the Commissioner General of the exhibition according to the provisions of these General Regulations, any party may demand that advice of the Steering Committee be sought beforehand.

4. For any other dispute each party can demand arbitration:

– in the first instance, from the Commissioner General of the exhibition alone;

– in the second instance, from the said Commissioner General deciding after consultation with the office of the College of Commissioners General;

– in the third instance, from the office of the College of Commissioners General.

The decision will be made at the level demanded by the party which chooses the highest level.

5. The above-mentioned rulings must be made within ten days. Otherwise, the dispute - if it comes under points 1, 3 or 4 above - will be brought before the College of Commissioners General, which will decide within five days.

Otherwise, the request of the party which raised the dispute will be considered unjustified.

PART IV—GENERAL CONDITIONS OF PARTICIPATION

CHAPTER I — ADMISSION

ARTICLE 11 - Admission of items and exhibition material

Only those items and exhibition material which relate to the theme as described in Article 1, and included in the appended list, shall be admitted to the exhibition.

The origin of these products shall be governed by the provisions of Article 19 of the Convention.

The procedure for compliance to the theme of the exhibition shall be described in the special regulation No. 1, referred to in Article 34.

ARTICLE 12 - Admission of participants

The exhibitors in national sections shall be selected by the Commissioner General of section and come under his/her sole authority.

Exhibitors who do not come under any section shall deal directly with the Organiser, who shall inform the Government of the State of origin of the exhibitor concerned of their intention as soon as contact is established with such exhibitors.

ARTICLE 13 - Exhibition pavilions

There shall be the following categories of exhibition pavilions:

Pavilions of Participating Nations, Corporations, International Organisations, and those Built by the Organiser

1. Type A (Plot Exhibitions): Exhibitors set up pavilions in plots provided by the Organiser.

2. Type B (Module Pavilions): Exhibitors rent and decorate exhibition modules set up by the Organiser.

3. Type C (Organiser-Built Shared Pavilions): Exhibitors decorate exhibition booths that they rent in pavilions built by the organisers.

CHAPTER II — SITES, INSTALLATIONS, CHARGES

ARTICLE 14 - Sites

The total usable space which is placed at the disposition of the foreign national sections shall be at least equal to the space allocated to the section of the organising state. If, however, this space has not been fully allocated 30 months before the opening of the exhibition, the Organiser shall recover the right to dispose freely of the unreserved space.

The lots required by the official participants to erect their own pavilions shall be made available by the Organiser free of charge. Confirmation of the allocation of space to official participants shall be subject to the approval of the proposed Theme Statement as specified in special regulation No. 1, referred to in Article 34.

ARTICLE 15 - General services

The Organiser shall provide at the expense of each participant, the services of gas, electricity, telecommunications, water inlets and outlets, garbage removal, etc. Rates charged for such services shall conform to local rates.

Participants shall carry out all the cleaning, maintenance, garbage disposal, and other activities ordinarily required for the operation of their site. Should a participant fail to do so, the Organiser is authorised to carry out these activities itself and charge all expenses incurred there from.

The terms for the provision of general services shall be described in special regulation Nos. 4, 5 and 10, as referred to in Article 34.

ARTICLE 16 - Buildings and installations

No participant may make alterations within the exhibition grounds without the Organiser's prior approval of the project. Earth-works, landscaping and generally speaking all improvements around the buildings must also be approved in advance by the Organiser. Similarly, improvement plans drawn-up by the Organiser may not be modified unless the participants concerned are in agreement, or permission has been granted by the Steering Committee of the College of Commissioners General.

Special regulation No. 4, referred to in Article 34, lists references to the construction and improvement regulations in force in the place where the exhibition will be held. It also indicates the special conditions which apply within the exhibition grounds, taking into account the temporary nature of the buildings to be erected and the improvements to be made. In addition, participants may request the Commissioner General of the Exhibition to waive the regulations. In that event the Commissioner General shall either decide the matter or arrange for the competent authorities to make a decision.

Special regulation No. 5, referred to in Article 34, mentions the conditions for the installation and operation of any machines, apparatus or equipment which may be used by the participants.

ARTICLE 17 - Occupation of the sites

Actual construction work shall be completed by December 3, 2024 internal conversion and finishing work by December 3, 2024 and the installation of exhibits by March 3, 2025.

In order that such a timetable is honoured, sites shall be handed over to participants November 3, 2022; and the entry of items to be shown shall be authorised as from December 3, 2024.

The sites allocated to participants must be vacated and restored to good condition by February 3, 2026 at the latest.

ARTICLE 18 - Exhibits

No exhibit or part thereof may be removed from the exhibition without the permission of the Commissioner General of the exhibition.

If a participant is unable to fulfil his commitments towards the Organiser, the Commissioner General of the exhibition may proceed at the closing date of the exhibition and at the participant's cost and risk, with the dismantling, removal, storage, attachment and sale of the participant's goods located within the exhibition grounds, with the exclusion of items considered of national heritage and the amount due to the Organiser of the exhibition shall be deducted from the proceeds of such sale.

CHAPTER III — COMMERCIAL ACTIVITIES AND MISCELLANEOUS

ARTICLE 19 - General provisions

Commercial or other activities carried out in the national sections must be authorised in accordance with these General Regulations, or by the Participation Contract or by the Commissioner General of the exhibition. An official participant may avail himself of any special benefits obtained by another official participant.

Such activities, including those concerning electronic commerce, fall exclusively within the jurisdiction of the appropriate Commissioner General of section. If these commercial or other activities give rise to the payment of royalties, in accordance with the terms laid down in the Participation Contract, these royalties shall be collected by the Commissioner General of section.

The space devoted to commercial activities and accessible to the public must not exceed 20% of the total covered exhibition space in order to ensure that the national presentation complies with the provisions in Article I, 1 of the Convention.

ARTICLE 20 - Commercial activities

In accordance with the conditions set out in regulation No. 9, referred to in Article 34, official participants may open restaurants in which the national food of their country will principally be served.

In accordance with the conditions laid down in the said regulation No. 9, referred to in Article 34, official participants may sell to the general public photographs, including slides and postcards, sound and video recordings (on films, CD's, DVD's or other electronic media), books and stamps from their countries. Subject to the Organiser's approval, official participants may also sell a limited number of articles which are truly representative of their country. Such articles may be replaced during the course of the exhibition. This principle also applies to electronic sales.

Items exhibited in the national sections, as well as materials used to install presentations may be sold ready for delivery after the exhibition closes; by so doing the exhibitor shall relinquish his right to the benefit of temporary entry and shall be subject to taxation and customs regulations. No dues shall be payable to the Organiser on such sales.

In the case where the Organiser has granted exclusive commercial rights to certain suppliers for the sale of goods or services, these rights must not be allowed to hinder the commercial activities of the official participants, whether these activities are restaurants or the sale of articles included in the national sections.

Concessions made by the Organiser should respect the principle of non-discrimination between nationals and foreigners; avoid all risk of imbalance between the number and nature of concessions, and the eventual number of visitors and all excesses of commercialisation leading to alterations in the objectives of an international exhibition, as established by the BIE.

ARTICLE 21 - Catering services for own personnel

Any national section may organise a restaurant and refreshment services for the exclusive use of its own personnel. These activities shall not require the payment of any dues to the Commissioner General of the exhibition or to the Organiser.

ARTICLE 22 - Distribution of free samples

Subject to the approval of the Commissioner General of the exhibition, Commissioner Generals of section or exhibitors coming under their authority may distribute free samples of their products or allow them to be tasted free of charge, within their own section.

ARTICLE 23 - Entertainment, special events

Official participants may arrange shows, special events, presentations or meetings related to the theme of the exhibition. Conditions in each case shall be agreed mutually between the Commissioner General of the exhibition, the Organiser and the Commissioner General of section.

ARTICLE 24 - Publicity

- a) Participants may place signboards, posters, notices, printed matter and similar such material on their stands or in their pavilions.
- b) The use outside this stand or pavilion of any publicity material shall be subject to the prior approval of the Commissioner General of the exhibition. The Commissioner General of the exhibition may require the removal of any such signs for which he has not given approval.
- c) Brochures and leaflets can only be distributed within the enclosure of the section.
- d) All publicity concerning special events etc. on the site must be authorised by the Commissioner General of the exhibition. All noisy advertising is prohibited.

CHAPTER IV — COMMON SERVICES

ARTICLE 25 - Customs regulations

In accordance with Article 16 of the Convention, and its appendix concerning Customs regulations and the Customs system to which it will refer, special regulation No. 7 as set out in Article 34 shall determine the appropriate Customs regulations to be applied, as necessary, to goods and articles of foreign origin intended for the exhibition.

ARTICLE 26 - Handling and customs operations

In the interest of good organisation and management on site, a monopoly has been instituted as regards the following activities, under the authorisation of the BIE:

- a) Comprehensive on-site liability coverage insurance
 - b) Goods management and customs clearance administration for goods stored on-site and regarded as a bonded exhibition
- Each exhibitor must handle his own on-site acceptance of goods and the reshipment of crates as well as the inspection of their contents. If exhibitors and their brokers are not present when the crates arrive within the exhibition grounds, the Commissioner General of the exhibition can have them warehoused at the risk and expense of the interested party.

ARTICLE 27 - Insurance

I. Personal insurance

A) Compulsory insurance required by the law

1. Workman's compensation:

In accordance with the laws and regulations of Japan, each Commissioner General of Section must ensure (his/her personnel and the personnel of his/hers' exhibitors) against accidents at work/on site in accordance with the conditions laid down in special regulation No. 8, referred to in Article 34.

2. Motor insurance:

In accordance with the laws and regulations of Japan, all vehicles belonging to a national section, its members, its employees, its exhibitors and, more generally, any person coming under the authority in any capacity of a Commissioner General of section must be insured against the damage they may cause to third parties under the conditions laid down by special regulation No. 8, referred to in Article 34.

B) Compulsory insurance required by this regulation

1. Civil liability:

The Organiser shall underwrite a group policy covering the risks involving his civil responsibility and listed in regulation No. 8 referred to in Article 34. This insurance policy, which shall be taken out with the underwriter offering the most favourable terms, shall come into force on.....and expire on.....

In accordance with the decision of the BIE dated....., all official participants are requested to take out coverage under this group policy. The costs incurred being determined on a pro-rata calculation of the square-meterage occupied by the exhibitor.

II. Insurance of goods

A) Goods belonging to the government of the host State or the Organiser

Subscription to any insurance against theft, deterioration or destruction of such goods (building, furnishings, equipment and other items), shall be the sole responsibility of the owner, and may not be passed on to an official participant in the form of a surcharge on the rent payable, even if the official participant obtains permanent or partial coverage from such an insurance.

B) Goods belonging to official participants

Insurance of goods (buildings, furnishings, equipment, personal property and other such items) against the risks of theft, deterioration or destruction of these goods, shall be the sole responsibility of the owner of these goods.

(Optional wording: the Organiser has taken out with the insurance company offering the most favourable terms a group policy against the risks covered under this heading and listed in regulation No. 8 referred to in Article 34. This policy shall take effect on.....and shall expire on.....All official participants may take out coverage under this policy).

C) The Commissioner General of the exhibition, the Organiser, the Commissioner General of section and their exhibitors mutually waive any claim which they may be entitled to make against each other as a result of material damage caused by fire or other casualty. Such a claim would not be waived in the case of foul play.

This waiver should take effect automatically for each Commissioner General of section as from the date his Participation Contract enters into force. All contracts relating to the insurance of buildings, furnishings, equipment and any other items belonging to the persons mentioned in the previous paragraph, whether they take the form of a contract for the extension of coverage under a group policy or of a separate policy, must explicitly mention this waiver, which shall also be mentioned in the Participation Contract.

III. Other (optional) insurances

The Organiser can provide participants with his assistance they wish to take out insurance against other risks.

ARTICLE 28 - Security

In accordance with the conditions laid down in special regulation No. 10 referred to in Article 34, the Organiser shall set up an overall security system to maintain peace and security, to deter violations of the law and to enforce the regulations. Commissioner General of Section may, under the conditions laid down in the special regulation mentioned above, organise special surveillance of their respective sections.

ARTICLE 29 - Catalogue

- 1. Each participant shall cooperate with the Organiser as regards all publication, production and communication appropriate to the promotion of the exhibition. The contents of such material must have received the approval of the Commissioner General of section concerned.
- 2. The Commissioner General of each section shall be entitled to have printed and published, at his own expense, an official catalogue of the items on display in his section.

ARTICLE 30 - Admissions to the site

- a) The conditions of admission are laid down by regulation No. 13 referred to in Article 34.
- b) The Commissioner General of the exhibition (the Organiser, with the agreement of the Commissioner General of the exhibition) shall determine the entrance fees for the exhibition. No other entrance fee may be charged inside the exhibition, without the approval of the BIE.
- c) Standing invitations or invitations for a limited period, complimentary entrance cards for exhibitors or concessionaires and employees' service cards shall be issued in accordance with the conditions laid down in the regulation No. 13 mentioned above.

CHAPTER V — PATENT RIGHTS AND COPY RIGHTS

ARTICLE 31 - General regulations

Special regulation No. 11, referred to in Article 34, on the protection of patent rights and copyrights shall specify:

- the attitude of Japan with regard to:
 - Berne Convention of October 9th, 1886 on the Protection of Works of Art and Literature;
 - Geneva Convention of September 6th, 1952 on Author's Rights;
 - Paris Convention of March 20th, 1883 on the Protection of Industrial Property.
 - the references of applicable laws in Japan;
 - special measures taken regarding the "EXPO2025 OSAKA, KANSAI, JAPAN" exhibition.
- Security personnel shall be instructed not to allow anyone to draw, copy, measure, photograph, cast etc. with a profit-making aim, items on display in the exhibition without the written permission of the exhibitor.

ARTICLE 32 - Photograph or other views of the exhibition

The reproduction and sale of views of the pavilions of each official participant must be approved by the Commissioner General of the section concerned. However, the Organiser reserves the right to authorise the reproduction and sale of photographic or other views of the exhibition. Participants may not object to such reproduction or sale.

CHAPTER VI — AWARDS

ARTICLE 33 - Awards

In accordance with Article 23 and 24 of the Convention, the judging and ranking in order of merit of exhibits shall be entrusted to one or more international juries whose rules of operation shall be laid down in special regulation No. 14, referred to in Article 34.

The organisation of competitions between national sections is prohibited. Competitions may only be organised between the owners of the exhibits. The members of the jury are excluded from the competition. If exhibitors in a national section have decided not to take part in the competition, the Commissioner General of the section shall inform the Commissioner General of the exhibition to this effect.

CHAPTER VII — SPECIAL REGULATIONS

ARTICLE 34 - List of regulations and time schedules

The host government shall submit to the Bureau for approval, the drafts of the special regulations. These regulations shall, in particular, concern:

1. the definition of the theme of the exhibition and the means of its implementation by the organiser and the participants;
2. the conditions for the participation of States, international organisations and private exhibitors;
3. the rules of the Steering Committee of the College of Commissioners General;
4. the rules concerning construction or improvements, and fire protection;
5. the rules concerning the installation and operation of machines, apparatus and equipment of all types;
6. the accommodation facilities for the personnel of the official foreign sections;
7. the regulations governing customs and handling, and any particular rates and charges;
8. insurance;
9. the conditions under which official participants may operate restaurants or carry out sales;
10. the provision of general services:
 - health and hygiene
 - surveillance and security
 - the distribution of water, gas, electricity, heating, air-conditioning, etc.
 - telecommunications
11. the protection of patent rights and copyrights. This regulation must specify that each Commissioner General of section shall have free non-lucrative use of the title, logo and other attributes for the exhibition;
12. the privileges and advantages of Commissioner Generals of section and of their staff;
13. the regulations governing admissions. This regulation must in particular specify the facilities registered to the Commissioner General of section;
14. the conditions governing the attributing of awards, if any.

The above regulations numbered 1 to 10 inclusive shall be submitted at least three years before the date of the opening of the exhibition. Those regulations mentioned under 11 to 14 inclusive shall be submitted at the latest eighteen months (18 months) prior to the opening of the exhibition.

These regulations shall be communicated to the Steering Committee of the College of Commissioner Generals as soon as it has been formed. The Steering Committee will study them and inform the BIE of its observations.

All other regulations and directives which the Organiser may lay down for the requirements of the exhibition shall come into force only after being examined by the Steering Committee of the College.

Notwithstanding the time scale established for the approval of these special regulations, the organising committee shall make available early guidelines on costs or provisions necessary in assessing the financial implications of participation.

PART V—SPECIAL CONDITIONS FOR CONCESSIONAIRES

ARTICLE 35

The above provisions apply to concessionaires with the exception of those which only concern official participants and which are the following:

- Article 6, 7, 9 and 10;
- Chapter I of Section IV;
- Article 14;
- Chapter III of Section IV, with the exception of Article 24;
- Chapters IV, with the exception of article 27, II, C and VI of Section IV;
- the special regulations referred to in Article 34 under the numbers 1, 3, 6, 7, 9, 10, 12 and 14.

The other conditions for participation shall be laid down in the participation contract. They shall comply with the provisions of Articles 17, 18 and 19 of the Convention.

ARTICLE 36

Individuals and firms whose countries are officially participating in the exhibition shall only be admitted as concessionaires subject to the agreement of the Commissioner General of section of their country of origin, who may establish special conditions for their admission.

PART VI—INDEMNITIES IN CASE OF CANCELLATION OF EXHIBITIONS

ARTICLE 37

In the event of the renunciation of organising a registered exhibition, the Organiser must compensate those countries who have accepted to participate, for expenses incurred and duly justified arising directly from their participation in the exhibition.

Nevertheless, no compensation shall be due if the cancellation is caused by "force majeure" due to a natural disaster considered as such by the General Assembly on the recommendation of the Executive Committee.

Indemnities shall be set by the General Assembly, whose decision will be final, on the proposition of the Executive Committee which had overseen the claim with the documents and evidence supplied by the host State, the Organiser and all other parties involved.

ARTICLE 38

Moreover, the Organiser must compensate the BIE for the loss corresponding to the percentage of gate money for an amount established by the General Assembly according to the proposition of the Administration and Budget Committee.

ARTICLE 39

The Organiser should undertake to fulfil the obligations defined by articles 37 and 38 which shall be guaranteed by the State demanding the registration of the exhibition.

The maximum amount of these indemnities shall be set before the registration by an agreement between, on the one hand the BIE, on the other hand the Organiser and the host State.

These engagements shall form a part of the required documentation for registration.

REGISTERED EXHIBITION

**MODEL PARTICIPATION CONTRACT
OFFICIAL PARTICIPANT**

Between

– , represented by Mr/Mrs....., Commissioner General, hereinafter called "The Participant", which has expressed its intention to participate in EXPO 2025 OSAKA, KANSAI, JAPAN in reply to the invitation of the Government of Japan, on the one hand, and – the Japan Association for the 2025 World Exposition, represented by Mr/Mrs....., Chairman of the Association, hereinafter called "The Organiser", on the other hand, it has been agreed as follows:

TITLE I—GENERAL PROVISIONS

ARTICLE 1

The object of the present contract is to establish the terms on which..... will take part in EXPO 2025 OSAKA, KANSAI, JAPAN (hereinafter called "The Exposition").

The General Regulations and Special Regulations of this Exposition, as they have been or will be approved by the BIE, are acknowledged as an integral part of the present contract and are binding for the contracting parties.

The parties acknowledge the authority of the Commissioner General of the Exposition of the Government of Japan as it is defined in the Convention of November 22nd, 1928 as amended and in the rules approved by the BIE especially Article 5 of the General Regulations.

TITLE II—THE PARTICIPANT'S EXHIBIT

ARTICLE 2

The Organiser places at the disposal of the Participant, which hereby accepts, the space designated on the plan annexed to the contract and made up as follows:

- (1)square meters of building lot for construction of a Plot Allocated pavilion, free of charge.
- Or,
- (2)square meters of an exhibit area of a Module Pavilion or an Organiser-Built Shared Pavilion at a rental of per square meter.

This space will be at the disposal of the Participant at the latest by November 3, 2022.

The structure and condition of the covered and open spaces placed at the Participant's disposal are described in the Special Regulations designated No.4 and 5 in Article 34 of the Model General Regulations.

The Participant shall be responsible for the furnishing, the maintenance and the cleaning of the space(s) at its disposal.

Rent payable shall be paid on the following conditions:

.....
.....

ARTICLE 3

The Organiser shall provide the Participant with the services set out in the Special Regulations No.10 designated4 in Article 34 of the General Regulations.

The rates and terms for the provision of these services are described in the same Special Regulation.

ARTICLE 4

The Organiser will provide the Participant with all necessary information regarding the relevant laws and regulations of Japan that are applicable to the Participants for its participation in this Exhibition.

Upon request of the Organiser, the Participant will provide the Organiser with all useful information, in particular information concerning the number and the professions of the personnel which the Participant intends to bring in order to prepare and carry out its participation and concerning the property and items which it intends to import for the purpose of its exhibit.

This exchange of information constitutes mutual assistance tending to facilitate the success of the Exhibition and of each national presentation.

ARTICLE 5

The Participant shall be solely responsible for the choice and installation of exhibitors in its national section as well as for the choice of all persons exercising an activity within that section.

The Participant undertakes that its own personnel, on the one hand, and the persons mentioned above, as well as their servants and agents, on the other hand, shall comply with the present contract as well as with the regulations of the Exhibition and the instructions which the Organiser may give, with the approval of the Commissioner General of the Exhibition, within the limits of its prerogatives. The Organiser undertakes not to communicate with the persons mentioned in the previous paragraph except through the Participant.

ARTICLE 6

The Participant undertakes:

- to keep its space open to visitors during opening hours of the Exhibition.
 - to let the Organiser install, maintain and repair, within the premises at the Participant's disposal, all equipment or fittings necessary for the proper functioning of the Exhibition.
 - to return no later than on February 3, 2026, all space made available to it, both covered and open, in the same condition as when it received such spaces, except if otherwise contractually agreed upon.
- Should the Participant not fulfil the above obligation, the Commissioner General of the Exhibition shall be surrogated to the Organiser's rights, under the terms of Article 18 of the Model General Regulations.

TITLE III—COMMERCIAL ACTIVITIES OF THE PARTICIPANTS

ARTICLE 7

The Participant may establish, within the premises made available to it, a restaurant open to all, where the cuisine of its country will be served.

The Organiser shall not receive any rent in respect for the space occupied by this restaurant, which shall not exceed 20% of the total surface area, however the Participant shall pay the Organiser a royalty assessed and payable as set out in the Special Regulations No.9 designated in Article 34 of the General Regulations.

As soon as the Organiser has placed the area at participant's disposal, the Participant may also establish, exclusively for the use of its personnel, a restaurant and refreshment service. The operating of such service shall not give rise to the payment of any royalty in favour of the Organiser, but the space which it occupies shall be included in the space allocated, pursuant to Article 2 above.

ARTICLE 8

The Participant shall be entitled to sell to the public, photographs, postcards, sound recordings, books, stamps, films, CD-Roms and video-cassettes relating to its country or to its exhibit, including by electronic commerce. It will also be entitled to sell one or more other products characteristic of its country, the selection of such product to be made with the agreement of the Organiser, with the possibility of changing such product during the course of the Exhibition.

Such sales shall give rise to the payment of any royalty in favour of the Organiser as set out in the Special Regulations No. 9 designated in Article 34 of the General Regulations.

ARTICLE 9

If the Participant exercises the option, provided in Article 20 of the Model General Regulations, to sell on-site any of the objects or products exhibited, such sales shall not give rise to the payment of any royalty in favour of the Organiser.

TITLE IV—BENEFITS GRANTED TO THE PARTICIPANTS

ARTICLE 10

The Commissioner General representing the participating State shall enjoy the advantages and privileges established by Special Regulation No.12, referred to in Article 34 of the General Regulations.

ARTICLE 11

According to the existing rules and regulations, the Commissioner General of the Government and the Organiser shall ensure that there are no obstacles to the entry and stay of the personnel of the Participant.

The Organiser shall grant the personnel of the Participant the following benefits:

- a) accommodation
- b) Protection against health-related risks
- c) Benefits granted to the families of the personnel of the Participant
- d) Other benefits

ARTICLE 12

The Commissioner General of the Government and the Organiser will deal with the relevant governmental authorities so that they will act in a manner consistent with the best possible success of the Exhibition, particularly:

- By establishing the offices necessary for the performance of customs operations in the most convenient places;
- By facilitating the entry of all goods and items of any type used for the presentation of the Participant;
- By relaxing, if necessary, the import quotas on the products sold in the section of the Participant, including its restaurant;
- By communicating a list of agents approved by the Organiser to deal with customs matters on the Participant's behalf, for a specified charge.

The Participant is in no way obliged to make use of the firms mentioned above.

ARTICLE 13

The Organiser will provide the Participant with a list of transport, handling and packing firms, of suppliers of products and items, and of contractors of all kinds, which are approved by the Organiser and which have undertaken to deal with the Participants on fair terms.

The Participant is in no way obliged to make use of the firms mentioned above.

The Commissioner General of the Government and the Organiser will deal with the transport firms and their organisations for the purpose of obtaining the most favourable terms for the Participants.

ARTICLE 14

In case of a dispute between the Participant and the Organiser, the parties agree to seek a settlement through the offices either of the BIE, if the dispute relates to the interpretation of the Convention of November 22nd, 1928 as amended or to the rules issued by the BIE, or of the College of Commissioners General or of the Bureau of said College, in any other case.

The Organiser acting to obtain the payment of a debt due, according to Art.18 Paragraph 2 of the Model General Regulation, can not seize objects belonging to the participating States and public institutions when these possessions will have the character of public property or of national heritage according to the law of the concerned member states.

TITLE V—ENTRY INTO FORCE

ARTICLE 15

This contract shall enter into force as soon as it is signed by two counterparts and counter signed by the Commissioner of the Exhibition.

Should the Contract be signed on different dates, it shall enter into force on the latest date of signature.

ARTICLE 16

Statements and/or notices in connection with this Contract shall be made in writing and shall be addressed as follows:

A. Address of The Participant

B. Address of The Organiser

The above address may be changed after relevant notice is given to the other Party.

IN WITNESS WHEREOF, this Contract is made two counterparts and signed by the Commissioner General of Section and the representative of the Organiser, with each party retaining one copy.

Date:_____

Commissioner General of the Section

Date:_____

Chairman, Japan Association for the 2025 World Exposition

The Commissioner General of the Exhibition shall, pursuant to the principles of the Convention, the provisions of the Exhibition Regulations and the legislation of Japan, guarantee the fulfillment by the Organiser of its obligations under this Contract.

Date:_____

Commissioner General of the Exhibition

The image has been removed because the license has expired.



The background is a complex, abstract geometric pattern composed of numerous irregular polygons, primarily triangles, in a variety of colors including purple, orange, blue, green, and brown. The shapes are scattered across the entire page, creating a dynamic and textured visual effect.

Chapter 7

COMMUNICATION STRATEGY

COMMUNICATION STRATEGY

Fundamental Principles of the BIE and Expo Communication Policy

- It is critical for a World Expo to act as a platform for Humankind to come together and discuss solutions to the issues of our era. EXPO 2025 OSAKA will follow and add to the legacies of past Expos.
- We aim to realise the theme of *Designing Future Society for Our Lives* not only during the period of the Expo but also over the seven years leading up to it, and even in the years that follow.

Key Objectives – Target Numbers

- Participants: 166 participants including 150 countries
- Physical Visitors: approximately 28 million visitors to the venue
- Virtual Visitors: up to 8 billion visitors

Target Audiences

- Visitors: Domestic and International / Physical and Virtual
- Participants: Domestic and International / Physical and Virtual
- Media: Domestic and International
- Partners and Sponsors: Domestic and International Corporations

Strategies

Communication itself as a vehicle of experimentation for our future society using online platform and multifaceted mass communication.

Online Platform – People's Living Lab

- An online platform starting 7 years before the opening as a communication hub.
- We encourage people who already have a high level of interest in the Expo and the theme (early adopters) to engage in the People's Living Lab and raise global awareness by facilitating communications.

Multifaceted Mass Communication

- Events: Sharing of relevant information through various events
- PR: Promoting audiences to engage in the Expo via plenty of PR activities
- Media: Providing Expo-related information to the media
- Promotion Materials: Producing and utilising effective promotion materials

Phased Objectives

7 Years Before

Create an open-platform community with a strong presence of innovators, early adopters.

3 Years Before

Disseminate the very best ideas created by the community to various media.

6 Months Before

Build further momentum through advertising across all media.

Just Before and During

Catch late-adopter interest via radio and newspaper advertising and grassroots promotions.

After

Maintain a community of forward-thinkers towards creating new solutions, including the achievement of SDGs.

EXPO AS A CONTINUUM

Our vision for the Expo is to realise the theme of *Designing Future Society for Our Lives* not only during the period of the Expo but also over the seven years leading up to it, and even in the years that follow.

OUR STRATEGY: ONLINE PLATFORM AND MULTI-FACETED COMMUNICATIONS

We will launch an online platform as a communication hub that allows people around the world to interact and share information. In addition, we will employ mass communications to as many people as possible in order to promote awareness of the Expo throughout the world.

APPROPRIATE COMMUNICATIONS TO TARGET AUDIENCES IN CERTAIN PHASES

We will execute communication activities in five phases specifically targeting 4 audience groups: visitors, participants, media, and partners & sponsors.

7.A Fundamental Principles of the BIE and Expo Communication Policy

1) Drafting an Expo Communication Policy that Follows the Fundamental Principles of the BIE

An International Exhibition is a place to create and elicit new ideas by gathering scientific and technical expertise from around the world in an effort to solve common

global issues. It is also a place to share the wide variety of cultures and values of our world to encourage mutual understanding. The World Expo facilitates

international cooperation across borders, transcends values, provides educational opportunity for people to come together and learn from one another to solve global common issues, and promotes evolution and innovation through new idea creation. Unlike commercial exhibitions, the Bureau International des Expositions (BIE) places the utmost priority on education, innovation, and cooperation. Therefore, the organiser

believes it is critical for a World Expo to act as a platform for Humankind to come together and discuss solutions to the issues of our era in the spirit of the BIE, while adding to the legacies of past Expos.

EXPO 2025 OSAKA will follow and add to the legacies of past Expos.

It is critical for a World Expo to act as a platform for Humankind to come together and discuss solutions to the issues of the era.

Naturally, the Expo Communication Policy for EXPO 2025 OSAKA should be developed intended to follow the legacy of, and add to the value of, previous successful World Expos such as EXPO 2010 SHANGHAI and EXPO 2015 MILANO, and the forthcoming EXPO 2020 DUBAI.

2) Strategic Channels of Communication

a) Our Position

- Communicate the benefits of hosting and participating in the World Expo to respective targets in order to provide them with the opportunity to engage with and internalise the issues we face as a species.

- Relate the importance of Osaka, Kansai, and Japan's leadership position at the forefront of developed countries dealing with global issues leading up to the year 2025, and the unparalleled opportunity we have to develop new solutions at the 2025 Expo.

- Communicate Osaka's unique status as a model for the world, together with its issues, while displaying the city's proven ability to generate innovative economic and technological progress, and how these factors can fit together in harmony to benefit the world.

- Communicate the significance of hosting the World Expo in Japan as a nation, and the immense benefits proactive participation would have for the economy of Osaka and the Kansai region.

b) Awareness and Image Enhancement

A clear and comprehensive communication strategy is paramount in order to make clear our intent as the organiser to stay true to the

fundamental principles of the BIE, thereby increasing awareness among potential partners and participants and enhancing the image of the Expo and resulting in optimal engagement in the effort to solve today's global challenges.

- Awareness: Increasing wide-ranging recognition through communication channels appropriate for each target audience.

- Interest: Attracting interest by presenting thematic issues that matter most to our targets in an easily understandable format.

- Actions: Providing easily accessible collaboration and communication platforms to stakeholders, and encouraging them to interact with the organiser and one another.

c) Continuity Development

EXPO 2025 OSAKA will be a platform for every person to collaborate with others in the physical and conceptual design of enriched lifestyles, as well as the socioeconomic systems required to support them. We aim to realise the theme of *Designing Future Society for Our Lives*, not only during the period of the Expo but also over the seven years leading up to it, and even in the years that follow. It is our hope that stakeholders from countries around the world, international organisations, companies and individuals will continue to share in the concept of the theme and work together to find the best solutions to global issues.

7.B Key Objectives

1) Attracting Target Numbers of Participants, Visitors, and Global Partners

One of the key objectives is to attract a sufficient number of participants, visitors, and global partners. It is crucial for all of these key stakeholders in the Expo to get involved in an innovative process to create ideas.

Therefore, it is necessary to make EXPO 2025 OSAKA as universally accessible as possible by providing engagement opportunities online as well as offline to all potential stakeholders.

- 166 Pavilion Exhibitors: 150 countries, five international organisations, two domestic governmental bodies and nine corporations.

- Physical Visitors: Approximately 28 million visitors to the venue

- Virtual Visitors: Up to 8 billion visitors

2) Main Tasks of Communication and Promotion

a) Promoting BIE Values

An International Exhibition is a platform for global discussion conducted in the pursuit of new knowledge and the latest technology from around the world so people can work together to create new ideas that will help solve profound global issues. It is also a place for people with a wide variety of cultures and values to come together, thereby encouraging mutual understanding.

EXPO 2025
OSAKA Targets

166
Pavilion
Exhibitors

28
million
Visitors to the
Venue

Up to **8**
billion
Virtual Visitors

Since its inception in 1928 under the Convention Relating to International Exhibitions, the BIE has supervised and regulated international exhibitions to promote industrial innovation. It has since expanded its sights to the pursuit of solutions to the global issues humanity faces as a species. It is our belief that EXPO 2025 OSAKA communications should play an

important role in honouring and enhancing the values of the BIE.

b) Promoting the Expo and Theme Values

The purpose of the communication is to

promote understanding of the theme, *Designing Future Society for our Lives*, and the subthemes *How to Lead a Healthy Life in a Diverse Manner* and *Sustainable Socioeconomic Systems*, to the very people around the world who will forge our future society. We must involve as many people as possible in the co-creation process to develop a future society that can make a positive impact on pressing global issues by achieving the Sustainable Development Goals (SDGs).

c) Adapting the Strategy and Execution Plan to Different National and International Audiences, Targets and Phases

The theme and subthemes, and the concept of the People's Living Lab (see Section 7.C 2)) should be communicated in a way that raises interest and encourages participation

among target audience groups, and helps them internalise global issues.

d) Creating Maximum Awareness and Intent to Visit the Expo on a Global Scale

In order to maximise awareness and motivation to participate in EXPO 2025 OSAKA, we aim to attract global attention by first raising public perception of local issues and concerns as they pertain to the themes, then identifying the organisations in Osaka, Kansai, and the rest of the world that are working to create solutions to such issues and concerns. We will then implement an optimised multi-phase communication strategy to target these audiences according to the communication phases outlined in Section 7.C 4) and detailed in Section 7.E of this chapter.

7.C Strategies

1) Overview – Online Platform and Multifaceted Communications

The organiser of EXPO 2025 OSAKA sees communication itself as a vehicle of experimentation for our future society, and so plans to pursue an entirely new communication strategy. Communications will start seven years before the Expo, initially promoting proactive involvement among people who already have a high level of interest in the Expo and its themes—“early adopters.” We will then raise global awareness and interest by facilitating communications by the early

adopters. To that end, we will launch an online platform that allows the free exchange of issues and ideas from around the world, and acts as a communication hub for people to interact and share information.

In addition, we will employ mass communications to as many people as possible in order to promote awareness of EXPO 2025 OSAKA throughout the world. Target audiences will be categorised into visitors, participants, the media, and partners and sponsors (see Section 7.D). Specifically, we will spread information about the Expo by hosting events, creating mass media campaigns, and distributing promotional materials.

We will implement such communications in accordance with the respective phases covering the pre- and post-Expo period using audience-specific and phase-specific communication channels. One example of this will be the focus on people with initial high interest in the Expo at an early phase, and the shift to mass communications as the date of the Expo gets nearer to drive anticipation and participation among the general public.

2) Theme Strategy – Online Platform

Our main goal as the organiser is to turn EXPO 2025 OSAKA into a People's Living Lab, under the theme of *Designing Future Society for Our Lives*. The Expo itself will be a Living Lab that enables people to consider *How to Lead a Healthy Life in a Diverse Manner* and create *Sustainable Socioeconomic Systems* in the future.

The People's Living Lab is based on three principles: erasing borders; a trial and error, and success cycle; and a WOW experience.

Even in a world already inundated with entertainment and media activities, these principles should stimulate the curiosity of people around the world and encourage them to join in and become a part of the EXPO 2025 OSAKA.

We will launch an online platform that allows the free exchange of issues and ideas from around the world, and acts as a communication hub for people to interact and share information.

a) Principles of The People's Living Lab

i) Borderless

We intend to build a mechanism for borderless interaction so that not only developed countries, international organisations, and large corporations but also people from developing countries, emerging venture companies, Small/Medium-sized Enterprises (SMEs), and even children can all easily participate.

ii) Trial and Error, and Success Cycle

We will build a mechanism to allow stakeholders to gather a wide variety of talents, technologies, and ideas from around the world to create a continual process of trial and error, again and again, to yield relevant and impactful future visions that exceed accepted norms.

iii) WOW

We plan to provide an opportunity for visitors to meet and interact with new people to facilitate the sharing of and creation of new values.

Taking into account the aims of the People's Living Lab outlined above, we will develop the following three communication goals.

The Expo itself will be treated as a communication platform that inspires interaction, co-creation and communication.

b) Goals

i) From Separation to Synchronisation Between Project and Communication

Under the communication strategy for EXPO 2025 OSAKA, the Expo itself will be treated as a communication platform synchronised with other communication activities. If Osaka is conferred the honour of hosting the World Expo, communications projects through the online platform will commence immediately, and run continuously for the seven years leading up to the Expo, with various campaigns starting from 2018, rather than treating 2025 as the starting point.

ii) Create Discourse, not Monologue

In order to promote interactions and collaborative experiences among visitors and participants, we intend to create a community in which people can communicate continuously about issues relevant to the Expo at any time, rather than just issuing a one-sided flow of communication in which people simply receive information.

iii) From the Wider Recognition Model to a Declaration-Based Chain Model

We aim to build a system of declaration of participation in which each person shall declare their participation in the Expo. We aim to spend the seven years leading up to the Expo propagating participation from innovators to early adopters and on to followers, widely spreading enthusiasm for the Expo.

This is not about gaining familiarity or broad-but-shallow awareness, but rather the creation of enthusiastic “brand champions” that will broad-

cast their interest, influencing those around them, and then those around them in turn.

c) An Online Platform Embodying the Concept of the People’s Living Lab

We will implement an online platform that will realise the People's Living Lab as the communication hub for EXPO 2025 OSAKA, allowing people around the world to gather, interact, and create something new (see Figure 7-1).

We will build a mechanism to achieve an efficient problem-solving loop as well as to raise participant motivation, as follows (see Figure 7-2).

• Sharing

Anyone in the world with a strong will to help solve global issues regardless of their countries, companies, groups, will be able to present issues that challenge them as individuals or as societies, together with ideas for their resolution, to the platform. In addition, the issues and ideas of those without access to the Internet will be collected through international offline networks, local events, and mass communication.

• Interactions

Participants will be able to interact with each other through posting feedback and exchanging opinions on issues and ideas that have been presented. New knowledge and understanding will arise from this interactive process.

• Co-creation

Companies, research institutions, and individuals possessing knowledge, technologies, and enthusiasm will work together as equals to solve problems and implement ideas.

• Feedback

The processes and results of co-creation will be made available on the platform for participants to view and share feedback.

Figure 7-1: Online Platform Overview

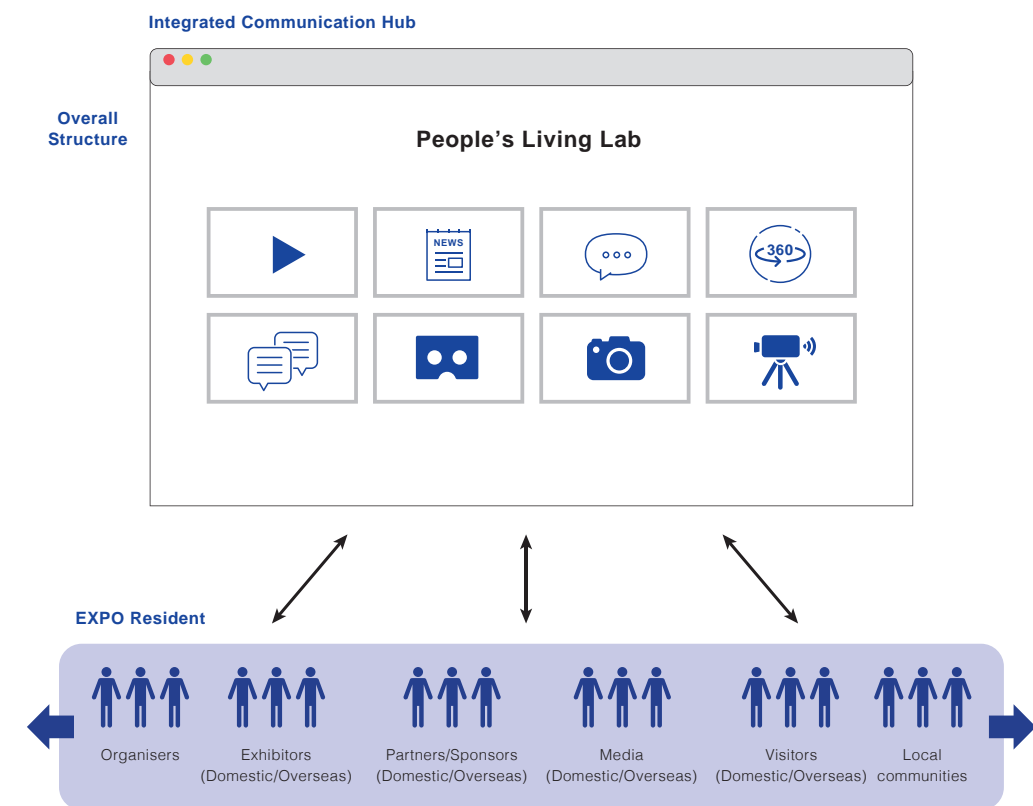
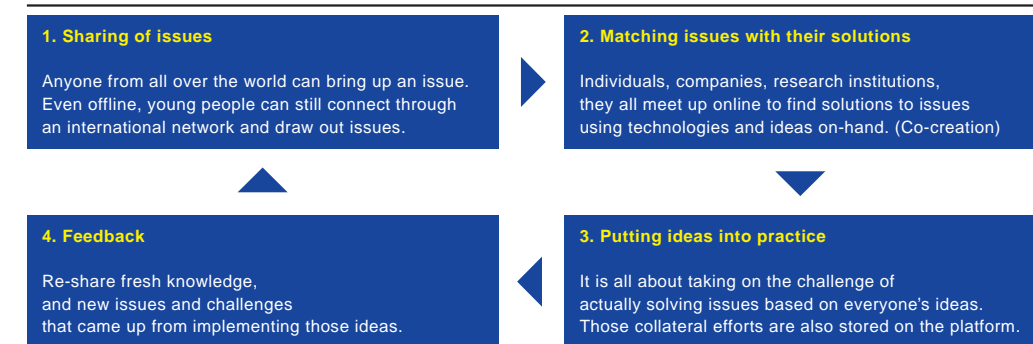


Figure 7-2: Online Platform – four steps



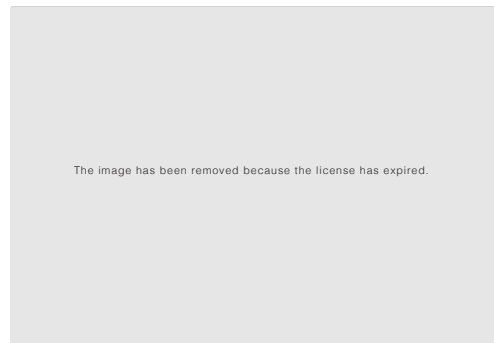
d) Content and Functions on the Online Platform

A video portal where a wide variety of people from around the world will gather, interact, propose issues, and co-create ideas and solutions. The following are some of the planned functions of the portal:

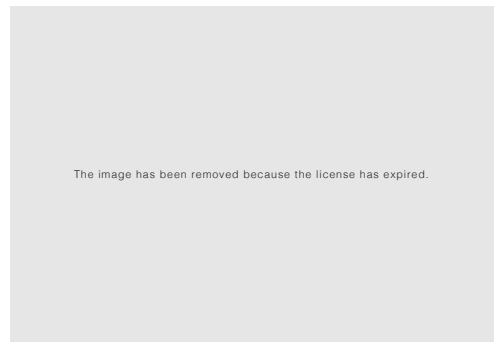
i) Sharing Functions

- Videos of various issues important to people around the world can be uploaded and shared by those affected. Virtual Participants will also be able to upload VR contents for virtual visitors to enjoy.

International Forums on the Online Platform



An Image of Declarations to be EXPO Residents



- Collaboration with groups and international networks, from citizens of developing countries to large international corporations in order to uncover problems around the world offline, and then the sharing of these issues in video format through the online platform.

- Enabling ideas around the world to be shared by distributing videos of lectures by well-known academics, business leaders, engineers, cultural figures, artists and artisans.

ii) Interactive Functions

- Interactions will be enabled through posting feedback on videos and the exchange of opinions

- Face-to-face interactions will also be enabled by holding related offline events

iii) Co-creation and Feedback Functions

- By matching issues with corresponding ideas and technologies on the online platform, people will be able to meet and collaborate to create solutions to issues together.

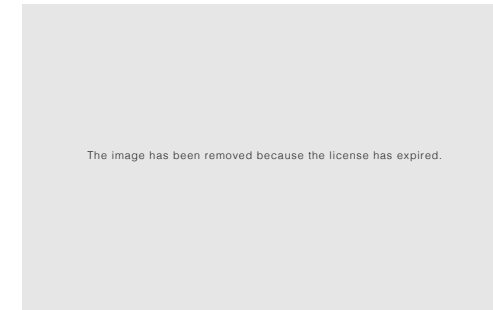
- The results of co-creation will also be shared on the online platform for participants to provide feedback.

iv) Propagation Functions

- Enabling of declarations of participation in the People's Living Lab through the online platform. Those making such declarations will be certified as EXPO Residents by issuance of a virtual residence certificate. This will strengthen the sense of engagement among those making declarations, instilling a stakeholder mentality and fostering active participation in the People's Living Lab.

- Making declarations of participation visible on SNS platforms will lead to other targets seeing the declarations, raising awareness and interest, and ultimately leading to more declarations of participation in the Living Lab.

The People's Living Lab for International Collaboration



3) Integrated Communication – Mass Communication

In addition to the aforementioned online platform, EXPO 2025 OSAKA will implement mass communication activities to deliver messages to as many people as possible in order to increase awareness of EXPO 2025 OSAKA throughout the world. The amount of mass media utilisation will gradually increase in the years and months leading up to the opening of the Expo.

a) Events

We plan to host various events in the interim in order to encourage stakeholder engagement and raise recognition and interest in EXPO 2025 OSAKA. We will utilise booth-based displays, presentations, distribution of promotional materials, and sponsored collaborations at existing events relevant to the Expo theme both domestically and overseas. In addition, we will utilise other communication channels and public relations materials at various events in order to implement integrated communication.

Promotional activities include:

- Sharing of relevant information of other events
- Utilisation of promotional materials within the event

- Provision of event-related information to the media

i) Exhibitions

People with Expo experience will be encouraged to engage in EXPO 2025 OSAKA in order to increase the level of awareness and interest. These individuals will be able to actively visit EXPO 2025 OSAKA both online and offline and involve other visitors in the People's Living Lab. It is necessary to properly promote and clarify the relationship between each participant exhibition and how it relates to the theme of EXPO 2025 OSAKA. Examples:

- PR activities at the EXPO 2017 ASTANA, June to September 2017
- PR activities at the EXPO 2020 DUBAI, October 2020 to April 2021

Japan's Panel at EXPO 2017 ASTANA



Photo: Ministry of Economy, Trade and Industry

ii) Society-level Communities

• Local Events

We have promoted public momentum towards hosting EXPO 2025 OSAKA domestically and outside Japan through diverse local events leveraging major milestones such as the 2025 Japan World Expo Commit-

tee (see Appendix 1) launch, the candidacy letter submission to BIE, and EXPO 2025 OSAKA bid logo public announcement. We have also held many briefing sessions to promote public understanding on the Expo, as well as having a luncheon session with ASEAN Economic Ministries to obtain their support during their visit to Japan in April 2017.

Lecture Concerning the Expo



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• Tourism Exhibitions and Business Conferences

While EXPO 2025 OSAKA aims to become an expo where people can participate online and offline from anywhere in the world, some experiences can only be gained using the five senses by physically attending in Osaka. It is therefore extremely important to improve the level of awareness of EXPO

2025 OSAKA among those who are planning to travel, or those working in the travel industry, regardless of whether they are in Japan or abroad, and whether they are in developing,

emerging, or developed countries. Therefore, we will be working closely with relevant travel organisations in promoting the development and sale of travel packages that coincide with EXPO 2025 OSAKA.

Examples:

- Tourism EXPO Japan, held annually in September

iii) High-level Communities

• Academic Conferences and Symposia

We aim to increase the level of awareness of EXPO 2025 OSAKA at academic conferences and symposia that attract experts in fields relevant to the EXPO 2025 OSAKA theme including economics, cultural and environmental studies, and health.

Examples:

- Conferences at World Health Organization (WHO)

• International Conferences

We will encourage participation at EXPO 2025 OSAKA by communicating the purpose and benefits of the Expo at international conferences where various countries and international organisations gather to discuss global issues.

Examples:

- G7/G20 summits
- Conferences at the United Nations
- Conferences at Organisation for Economic Co-operation and Development (OECD)
- Conferences at Association of South-East Asian Nations (ASEAN), Economic Research Institute for ASEAN and East Asia (ERIA), and other Asian international conferences

iv) Key Activities

• Various Types of Innovative Events

Awards and lectures are planned to be held around the world based on the People's Living Lab approach, in which various government

agencies, members of academia, the private sector, and the media will participate. By creating interactions among the audience members and involving them in the online platform, even more people will have a chance to engage in the People's Living Lab. We will increase their interest in participating in EXPO 2025 OSAKA to pursue the new concepts of *How to Lead a Healthy Life in a Diverse Manner* and *Sustainable Socioeconomic Systems* both before and after the Expo.

Examples:

- Innovation awards for younger people
- On-site classes
- Theme-based lectures

b) PR

We will run a wide range of PR activities geared toward target audiences making full use of various communication channels. In particular, it will be important to collaborate with tourism-related businesses in order to promote physical attendance at the event.

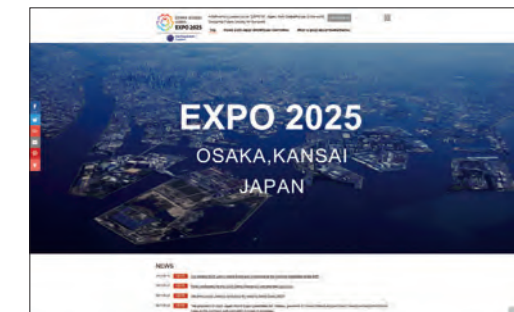
i) Governmental and International Organisations Resources

• The Website for EXPO 2025 OSAKA

The 2025 Japan World Expo Committee has created a EXPO 2025 OSAKA website in Japanese, English and French, to inform and attract various visitors and potential exhibitors and partners and sponsors from within Japan and abroad. Moving forward, we will increase the flow of communication through the online platform, SNS and other digital media.

<http://www.expo2025-osaka-japan.jp/>
<http://www.expo2025-osaka-japan.jp/en/>
<http://www.expo2025-osaka-japan.jp/fr/>

The Website of 2025 Japan World Expo Committee



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• Digital Media Originated Governmental and International

Although the online platform will be created to realise the concept of the People's Living Lab, we will operate the aforementioned website, and operate various SNS accounts to create bidirectional communications in various communities. In particular, we will develop apps and games to educate and enhance younger generations' understanding of the theme, while at the same time implementing campaigns and promotions that utilise the website.

ii) The Participants

• BIE Member Countries and Potential Exhibitors

Relate the appeals of exhibiting at EXPO 2025 OSAKA to BIE member countries and potential exhibitors taking various opportunities in order to enhance BIE values and facilitate international cooperation. We will communicate that it benefits of being in the world spotlight and expressing their thoughts.

iii) Sponsors

• Provision of Partnership and Sponsorship Programs

We will create opportunities for partners and sponsors to expand their businesses and activities through public relations opportunities on the online platform, related events, and public transportation etc.

Member organisations of the 2025 Japan World

Awards, lectures, conferences and a gamut of events will be held regularly to increase awareness and interest in the Expo.

Expo Committee (see Appendix 1), of which some are potential sponsors, are also proactively carrying out public relations initiatives at this time.

Examples:

Advertisements on the Wing Shuttle AGT at KIX created by the Japan Travel Bureau

Advertisements within Resona Bank ATMs

Advertising by JTB on Kansai International Airport Wing Shuttle



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iv) Tourism Organisations

• Ticket Promotions

Roll-out of ticket sales promotions in conjunction with involved partners is possible once the commencement of the Expo approaches. Sales packages including discounted airfare and Expo tickets will be promoted in collaboration with airlines. Other considerations include

special offers for mileage members, holiday packages, and discounted accommodations. While the online platform is still in its planning stages, we will promote ticket sales on a large scale so that people from developing, emerging countries and developed countries get the opportunity to visit Japan and gain a first-hand experience with the exhibitions.

• Promotions Targeting Tourists

We will communicate with travellers by running promotional campaigns at airports, major train stations, and other facilities frequently visited by international travellers, as well as commercial facilities such as shopping malls. We will also offer discounted services for transit passengers at airports, and utilise public transport advertising in airline cabins, on airframes, and in and on trains, buses, and taxis. We widely carry out broad-scale promotions both in developing/emerging countries as well as in developed countries.

v) Universities' Campus / Community Platform

• Universities' Campus

(Academic, Research, and Educational Institutes) Osaka and the Kansai region are home to leading research institutes in the field of life-sciences, the Center for iPS Cell Research and Application (CiRA), lead by Nobel laureate Professor Shinya Yamanaka. The organiser plans to collaborate with academic research and educational organisations, primarily in Osaka and the rest of the Kansai region. In particular, we will implement mechanisms to encourage active participation as part of the communication roll-out, including holding thematic forums and producing and distributing teaching materials and officially recognised participatory programs to provide required learning units. In addition, we will seek opin-

ions from the youth who will shape our future by encouraging active participation in the People's Living Lab. We will actively communicate with young people.

• Community Platform (Events Centered around Young People)

As the living embodiment of our future, it is important to actively involve young people in designing our future society. We will encourage their participation in cooperation with various events run mainly by students and young professionals, providing them with a forum to discuss the projects they would like to see at EXPO 2025 OSAKA.

Examples:

– Kasumigaseki Kids Day

This program is a tour for kids and primary and secondary school students to learn about the ministries of the government of Japan located in Kasumigaseki, Tokyo, during their summer holidays. We set up a booth in the ministries and hold promotional events for such visitors to promote their understanding of EXPO 2025 OSAKA.

Kasumigaseki Kids Day



Photo: Ministry of Economy, Trade and Industry

– Painting Exhibition for Kids - Ideas for EXPO 2025 OSAKA

We hold a painting exhibition for primary school students inviting their creative arts regarding a future society.

– inochi Gakusei Project

This is a program for secondary school and university students to discuss healthcare issues and practical solutions. We plan to work with this program and promote understanding of these students.

Proposals from inochi Gakusei Project



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vi) Sports/ Art Activities

• Sports Activities

Promotional activities will be conducted to increase the level of awareness and interest in EXPO 2025 OSAKA, targeting individuals

and companies that actively participate in sports events. Participation in sports leads to mentally, physically, and socially healthy and diverse lifestyles, and such events create enthusiasm among visitors regardless of age or gender.

Examples:

- PR activities at the Tokyo Olympic and Paralympic Games (Tokyo, Japan), July to August 2020
- PR activities at the Kansai World Masters Games (Kansai-area, Japan), May 2021

• **Art Activities**

Movies and paintings allow both the creator and viewer to pursue the realisation of their own fulfilment. For this reason, we will actively promote EXPO 2025 OSAKA to artists, viewers, and other industry professionals in Japan and abroad at movie festivals and art exhibition.

Examples:

- PR activities at the Berlin International Film Festival (Berlin, Germany) held annually in February

vii) Celebrities

PR Activities by well-known personalities such as actors, actresses, and business leaders are planned to promote the Expo to the general public and increase the level of awareness of EXPO 2025 OSAKA in various countries.

c) Media

Plans are underway for the creation of easy-to-use media platforms, and for a mechanism for regular information feeds to various media outlets. In addition, we will implement measures to build relationships between the media and opinion leaders and influencers. This will enable various potential partners and sponsors, and other interested parties to conduct a range of promotional activities to a wide variety

of target audiences.

Overseas, we will distribute international news releases, utilise PR wires, hold press conferences at the Foreign Correspondents' Clubs, and conduct a variety of PR activities through Japanese embassies to provide information to major news agencies around the world.

A PR Office and Global Media Centre that is a Centralised Information Management Structure will be established to send and receive information and serve as a communication hub for media and journalist, production and distribution of news releases and newsletters, provision of publicity materials, supervision and management of media exposure, and handling of various enquiries.

i) News Releases

Distribution of news releases to Japanese and overseas media outlets will be carried out in conjunction with official announcements and releases of research results. Newswire services will also be utilised at the time of distribution. We aim to increase the level of awareness of EXPO 2025 OSAKA among journalists, publications and other outlets as well as among individuals around the world through these media releases.

ii) News Coverage

Intermittent media events such as news briefings and press conferences will be held at forums, receptions, and key milestones such as the selection of the host country leading up to the opening of EXPO 2025 OSAKA. Plans are underway for roundtable discussions, media tours, and previews designed to strengthen ties with media outlets around the world.

iii) Columns/ Featured Articles

Newspaper and magazines will complement various announcements of particularly important facts or topics as they relate to the Expo. The columns or articles released will be created and distributed via targeted advertisements and SNS promotions running parallel to activations on the website as well as the online platform.

iv) Internet

Websites and related media are covered in Section 7. C 3) b) of this chapter.

v) New Media

Expo-related information will be regularly provided via the online platform (see Section 7. C 2)) to opinion leaders and influencers of various countries and generations. These influencers will be encouraged to participate in the People's Living Lab and to propagate information to those around them. The building of strong, active relationships with media will further enable us to more efficiently disseminate relevant information.

vi) Ads

The main aim of our promotional activities is to rapidly spread enthusiasm for EXPO 2025 OSAKA in one push as momentum forms. We will roll-out communications via mass media advertisements across television, radio, newspapers, magazines, and online media including SNS, and engage in tie-ups with sponsors and collaborative advertisements with affiliated facilities at touch-points such as public transport and shopping malls, where there is heavy traffic of our target audiences. Media outlets and platforms will be carefully analysed and selected according to their reach to each target audience.

d) Promotion Materials

We will produce effective promotional content covering potential hot topics and other information pertinent to EXPO 2025 OSAKA as well as basic promotional materials such as logos and brochures. The logo will be selected through a due process as it is the symbol of EXPO 2025 OSAKA. Promotion materials will be developed considering respective target audiences' interests: especially professionals, primary and secondary school students, the youth, domestic tourists and overseas tourists. In addition, we plan to prepare not only portable PR materials but also ones for public open spaces in collaboration with local governments, businesses and public transportation operators in Osaka and the Kansai region. We will implement proactive PR activities using anthems and local ambassadors as well.

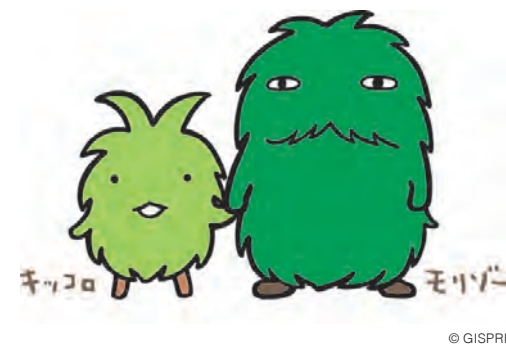
i) Logos and Mascots

If Osaka is granted the honour of hosting the Expo, we plan to create EXPO 2025 OSAKA logo marks, usage guidelines, and mascots in accordance with BIE rules. Logos and mascots will be produced following the production process for the bid logo mark outlined below. The public will be engaged by allowing them to submit and vote on their favourite logos, while ensuring the winning ideas are entirely original and do not infringe on any existing rights.

In addition, we plan to produce various mascots to strengthen promotional activities. We have successful experiences with producing logs and mascots. For example, the mascots produced for the EXPO 2005 AICHI, named Morizo and Kikkoro (see Figure 7-3), were

widely popular, leading to greater engagement through tie-ups and merchandising deals with sponsors.

Figure 7-3: Mascots of the EXPO 2005 AICHI: Morizo and Kiccoro



As a result, the committee received 1,331 submissions. A selection committee composed of specialists conducted primary selections, as well as trademark and copyright checks to narrow down the options. Next, a general vote was conducted over the Internet, with the top results being presented to the selection committee to confirm the best design, which was eventually trademarked.

• Production of Bid Logo for EXPO 2025 OSAKA Selection process

The 2025 Japan World Expo Committee, the bid committee for the EXPO 2025 OSAKA referred to in Appendix 1, asked for logo ideas from the general public during the period from March 27 to May 1 2017 to create momentum in Japan as well as to establish the Expo as an event to which every individual can contribute.

• Summary of the Logo Mark for the Osaka Host Bid

The candidate logos were judged according to their relevance to the EXPO 2025 OSAKA theme of *Designing Future Societies For Our Lives*, and whether they instilled a spirit of a gathering of diverse individuals to form solutions together. The logo also had to be easily recognisable and relevant to the local host city of Osaka. The winning design concept looks like a flower in bloom composed of smiling people from around the world depicted as *emoji*, which is a phenomenon that originated in Japan.

EXPO 2025 OSAKA bid logo



• Effective Logo Utilisation

The logo will be used proactively according to guidelines created in line with the regulations related to visual and brand identity by the BIE. The logo will function as the symbol of EXPO 2025 OSAKA and will be featured on promotional materials such as brochures, booklets, posters, panels, and promotional images.

Official Announcement of Selection of the Bid Logo



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A logo for the people, created by the people.

• Licensing

Guidelines for the EXPO 2025 OSAKA bid logo will be prepared so as to maintain consistency of the visual image and promote bid activities appropriately and effectively. A framework to promote effective bid activities in consultation with a diverse range of individuals, organisations, and charity groups will be developed to ensure wide recognition of the Expo.

ii) Brochures, Images, Posters, Banners, and Publications

We will employ various communication tools including PR brochures, graphic images, posters, banners, magazines, and digital publications, and actively utilize them in coordination with our other communication activities. These tools will be made available overseas as well as in Japan.

Expo-specific guidebooks for tourists will also be published during the Expo period.

iii) Commemorative Items

Commemorative items designed and developed in line with the theme of EXPO 2025 OSAKA will be distributed at designated locations. PR activities will be conducted in conjunction with sales to ensure that the point of purchase does not signify the end of communication. Sale of commemorative items will also be widely promoted domestically and overseas to generate greater awareness.

iv) Local Ambassadors

Communication activities that leverage selected ambassadors who support the EXPO 2025 OSAKA theme will be conducted to gain local and global recognition. The ambassadors will primarily be comprised of influencers in Japan and abroad, and will give media interviews and speeches, and attend relevant events. Ambassador activities will be featured and digitally stored on the People's Living Lab platform as

Promoting the Expo in Japan at Festivals, Sporting Events and Public Facilities.



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Employ "Ambassadors" to encourage awareness and engagement.

promotional content to encourage reach and recognition among a diverse audience base, which will, in turn, lead

to the spread and sharing of eclectic ideas.

v) Anthem

An anthem or jingle will be created within the People's Living Lab platform by volunteers, led by musicians who are active on the international scene, to further spread the EXPO 2025 OSAKA theme. The anthem will be played in Japan (primarily in Osaka and Kansai) and promotional activities abroad, contributing to momentum of our promotional activities.

vi) PR Survey Results

Regular opinion surveys will be carried out domestically to gauge domestic opinion regarding Osaka's progress in preparations for the Expo. Results will be compiled and sent out in news releases in order to reveal themes with a high level of public interest allowing us to gauge which messages or communication measures require increased focus.

4) Phased Strategy

Communications for the EXPO 2025 OSAKA will be divided into five phases that set specific milestones, targets and multi-layered communication channels to maximise effectiveness.

Phase 1. Seven Years Prior to the Opening - The Creation of Strong Communities

Phase 2. Three Years Prior to the Opening - Building Momentum towards the Expo

Phase 3. Six Months Prior to the Opening - Creating the Expo Movement

Phase 4. Immediately Prior to and During the Opening - Encouraging People to Physically Visit the Venue

Phase 5. After the Opening - Formation of a Legacy

See Section 7.E of this chapter for more details.

7.D Target Audiences

1) Target Audiences

Audiences within Japan and abroad will be categorised into four target groups –visitors, participants, media, and partners and sponsors. Each group will be analysed so that we may disseminate specific information appropriate for each group to encourage a higher level of awareness and promote a sense of engagement and active participation.

• Visitors

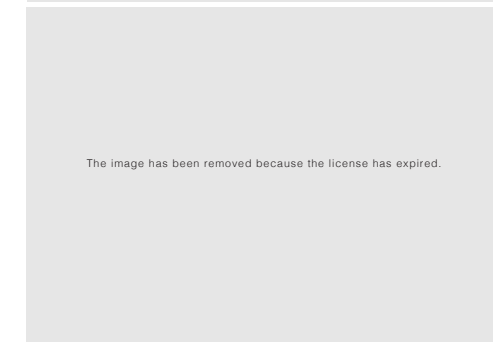
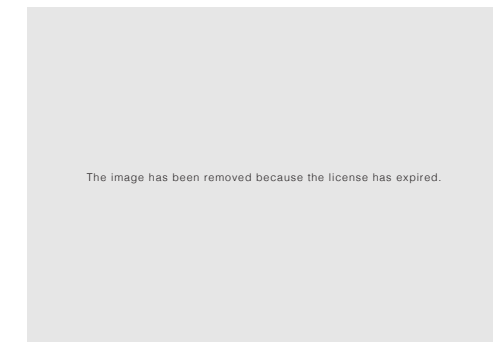
Visitors will be considered in two categories: Individuals who will experience the Expo first-hand by physically attending the venue, and virtual visitors who are unable to physically visit and who may not have many opportunities to receive international information. We will prepare innovative experiences for these virtual visitors through unprecedented applications of technology, granting them the ability to share in the World Expo wherever they are.

Virtual visitors will be able to participate in the Expo via the online platform and virtual exhibitions using VR technology. In this way, we aim to capture and facilitate the greatest number of participants possible.

• Participants

Participants will also be divided in two catego-

Images of Virtual Audiences



essarily always contribute funds, but will support to raise visitor awareness and attraction efforts. Sponsors will also be organisations from the private sector. The World Expo is different from commercial events, but sponsored support is needed for developing various services and activities. We will seek sponsorship by promoting the understanding of the Expo concept to domestic and overseas companies and will develop incentive programs.

2) Analysis of Target Audiences

a) Visitors

i) Domestic Visitors

We will develop a communication strategy targeting those with a particularly strong interest in the theme and concepts of EXPO 2025 OSAKA, those without such interest, and locals.

- Groups with a Particularly Strong Interest in the Theme and Concepts of EXPO 2025 OSAKA

Insights and Strategies

This is the target group that will support the theme from the outset, or those who want to be key innovators for the world around them.

We will invite this group to play a central role from the earliest stage of communication deployment. Each one of these innovators will be considered as their own form of media,

functioning as a source of interest and encouragement about the Expo and spreading their enthusiasm to those around them.

ries: Primarily exhibitors setting up booths or pavilions at the World Expo venue, and virtual participants who build their exhibits on the online platform. These include national governments and international organisations such as NPOs and NGOs. At EXPO 2025 OSAKA, we aim to make it easy for everyone to participate, and will be seeking participation from a wide range of exhibitors.

• Media

Media includes domestic and international mass media as well as personal media, opinion leaders, and influencers.

• Partners and Sponsors

Partners will basically be private sectors which aim to promote their presence by cooperating with the pre-Expo and Expo activities. They will not nec-

Preparing a range of clearly defined targets to guide communications and promotional activities.

Message Example

- “Send out your own awareness messages touching upon a wide variety of global challenges, like widening gaps between rich and poor and conflicts caused by this gap,”
- “Development of AI and biotechnology and its influences on our lives,” and
- “Longevity and the new changes it presents in our lives.”

We will ask the target groups to transmit messages spreading awareness of various issues that affect each influencer personally.

- Groups Without a Particularly Strong Interest in the Theme and Concepts of EXPO 2025 OSAKA

Insights and Strategies

The target will be encouraged to visit the Expo by offering interesting and exciting content that can only be experienced at EXPO 2025 OSAKA, including sharing the enthusiasm of those early adopters that are actively participating, offering package tours to Kansai and its surrounding areas, and mass advertising.

Message Example

- “Let’s have experiences the future that new innovations can create.”

We will attract this target by presenting the innovations that are created through the experiment that is the worldwide People’s Living Lab.

- “Travelling in Japan? Go to the Expo!”

Offer travel packages that include attractive tourist destinations in Kansai and its surrounding areas together with EXPO 2025 OSAKA to those who are considering travelling within Japan.

- Local Citizens

Insights and Strategies

This target is the group of people who want the Expo to act as a catalyst to enliven their local economy and culture. Engaging with this target creates opportunities for local citizens to interact with the world in solving local issues.

We will create a sense of ownership and engagement with the Expo and encourage participation by promoting the advantages of the Expo to the local area, specifically addressing local citizens’ individual needs.

Message Example

- “You yourself can change the future of Osaka and Kansai.”

We will let this target group know that their participation at the Expo and collaboration with various stakeholders from Japan and overseas will lead to addressing local issues relevant to the Expo theme, including economics, community, and social welfare.

ii) Overseas Visitors

As with domestic visitors, this group will be categorised into those with and those without particularly strong interest in the EXPO 2025 OSAKA theme and concepts to determine appropriate communication strategies.

- Groups with a Particularly Strong Interest in the Theme

Insights and Strategies

As with domestic early adopters, this target already supports the theme of the Expo, or wants to play a central role in innovation of the world around them.

We will invite this group to play a central role from the earliest stages of communication deployment. Each will be considered a form of media and will be encouraged to disseminate their enthusiasm about the Expo to their own

social circles.

In consideration of the demographics of current overseas tourists to Japan, it is likely that these visitors will mainly be from Asia. Therefore, it is expected that the main focus of early communication to encourage visiting Osaka will focus on those countries and regions and spread the movement all over the world.

In addition, we plan to work in partnership with overseas travel organisations to develop and roll-out attractive travel packages to Osaka and the rest of the Kansai area, and the Expo in order to encourage visiting Japan and the Expo. Messages sent by these innovators are expected to be similar to those sent by domestic influencers.

Message Example

- “Send out your own awareness messages touching upon a wide variety of global challenges, like widening gaps between rich and poor and conflicts caused by this gap,”
- “Development of AI and biotechnology and its influences on our lives,” and
- “Longevity and the new changes it presents in our lives.”

We will ask the target groups to transmit messages spreading awareness of various issues that affect each influencer personally.

- Groups Without a Particularly Strong Interest in the Theme

Insights and Strategies

To this target, we will promote the appeal of visiting Japan in their travel planning, and by extension, promote the appeal of visiting EXPO 2025 OSAKA while they are in Japan. In addition, we will communicate the appeal of EXPO 2025 OSAKA to those who happen to be independently visiting Japan, and encourage them

to visit the venue. And finally, we will promote participation in the Expo by encouraging online participation.

Message Example

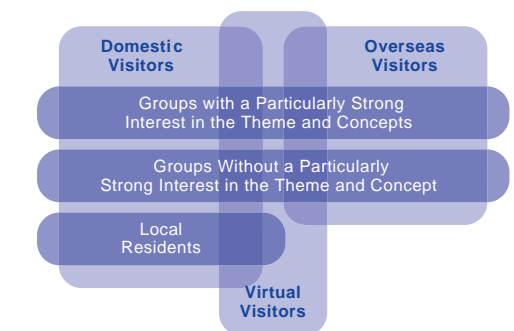
- “Let’s See EXPO 2025 OSAKA while you are in Japan.”

We will recommend visiting Kansai, already a hot destination among tourists, its surrounding areas, and of course EXPO 2025 OSAKA when visiting Japan. This will be facilitated by the many attractive tourism locations situated in close proximity to the venue.

- “The Expo you can enjoy by the online platform.”

We will communicate that much of the appealing content of the Expo can be enjoyed virtual visiting at the online platform for those unable to physically visit the venue.

Figure 7-4: Visitors Breakdown



b) Participants

Domestic and overseas participants are the stakeholders who will be exhibiting at booths or pavilions and their affiliates and assistants, or those attending a related event. Virtual participation will also be available on the online platform.

– Domestic Participants: groups, organisations, companies, educational institutions, academia research institutions, industry groups and associations, NPOs, NGOs, and volunteers that are interested in the theme.

– Overseas Participants: countries, groups, organisations, companies, educational organisations, academia research institutions, international organisations and institutions, industry groups and associations, NPOs, NGOs, and volunteers that are interested in the theme.

We expect to welcome a wide variety of these targets, but because it is extremely important to encourage exhibiting during the Expo, we intend to treat official participating nations and major entities as important exhibition stakeholders and place priority on communicating our message to these entities.

i) Countries

• Developing Countries

Insights and Strategies

This target group has a pressing need to resolve urgent issues within their own countries that are relevant to the theme, as well as to promote their own unique cultures and creations.

We will involve this group in the People's Living Lab from the earliest stage through presentation of their issues by government activities and collaborations with NPOs, NGOs, academia, research and educational organisations and others.

In addition, we will fully support their preferences regarding exhibit formats that will facilitate the communication of the appeal of their countries to the largest possible number of visitors

by encouraging collaboration with local organisations and groups within Osaka and Kansai in advance of the Expo.

Message Example

– “Let's think about the issues facing your country together and see if we can assist you to take one step forward to solve them.”

We will ask the target audiences to provide insights about the pressing issues they face that are relevant to the Expo theme to help raise awareness among the global community.

– “Let's promote the appeal of your country to Japan and Asia.”

We will promote the advantages of exhibiting by making emerging country participants aware of the appeal of Japan as a potential market, as well as its standing as a gateway to Asia.

• Emerging Countries

Insights and Strategies

This target group of countries wants to let the world know about their specialised technologies and services, or to resolve a variety of issues to assist in their further growth.

We will involve this group in the People's Living Lab from its onset, positioning it as an effective platform from which they may communicate their technologies and services and issues to the world.

Resolving environmental problems and socio economic changes accompanying the rapid growth of economies will be prominently featured in the People's Living Lab, providing further encouragement for this group to become involved.

Message Example

– “Show the world what they absolutely MUST know about your country!”

We will promote to this group that the People's

Living Lab and Expo are an excellent platform for promoting all the great tourist attractions and cultural experiences their countries have to offer to the world, as well as sharing the issues most important to them.

– “Let's create solutions by facing your country's issues together.”

We will ask countries in this target to share insights about any issues that have accompanied their rapid growth.

• Developed Countries

Insights and Strategies

These target countries want to participate in the EXPO 2025 OSAKA to show their solidarity with the theme and to highlight their ongoing activities and programs aimed at solving global issues.

We will involve this group in the People's Living Lab by providing them with a place to share solutions to a wide variety of global issues. They will be able to promote themselves as leaders for the development of our future society on the People's Living Lab platform as well as at the exhibition. We will also get them involved by communicating the collaborative nature of the People's Living Lab and its expressed goal of bringing the world together to solve global issues.

Message Example

– “Take this opportunity to show the world how your country can help design a future society for our lives!”

We will communicate to this group of countries that they will be able to position themselves as the leaders of tomorrow by utilising their world-leading technologies and expertise in solving the type of global issues presented in the theme of the Expo.

– “Let's think about global issues together, and take immediate actions to solve them.”

We will share issues faced by developed countries such as aging societies and the implications of the rapid development of advanced technology on the workforce, and communicate that issues such as these will be addressed through collaboration with other countries and large international corporations.

ii) Organisations

• International Organisations

Insights and Strategies

These participants want to promote activities that are relevant to the theme to people around the world, garner empathy, and gain further recognition.

They will be able to utilise the People's Living Lab to transmit information about their activities to people around the world.

Message Example

– “How about gaining the empathy and understanding of the world?”

We will communicate to this group that they will have the opportunity to promulgate messages to the world about the various activities they are engaging in. It will be important to provide this information not only to large organisations, but to organisations of all sizes that are engaged in activities relevant to the Expo theme.

Target Organisations

- United Nations (UN)
- International Committee of the Red Cross (ICRC)
- World Health Organization (WHO)
- World Trade Organization (WTO)
- Organisation for Economic Co-operation and Development (OECD)
- Association of Southeast Asian Nations (ASEAN)

- Economic Research Institute for ASEAN and East Asia (ERIA)
- New Energy and Industrial Technology Development Organization (NEDO)

Main Communication Channels

- Provision of PR contents via the online platform
- These groups will be given the opportunity to present their services and products through sponsored PR booths at the venue, the roll-out of sponsor promotions, and the roll-out of stage-based events

- NPOs, NGOs, Citizen Groups, and Individuals
Insights and Strategies

This target is relatively small compared to the “member states” and “international organisations” groups, but some will want to present their activities to a wide ranging audience via an event of the scope and scale of the Expo.

We will inform this group they can engage in temporary participation, which will still enable them to raise worldwide awareness as well as their own social credibility by utilising the online platform and micro-exhibitions.

In addition, we will encourage this group to exhibit by providing affordable exhibition formats.

Message Examples

- “Anyone with a strong will to help solve global issues can participate in EXPO 2025 OSAKA. Anyone can change the future.”

Some NGOs, citizen groups, and individuals may find it difficult to mount a large exhibition due to high costs, but EXPO 2025 OSAKA will provide a framework that enables those groups to exhibit easily through virtual and micro-exhibitions. We will convey the message that anyone can influence and co-create our future society.

c) Media

We will garner interest and support for the objectives of the Expo and the People's Living Lab from mass media, personal media, opinion leaders, and influencers in Japan and overseas, and will encourage them to actively send out information by themselves.

i) Domestic Mass Media

- Newspapers and news agencies: Includes five national newspapers, 74 regional newspapers, and news agencies such as Kyodo and Jiji

- Print magazines: Includes over 3,000 titles in publication

- Television: Includes five nationwide commercial broadcasters, one public broadcaster, and 114 affiliated broadcasters

- Radio: Includes 101 broadcasters and journalists

Insights and Strategies

This group is interested in relating information on fresh news and new innovations and developments.

Various projects handled at the People's Living Lab are expected to form the basis of interesting news content, and we will continuously provide information on hot topics accordingly.

Our primary strategies will be to run PR activities to be picked up by the media for the creation of news articles. We will also be implementing extensive mass advertising prior to the Expo to support this effort.

Message Examples

- “The people want to know what’s happening at the Expo!”

The activities taking place at the People's Living Lab are unprecedented, and involve the entire world. We will let it be known that our activities

represent a long-term program that starts long before the Expo and will continue long afterwards, and that domestic media outlets should continue to report on them.

ii) Overseas Mass Media

- Major newspapers and news agencies

- Major magazines

- Television and radio: Includes reporters and journalists stationed in Japan

- Personal media in Japan and overseas: Influencers and opinion leaders

Insights and Strategies

These outlets want fresh news. They will also want to pick up on events and happenings that are relevant to their own countries.

Activities transpiring at the People's Living Lab will include programs and projects various countries will participate in as stakeholders, as well as the resolution of issues faced within these countries. Such material naturally lends itself to valuable news content that media from various countries will want to report.

We will include international media in our PR activities by producing a diverse range of media releases and providing multilingual support to facilitate reportage on these projects. We will make the content of these projects and the day-to-day events of the Expo easy to grasp by visually demonstrating social experiments involving participation by countries around the world, and providing regular updates to the media of participating countries.

Message Examples

- “The People's Living Lab of EXPO 2025 OSAKA can have a direct influence on your country's future.”

We will communicate that activities taking place at the People's Living Lab are designed to solve

specific issues facing their country. We will also communicate that our activities represent a long-term program that starts long before the Expo and will continue long afterwards, and that domestic media outlets should continue to report on them.

d) Partners and Sponsors

Partners and Sponsors are groups that want to expand awareness of their businesses and activities by becoming partners or sponsors of the EXPO 2025 OSAKA.

i) Domestic and Overseas Partners

Insights and Strategies

This group would intend to increase public awareness by providing their products, services and technology at EXPO 2025 OSAKA and obtain participants' support. These companies may also be able to promote their technical capabilities and growth potential to users and investors through their exhibits.

They will be able to fully utilise the People's Living Lab to conduct effective marketing tests and to gain opportunities for making social contributions. The Living Lab will offer them a chance to raise worldwide awareness of their products and services, as well as elevating their social credibility.

Message Examples

- “Let's work to solve social issues through cutting-edge technologies and services.”

We will communicate to these entities that they will be able to utilise their proprietary technologies and services to solve global problems through participation in the Expo.

Unprecedented activities within the People's Living Lab will involve the entire world.

ii) Domestic and Overseas Sponsors

Insights and Strategies

This group would intend to enhance their public awareness, promote their products and businesses as well as increasing an opportunity for investments through providing their products, services and technology at EXPO 2025 OSAKA. We plan to involve them and receive financial support to enhance services and improve programs for EXPO 2025 OSAKA. We will provide domestic and overseas sponsors with opportunities for innovation, business/human resources matching, promotions at the venue, priority ticket allocations, and other incentives for their cooperation.

We will also provide a system to enable them to promote their products and services on possibly a global level via the online platform as well as at the Expo venue itself, together with its related events.

Message Examples

– “Your product and service can help solve global issues.”

– “Promote your products to Japan and all of the world.”

We will inform this group that they can communicate messages to companies and potential consumers from a large number of countries around the world, both online and offline. We will also communicate them about the benefits of contributing to education, progress, innovation, and international cooperation, as well as the actual business advantages foreseeable through promotion at the World Expo.

5 communication phases will create domestic and international momentum.

7.E Phase Objectives

We have already started communication activities in Japan and overseas, such as production of the bid logo and establishment of the special website (see Appendix 2), and we continue to work on increasing momentum toward realising the EXPO 2025 OSAKA. If we are chosen as the host country of the Expo, we will execute communications activities in five phases, specifically targeting various audiences and utilising multi-faceted points of contact that aim to maximise the communication effect. We will promote EXPO 2025 OSAKA, creating public momentum domestically and obtaining global support in line with our detailed Communication Strategy (see Table7-1).

1) Phase 1. Seven Years Prior to the Opening – The Creation of Cohesive Communities

a) Communication Objectives

Communications will be conducted primarily to innovators and early adopters in each target group. First, we will aim to form a cohesive community of people, organisations, institutions, and countries with a strong interest in the theme and concepts of EXPO 2025 OSAKA within the online platform that is a part of the People's Living Lab. It will be important to accumulate high-quality content from the outset in order to spread enthusiasm to the general public in later phases.

b) Targets

i) Visitors

We will identify groups with a strong interest in the EXPO 2025 OSAKA theme and concepts, demonstrate the appeal of the Expo to these target groups, and encourage them to actively participate in the People's Living Lab online platform.

ii) Participants

We will encourage potential exhibitors to actively participate in the Living Lab online platform by providing them with an opportunity to disseminate information about the issues they face, and share their culture and technological advances with the world.

iii) Media

We will encourage active participation in the Living Lab online platform by media within Japan and abroad that have an interest in the EXPO 2025 OSAKA theme and concepts or the innovative process of the Living Lab itself.

iv) Partners and Sponsors

We will vigorously recruit partners and sponsors and encourage their active participation by offering them expanded opportunities for their business and activities.

c) Proactively Employing Communication Channels

• Online Platform

We will recruit famous figures to create core content on our online platform and encourage interest from groups from the onset that are receptive to the issues that will be addressed through the theme of the Expo. We conscientiously offer a broad range of content by encouraging companies and various groups to participate.

• Workshops and Lectures: Will be positioned as resources for groups that want to be at the centre of the action. Information will be sent out utilising SNS and other media platforms.

• Pre-existing Events: PR activities will be conducted at pre-existing events in order to publicise EXPO 2025 OSAKA and its aims and purposes.

• PR Measures for Cutting Edge Media: We will issue releases and other news publications primarily to websites and magazines that are read by target groups with a strong interest in the theme of the Expo.

2) Phase 2. Three Years Prior to the Opening - Building Momentum toward the Expo

a) Communication Objectives

We will create an atmosphere in which the early adopters who have become involved in the Expo will spread their enthusiasm within our target groups. In addition, content within the open platform will be sent out to the world via various media channels, at first primarily focusing on the Internet, elevating the awareness level of EXPO 2025 OSAKA among a wide range of stakeholders.

b) Targets

i) Visitors

We will accumulate high-quality content on the online platform by progressing various projects toward implementation. Originating from the early adopter community, we will expand community circles and increase the awareness level of the Expo by transmitting its appeal and content to the early majority.

Table 7-1: Communication Strategy – Communication Points

		Phase 1 (7 Years Before) - The Creation of Strong Communities	Phase 2 (3 Years Before) - Building Momentum Towards the Expo	Phase 3 (6 Months Before) - Creating the Expo Movement	Phase 4 (Just Before and During) - Encouraging People to Physically Visit the Venue	Phase 5 (After) - Formation of a Legacy
Objectives		Target primarily to innovators and early adopters in each target group aiming to form a cohesive community of people, organisations, and institutions with a strong interest in the theme within the People's Living Lab. Spread enthusiasm to the general public using the online platform as the media.	Expand target to the early majority in each target group. Build momentum by raising awareness that "early adaptors have already become involved in the Expo." Continue to hold events. Actively promote PR stories on cutting edge Web media and magazines.	Expand target to the late majority. Create movement and increase awareness that "involving in the Expo is a matter of course." Implement mass media advertising and boost enthusiasm toward the Expo.	Expand target to laggards. Create a perception that "a visit to the Expo is a must." Implement mass media advertising on TV so that people can hear about the Expo every day.	Do not bring down the curtain. Pass the foundation for continued social experiments and borderless relationships beyond organisations and countries as a legacy down to the future.
TARGET VISITORS	Domestic with High Interest	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings Information sharing utilising their SNS PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings Information sharing utilising their SNS PR utilising the Web or magazines, etc. PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings Information sharing utilising their SNS PR utilising the Web or magazines, etc. Package tour to Kansai (including EXPO 2025 OSAKA) Ticket sales promotion PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings Information sharing about the Expo via their SNS Information provision via mass media (TV, newspapers, OOH) 	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings
	Domestic with Low Interest	<ul style="list-style-type: none"> PR using existing events 	<ul style="list-style-type: none"> PR utilising the Web or magazines, etc. Information provision utilising the online platform PR utilising existing events 	<ul style="list-style-type: none"> Ads on mass media (TV, newspapers, magazines, etc.) Package tour to Kansai (including EXPO 2025 OSAKA) Ticket sales promotion Information provision utilising the online platform PR utilising existing events 	<ul style="list-style-type: none"> Information provision via mass media (TV, newspapers, OOH) Information provision by sponsors (mass media etc.) Package tour to Kansai (including EXPO 2025 OSAKA) Workshops, events, and lecture meetings Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings
	Local Citizens	<ul style="list-style-type: none"> Events and lecture meetings in Osaka, Kansai PR using existing events Information provision utilising the online platform 	<ul style="list-style-type: none"> Events and lecture meetings in Osaka, Kansai PR utilising the Web or magazines, etc. Information provision utilising the online platform PR utilising existing events 	<ul style="list-style-type: none"> Events and lecture meetings in Osaka, Kansai Ads on mass media (TV, newspapers, magazines, etc.) Information provision utilising the online platform PR utilising existing events 	<ul style="list-style-type: none"> Information provision via mass media (TV, newspapers, OOH) Information provision utilising the online platform Events and lecture meetings in Osaka, Kansai 	<ul style="list-style-type: none"> Information provision utilising the online platform Workshops, events, and lecture meetings
	Overseas with High Interest	<ul style="list-style-type: none"> Information provision utilising the online platform Information sharing utilising their SNS PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Information sharing utilising their SNS Workshops, events, and lecture meetings PR utilising the Web or magazines, etc. PR utilising existing events Expo Information Center 	<ul style="list-style-type: none"> Information provision utilising the online platform Information sharing utilising their SNS Package tour to Japan (including EXPO 2025 OSAKA) Ticket sales promotion Ads on mass media (TV, newspapers, magazines, etc.) Expo Information Center PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Information sharing about the Expo via their SNS Information provision via mass media (TV, news, magazines, etc.) Package tour to Japan (including EXPO 2025 OSAKA) 	<ul style="list-style-type: none"> Information provision utilising the online platform
	Overseas with Low Interest	<ul style="list-style-type: none"> PR utilising existing events 	<ul style="list-style-type: none"> PR utilising the Web or magazines, etc. PR utilising existing events Expo Information Center 	<ul style="list-style-type: none"> Ads on mass media (TV, newspapers, magazines, etc.) Information provision utilising the online platform Expo Information Center PR utilising existing events 	<ul style="list-style-type: none"> Ads on mass media (TV, newspapers, magazines, etc.) Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform
PARTICIPANTS	Developing Countries	<ul style="list-style-type: none"> Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition at the venue 	<ul style="list-style-type: none"> Information provision utilising the online platform
	Emerging Countries	<ul style="list-style-type: none"> Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition at the venue 	<ul style="list-style-type: none"> Information provision utilising the online platform
	Developed Countries	<ul style="list-style-type: none"> Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition at the venue 	<ul style="list-style-type: none"> Information provision utilising the online platform
	Private Sector Companies (Domestic and Overseas)	<ul style="list-style-type: none"> Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform Study of Exhibition through invitation and communication 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition Study via Invitation 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition at the venue 	<ul style="list-style-type: none"> Information provision utilising the online platform
	NGOs, civic groups, Individuals	<ul style="list-style-type: none"> Information provision utilising the online platform 	<ul style="list-style-type: none"> Information provision utilising the online platform Study of Exhibition through invitation and communication 	<ul style="list-style-type: none"> Information provision utilising the online platform Study of Exhibition through invitation and communication 	<ul style="list-style-type: none"> Information provision utilising the online platform Exhibition at the venue 	<ul style="list-style-type: none"> Information provision utilising the online platform
MEDIA	Domestic Mass Media	<ul style="list-style-type: none"> Information provision utilising the online platform Interviews at domestic events or lecture meetings PR utilising existing events PR targeting cutting-edge media outlets (press briefing, press release distribution, etc.) 	<ul style="list-style-type: none"> Information provision utilising the online platform Interviews at domestic events or lecture meetings PR targeting cutting-edge media outlets (press briefing, press release distribution, etc.) PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Interviews at domestic events or lecture meetings PR to comprehensive media outlets (press briefing, press release distribution, etc.) PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform PR to comprehensive media outlets (press briefing, press release distribution, exhibit information update, etc.) 	<ul style="list-style-type: none"> Information provision utilising the online platform PR implementation (press briefing, press release distribution, etc.)
	Overseas Mass Media	<ul style="list-style-type: none"> Information provision utilising the online platform PR utilising existing events PR targeting cutting-edge media outlets (press briefing, press release distribution, etc.) 	<ul style="list-style-type: none"> Information provision utilising the online platform Interviews at overseas events or lecture meetings PR targeting cutting-edge media outlets (press briefing, press release distribution, etc.) PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform Interviews at overseas events or lecture meetings PR to comprehensive media outlets (press briefing, press release distribution, etc.) PR utilising existing events 	<ul style="list-style-type: none"> Information provision utilising the online platform PR to comprehensive media outlets (press briefing, press release distribution, exhibit information update, etc.) 	<ul style="list-style-type: none"> Information provision utilising the online platform PR (press briefing and press releases, etc.)
PARTNERS & SPONSORS	Domestic Companies	<ul style="list-style-type: none"> Information provision utilising the online platform Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Cooperative framework building through invitation Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Cooperative framework building through invitation Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Promotion by sponsors 	<ul style="list-style-type: none"> Information provision utilising the online platform
	Foreign Companies	<ul style="list-style-type: none"> Information provision utilising the online platform Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Cooperative framework building through invitation Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Cooperative framework building through invitation Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Promotion by sponsors 	<ul style="list-style-type: none"> Information provision utilising the online platform
	Other Organisations	<ul style="list-style-type: none"> Information provision utilising the online platform Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Cooperative framework building through invitation Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Cooperative framework building through invitation Incentive programs 	<ul style="list-style-type: none"> Information provision utilising the online platform Promotion by sponsors 	<ul style="list-style-type: none"> Information provision utilising the online platform

ii) Participants

This group will be encouraged to declare their participation ahead of time. We will provide support to allow them to establish unique exhibition plans after their declaration, utilising the dialogues on the People's Living Lab online platform as inspiration.

iii) Media

We will cultivate a network of key traditional media outlets in Japan and abroad as well as a cutting-edge media network through utilisation of the online platform.

iv) Partners and Sponsors

We will energise the community through PR activities on the online platform and participation in projects.

c) Proactively Employing Communication Channels

- Online Platform: More people are expected to participate as richer content becomes available. We will aim to galvanise communications to achieve early co-creation on the platform.
- Hosted Events: Key awareness events will be held in Japan and major cities overseas to showcase the theme of EXPO 2025 OSAKA and the various activities within the People's Living Lab that encourage participation.
- PR Activities on the Web and in Magazines: Energising the efforts of the People's Living Lab is likely to invite media attention. Active provision of information will increase the chances of media coverage.
- Cooperative Activities with Other Countries and Organisations: We aim to build a wide variety of connections through interactive efforts to be conducted offline, such as the sharing of issues and co-development of solutions between the

local city of Osaka, Kansai, Japan, and various countries and organisations.

3) Phase 3. Six Months Prior to the Opening - Creating the Expo Movement**a) Communication Objectives**

Mass advertising on TV and newspapers will commence, rapidly boosting enthusiasm toward the Expo and expanding the scope of each target group to the late majority, thereby creating a movement in which participation in the Expo becomes second-nature within each target group. Mass communications will increase in this phase.

b) Targets**i) Visitors**

The general public will be encouraged to physically attend EXPO 2025 OSAKA through mass advertising and promotion of Expo-specific travel packages. In addition, we will conduct advance ticket sales.

ii) Participants

We will encourage them to urge relevant entities within their countries to exhibit and inform them of the appeal of EXPO 2025 OSAKA. In addition, we will efficiently support their construction planning and ensure smooth activation of their exhibits.

iii) Media

We will encourage major media outlets to cover and help generate enthusiasm towards the Expo, both in Japan and abroad in order to create a snowball effect of increasing interest in the Expo.

iv) Partners and Sponsors

PR activities will be encouraged over a wide variety of media offline as well as online.

c) Proactively Employing Communication Channels

- Online platform: We will utilise the People's Living Lab site to enable key stakeholders around the world to easily follow activities on a daily basis. The site will function as the standard communication medium between visitors, participants, partners and sponsors, and the media.
- Mass Media Advertising on TV, in Newspapers, Out Of Home Media (OOH), and in Print Magazines: We will utilise major mass media advertising in Japan to spread information on the activities of the People's Living Lab and hint at major events to take place at the Expo venue. We will breed a sense of expectation aimed at overseas mass media, where country-specific promotions will be implemented accordingly based on ticket sale trends.
- Web Advertising: Particular emphasis will be placed on the dissemination of information to overseas audiences in an effective and efficient manner.
- Development and Sale of Travel Packages: In order to further encourage people to physically visit the venue, we will develop travel packages that will encourage visiting EXPO 2025 OSAKA. Packages will also link the Expo to attractive tourist destinations in Osaka, the Kansai area, and the rest of Japan.
- PR Measures for the Media in General: We will encourage the media to cover the progress of various Expo-related activities, with a main focus on target groups without particular latent interest in the theme of the Expo.

4) Phase 4. Immediately Prior and During the Opening - Encouraging People to Physically Visit the Venue**a) Communication Objectives**

At this point, mass media advertising such as on TV and in newspapers will be executed to ensure as many people as possible hear about the Expo every day, including those who rely mainly on traditional media in lieu of SNS and web-based outlets. We will create an atmosphere that makes all people feel that a visit to the Expo is a must.

b) Targets**i) Visitors**

We will encourage more people to physically visit the venue through collaboration with related events in the surrounding area. In addition, we will create a mechanism whereby visitors can send out messages about their personal experiences, furthering the spread of the Expo's appeal.

ii) Participants

Participants will be encouraged to publish communications about their achievements over the past seven years as well as their awareness of pressing issues, and to engage in co-creation of a better design for our future society through interactive dialogues with visitors.

iii) Media

We will urge the media to broadcast live, real-time coverage of EXPO 2025 OSAKA domestically and abroad by sharing relevant information through the on-site media centre.

iv) Partners and Sponsors

PR activities within the venue will be encouraged at related events.

A social experiment involving 8 billion people through an online platform and mass communication.

c) Proactively Employing Communication Channels

• Online Platform: The real-time activities of the People's Living Lab, will be visible online and through on-site events, to show how peoples' actions are making a difference with a goal of encouraging participation in the Expo. In addition, we will encourage visitor participation by showing actual content of participant exhibits.

In addition, constant updates of Expo content for virtual visitors will keep those unable to physically attend eager to keep returning to the People's Living Lab.

• Mass Media Advertisements on Television, in Newspapers, OOH, and in Print Magazines: We will publish enticing content within Japan and encourage active dissemination of information by sponsors.

• On-Site and Off-Site Experience Activities. (see Chapter 9).

5) Phase 5. After the Opening - Formation of a Legacy

a) Communication Objectives

We will not treat the Expo as the end goal, but rather as an opportunity to lay the foundation for continued social experiments and borderless connections that go beyond the organisational or national level to progress towards creating new solutions to global issues.

b) Targets

i) Visitors

The online platform will continue to operate after the closing of the physical Expo so that the achievements from the Expo can continue to be shared, with new innovative processes, further expanding and involving more and more people.

ii) Participants

Participants will take achievements and discoveries from the Expo back to their own countries, and spread them with their citizens. They will be encouraged to continue utilising the online platform in activities related to hosting the next World Expo.

iii) Media

We will encourage media to widely broadcast the achievements of EXPO 2025 OSAKA. In addition, we will continue to engage in the online platform and send out new contents to Japan and overseas.

iv) Partners and Sponsors

The online platform will continue to run after the Expo has concluded as new projects are created, so that it can continue to be utilised as a platform for communication with a wide variety of audiences.

c) Proactively Employing Communication Channels

• Online platform: The platform will continue to operate even after the end of the event. Achievements of collaborative efforts during the event will be featured while work will continue to be carried out to solve the remaining issues of our times.

• Symposia and Events: Will be hosted to present and celebrate the results of the continued

efforts of the People's Living Lab.

• TV Programs: Producers will create documentaries to introduce a new audience to the various initiatives carried out during the Expo. The relationships formed and solutions created at the Expo will be communicated to domestic and overseas audiences.

• Other Tools: We will actively consider new ways to pass down the legacy for posterity (for example, via gaming).

7.F Integrated Communication through Channel Segmentation

As described in Section 7.C of this chapter, communicating EXPO 2025 OSAKA itself is a social experiment involving the 8 billion people on the planet for designing future society. We plan to use both online platform and mass communication effectively and complementary to reach those people and maximise PR effects. These PR strategies will be implemented by effectively targeting the audiences as described in Section 7.D in phases as described in Section 7.E.

7.G Domestic Communication and Promotion

Regarding Domestic Communication and Promotion, please see Section 7.C for Strategies, Section 7.D for Target Audiences, and Section 7.E for Phase Objectives.

7.H Overseas Communication and Promotion

Regarding Overseas Communication and Promotion, please see Section 7.C for Strategies, Section 7.D for Target Audiences, and Section 7.E for Phase Objectives.

7.I Media Service Guide

The services for Media are mentioned in Section 7.C 3) c).

7.J Effect Evaluation

The organiser will think about appointing a professional company to get evaluate the effects, development and implementation of the communication plan. If such action is taken, the organiser will report evaluation results at the BIE General Assembly.

EXPO 2025 OSAKA will be made as universally accessible as possible by providing engagement opportunities online as well as offline to all potential stakeholders.

APPENDIX

1. Organisations Participating in the Implementation of the Communications Strategy

A sustainable promotional structure will be necessary in order to maintain communications that embody the People's Living Lab. We will build a foundation geared towards hosting and continuing these communications from the World Expo Committee, establishing a specialised department within the Japan Association for the 2025 World Exposition, and beginning efficient communications operations.

1) 2025 Japan World Expo Committee

The 2025 Japan World Expo Committee was established in March 2017 with the aim of bidding to host the World Expo in Osaka, Kansai, in 2025 by actively promoting itself as an all-Japanese structure with full cooperation from the government administration, the private sector, and various other entities. We will work to ensure sufficient local and global understanding of all the merits of hosting the World Expo in Osaka and Kansai.

In addition, we are planning to conduct various promotional activities for EXPO 2025 OSAKA at EXPO 2017 ASTANA. We are expecting to run similar measures at various events around the world moving forward.

2025 Japan World Expo Committee Launching Ceremony



© 2025 Japan World Expo Committee

Japan's Panel at EXPO 2017 ASTANA



Photo: METI

2) Japan Association for the 2025 World Exposition (tentative)

The association will be established if Osaka is conferred the honour of becoming the host city of World Expo 2025. A Communications Headquarters will also be established under the Secretary General. A system of detailed measures and procedures to be performed with the goals of hitting wide ranging targets, including those proposed by advertising agencies and PR companies within Japan and overseas, will also be established. The Association will also be in charge of developing and operating the People's Living Lab platform.

The Association will proactively engage in PR activities at the Dubai Expo and various other events around the world.

3) Government-Related Organisations

We will encourage participation by stakeholders through active PR activities on behalf of EXPO 2025 OSAKA at events participated in and hosted by government-related organisations in Japan and overseas. Even at the hosting bid stage, government-related organisations are already actively participating in PR activities on behalf of hosting EXPO 2025 OSAKA.

4) Advertising agencies and PR companies

Effective communications operations will be carried out through close collaboration with commercial advertising agencies and PR companies in Japan when formulating and implementing the actual communications strategies. Some of the largest advertising agency groups in the world are headquartered in Japan. These agencies have a breadth of pertinent experience, including securing sponsors for the Olympics and Paralympics, conducting hosting bids, and the operation of major worldwide summits. It is expected that a smooth roll-out of communications will be achieved with their cooperation. In addition, collaboration with overseas commercial advertising agencies and PR companies will enable effective promotion on a global level.

Table 7-2: Top 10 Ad. Agencies and PR Companies in Global Rankings 2016: \$1=110 yen

2015 (2014)		Total revenue (worldwide)(billion US\$)
1 (1)	WPP	1.87
2 (2)	Omnicom	1.51
3 (3)	Publicis	1.06
4 (4)	Interpublic	0.76
5 (5)	Dentsu	0.63
6 (9)	Accenture	0.29
7 (6)	Havas	0.24
8 (7)	Epsilon	0.21
9 (10)	IBM	0.21
10 (8)	Hakuhodo DYH*	0.18

Source: AdvertisingAge, AGENCY REPORT 2016

*Dentsu and Hakuhodo DYH are Japan-based companies.

2. Current Communication Activities

1) Production of Bid Logo for EXPO 2025 OSAKA

a) Selection process

The 2025 Japan World Expo Committee, the bid committee for the EXPO 2025 OSAKA referred to in Appendix 1, asked for logo ideas from the general public during the period from March 27th to May 1st 2017 to create momentum in Japan as well as to establish the Expo as an event to which every individual can contribute. As a result, the committee received 1,331 submissions. A selection committee composed of specialists conducted primary selections, as well as trademark and copyright checks to narrow down the options. Next, a general vote was conducted over the Internet, with the top results being presented to the selection committee to confirm the best design, which was eventually trademarked.

b) Summary of the Logo Mark for the Osaka Host Bid

The candidate logos were judged according to their relevance to the EXPO 2025 OSAKA theme of Designing Future Societies For Our Lives, and whether they instilled a spirit of a gathering of diverse individuals to form solutions together. The logo also had to be easily recognisable and relevant to the local host city of Osaka. The winning design concept looks like a flower in bloom composed of smiling people from around the world depicted as emoji, which is a phenomenon that originated in Japan.

c) Effective Logo Utilisation

The logo will be used proactively according to guidelines created in line with the regulations related to Visual and Brand Identity by the Bureau International des Expositions (BIE) and Exhibitions subject to the 1928 Convention.

The logo will function as the symbol of EXPO 2025 OSAKA and will be featured on promotional materials such as brochures, booklets, posters, panels, and promotional images.

d) Licensing

Guidelines for the EXPO 2025 OSAKA bid logo will be prepared so as to maintain consistency of the visual image and promote bid activities appropriately and effectively. A framework to promote effective bid activities in consultation with a diverse range of individuals, organisations, and charity groups will be developed to ensure wide recognition of the Expo.

2) The Website for EXPO 2025 OSAKA

The 2025 Japan World Expo Committee has created the EXPO 2025 OSAKA home page in Japanese, English and French, to inform and attract various visitors and potential exhibitors and partners from within Japan and abroad. Moving forward, we will increase the flow of communication through the online platform, SNS and other digital media.

<http://www.expo2025-osaka-japan.jp/>

<http://www.expo2025-osaka-japan.jp/en/>

<http://www.expo2025-osaka-japan.jp/fr>

3) The Twitter for EXPO 2025 OSAKA

The 2025 Japan World Expo Committee has created the EXPO 2025 OSAKA Twitter account distributes Expo pertinent information regularly.

People can follow by registering @expo2025_japan.

4) Creating Brochures, Images, Posters, Banners, and Publications

We will employ various communication channels including PR brochures, graphic images, posters, banners, magazines, and digital publications, and actively utilise them in coordination with our other communication activities. These communication tools will be made available overseas as well as in Japan.

Examples:

Brochures

Posters and Banner at the buildings of the Osaka Prefectural Government and Osaka City

Posters and Banner at the buildings of the Osaka Chamber of Commerce and Industry

Special Lantern at the Midousuji Avenue in Osaka

5) Local Events in Japan and overseas

We have promoted public momentum towards hosting EXPO 2025 OSAKA domestically and outside Japan through diverse local events leveraging major milestones such as the 2025 Japan World Expo Committee (see Appendix 1) launch, the candidacy letter submission to BIE, and EXPO 2025 OSAKA logo public announcement. We have also held many briefing sessions to promote public understanding on the Expo, as well as having a luncheon session with ASEAN Economic Ministries to obtain their support during their visit to Japan in April 2017.

6) Events for Youth

As the living embodiment of our future, it is important to actively involve young people in designing our future society. We will encourage their participation in cooperation with various events run mainly by students and young professionals, providing them with a forum to discuss the projects they would like to see at EXPO 2025 OSAKA.

Examples:

- Kasumigaseki Kids Day

This program is a tour for kids and primary and secondary school students to learn about the ministries of the government of Japan located in Kasumigaseki, Tokyo, during their summer holidays. We plan to set up a booth in the ministries and hold promotional events for such visitors to promote their understanding of EXPO 2025 OSAKA.

- Painting Exhibition for Kids - Ideas for EXPO 2025 OSAKA

We plan to hold a painting exhibition for primary school students inviting their creative arts regarding a future society.

- *inochi Gakusei* Project

This is a program for secondary school and university students to discuss healthcare issues and practical solutions. We plan to work with this program and promote understanding of these students.

<http://www.inochi-gakusei.com/>

[Wakazo-online.com](http://www.wakazo-online.com)

A platform for the youth to help realise the EXPO 2025 OSAKA by holding movie and speech competitions is established.

7) Voluntary Activities by the Member Companies of 2025 Japan World Expo Committee

Member organisations of the 2025 Japan World Expo Committee, of which some are potential sponsors, are also proactively carrying out public relations initiatives at this time.

Examples:

Advertisements on the Wing Shuttle AGT at KIX created by the Japan Travel Bureau

Advertisements within Resona Bank ATMs

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The image has been removed because the license has expired.



Chapter 8

LOCATION REQUIREMENTS

LOCATION REQUIREMENTS

A thriving area of Japan, Osaka and the Kansai region are home to both ancient art and culture, the latest technologies in advanced and developing fields, world-class transportation, and cuisine. Enjoying rapidly growing tourism, and poised to host a number of worldwide events in the near-future, Kansai is bolstering its readiness to host EXPO 2025 OSAKA, KANSAI, JAPAN.

CULTURAL, HISTORICAL AND ECONOMIC CENTRE

Kansai region is rich in culture with more than 1600 years of recorded history, and an economic hotspot with a multitude of companies operating on an international level.

UNRIVALED INFRASTRUCTURE FOR SMOOTH ACCESS

Top ranking international airports, state-of-the-art train systems, and ample transportation options by land and sea ensure easy access to the Expo site for both international and domestic visitors.

SAFETY ENSURED

Japan is one of the safest countries in the world with extremely low crime rate.

History and Culture

With over 1,600 years of recorded history, the Kansai region is rich in culture. Serving as the nation's cultural and political centre for over a millennium, about half of Japan's National Treasures, and five UNESCO World Heritage Sites can be found in Kansai today.

International and Domestic Access

- With 9.4 million foreign visitors in 2016 alone, Kansai is adequately equipped for large traffic with extensive road, rail, and air transport networks.
- With 1,260 flights a week and having been named "the World's Best Airport for Baggage Delivery" for three consecutive years since 2015, Kansai International Airport (KIX) is ranked the ninth out of "The World's Top 100 Airports in 2016" by Skytrax.
- Train lines connect with KIX station, ensuring constant, consistent accessibility. KIX also connects with an expressway. It takes about 40 minutes to the venue by car.

A Bustling Economy

- Japan enjoys a pivotal location by being close to the huge Asian market, which commands 36% of the world's GDP.
- Kansai has a regional GDP of \$734 billion, accounting for over 15% of Japan's total.
- With a multitude of companies operating on an international level, Kansai is an economic hotspot.

International Tourist Friendly Area

- Kansai is a region of international tourism. In order to achieve comfortable and smooth travel and stay for foreign tourists, services in multiple languages are already widely in place.
- The organiser is working in close partnership with relevant trade, tourism and hotel associations to assure ample accommodation is available during the Expo.

Security

Japan is one of the safest countries in the world, with an extremely low crime rate. Visitors to EXPO 2025 OSAKA, KANSAI, JAPAN will have a peace of mind.

LOCATION REQUIREMENTS

8.A Suitability of the Proposed Venue

The ideal location for a World Expo would have a sizeable population, robust economy, rich culture, and natural affinity with the concept of the Expo. In addition, a plan should

be in place for use of the site after the conclusion of the Expo, and the venue must be well connected with existing city infrastructure, easily accessible, and of a sufficient size to accommodate the requirements of the Expo. Yumeshima Island thoroughly satisfies these requirements. It is an absolutely ideal venue for EXPO 2025 OSAKA.

Figure 8-1: Location of Yumeshima Island, Osaka, Kansai



1) A Bustling Population and Economy

a) Osaka, and the Kansai Area

The Osaka Prefecture, where Yumeshima Island is located, is a thriving metropolis home to approximately 8.8 million people with about US\$345 billion in GDP. And the Kansai region, of which Osaka is the hub, constitutes an enormous, populous economic zone, with over 20 million citizens yielding a GDP of US\$734 billion, which consists of 15.7% of the national GDP. Kansai has attracted many environmental and life-science companies and research facilities, which form a major industrial complex (see Chapter 2 for details).

b) Japan

Japan has the tenth largest population in the world, consisting of 120 million people, and the world's third-largest economy, with approximately US\$5 trillion in GDP.

c) Asia

Japan enjoys close proximity to the huge and

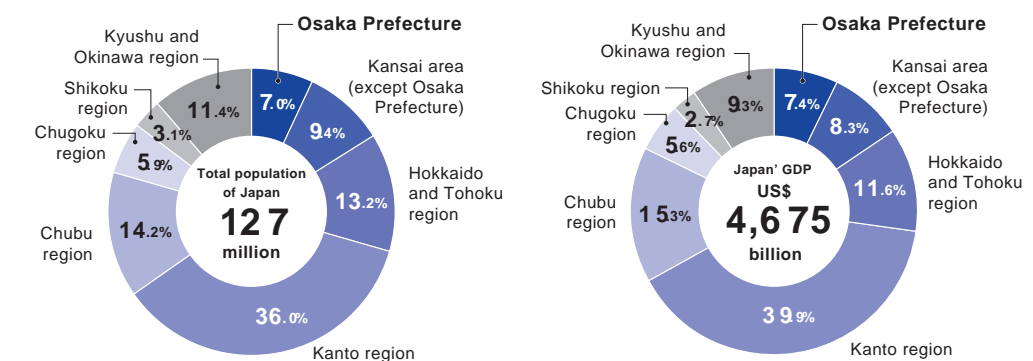
rapidly growing Asian market, which represents over 30% of the Gross World Product. We are neighbored by China, a country of approximately 1.4 billion people and the world's second largest economy, US\$11 trillion in GDP, and ASEAN countries, comprising of about 600 million people and generating about US\$2 trillion in collective GDP. Accessibility to Japan is well established via both air and sea. Japan is a trade-driven nation. Our trade accounts for approximately US\$60 billion annually—fourth highest in the world—and our primary trade partners are the other Asian economies. In recent years, tourism to Japan has expanded dramatically, especially from Asian countries, so consumption by inbound tourists has expanded accordingly. It is abundantly clear that Japan plays a key role as an important window to the massive Asian market. The number of visitors to Osaka is growing rapidly, and reached 9 million in 2016 (see Chapter 2 for details).

Yumeshima Island is an absolutely ideal venue

Over **20 million** people live in the kansai region

GDP of **US \$ 734 billion** in kansai, consisting 15.7% of the national GDP

Figure 8-2: Population and GDP Share of Osaka City and the Kansai Region



Source: Annual Report on Prefectural Accounts (2014), Cabinet Office
*Amounts rounded to the nearest million.

2) History and Culture

Osaka and the Kansai area have over 1,600 years of recorded history. Culture from the neighbouring continent was imported and spread around the region as early as the fifth century, when Osaka became the centre of political and economic life. An enormous *kofun*—one of the world’s largest ancient burial mound complexes—in Sakai city in Osaka, stands as a reminder of how influential Osaka became at the time. In the seventh and eighth centuries, Osaka became the nation’s capital multiple times. During the eighth century, when Nara was Japan’s capital, Kansai region was the easternmost stop of the Silk Road, making it a centre of intercultural communication among the people who exchanged both ideas and goods. As a result, the aristocratic Buddhist Tempyo culture flourished, which was a fusion of cultural influences from China and the Middle East.

Subsequently, Kyoto became the capital for over 1,000 years. In the 11th century, The Tale of Genji, widely regarded as the first full-length novel ever created, was written in the original Japanese hiragana script, which was developed by evolving kanji into a phonetic system, and remains the most common of written languages in Japan to this day. During this period, a unique culture thrived in the area. Kansai has a number of major cultural heritage sites including shrines, temples, and historical buildings, as well as unique performing arts, and traditional Japanese cuisine. As much as about half of Japan’s historical tourism resources are located in Kansai, including five UNESCO World Cultural Heritage sites, 602 officially designated

National Treasures, and 6,083 officially designated Important Cultural Properties. In the late 12th century, Sakai, which is located at the centre of Osaka today, developed as an autonomous city run by merchant citizens, in a manner similar to that of medieval Italy. Business tycoons gathered and established autonomy in Sakai, positioning it as a major international trading post. In the 16th century, a government unifying the whole of Japan emerged in Osaka, and the construction of Osaka Castle became a major symbol of the unification of Japan. Osaka Castle is known as one of the three great castles in Japan, along with Edo Castle and Nagoya Castle. It is cherished as a symbol of local identity and pride among the people of Osaka, and attracts hundreds of thousands of tourists every year. Also in the 16th century, the tea ceremony culture developed and thrived in Osaka. Led by Senno Rikyu, known as *Chasei* or The Tea Saint, established the Japanese tradition of tea ceremony, *sado*, by perfecting the philosophy of *wabicha*—respecting the spirit of the simple and quiet. By the 17th century, Osaka had become the heart of Japanese economy and logistics, and was dubbed the “kitchen of Japan”. This era saw the flourish a merchant culture catapulted by now-traditional entertainments including *bunraku** puppet plays and *kabuki** which developed during this period. At the same time, an academic environment took root, with the establishment of private schools like *Kaitokudo* or *Tekijuku*, which offered liberal educations independent from the curricula propounded by the government. This local spirit of individual conviction and

**Bunraku*: *Bunraku* is traditional puppet theatre art performance formed at the end of the 16th century by combining a singing-narrative tradition and a puppet play, used to visually engage the audience.

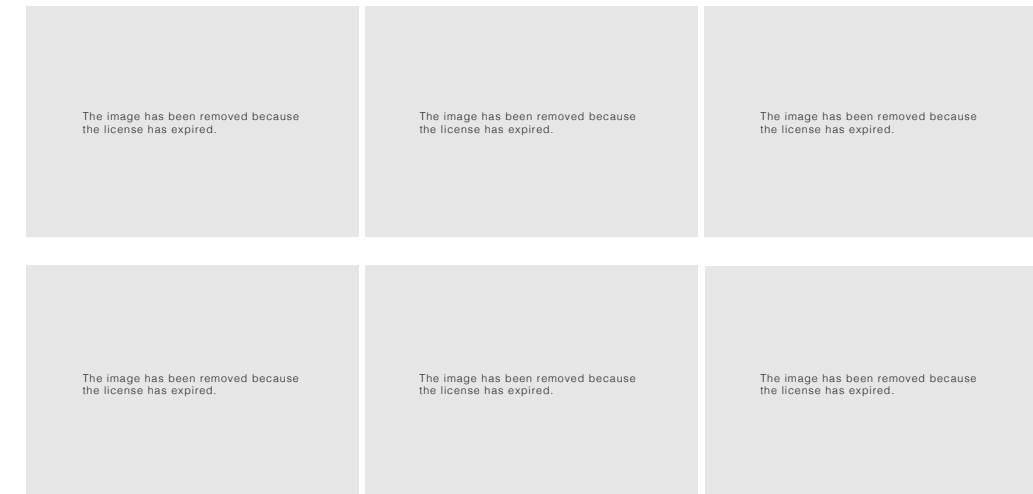
**Kabuki*: One of the most famous of traditional Japanese popular dramatic forms. In its 400-year history, *kabuki* has evolved by continuously incorporating elements of other styles of art performance and popular trends throughout the years. It is a composite art featuring a rich blend of acting, dancing, music, make-up, dramatic staging, and even special effects.

Figure 8-3: World Heritages and Others in Osaka and Kansai Area



Source: Developed based on the information on the following website: http://www.osaka-info.jp/en/plan/travelling_around_kansai/

National Treasures, Important Cultural Properties and Others in Osaka and Kansai Area



Source: Websites of each shrines and temples

From top left, Fushimi Inari Taisha (Kyoto Prefecture), Todai-ji Rushana Buddha (Nara Prefecture), Kofuku-ji five-storied pagoda (Nara Prefecture), from bottom left, Sumiyoshi Taisha (Osaka Prefecture), Shitenno-ji (Osaka Prefecture), Sanjusangen-do Thousand Armed Kannon Statues (Kyoto Prefecture)

Images of Sado (Japanese Tea Ceremony)



Source: Shin-An Tea House, Sakai City website (up), Green Tea Culture, Union of Kansai Governments website (under)

Japan ranked **4th** in the 2017 world economic forum's travel and tourism competitiveness index.

Osaka - one of the **"52 places to go in 2017"** (The New York Times)

visions becoming a capital of Asian culture and tourism catalysed by the successful hosting of EXPO 2025 OSAKA, KANSAI, JAPAN.

3) Affinity with the Concept

Osaka and the Kansai area are advanced in the fields of life-sciences, cuisine, sports, entertainment, and other sectors which are perfectly synchronised with the proposed theme of the Expo, *Designing Future Society for Our Lives*, and its subthemes, *How to Lead a Healthy Life in a Diverse Manner*, and *Sustainable Socioeconomic Systems*.

a) Cluster of Research Centres and Life-Sciences Companies

Many global research institutions and businesses dedicated to life-sciences are located in areas known as the North Osaka Bio Cluster and Northern Osaka Health and Biomedical Innovation Town in Saito, another area within Osaka. Similar clusters are situated in other major cities in Kansai, including the Kobe Biomedical Innovation Cluster, Center for iPS Cell Research, and Kyoto University (see Chapter 2 and 4).

b) An Unparalleled Food Culture

Osaka delicacies are as diverse as they are delicious: *kappo* (Japanese traditional cuisine), *takoyaki* (round octopus dumplings), *okonomiyaki* (savoury pancakes made from a variety of ingredients), *Kyo-ryori* (Kyoto cuisine), and a variety of other delicacies form one of the world's premier food cultures. And of course, world-class non-Japanese food establishments featuring practically every culinary innovation from around the world

are available for visitors with various cultural backgrounds and tastes.

c) A Major Hub for Sporting Events

Kansai is home to a variety of professional sport teams (see Table 8-1), and has become renowned for developing a number of world-class athletes. Upcoming international sporting events in the region include the Rugby World Cup 2019 in Japan and the World Masters Games 2021 Kansai.

Kansai will host two of Japan's 12 matches during the Rugby World Cup, to be held from September 20, to November 2nd, 2019. These matches will be held at Hanazono Rugby Stadium in Higashiosaka, which seats about 24 thousand, and Noevir Stadium in Kobe with a capacity of approximately 30 thousand.

The World Masters Games is an international multi-sport athletic competition for sports enthusiasts over the age of 30 and into their

middle age and senior years. The birthplace of many "firsts" Osaka will be the first city in Asia to ever host the World Masters Games, just as it was the first Asian city to host the World Expo in 1970.

The 2021 event aims to embody the World Masters Games ideology: "Sport for Life". Kansai will fully leverage the legacy of these international sporting events for the benefit of EXPO 2025 OSAKA.

Sporting events for common people are also popular in Kansai, and marathons with broad international participation are held every year in several prominent Kansai cities. These include the Osaka Marathon with approximately 30 thousand runners, the Kyoto Marathon, with about 16 thousand, the Kobe Marathon, with about 20 thousand, and the Nara Marathon, with about 18 thousand.

World-class culinary innovation and "washoku" traditional delicacies available for visitors.

Table 8-1: Professional Sport Teams in Kansai

Established Year	Name of the Team	Sport	Home	Number of Audience
1935	Hanshin Tigers	Baseball	Hanshin Koshien Stadium	2,910,562 (2016)
1992	Gamba Osaka	Football	Suita City Football Stadium	430,806 (2016)
1993	Cerezo Osaka	Football	Yanmar Stadium Nagai Kincho Stadium	262,591 (2016)
1996	Kyoto Sanga F.C.	Football	Kyoto City Nishikyogoku Athletic Stadium	137,005 (2016)
1997	Vissel Kobe	Football	Noevir Stadium Kobe	289,310 (2016)
2004	ORIX Buffaloes	Baseball	Kyocera Dome Osaka	1,794,475 (2016)
2005	Osaka Evessa	Basketball	Fumin Kyosai Super Arena	89,881 (2016)
2008	Kyoto Hannaryz	Basketball	Hannaryz Arena	—
2008	Shiga Lakestars	Basketball	Ukaru-chan Arena (Shiga City Gymnastics) and others	—
2011	Nishinomiya Storks	Basketball	Nishinomiya City Central Gymnastics	—
2012	Bambitious Nara	Basketball	Naraden Arena and others	—

Source: <https://data.j-league.or.jp>
<http://npb.jp/teams/>
<http://www.bj-league.com/>

Figure 8-4: Cuisine Culture of Kansai Region



Japanese food culture respectfully preserves traditional cooking methods to make the original flavors of each ingredient remarkable, while using these various materials freshly grown in Japan's unique natural environment. *Kyoryori* is a general term referring to the cooking method based on soup stock, typically *KaisekiRyori* grown through long history of Kyoto, and also the cooking culture to assort foods on dishes, set them on a table, and to serve them with hospitality. Recently, *ShojinRyori* has gained recognition as a typical healthy food. *ShojinRyori* has been developed initially as dishes for Buddhist priests and is made using only grains, beans, and vegetables, not using animal and fish meats.



Green tea is indispensable in the daily lives of the Japanese. Tea culture, including *Cha No Yu* (tea ceremony) to share green tea between host and visitor as a way to understand each other, was originated from Kansai. *Uji cha* boasts an approximately 800-year history. It maintains the best brand of Japanese teas, while closely related to the food culture of Kyoto. You can choose any tea from a variety of tastes and scents of *Uji cha* such as *Matcha* (powdered green tea), *Sencha* (regular greenleaf tea), and *Gyokuro* (a special high-quality green tea), produced in cool climates where mist often occurs at the sites. You can enjoy Japanese historical culture by tasting a variety of *Uji cha*. In order to complement the taste of green tea, delicate confectioneries are served together at tea ceremonies. Therefore, lots of confectionery manufacturers have grown up in the Kansai region.



"Flour-made foods" is a general term for dishes made from flour such as *Okonomiyaki* (savory pancake with various ingredients) and *Takoyaki* (octopus dumpling). These are indispensable when we talk about Kansai food culture. It is said that *Funoyaki*, served as confectionery for tea ceremony, is the root of *Okonomiyaki*. There are a variety of foods served by each restaurant and region. *Okonomiyaki* is favored as popular food made by mixing slices of cabbage and seafood in flour dough and baking on a hot iron plate. They are topped by a salty-sweet sauce, as well as sliced dry bonito.



The process of fermentation makes foods delicious and preservative by using bacteria to create alcohol and other flavors. This fermentation culture has long been familiarised in Kansai throughout its history. For example, Kansai is the birthplace of both *Shoyu* (soy sauce) and Sake made using fermentation. Both of them are indispensable in Japanese cuisine. They are the universal seasoning that supports Japanese food culture. In Kansai, there are still manufacturers brewing *Shoyu* manually using traditional methods. Further, a variety of fermentation foods invented by their predecessors' wisdom are still apparent in many sites in Kansai as local dishes. *Funazushi* (fermented crucian carp with rice) is an example. It has flavors like cheese and a deep taste with a little sourness. *Funazushi* has a great number of fans.

The image has been removed because the license has expired.

**bunraku* and *kabuki*: see 2) for details

***Joruri*: A *Tayu* narrator tells a story by singing and chanting accompanied by music played by the traditional shamisen, an ancient Japanese stringed instrument. Also known as *gidayu-bushi*.

****Manzai*: A type of stand-up comedy. *Manzai* usually involves two performers

d) A Thriving Centre for Entertainment

A wide range of entertainment options is available in the Kansai region, from traditional entertainment like the *bunraku** puppet play to modern comedy clubs. Visitors are eagerly welcomed to a first-hand experience with *bunraku** at the National Bunraku Theater, *kabuki** at the Osaka Shochiku-za and Kyoto Shijo Minami-za, *nogaku* at the Kyoto Kanze Nohplay Theater, *joruri*** at the Joruri Theater, as well as stand-up comedy, or *manzai**** at Namba Grand Kagetsu—the list goes on and on.

e) An Open-Minded and Diverse Region Driven by Businesses Ranging from Small Enterprises to International Mega-Corporations

The people of the Kansai region are well known to have a mind-set for taking on new challenges without fear of failure, even earning the slogan, *yatteminahare*, or “well, get to it then.”

Many large global and domestic corporations are located in Kansai. Major Japanese companies ranked in the “Fortune 2016 Global 500” have their headquarters there: Nippon Life Insurance Company, Panasonic Corporation, ITOCHU Corporation, Sumitomo Life Insurance, Kansai Electric Power Company, Daiwa House Industry Co., Ltd., and Sumitomo Electric Industries, Ltd.

13 Japanese companies are ranked in the “Global Rep Trak 100,” which is the most highly rated company ranking estimated by Reputation Institute, of which three compa-

nies place headquarters in Kansai. Nintendo Co., Ltd., is located in Kyoto Prefecture. Panasonic Corporation and Sharp Corporation are located in Osaka Prefecture.

Many Kansai-based small and medium enterprises actively operate around the globe. Out of the “Top 100 Global Niche Companies” identified by the Ministry of Economy, Trade and Industry, which recognises excellently-run small and mid-sized enterprises with a high global market share in a specialized area, about a quarter are located in Kansai. Since it covers such a wide range of business sectors, it is said that “there is nothing that cannot be produced in Kansai”.

Takeda Pharmaceutical Co., Ltd., which is ranked in top 20 pharmaceutical companies of sales in the world, and other large pharmaceutical companies are situated in Doshomachi in the central part of Osaka, where many medicine wholesalers have been located since the Edo period.

Osaka and Kansai are advanced in life-sciences, cuisine, sports, entertainment, and much more.

Figure 8-5: Map of Traditional Culture and Entertainment Facilities in Kansai



Source: http://www.osaka-info.jp/en/plan/travelling_around_kansai/

Figure 8-6: Tourist Destinations and Events in Kansai



4) Utilisation of Pre-Existing City Facilities

World Expo attract a huge number of domestic and foreign visitors, as well as delegates from overseas. Therefore, an ideal venue must effectively leverage existing city infrastructure including transportation, accommodation, and shopping facilities. Yumeshima Island, the

candidate venue of EXPO 2025 OSAKA, is only about 10 km west of Osaka's city centre. It is an outstanding venue that fully leverages existing city resources such as restaurants, retail shops, convenience stores, supermarkets, hotels, hospitals, police facilities, and a full range of already existing operational "big-city" services.

Figure 8-7: Public Facilities, Retailers and Accommodations within a 10-kilometer Radius of Yumeshima Island



Figure 8-8: Event Sites and Sports Facilities around the Expo Venue



5) Transportation Accessibility

Infrastructure in Japan is highly developed, and was named the world's fifth-best infrastructure-developed country in the World Economic Forum's (WEF) "Global Competitiveness Report, 2016-2017." Successfully hosting a World Expo requires a holistic transportation infrastructure capable of transporting thousands of visitors to and from the venue with ease. Extensive transportation options are already in place to reach the cities of Kansai both from overseas and from other major cities in Japan via air, land (bullet trains and world-quality expressways), and sea. In addition to existing expressways and ordinary road access, a development plan is underway that includes a railway extension and road-widening to further bolster access to Yumeshima Island from within Osaka (details below).

6) Long-Term Regional Development

The Committee for Yumeshima Development, comprised of representatives from Osaka Prefecture, Osaka City, and three prominent Kansai economic organisations, have crafted a "Yumeshima Development Concept", which elaborates the organizers' policy for long-

term regional development post EXPO 2025 OSAKA (see Chapter 9 for details).

8.B Events and Large Facilities around the EXPO Venue

Professional sports stadiums, a large-scale event facility designed for international conferences, and more are situated in close proximity to the EXPO venue, including Noevir Stadium Kobe, Kyocera Dome Osaka, and Suita City Football Stadium. In 2017, INTEX Osaka served as the venue for various events such as the International Food Expo UTAGE 2017 Osaka (620 thousand visitors) in April and May, Kansai Monozukuri World, a manufacturing exhibition (48 thousand visitors) in October, the Osaka Marathon (123 thousand participants) also in October, and the Osaka Motor Show (290 thousand visitors) in December. We will plan to provide visitors with experiences linked to such industrial trade shows or sports events at the Expo venue so that the visitors of the existing events will be attracted and come to EXPO 2025 OSAKA.

Table 8-2: Capacity of Sports Facilities around the Expo Venue

Category	Name of Facility	Location	Major events	Capacity
Stadium	Suita City Football Stadium	Suita City	Home of Gamba Osaka	40,000
	Yanmar Stadium Nagai	Higashiumiyoshi-ku, Osaka City	Home of Cerezo Osaka (Football)	47,816
			FIFA World Cup Korea/Japan (2002)	
			IAAF World Championships in Athletics (2007)	
			FIFA Club World Cup Japan (2015)	
	Noevir Stadium Kobe	Hyogo-ku, Kobe City	Home of Vissel Kobe (Football)	30,132
		Home of INAC Kobe Leonessa (Football)		
		Home of Kobe Steel Rugby Club Kobelco Steelers		
	Kobe Universiade Memorial Stadium Suma-ku, Kobe City		Football matches of J League, Japan	45,000
			Women's Football League, Japan National Team, etc.	
	Fumin Kyosai Super Arena	Konohana-ku, Osaka City	Home of Osaka Evessa (Basketball)	7,056
	Maishima Ground	Konohana-ku, Osaka City	Cerezo Osaka (Football)	—
Baseball Stadium	Kyocera Dome Osaka	Nishi-ku, Osaka City	Home of ORIX Buffaloes (Baseball)	36,154
	Hotto Motto Field Kobe	Suma-ku, Kobe City	Second home of ORIX Buffaloes	35,000
	Hanshin Koshien Stadium	Nishinomiya City	Home of Hanshin Tigers (Baseball)	47,508
	Maishima Sub-Ground	Konohana-ku, Osaka City	Home of ORIX Buffaloes' farm team	—

Note: The chart above refers to sports facilities such as home of professional sports teams based in Osaka and Kansai area which are located within a 30-kilometer radius of Yumeshima.

Source: Websites of each facility

Table 8-3: Convention Facilities around the Expo Venue

Category	Name of Facility	Location	Major events	Gross Floor Area (m ²)
Convention Site	Intex Osaka	Suminoe-ku, Osaka City	Osaka Auto Messe	132,997
			The International Food Expo UTAGE 2017 in Osaka	
	Osaka International Convention Center	Kita-ku, Osaka City	World Travel Organization General Assembly - 14th session	67,545
			The Third World Water Forum	
			Rotary International Annual Meeting in 2004	
			The G8 Finance Minister Meeting in the 2008 Summit	
	Osaka-Jo Hall	Chuo-ku, Osaka City	Live concerts of artists in Japan and from overseas	36,174
	Kyoto International Conference Center	Sakyo-ku, Kyoto City	The third Session of the Conference of the Parties to the	46,743
			United Nations Framework Convention on Climate Change	
			The Third World Water Forum	
	Miyakomesse	Sakyo-ku, Kyoto City	Kyoto International Manga Anime Fair	39,142
	Kyoto Pulse Plaza	Fushimi-ku, Kyoto City	Antique Grand Fair in Kyoto	21,474
	Kobe International Exhibition Hall	Chuo-ku, Kobe City	International Jewellery Kobe	36,382
	World Hall	Chuo-ku, Kobe City	Live concerts of artists in Japan and from overseas	13,325

Note: Facilities with the gross floor area of 10,000m² and above are referred
Source: Landscape of convention and exhibition facilities in Kansai (Osaka City), websites of each facility, and others

The number of foreign tourists increased approximately **3.6 fold** to **9.4 million** in 2016 from 2013.

Osaka on track to host **13 million** inbound tourists in 2020

Table 8-4: Major Efforts for Tourism Promotion in Osaka by the Osaka Tourist Bureau

1. Marketing efforts based on data by market	Conduct comprehensive and multifaceted research based on surveys, tourism-related big data, and web marketing data, and establish the "Osaka Tourism Database" based on collected data. Collect and analyze data, including big data using Wi-Fi, and data from the transit pass system.
2. Promotional efforts based on marketing strategy	Promotional efforts to invite customers from within Japan and overseas. Develop promotional efforts for new markets (including Europe, US, Australia, India, Russia, etc.); develop new promotional methods and tourism content.
3. Developing a highly-rated, attractive tourist spot	Aim to make Osaka a 24-hour tourist city, where tools and content for tourists to enjoy 24 hours a day are offered (such as night-time entertainment etc.). Create an environment that caters to the needs of wealthy tourists from Europe and the U.S. Coordinate with cities and villages within the prefecture to promote tourism in the greater Kansai / Western Japan area, with Osaka as its hub.
4. Branding "OSAKA"	Promote the branding of "OSAKA" as a major international tourist destination, while enhancing PR and collecting information.
5. Using the Web as the main source for spreading information	Improve the ability to disseminate information using the internet, such as by providing content in multiple languages. Digitise promotional tools such as guidebooks and maps.
6. Making Osaka one of the few high value-added economies in the world, and a MICE strategic city	Conduct research, make strategic proposals, establish system, train personnel, and disseminate information to invite MICE to Osaka.
7. Creating an environment to make Osaka a high-quality destination city for tourists	Establish 24-hour multi-lingual call centers; upgrade the Osaka / Namba Tourist Information Centers; improve signage at transit terminals and tourist spots; install free wi-fi in the city (Osaka Free Wi-Fi promotional effort).
8. Film Commission	Promote the Film Commission business, by inviting film crews to use Osaka as a filming location and arranging extras.
9. Securing internal revenue sources	Enhance internal revenue sources to have flexibility in promoting the tourism business.
10. Others	Assist with bringing IR (Integrated Resort) and the World Expo to Osaka; support efforts to register Mozu-Furuichi Kofun as World Heritage Site; and make suggestions that benefit the tourism policy.

Source: Based on Osaka Tourism Bureau 2017 business plan document

8.C
Coordination with Tourism Organisations

Many Japanese organisations serve the interests of tourists and participants to international conferences from around the world. The Expo will be held in close cooperation with a number of entities with extensive networks both within and out of Japan, such as the Japan External Trade Organization (JETRO) and the Japan National Tourist Organization (JNTO). JETRO is an experienced organiser of International Exhibitions that promotes trade with and investment into Japan, and also supports Japanese compa-

nies' overseas success. JNTO is an institution that serves to attract foreign visitors to Japan. Partnership opportunities will also be extended to private organisations to further add to the convenience for our visitors including the Japan Ryokan Association, the Japan Hotel Association, the Japan Association of Travel Agents, the Japan Guide Association, Japan Youth Hostels, and more. Economic organisations in Kansai such as the Kansai Economic Federation, the Kansai Association of Corporate Executives, and the Osaka Chamber of Commerce and Industry, are providing highly enthusiastic support for hosting the Expo. They fully appreciate the long-term benefits holding the Expo will have for the region, and are proactively engaged in its preparation.

Figure 8-9: International, Intercity Transportation infrastructure in Osaka and Kansai area



The Osaka Convention and Tourism Bureau, a foundation established for the public interest by the governments of Osaka together with Kansai-based businesses in April 2013, serves to promote both domestic and overseas tourism, develop an environment for accepting tourists, and encourage MICE (Meetings, Incentives, Conferences, and Exhibitions) visitors to Osaka. Thanks in part to the Bureau's efforts, the number of foreign tourists has increased approximately 3.6 fold, from 2.62 million in 2013 when the Bureau was established, to 9.4 million in 2016. The Bureau is well on track to meet its goal of receiving 13 million tourists in 2020. The Bureau will continue to implement initiatives to attract tourists and enhance the attractiveness of Osaka as a tourist destination, and is well prepared to welcome and entertain visitors to the EXPO

2025 OSAKA. The entire area of Osaka will work together to further improve infrastructure including accommodation, transportation, food services, and sight-seeing to ensure that all visitors to Osaka will enjoy comfortable stays, and will want to return in the future.

8.D
International and Domestic Access

1) Access from Overseas and other Major Japanese Cities

Advanced infrastructure supports access to the major cities of Kansai both from overseas and from within Japan by air, sea, and land, as follows:

76
airliners
 planning to
 operate at kansai
 international
 airport
**-1,260 flights/
 week to and from
 82 cities in 24
 countries**
**-12.4 million
 foreign travelers**

a) By Air

• Kansai International Airport (KIX)

For the summer of 2017, 76 airliners are planning to operate 1,260 flights per week to and from 82 cities in 24 countries—the largest international flight volume since Kansai International Airport (KIX) opened—and this number continues to grow. You can access more cities by transferring to Tokyo Narita and Haneda Airport, which are only about an hour-fright. The launch of Low Cost Carrier (LCC) operations substantially boosted the number of foreign travelers to KIX. Among the 25.24 million passengers that

utilise KIX each year, foreign travelers account for 12.17 million, according to the Kansai Airport operating company which operates both KIX and Osaka International Airport. KIX has been named the “World’s Best Airport for Baggage Delivery” for three consecutive years since 2015 by The World Airport Awards, an international airport ranking index issued by UK-based aviation service research firm, Skytrax. In addition, Skytrax also ranked KIX ninth in “The World’s Top 100 Airports in 2016.”

As an offshore airport, which limits the impact of noise on neighbouring area, KIX is an international hub with two runways of approx-

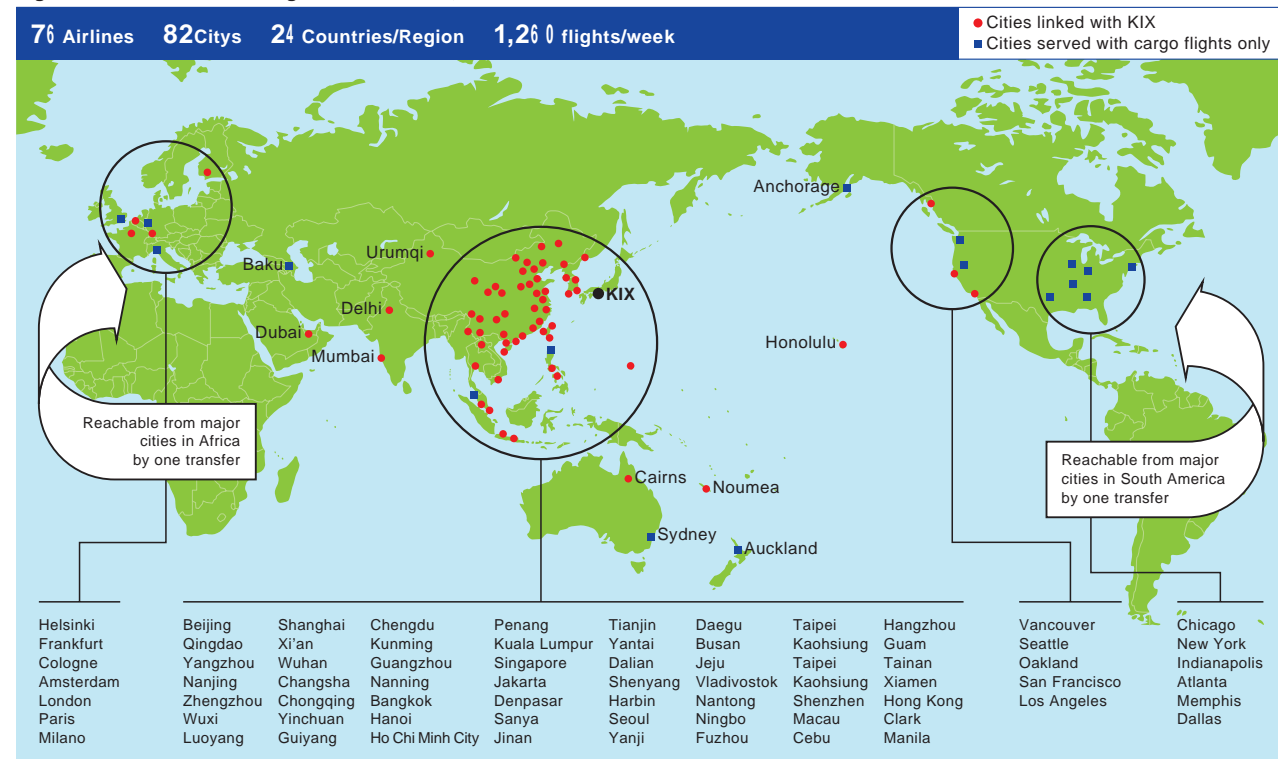
imately 4,000 m in length. It is the first airport in Japan to be fully operational 24 hours a day. On the opposite shore, which connects with the Kansai International Airport island, lies a vast region called Rinku-Town, which houses airport-related facilities, including hotels, a hospital, a shopping centre, office buildings, and logistics warehouses. Two train lines from the Nankai Electric Railway and JR West connect with the airport station, ensuring constant, consistent accessibility. KIX also connects with an expressway, offering substantial convenience to passengers who choose to use a bus service or car. A public shuttle bus network also connects the airport to various Kansai areas, as well as nearby Chugoku and Shikoku regions. It takes about 50 minutes by car or 60 minutes by train to travel from KIX to central Osaka, and about 40 minutes by car to the venue. A high-speed ferry service is also available.

• Osaka International Airport (Itami Airport: ITM)

Osaka International Airport (ITM) is located in 10km from the centre of Osaka, and the largest airport for domestic flights in Kansai, having serviced approximately 14.9 million passengers in 2016. On-time performance is literally unrivalled: ITM was ranked No.1 among global small-sized airports in 2015, with an outstanding 93.85% on-time delivery rate as evaluated by Official Aviation Guide (OAG), a British company that provides global flight information. As it is located near the centre of the *Keihanshin* metropolitan area, comprised of Osaka City, Kobe City and Kyoto City, ITM is a highly convenient option used for domestic flights to and from the Osaka and Kansai area. Fantastic accessibility to central business districts attracts a high volume of Japanese businesspersons. It only takes 30 minutes by car or by train to reach central Osaka from ITM.

Kix ranked at
9th
 in the “world’s
 top 100 airports”
 (2016, skytrax)

Figure 8-10: International Flight Network 2017, KIX



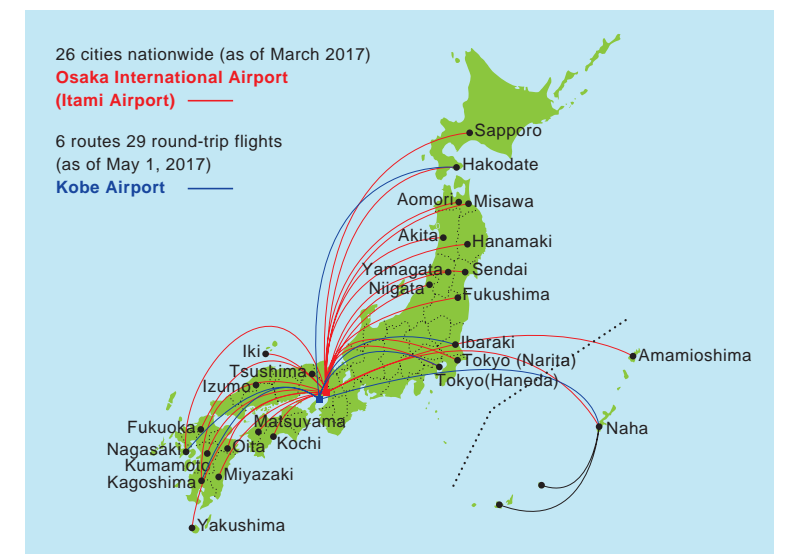
Source : http://www.kansai-airport.or.jp/en/flight/flight_nw/pdf/nw_int.pdf

Table 8-5: The World's Top 100 Airports - 2016

	2015 Rating	
1	Singapore Changi	1
2	Incheon Intl Airport	2
3	Munich Airport	3
4	Tokyo Intl Haneda	5
5	Hong Kong Intl Airport	4
6	Centrair Airport	7
7	Zurich Airport	6
8	London Heathrow	8
9	Kansai Intl Airport	12
10	Doha Hamad Airport	22
11	Narita Intl Airport	14
12	Frankfurt Airport	13
13	Amsterdam Schiphol	9
14	Vancouver Airport	11
15	Helsinki Airport	18

Source: http://www.worldairportawards.com/Awards/world_airport_rating_2016.html

Figure 8-11: International Airports in Japan



Source: http://www.osaka-airport.co.jp/pdf/flight/flight_network_2017.pdf
<http://www.city.kobe.lg.jp/life/access/airport/01.html>

• **Kobe Airport**

Kobe Airport is one of the three airports in Kansai, accounting for approximately 30 thousand departures and arrivals and accommodated 2.44 million passengers in 2015—both ranked No.1 in volumes among regionally managed airports.

Kobe Airport is about 1 km away from Port Island, a man-made island constructed concurrently with Kobe Airport. Opened on February 16th, 2006, Kobe Airport is located 26 km west of Osaka and 8 km south of central Kobe. The airport is renowned for its great accessibility and convenience. It takes about 40 minutes to travel from Kobe Airport to the centre of Osaka by car or by train.

b) **By Sea**

• **Cruise ship**

Osaka port (Tempozan Cruise Terminal) and Kobe port attract domestic and international cruise ships owing to their direct connection to expressway and railway networks, as well as the abundant tourism resources in Osaka, Kyoto, Kobe, and Nara.

(Actual arrivals at the port in 2016: Osaka

port: 28 cruise ships, Kobe port: 104)

• **International Ferries**

From Osaka Port International Ferry Terminal, a hub for international trade and exchange, ocean-going ferries sail twice a week to and from Shanghai, and another ocean liner sails three times a week to and from Busan, Korea. One of the ocean-going ferries to Shanghai, sails every other week from Kobe Port terminal.

• **Domestic Ferries**

At Osaka Nanko Port, four vessel companies provide middle- to long-distance car ferry services to and from local destinations in Kyushu, Shikoku, and Okinawa, servicing 1.5 million passengers per year.

At Kobe Port, six ship companies offer middle- to long-distance car ferry services to and from 11 ports in Kyushu, Shikoku, and Okinawa on an almost daily basis.

• **Access from Osaka and Kobe Ports to Central Osaka**

From the Osaka Port cruise ship and ferry terminal, it takes about 30 minutes by car or by train to get to the Osaka city centre. From Kobe Port, it is about 45 minutes by car or 60 minutes by train.

Major Cruise Liners Docking at Osaka and Kobe Ports



Table 8-6: International Ferries to and from Osaka

Route	Operator	Vessel name	Gross tonnage	No. of cruises
Osaka ⇄ Shanghai	Shanghai Ferry Co., Ltd.	Su Zhou Hao	14410	1 cruise/week
Osaka/Kobe ⇄ Shanghai	China-Japan International Ferry Co., Ltd.	Xin Jian Zhen	14543	1 cruise/week
Osaka ⇄ Busan	Sanstar Line, Co., Ltd.	Panstar Dream	21535	3 cruises/week

Figure 8-12: Kansai Sea Access



Source: Osaka Port Promotion Association
hanshinport (<http://www.kobe-ferry.com>)

Figure 8-13: Shinkansen High-speed Rail Network (as of March 2016)



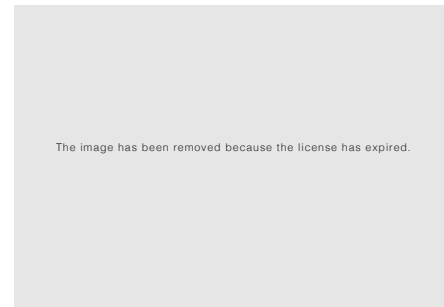
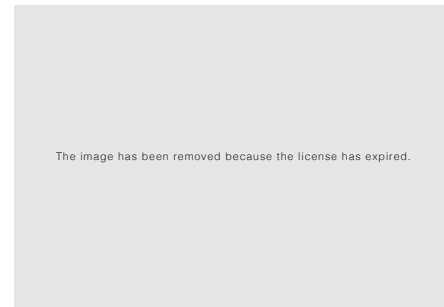
Source: <http://www.nippon.com/ja/features/h00077/>

c) By Land

• Shinkansen Bullet Train

Japan's *Shinkansen* high-speed railway connects the entire nation, from Hokkaido in the north to Kagoshima in the south. Its operational system represents the best in the world in terms of safety, efficiency, convenience, and punctuality, with a strictly observed schedule of 10 minute-intervals thanks to cutting-edge technology and superior operation control. Japan has seven Shinkansen bullet train lines, of which two service Shin-Osaka station in Osaka City, carrying as many as 78 thousand passengers per day. The maximum speed of the Shinkansen (N700 series train) is 300km/h, which means that passengers can travel from Shin-Osaka station to Tokyo in 2.5 hours, to Nagoya in just one hour, and to Fukuoka in 2.5 hours.

Tokaido Shinkansen High Speed Train (N700A model)



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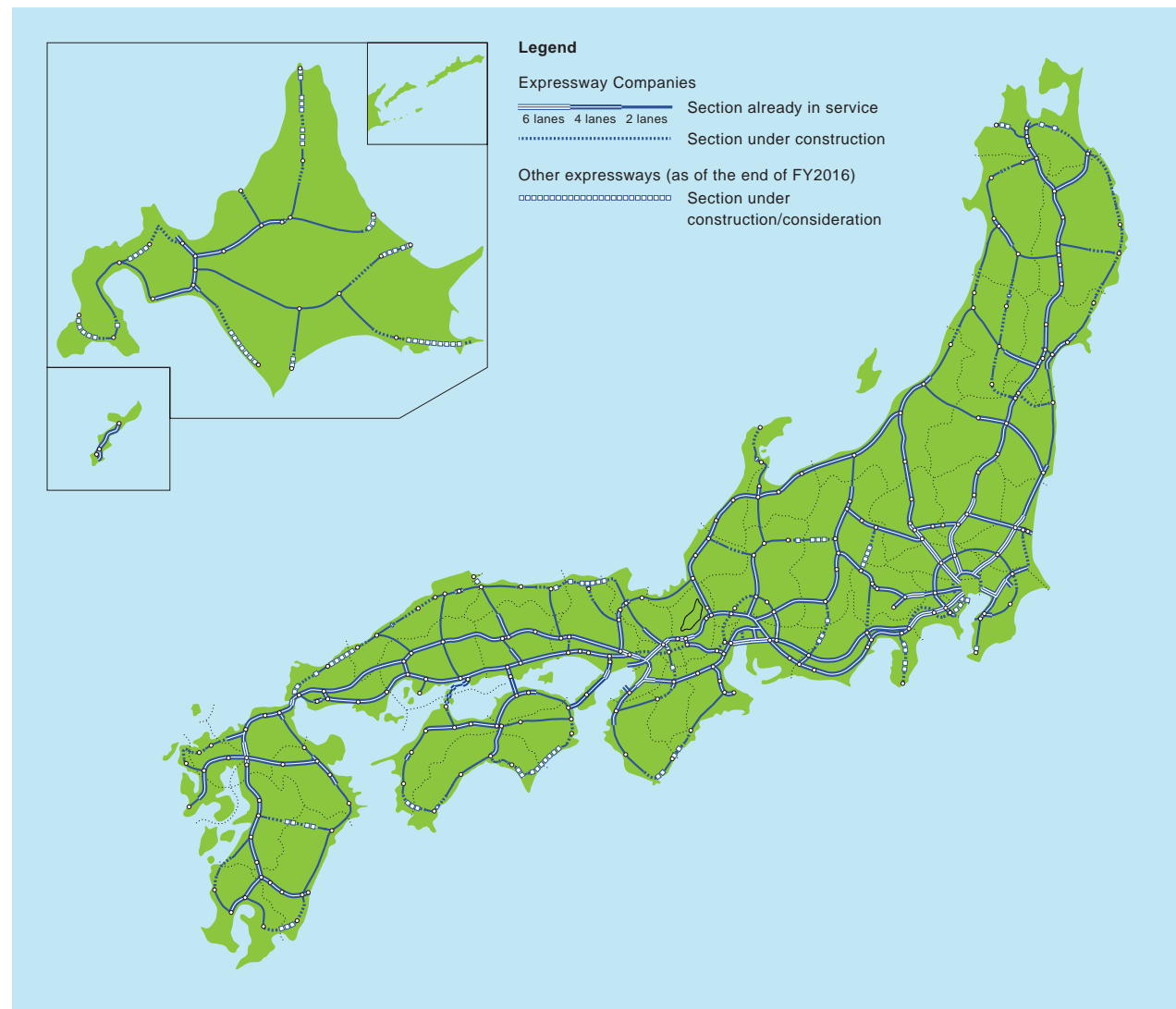
• **Expressways**

Expressways in Japan are highly developed in a vast network, enabling drivers and passengers to move efficiently to and from Osaka.

Tokyo - Osaka about 470km, about 5 hours
 Kyoto - Osaka 28km, about 20 minutes
 Nagoya - Osaka 170km, about 2 hours
 Fukuoka - Osaka 600km, about 7 hours

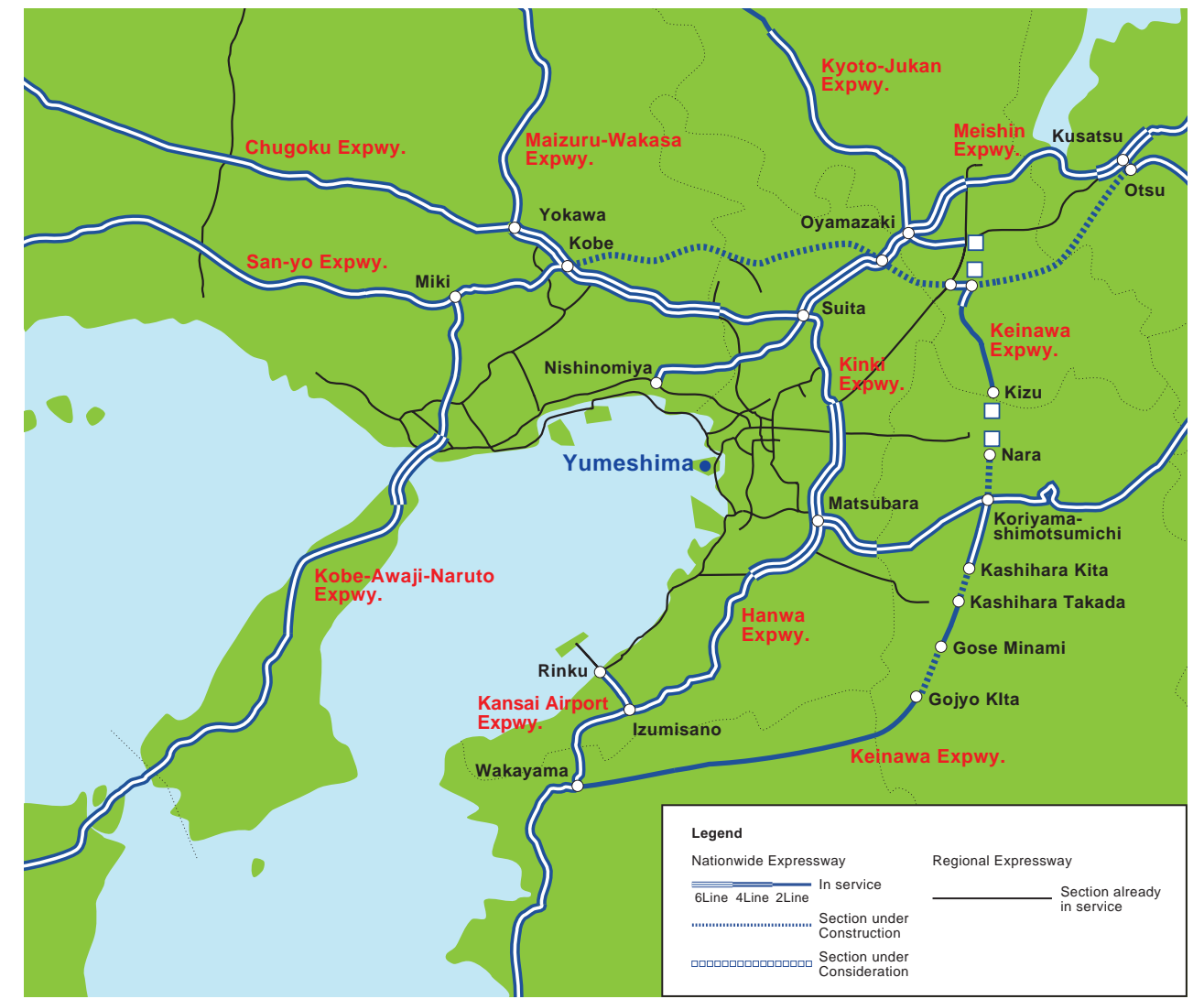
Kansai offers advanced transportation infrastructure; Tokaido and Sanyo Shinkansen Bullet trains, the Meishin expressway and Chugoku expressway, and more.

Figure 8-14: Nationwide Expressway Network



Source: <http://www.jehdra.go.jp/pdf/1173.pdf>

Figure 8-15: Expressway in Kansai



Source: http://www.jaf.or.jp/member/dguide/exway/dm_highway/#page=5

Figure 8-16: Railway Network of Expo Site and Surrounds



2) Access to Yumeshima Island

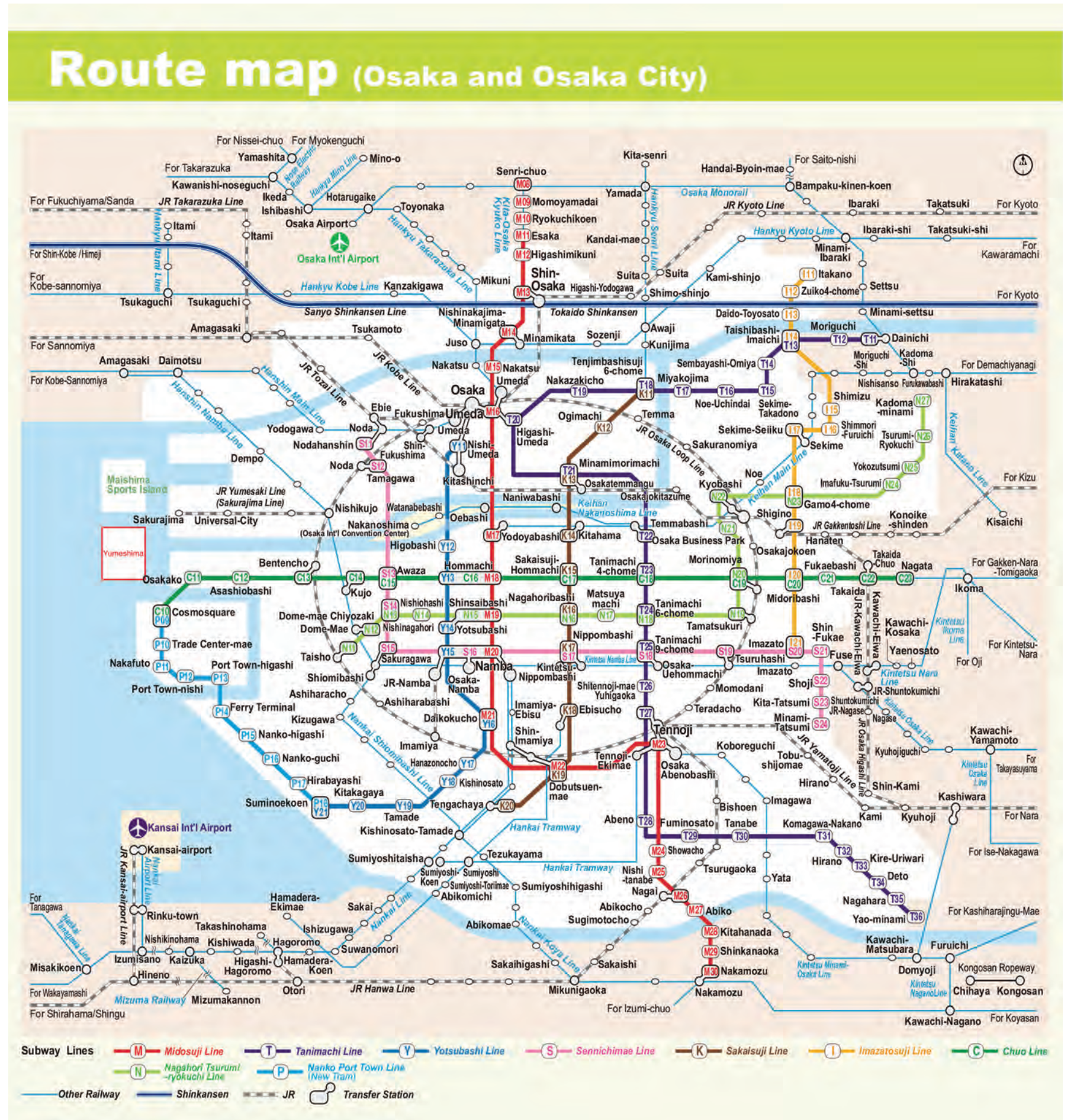
A long-established, extensive, and efficient infrastructure already connects Yumeshima to the entire Kansai area. Options are: as follows

a) Rail

Japanese railway systems embody the world's best in safety, efficiency, convenience, and punctuality through the use of advanced technology and superb operation control. Supplementing the existing infrastructure, guiding passengers to the optimal transportation route according to fluctuations in traffic is expected to circumvent any unforeseeable difficulties in transit.

Cosmo Square, the station closest to the venue as of today, is easily accessed via the Osaka city subway, private railways, and JR lines.

Plans to extend the existing line from Cosmo Square station to Yumeshima are underway. Stakeholders will be discussing to move this plan forward toward the opening of the Expo. When this line is extended, it will only take 20 to 30 minutes to travel from the Osaka city centre (Umeda station) to Yumeshima.

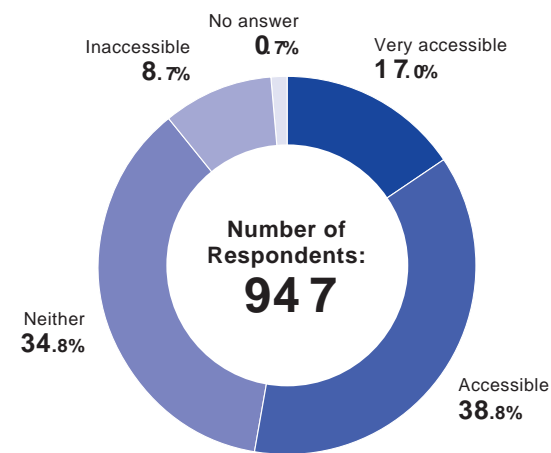


b) Taxi

Another convenient method of access to Yumeshima Island is taking a taxi from various places in Osaka Prefecture. According to the Ministry of Land (MLIT), Infrastructure and Transport and Tourism, 4,702 taxi operators were doing business in Osaka Prefecture as of March 2013, with 20,110 vehicles, including individually owned driven taxis. According to a survey of 1,000 taxi users nationwide by MLIT in 2015, 56% of users responded “very accessible” or “accessible”. To improve convenience both for passengers and taxi drivers, taxi-booking smart phone applications have been developed in recent years. For instance, Nihon Kotsu, the largest taxi operator in Japan, offers a dispatching app called Japan Taxi that gives users access to the more than 40 thousand cabs throughout the 47 prefectures of Japan. This

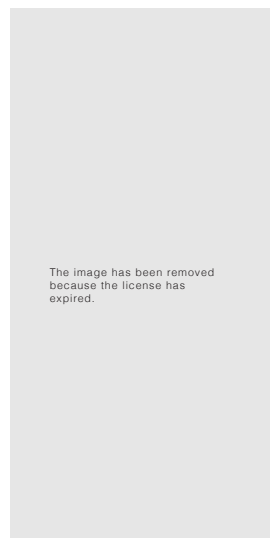
service is offered in English, Chinese, and Korean, so non-Japanese speakers can use the app with peace of mind. Even the payment process can be smoothed at the end of the ride, provided the user pre-registers their credit card information in the app. Users have voiced a positive impression about the quality of taxi service in Japan. According to a survey of taxi users conducted in 2016 by the Osaka Taxi Center, a foundation established for the public interest, about 47% of users answered “good” or “somewhat good” about taxi drivers’ attitude or manner, while only 7% answered “bad” or “somewhat bad.” In order to accommodate the recent increase of foreign tourists to Japan, foreign-language tools and services have been implemented widely in Japanese taxis (see below for details).

Figure 8-18: Opinion Survey on Taxi Accessibility



Source: <http://www.mlit.go.jp/common/001088425.pdf>

Taxi Dispatching Application (Nationwide Taxis)



3) Access from Hotels to the Venue

Visitors to EXPO 2025 OSAKA will book accommodations in Osaka and neighbouring prefectures, possibly including Kyoto, Shiga, Hyogo, Nara, and Wakayama. Shinkansen bullet trains, local railways, and expressway buses will take visitors from accommodations in Kansai, Chubu, Chugoku, and Shikoku regions to Osaka City in about one or two hours. Visitors staying in hotels in any nearby region will find it easy to access the venue, Yumeshima Island via the wide range of modern public transportation options available, including state-of-the-art train and bus services (see Chapter 12 for details).

4) Parking

In principle, there will be parking for the cars of VIPs, group tour buses, and cars for people with disabilities. Visitors will be offered and guided to public transportation options such as trains and buses. Vehicle owners may park at temporary parking facilities to be prepared near the site, and employ a Park & Ride system (a system to park private cars at a nearby car park and ride on shuttle bus to go to a venue) in order to prevent congestion around the venue.

Figure 8-19: Regions adjacent to Kansai: Chubu, Chugoku, and Shikoku



285 thousand daily visitors are anticipated to the Expo

A modern railway and road network connects the venue with a wider transportation network.

5) Transportation Plan to Yumeshima Island

a) Basic Concept

As described above, there are numerous options to get to the Osaka area, including three airports (Kansai International Airport, Osaka International Airport, and Kobe Airport), Tokaido and Sanyo Shinkansen bullet trains, the Meishin Expressway and Chugoku Expressway, and more. Around the venue, a modern railway and road network already connects with a wider transportation network. There are plans for extending the Osaka city subway Chuo line (Hokko Techno Port line) to Yumeshima and widening the road, four lanes to six lanes on the Konohana bridge and Yumemai bridge, for even further convenience of visitors.

Figure 8-20: Access to Yumeshima by Rail and Road



Should Osaka be selected as the host city of the Expo in 2025, the main transportation route is expected to be the subway Chuo line, which will be extended from Cosmo Square station to the tentatively titled Yumeshima station.

In order to accommodate the temporary increase in demand for transport during the Expo, shuttle bus and services will be arranged from major stations in Osaka, presuming the subway Chuo line's extension.

The following projections on traffic demand demonstrate that the smooth transportation of visitors can be accommodated with appropriate management.

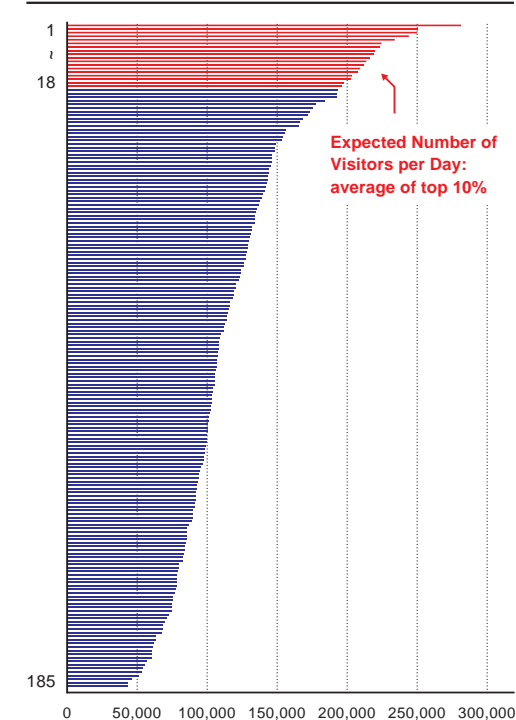
b) Visitor Traffic Projection during the Expo

Based on an expected volume of 28.2 million Expo visitors (see Chapter 11), and benchmarking against trends and data collected at EXPO 2005, Aichi, the anticipated number of visitors per day is estimated at 285 thousand, and the anticipated peak number of entrances and exits is estimated at 59 thousand and 55 thousand visitors per hour.

• Expected Number of Visitors per Day

The anticipated number of visitors per day is estimated based on the anticipated number of visitors at a peak day, within a certain reasonable probability of occurrence. The planned number of visitors, 285 thousand, is calculated by multiplying 28.2 million by the ratio of total visitors against the average top 10% of daily visitors to EXPO 2005, Aichi. This figure is used as the basis for transportation planning, site requirements, and accommodation planning for the Expo.

Figure 8-21: Concept of Expected Number of Visitors per Day (Data: EXPO 2005, Aichi)



Source: <http://www.expo2005.or.jp/jp/H0/H1/>

• Entrance/Exit at peak time

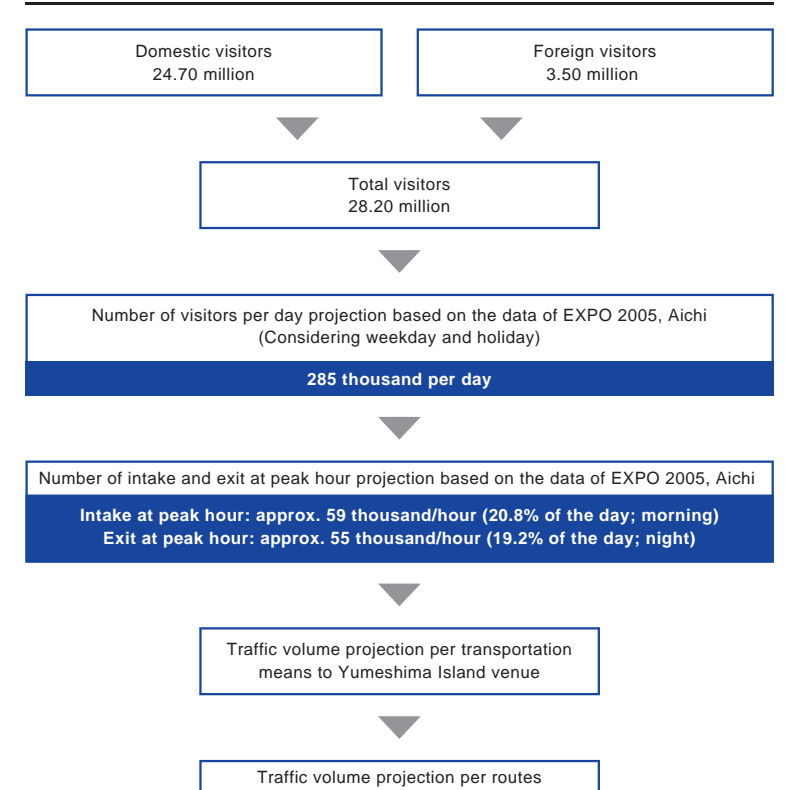
The anticipated volume of visitor entrance and exit at peak time is calculated with reference to the top 10% of the average of the entrance/exit peak ratio at EXPO 2005, Aichi.

• Demand Projection

A projection methodology used for domestic railway and road construction planning has been applied to simulate the incremental increase in traffic demand for rail and road during the Expo. This is based on the planned number of daily visitors and entrance/exit number at peak time, taking into consideration anticipated natural traffic demands of the domestic population, the development plan, the expected economic growth rate, and other similar factors in 2025.

The demand projection flow is as follows:

Figure 8-22: Demand Projection Flow



c) Transport Capacity Based on Traffic Demand Projection

• Access by Railway

A new station will be constructed connecting one of the main entrances to the Expo. The subway Chuo line and other railway networks in Osaka and the Kansai area, are connected to central Osaka as well as to domestic and international airports like Kansai International Airport, and to the high-speed railways that link all of Japan, including the Shinkansen bullet train. To accommodate the temporary increase in demand during the Expo, the travelling interval will be shortened to improve transportation capacity. Bus stops will be

created at major stations in Osaka City and other important locations (see figure 8-24), providing a shuttle bus service to the Expo site. This will alleviate congestion on the Chuo subway line (Hokko Techno Port line).

• Access by Automobile

There are two routes of road access to the Expo venue in Yumeshima: Yumemai Bridge and Yumesaki tunnel. Taxis and group tour buses will access a bus rotary in front of the Yumeshima venue via these routes.

Privately owned vehicles will use a Park & Ride system. (see 4) Parking)

To mitigate potential traffic congestion, provision of traffic information clear guidance to parking areas and other traffic management tools and systems will be implemented to ensure smooth road traffic.

8.E Related Construction Expenses

The simulation described assumes the extension of the Osaka city subway Chuo line (Hokko Techno Port line) and road widening from four to six lanes on the Konohana bridge and Yumemai bridge. The local governments, which are responsible for its operation, and other stakeholders are currently in the process of determining its management in time for the opening of the Expo (see Chapter 13 for details).

Figure 8-23: Anticipated Usage Ratio per Transportation Means and Passengers per Day

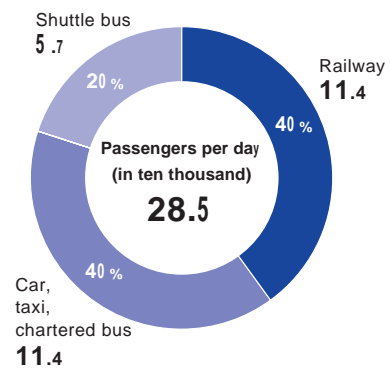


Figure 8-24: Yumeshima Island, and Major Stations near the venue



8.F Environment

1) Basic Approach

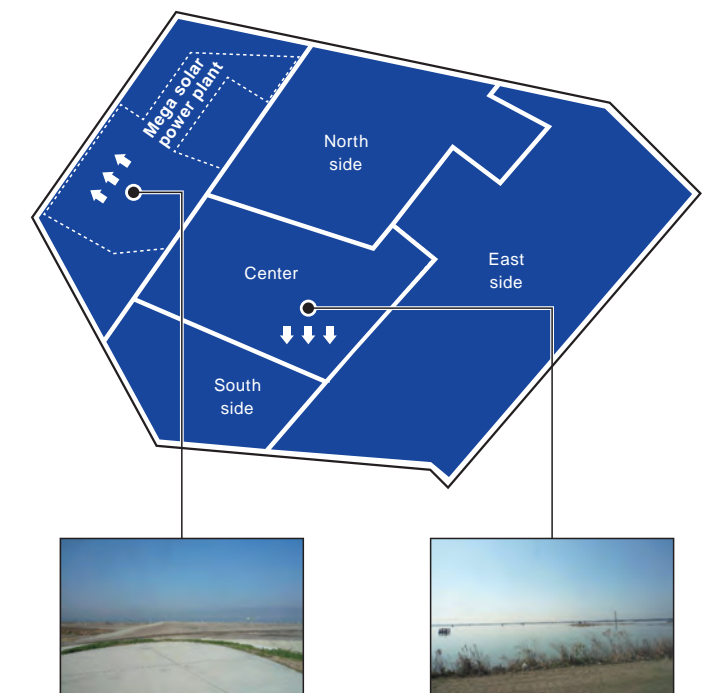
The environment will be fully respected when developing the venue site and operating the Expo, which itself is positioned as an experiment for future society, that will showcase various environmental technologies that will contribute to the achievement of the Sustainable Development Goals (SDGs) (see Chapter 9 for details). The features and views of Yumeshima Island and waterfront area will be protected during the development of the site, respecting surrounding scenery and community development work, following a comprehensive development plan.

2) A Man-Made Island Profoundly Harmonised With the Natural Environment and Ecosystem

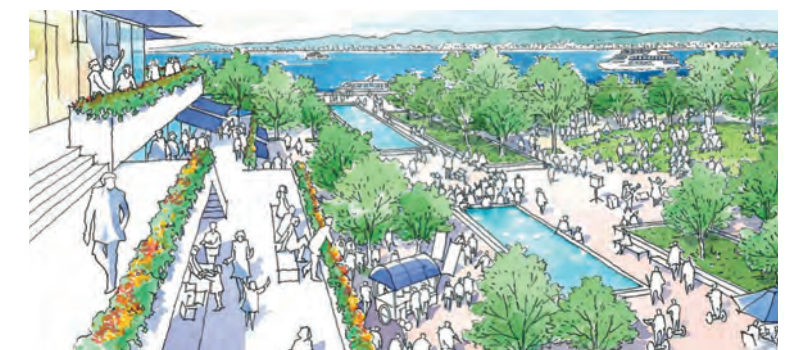
Yumeshima may be an artificial island, but through development and preparation for the Expo, the introduction of renewable energy systems, novel water resource management, and zero-emission initiatives, the island will become profoundly harmonised with the natural environment.

Visitors to Yumeshima will feel the cool breeze from the ocean throughout the year, as well as novel and environmentally friendly features such as a green area with a passive cooling plan, various cooling measures such as the installation of roofs and pergolas for shading, mist showers to manage body temperature, and much more.

Figure 8-25: Yumeshima Island Current State



Yumeshima Island Landscaping – Conceptual Drawing



© City of Osaka

360-degree ocean view

3) Site Design Leveraging Ocean Front Location

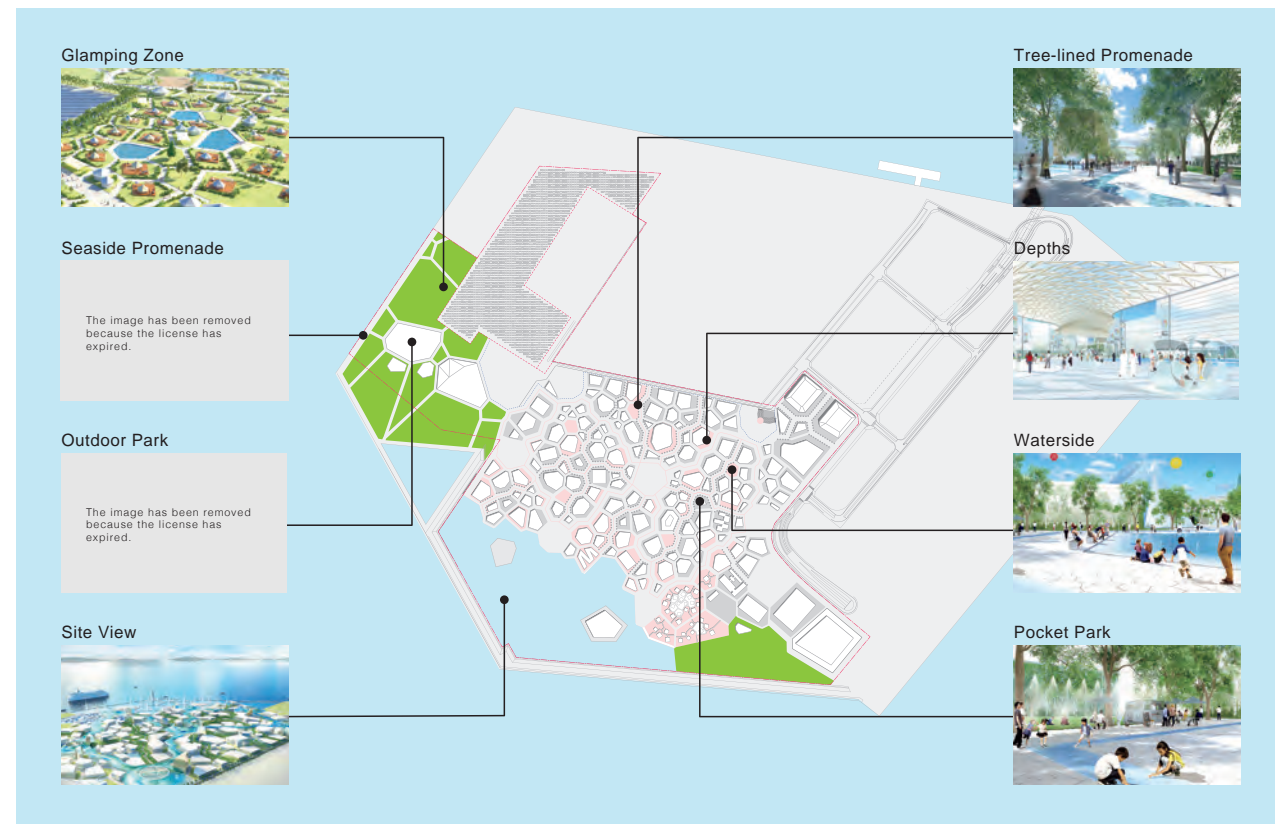
Located in Osaka Bay, Yumeshima Island enjoys a 360-degree ocean view featuring beautiful Japanese mountains, the beautiful sight of Kobe City across the sea, Akashi-Kaikyo Ohashi Bridge (the world's longest suspension bridge), and more. These extraordinary aesthetic assets will be fully leveraged in the site design (see Chapter 9 for more details).

8.G Safety and Security

1) Security

It is particularly noteworthy that Japan is one of the safest countries in the world, with an extremely low crime rate, resulting from high compliance awareness, stringent restrictions on firearms and drugs, the extremely well-functioning Japanese police system,

Figure 8-26: Illustration of the Venue's Scenery



readiness measures against various risks, observation and study of past experiences, and advanced technologies. In addition, we are always perfectly prepared to ensure security for large-scale international events, as illustrated last year when the G7 Ise-Shima Summit proceeded without incident.

levels in comparison to other nations. In the aftermath of large-scale natural disasters in the past, few instances of looting or violence occurred at stores in afflicted areas. Victims of natural disasters form peaceful, organised queues to receive aid materials. This behaviour was widely reported by foreign media, which commended the character of Japanese citizens who maintain an imperturbable attitude and value morality even in times of emergency.

According to the release of the "Safe City Index 2015" by the Economist, Osaka ranked third among the 50 major global cities (And incidentally, Tokyo ranked first).

Table 8-7: Safe Cities Index 2015

Top 20 cities	
Rank	
1	Tokyo
2	Singapore
3	Osaka
4	Stockholm
5	Amsterdam
6	Sydney
7	Zurich
8	Toronto
9	Melbourne
10	New York
11	Hong Kong
12	San Francisco
13	Taipei
14	Montreal
15	Barcelona
16	Chicago
17	Los Angeles
18	London
19	Washington DC
20	Frankfurt

Source: http://safecities.economist.com/wp-content/uploads/sites/5/2015/01/EIU_Safe_Cities_Index_2015_white_paper-1.pdf

b) Comprehensive Plan to Counter Crime and Terrorism Leveraging Technology and Know-How to be Gained during the 2020 Tokyo Olympic and Paralympic Games

The Government of Japan embarked on a wide range of measures to prevent any form of terrorism (nuclear, biological, chemical, and cyber) or large-scale crime by leveraging our experience, technology, systems and structures and other tools to reinforce our emergency response capability and ensure the safety and security of the audience, athletes, and other participants of the coming 2020 Tokyo Olympic and Paralympic Games.

The knowledge and experience that will be gained during the 2020 Olympic Games will be comprehensively shared with the organiser of EXPO 2025 OSAKA to better equip us to guarantee the safety and security of our visitors and stakeholders.

Osaka ranked third in "safe city index" (economist, 2015)

a) Safety of Osaka by International Comparison

Japan's number of felony cases, such as murder and robbery, is infinitesimally small. The overall crime rate per capita stands at extremely low

c) Stringent Access Control made Possible in Yumeshima Island due to its Geographical Location

Yumeshima Island has a natural advantage in access control because it is a man-made island. By implementing the aforementioned security measures at each access point, stringent access control can be implemented.

2) Earthquake Preparedness

The Osaka Government Disaster Management Council conducted a damage simulation in 2013 based on various estimated levels of seismic intensity and tsunami heights in case of megathrust earthquakes in the Nankai Trough compiled by the national government's Central Disaster Management Council. The result shows that a tsunami would not reach the ground of Yumeshima, which is about 5 m higher than the estimated tsunami height, even during high tides. Yumeshima Island's ground is difficult to liquefy, because it is landfilled with soil and sand whose main component is viscous soil.

Furthermore, the buildings of the Expo, bridges and tunnels related to the Expo are designed and constructed so that visitors can be secured at the time of the above earthquake.

3) Wind and Water Disaster Preparedness

On average, 2.7 typhoons make landfall in Japan every year, and Osaka has long promoted typhoon readiness. Osaka has sophisticated flood control measures in place, including preparation of underground flow, and watersheds in the Yodo River area, as well as existing facilities and sewage system development. Such fundamental flood control mechanisms have contributed a steady decrease in flood damages. Currently, measures to mitigate potential damage resulting from torrential rain include a hazard map for use during water disasters, which shows areas vulnerable to water inundation due to floods from rivers and inland waters, and tsunamis, as well as their potential flood depths.

Yumeshima itself is located on ground higher than the tide line. Therefore, rainwater flows down naturally into the ocean. Other wind and water disaster measures are also in place.

8.H Better Convenience

1) Strategies to Increase Traffic Accessibility of Yumeshima Island

a) Automated Driving Initiatives

Japan, US, and Europe are developing automated driving technologies targeting practical use by 2020. In October 2015, Prime Minister Shinzo Abe declared that "in 2020 Tokyo,

automated vehicles will be driving around", intending to broadly penetrate acceptance and anticipation of automated vehicles before the Tokyo Olympics in 2020. In June 2015, a revised Japan Revitalization Strategy was approved by the Cabinet, which included a provision on "the promotion of environmental readiness for a fully automated vehicle" and stipulated that Japan envisions the development of SAE(Society of Automotive Engineers) level 4 automated driving systems. The Park & Ride shuttle bus service connecting the temporary parking facility and the Expo venue will apply automated driving technology so that visitors can experience an automated shuttle bus first-hand at EXPO 2025.

b) Use of the State-Of-The-Art Intelligent Transport Systems (ITS)

Here, in Japan, technology combined with Intelligent Transport Systems (ITS), incorporate advanced information and communication technologies, and are steadily progressing towards increased efficiency of traffic control and safety, together with efficiency and comfort of road transportation.

A specific example already in practical use is the "driver support service" currently operating on roads, which transmits traffic congestion information broadcasting from roadside unit to on-board units on traveling vehicles, sending traffic information directly to vehicles so drivers can avoid congestion. This is the world's first initiative using ITS.

We are examining the possibility of incentivizing drivers to the EXPO 2025 OSAKA, to avoid predictably congested routes by leveraging state-of-the-art ITS, including a partial refund of the Expo entrance fee to participating drivers.

c) Provide Transport Information to Audience and Citizens

Public communications on access methods to the Expo will begin well in advance of opening, via brochures, newspaper coverage, TV and online broadcasting. A highly focused campaign regarding access will be conducted just before the opening of the Expo.

Using data submitted by police and road administrators such as Hanshin Expressway, the Japan Road Traffic Information Center (JARTIC) will share traffic information, including traffic congestion information, information of traffic regulation etc., via channels such as car navigation systems, internet, and radio. In addition, each railway operator will provide operation information through their websites, as well as posters and other available communication systems in trains and stations.

d) Flexible Working Hours during the Expo

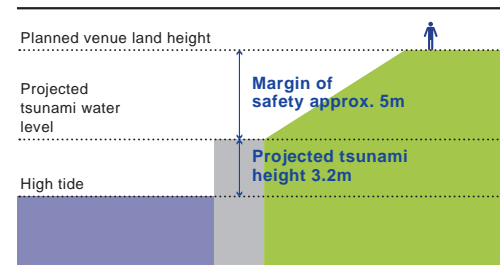
We are considering the option of seeking the cooperation of companies in Osaka to implement flexible working hours (advancing the start time for some while delaying clock-out time for others) during the Expo in order to alleviate peak traffic load.

e) Consideration of Alternative Access Routes by Sea and Air

We will consider introducing to introduce shuttle ships from Sakishima and Maishima islands to Yumeshima, as well as helicopter services from Kansai International Airport, Osaka International Airport, and Kobe Airport to Yumeshima Island.

5m
higher: tsunami would not reach Yumeshima even during high tides in case of megathrust earthquakes.

Figure 8-27: Planned height of Yumeshima Island and the Sea Level



2) Support at Airports and Stations

a) Staffing

The organiser of the Expo will assign volunteer and other staff to inform and guide visitors as they transfer at railway lines and at other logistically crucial locations. Access maps

and tourist information booths will further be implemented at not only the major airports in the Kansai

area but also at major train stations including Umeda, Namba, and Honmachi.

b) Ticketless Service

In Japan, ticketless service is common for air travel, train travel, and even concert attendance. Rather than using tickets, people now use credit cards or mobile phones as methods of identification and proof of purchase.

For domestic flights, the credit card used to make the reservation, a frequent flier card, or two-dimensional bar code sent directly to the flier's mobile phone is sufficient to check in directly at the airport.

In addition, many of the local railways offer ticketless service whereby mobile phones or IC cards prove to be an efficient and convenient substitute to paper tickets.

3) Overcoming Language Barriers

a) Approach for Supporting Foreign Language

Osaka is a city of international tourism, accepting as many as 9.41 million foreign tourists in 2016. In order to achieve comfortable and smooth

travel and stay for foreign tourists, services in foreign languages are already widely in place.

The Japan Tourism Agency has developed Guidelines to Improve and Reinforce Multi-Language Communication Toward Tourism Nation, while the Osaka City Government developed Guidelines for Ordinance of Community Development on Welfare, and the Osaka Municipal Transportation Bureau has crafted Guidelines for Promoting Barrier-Free City Transportation. Based on these guidelines, service offerings are underway in the form of multilingual signboards, signposts, and announcements at exhibitions, as well as multilingual information centres, and call centres.

b) Multi-language display of Signage and other Information Tools

To alleviate the concerns of foreign tourists visiting Osaka for the first time, we are promoting a multilingual approach and universal design for signposts and signboards at stations and on public streets.

The Osaka Municipal Transportation Bureau has established Multi-Language Announcement Corners (i Corners) near ticket gates

Multilingual Information Center In Station ("i-Corner")



Source: http://www.kotsu.city.osaka.lg.jp/general/faq/torikumi/tagengo_annai.html

at stations and are providing brochures available in multiple languages. In addition, tools such as smart phone applications that provide traffic reports and convenient transportation route searches in various languages are available free of charge.

c) Foreign Language Services in Taxis

The taxi industry has implemented improvements in its readiness to accommodate the increase of foreign visitors to Japan. The Osaka International Taxi Foundation Committee, a committee comprising of industry,

Services in foreign languages are already widely in place.

Bilingual Subway Sign - both in English and Japanese



© Osaka Municipal Transportation Bureau

Multilingual Electronic Information Boards



Source: <http://osaka-subway.com/osakatokyo/>

Osaka a 24 hour-tourist-friendly city

government, and academia in Kansai mainly led by the Osaka Taxi Center, which is a foundation established for the public interest, has revised its Point-and-Say Conversation Card, which is an on-board sign that helps taxi drivers communicate with foreign passengers easily by providing a set of images and phrases for passengers and drivers to indicate.

200 hospitals and 700 clinics on call for a 24-hour multilingual interpreting information service for visitors

This card has been distributed to 16,700 taxis—87.9% of the taxis in Osaka Prefecture. Useful expressions during a taxi ride are listed on the card, from welcoming, checking the destination, to paying fares in English, Chinese and Korean. The Committee has

Multilingual Finger Point Conversation Sheet foreign visitors can use for taxi in Osaka City (developed by Foundation Committee of Osaka International Taxi)



Source: https://www.2020games.metro.tokyo.jp/multilingual/examples/pdf/taxi_app.pdf

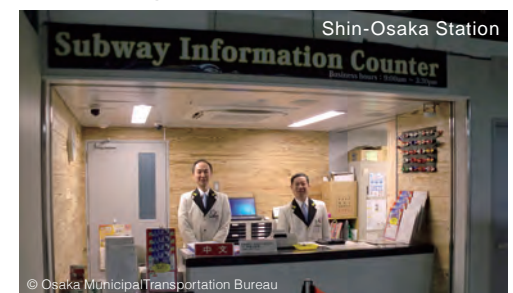
also begun deployment of a system to certify drivers who pass an exam on linguistic capability at the same level required for university admission in Japan, knowledge of local tourist attractions, and customer service capability.

In addition, in 2015, the Osaka International Taxi Foundation Committee established an International Visitor Taxi service, with taxi drivers certified to have completed English conversation classes and tour guide training for the first time in Japan. This is an important step forward in the hospitality of the taxi industry.

d) Foreign Language Services at Information Centres

The City of Osaka has set up Subway Information

Subway Information Counters providing service in Japanese, English, and Chinese



Source: http://www.kotsu.city.osaka.lg.jp/general/eigyounnaiservice/20170401_subwayinformationcounter_open.html



Source: http://www.kotsu.city.osaka.lg.jp/general/eigyounnaiservice/20170401_subwayinformationcounter_open.html

mation Counters with multilingual service at key stations, and has assigned Service Managers who monitor stations to support foreign tourists unfamiliar with navigating the intricate Japanese subway system, or who may need directions or advice.

In an attempt to become a 24-hour tourist-friendly city, Osaka Convention & Tourism Bureau initiated a free-of-charge call centre service on March 22nd, 2017, which offers tourist information and referral to hospitals for foreign visitors. Hospital information is offered in English, Chinese, and Korean 24 hours a day by interpreters who direct visitors to hospitals with healthcare professionals who can converse in the appropriate language. Currently, approximately 900 institutions—200 hospitals and 700 clinics—are on this referral list. Tourism information is available from 7 a.m. to 11 p.m. in Japanese, English, Korean, Mandarin, Cantonese, Spanish, Portuguese, and Thai.

The call centre can be reached via the Osaka Info website, and Osaka Free Wi-Fi Service, a free-of-charge IP telephone system with about 4 thousand access points throughout the prefecture. A chat function is also available, so the information given by operators can easily be stored by the tourist in text form for future reference. Consideration to add French as an alternative language option is also underway.

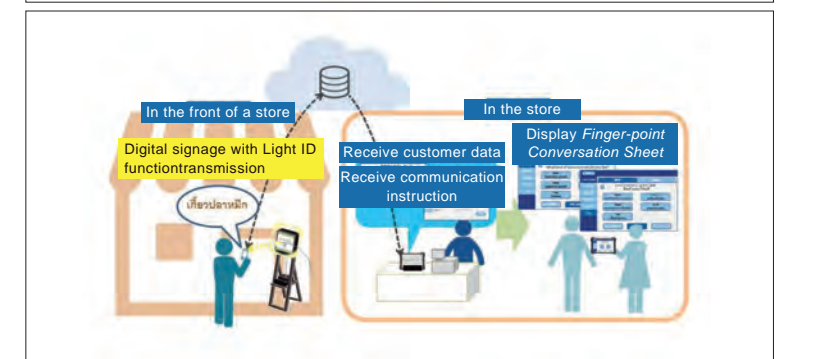
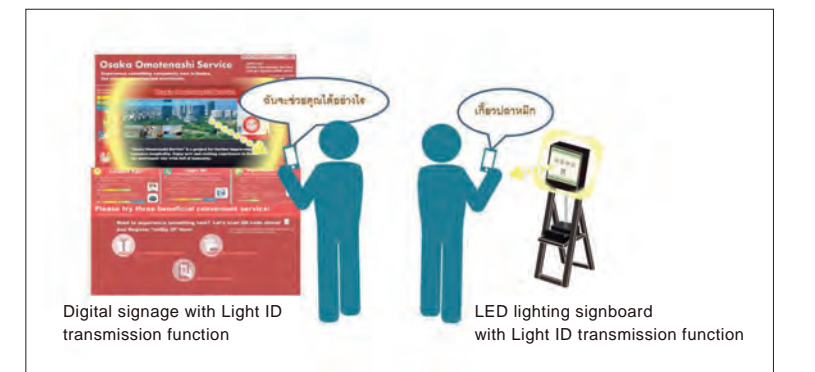
e) Next Step: Foreign Language Services using Information and Communications Technology (ICT)

In addition to the services described above, technological developments in the field of Information and Communications Technology (ICT)

will contribute to providing more advanced foreign language capabilities. For example, Light ID multi-language-support services for foreign tourists, or interactive shopping services for retailers, will be offered through simple registration in a smart phone application.

Light ID multi-language-support services use LED light to transmit content to mobile devices, turning the visible light of digital signage displays and LED signboards into data transmitted to smartphones. Tourists can receive data sent from Light ID transmitters (one of several light communication technologies that transmit information via rapidly flashing light) using their smartphone's

Light ID Multilingual Information Service (multilingual information service via smartphone) / interactive shopping service



Source: <http://news.panasonic.com/jp/press/data/2016/09/jn160928-1/jn160928-1.html>

camera. Information can be downloaded and displayed in the user's native language, with customised content according to gender, age, religion, and other individual attributes. Interactive shopping services for retailers support communication between foreign customers and store staff, in conjunction with Light ID digital signage and signboards that provide notice of customers' arrival to a store. When a customer holds a smart phone up to Light ID signage, their basic attributes (such as nationality, etc.) are sent to a tablet in the store, which can be used by store staff to better communicate with these customers.

4) Tourist Information Service using ICT

There are many services that promote local tourism using ICT. The Following are some of the most prominent examples:

- Travel information and planning websites
- Social media to share sightseeing information and personal travel experience
- Car navigation services for drivers to find best route advice and gather nearby sightseeing information
- Digital signage to collect information during travel
- Sightseeing information services on mobile devices during travel
- Easy mobile payment by credit card while traveling

In addition, the following three services are designed especially for international tourists:

- Portal site for travel planners to gather information
- Overseas social media to share travel experiences and exchange sightseeing information
- Telecommunication environment to ensure stable connectivity for mobile devices everywhere

5) Barrier-Free

The Government of Japan is implementing "the Act on Promotion of Smooth Transportation, etc. of Elderly Persons, Disabled Persons, etc.," which revolves around three pillars: a) facilitating barrier-free public transportation facilities, buildings and others, b) promoting prioritized and integrated adoption of barrier-free design in public transportation facilities, buildings and others at local communities, and c) realising a mental barrier-free society. This Act stipulates obligations to conform to the barrier-free standards (Standards for Facilitation of Smooth Traveling, etc.) when constructing new facilities (passenger facilities, vehicles and the like, roads, off-street car parks, urban parks, and buildings) and when undergoing a major upgrade. The Act also prescribes obligations to make the best effort to conform to the standards for existing facilities. The following are the specific barrier-free initiatives that have been undertaken in Osaka:

a) Initiatives for Barrier-Free Public Facilities

Stations are being designed or redesigned to accommodate all passengers, including the elderly, wheel chair-bound, and parents with infants, through the installation of elevators

Barrier free design at Osaka municipal subway



Tactile map with voice navigation

© Osaka Municipal Transportation Bureau

Barrier-Free Design at Osaka Municipal Subway



Barrier free elevator Accessible restroom Accessible nursing room

Barrier Free Bus



Source: http://www.kotsu.city.osaka.lg.jp/general/barriar_free_top/barriar_free_bus.html

Elevator at Crossing Pedestrian Bridge

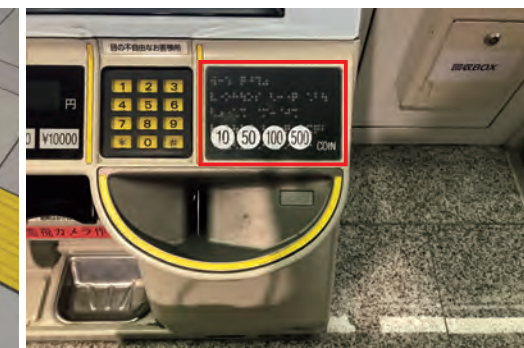


Source: https://www.kkr.mlit.go.jp/osaka/press/press261009/86_141009_1.pdf

Tactile Guidance Installed on Pavements and in Buildings



Braille Guidance of Ticket Vending Machine at Station



and ramps for easier access. A total of 133 stations in Osaka Municipal subways feature at least one route from the platform to the ground level by elevator.

Municipal local buses all feature non-step design, while many private bus operators in Osaka have adopted low-floor vehicles (non-step or one-step). According to the Ministry of Land, Infrastructure, Transport and Tourism, 45.3% of buses in Osaka feature non-step or one-step technology.

Also, some of pedestrian crossing bridges that provide access over road, feature elevators for wheelchair users and passengers with bikes.

b) Signage for People with Disabilities

Not only for people who have difficulty in walking, it has made signage for people with visual and auditory disabilities, such as audio guidance at subway stations, to make public transport access easier.

The image has been removed because the license has expired.

The image has been removed because the license has expired.

The background is a complex, abstract geometric pattern composed of numerous irregular polygons in various colors, including shades of pink, red, orange, yellow, green, blue, and purple. The shapes are arranged in a non-repeating, organic manner, creating a vibrant and textured visual field.

Chapter 9

VENUE CONCEPT

VENUE CONCEPT

About The Site

"Dream Island" in Japanese, Yumeshima Island, the proposed site of EXPO 2025 OSAKA is a 155 hectare site on an artificial Island surrounded by the sea, offering beautiful scenery of the Seto inland Sea to visitors. With beautiful ocean views and connections to nearby Islands, Yumeshima Island is conveniently located within 20-30 minutes from the centre of Osaka City.

Concepts Of The Master Plan

The venue plan reflects this vision of a future society through its key concepts of decentralisation and dispersion. Randomly placed pavilions represent individual citizens scattered across the globe, making the Expo reflective of a future society that will be created by all 8 billion people on this planet.

Venue Design

The venue features a dispersed facility arrangement, using Voronoi technique to reflect the concept of future society.

- Pavilion World: arranging pavilions randomly, but envisioning a more natural distribution
- Green World: housing renewable energy facilities, plazas, glamping facilities, and more.
- Water World: floating hotels and reception facilities for VIPs with fireworks and fountains
- Main Street will connect the entrance with the large plazas called *Khus*, or "expanse" in Japanese.
- Pavilions will form an undulating landscape featuring various three-dimensional combinations.

A New Type of Experience for Visitors

We will propose a new type of experience for and new way to communicate with visitors using AR/MR and VR technologies.

- Digital Site System, the physical venue will be digitalised by BIM/CIM and sensors
- Virtual Site, a virtual venue on the internet, will enable everyone to virtually experience the Expo
- EXPO Theme Experience Programs of Visions, Explorations, Creations, and Actions, will help visitors involved in achieving the theme of *Designing Future Society for Our Lives*.

Collaboration with Facilities and Areas Outside the Venue

- Providing visitors a chance to experience the legacy of Japan's Past World Expos
- Holding events where visitors can share the joy and cultural richness of Japanese *matsuri*, or festivals, on-site via AR/MR
- Holding workshops and People's Living Lab collaborative events at companies and research facilities in the Kansai region
- Conduct a program which promotes interaction between children in Japan and their virtual classmates from around the world
- Holding workshops on global issues, specifically on the topic of achieving the SDGs

Legacy of the Expo

We will aim for EXPO 2025 OSAKA to become a social legacy left for the future generations of the entire world.

EXPO WITH A NEW DESIGN

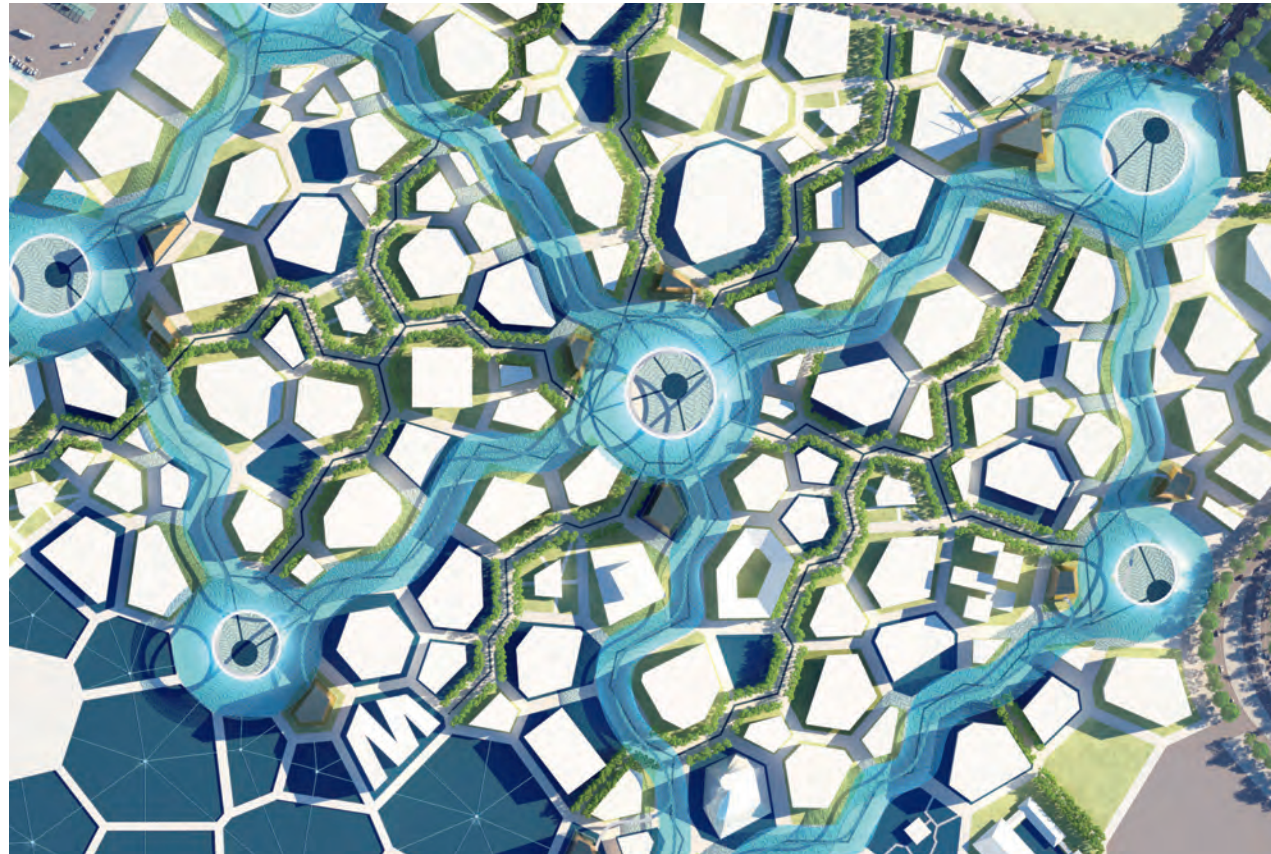
The EXPO 2025 OSAKA will feature a decentralised, dispersed venue, designed to encourage and inspire collaboration amongst visitors and co-creation towards a future society.

EXPERIENCING A FUTURE SOCIETY

Experience at the Expo will be a journey through which visitors find their own answers to what it means to live a full, healthy life and collectively shape our future society.

THE EXPO'S LEGACY WILL CONTINUE

Transport infrastructure including an extended railway, will continue to be an important asset for locals and tourists, and the achievements of the Expo experience will contribute to future generations.



9.A About the Site

1) Proposed venue

The Expo is planned to be held on a 155 hectare site on Yumeshima Island, an artificial Island located on the waterfront of Osaka. Yumeshima means dream island in Japanese. The proposed site for the venue is reclaimed land that is currently under construction; all

necessary reclamation for building the Expo's pavilions will be completed by around 2021. This means that, with the exception of the pre-existing mega solar power generation plant, all of the buildings and facilities required to host this Expo will be brand new. The mega solar power generation plant is already operational at the site. One of the concepts of the Expo's venue is harmony with the environment, as described in Chapter 10 in this dossier. From this standpoint, the mega solar power generation plant stands as

Figure 9-1: Plots Scheduled for the Expo

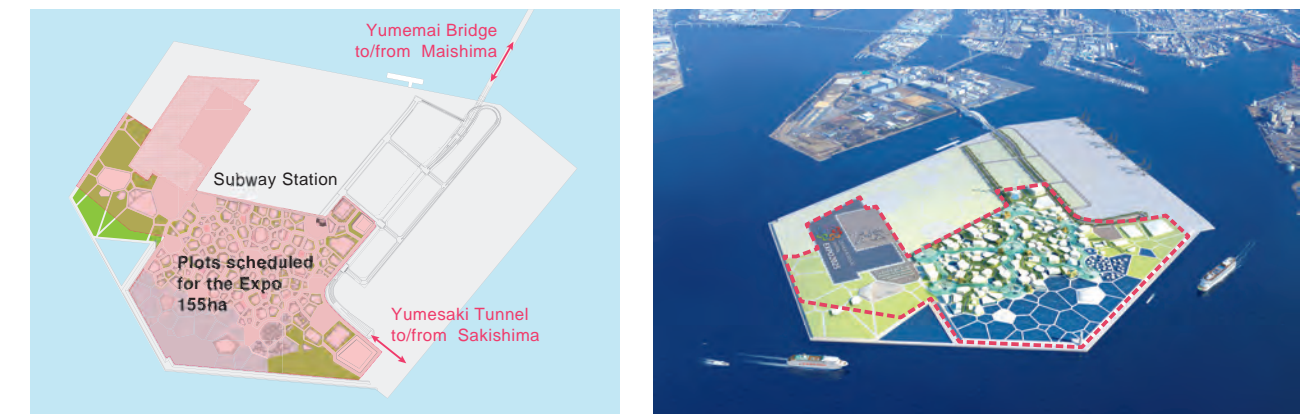
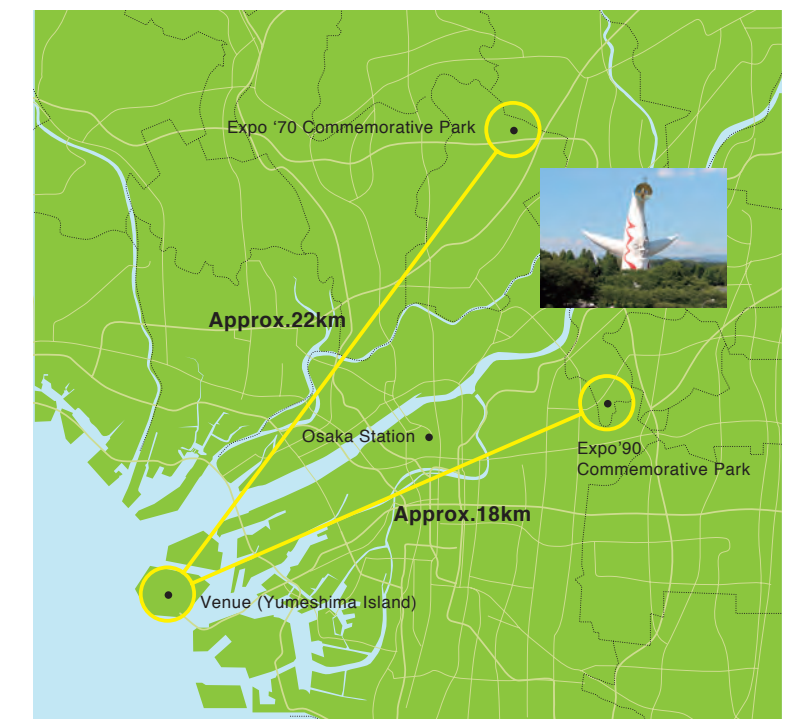


Figure 9-2: Proposed Venue and Commemorative Parks (Expo '70 and Expo '90)



a monument to this vision.

All exhibitions, seminars, conferences, and events of the Expo will be held at the Yumeshima venue. Furthermore, people will be able to virtually participate in the Expo without physically attending through the use of virtual reality (VR) technology. We will also consider holding events associated with the Expo in collaboration with tourist attractions throughout Japan, especially in the Kansai region. For example, we will examine the possibility of collaborations to be held at the commemorative parks of Expo '70 and Expo '90, which were held in Osaka as an International Exhibition.

Osaka City, a public sector organisation, possesses the rights to the proposed venue, meaning there will be no issues or protest from public or private groups in securing the premises for the Expo, as the Japanese government has already agreed on designating Yumeshima as the venue site.

2) Features of Yumeshima Island

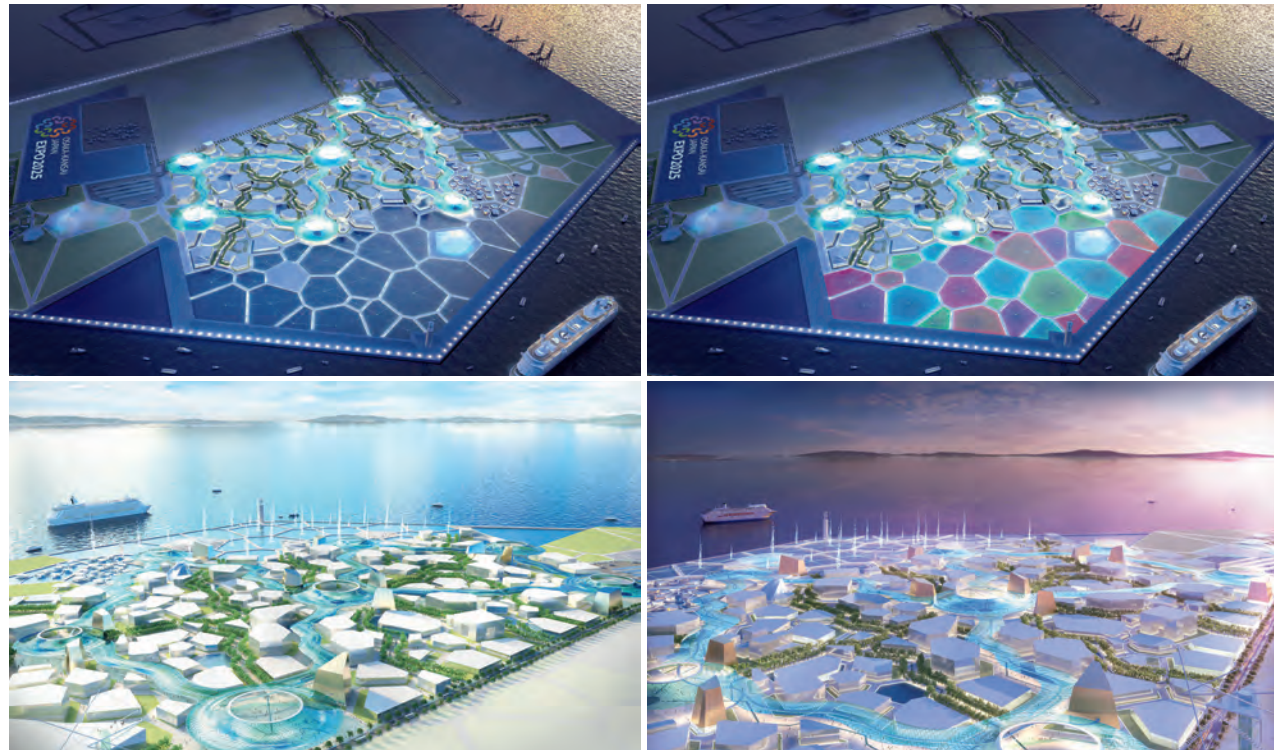
Yumeshima, an artificial island surrounded by the sea, offers beautiful scenery of the Seto Inland Sea to visitors.

A key advantage is that the site offers a blank canvas upon which we may draw a venue plan, as it is essentially vacant with the exception of the mega solar power generation plant. Furthermore, as the hosting of the Expo has been incorporated into the development concept by local governments and businesses, the

legacy of the Expo will be preserved for future generations.

Yumeshima can be accessed within 20 to 30 minutes from the city centre of the Osaka metropolis. It is also connected with the adjacent artificial islands Maishima and Sakishima by a bridge and a tunnel respectively. Visitors will enjoy even smoother access to the venue via shuttle buses and a planned extension of an existing subway line to the venue.

Birds-eye view of site in evening from the South-side/ Birds-eye view of west-side site from the main entrance



9.B Basic Approaches of the Venue Master Plan

1) Design that Embodies the Expo Themes

The future society we envision is not necessarily based on a centralised system. Rather, it will be formed through the harmonious interconnection of various entities, through participation of the masses.

The venue plan reflects this vision of a future society through its key concepts of decentralisation and dispersion. Randomly placed pavilions represent individual citizens scattered across the globe, making the Expo reflective of a future society that will be created by all 8 billion people on this planet.

2) Experience Designed from Visitors' Perspectives

The venue aims to become a place where visitors may learn from the Expo experience, explore the various lifestyles of all manner

of individuals, and develop socioeconomic systems that support such lifestyles, thereby co-creating a future society through interaction with other visitors.

For that purpose, we intend to make novel proposals for an optimal visitor experience, as we believe that a visitor experience-centric viewpoint will yield a more engaging set of venue facilities (see 9.D).

9.C Venue Design: Overview and Concept of Facility Arrangement and Installation

1) Overview and Arrangement of Facilities on the Venue

The organisers will determine which facilities are necessary for the venue, and utilise the know-how accumulated from Japan's experience hosting past expos and other large-scale events, including the Japan World Exposition, Osaka 1970, to produce an optimal arrangement.

Figure 9-3: Comprehensive Layout



In addition, we will accept proposals and ideas from participating countries and other stakeholders for a specified period, and flexibly modify our plan accordingly (see Chapter 10).

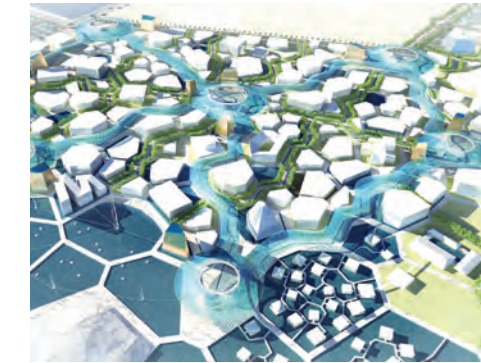
a) Layout

EXPO 2025 OSAKA, KANSAI, JAPAN features a dispersed facility arrangement, using the Voronoi technique to reflect our concept of a future society.

In nature, whether micro or macro, the same pattern, combined by a simple rule, emerges in different scales. The Voronoi pattern is a basic and recurrent geometric pattern found in nature, that is generated when diverse elements come together freely.

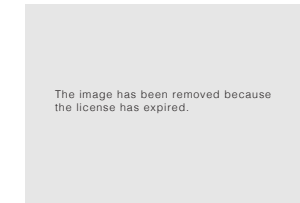
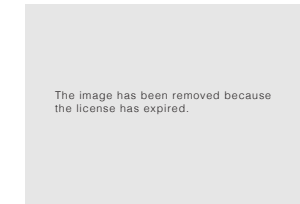
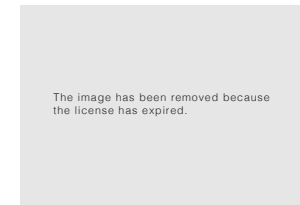
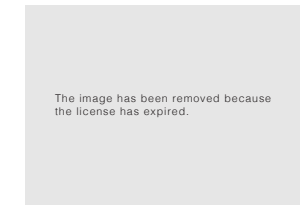
The dynamic site-generating system that uses a variety of parameters in an algorithm makes it possible to create a more natural site plan that conforms to the information society.

Birds-eye view of the pavilion area, overflowing with water and greenery

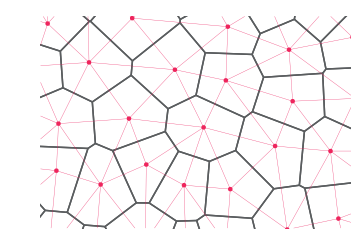


EXPO 2025 OSAKA, KANSAI, JAPAN features a dispersed facility arrangement, using the Voronoi* technique to reflect our concept of a future society.
*Explained in Section 1) c) iii)

Diverse Voronoi patterns in nature



Voronoi diagram and its inverse pattern, Delaunay diagram



□ Voronoi Cell • Voronoi Central Point
— Delaunay Connection

Diagram showing the process of generating an interactive site plan by using the Voronoi pattern

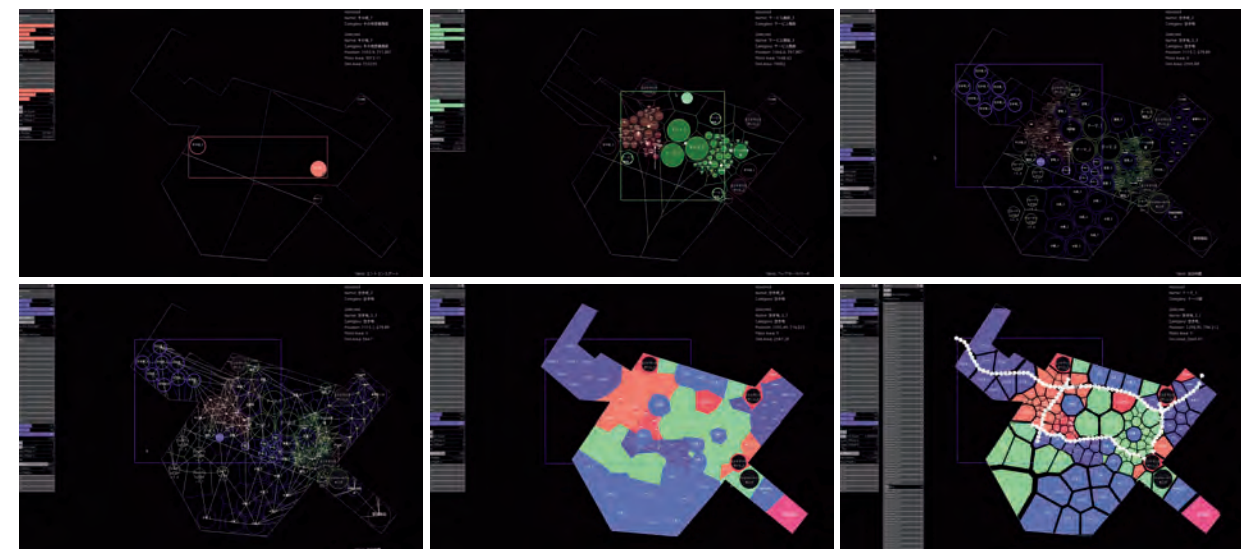
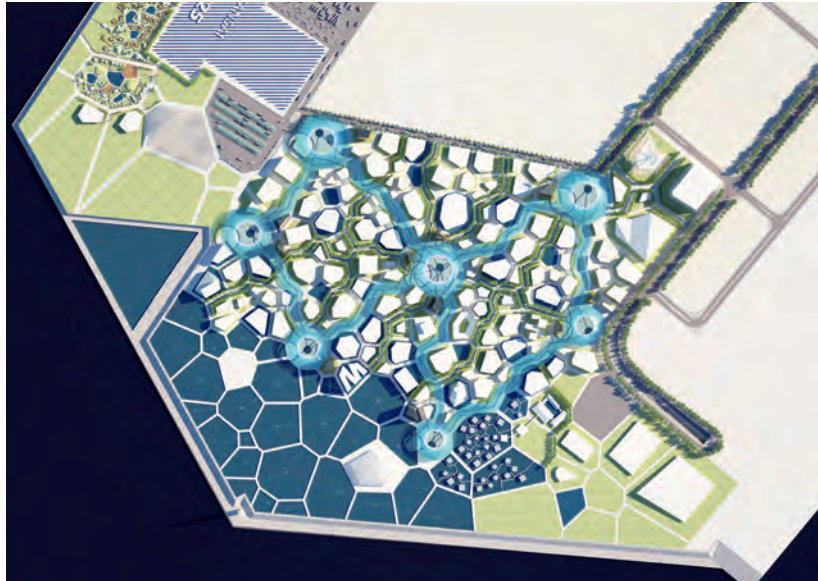


Figure 9-4: EXPO site configuration that embodies the new city planning paradigm



The open and expansive Green World



Water World, facing into the Seto Inland Sea



b) Area Characteristics

• **Pavilion World (Centre of the Venue)**

Rather than following the conventional methodologies of past Expos, pavilions will be arranged randomly, envisioning a more natural distribution.

• **Green World (Field to the West)**

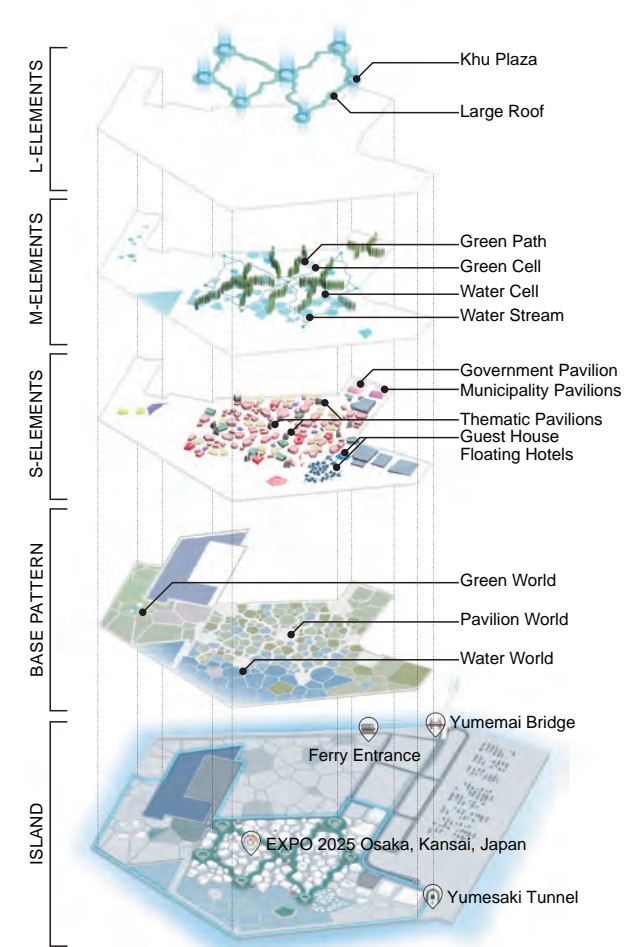
This expansive greenery area will be located on the west side of Pavilion World. It will comprise plazas, outdoor event plazas, glamping* facilities, and so on, as its themes are engaging events, interaction, excitement, and kindness. We will consider planning large-scale waterfront events off the bank of Green World.

*"Glamping" is a term coined by combining the words "glamorous" and "camping," signifying a comfortable camping experience held in nature, but featuring hotel-quality facilities and amenities.

• **Water World (Water Area and its Environs to the South)**

Water World, a water area together with its surrounding features, is located to the south of Pavilion World. With its themes of hospitality, festival, change, and movement, this area, which leads to the Seto Inland Sea, will give visitors a sense of expansiveness. Floating hotels and reception facilities for VIPs will be built in this area, possibly with fireworks and ornamental fountains.

Figure 9-5: Site structure: L (large), M (medium), and S (small)



c) Components of the Venue

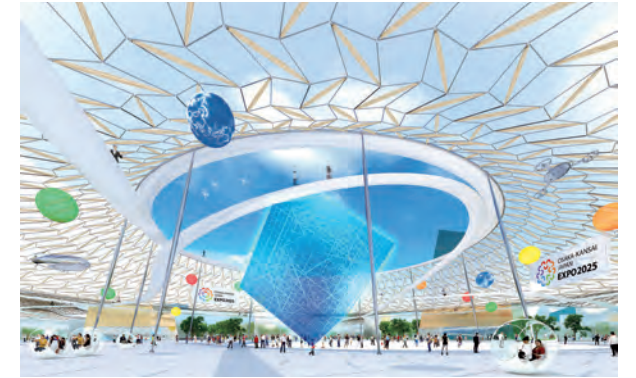
The venue consists of structures that can be categorised according to size.

The site is structured by three different sizes, L (large), M (medium), and S (small), based on the site layout using non-contiguous network simulated by Voronoi diagram. The different scales will provide visitors with diverse experiences such as Augmented Reality(AR) /Mixed Reality(MR) exhibitions, events, and meeting and communication spaces.

i) Large Structures: Large Roof, Khus, and the Main Street

The Main Street will connect the entrance with the large plazas called *Khus*, or "expanse" in Japanese. The Main Street will form a loose network throughout the venue, and will be covered by a large roof. The large roof over

Khu at Main Street as the note of the site



Looking up at Khu from inside the site



Main Street with Large Roof



the Main Street will serve as a clear landmark for the visitors, as well as providing protection against rain and sun, enabling the organisers to plan events on the street without consideration for the weather.

Khu plazas will be located at the junctions of the Main Street, with grand openings in the large roof in the centre for striking views. *Khu* represents emptiness, which is part of Japanese Zen culture. The *Khus* will provide a place for main events and public exhibitions, including a large-scale installation using AR/MR technologies, and fostering innovative interactions among visitors.

Canals will connect venue streets and green fields with water areas, lined with trees offering shades for pedestrians.

ii) Mid-Sized Structures: Canals Forming a Secondary Network Connecting the Western Field and the Southern Water Area

Mid-sized streets will connect with the Main Street to complete the street infrastructure. They will feature canals lined with broad-leaf trees, casting a cool shade and thereby creating a more pedestrian-friendly environment compared to the Main Street. These canal-lined streets are expected to provide pedestrians with a comfortable place for leisurely walks and rest, and will be speckled with benches, rest facilities, food stalls, and trees. The canals will connect open, lush green fields with water areas, leading people to the

outer areas of Green World in the West and Water World in the South.

iii) Small Structures: Cells, Pavilions, and Alleys

Voronoi cells of various shapes and sizes will be combined to create unique forms, further contributing to the distinctive landscape impression. Space akin to alleys will be left between pavilions built on the Voronoi cells for even greater freedom of movement and ease of access.

Using portable facilities, exhibitions at events and informational staging will be held in various areas such as on the streets, in *Khus*, in the western field, and in the southern water area, offering visitors an engaging variety of experience that simulates our future society. We will also consider providing visitors with

The tree-lined and water-lined Street



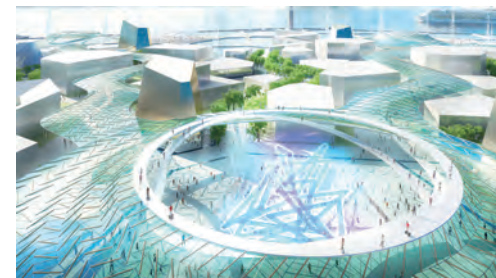
Street lined with benches, rest facilities, and food kiosks



Alley-like street between pavilions



Aerial garden on Large Roof



places to overlook the venue as a whole, such as an air corridor on the large roof around the *Khu* plazas, an observatory facility in the Government Pavilion, and other similar facilities.

d) Pavilions Basic Concept

Pavilions will form an undulating landscape featuring various three-dimensional combinations, and will feature flexible, levelled floorplans.

i) Pavilions of Participating Countries, Corporations, International Organisations, and those Built by the organisers

The three-dimensional design of the layered pavilions will be emphasised by positioning them at ample distance from each other, thereby creating spatial ease.

Pavilions for official participating countries can be roughly categorised into three types. With Type A pavilions, the participating group may freely decide on the form and design, in accordance with the size of space allocated by the organisers. The site area is divided into the following five categories outlined in Table 9-1, totalling 105,000 m²:

We plan to provide nine corporate participants with plots totalling 36,000 m².

Aerial view of site. The configuration highlights the diversity and uniqueness of pavilions



Table 9-1: Site Areas of Type A Pavilions (Plot)

Size	Maximum ground floor area(m ²)	Plot area(m ²)	Plots	Total site area(m ²)
1	2,400	4,000	15	60,000
2	1,800	3,000	5	15,000
3	1,200	2,000	5	10,000
4	600	1,000	15	15,000
5	300	500	10	5,000
Total area				105,000

Figure 9-6: Pavilion Type A map

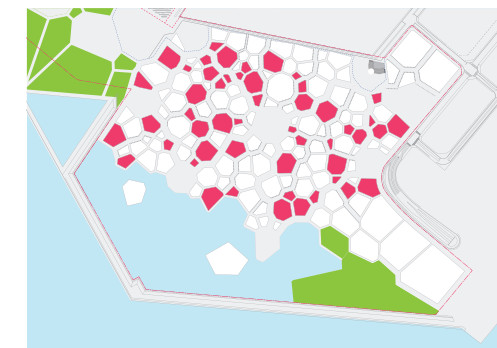


Figure 9-7: Pavilions for corporations map

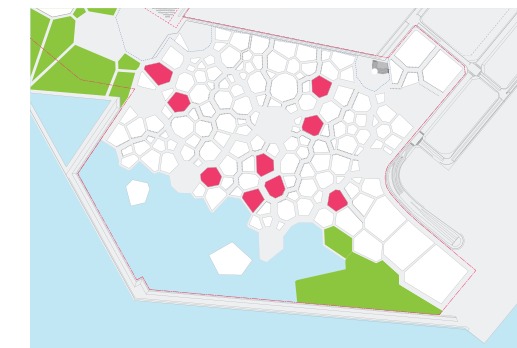


Table 9-2: Site Areas of Type B Pavilions (Module)

Size	Total floor area (m ²)	Plot area (m ²)	Plots	Total site area (m ²)
1	3,000	5,000	1	5,000
2	1,200	2,000	2	4,000
3	900	1,500	1	1,500
4	600	1,000	4	4,000
5	300	500	14	7,000
Total area				21,500

The basic structure (column and beam frame, wall and roof) of type B pavilions will be determined by the organiser. These pavilions will then be built and offered to official participating countries and international organisations. Participants may freely decide the content and design interior and exterior (facade) of the pavilions. The site area is divided into the following five categories described in Table 9-2, totalling 21,500 m².

Figure 9-8: Type B Pavilions for Participating Countries Map

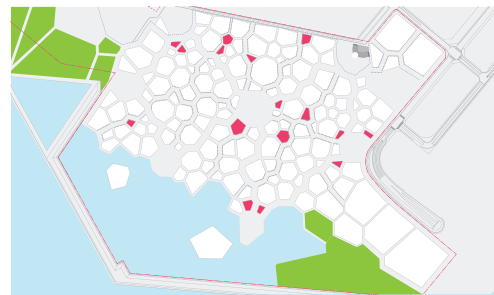
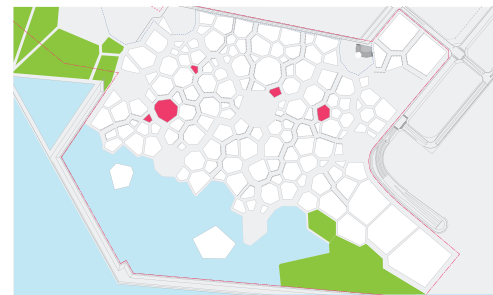


Figure 9-9: Type B Pavilions for International Organisations Map



Like Type B Pavilions, the form and design of Type C Pavilions will be determined and built by the organisers. However, these pavilions will be offered in sections to participating countries. Participating countries may freely decide on the content and design within their allocated portions of Type C Pavilions. Type C Pavilions will have a total site area of 26,000 m².

Figure 9-10: Pavilion Type C Map

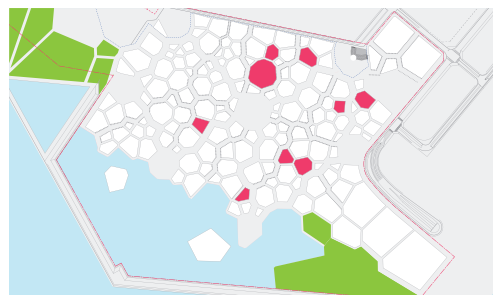


Table 9-3: Site Areas of Type C Pavilions (Organiser-built Shared Pavilions)

Size	Total floor area (m ²)	Plot area (m ²)	Plots	Total site area (m ²)
1	4,800	8,000	1	8,000
2	1,800	3,000	3	9,000
3	1,200	2,000	3	6,000
4	900	1,500	2	3,000
Total area				26,000

ii) Thematic Pavilions

In addition to the previously described pavilions where groups such as participating countries, private enterprises, and international organisations can provide self-developed content, four types of Thematic Pavilions will offer various experiences connected with the Expo's themes. Foregoing the one grand Thematic Pavilion, we intentionally devised these Thematic Pavilions to allow visitors to have a wider variety of experiences, in a natural progression that resonates with the Expo theme. These Thematic Pavilions, which correspond to the four steps of a visitor's Expo experience described later will have a total site area of 14,500 m².

iii) Government Pavilion

The Government Pavilion will be situated near the Eastern entrance at the edge of the Expo site.

It will have a site area of 15,000 m².

We will consider installing observation decks in the Government Pavilion, offering an overview of the

Expo site. If Japan is selected as the hosting nation, the Japanese government will establish a committee to devise the basic plan for building the Government Pavilion.

iv) Municipality Pavilions

The Municipality Pavilions will be placed near the eastern entrance at the edge of the Expo site.

They will have a site area of 15,000 m².

These pavilions will be used by local municipalities, the united organisation of local governments etc. in the Kansai region, and similar bodies.

We will consider installing observation decks, offering an over-view of the Expo site.

Figure 9-11: Thematic Pavilions Map

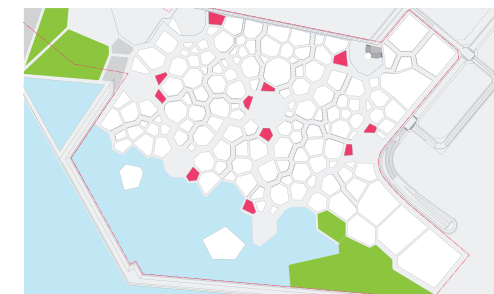


Figure 9-12: Government and Municipality Pavilions Map

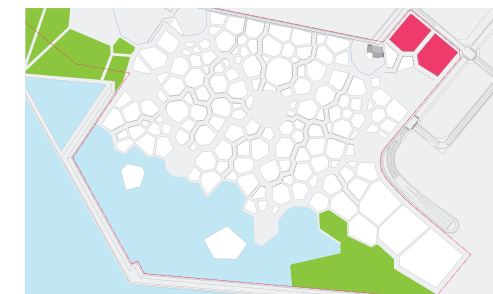


Table 9-4: Site Areas of Thematic Pavilions

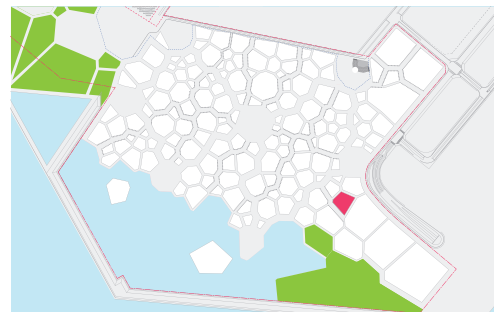
Category	Total floor area (m ²)	Plot area (m ²)	Plots	Total site area (m ²)
1. EXPO 2025 OSAKA, KANSAI, JAPAN Visions (Orientation and Guidance)	1,200	1,000	3	3,000
2. Exhibitions of Lifestyles in Future Society	1,200	1,000	3	3,000
3. Workshops and Sharing Studios	1,800	1,500	3	4,500
4. Place for Action towards Future Society	2,400	2,000	2	4,000
Total area				14,500

Rather than concentrating all activities to a single large-scale structure, by scattering small structures of different types all over the site, the theme of EXPO 2025 OSAKA, KANSAI, JAPAN is blended into the site as a whole; Visitors are exposed to a variety of experiences within the site.

v) NPO Room

Facilities for NPOs will be provided to encourage participation and exhibition by all of the citizens who will help co-create our future society, and will have a site area of 4,000 m². We are planning to accommodate as many NPOs as possible to participate in the Expo.

Figure 9-13: NPO Room Plot



e) Facilities for Conferences, Seminars and Presentations

Event facilities will be located near the eastern entrance, consisting of a large hall, and other conference facilities, with floor space totalling 9,900 m². These facilities will be used for international conferences, seminars, and presentations.

Figure 9-14: Event halls Map



f) Entrance Gates and Media Centre

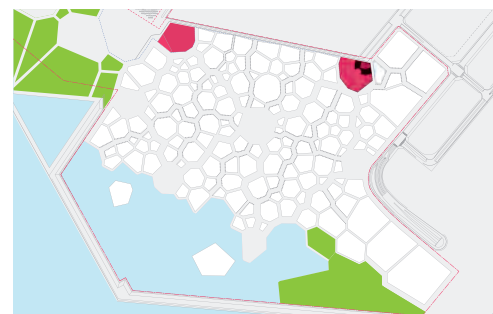
i) Entrance Gates

Two entrance gates will be placed on the east and west sides of the venue, respectively. Although we are considering the merits of ticketless entrance, we plan to install gates for security reasons. Plenty of space will be secured for the entrance gates to promote smooth visitor movement: 25,000 m² for the East Gate, 25,000 m² for the West Gate, and 45,000 m² for a bus terminal.

Eastside entrance gate



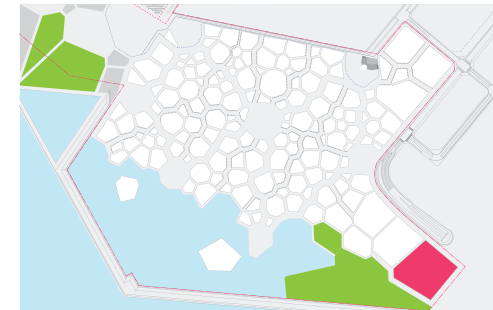
Figure 9-15: Entrance gate Map



ii) Media Centre

The Media Centre will be located in the Southeast of the venue along VIP flow-lines. It will be housed inside the Expo Operations

Figure 9-16: Media Centre Map



Building. The Expo operation headquarters will be largely responsible for management and administration of the Expo.

g) Guest House and Floating Hotels

The Guest House will serve as a reception facility to welcome state representatives on National Days and other special events during the Expo.

In addition, a reception hall within the guest house may be used for parties and international exchange events held by participating companies and sponsors.

We will also consider building floating hotels alongside the southern waterfront area near the VIP Entrance, in consideration of the location of

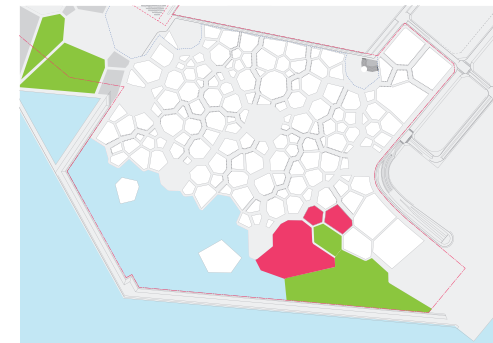
the guest house and VIP flow-lines. As well as offering accommodation, the floating hotels will function as reception rooms that can be used as party spaces.

h) Support Facilities

i) Food, Drink, and Merchandise Facilities

Food, drink, and merchandise facilities will have a combined site area of 70,000 m². Visitors will be able to enjoy all kinds of food from around the world, as well as Osaka's "soul food," which is quite popular in Japan. Food and retail booths will be placed in consideration of the optimal flow of foot traffic throughout the venue.

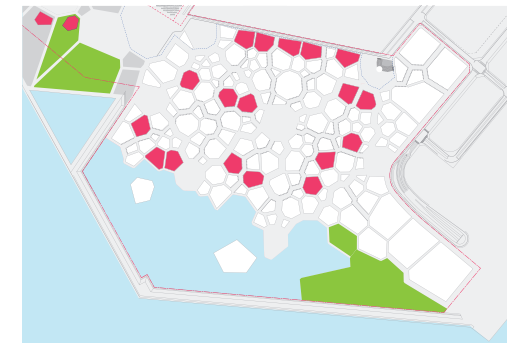
Figure 9-17: Guest House and Floating Hotels Map



Guest House and Floating Hotels



Figure 9-18: Restaurant and Retail Facilities Map



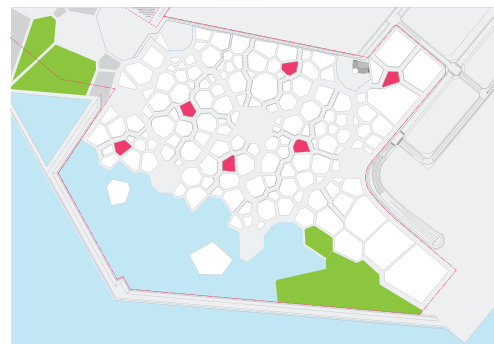
Open spaces to accommodate mobile structures that can be turned into shelters or event spaces, depending on need



ii) Rest Areas and Restrooms

Rest areas will be available in six locations, with a total area of 13,000 m², including adjacent restrooms. We will give due consideration to temperature control so visitors can find relief from the summer heat, and locations that are appropriate to take shelter from bad weather. These resting facilities will be situated around green areas. An appropriate number of restrooms will be allocated throughout the venue, with due consideration of the projected peak number of visitors and locations where visitor flow can be expected to stagnate.

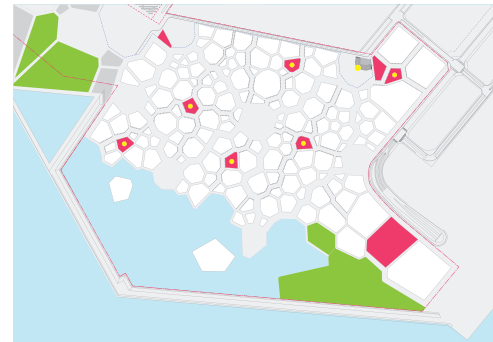
Figure 9-19: Rest Areas Map



iii) Emergency Care and Security Facilities

The venue will be equipped with emergency care facilities for visitors who may become injured or sick, and security facilities for quick response to accidents or emergencies. These facilities will be headquartered in the Expo Operations Building, and also interspersed throughout the venue, including locations near the east and west entrances. As described (see 9.C 2) d) Safety and Security), a cutting-edge monitoring network and individual authentication system will be utilised to ensure safety and security.

Figure 9-20: Emergency Care and Security Facilities Map



iv) Information Centres (Guest Relations)

Guest relations centres will be situated at the venue to provide information to visitors. The primary function of the information centres will provide guidance to venue facilities for visitors, potentially including information about subways, shuttle buses, and events around the venue. They will also manage the venue's Lost and Found, and serve the needs of lost children and adults.

v) Expo Operations Building and Pavilion Back-Office Space

Association staff will be based in the Expo Operations Building.

The headquarters of police, security, and fire prevention services will also be located in this building, and they will ensure safety of the venue throughout the term of the Expo. Only staff working on the venue, including those working in the Expo Operations Building, will be allowed access to the back-office, thereby separating the flow-lines of staff and visitors.

Figure 9-21: Access Terminal map Access by automobiles

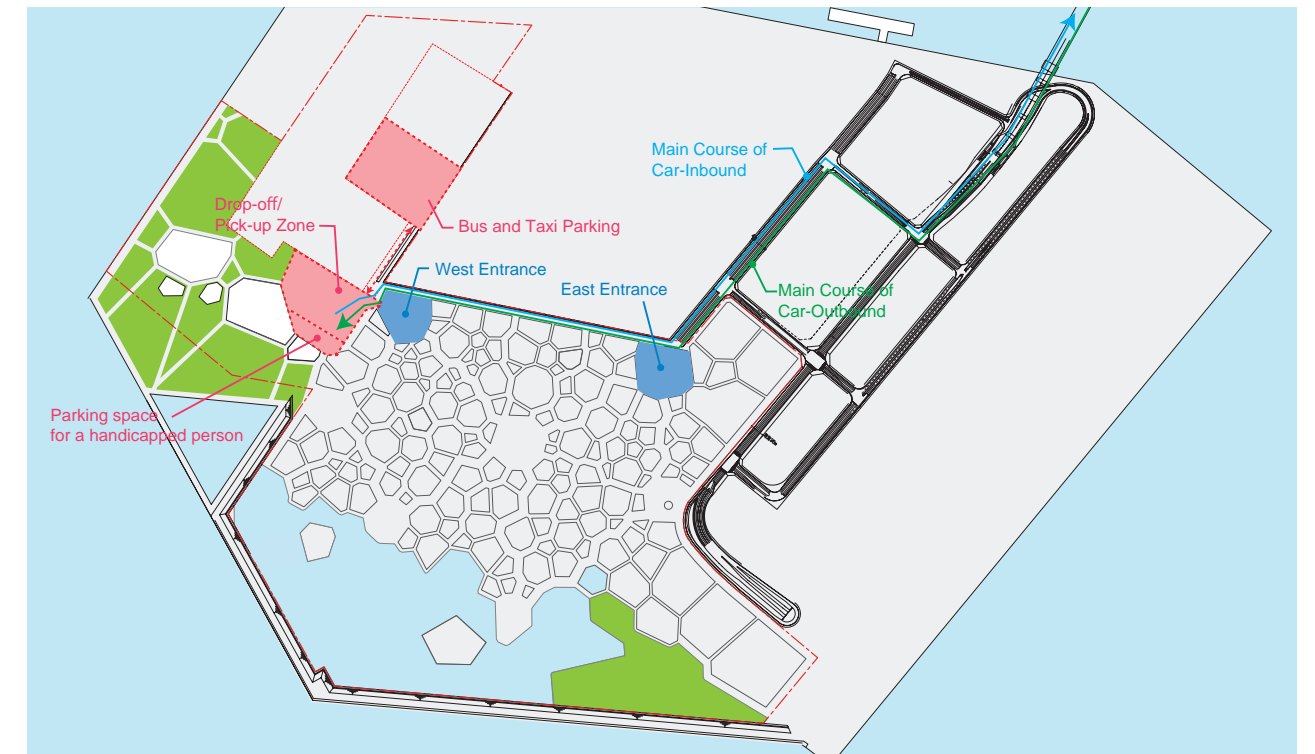
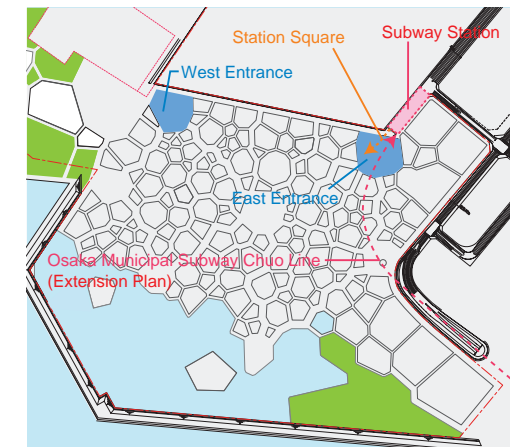


Figure 9-22: Access Terminal Map Access by Rail



Conceptual drawing of Ferry Terminal



i) Flow-Line Plan

i) Flow-Lines Outside the Venue

The Expo venue will be accessible by rail, buses, ships, taxi, private passenger car (for the physically challenged person only), bicycles, on foot, and via helicopters. The above diagram shows the access points of the various means of transportation. Details of railway, bus, and water transportation services are explained in Chapter 8.

We will consider arrangement of an access terminal for water transport on the north side of Yumeshima Island. The plan makes use of the placement of the artificial island to decentralise traffic, functions, and events.

Mobility system in the venue enables visitors to move smoothly and freely.

ii) Foot-Traffic Inside the Venue

Foot-Traffic within the venue will be controlled through discrete networks, enabling visitors to move freely. Avenues will have sufficient width to accommodate pedestrians and those who require auto-loop bus and personal mobility vehicles to pass freely, and hardware will be installed on-site to ensure efficient use and control of such auto-loop bus and personal mobility vehicles.

personal mobility vehicles to pass freely, and hardware will be installed on-site to ensure efficient use and control of such auto-loop bus and personal mobility vehicles.

iii) Flow-Lines of VIPs

VIPs will enter the venue from the southeast side. VIP entry flow-lines will be separated from those of other visitors for heightened security. VIP flow-lines to the Expo Operations Building, the Guest House, and various event sites will also be carefully planned for optimal security.

Figure 9-23: Major traffic lines and road composition



Figure 9-24: Service Traffic Lines within the Site



Figure 9-25: Mobility Route Map

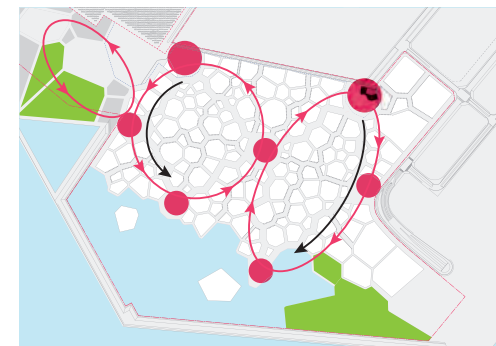


Figure 9-26: VIP Path Diagram

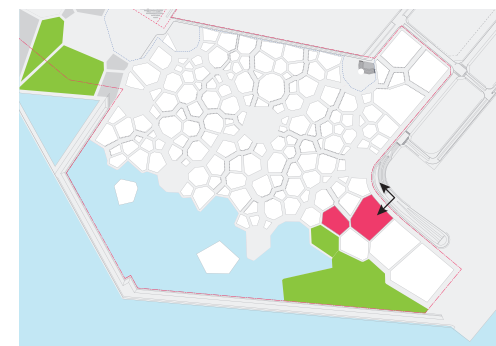
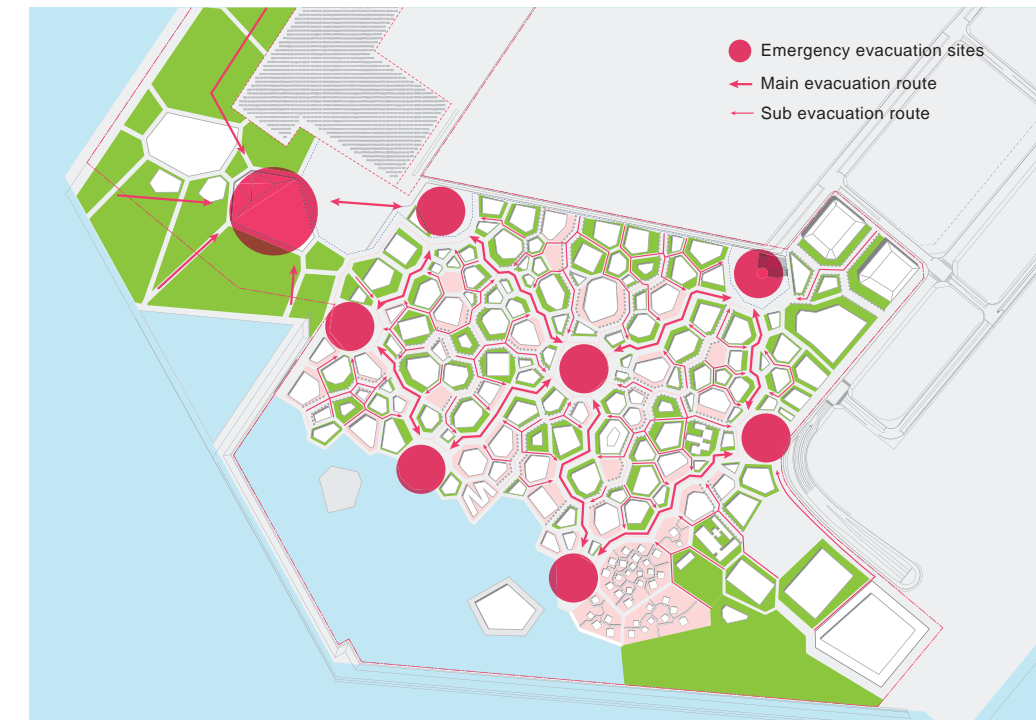


Figure 9-27: Evacuation Path Diagram



iv) Evacuation Paths

Paths for evacuation will be planned in accordance with an evacuation plan in the event of large-scale earthquake, fire, terrorist attacks, or other cases of emergency.

In the unlikely event of an earthquake or fire, it will be necessary for visitors to evacuate to open spaces. Therefore, the main path reaching *Khus* through the Main Street is designated as an evacuation path. Expo supervisors will direct visitors to evacuate safely via timely and accurate announcements using Information and Communications Technology (ICT).

All disaster prevention systems will be implemented in multiple languages, ensuring that all visitors will be able to evacuate safely.

j) Infrastructure

As of today, the sites proposed for the facilities described above for the EXPO 2025 OSAKA remain uninhabited. This enables us to create a plan flexibly and freely, as all required infrastructure will be newly built for the Expo venue.

We will have a series of in-depth dialogues on the details and logistics of securing and installing infrastructure necessary for executing the Expo, and incorporate all such infrastructure-building activity smoothly into the overall venue construction plan.

In addition, all plans for infrastructure development will be devised from the perspective of the development concept.

i) The installation of desalination equipment

Figure 9-28: Infrastructure Facilities Deployment Plan

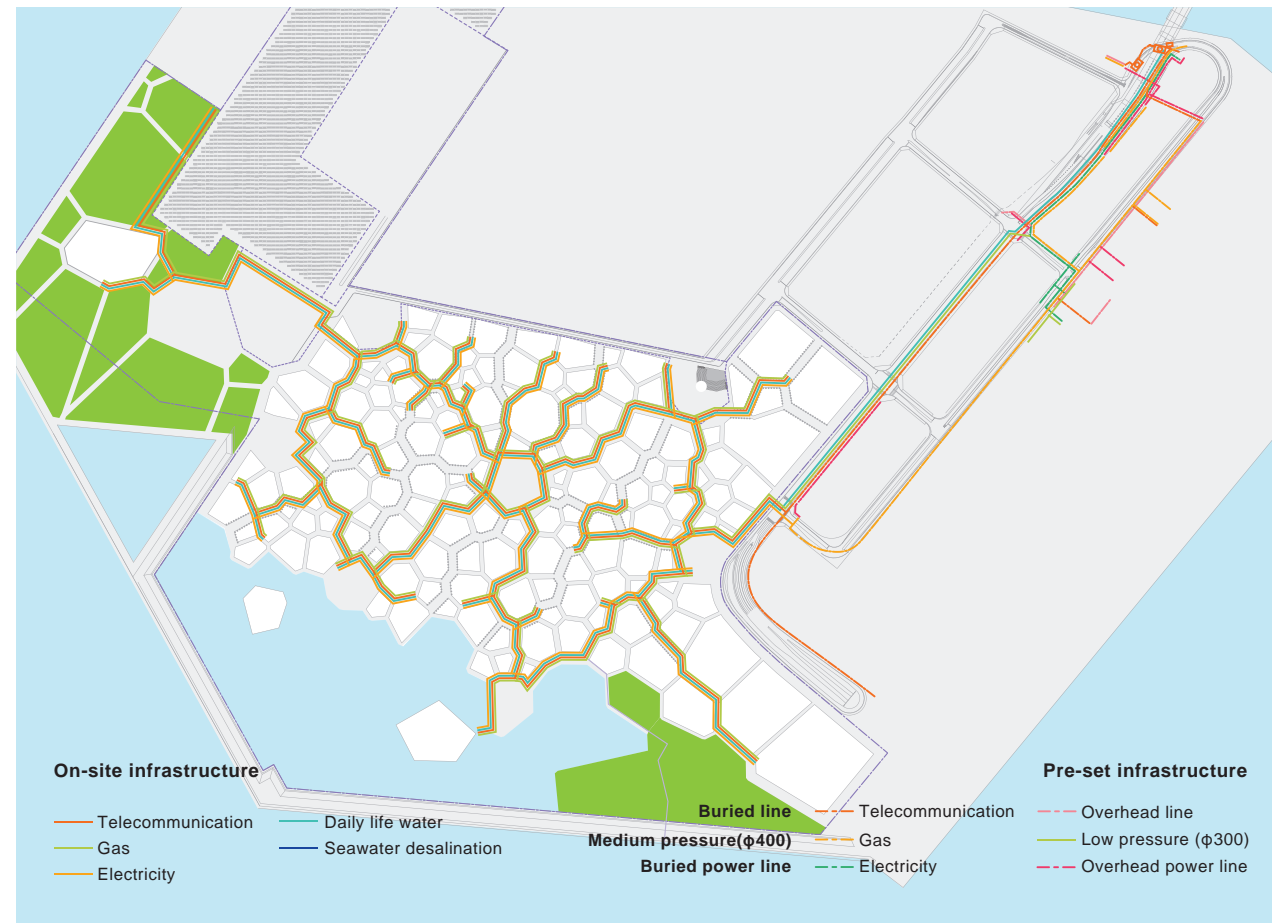
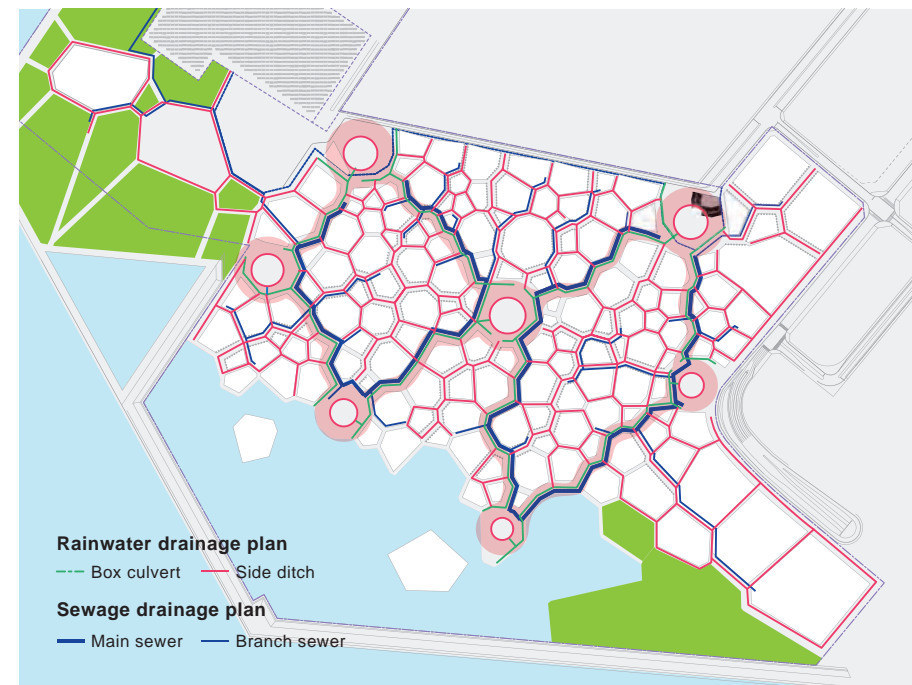


Figure 9-29: Drainage Plan



capable of supplying the venue with water from the sea is being considered. In addition, water can be also supplied from pipes already installed on Yumeshima Island, which will be extended to reach the venue.

ii) Necessary infrastructure for an appropriate sewer system will be planned out, and then ensured either by connecting the venue with the public sewer system or by installing a drainage treatment facility.

iii) Garbage and waste will undergo a thorough separation process. Waste for incineration will be sent to waste-fuelled power generation plants on neighbouring Maishima Island, and other recyclable waste will be sent to recycling plants.

iv) Supply networks for electricity and gas are already installed on Yumeshima, and a utility feeding system will be established in conjunction with the building and operational plan of the venue.

v) We will consider supplying electricity to the venue using solar panels installed in the western area of the venue.

vi) An optical fibre communication network will be established for telecommunications. A disaster-resilient, high-speed, high-capacity ICT infrastructure will also be completed using multiplexing and a combination of wired and wireless connections.

vii) We will also set up stockpile emergency provisions to ensure that food, drinks and other necessary supplies will be readily available in the unlikely event of disaster.

k) Experience Lifestyles in Our Future Society

i) Deliberations are ongoing about the creation of glamping facilities in Green World

(western part of the venue), where visitors can enjoy a magnificent view of Osaka Bay and try health programs, culinary experiences, and new lifestyle programs of the future society.

ii) Making use of Yumeshima's outstanding vistas of Osaka Bay, we will consider creating jogging paths so that visitors may have a first-hand experience of healthy living. These jogging paths can also serve as locations for hands-on health-promoting programs including diet or health check-ups.

2) Concept for Facility Set-Up

Facilities at the Expo venue will manifest the four key concepts of (a) visitor interactions in a relaxing environment, (b) harmony with the environment, (c) social demonstrations, and (d) safety and security, to capture the interest of people from around the world.

a) Visitor Interaction in a Relaxing Environment

i) A Hospitable Venue that Promotes Mental, Physical, and Social Well-being

In accordance with the themes of the Expo, we will devise flow-line plans that increase health awareness among visitors as they peruse the venue and experience our future society.

Also, we are aiming for zero waiting time at pavilions by implementing engaging hands-on programs in plazas and elsewhere throughout the venue, utilising ICT, and selling various kinds of tickets. In this way, we will present the future of World Expos by fully immersing visitors in the Expo experience, even during travel time between attractions.

Examples:

• **Stress-Free Travelling at the Venue**

The organiser will introduce auto-loop buses and personal mobility vehicles (especially self-driving chairs for the physically challenged and the elderly) for short- and mid-distance transportation, so that all manner of visitors can travel comfortably throughout the venue without stress. Beyond supporting mobility, these personal mobility vehicles can even be considered as “portable experience pavilions.”

• **Sensing Vital Signs Using IoT**

Visitors will be able to check their physical condition by themselves at the venue, and will be recommended an experience that is suitable based on their results. The Expo will provide advice to visitors through a health check-up service that makes use of IoT technology installed in pavilions and restrooms, increasing interest in self-management of health and helping to avoid fatigue, heat stroke, and dehydration.

The organisers are considering a health promotion program whereby visitors will be able to access diet and exercises options based on their vital signs. This program may also permit us to discover and share new knowledge about health promotion and disease prevention based on analysis of collective visitor data.

• **Relaxation Services and Measures Against Heat**

The organiser aims to make the venue a place that promotes the physical and mental health of visitors, furnished with lush, green resting areas and relaxation facilities. We also aim to

take adequate measures against summer heat based on data from past Expos held in Japan. To counteract Osaka’s summer heat, we will incorporate traditional culture and cutting-edge technology. We will install roofs and pergolas to block the sun in pedestrian walkways and resting facilities, employ cool mist showers in outdoor areas to lower visitors’ sense of temperature, use paving materials that minimise reflected heat, sprinkle water on the street, install bamboo shades and green curtains outside buildings made from plants like bitter melon vines, set up ice pillars, and offer visitors crushed ice.

We will also consider using an Artificial Intelligence (AI) technology to control air conditions indoors for maximum comfort, based on data collected by vital sign-sensing technology.

ii) **Promotion of Interaction Among Visitors and Exhibitors**

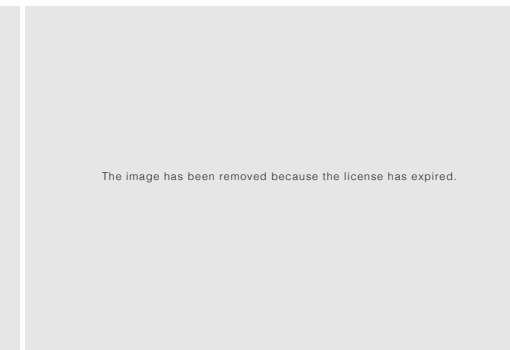
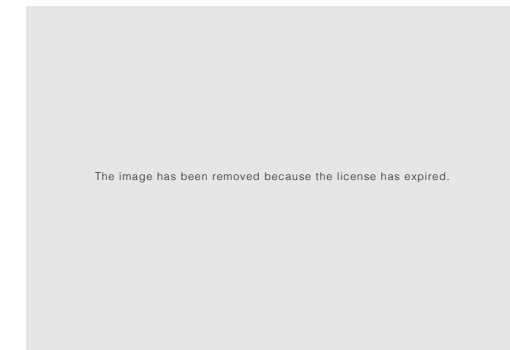
The organiser intends to make the venue a place where visitors and exhibitors have lively interactions, taking advantage of this special occasion when participants from various countries and cultures gather together.

• **Platforms That Promote Interaction**

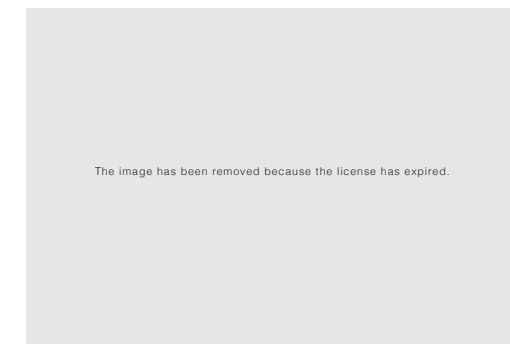
Various activities including events, contests, and speeches are planned in the plazas to help people form connections with one another. Both Participants and Visitors will gain new understanding and discoveries through such lively interaction.

Workshops and sharing studios in the Thematic Pavilions will encourage visitors to interact by encouraging them to share their individual experiences.

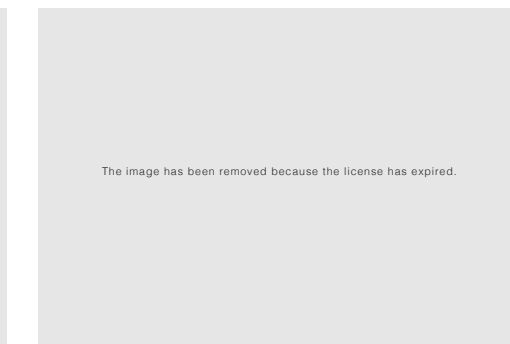
Mist Shower



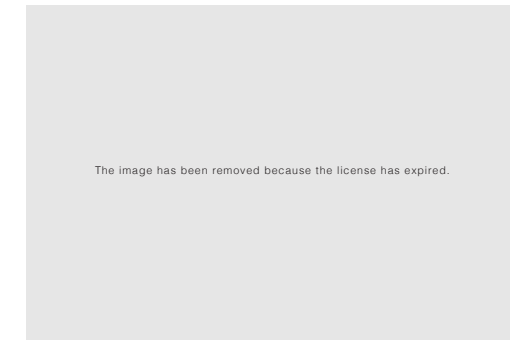
Sprinkling water (Uchimizu)



Green Goya Curtains



Pergolas



Bamboo Shade

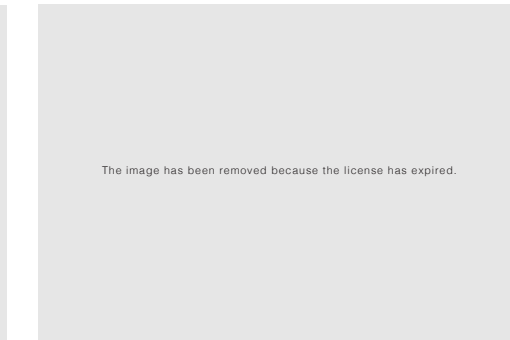
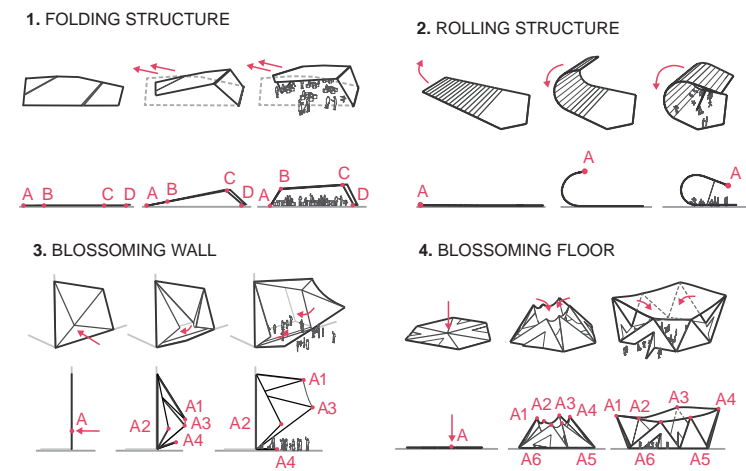


Figure 9-30: Movable buildings



Blossoming Wall



Visitors will enjoy various opportunities for experience, interaction and realisation inside and outside pavilions with movable buildings, and virtual venues

Open spaces to accommodate mobile structures that can be turned into shelters or event spaces, depending on need



Pattern of movable buildings, similar to structure of Japanese origami, enabling flexible event implementation and service operations

iii) Co-Creating the Venue with Citizens

We are determining the best way to share ideas with local citizens regarding the venue plan even during the design phase in order to fully understand their needs, and will build structures that reflect these learnings. One option is to use micro-funding during the construction phase.

Examples:

• Open Submission of Design and Service Concepts

Before the Expo, we are planning design competitions for the Japanese Government Pavilion, etc. All amateur and professional architects around the world are invited to participate.

We will also consider holding competitions for various visitor service concepts at the venue, inviting future-oriented tech start-ups to participate.

• Use of Micro-funding and Crowdfunding

Citizen participation will be promoted using micro-funding. For example, we will solicit contributions from citizens who support specific pavilion concepts, and sell the rights to carve names and logos into the pavement of the Main Streets.

• Exhibitions Proposed by the Public

We will institute a process for individuals to propose and create exhibitions together, both before and during the period of the Expo, and provide space for these exhibitions at *Khus* and exhibition sites. Individuals will be encouraged to offer a wide variety of ideas inspired by the theme of solving global issues such as climate change and sustainable urban planning. This is one of the ways in

which we will maximise the opportunity of the Expo to develop people-driven solutions to global issues.

b) A Venue in Harmony with the Environment

i) Venue in Tune with the Surrounding Landscape and the development concept

The venue will harmonise with the surrounding scenes and the development concept by making use of the artificial island's waterfronts and its spectacular views, with consideration to existing facilities and development plans of surrounding areas.

The venue will feature a space that represents the landscape of our future society, where visitors can experience various aspects of Japan.

Figure 9-31: Illustration of the venue's scenery



Glamping Zone



Tree-lined Promenade



Site View



Depths



Examples:

• **ACTIVITY: Scenes that Offer Glimpses into People's Lives**

Morning: Visitors enjoy foods from Japan and around the world. A morning market will be held where visitors can obtain fresh vegetables and fish.

Afternoon: Visitors experience cutting-edge Japanese technology in the pavilions.

Evening: Visitors enjoy Japan's climate, immersed in the quiet night while glamping or relaxing at the floating hotel.

• **TIME: Scenes of Japan Over Time**

Past: The history of Osaka, a canal city
The Expo presents a network of waterways including the sea, waterfront areas, and canals.

Present: Japan's Bountiful Nature

We will plant abundant foliage and seasonal flowers.

Future: World-Leading Advanced Technology

We will present the prosperous future of our nation by offering inspiring experiences with new technologies.

• **ENVIRONMENT: Scenes Formed by Japan's Natural Environment**

View: Connection With The Open Sea

We will offer open vistas from vantage points of various heights.

Water and greenery: The Connection between Rich, Spacious Greenery and Water

Venue zoning will be planned specifically to ensure that visitors will continuously be surrounded by water and greenery wherever they are.

Air: Scenery With A Clear, Clean Sky

Preservation of air quality that allows us to enjoy the brisk morning sky, the sun, dusk, and the starry night.

• **CULTURE: Captivating Scenes Formed by Japan's Culture**

Depth: The Meaning of Public Space In Japan

The venue represents the depth of Japanese architecture, which entices visitors with a glimpse of what is hidden.

Garden: Expression And Incorporation of Gardening Culture

Every pavilion will have a courtyard, which combines the gardening culture of Japan and other countries.

Water Sprinkling: The Wisdom of Traditional Japanese Culture

The venue demonstrates Japan's culture of sprinkling water—coexistence with the environment—by installing waterways in alleys.

Alleys: Glimpses of The Hidden Stirs Expectation And Excitement.

ii) Environment-Friendly Venue (Zero-Emissions Expo)

The EXPO 2025 OSAKA will be administered with careful consideration to the environment, with an eye towards making Yumeshima a new symbol of Osaka as an environmentally advanced city.

The organiser aspires for a zero-emissions Expo by conscientiously introducing the latest technologies and systems in the field of environmental energy, with the objective of defining the World Expo as a showcase of environmental technologies that will help achieve the Sustainable Development Goals (SDGs) adopted by the UN.

• **Showcase of Environmental Technologies**

The venue will utilise numerous cutting-edge green technologies.

Examples:

Net Zero-Energy Pavilion*

The Thematic Pavilions and so on will be Net Zero-Energy Pavilions by procuring all of their energy

from the mega solar power generation plant.

The Expo will also feature demonstrations of cutting-edge environmental energy technologies such as thermophotovoltaic power generation, thermoacoustic power generation, production of methane via artificial photosynthesis, and more.

* A pavilion whose net energy consumption approximate zero, simultaneously creating a comfortable indoor environment and a radical cut in energy consumption through the use of highly efficient thermal insulation, facility design, and by generating power from renewable, sustainable sources.

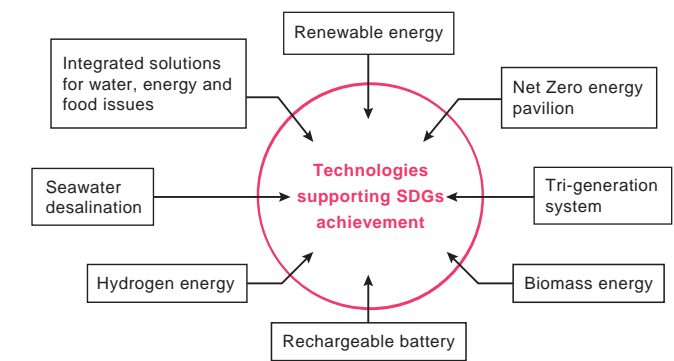
• **Practical application of large-capacity groundwater and seawater heat utilisation systems**

We will apply the natural heat utilisation system to air conditioning of pavilions or other buildings in the venue, and consider introducing Aquifer Thermal Energy Storage system (ATES) while caring

Yumeshima Island - a new symbol of Osaka as an environmentally advanced city achieving zero-emissions expo.

We are planning eco-friendly utilities, including the solar power plant etc.

Figure 9-32: Showcase of Environmental Technologies



Mega solar power generation plant operating on Yumeshima Island



© Osaka Hikarinomori Project

the impact on geo-environment (preventing land subsidence etc).

• Use of Algal Biomass Energy.

The venue will utilise alcohol fuel and syngas (synthesis gas) produced from algae for transportation both on-site and around the venue.

There is a plan for producing potable water using a seawater desalination system(Details to follow).

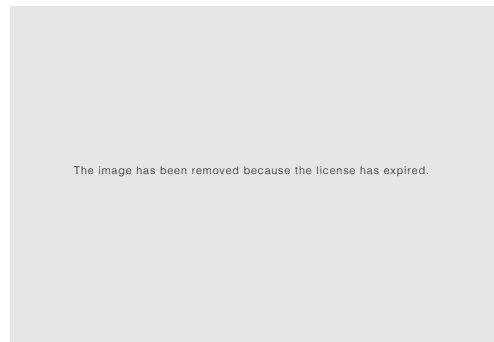
• Energy System that Promotes Sustainable, Emission-Free Local Production for Local Consumption

The mega solar power generation plant is already operational on Yumeshima Island. This system is a very effective, environmentally friendly energy resource that will help to create an emission-free society on Yumeshima, as the total power that will be generated from the time the host nation is selected until the year 2025 is estimated to be nearly the same as the power consumption required for the Expo. This solar power facility will also serve as a symbol of the EXPO 2025 OSAKA, which aims for a harmonious relationship with nature.Leveraging this valuable environmental energy resource, we will employ the following programs to achieve our goal of a zero-emissions Expo:

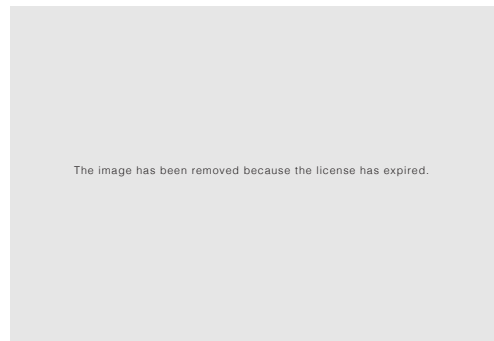
- Operation of the most efficient power generation panels available
- Using electricity generated by the mega solar power generation plant for electric vehicles (EVs)
- Production of hydrogen using electricity generated by the mega solar power generation plant for use in fuel cell vehicles (FCVs)

We will also build a multiplexed infrastructure for energy and ICT, so that lifelines will not be

Sea Water Desalination Plant



The image has been removed because the license has expired.



The image has been removed because the license has expired.

severed in the unlikely event of disaster, to ensure visitors' security.

• Showcasing Desalination and Other Water-Based Technologies

Yumeshima is surrounded by the sea, situated at the most downstream area of Lake Biwa and the Yodo River basin, which are the most important water resources in Osaka and the Kansai region. This area has been blessed with water transportation and successful flood control since ancient times. Establishing a sustainable system for the utilisation of water resources is a global issue. Our proposal for using the latest water resource technology on Yumeshima therefore bears great significance to the world. The organiser will consider introducing a seawater desalination system—a technology in which Japan is a world leader—to satisfy the demand for potable water at the Expo.

• Use of Biomass Plastics

The Expo will make extensive use of materials made from renewable biomass, including biomass plastics, to improve resource efficiency, reduce carbon emissions, and reduce landfill waste.

c) Social Demonstrations

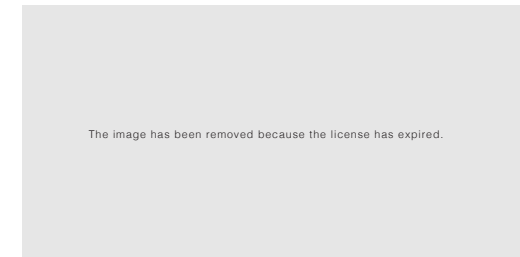
The EXPO 2025 OSAKA is conceived as a laboratory for the development of our future society. Accordingly, we will provide ample opportunity for demonstration of the latest technology and ideas in a variety of facilities throughout the venue.

Examples:

• Strolls and Personal Mobility Technology that Lead to Exciting New Experiences and Interactions

The venue will encourage aimless meandering throughout the venue by the use of personal mobility technology to provide visitors, regardless of age or physical condition, with an opportunity to get around freely and safely.

Honda's UNI-CUB (Demonstration at National Museum of Emerging Science and Innovation)



The image has been removed because the license has expired.

• Providing Opportunity for Citizens to Design a Sustainable Society

The Expo will offer individuals, companies, and all manner of participants the opportunity to collaborate in collecting ideas and developing technologies with the aim of solving global issues such as climate change and poverty before the Expo even starts, and further opportunity to cooperate with one another in demonstrating these concepts at the Expo itself. We will uncover solutions for issues affecting regions throughout the world using an open innovation framework. For example, Asia's issue in optimising urban management to support a large or dense population while providing minimum supply of urban facilities, infrastructure and foods. We will support ideas developed through "ideathons"* and other procedures via crowdfunding or by providing a plot in the venue.

*Ideathon: A term coined by combining the words "idea" and "marathon." People from various fields are grouped together and share ideas freely on a specific topic over the course of a few hours or days to generate unprecedented solutions.

Figure 9-33: Security check on multiple layers by the four Security Zones



• **Saving Time for Visitors Using IoT**

Visitors will have a stress-free experience in visiting the various pavilions by making waiting times and congestion levels visible with IoT technology.

• **Towards a Zero Waiting Time Expo**

By considering transportation on the venue to be an important expo experience, we will create an exciting venue where visitors will not have a single boring moment of waiting time by offering ample opportunities to participate in demonstration experiments during transportation time and other unoccupied moments.

Other examples include:

- Readily visible evacuation route signs using AR/MR and other technologies
- Smart convenience stores that use RFID technology and are unmanned, cashless, and gateless
- Visitor communication and logistics support using autonomous robots
- Delivery and collection using autonomous

vehicles

- Effective flow management of visitors by holding events in open spaces, thereby alleviating congestion
- The use of automated security systems using authentication technology, a drone surveillance network, and other technologies
- The exhibition of portable constructions and structures built by unmanned construction machinery
- Vehicles that employ hydrogen power, such as fuel cell buses

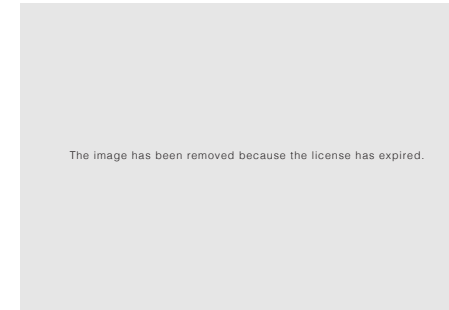
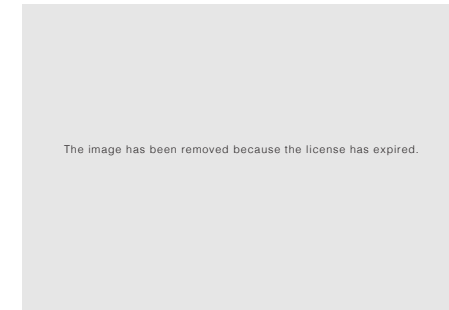
d) Safety and Security

The organisers have cooperated with local municipalities, police and fire departments, the Japan Coast Guard, and other organisations to devise a disaster and security plan against any threat to the Expo's operations.

i) Security Measures

The organisers will implement risk assessment in accordance with ISO 31000, and will devise

Surveillance system using drones and other technologies (SECOM)



a risk policy and emergency plan in case one is required.

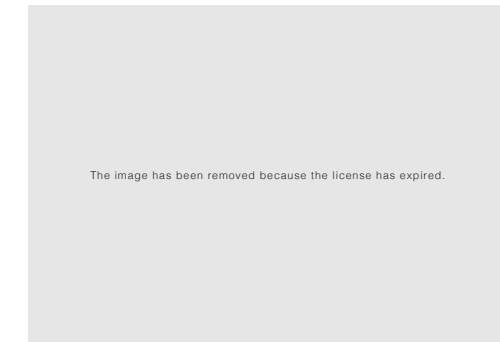
A comprehensive disaster monitoring centre will conduct surveillance 24 hours a day to detect and eliminate danger on multiple levels employing a four-zone security system that uses AI, IoT and robots.

Entrance gates will have ticketless entry lanes using fingerprint and iris authentication technologies and unmanned security checking using face recognition sensors to alleviate congestion. We will detect and prevent crimes by establishing a sky monitoring network using drones and other technologies, installing an AI system that analyses graphic data to detect suspicious behaviour and possible signs of danger to visitors, as well as a conventional monitoring network on the ground level consisting of surveillance cameras, security robots, and security guards on patrol.

ii) Disaster Measures

Safety will be ensured both within and around the venue with quake-resistant access routes (Yumesaki Tunnel and Yumemai Bridge) and strategic placement of emergency vehicles at appropriate locations throughout the venue to enable rapid response to earthquakes, tsunamis, fire, and other potential disasters. Visitors will be directed to safe areas, including plazas and appropriate on-site facilities, in case of earthquake or tsunami. We will also prepare facilities and sufficient supplies to permit visitors to safely stay at the venue, if necessary, for a specified period.

Facial recognition entry system (NEC)



9.D
The EXPO 2025 OSAKA:
A New Type of Experience
for Visitors

In the past, visitors attending an expo have participated in pavilions related to the theme, and in a variety of events held cooperatively among various countries and organisations. It was one of the few opportunities for common people to come into direct contact with other cultures.

In today's world, information about countries and cultures around the world has become readily accessible due to unimaginably rapid progress in information and communications technology. In addition, visitors are now able to participate in expos virtually and remotely, thanks to advancement in AR/MR and VR technologies. As access to information and the way we will communicate have drastically changed, we propose an experience that only visitors can have, including those physically present on-site and those virtually attending via VR technology.

1) New Experience on the Venue

To offer new experience and value to visitors, while maintaining the conventional attraction and heritage of the expo series, we will propose a Digital Site System at the EXPO 2025 OSAKA.

Digital Site System with BIM/CIM, sensors capturing information from the venue to offer new experiences powered by AR/MR technologies.

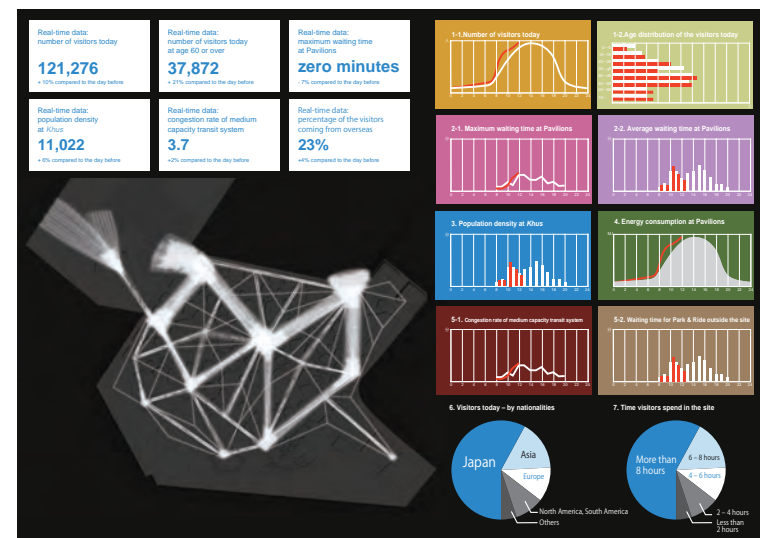
Using this system, the physical venue will be digitalised via BIM/CIM*, sensors, and other technologies to capture information on exhibitions in pavilions, events, and operational services.

This system enables

the provision of informational services that combine reality with virtual reality through the use of AR/MR technologies at the venue. Visitors and other participants will obtain the experience and information that will inspire them to envision a future society.

Visualisation of on-site information
Providing Expo experience to the respective visitors and co-creation experience among visitors

Venue operation using Digital Site System



*BIM: Building Information Modelling
A process for developing building information model using 3D configuration information created on computer and attribute information such as names and areas for rooms, specification and function of materials and parts, and finishing

*CIM: Construction Information Modelling
A process for social infrastructure development using 3D model for planning, research, designing of the infrastructure. It allows both contractors and contractees to improve operational efficiency and sophistication as it enables gathering information in construction and maintenance phases as well and sharing that information with related parties.

Examples:

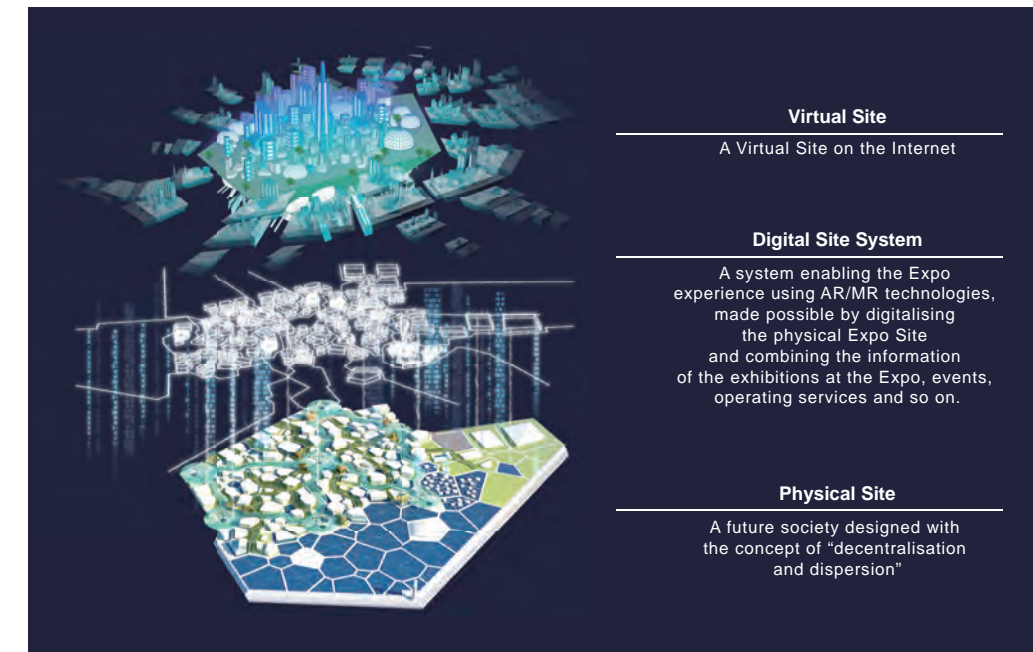
- Visitors can share experiences through the use of digital data and AR/MR technologies, for example by making animated characters appear when visitors hold up their smart phones.
- Visitors will be able to enjoy the Expo without being constrained by language. For example, when a visitor holds up a smart phone to signs at the venue, the information will be displayed in his or her native language.
- Visitors will be able to enjoy pavilions and other facilities without having to wait by checking real-time congestion status of the various attractions at on-site information terminals or their smart phones.

We will make use of various ingenious concepts to allow every single visitor to enjoy the Expo by making use of the spatial data of the Digital Site System, and borrowing the framework of role playing games (RPG*).

An RPG is a type of interactive game in which participants play the role of characters, help one another and working towards the achievement of mutual goals by overcoming obstacles and challenges in a virtual world.

*RPG - Role Playing Games
Techniques will be used as the framework to promote visitors' active participation in the Expo.

Site configuration diagram



We will provide a new Expo experience. Visitors will enjoy the information environment of the future society

2) New Experience Outside the Venue: Virtual Site

The organiser will set up a virtual Site which will serve as a place that embodies the Expo's concept: the People's Living Lab. This virtual Expo venue will be accessible long before the Expo starts, allowing viewers to witness the process of venue construction, and then during the EXPO itself, to visit exhibitions in pavilions and experience the venue for themselves.

In addition, visitors who are unable to attend physically will be able to experience the Expo as if they were on-site by using VR technology.

Example:

Remote visitors can share their experiences, opinions, and feedbacks, and talk to on-site visitors in real-time.

3) Expo Theme Experience Programs

We will propose an Expo Theme Experience based on the unique perspective and values of each visitor, yielding an unprecedented program.

The Expo Theme Experience will leverage the following concepts:

- (1) Individual visitors will explore their own

points of view about what constitutes happiness and health in order to reach their full potential

(2) Visitors share these perspectives with each other, inspiring a co-designed future society

Concept 1 will be an experience unique to each visitor. It is vital that they will be exposed to as many experiences as possible so that they can uncover their full potential.

Concept 2, on the other hand, is not an individual experience, but a communal one. It is essential that visitors experience innovative interactions born out of chance meetings, rather than prearranged ones. The organisers are devising a program that will provide visitors with many opportunities to cooperatively develop solutions to the questions and challenges facing the world together with other visitors they encounter in random meetings and interactions.

The following four steps will help visitors to achieve the objectives outlined above:

1. Understand the Expo's themes, and participate in the Expo Theme Experience

Virtual Site will serve as a place embodying the Expo concept with the People's Living Lab.

Figure 9-35: The Expo Theme Experience – four steps



2. Learn about what will help them discover their true potential
3. Visualise the contents of the Expo Theme Experience, and share them with others
4. Internalise the experience, then go back out and start them up again, and start taking action

4) Thematic Pavilions Supporting the Expo Theme Experience

The EXPO 2025 OSAKA will prepare pavilions to support the four actions described below.

a) EXPO 2025 OSAKA Visions (Orientation and Guidance) - Visions

This pavilion will provide orientation and guidance for visitors.

The themes and messages of the Expo will be displayed here, primarily through visual images and exhibitions, before visitors' Expo Theme Experience starts.

Expo Thematic Pavilion 1 <Visions> will guide the visitors to the possibility of various perspectives and experiences.

EXPO 2025 OSAKA Visions (Orientation and Guidance) - Visions



Visitors who have already familiarised themselves with the Expo overview via the Virtual Site available on the People's Living Lab site will be ceremoniously welcomed to the venue.

Examples:

The EXPO 2025 OSAKA Visions Pavilion will:

- Offer information about pavilion contents of participating countries and other participants to kick off the visitors' Expo experience
- Display the achievements of the People's Living Lab, which will already have begun before the commencement of the Expo
- Provide guidance regarding the gist of the Expo Theme Experience
- Assign visitors with roles in the virtual space after a few simple questions are answered on terminals installed on the venue
- Embark visitors on their Expo experience, guided by their roles
- Details to follow in the overview of the Expo Theme Experience described below

b) Exhibitions of Lifestyles in Our Future Society - Explorations

To supplement visitors' educational experience obtained via the participating countries' exhibitions and events, we will provide insight and information at various contact points, together with information about pavilions and events, to help them make unexpected discoveries as part of their Expo experience.

Examples:

- Various cutting-edge technologies and services being demonstrated at the Expo
- Various quality-of-life-enhancing services expected to become prevalent in our future society, together with their prototypes

- Techniques and life-hacks from different cultures
- Work in our future society
Introduction of the possibilities for self-fulfilment in our future society, such as new jobs or the transformed existing occupations of tomorrow, and the individual power that will be required for a sustainable society
- Case studies on the future of our homes
Introduction of various projects dealing with sustainable housing (detached houses and apartment buildings) that are being implemented around the world. This will help visitors to envision their day-to-day lives in our future society, while reflecting on their current lives, by supplying them with not just technical aspects, but also information about how these innovations developed in the context of climate, history, lifestyle and cultures. Visitors will be provided with information tailored to their individual profiles and allocated roles. This pavilion may also provide visitors with information about private companies' public relations centres and technology exhibition facilities in surrounding areas within the Kansai region.

c) Workshops and Sharing Studios - Creations

Space will be provided for visitors to give a concrete shape to their Expo Theme Experience and share the results. Visitors will be able to create actual products based on their individual experiences at the Expo.

Examples:

- Build a city using AR-enabled blocks
- Change the colour and shape of their product using touch screens
- 3D-printing of models of our future society

Exhibitions of Lifestyles in Our Future Society - Explorations



Expo Thematic Pavilion 2 <Explorations> will enable the visitors to realise where their true interests and awareness of issues lie, while experiencing various viewpoints.

Other activities will enable visitors to co-create a vision of our future society, in keeping with the main theme of this Expo

Examples:

- Visitors will be able to share their tweets with other people around the world with real-time, instantaneous translation
- Visitors can comment on ideas such as the future of housing, transportation, and leisure, based on their experiences at the EXPO

d) Action Towards Our Future Society - Actions

Visitors will take various actions at this pavilion based on their Expo Theme Experience.

- Presentations of the work they created through their Expo Theme Experience
- Sharing the full potential visitors discovered within themselves
- Declaration of their intention to participate in the co-creation of our future society, leading to investment in crowdfunding, and participation in programs that promote the creation of an

Workshops and Sharing Studios - Creations



Expo Thematic Pavilion 3 <Creations> will enable the visitors to experience making concrete proposals, techniques and products into shapes and ideas, in collaboration with other visitors who share the common interests and perspectives.

Expo Thematic Pavilion 4 <Actions> will enable the visitors to experience carrying out actions that lead to the next move, by actually sharing what they have realised, learned and created, along with the accumulated understanding and ideas.

Action Towards Our Future Society - Actions



ecological society

With consent, visitors' actions will be archived along with their experiences, serving as a final summary of the collective Expo Theme Experience at the Expo 2025 OSAKA.

This archive will be accessible globally. It is our hope that the Expo Theme Experience, including the actions performed by visitors, will become a touchstone as we continue to design our future society, and that it will be passed onto the future generation as an important historical legacy.

5) Using RPG Techniques to Promote an Enriching Expo Experience

We will use the framework of RPG to promote visitors' active participation in the Expo Theme Experience.

By introducing the RPG framework concept into the program, we believe the Expo Theme Experience will deeply engage a large number of visitors.

6) The Experience of Future Society at the Site

Visitors realise their own competence or potential while exploring the Expo site with a navigating character and earning scores in the exhibition experience. The points earned by visitors will develop the Virtual Site, which will contribute to co-creation of future society.

The Expo Theme Experience enhanced by RPG



Visitors will be given a random role based on the information of their personal attributes etc. that they have entered upon joining the program. Under the guidance of the navigator, they will look at various exhibitions of the Expo, stop over at Expo Thematic Pavilions, and have the high-quality experience that matches their individual attributes. During the experience, visitors can meet other visitors who are related to their role, and together, they can create things that contribute to the future society.

Character Program



A experience that can be edited. When visitors sign up for the Expo theme experience, they can choose a navigating character of the experience on their personal devices. The navigating character will appropriately guide the visitor through the site, to suit the taste of the visitor's personal characteristics and their experiences, by showing up on their personal devices and so on in the Expo site.

Visitors select a navigating character at the entrance gate

Expo Meister Program



Introducing individual incentives. The content of the Expo theme experience will be put into database, and will be scored through the analysis of the Digital Site System. For instance, SDGs can be used as a measure of analysis, and the visitor can see his/her level of accomplishment in the field of SDGs. The scores acquired can be used for donation towards SDGs.

Visitors can check their own scores of the Program on their respective devices. Visitors can see their uniqueness by the scores they earned.

Experiencing Self-driving Vehicles and Route Guidance of the Future Society



Experiencing the coexistence of autonomous agents. The navigating character that matches the visitor's characteristics will introduce and guide through pavilions and events.

The navigating character shows visitors the way to the next pavilion and recommends taking a self-driving vehicle.

Experiencing the Delivery Service of Future Society



Experiencing the logistics of interactive network society. Digital Site System will enable visitors to get appropriate information by AR/MR experience through the visitor's current location and from the conversation between the visitor and the navigating character.

Drones bring pre-ordered lunch boxes to the Lunch Spot installed in the site

Experience of Night Show



An attraction integrating physical environment with information Overwater events, such as art of light or shows will be held at night, offshore in the western field or southern water area.

Overwater events will feature the Expo theme. Various Voronoi patterns will come to life on the surface of water

Experiencing Information Access of Future Society



Experiencing interactive information in a public space. As a digital signage of future society, various information devices will be installed in the aisles of the site and on the walls of pavilions. Visitors will be able to access various information needed for the Expo experience.

Visitor can access the information about the Expo and Expo Theme Experience programs via other than their own devices

Event Experience in *Khu*



An event where objects and information integrate. Period-limited events will be held in portable constructions. An objet d'art in the centre will display, or projected via AR/MR, video clips of visitors' tweets or presentations in the Action for Future Society. These video clips will be shown to the world via the Expo's official website or the Virtual Site; we will consider displaying reactions from the world too.

Tweets of visitors about their Expo Theme Experience and comments from all around the world about the Expo are projected on an objet d'art at the *Khus*

Visually presented growth of the Virtual Site



Visitors can virtually see the greenery covering the Expo site if they contribute the scores earned via Expo Theme Experience to social activities

Kids' Expo - "Global Internship" for children to experience pavilion operation with various countries.

7) Special Events

Various special events are planned for the Expo, including the Opening and Closing Ceremonies and National Days. It will be possible to hold events anywhere at the venue, in pedestrian walkways, plazas, and other areas in addition to the event space by making use of technologies such as AR/MR.

a) National Days and Special Days

In the tradition of World Expos, National Days and Special Days will be held for participating countries and international organisations to honour their participation and deepen visitors' understanding of these.

The EXPO 2025 OSAKA will consider using digital space in addition to event space upon request.

Japan Day at EXPO ASTANA 2017



Photo: Ministry of Economy, Trade and Industry

b) Collaboration Week

Co-creation events will be conducted with participating countries, private companies, citizens, and other participants, based on the Expo's themes, subthemes, and collaboration themes. These events will promote true globalisation beyond borders, and active participation of developing countries in events to support self-promotion.

Event at Japan Pavilion at EXPO MILANO 2015



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c) People's Living Lab Events

Every single individual participating in the People's Living Lab will be honoured during a ceremony for the presentation of the results of the project, and an award presentation ceremony recognising the seven years of People's Living Lab activity by the time the Expo is held.

Event at Japan Pavilion at EXPO MILANO 2015



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d) Kids' Expo

The EXPO 2025 OSAKA will prioritise providing a valuable experience for children, who are the living embodiment of our society's future. Beyond making the Expo enjoyable, Kids' Expo will promote understanding of other cultures and

collaboration towards achieving shared goals. In one example, we will implement a program called “Global Internship,” where children will have the experience of running pavilions of various countries.

e) Matching Program

The Expo aims to be an event that everyone, from participating countries to companies to individuals, can participate in full. To this end, the venue will be a place where individual participants can fully exert their skills via a crowdfunding program. We will offer visitors support to launch their own projects by matching them with contributors to raise required funds.

f) Pitch Contests for Start-Ups

The Expo will showcase the aspirational projects of start-ups, which may become important players in future society.

A contest will be held in Thematic Pavilions and event space, with the possibility of outstanding projects being demonstrated in the Micro Exhibition area. The contest itself will be part of the Expo Theme Experience,

and all visitors will be welcomed to watch it.

g) EXPO Hack—a Software Development Kit for Co-creation Among Individuals and Companies

Individuals and companies will be provided with AR/MR and VR technologies, applications, and

content development tools for the venue map and other types of content, allowing individuals to experience contents they developed themselves or to offer these contents to others. This activity will promote co-creation and interaction among people.

h) Children’s Ideas for Future Town

We will collect drawings and essays on the theme of the Future Town from children from Japan and all over the world. An event will showcase the future society that children envision in their drawings and essays. We are mindful of the fact that the economy and even the society of Japan has changed drastically in the 55 years since the 1970 Osaka Expo, and therefore desire that the EXPO 2025 OSAKA becomes an event that urges people to start planning for the next 50 years.

9.E Collaboration with Facilities and Areas Outside the Venue

The organiser will consider liaising with facilities and municipalities aligned with the Expo’s themes in surrounding areas, mainly in the Kansai region, in order to provide visitors with first-hand experience of the legacy and concepts of previous World Expos held in Japan.

1) Experiencing the legacy of Japan’s Past World Expos

Programs will be conducted in the commemorative parks of Japan World Exposition Osaka 1970, and the International Garden and Greenery Exposition Osaka, Japan, 1990, as well as the

Expo venue in Yumeshima.

Experiencing the history of past World Expos and the incredible advances in technological progress will enable people to trace the path humanity has taken so far, experiencing just how much progress it has made in the past half-century, and stirring expectation for how the current Expo will influence our future society.

Venue for World Expo 2025 in Yumeshima

- Symbols and scenes from past Expos, such as the Tower of the Sun, will be brought back via AR/MR and other technologies
- Technological progress since Expo ‘70
- Legacy of past World Expos.

In a World Expo Legacy Relay, visitors will vicariously experience the history of the progress in the world, through the history and legacy of World Expos.

Expo ‘70 Commemorative Park (Suita City, Osaka) and Expo’90 Commemorative Park (Osaka City and Moriguchi City, Osaka)

- Visitors will experience previous expos’ pavilions via AR/MR technologies
- Expo ‘70 Day will be held, where participants who attended the Japan World Exposition 1970 can share their experiences with those who could not.

2) Collaboration with tourist attractions and related events in the wide western Japan region

- Collaborative programs will be held with tourist attractions and related sites aligned with the Expo’s themes and the People’s Living Lab throughout the Kansai region. For cross-promotion, visitors of these Kansai tourist attractions will be encouraged to visit the Expo, with an

opportunity to purchase entrance tickets, and vice versa.

- We will also hold events where visitors can share the joy and cultural richness of Japanese *matsuri*, or festivals, on-site via AR/MR technologies (see Chapter 11 for the tourist destinations and related events).

3) Collaboration with Companies and Research Facilities

We are planning to hold workshops and People’s Living Lab collaborative events at companies and research facilities in the Kansai region, as numerous facilities dedicated to open innovation and knowledge exist in this region. This represents a perfect opportunity for putting the Expo’s concept, the People’s Living Lab, into practice and affecting immediate positive change in the world.

4) Global Classmates

Children at the venue will form connections with children overseas, finding classmates from various corners of the world through EXPO 2025 OSAKA.

We will conduct a program which promotes interaction between Japanese children and their virtual classmates from around the world by connecting classes of nearby schools with other classes of schools the world over via the Internet, even before the Expo starts.

Tourist attractions in the Kansai region will hold events with Expo-themes to encourage tourists to visit the Expo.

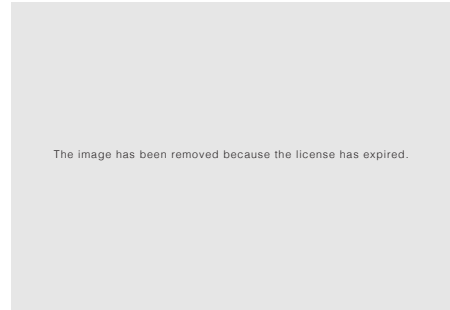
Kansai companies will hold collaborative events at the People’s Living Lab to share their innovation and knowledge.

GRAND FRONT OSAKA

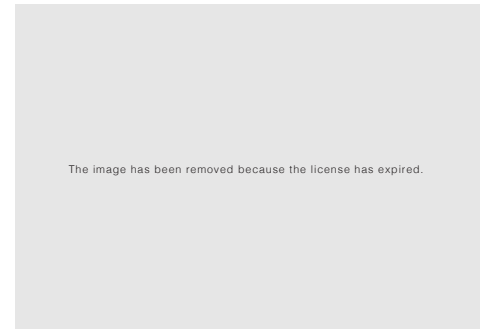
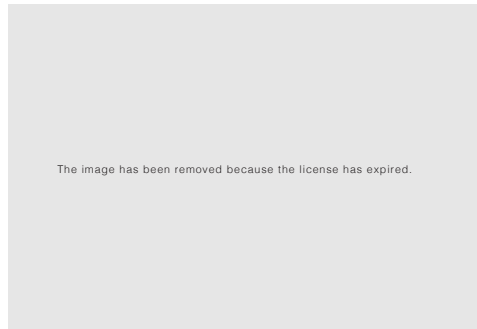


© KNOWLEDGE CAPITAL

Wonder Lab Osaka of Panasonic



Daikin's Technology Innovation Centre



During the Expo term, these children will share their experiences and teach each other about their own countries' cultures through the pavilions of the participating countries. This program will be preserved as part of the Expo's legacy of international exchange.

5) SDGs Workshop

We will hold workshops on global issues, specifically on the topic of achieving the Sustainable Development Goals, by inviting students from various countries at the venue. Furthermore, we will invite people from around the world to share insights on their own regions' challenges and solutions by developing communication tools on the Internet. These

exchanges will be automatically translated.

9.F Legacy of the Expo

Legacy of EXPO 2025 OSAKA

EXPO 2025 OSAKA will, needless to say, leave behind a physical legacy. More importantly, however, it will also become a social legacy left for subsequent Expos and future generations. Not only Japan, but the entire world will inherit the legacy of the achievements of EXPO 2025 OSAKA.

1) Legacy of the Venue

a) Policy of the development concept

The Yumeshima Development Concept report delineates a long-term plan to maintain the site of EXPO 2025 OSAKA. The entire Island of Yumeshima, including the Expo site, will become a central tourist attraction in Osaka and the greater Kansai area.

To achieve this, the development concept policy divides development into three phases. Proceeding with development sequentially will enable efficient management and ensure incorporation of the physical legacy of the Expo. Thus, EXPO 2025 OSAKA will coordinate the venue planning and development concept for future use of the site.

b) Infrastructure and the Expo Facilities

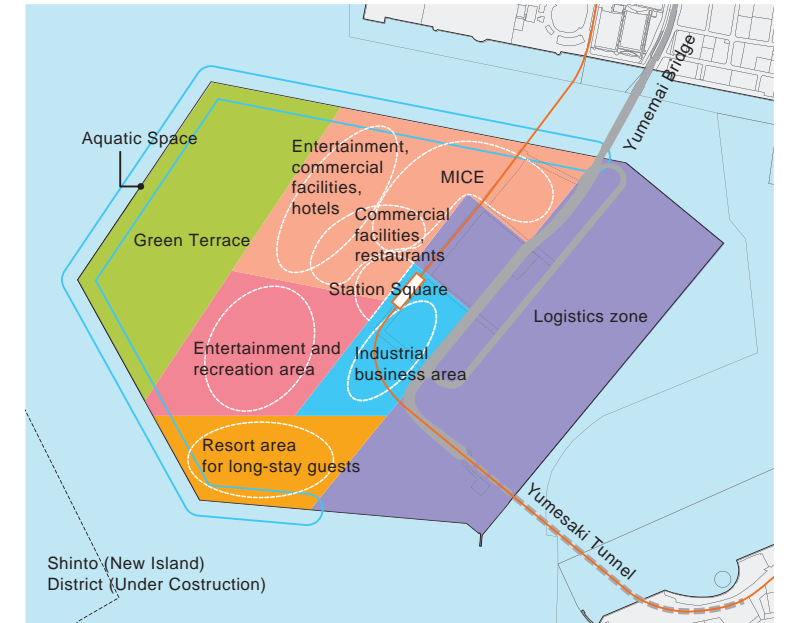
A railway extended from Cosmo Square Station to Yumeshima will become an important means of transportation connecting Yumeshima with the city centre of Osaka long after the conclusion of the Expo itself.

Also, it will be possible to plan venue construction such that, for example, if an arterial road is built for the venue, it will not have to be demolished to create further infrastructure by pre-installing underground waterworks with an eye towards future needs.

Pavilions, as a rule, will be demolished under the responsibility of the owners.

In devising our detailed venue plan, we will give in-depth consideration to how the site may be effectively used into the future in consultation with local governments, and organisations that may express interest in using the event halls and pavilions as MICE facilities.

Yumeshima Development Concept- Functional layout



c) Site Use Plan

The Yumeshima Development Concept, presents a vision of development of the Expo site as an entertainment and recreation area, an industrial and business area, and a green terrace and a long-term resort area.

- Entertainment and recreation area: as a rule, Expo facilities will be demolished and private enterprises will use the site. Utilising, redeveloping, or repurposing the Expo's physical legacy will also be possible.
- Industrial and business area: facilities that demonstrate synergy with the demonstration and implementation projects of cutting-edge technology at the Expo will be established.
- Green terrace: will be used for relaxing in a lush, green area.
- Long-term resort area: Functions that enhance quality of life using the latest technology introduced at the Expo to create extraordinary living spaces will be situated here.

d) Utilising dismantled constructions

Environmentally certified recycled materials and reusable and recyclable components will be preferentially incorporated into the design plan. Dismantled constructions will be comprehensively reduced, reused, and recycled to ensure that the Expo helps reduce environmental load

throughout the cycle of building, operating, and dismantling the constructions.

We will also find users for the machinery and equipment that will be removed after the Expo is concluded, and recycle those that cannot be reused.

2) Legacy of the Expo Experience

The organiser aspires to offer a new experience unprecedented in previous Expos. To achieve this, the organising committee will develop the Digital Site System that supports the visitor experience, as described earlier in Section D of this Chapter.

The Digital Site System will enable visitors to discover and get in touch with their own points of view regarding healthy and happy lifestyles that will help them reach their full potentials, and to use these points of view as a basis for co-creating a future society with others.

The organising committee will preserve this achievement as the Legacy of the Expo Experience for future generations.

a) Proposals for Our Future Society Built Upon Visitor Experience

With visitor’s consent, the various experiences and actions of visitors will be digitally archived on the Virtual Site.

The legacy of the Expo will be proposals for the future of society, direction for technological development, and concepts for innovative and supportive socioeconomic systems, based on the analysis of data derived from the individual experiences of visitors at the Expo.

b) “Build Our Future Society Project” by the EXPO 2025 OSAKA Community

Visitors and exhibitors in the Expo Theme Experience program during the Expo term will form a community together with important stakeholders in our future society, who will come together for the People’s Living Lab project that will start well in advance of the Expo.

We will set up a place for this community on our Virtual Site, which will become the Expo’s legacy for building our future society.

Archiving and making accessible to the public the demonstrations and visitor experience data on the Virtual Site, will also be part of this legacy. Further, the community, which comprises of people who have experience in co-creation, can become a place that offers opportunity for inspiring people to commit to building and contributing to a future society.

c) Creation of New Industries

Putting insight and knowledge gained from the demonstration experiments at the Expo into practice, will also form part of the Expo’s legacy. The Digital Site System connects between the physical site and virtual events, the know-how acquired by operating interactive services and controls based on this system, autonomous travelling, collection and delivery of goods, transportation, and communications, as well as the vast volume of data associated with these activities, will be crucial contributions to the realisation of Society 5.0, and for building a novel infrastructure required for our future society.

d) Designing Future Cities and Society

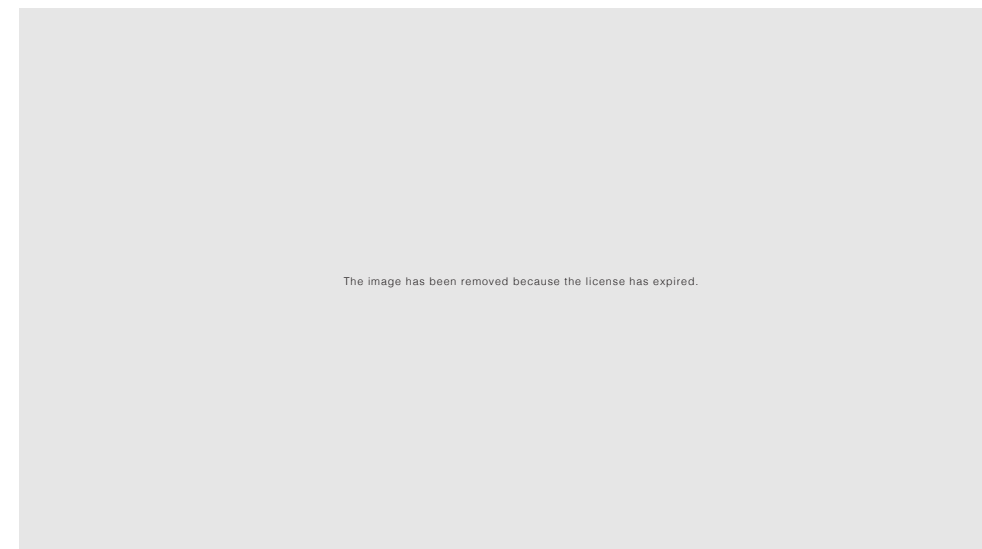
The design approach used for offering new experiences and creating innovative values at the Expo will be our legacy for designing future cities and society.

It will be important to provide people who live and work in urban areas with comfort and prosperity so that they can have enjoyable and rewarding lives.

The intentionally random arrangement of facilities reinforces the drive to give visitors new experiences that help them discover their own potential as individuals, and co-create our future society with others.

The design approach used to offer visitors an experience-based Expo will be our legacy for creating future cities and society.

Launching “Build Future Society Project” by the EXPO 2025 Community





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Chapter 10

**ALLOCATION OF
PAVILIONS**

ALLOCATION OF PAVILIONS

Number, Format and Types of Participants

EXPO 2025 OSAKA is estimated to attract the following participants:

- 150 countries
- 5 international organisations
- 2 domestic governmental bodies
- 9 corporations
- start-ups, small and medium-sized enterprises (SMEs), individual citizens, and NGOs

Pavilion Types

- Type A:** Plots for participants to build their own pavilion
- Type B:** Module Pavilions constructed by the organiser
- Type C:** Organiser-Built Shared Pavilions for multiple tenants

Micro Exhibit Types

- Booth Exhibits:** fixed amount slot, similar to Shared Pavilion
- Stall/Mini Kiosk Exhibits:** small spaces/stalls/kiosks provided by the organiser

Virtual Participants

Exhibits using the latest ICT to go beyond spatial restrictions, offering new experiences that cannot usually be had in the real world.

Participation in EXPO 2025 OSAKA will be possible in the following four formats:

Pavilion Exhibition

Large-scale pavilions for government bodies, international institutions and corporations.

Micro Exhibition

Temporary pavilions and/or those created by the participants themselves.

Virtual Participant

These exhibits, comprised of Augmented and Mixed Reality displays, will be new for a World Expo

Service Providers

Commerce-oriented participants will provide food, goods and other services within the five *Khu* clusters and around the site parameter.

Space For Domestic And International Participants

Pavilion Exhibition

Micro Exhibition

100 slots for booths, 100 slots each for stalls / mini kiosks

Overview of Pavilion Types

Exhibition Type	Participant Type	Expected Demand	Allocated Site Area (m ²)	Floor Area (m ²)
Type A Plot	Countries	50	500 to 4,000	300 to 2,400*
	National and Local Governments	2	15,000	9,000*
	Private Companies	9	4,000	2,400*
Type B Module	Countries	17	500 to 2,000	300 to 1,200
	International Organisations	5	500 to 5,000	300 to 3,000
Type C Organiser-Built Shared Pavilion	Countries	83	1,500 to 8,000	900 to 4,800

*Maximum Ground Floor Area

Allocation Of Space

As a general rule, the organiser plans to allocate plots to participants in order of application.

Sustainability Guidelines

Making guidelines to incorporate Environmentally-oriented technologies and design experiments for our future society.

FORMATS THAT FIT THE EXHIBIT

We will provide three main formats for exhibits that give every participant such as government bodies, SMEs, or NGOs, the package they need to best present their ideas.

MICRO EXHIBITONS

Micro Exhibition is a new type of exhibition aiming at enabling anyone - including NGOs, citizen groups and individuals - to participate.

VIRTUAL PARTICIPANTS

EXPO 2025 OSAKA will feature virtual exhibits using the latest ICT. The goal is to invite every global citizen, even those that have never exhibited or visited a World Expo before.

166
pavilion exhibitors
estimated

150
countries

5
international
organisations

2
domestic
governmental
bodies

9
corporations

10.A Number, Format and Types of Participants

Participants at expos used to be mainly governments, international organisations, and large companies. Since EXPO 2005, Aichi, however, a greater number of NGOs and citizen groups started to participate and exhibit at such events. It is our aim to create an expo that enables anyone to participate as an exhibitor, including those who have previously found it difficult to do so—such as start-ups, small and medium-sized enterprises (SMEs), and individual citizens, alongside the conventional types of participant. We can achieve this by providing different formats of exhibition space.

This, it is hoped, will further strengthen international relations and partnerships, beyond that of ties between nations and companies. The EXPO 2025 OSAKA categorises exhibitors into four types: Pavilion Exhibitors, Micro Exhibitors, Virtual Participants, and Service Providers.

Below, “Exhibitor” shall refer to Participants who build physical exhibits to visitors within the venue.

Pavilion Exhibitors refers to governments, international organisations, large corporations and other exhibitors who provide pavilions for the entire Expo duration of six months. Based on past World Expos, it is estimated that 166 Pavilion Exhibitors will join EXPO 2025 OSAKA: 150 countries, 5 international organisations, 2 domestic governmental bodies and 9 corporations.

Micro Exhibitors refers to those who use

space in a pavilion provided by the organiser. Their exhibitions are on a smaller scale than those of conventional pavilion exhibitors. This, for example, could involve running period-specific booths and stalls. EXPO 2025 OSAKA will provide opportunities for different types of participants including start-ups, SMEs, NGOs, citizen groups and individual citizens to showcase their achievements and projects to the world, and to interact with each other by becoming Micro Exhibitors.

Virtual Participants refers to those who use a virtual space called the People's Living Lab platform, and which utilise augmented reality (AR) and mixed reality (MR) technology to exhibit at the Expo. These participants can provide visitors with exciting experiences that are free from spatial limitations using components of virtual reality (VR).

Service Providers refers to those who provide vendor booths to sell food, drink and merchandise, as well as those providing various services on and offsite. It is expected that many domestic and overseas companies, including local outfits and SMEs, as well as large companies, will join the Expo in this form. Those who offer empirically innovative services are particularly sought after. It is hoped that companies can use this event as an opportunity to experiment in their presentations in order to help create a future society. The following explains the main kinds of exhibit packages that will be offered under the four exhibitor classifications above.

1) Pavilion Exhibitors

Pavilion Exhibitors may choose from the following three exhibition packages. Exhibitors from developing countries will be offered

financial support for their exhibitions.

a) Plot Exhibition

Exhibitors set up pavilions in plots provided by the organiser. Participants will be required to build pavilions and facilities at their own cost, in accordance with the building standards and design guidelines set down by the organiser. There will be no rent charged for using the space.

Outdoor space that is sufficiently large to host full exhibitions, restaurants, and booths, and landscaping will be provided to participating countries that request the Plot Exhibition type. Participating countries may allot no more than 20% of their space to the sale of merchandise, food and drink; it is common that they set up stalls inside their pavilion, but we will consider making it possible to set up in a space outside. Joint stalls with neighbouring countries will be accommodated.

b) Module Pavilions

Exhibitors rent and decorate exhibition modules set up by the organiser. Participants must take care of exterior and interior décor, lighting and the installation of equipment and facilities inside the pavilions at their own cost. For developing countries, the organiser is planning to bear the exhibition costs.

c) Organiser-Built Shared Pavilion Exhibition

Exhibitors decorate exhibition booths that they rent in Shared Pavilions built by the organiser. They must provide utensils, general and specific equipment. Also, they must pay rent for using the booth to the organiser. If users of this package wish to change the booth decor, the request may be granted

when seen as necessary, but there will be a fee involved.

For developing countries, the organiser is planning to bear the exhibition costs.

The following groups are expected to register as Pavilion Exhibitors:

i) Countries

The participation of various governments is essential to a World Expo as this is the only multicultural event based on international conventions which national governments can decide to host or join. The organiser of EXPO 2025 OSAKA expects 150 countries to participate, based on the number of participating countries in World Expos of late. The Expo 2015 Milano had 148 countries taking part.

Countries may select from Plot, Module, or Organiser-Built Pavilion packages.

ii) International Organisations

The organising committee expects international organisations that have close connections with the host region of Asia, and those with close ties to the theme of EXPO 2025 OSAKA to seek to be involved. To be precise, the organising committee has five organisations in mind, of which the United Nations and ASEAN are two. However, the organising committee will be more than ready to accommodate more applicants, should the number rise.

iii) Hosting Nation, Organiser and Related Municipalities

Japan, the host nation of the EXPO 2025 OSAKA, is planning to exhibit in the Japanese Government Pavilion. Our goals are to initiate a common dialogue with other participants to discover a future society where common human issues are resolved, and with which we can move forward in achieving the aims

of the UN's Sustainable Development Goals (SDGs) and of our Society 5.0 initiative. The Japan Association for the 2025 World Exposition is also planning to provide multiple Thematic Pavilions in order to offer a multitude of experiences to visitors in ways that suit their unique lives and lifestyles. This will be done in the spirit of the Expo's theme, *Designing a Future Society for Our Lives*. In addition, the municipalities of Osaka and of Kansai, the host prefecture and region of the Expo, plan to set up pavilions in order to offer more information about the area, and to open a dialogue between visitors and the local life-sciences industry, tourism sphere, and cultural and business worlds. These pavilions will also act as a link to the many collaborative events planned to work in tandem with the Expo throughout Osaka City and across the Kansai region.

The organising committee expects exhibitions from the federation of municipalities of Kansai region, and from other public organisations. These are expected in the Plot format.

iv) The Private Sector

Technologies and services provided by pri-

vate companies are vital to making our future lifestyles and social schemes a reality.

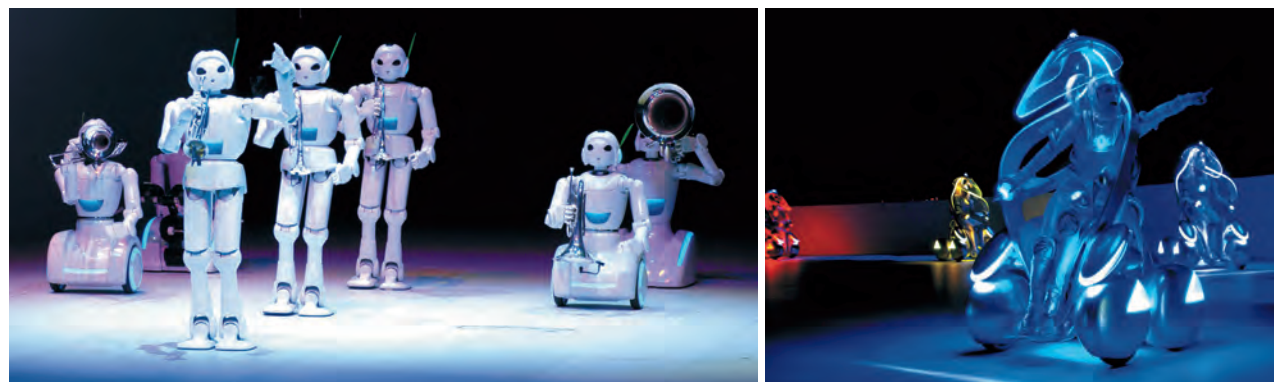
At EXPO 2005, Aichi, Toyota Group, the world's biggest automaker, which is based in Aichi, took part with a pavilion based on the themes of dreams, fun, and the joy of mobility in the 21st century. It explored ideas such as mobility and co-habitation, as well as the fun, aspirational and attractive aspects of global mobility. Other private companies also presented their future visions to visitors.

EXPO 2025 OSAKA will urge companies from the host city and region, as well as firms from other regions and even from outside Japan to host exhibitions at the Expo. The organising committee expects large private enterprises to select the Plot format. Corporations will be asked to pay rent.

2) Micro Exhibitors

Micro Exhibition is a new type of exhibition aiming at enabling anyone to participate in the Expo where deeper interaction and communication between diverse individuals will be fostered based on the Expo theme, *Designing Future Society for Our Lives*. Micro Exhibition

Toyota's Exhibition: Example of Corporate Pavilions at EXPO 2005, Aichi



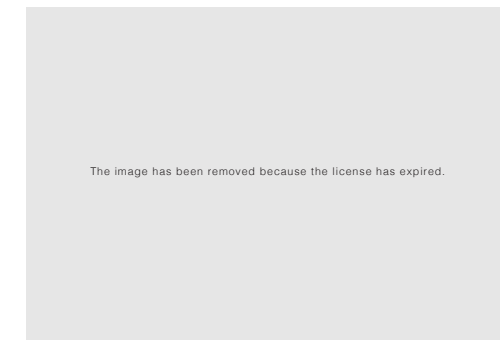
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will be designed with reference to the best practices of the past expos. An example is the Best City Practice Area, a demonstrative effort utilised at Expo 2010 Shanghai based on its theme *Better City, Better Life*. The following are the two packages on offer for Micro Exhibitors.

a) Period-Specific Booth Exhibit

Exhibitors will be allotted a booth, as with the Organiser-Built Shared Pavilion package, but at a lower price because the rental period will be limited to one or three months, for example, or because the space on offer will be smaller. Exhibitors will be required to pay rent to the organiser for use of these booths.

Booth Exhibit

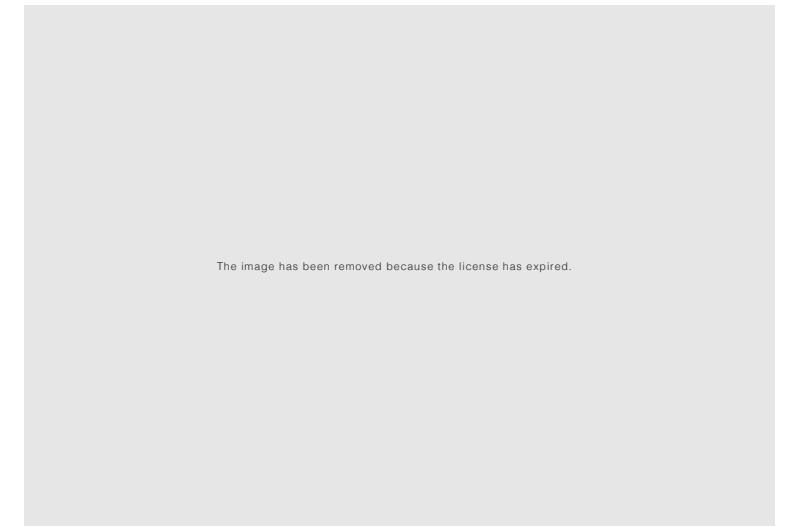


b) Stall/Mini Kiosk Exhibit

Exhibitors will be offered a Stall/Mini Kiosk that they can decorate freely. Stalls will be allocated a space among the Thematic Pavilions set up by the organiser, or within the five themed *Khu* plazas (see Chapter 9 for details). Rent will be charged.

The organising committee will screen and select exhibitors based on how well their content fits with EXPO 2025 OSAKA's vision

Stall/Mini Kiosk Exhibit



and themes; venders will undergo a selection process to weed out those that are simply looking to advertise products and services, those whose wares are based on unscientific rationale, and those whose activities might foster prejudice and social inequality.

Micro exhibition spaces for start-ups, small and medium-sized enterprises (SMEs), individual citizens, and NGOs to showcase their achievements to the world.

The organising committee expects the following to be interested in taking part as Micro Exhibitors.

i) NGOs, Citizen Groups and Individual Participants

NGOs and civic groups held exhibitions in the citizens' pavilion and at the global village as part of EXPO 2005, Aichi. Approximately 35 thousand citizens participated in over 200 projects in the citizens' pavilion; 45 domestic

8 billion
people on the planet will be able to participate as exhibitors, not only as visitors.

NPOs/NGOs and 47 overseas NPOs/NGOs were part of the global village setup.

There is a strong culture of NPO and civic group activity in Kansai region. Numerous citizen volunteers gave their all during the emergency response and restoration efforts in the region after the 1995 Great Hanshin-Awaji Earthquake (also known as the Kobe Earthquake), and that effort spurred the creation of NPO Law in the country.

EXPO 2025 OSAKA will also promote exhibitions by individual citizens. Our goal is to provide all 8 billion people on the planet with the opportunity to join the Expo not only as visitors, but as exhibitors, since our main Expo message is to create a place where everyone in the world can find their own story. We'd like to offer individuals an opportunity to explore the ways how they can use their personalities and skills to share their opinions and experiences, and inspire them to take action. EXPO 2005, Aichi introduced citizen pavilions

and had a global village facility at places where individuals and NPOs could take part in events and workshops and engage in various dialogues. The Expo in Osaka will also set up NPO Room as a place to support such activities.

ii) The Private Sector (Start-ups and SMEs), Researchers and Other Innovators

As discussed earlier, technology and services provided by private business are vital to help us create future lifestyles and social schemes. In that sense, start-ups have drastically changed the world by fostering innovation, while SMEs support local economies and various industries through their niche or cutting-edge technologies.

Osaka, and the Kansai region as a whole, are a hotbed for innovation and inter-disciplinary interaction between companies, universities and research facilities in the life-sciences field and other fields. We expect EXPO 2025 OSAKA to feature young scientists, who will

propose new experiments and demonstrate ideas for our future society.

EXPO 2025 OSAKA will present itself as a future lab for start-ups, SMEs, researchers and other innovators who have financial constraints and cannot host a pavilion alone. The Expo will be a chance for such participants to find new opportunities for growth and to gather feedback. These groups of participants are expected to make use of period-specific booths, or stalls, in the Thematic Pavilions provided by the organiser.

3) Virtual Participants

EXPO 2025 OSAKA will feature a new type of exhibition model. Virtual exhibits that allow participants to create exhibits using the latest information and communication technology to go beyond spatial restrictions, offering new experiences that cannot usually be had in the real world. This type of exhibit first appeared at EXPO 2010 Shanghai. Dubai Expo 2020 will further develop technologies and provide new experiences. EXPO 2025 OSAKA aims to develop two types of virtual exhibit that carry the legacy of past expos while raising visitor experiences. The types of available virtual exhibits are as follows:

a) Cloud Exhibit (off-site)

The organiser will create a multi-directional communication platform online called the People's Living Lab as one of the core concepts of the Expo. This cloud exhibit site will be created long before the actual event starts, and will serve as the stage for collaborating towards new solutions in the aims of *Designing a Future Society for Our Lives*.

People unable to visit the Expo site on

Virtual site exhibition



Yumeshima Island will be able to access the cloud sites from wherever they are. This will open up exciting possibilities of using VR (virtual reality) and other technology that does not suffer from geographical limitations. Participants may apply to use the People's Living Lab as another medium to host their exhibitions (see Chapter 7 for more information about the online platform).

Participants will need to bear the cost of creating their own virtual contents. There will be, however, no server usage fees.

The organiser expects for this to be attractive and powerful communication tools for participating countries international organisations, the host nation, the organiser, related municipalities, private businesses (large corporations, start-ups and SMEs), NGOs, civic groups and individuals.

b) AR/MR Exhibit on the Digital Site Platform (on site)

The EXPO 2025 OSAKA will feature various digital site platforms for participants to utilise, enabling them to provide visitors with a truly

Example of an Exhibit Inside the Global Village at EXPO 2005, Aichi



unique Expo experience through cutting edge AR (augmented reality) and MR (mixed reality) technologies.

Participants will bear the cost of creating the content. We expect this feature to become a powerful tool for participating countries, international organisations, related municipalities, private businesses (large corporations, start-ups and SMEs), NGOs, civic groups and individuals.

4) Service Providers

a) Volunteers

EXPO 2025 OSAKA will be a place where citizens of all ages will be able to take part in events on and offsite.

As the event is slated to run for a span of half a year, we will provide volunteer slots for those who participate for the entire duration of the Expo, and those who participate for a specific period. Also, considerations are underway for setting up a volunteer association that manages volunteers for the Expo.

We should note that EXPO 2005, Aichi attracted approximately 105 thousand volunteers, who contributed by guiding visitors inside and outside the venue and by helping with the operations of the event itself.

b) Merchandise, Food and Drink Vendors

The organiser is planning to enable participating countries to have vendor booths.

Companies and other participants may set up vendor booths in plots provided by the organiser, in accordance with the guidelines which the organiser set forth for products and services to be offered, hygiene requirements, and others.

Operators of vendor booths will need to pay users' fee and royalties from the sales of merchandise to the organiser.

c) Expo Operations

the organiser is particularly keen to find companies that want to showcase their technologies and visions in conjunction with the activities and operations of the People's Living Lab. The organiser expects these entities to demonstrate experiments either at the venue or at related locations, or to present information during the Expo period about their ongoing research and technological development.

The organiser will also consider having social demonstrations in thematic and other pavilions, and *at the Khu plazas*. The organiser will accept private companies' participation positively in the following administrative operations:

- Administrative Operations
 - Visitor Services
 - Transportation within the venue
 - Installation of drink vending machines at the venue
 - Cleaning the venue
 - Baggage delivery service
 - Nurseries
 - Medical service, and so on
 - Information Services
 - Online sales of admission tickets
 - Venue-only applications and admission booking systems
 - Digital signage
 - Traffic information distribution services, and soon
 - Back-Office Services
 - Staff check-in/check-out control
 - Venue monitoring systems

Table 10-1: Types of Exhibitors and Scope of Cost

	Exhibit participants	Exhibit format	Development costs				
			Buildings	Amenities	Commercial facilities	Interior and exhibition	Fixtures, fittings, and systems
1. Pavilion Exhibit	1) Countries	a) Plot Allocations	Participant	Participant	-	Participant	Participant
	2) International organizations	b) Module	Organiser	Organiser	-	Participant	Participant
		c) Organiser-Built Shared Pavilions	Organiser	Organiser	-	Participant	Participant
	3) Organising country, organiser, local governments	Thematic Pavilions	Sales of goods and F&B (20% or less of total floor space)	-	-	Participant	Participant
Government Pavilions			Participant	Participant	Participant	Participant	Participant
Municipality Pavilions			Participant	Participant	Participant	Participant	Participant
4) Private companies	Plot Allocations	Participant	Participant	Participant	Participant	Participant	
2. Micro Exhibit	1) NGOs, citizen groups, individuals	Booths	Organiser	Organiser	Participant	Participant	Participant
	2) Private companies (business ventures and SMEs)	Stalls / Mini Kiosks	Organiser	Organiser	Participant	Participant	Participant
3. Cloud Exhibit	Participation in the cloud sites prepared by the organiser		Production costs: Participant				
4. Service providers, etc.	a) Volunteers (Association)		Organiser	Organiser	Organiser	Organiser	Participant
	b) Businesses of sales of goods and F&B		Participant	Participant	Participant	Participant	Participant
	c) Services relating to operation or social demonstration		Facility and operation costs: participant				

- Disaster prevention systems
 - Staff restaurants
 - Staff transportation services, and so on
- Examples of Social Demonstrations that Visitors may experience:
- Support robots and transportation services for senior citizens and people with disabilities
 - Automated transport system between Kansai International Airport and the venue
 - Experiments with delivery services using drones
 - Remote medical experiments – connecting demonstrations performed on-site with advanced medical institutions in Osaka using IoT, and so on

5) Participation through Related Events

EXPO 2025 OSAKA is planning to hold events related to the Expo throughout Kansai

and other parts of the country, in addition to the main venue of Yumeshima Island. For example, there is an idea of collaboration with the Expo '70 Commemorative Park in Suita, Osaka. The organiser will explore a scheme that enables exhibitors to be involved in designing a future society through participation in Expo-related events held throughout Japan. The exhibitions discussed in this section are not official exhibits that form part of the Expo. However, the organiser believes that having other events run in tandem in surrounding areas will greatly boost the Expo's attractiveness.

Collaboration with the Expo '70 Commemorative Park in Suita, Osaka

Furthermore, it is expected that links to third-party exhibits will be screened and selected on the basis of how these events and their themes are aligned with those of the Expo.

Table 10-2: Overview of Pavilion Types

Exhibition Type	Participant Type	Expected Demand	Allocated Site Area (m ²)	Floor Area (m ²)
Type A Plot	Countries	50	500 to 4,000	300 to 2,400*
	National and Local Governments	2	15,000	9,000*
	Private Companies	9	4,000	2,400*
Type B Module	Countries	17	500 to 2,000	300 to 1,200
	International Organisations	5	500 to 5,000	300 to 3,000
Type C Organiser-Built Shared Pavilion	Countries	83	1,500 to 8,000	900 to 4,800

*Maximum Ground Floor Area

Table 10-3: Type A - Pavilion Area

Participant type by scale	Maximum Ground Floor Area (m ²)	Site Area (m ²)	Number of sites	Total Site Area (m ²)
Governments	9,000	15,000	2	30,000
Corporations	2,400	4,000	9	36,000
Countries 1	2,400	4,000	15	60,000
Countries 2	1,800	3,000	5	15,000
Countries 3	1,200	2,000	5	10,000
Countries 4	600	1,000	15	15,000
Countries 5	300	500	10	5,000
Grand Total				171,000

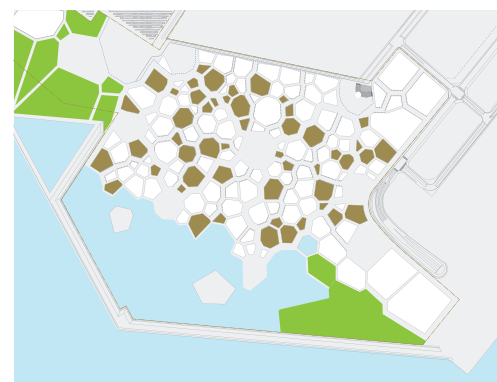
61
plots
171,000m²

10.B
Space for Domestic and International Participants

1) Pavilion Exhibitors

Pavilion Exhibitors (anticipated participants: countries, international organisations, municipalities and private companies) will have three choices: 1) Plot Exhibition, 2) Module Exhibition, or 3) Organiser-Built Shared Pavilion Exhibition. There can be some room for flexibility to take into account the wishes and intentions of participating countries. They will be allocated areas similar in size to those of

Figure 10-1: Type A Site



domestic participants; Thematic Pavilions, Government Pavilions and Municipality Pavilions. The current plan is as follows.

a) Type A: Plot Exhibition

• Overview

A total 61 plots of an area of approximately 171,000 m² will be set aside for Plot Exhibition Pavilions. The land to building ratio is assumed to be 60%, with consideration for spacious views people can enjoy at the site by having enough room between facilities. It also refers to the past data of the recent expos.

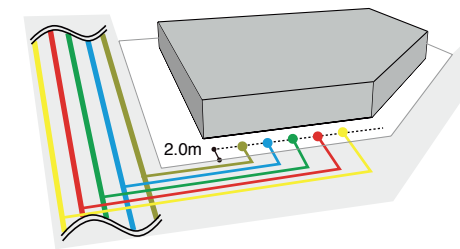
Participating countries and private sector participants will be responsible for dismantling and removing pavilions, and reverting the site to its original state when the Expo is over.

• Set-up of the Site Area

Participating countries will be provided with the following utility connections to within two meters from the site boundary. It will be the participating countries' responsibility to connect the pavilion to the grid and utility networks. Plot Exhibition Pavilions will be provided with the following utilities.

Utilities to be provided:

Figure 10-2: Utility Connection



- Sewage Drainage
- Rainwater Drainage
- Clean Water
- Water for irrigation and fire fighting
- Chilled Water
- Electricity
- Telecommunication connections, LAN
- General systems: TV, emergency broadcast system, fire detection, etc.

Environmental issues are an important consideration. We aim for eco-friendly utilities, including electricity generation by the solar power generation plant on site as well as water supply by desalination plants.

• Loading and Offloading, and Staff Transport Routes

Schedules for loading and offloading will be decided through correspondence between participants and the organiser. In the interest of public safety, the organiser reserves the right to designate an appropriate time and route for loading and offloading during Expo operation. Smaller equipment and materials will be delivered by a designated contractor to the venue. The organiser will designate a commuter route to pavilions for administrative staff during the Expo period.

• Pavilion Borders

Actual distance from the walls of bordering pavilions for landscaping purposes will be decided at a later date by the organiser.

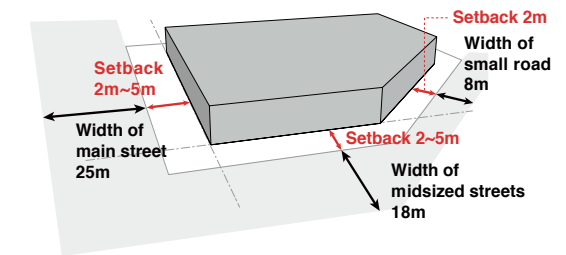
• Open Space and Landscaping

A minimum of 40% of land needs to be left empty for landscaping purposes. Planting, waterscape, and pavements must comply with the Expo landscape guidelines.

• Visitors Entrance and Queues

Entrances and exits will be developed with universal design. Space will be provided at

Figure 10-3: Building Layout (example)



the entrance for queues to the pavilion, with appropriate cover to protect against rain and sun.

Exhibitors must make the effort to minimise queuing times in compliance with our Zero Waiting Time Expo initiative. It will be recommended that they opt-in to an admission booking system to be provided by the organiser.

• Building Pavilions, Building Materials, Facilities Utensils and Equipment

Participants may freely set up pavilions in accordance with the design standards and guidelines of the Expo.

• Prior Information

Information regarding geological features, drainage, regional building regulations and legislations, and regarding utilities such as water service, electricity, gas, sewage, rain drainage, telecom infrastructure including telephone lines, will be provided to participants prior to the event.

Table 10-4: Type A: Building Guidelines Summary

Site Area	500 to 15,000 m ²
Land coverage ratio	60 %
Minimum empty space	40 %
Height of building	20 m
Maximum height of roof and building structure	30 m
Floor area ratio	200 %
Set back (at the Front)	2 to 5 m*
Set back (at the Sides and Back)	N/A*
Responsibility of participant for Dismantling Pavilion	Required
Utility connection	Provided within 2 m from the pavilion site boundary

*T.B.D (To Be Decided)

b) Type B: Module Exhibition

• Overview

The organiser will build and provide pavilions for participants as exhibition spaces. Participants will rent these Modules and create exhibitions by sourcing their own equipment, interior and exterior decorations. A total 22 plots of an area of approximately 21,500 m² will be secured for Module Exhibition Pavilions of official participants. The land to building ratio is assumed to be 60%,

Figure 10-4: Type B Modules

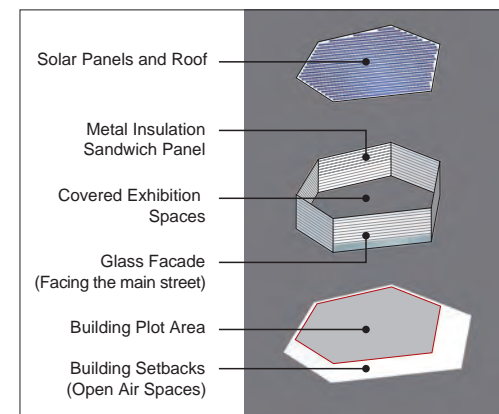
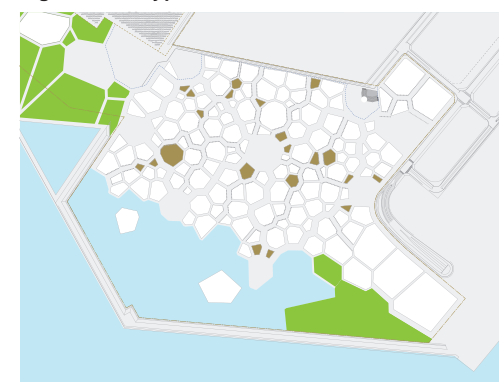


Figure 10-5: Type B Site



with consideration for spacious views people can enjoy at the site by having enough room between facilities. It also refers to the past data of recent expos.

• Set-Up of the Site Area

Utility connections will be provided to within the modules. It will be the participants' responsibility to connect their equipment to the utility lines. Participants will be provided with the following utilities.

- Sewage Drainage
- Rainwater Drainage
- Clean Water
- Water for irrigation and fire fighting
- Chilled Water
- Electricity
- Telecommunication connections, LAN
- General systems: TV, emergency broadcast system, fire detection, etc.

As mentioned earlier, we aim for eco-friendly utilities, including natural energy or water supply by desalination etc.

• Pavilion Borders

As for a set-back rule, the organiser will decide on how much a pavilion needs to be set back from its site border if adjacent to another pavilion for landscaping purposes.

• Open Space and Landscaping

The organiser will leave at least 40% of the land unused in accordance with the Expo landscape guidelines.

• Visitors Entrance and Queues

Space must be set aside at the entrance for queues to the pavilion. Exhibitors must make all effort to minimise queuing time as we work towards our Zero Waiting Time Expo goal. Participants will be recommended to opt-in to the admission booking system provided by the organiser.

Table 10-5: Type B - Pavilion Area

Participant type by scale	Floor Area (m ²)	Site Area (m ²)	Number of sites	Total Site Area (m ²)
Country 1	1,200	2,000	1	2,000
Country 2	900	1,500	1	1,500
Countries 3	600	1,000	3	3,000
Countries 4	300	500	12	6,000
International Organisation 1	3,000	5,000	1	5,000
International Organisation 2	1,200	2,000	1	2,000
International Organisation 3	600	1,000	1	1,000
International Organisations 4	300	500	2	1,000
Grand Total				21,500

Table 10-6: Type B: Building Guidelines Summary

Site Area	500 to 5,000 m ²
Land Coverage Ratio	60 %
Minimum Empty Land	40 %
Height of Building	12 m
Maximum Height of roof and Building Structure	18 m
Floor Area Ratio	200 %
Set-Back (at the Front)	2 to 5 m*
Set-Back (at the Sides and Back)	N/A*
Responsibility of Participant for Dismantling Pavilion	Restoration of the interior and exterior to the original state is required
Utility connections	Provided by the organiser within the modules

*T.B.D.(To Be Decided)

• Costs

Participants will be obligated to cover the operating and administrative expenses of their pavilions, as well as the cost of restoring the interior and exterior to its original state.

As for developing countries, We are planning to bear the cost of interior and exterior production, restoration, and pavilion operations (see Chapter 14 for details).

c) Type C: Organiser-Built Shared Pavilion Exhibition

Nine Organiser-Built Shared Pavilions will be secured at the site; they will range in floor area from at least 900 m² to at most 4,800 m². Average floor area devoted to one country will be about 200 m². Participants will rent sites and create exhibitions by setting up equipment and interior decorations. Organiser-Built Shared Pavilions are designed so that participants can choose from a variety of layouts.

• Set-Up of the Site

Organiser-Built Shared Pavilions will be pro-

vided with the following utilities:

- Sewage Drainage
- Rainwater Drainage
- Clean Water
- Water for irrigation and fire fighting
- Chilled Water
- Electricity
- Telecommunication connections, LAN
- General systems: TV, emergency broadcast system, fire detection, etc.

As previously mentioned above, we aim for eco-friendly utilities, including natural energy or water supply by desalination etc.,

• Building Design Guidelines

Guidelines for the shape, distance from the outmost border, height and other factors of building structures will be identical to Type B pavilions. The organiser will build the base structure, outer walls, and provide flooring for these pavilions in accordance with Expo guidelines. Participating countries will be asked to maintain the décor to create their exhibition. Interior design must comply with the guidelines provided by the organiser. Developing countries will be provided with interior design and basic equipment.

Figure 10-6: Type C Site



• Costs

Participating countries will bear operating and administrative costs, and the cost of restoring the interior of pavilions to their original state.

As for developing countries, We are planning to bear the cost of interior production, restoration, and pavilion operations (see Chapter 14 for details).

2) Micro Exhibitors

Micro Exhibitors will have two choices for limited-period exhibitions: 1) booths, and 2) stalls.

Participants must cover the cost of exhibiting, and provide their own equipment and decorations.

Currently, the following spaces are being considered for Micro Exhibitors.

a) Booths: 100 slots

The area for booths will be secured in the Thematic Pavilions, Government Pavilions and at the corner of Corporate Pavilions. Exhibitors must cover the cost of exhibiting, provide their own utensils, equipment, decorations and any other necessary constructs. The size of exhibitions range between 25 m² (5 m x 5 m) and 100 m² (10 m x 10 m).

Participants will be required to pay the organiser a fee to cover rent.

b) Stalls / Mini Kiosks: 100 slots

Stalls will be located within plazas, walkways, and around entrances. Their size must be 0.9 m (width) x 0.6 m (depth) x 1.8 m (height). Exhibitors must pay a rental fee for use of stalls / kiosks.

3) Virtual Participants

a) Cloud Exhibit

Cloud Exhibit sites in collaboration with the People's Living Lab platform will be established prior to the start of EXPO 2025 OSAKA. Space will be provided to exhibitors according with the guidelines established by the organiser.

b) AR/MR Exhibit on Digital Site Platform

A platform will be created for curating and managing the venue's digital content, whose space will be changed to accommodate the content and number of exhibitors. Space will be provided to exhibitors in accordance with the guidelines established by the organiser.

4) Service Providers

a) Volunteers

The organiser will secure administrative space within the expo operations facility that will serve as headquarters for the volunteers' association. The space will be run by the association.

b) Merchandise, Food and Drink Vendors

A floor area of 42,000 m² will be set aside for selling merchandise, food and beverages, in line with the experience of EXPO 2005, Aichi. The organiser will provide space for merchandise vendors and for food and drink vendors. Vendors will need to construct facilities and prepare their own sales equipment, utensils and others. The organiser will provide vendors with construction design standards and guidelines for the facilities and bring them into compliance.

c) Expo Operational Services and Demonstrations of Services to Society

The organiser will provide space dedicated to services inside the expo operations facility including space and desks for each business.

As for social demonstrations, the organiser will consider providing space on a case by case basis.

AR/MR exhibit platform for curating and managing digital content

5) Common Space

In addition to the options described in sections a) to c), participants will be allowed to display exhibits at events held in 1) event halls and the five *Khu* plazas, and 2) the Thematic Pavilions. Participating countries may also use a third option, the State Guest House.

a) Event Halls and *Khu* Plazas

A total area of 9,900 m² will be reserved for large-scale and small-scale events, and for other kinds of demonstrations held during the Expo period. These facilities will primarily be reserved for the national days of participating countries. They may, however, be used for participants' events in certain circumstances. The five *Khu* ("expanse" in Japanese) plazas will also be considered as space for events and exhibitions, as they are expected to draw large crowds.

- Big Event Hall: site area of 13,000 m² and total floor area of 7,800 m²
- Small Event Hall and other Event Halls: site area of 3,500 m² and total floor area of 2,100 m²
- Five *Khu* plazas: an area of 36,000 m²

100
slots for booths

100
slots each for stalls / mini kiosks

5 Khu plazas as space for events & exhibits

Table 10-7: Area Allocation

Facilities	Total floor area (m ²)	Ground area in total (m ²)
Exhibits		
Official participation pavilions	63,000*	105,000
Major participating countries		
Type A (plot allocation)		
Total:50 countries		
Average total floor area (m2):1,590		
Average ground floor area (m2):2,650		
Official participation pavilions	12,900	21,500
Participating countries and International organisations		
Type B (module)		
Total:17 countries and 5 organisations		
Official participation pavilions	15,600	26,000
Participating countries		
Type C (organiser -built shared pavilion)		
Total:9 pavilions		
Total:83 countries		
Thematic Pavilions	17,400	14,500
Total:11 pavilions		
Government Pavilion	9,000	15,000
Municipality Pavilion	9,000	15,000
Private companies	21,600	36,000
Total:9 pavilions		
NPO Room	2,400	4,000
Sub total	150,900	237,000
Events	9,900	16,500
Service administration facilities		
Administration facilities (including Press Centre)	22,200	37,000
Service facilities	13,200	22,000
Guest House	4,200	7,000
Utility facilities	4,800	8,000
Rest areas	3,000	13,200
Sub total	47,400	87,200
Commercial Facilities	42,000	70,000
Open space		
Khu plazas		36,000
Entrance		96,000
Service yard parking		15,000
Event space		20,000
Out door park		17,000
Parking lot for bus and taxi inside the site		40,000
Green space or landscape facilities		269,500
Mega solar power plant		178,000
Roads		228,000
Water area	5,000	244,200
(including overwater square, promenade and hotels)		
Sub total	5,000	1,143,700
Grand total		1,554,400

*Floor area of type-A indicates maximum ground floor area.

b) Thematic Pavilions

In addition to pavilions where participating countries, private enterprises, international organisations and other participants can provide content, EXPO 2025 OSAKA is planning to build a pavilion to promote interaction and co-creation of ideas among participants. This will be based on the four steps of the Expo experience and enjoy a total floor area of 17,400 m². The idea is for the space to fulfil the premise of the Expo's theme, *Designing a Future Society for Our Lives*. We are considering offering part of this space on a request basis to participants as a place to create joint exhibitions.

c) State Guest House and Reception Hall

A total floor space of 4,200 m² will be secured for facilities that can be used for hosting special events for delegates and promoting interaction. These will be available for entertaining delegates on national days during the Expo period, and for parties and international exchange events organised by participating companies and sponsor (see Chapter 9 for further details).

10.C Allocation of Space and Other Resources to Pavilions and Micro Exhibitors

As a general rule, the organiser plans to allocate plots to participants in order of application. They will be processed based on the nature of the request and with due consideration given to the exhibition's themes and

content. If necessary, however, the organiser will also take into account the applicants' socio-political situations and history of international relations.

1) Participating countries' Pavilion Exhibitors

a) Priority

The organiser will try to secure exhibitors at an early stage by granting priority in plot selection to those participating countries that express their intention of hosting exhibitions early on.

b) Allocations for Developing Countries

Developing countries will be able to have exhibitions at the Organiser-Built Shared Pavilion of their choice. The organiser will also offer support in planning and installation of exhibits (see Chapter 14 for details).

Participants will be prioritized in plot selection by expressing their intents to host exhibitions early on.

2) Micro Exhibitors

As a rule, the organiser will allocate plots to Micro Exhibitors in order of application. The organiser is willing, however, when necessary, to take into account the applicants' socio-political situations and history of international relations.

3) Virtual Participants

Plots will vary depending on the number of participants and their content for the virtual exhibition. the organiser will accept

applications after a proper screening of the exhibition content.

4) Service Providers

The organiser will decide on the terms for service providers and allocate plots based on those rules. It will be based on the service being offered and based on the order of application.

a) Volunteers

The organiser will set aside administrative space for a volunteer association at the venue. The association will be self-governed. There will be various types of participation, from daily volunteer activities to those contributing for a specific time period, so as to attract as many volunteers to the Expo as possible.

b) Merchandise, Food and Drink Vendors

The organiser will allocate plots based on service content and the order of applications.

c) Operational Services and Social Demonstrations

The organiser will provide dedicated rooms within the volunteer association's area for operational services. The organiser will provide a room and desks for each operation.

There will be various types of participation, such as daily and specific-period participation, so that more varied participants can offer their services at the Expo. Allocation of plots will be changed where necessary, as the organiser weighs exhibitors and their service content prior to the event.

5) Common Rules for Events, Use of the Khus and State Guest House

As a rule, allocation of plots is expected to be made based on the order in which applications are submitted. The organiser will also, however, consider allocation of plots for events based on the strength of their content, to make the Expo more attractive.

10.D Services for Exhibitors

EXPO 2025 OSAKA will provide various value-added services, in addition to the following basic services that are available to all participants. Participants must, however, pay a fee for value-added services.

• Basic Services: available to all participants

- Cleaning
- Garbage collection and disposal
- Maintenance of buildings
- Maintenance of gardens
- Security

• Value-added Services (Optional, for a Fee)

- Audio-visual equipment rental and support
- Catering services
- The mounting of displays on stands
- Translation and secretary services
- Meeting rooms and conference facilities
- Entertainment services
- Media services
- Rigging services
- Signage
- Telecommunications and data services
- Storage and depository
- Advertisement and branding

10.E Sustainability Guidelines

1) Design Guidelines

The organiser plans to incorporate various environmentally-oriented technologies, which will help in achieving the SDGs, and test such technologies as an experiment of the future society. We will also incorporate environmentally responsible design in planning the site and building design in line with the image of the Environmentally Advanced City Osaka. We will develop a total site plan and respective building plan on the following guidelines:

• Total site plan

- LEED Neighbourhood Development

- CASBEE for Cites
- Building plans**
 - LEED¹ New Construction and Major Renovations
 - CASBEE² for Building (New Construction)
 - CASBEE for Temporary Construction (for short-term use)

2) Net Zero Energy Pavilion Design

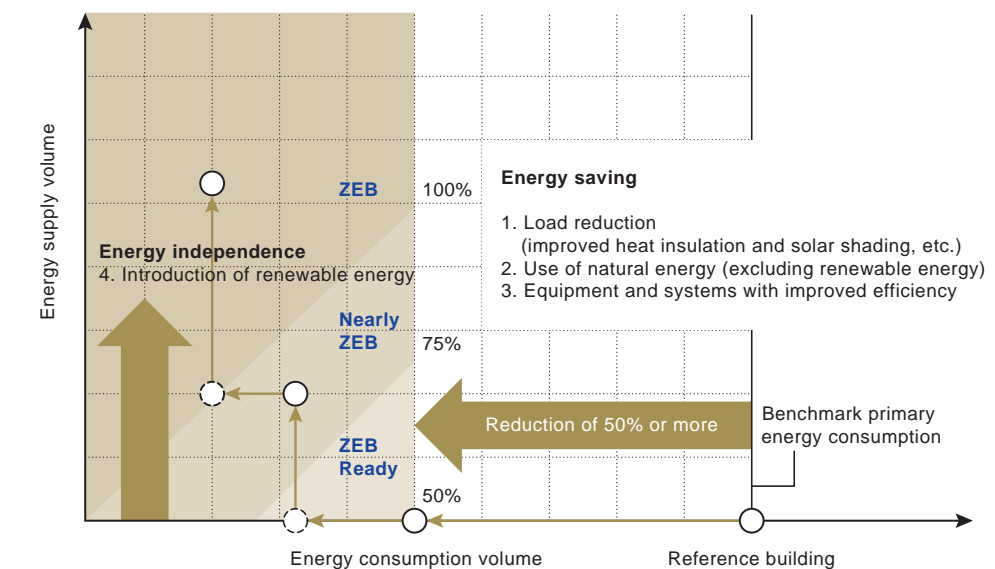
The organising committee will aim to build symbol facilities to that are net zero energy buildings (ZEB), achieving comfortable interior environments and energy conservation. We will assess the facilities in accordance with the ZEB Design Guidelines issued by Sustainable Open Innovation Initiative.

Environmentally-oriented technologies and design experiments for our future society

¹ LEED Leadership in Energy & Environmental Design
A rating system devised by the non-profit United States Green Building Council (USGBC) to evaluate the environmental performance of a building. GBCI (Green Business Certification Inc.) offers accreditation of the LEED rating system.

² CASBEE (Comprehensive Assessment System for Built Environment Efficiency)
A green building management system developed in Japan for evaluating and rating the environmental performance of buildings, city blocks, cities and other categories. It is a comprehensive assessment of the quality of a building, evaluating features such as interior comfort and scenic aesthetics, in consideration of environment practices that include using materials and equipment that save energy or achieve smaller environmental loads. Japan Sustainable Building Consortium is in charge of research and development; Institute for Building Environment and Energy Conservation is in charge of accreditation and accreditator registration.

Figure 10-7: ZEB Design Guidelines



Source: ZEB Design Guidelines; Sustainable Open Innovation Initiative



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Chapter 11

EXPECTED TOTAL NUMBER OF VISITORS AND THE TYPES OF VISITORS

EXPECTED TOTAL NUMBER OF VISITORS AND THE TYPES OF VISITORS

ESTIMATION METHOD

- The estimated domestic visitors were calculated using a multiple regression analysis based on the records of past expos, such as the construction costs, investment numbers, population of surrounding area, and the period of the events.
- The number of foreign visitors was estimated applying the ratio of foreign visitors to past Expos against the total number of foreign visitors to Japan.



PEAK VISITORS AND POTENTIAL INFLUENCE OF CLIMATE

- The peak in visitor flows will occur in August and a few weeks prior to the closing date.
- To ease the impact from heat during summer months, the venue will marry modern technology with traditional Japanese culture.

ETHNICITY, LANGUAGE, AND OTHER CONNECTIONS THAT MIGHT ENCOURAGE VISITATION

- The Kansai region was where Japan's capital was located and has long served as the nation's gateway to Asian culture.
- Many consulates, tourism agencies, international business entities and other international organisations have their offices in the Kansai region.
- Kansai International Airport (KIX), connecting Osaka with 82 cities in 24 countries, will serve as the primary entry portal for foreign visitors to the Expo.

ENSURING PARTICIPATION AT THE EXPO

- We will develop a discount package programs for students, groups, and senior citizens.
- The entrance fee will be set at a reasonable price compared with other major events in Japan.
- We will provide international visitors with multi language services.

GREAT EXPECTATIONS ON ATTENDANCE

The expected number of visitors is 28 million, supported by data from prior expos in Japan as well as the growing foreign number of tourists to Japan.

STRONG TIES WITH VARIOUS COUNTRIES

The Kansai region has played a role as a gateway to the world. Nowadays, numerous international flights, active trading, the increasing number of foreign tourists, and partnerships with cities around the world, including host city of the World Expo 2020, Dubai, show strong ties between the Kansai region and the world.

MAKING IT EASY AND FUN TO VISIT

More foreign language signs, more support staff at key locations, more transport and hotel options, and better navigation apps for the Expo should boost the appeal of visiting the Expo even further.

EXPECTED TOTAL NUMBER OF VISITORS AND THE TYPES OF VISITORS

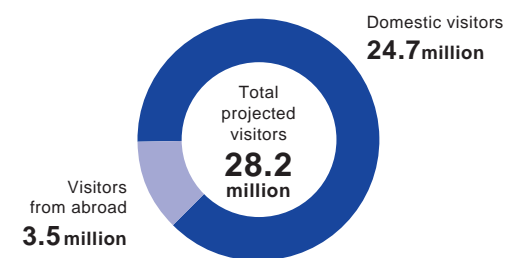
11.A Number of Projected Visitors and Baseline Data

1) Overview of Visitors

The projected number of visitors to EXPO 2025 OSAKA is approximately 28 million people, of which 24.7 million will be domestic visitors and 3.5 million from abroad. This is based on an analysis of the actual

24.7 million domestic visitors and 3.5 million visitors from abroad to visit the Expo

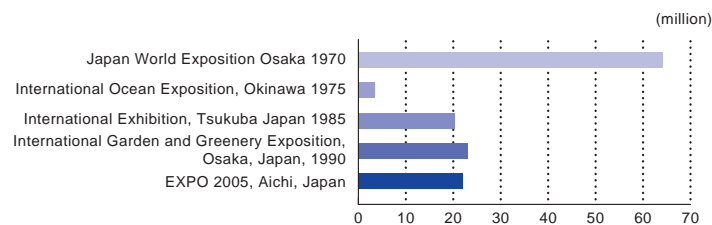
Figure 11-1: Number of Projected Visitors



(Domestic visitors)
Estimates based on the area of the site, the amount of investment, the population of region, the duration of the Expo.

(Foreign visitors)
Estimates by the reference to the percentage of the visitors from abroad at the past Expos held in Japan, incorporating the recent trend of increase in visitors from abroad.

Figure 11-2: Actual Number of Visitors of the Past Expos Held in Japan



number of visitors at past expos held in Japan and factors related to the planned location for EXPO 2025 OSAKA.

2) Baseline Data Used to Estimate Number of Visitors

a) Population of Japan

As of April 1st, 2017, the population of Japan was 126.79 million, according to the Ministry of Internal Affairs and Communication's calculations. Japan's population is the tenth largest in the world (see Chapter 8 for details.)

Table 11-1: Number of Visitors of Recent World Expos (International Registered Exposition)

Recent World Expos	Number of visitors
Expo Shanghai 2010	73.08 million
Expo Milano 2015	21.50 million
Expo Dubai 2020	25.00 million (estimation)

b) Population of Kansai

In this chapter, "the Kansai region" refers to the six prefectures that lie within two hours of travel from the venue: Osaka, Shiga, Kyoto, Hyogo, Nara, and Wakayama. The Kansai region's radius extends to approximately 100 kilometres, but because of intelligent planning of transportation infrastructure, one may reach the Expo in one to two hours from major cities inside the Kansai region. Therefore, an area with a population of 20.7 million people is located within easy striking distance for a day trip.

Yumeshima Island, the planned venue for

EXPO 2025 OSAKA, is located in Osaka City, Osaka Prefecture. The population of Osaka City, the largest in Kansai, is 2.69 million, making it one of the most populated metropolitan centres in Japan. The population of Osaka Prefecture is 8.84 million people, which includes Osaka City, making it the most populated prefecture in the Kansai region. Osaka prefecture is a metropolitan area with an efficient transportation system in place throughout. Yumeshima Island is located only 20-30 minutes from the centre of Osaka City, and an hour's travel from most cities within Osaka prefecture. Thus, a population of 10 million people resides within an hour from the venue.

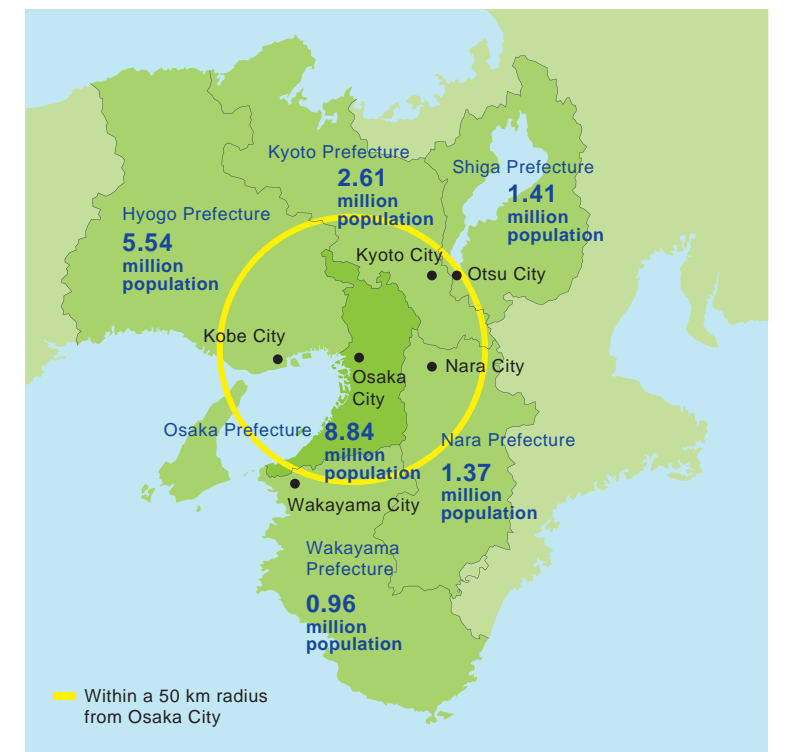
c) Projected Number of Foreign Visitors to Japan

Recent years have witnessed a rapid increase in the number of foreign visitors to Japan, especially to Osaka and Kyoto in the Kansai region. The number of foreign visitors to Japan in 2016 was 24.04 million, and of this total, 39% (9.41 million tourists) visited Osaka.

The number of foreign visitors to Japan is expected to increase steadily in the future. The Government of Japan established the Japan Tourism Agency in October 2008, to establish Japan as a major travel destination. As evidence of its effectiveness, we can highlight that the total number of foreign visitors reached 24 million by 2016.

Furthermore, to make Japan an even more attractive travel destination for people around the world, a new vision was drawn up at a Meeting of the Council for the Development of a Tourism Vision to Support the Future of

Figure 11-3: Major Cities and Population of Six Prefectures in the Kansai Region



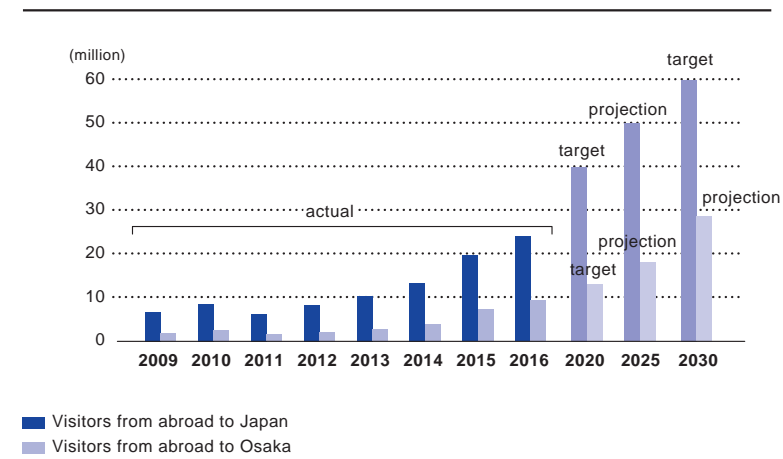
Source: 2015 Population Census by Statistics Bureau, Ministry of Internal Affairs and Communications in Japan

Japan in March, 2016. This vision established a goal of welcoming 40 million visitors to Japan by 2020, and 60 million visitors by 2030. Based on this government target, the number of foreign visitors can be projected to reach 50 million by 2025—double the number of visitors in 2016. Our successful track record of dramatically increasing the number of foreign visitors over the past decade indicates that this is an achievable goal.

According to the Osaka Convention and Tourism Bureau, the number of foreign visitors to Osaka Prefecture in 2016 was 9.41 million people. The Osaka Promotion Strategy 2020, drawn up in November 2016, calls for a target of 13 million foreign visitors to Osaka Prefecture in 2020. Assuming this goal is achieved, the number of visitors is extrapolated at 19.47 million in 2025—again, double the number in 2016.

In addition, based on the "Global Destination Cities Index 2016," published by MasterCard, Osaka City is ranked at the top of a list of rapidly growing tourist destinations.

Figure 11-4: Visitors from Abroad to Japan and Osaka – actual numbers and target



Figures for Japan were derived from data provided by JNTO. Numbers for years beyond 2020 are based on the government's target.
 Figures for Osaka were derived from data provided by JNTO and the Japan Tourism Agency. Numbers for years beyond 2020 are based on the Osaka Promotion Strategy 2020.

International visits to Osaka are expected to continue growing rapidly well into the future (see Table 11-2).

11.8 Analysis of Expected Number of Visitors

1) Domestic Visitors

a) Estimation Method

The estimate for the number of visitors is based on analysis of 17 similar exhibitions, including the original exhibition held in Japan— Japan World Exposition Osaka 1970 (World Exhibition: 65 million visitors), as well as the International Ocean Exposition, Okinawa 1975 (Special Exhibition: 3.5 million

visitors); International Exhibition, Tsukuba Japan 1985 (International Specialised Expo: 20 million visitors); International Garden and Greenery Exposition (Horticultural Exposition: 23 million visitors); and EXPO 2005, Aichi, Japan (International Specialised Expo: 22 million visitors).

In addition, expos held in Japan with more than 2 million visitors have been used for benchmarking, especially in terms of construction costs, investment numbers, population of surrounding area, and period of the event.

b) Projected Number of Visitors to EXPO 2025 OSAKA

The number of anticipated visitors was calculated using a multiple regression analysis based on the records of similar exhibitions held in Japan that had more than 2 million visitors. Using this method, one can produce an estimated number of visitors for the Expo proposed on Yumeshima Island, assuming similar attendance trends. This estimate was further adjusted in consideration of the actual number of visitors to EXPO 2005, Aichi, yielding an estimated number of 24.7 million domestic visitors for the EXPO 2025 OSAKA.

If Osaka has the honour of being awarded the World Expo 2025, details regarding its operation will be presented in an implementation plan, and surveys employing detailed questionnaires will be conducted as additional market research.

c) Visitors per Region

Based on analysis of the actual number of visitors per region to the International Garden

Table 11-2: Top 20 Fastest-Growing Destination Cities with at Least One Million Overnight Visitors in 2016 (2009–2016 CAGR)

Rank in Growth Rate	Destination City	CAGR	Country	Region
1	Osaka	24.15%	Japan	Asia-Pacific
2	Chengdu	20.14%	China	Asia-Pacific
3	Abu Dhabi	19.81%	UAE	Middle East & Africa
4	Colombo	19.57%	Sri Lanka	Asia-Pacific
5	Tokyo	18.48%	Japan	Asia-Pacific
6	Riyadh	16.45%	Saudi Arabia	Middle East & Africa
7	Taipei	14.53%	Taiwan-China	Asia-Pacific
8	Xi'an	14.2%	China	Asia-Pacific
9	Tehran	12.98%	Iran	Middle East & Africa
10	Xiamen	12.93%	China	Asia-Pacific
11	Jakarta	12.89%	Indonesia	Asia-Pacific
12	Bangkok	12.57%	Thailand	Asia-Pacific
13	Hanoi	11.64%	Vietnam	Asia-Pacific
14	Mumbai	10.42%	India	Asia-Pacific
15	Lima	9.86%	Peru	Latin America
16	Bogota	9.61%	Colombia	Latin America
17	Seoul	9.49%	South Korea	Asia-Pacific
18	Ho Chi Minh City	9.22%	Vietnam	Asia-Pacific
19	Chennai	9.15%	India	Asia-Pacific
20	Dubai	9.07%	UAE	Middle East & Africa

Source: <https://newsroom.mastercard.com/wp-content/uploads/2016/09/Global-Destination-Cities-Index-Report.pdf>

and Greenery Exposition held in 1990, the estimated number of visitors per region is shown in Figure 11-5. According to this calculation, out of the total number of domestic visitors 15.6 million people will be from the Kansai region.

2) Foreign Visitors

a) Projected Number of Foreign Visitors

Foreign visitor attendance at EXPO 2025 OSAKA was projected based on the actual

number of foreign visitors to past Expos held in Japan.

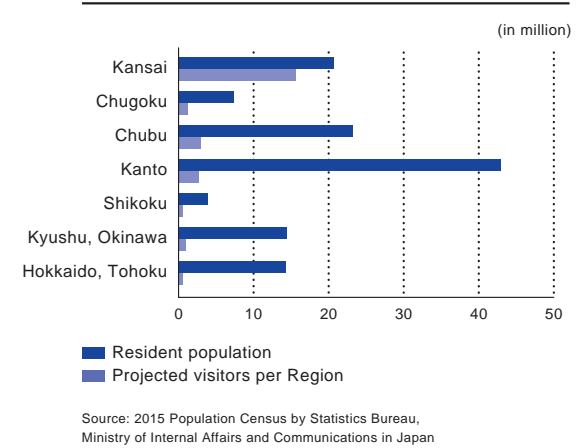
The total number of foreign visitors to Japan is anticipated to reach 50 million in 2025, based on government targets. The previous target for the number of foreign visitors—19 million people in 2015—was reached, suggesting that we will be able to attain the newly set goal for 2025 as well. The government's goal is to welcome 40 million visitors in 2020 and 60 million in 2030, which gives us an estimated 50 million foreign visitors

50 million
visitors to Japan by 2025

Table 11-3: Past Expos and Other Events referred to for the Estimates

Expos/events	Location	Dates	Total area of parking lots	Total area of the site	Number of visitors (million)	Population within 100km (million)	Site construction expenses (US\$ in million)	Operational expenses (US\$ in million)	Business expenses (US\$ in million)
Japan World Exposition Osaka 1970	Osaka prefecture	Mach 15 to September 13, 1970(183 days)		350ha	64.2	21.9	476.4	498.2	974.5
International Ocean Exposition, Okinawa 1975	Okinawa prefecture	July 20 1975 to January 18, 1976(183 days)		100ha	3.5	1.7	277.3	111.8	389.1
Kobe Port Island Exposition	Hyogo prefecture	March 20 to September 15, 1981(180 days)	28ha	52ha	16.1	21.6	93.6	153.6	247.3
International Exhibition, Tsukuba Japan 1985	Ibaraki prefecture	March 17 to September 16, 1985(184 days)	19ha	82ha	20.3	40.5	474.5	365.5	840.0
Silk Road Expo 1988	Nara prefecture	April 23 to October 23, 1988(184 days)		56ha	6.8	21.9	64.5	121.8	186.4
Seto Ohashi Expo 88, Japan	Okayama prefecture	March 20 to August 31, 1988(165 days)	10ha	16ha	3.0	6.9	32.7	28.2	60.9
Asian-Pacific Exposition Fukuoka '89	Fukuoka prefecture	March 17 to September 3, 1989(171 days)	38ha	40ha	8.2	9.2	69.1	85.5	154.5
Yokohama Exotic Showcase '89	Kanagawa prefecture	March 25 to October 1, 1989(191 days)	20ha	49ha	13.3	40.2	183.6	187.3	370.9
World Design Expo '89 Nagoya, Japan	Aichi prefecture	July 15 to November 26, 1989(135 days)		56ha	15.2	16.4	123.6	98.2	221.8
International Garden and Greenery Exposition, Osaka, Japan, 1990	Osaka prefecture	April 1 to September 30, 1990(183 days)	9ha	105ha	23.1	21.8	351.8	511.8	863.6
Japan Expo in Shinshu	Nagano prefecture	July 16 to September 25, 1994(72 days)	20ha	25ha	2.4	5.6	42.7	35.5	78.2
Wellness Wakayama World Resort Exposition	Wakayama prefecture	July 16 to September 25, 1994(72 days)	16ha	44ha	2.9	13.4	41.8	47.3	89.1
World Festival Exposition Mie '94	Mie prefecture	July 22 to November 6, 1994(108 days)		61ha	3.5	11.8			138.2
Japan flora 2000	Hyogo prefecture	March 18 to September 17, 2000(184 days)	27ha	69ha	6.9	21.5	62.7	124.5	187.3
Yamaguchi Kirara Expo	Yamaguchi prefecture	July 7 to September 30, 2001(86 days)	25ha	38ha	2.5	6.5	42.7	72.7	115.5
Pacific Flora 2004	Shizuoka prefecture	April 8 to October 11, 2004(187 days)		43ha	5.4	12.6	53.6	102.7	156.4
EXPO 2005, Aichi, Japan	Aichi prefecture	March 25 to September 25, 2005(186 days)		173ha	22.0	13.9	1320.9	574.5	1895.5

Figure 11-5: Projected Visitors per Region



Seven regions in Japan



for 2025.

Using this calculation, and applying the ratio of foreign visitors to past Expos against the total number of foreign visitors to Japan, the number of foreign visitors to EXPO 2025 OSAKA is expected to reach 3.5 million people.

b) Visitors per Region Around the World

The estimated breakdown of foreign visitors per region is based on the ratio per region of foreign visitors to Japan reported by the Japan National Tourism Organization (JNTO). It is estimated that the largest number of foreign visitors, at 2.97 million people, will come from Asia. Another 229 thousand people will visit from North America, and 207 thousand from Europe.

Furthermore, an analysis of incremental year-on-year changes in the ratio of foreign visitors to Japan indicates that the number of visitors from Asia has been growing consistently since 2013. However, there are still

fluctuations in the regional breakdown over the years, which make it difficult to accurately project the ratio of visitors according to their home region. Therefore, we have applied the latest per-region ratio in our calculations for the EXPO 2025 OSAKA. Overall, we estimate that the number of visitors—especially from Asia—will continue to increase.

Table 11-4: Projected Visitors from Abroad per Region

	Foreign Visitors to Japan (thousand)	Ratio	Entry prediction to EXPO 2025 OSAKA (thousand)
Asia	20,428	85.0 %	2,974
Europe	1,422	5.9%	207
Africa	34	0.1%	5
North America	1,570	6.5%	229
South America	78	0.3%	11
Oceania	506	2.1%	74
Total	24,038	100.0%	3,500

11.C
Peak Visitors and Potential Influence of Climate

1) Peak Visitor Periods During Expo Operation

a) August

It is estimated that the peak in visitor flows to the Expo will occur in August. This month coincides with the summer break, when the monthly number of visitors to the Kansai region is generally the highest. This peak in Kansai visitation is confirmed by an analysis of the total number of hotel guests per month, which is also at its largest in August.

For approximately one week in mid-August, many workers in Japan traditionally take their *obon* vacation, which will push the peak even higher. The number of foreign visitors also spikes from July to August.

b) Several Weeks Prior to the Expo Closing Date

Another peak flow of visitors will hit a few weeks prior to the closing date.

What's more, this will coincide with the autumn tourism season, so a series of special events will be held to signal the finale of the Expo. Public relations messaging during the Expo period should spark global interest in the event, motivating people to visit and to take part in the final phase, which should result in another peak of visitations just before the closing of the Expo.

We anticipate a peak number of visitors almost every single day over the final few weeks of the Expo, but the operations team

will have experience and know-how by then to ensure smooth execution throughout this long series of peak days.

2) Weather Conditions and Countermeasures

Japan has four distinct seasons, with a rainy season in the early Summer. Many visitors love to experience the variety in seasonal climate in Japan, and maximise their experience by visiting multiple times during different periods throughout the Expo period. Please refer to Chapter 1 for details about the weather conditions during the proposed operation of the Expo. Weather factors that may affect the number of the visitors are a) heat, b) rain (the rainy season*) and c) typhoons.

* A meteorological phenomenon in East Asia that occurs from the end of Spring until early Summer featuring frequent rainfall and overcast skies.

a) Heat

Summer heat may cause discomfort for the Expo visitors. The organiser will pay close attention to visitors' well-being if heat is severe.

In order to counter the heat, first and foremost, trees with a large crown will be planted to create shade, and turf will be laid on the ground to create more green spaces, thus lowering the ground temperature.

Secondly, we intend to install roofs or pergolas over the walkways and rest areas. A pergola is a type of shade-creating structure into which climbing vines like roses and Japanese wisteria are typically incorporated to create a roof, similar to the style of outside corridors of Western-style gazebos. The pergolas will serve to make the walkways and

Table 11-5: Total Hotel Guests per Month in the Kansai Region

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Shiga Pref.	286,830	294,930	416,430	429,540	429,060	341,040	431,800	537,670	355,800	395,660	413,830	343,970
Kyoto Pref.	1,120,010	1,157,840	1,544,850	1,566,510	1,650,450	1,530,860	1,535,880	1,730,380	1,492,750	1,595,050	1,598,660	1,517,190
Osaka Pref.	2,378,330	2,446,180	2,765,280	2,645,750	2,496,440	2,448,780	2,857,930	3,024,560	2,525,850	2,654,080	2,494,460	2,680,990
Hyogo Pref.	1,010,240	1,098,420	1,215,400	1,109,010	1,098,390	994,390	1,206,370	1,560,620	1,075,340	1,084,570	1,179,700	1,172,060
Nara Pref.	122,360	129,440	191,690	229,970	245,740	183,980	212,960	275,000	182,950	220,510	253,420	194,620
Wakayama Pref.	312,850	297,020	407,740	358,410	359,200	298,260	409,300	600,500	339,360	352,740	371,650	341,840
Total	5,230,620	5,423,830	6,541,390	6,339,190	6,279,280	5,797,310	6,654,240	7,728,730	5,972,050	6,302,610	6,311,720	6,250,670

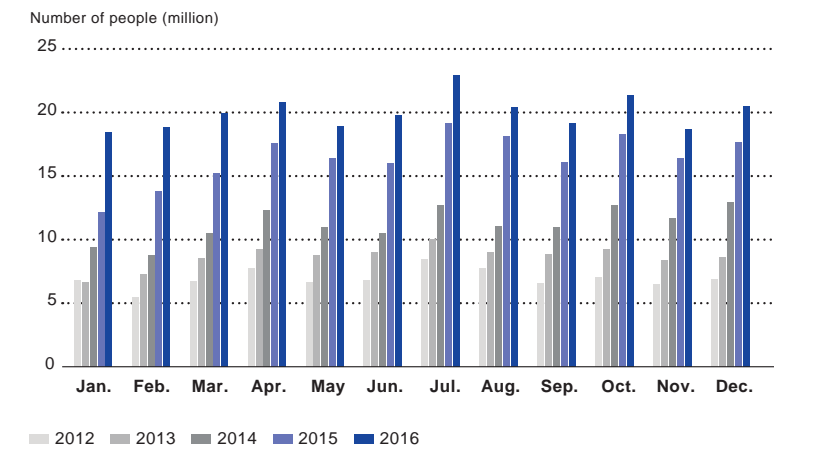
Source: Japan Tourism Agency, Statistics and Survey on Stay Over Trip, from January to December 2016 (preliminary figures for the year)

rest areas cooler.

Thirdly, mist showers will be placed outside. Mist that comes in contact with skin evaporates, thereby lowering body temperature, and it is gentle enough not to get visitor clothing wet.

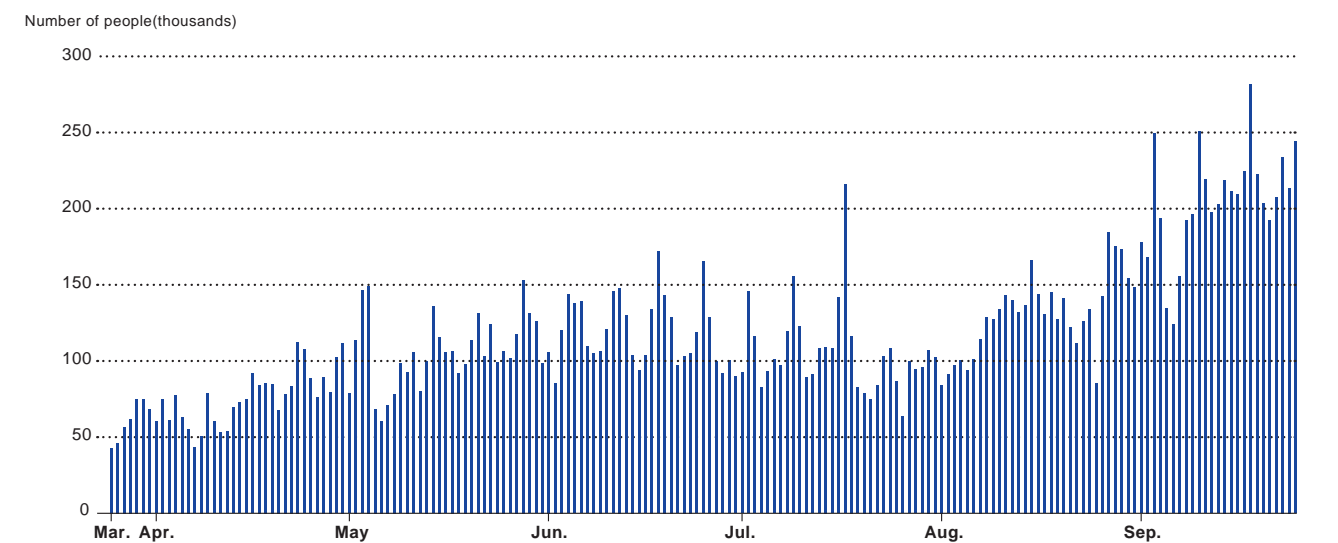
Moreover, to these heat mitigation measures, the venue will marry modern technology with traditional Japanese culture by using pavement material that reduces the reflection of strong sun rays and regularly apply water to the pavement, a traditional Japanese method of cooling called *uchimizu*; placing Japanese-style blinds under the eaves of facilities; creating "green curtains" by planting *goya* (bitter cucumber plants); installing ice pillars; providing crushed ice to visitors; and

Figure 11-6: Foreign Visitors to Japan per Month

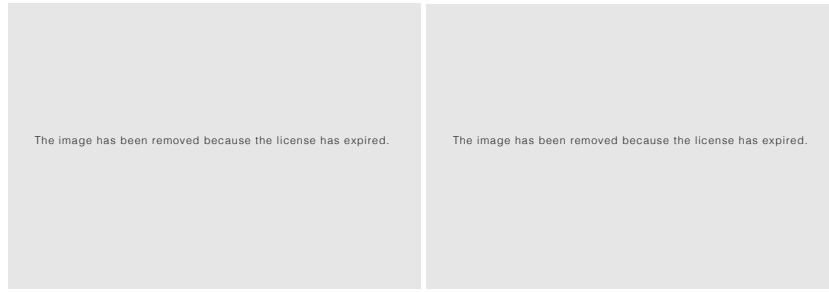


Source: Japan National Tourism Organization (JNTO)

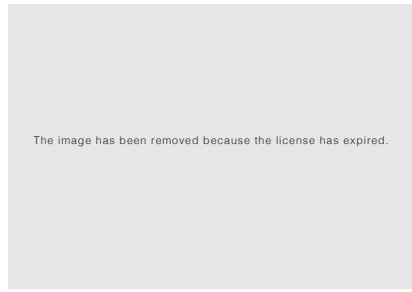
Figure 11-7: EXPO 2005, Aichi, Japan - Number of Visitors per Day



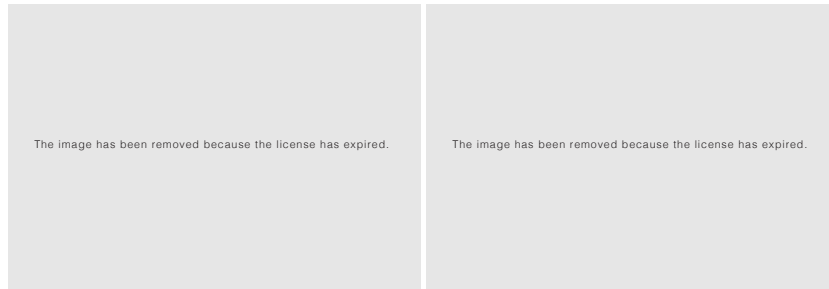
Heat countermeasures - Mist Shower



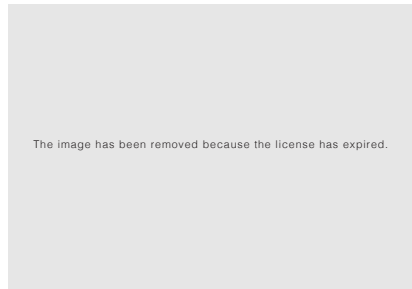
Pergola



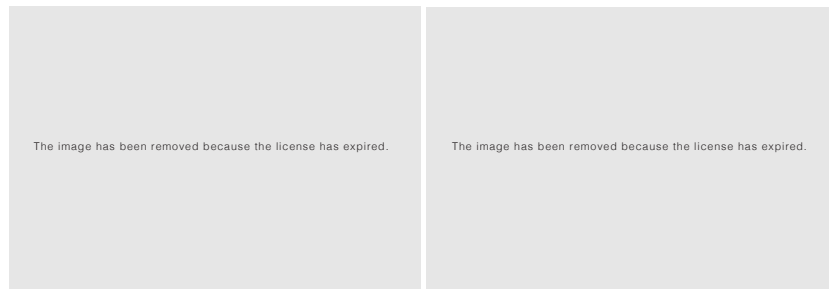
Green Curtains of Plants



Uchimizu



Ice Pillars



Bamboo Shades

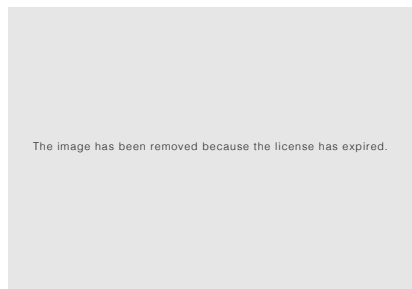
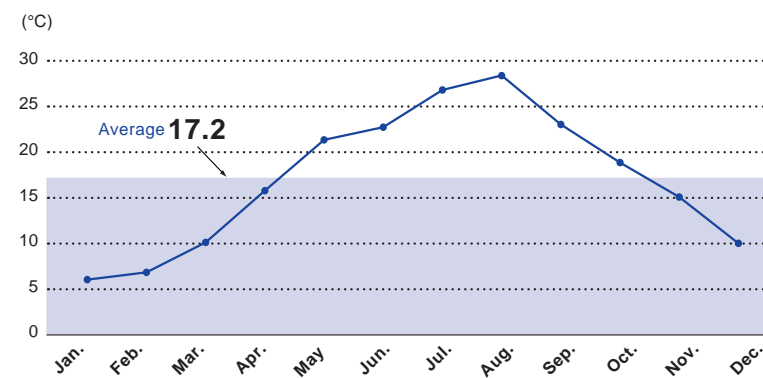


Figure 11-8: Average Temperature for Osaka



Source: Osaka Prefecture, 2016 Statistic Yearbook, average temperature at Regional Weather Station

installing automatic regulators to control ambient temperature and humidity conditions indoors. In addition, wearable devices that check visitors' internal condition will synchronise with climate control apparatuses. We will actively introduce such climate control technology and believe that it will become commonplace in the future.

In preparation for worst-case scenarios, we will situate First Aid stations throughout the venue to ensure that medical support can be mobilised swiftly if necessary.

b) Rain

It is anticipated that the number of visitors will decline by roughly ten percent when it

rains, based on the 2005 Expo benchmark of 98,913 visitors on average on a rainy day versus 112,842 visitors on average on another day with no rain. It is thus expected that we will have a slight decline in the number of visitors during Japan's rainy season, from June to the beginning of July.

As a countermeasure, roofs and awnings will be provided over walkways and rest areas to ensure that visitors enjoy a smooth and dry transition from one building to another even in the event of rain.

c) Typhoons

Sometimes typhoons make landfall in Japan from July to October. With current technology, it is possible to predict precisely the typhoon's direction of travel. As a result, we believe the impact of any typhoon on the operations of the Expo will be minimal. Recently Osaka has not been damaged severely by typhoons. If a large-scale typhoon approaches, we will inform the public about dates and times of pavilion closures in advance. In the unlikely event that visitors become stranded at the Expo venue due to a typhoon, shelter and adequate provisions will be made available to keep everyone safe.

11.D Ethnicity, Language, and Other Connections That Might Encourage Visitation

Japan has established amicable relations with most countries. Economic and cultural exchanges are active, and the number of foreign visitors to Japan has rapidly increased in recent years. We have also established stronger ties with our neighbouring Asian countries.

1) Sharing Cultural Areas and Exchanges

Japanese calligraphy, religion, rice-growing techniques, social systems, and many types of technology trace their roots back to the Asian Continent, and specifically China and the Korean Peninsula, which are located in the same East Asian region as the Japanese archipelago and share a long history of cultural exchange.

The Kansai region was where Japan's capital was located and has long served as the nation's gateway to Asian culture. Approximately 1,400 years ago, envoys were sent from Japan to China to learn about technology and social systems, and Osaka Port came to serve as the hub for those missions.

Approximately 500 years ago, during Japan's Warring States Period, Sakai Port, which neighbours Osaka, became an international trading nexus for Japan, and trade with China and other countries in Asia flourished.

After the 19th century, at the time when Japan was opening up to the world and the

The Kansai region was where Japan's capital was located and has long served as the nation's gateway to Asian culture.

Edo Period was coming to an end, Osaka Port became an international trading port, conducting a high volume of maritime trade with Asian countries.

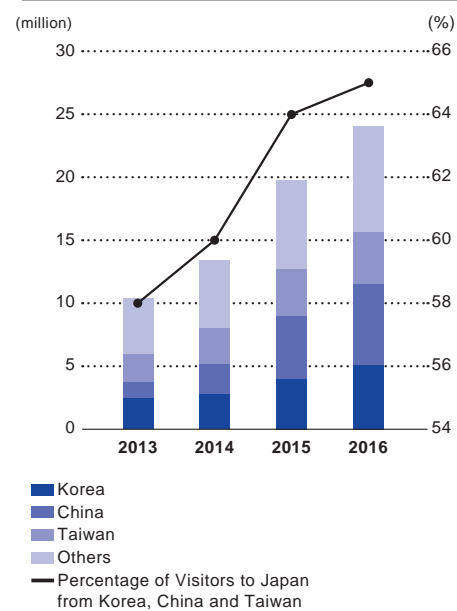
Currently, a large number of flights out of Kansai International Airport connect the city to major airports across Asia, and many visitors from Asia come to visit the entertainment park at Universal Studios Japan. Osaka and the greater Kansai area, which includes Tottori and Tokushima Prefectures, continue to participate in an active cultural exchange with the rest of Asia.

Visitors from East Asian regions comprise the largest proportion of visitors to Japan, and the ratio since 2013 has been trending upwards, reaching 65% of the total in 2016. As stated before, tourism from the Asian continent is growing rapidly relative to visitors from other global regions, and we expect an active exchange with Asian countries to continue into the future.

2) Aviation Network

Kansai International Airport, located in Osaka, operates around the clock on key air routes as an important part of Japan's extensive aviation network. Furthermore, Japan is home to the *shinkansen* bullet train, a high-speed railway network that links up with the major airports around Japan, such as the Chubu Centrair International Airport, Narita International Airport, and Tokyo International

Figure 11-9: Foreign Visitors to Japan from East Asian Regions



Source: based on statistics by Japan National Tourism Organization (JNTO)

Airport. The air and train connections make it easy to access the Kansai region from any major cities.

Kansai International Airport will serve as the primary entry portal for foreign visitors who travel to the Expo. International flights connect Osaka with 82 cities in 24 countries, and there are direct flights to 13 cities inside the country. The number of air passengers passing through Kansai International Airport in 2016 was 25.24 million, of which 12.17 million were foreign nationals, according to data published by Kansai Airport, which operates both Kansai International Airport and Osaka International Airport.

All visitors inspired to visit EXPO 2025

OSAKA, from inside and outside of Japan, will enjoy easy access to the venue.

3) International Economic Exchange

Hanshin Port* is one of the most active trading ports in Japan, with trade amounting to US\$184.54 billion according to 2014 statistics. Exports accounted for US\$85.46 billion, or 12.9% of the national total, and imports accounted for US\$99.08 billion, a 12.7% share. Asia is the largest export destination for goods leaving the port, followed by North America. Asia is the biggest importer of Japanese goods, followed by the Middle East. The value of trade at Hanshin Port has increased steadily since the 2007-2008 global financial crisis, further strengthening Japan's ties with other countries.

* Hanshin Port: The largest harbour in Western Japan, consisting of Osaka Port, Sakai-Senboku Port, Amagasaki-Nishinomiyashiya Port, and Kobe Port.

According to "Foreign Company Trends Survey" published by the Ministry of Economy, Trade and Industry in 2016, more than 300 foreign companies have offices in Osaka and the greater Kansai area, representing the second-largest concentration of foreign offices in Japan after greater Tokyo (see Table 11-7).

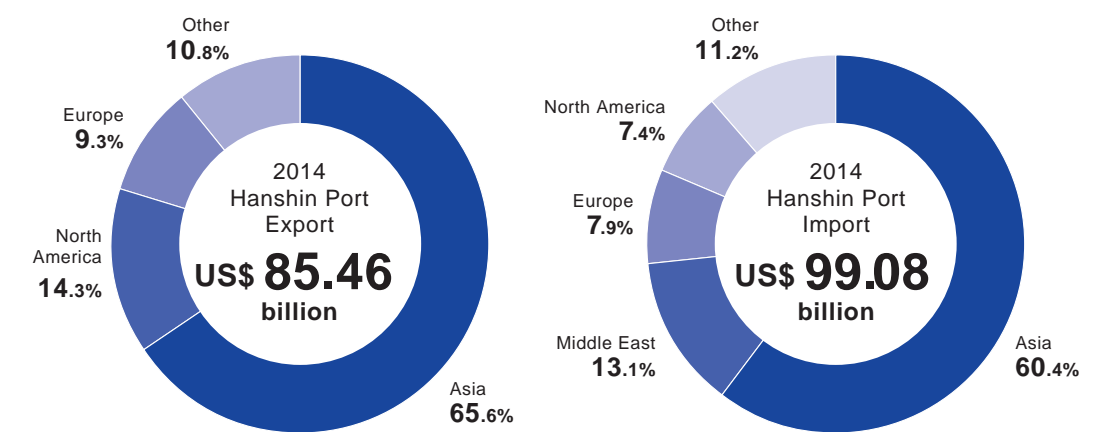
International flights connect Osaka with 82 cities in 24 countries

Table 11-6: Hanshin Port: 2014 the Value of Trade and Share (billion US\$)

	Export value	Import value
Ports in Japan	664.48	780.99
Hanshin Port	85.46	99.08
Share	12.9%	12.7%
Osaka Port	29.66	46.79
Share	4.5%	6.0%

Source: based on data of Osaka Custom and Kobe Custom; Research & Statistic Section, Research Department

Figure 11-10: Hanshin Port: the Value of Trade per Region



Source: Data from Oaka Custom and Kobe Custom

Table 11-7: Foreign Companies in Japan - Top 10 Prefectures

Rank	Prefecture	Number of companies	Shares (%)
1	Tokyo	2,296	67.3
2	Kanagawa	336	9.9
3	Osaka	177	5.2
4	Hyogo	95	2.8
5	Aichi	73	2.1
6	Saitama	69	2.0
7	Chiba	64	1.9
8	Fukuoka	30	0.9
9	Shizuoka	26	0.8
10	Kyoto	20	0.6

* Percentages shown above are based on the total company number of 3,410

The number of foreign residents in Osaka prefecture as of December 31, 2016 was 217,656 people. This number has been on the rise since 2012. The number of foreign residents in Osaka and the greater Kansai area as of December 31, 2016 is 427,453.

4) International Conferences/Conventions

Osaka and the greater Kansai area have hosted many major international conferences, including the Summit of Finance Ministers and the ASEAN Ministers Conference, along with a large number of international exhibitions, and have strong ties with numerous countries around the world. The region is equipped with excellent infrastructure to host large-scale international conferences and conventions, as well as exhibitions. In recent years, the number of international conferences that Osaka has hosted has increased, and this number is expected to increase further as we approach EXPO 2025 OSAKA.

Table 11-8: World Raking - Number of Meetings per City

City	Number of meeting	World rank
— Kansai Region	89	—
1 Tokyo	80	28
2 Kyoto	45	57
3 Fukuoka	30	85
4 Osaka	23	115
5 Yokohama	22	117
6 Sapporo	18	139
7 Nagoya	14	182
8 Kobe	13	191
9 Okinawa	13	191
10 Sendai	9	254
11 Tsukuba	9	254
12 Nara	8	276
13 Chiba	7	301
14 Kanazawa	6	354
15 Kitakyushu	5	N/A

5) Gateway to Other Countries

Osaka is the centre of western Japan—not only economically but also culturally, as many consulates, tourism agencies, international business entities and other international organisations have offices in the Kansai region including Osaka.

Osaka Prefecture has sister-city or friendship-city partnerships with ten cities in nine countries around the world, including Dubai, host city of the World Expo 2020, while Osaka City has eight such partnerships. They allow both the prefecture and the city to enjoy a broad range of exchanges covering many different fields. Across the Kansai region, numerous additional sister-city and friendship-city partnerships are in place, underscoring this area's extensive network of international exchange.

Table 11-9: Sister Cities, Friendship Cities of Major Local Governments in the Kansai Region

Major Local Governments in the Kansai Region	Sister Cities, Friendship Cities
Osaka Prefecture	Queensland (Australia), Shanghai (China), Jiangsu (China), Val-d'Oise (France), Lombardia (Italy), East Jawa (Indonesia), Primorsky area (Russia), Dubai (United Arab Emirates), California (the USA), Ho Chi Minh City (Vietnam)
Osaka City, Osaka Prefecture	Melbourne (Australia), Sao Paulo (Brazil), Shanghai (China), Hamburg (Germany), Milano (Italy), St. Petersburg (Russia), Chicago (the USA), San Francisco (the USA)
Sakai City, Osaka Prefecture	Lianyungang (China), Wellington (New Zealand), Berkeley (the USA)
Kyoto Prefecture	Shaanxi (China), Languedoc-Roussillon (France), the Yogyakarta Special Territory (Indonesia), Leningrad Region (Russia), Edinburgh (the UK), Oklahoma (the USA), Quebec (Canada)
Kyoto City, Kyoto Prefecture	Xi'an (China), Grad Zagreb (Republic of Croatia), Prague (Czech Republic), Paris (France), Cologne (Germany), Florence (Italy), Guadalajara (Mexico), Kiev (Ukraine), Boston (the USA)
Hyogo Prefecture	Western Australia (Australia), Parana (Brazil), Guangdong (China), Hainan (China), Palau (Palau), Khabarovsk Region (Russia), Washington (the USA)
Kobe City, Hyogo Prefecture	Brisbane (Australia), Rio de Janeiro (Brazil), Tianjin (China), Marseille (France), Incheon (South Korea), Riga (Latvia), Barcelona (Spain), Seattle (the USA)
Shiga Prefecture	Rio Grande do Sul (Brazil), Hunan (China), Michigan (the USA)
Otsu City, Shiga Prefecture	Mudanjiang (China), Wurzberg (Germany), Gumi (South Korea), Interlaken (Switzerland), Lansing (the USA)
Nara Prefecture	Shaanxi (China), Chungcheongnam-do (South Korea), Bern (Switzerland)
Nara City, Nara Prefecture	Canberra (Australia), Xi'an (China), Yangzhou (China), Versailles (France), Gyeongju (South Korea), Toledo (Spain)
Wakayama Prefecture	Shandong (China), Pyrenees Orientales (France), Sinaloa (Mexico), Galicia (Spain), Florida (the USA)
Wakayama City, Wakayama Prefecture	Richmond (Canada), Jinan (China), Jeju (South Korea), Bakersfield (the USA)

Strengthening relationship with sister cities / Osaka City's Visit to Deputy Mayor of Chicago (2013)

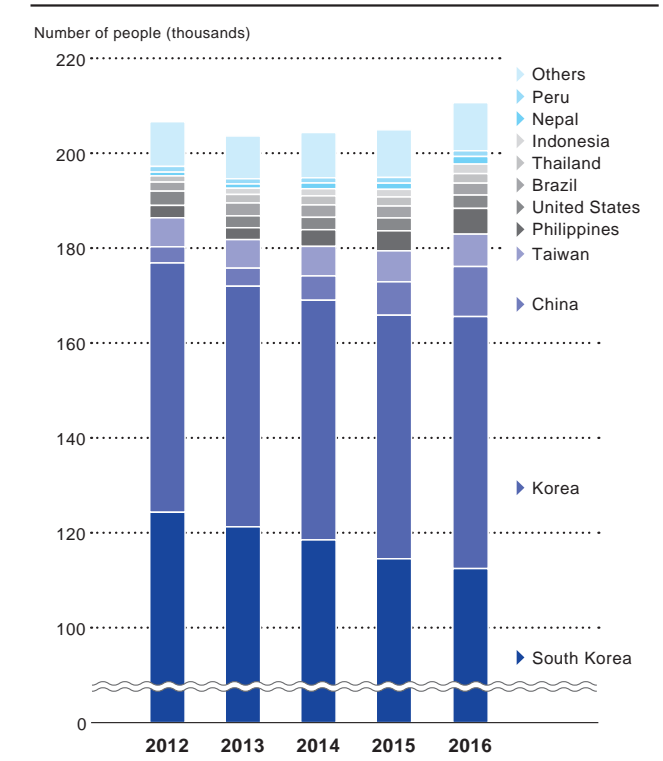


Milan and Osaka City introducing the course of exchange of two cities at Expo 2015 Milano (2015)



Source: Osaka City homepage, Exchange with Sister Cities © City of Osaka

Figure 11-11: Foreign Residents in Osaka - Nationalities and Regions



Source: Statistic of Osaka Prefectural Government

each visitor's stated interests and purposes for visiting the Expo, will be displayed via this app. For repeat visitors, the route and content recommended during the previous visit will be taken into account.

d) Smooth Check-in System for Those Who Arrive via Shuttle Bus

We will consider providing off-site check-in stations in an effort to reduce waiting times to zero at the venue. A system allowing shuttle bus passengers to check in even before boarding the bus will be considered, so that they can pass through admissions without disembarking.

e) Evoking Interest Among the General Public by Creating Synergy with Local Events

We will host pre-opening events, starting seven years prior to the Grand Opening, as part of our seven-year-project to drum up

public enthusiasm (see Chapter 7). Offering various types of events at numerous locations, especially within Osaka and the greater Kansai area, will heighten the gen-

eral public's desire to visit the Expo. Synergy with other local events throughout Japan will also motivate people to visit.

The organiser will work with local governments in Osaka and the greater Kansai area, and with the Union of Kansai Governments, to boost visitation. Travel agencies will develop packages that include EXPO 2025 OSAKA and other events throughout the area, giving visitors a well-rounded experience.

f) Virtual Visitors

For those unable to physically visit the Expo, a virtual reality (VR) program will provide a similar experience. Refer to Chapter 7 and 9 for details on visiting the Expo via VR and the Internet.

g) Ticketing Plan

The entrance fee at EXPO 2025 OSAKA will be set at a reasonable price compared with other major events in Japan, with the expectation that this will encourage domestic and international travellers to visit repeatedly.

Smartphones and other mobile devices will be used to purchase tickets in advance, facilitating ticketless admission and easy entry into the venue.

Advance tickets will be sold at a discounted price. In consideration of the

Expo's successful advance ticketing plan, we will coordinate our communications activities to develop an effective ticket sales strategy.

We will seek to spread out visitation during peak times, for example by offering different ticket types, evening discounts, weekday discounts, and multi-day passports. Furthermore, we'll look at offering date-designated-tickets that combine Expo entry with visits to nearby festivals and events in the Kansai region in order to attract more visitors (see Chapter 13).

by providing round-trip tours that combine Expo entry with visitation of local festivals and events.

See Table 11-12 for a partial list of festivals, seasonal events, and holidays in Osaka and the greater Kansai area.

Japan has a festival culture. Innumerable festivals will be held in Osaka and the greater Kansai area throughout the Expo period, and we will connect affiliate events with the venue via telecommunications devices. There are many Japanese national holidays during this time as well, and these will be celebrating at the Expo to promote cultural exchange with participating countries and organisations.

For those unable to physically visit the Expo, a virtual reality (VR) program will provide a similar experience.

11.F Celebrations, Annual or Special Attractions, and Events

1) Events Prior to Grand Opening

Promotion of EXPO 2025 OSAKA, KANSAI, JAPAN has already started—even though the host country has yet to be announced. We will plan to hold related events and symposia. By providing as many special events and festivals as possible to arouse interest and attract as many visitors as possible to the Expo, we will accelerate momentum for the Expo together with people all over the world. Visitors will have the opportunity to witness various local Japanese festivals in the vicinity of the Expo.

2) Festivals, Seasonal Events, and Holidays in the Kansai Region

Some festivals and seasonal events will overlap with the period of the Expo. This will help us attract even more visitors and also give us the ability to distribute peak visitation

Table 11-11: Ticket Price of Major Large-scale Events and Theme Parks

Event	Outline of the event	Ticket price (US\$)	Type of ticket
Summer Sonic (event)	One of the largest music festivals in Japan	127.27	One day ticket, usual price
Universal Studio Japan (theme park)	Movie-themed park located in Osaka City	69.06	One Day Studio Pass (adult)
Tokyo Disneyland (theme park)	Disney themed park near Tokyo	67.27	One-day Passport (adult)

Table 11-12: Major Festivals and Annual Events in the greater Kansai area during the Expo

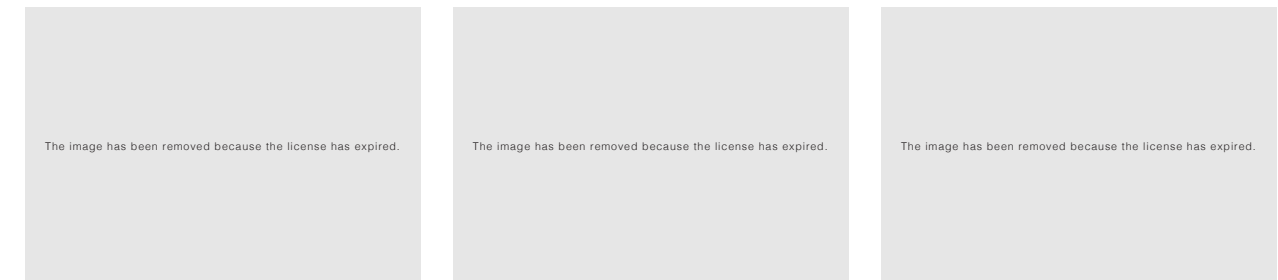
Major Annual Events	Dates	Major Annual Events	Dates
1 Kobe Matsuri	May	16 Naruto Awa Odori	August
2 Kyoto Takigi-Noh	June	17 Daimonji Okuribi	August
3 Aizen Matsuri	June	18 Kyo no Tanabata	August
4 Naniwa Yodogawa Fireworks Festival	August	19 Hokuiei Sakyu Matsuri	August
5 Kobe Port Marine Fireworks Festival	August	20 Kangetsu-kai	September 27
6 National High School Baseball Tournament (Koshien)	August	21 Sakai Festival	October
7 Daigoji Manto Kuyo-e	August	22 Osaka Marathon	October
8 Shitenno-ji Ten Thousand Lights Memorial Service	August	23 Uji Tea Festival	October
9 PL Fireworks	August	24 Nara Deer Antler Cutting Ceremony	October
10 Lake Biwa Great Fireworks Festival	August	25 Public Opening of the Kyoto Imperial Palace in autumn	October to
11 Nara Tokae Lantern Festival	August	26 Kansai Culture Day	November
12 Kiyomizu-dera Special Night Viewing	August	27 Kyokusui no Utage	November
13 Kasuga Taisha Chugen Mantoro Lantern Festival	August	28 Nagaokakyo Garasha Matsuri	November
14 Kobe Seaside Bon Dance Event	August		
15 Awa Odori Dance Festival	August		

Major Annual Events	Dates
29 Himeji Castle Festival	May
30 Kyoto's Aoi Matsuri	May 17
31 Kifune Matsuri	June
32 Yasaka Shrine Rei-sai	June 15
33 Gion Matsuri	July 1 to 31
34 Tenjin Matsuri	July 24 and 25
35 Nachi Fire Matsuri	July 14
36 Sumiyoshi Summer Festival	July
37 Motomiya Festival at Fushimi Inari	July
38 Kishiwada Danjiri Matsuri	September and October
39 Nishinomiya Matsuri	September
40 Jidai Matsuri	October
41 Yuki Shrine Kurama Fire Festival	October

National Holiday, long holidays	Dates
Golden Week	End of April / beginning of May
Ocean Day	Third Monday in July
Summer holidays	Around mid July to August
Mountain Day	August 11
Respect for the Aged Day	Third Monday of September
Autumnal Equinox Day	Third Monday oin September
Health-Sports Day	Second Monday in October
Culture Day	November 3



Kishiwada Danjiri Matsuri / Gion Matsuri / Tenjin Matsuri



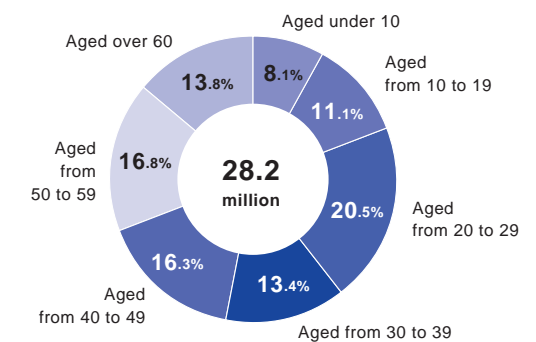
11.G Anticipated Type of Visitor: Casual, Family Tourist, or Theme-Motivated

As stated earlier, we expect approximately 28 million visitors during the six-month period of EXPO 2025 OSAKA, KANSAI, JAPAN. Most of the domestic visitors— 15.6 million of them—will come from the Kansai Region, and 3.5 million foreign visitors are also expected to attend.

1) Breakdown of Visitors

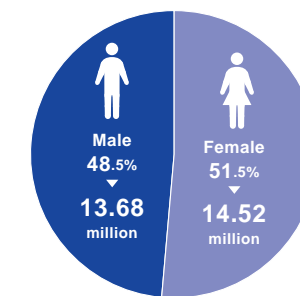
Based on ticket sales for the International Garden and Greenery Exposition, which was held in Osaka, we have estimated the proportion of visitors per age category and by gender, as shown in Figure 11-12 and 13. We have also estimated the proportion of single-day visitors and overnight visitors, based on the analysis of attendance data from the EXPO 2005, Aichi, as shown in Figure 11-14.

Figure 11-12: Projected Number of Visitors per Age Category



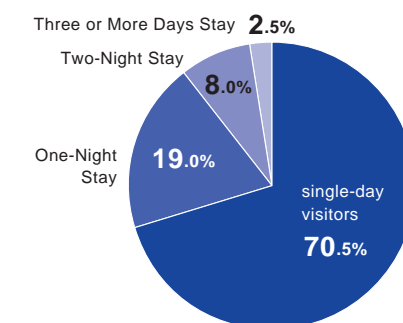
Source: projected based on the data of the International Garden and Greenery Exposition, held in Osaka in 1990

Figure 11-13: Projected Number of Visitors by Gender



Source: projected based on the data of the International Garden and Greenery Exposition, held in Osaka in 1990

Figure 11-14: Single-day and Overnight Visitors To the Expo



Note: Figures above were calculated based on EXPO 2005, Aichi numbers.

11.H
Studies and Polls to Refine the Projected Number of Visitors

EXPO 2025 OSAKA is estimated to attract about 28 million visitors. Data that was used to estimate this number are described below. A more detailed visitor projection will be conducted using questionnaire surveys and other methods, in order to ensure adequate preparation transportation, accommodation, and ticket sales.

1) Population and Target Markets

a) Population in Japan and other countries

The population of Japan in 2017 stands at 126.79 million, according to the final estimates by the Ministry of Internal Affairs and Communications' Statistics Bureau.

According to a 2015 UN report, Japan ranks as the tenth most populated country, with 127 million, behind China (1,397 million), India (1,309 million), the United States of America (319 million), Indonesia (258 million), Brazil (205 million), Pakistan (189 million), Nigeria (181 million), Bangladesh (161 million), and Russia (143 million).

Japan is adjacent to China and its population of over 1 billion people, providing a sizeable advantage in terms of attracting visitors to the Expo.

b) Geographical Distribution of Population of Japan

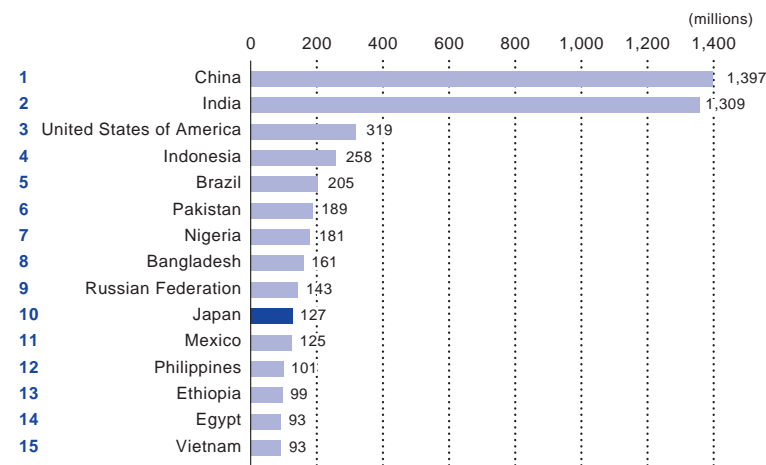
In 2015, 59% of the total population in Japan resided in its three major metropolitan areas, while 41% resided elsewhere.

Osaka is located in one of these three major metropolitan areas, and being the core city of the Kansai region, it is easily accessible by *shinkansen* bullet trains and by air from other metropolitan areas. This is another advantage in terms of driving visitors to the Expo.

c) Population of the Kansai Region

Kansai holds a population of 20.7 million. Osaka Prefecture, located in the Kansai region, has a population of 8.84 million, and Osaka City, where the Expo will be held, is home to 2.69 million people. We expect to drive more local visitors to the Expo by providing a ticket option that encourages repeat visitation.

Figure 11-15: Total Population - Both Sexes (million) UNITED NATIONS (2015)



Source: World population Prospects 2017

11.I
Price of Tickets, Size of Site, and Accommodation and Transportation Facilities

Based on the aforementioned visitor projections, a set of plans for ticketing, accommodation, and transportation have been developed. They are as follows.

1) Admission Ticket Sales Plan

Details of the admission ticket sales plan can be found in Chapter 13. The price point stipulated in Chapter 13 is quite low compared with other major events and theme parks in Japan, and therefore it will be viewed favourably by the Japanese populace, because of its affordability.

Various types of tickets will be offered on the Expo's official website, and we are confident that the price points listed will be attractive enough for people to visit multiple times.

We will consider providing ticket booths at travel agencies, train stations, bookstores, local department stores, and local government offices in Japan for visitors who are unable to use or access the Internet. We will also explore options such as commissioning national flag carriers to help with ticket sales in developing countries.

Ticket sales will be conducted at two different times—advanced sales prior to the opening, and regular admission sales during the operation of the Expo. We would like to develop a strategy that will allow us to bring 50% of the estimated approximately 28 million visitors in an advanced ticket plan. Advance tickets will

be offered at a discount to tickets sold during the operation of the Expo.

2) Accommodation Plan

Accommodation plan details are stipulated in Chapter 12.

Prior to submitting a bid for the Expo, we conducted research to determine if currently available accommodation in the vicinity of the venue would be sufficient to handle the expected number of visitors. As a result, we can confidently state that the capacity is even greater than the anticipated demand.

The capacity of accommodation facilities in the Kansai region stands at 341 thousand customers per day. In addition, capacity is expected to increase by 23 thousand persons with the planned construction of new hotels.

Thus, the available local accommodation by 2025 should be able to handle 365 thousand persons per night. We estimate that 110 thousand Expo visitors will require accommodation during the peak times. The demand for accommodation in Kansai outside of that driven by the Expo is estimated at 254 thousand people per night, and this is based on government targets for increased foreign tourism. Therefore, total demand for accommodation in the Kansai region will be 364 thousand persons per day, which is a thousand less than full capacity. In addition, accommodation is also available in areas adjacent to Kansai, such as in the Chubu, Chugoku and Shikoku regions. Also new lodging facilities are expected to be built by the time the Expo opens, and accommodation other than conventional hotels and lodging are gaining in popularity. Taken together, it

is clear that capacity will be sufficient, with enough of a buffer even if demand exceeds estimates.

3) Transportation Plan

Transportation plan details are stipulated in Chapter 8.

We are developing a transportation plan to deliver people to and from the event comfortably, based on an estimated 285 thousand daily visitors, with peak arrivals at 59 thousand and peak egress of 55 thousand. A transportation-sharing rate per type of transportation system has been defined to expeditiously transport about 28 million people.

The three airports in Kansai, the Kansai International Airport, Osaka International Airport, and Kobe Airport, as well as the Tokaido and Sanyo *shinkansen* bullet trains, the Meishin Expressway, and the Chugoku Expressway provide numerous convenient access routes into Osaka. Railways and roadways that interconnect with the transportation system in the vicinity of the Expo venue will be bolstered. There are plans for an extension of the Osaka City Subway Chuo Line (the Hokko Technoport Line) and a road widening from four to six lanes on Yumeshima Island, where the Expo will be held. With highly advanced technology and operational management, railway systems in Japan are the world's safest, most efficient, most convenient, and most punctual. By giving precise guidance to Expo visitors, we believe all issues related to transportation can be proactively resolved.



The image has been removed because the license has expired.

The background of the slide is a complex, abstract geometric pattern composed of numerous irregular polygons in various colors. The colors include shades of brown, blue, green, pink, orange, purple, and teal. The polygons are arranged in a way that creates a sense of depth and movement, with some shapes appearing to overlap others. The overall effect is a vibrant and modern aesthetic.

Chapter 12

THE ACCOMMODATION PLAN FOR VISITORS AND PARTICIPANTS

ACCOMMODATING EVERYONE

We've analysed the expected visitor load and calculated that the Kansai region's official accommodation channels alone can handle it.

REASONABLE PRICES WITH TOP QUALITY

The options should cater to all budgets and offer excellent stay experiences. We expect the rates to remain reasonable as a result of competition in the market.

ACCOMMODATIONS FOR PARTICIPANTS

Participants may stay in the Expo Village, where they can experience Japanese customs & culture. What's more, shuttle bus services between the venue will be offered.

THE ACCOMMODATION PLAN FOR VISITORS AND PARTICIPANTS

In Japan, we have a wealth of accommodation facilities of various kinds. From hot spring resorts to bed & breakfast style *ryokans*, Japan is more than adequately equipped to accommodate visitors and participants of EXPO 2025 OSAKA.

Accommodation Plan for Visitors

- We can accommodate the peak daily demand, which is estimated to hit 364 thousand people per day.
- We will have 365 thousand beds in 2025 in the Kansai region, considering existing beds combined with number of beds in hotels due for completion before 2025.
- We have a more than sufficient capacity; in adjacent regions, planned construction, *minpaku*(private house-sharing services), and hotels on ships.
- The average room rate is around ¥5,000 to ¥22,000, depending on types of facilities, rooms, etc.
- Lodging facilities, tourist spots, restaurants and shops in Japan provide guests with high-quality service refined by the *Omotenashi* Standard Certification scheme.

Accommodation Plan for Participants

- We plan to secure public and private accommodations for participants, called EXPO VILLAGE, in the neighbouring area to the Expo site.
- They will have the chance to be exposed to Japanese customs and culture there, and they will be entertained by plenty of rich food culture and historical experiences on offer in Osaka, Kansai during their stay.
- We will consider introducing support services to assist foreign visitors' stays in Japan; such as help lines, volunteer staff to provide on-hand support, and multiple languages services.

Transportation between Accommodation Facilities and Expo Site

- We will provide various easy-to-use transport options for visitors and long-term foreign participants such as railways, subways and shuttle bus services.
- The organiser will run a complimentary shuttle bus exclusively for foreign participants.

THE ACCOMMODATION PLAN FOR VISITORS AND PARTICIPANTS

12.A Accommodation Plan for Visitors

1) Overview

The majority of visitors to EXPO 2025 OSAKA from outside of the country, as well as a number of domestic visitors, are expected to use accommodation facilities in Osaka and the neighbouring prefectures. In

Japan, we have a wealth of accommodation facilities of various kinds, which can be used by tourists and business travellers alike. Plans are also in place to develop new accommodation facilities in anticipation of a further increase in the number of tourists in the coming years.

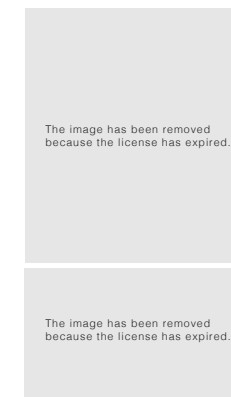
a) Accommodation Facilities in Japan

Below is a list of the different types of facilities in the country.

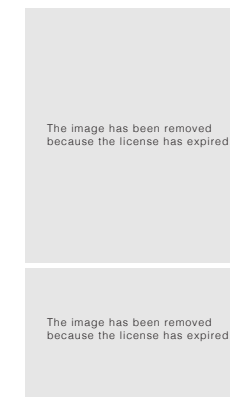
Table 12-1: Accommodation facilities in Japan

Facility type	Guest room type	Per room capacity	Services and facilities	
1. Resort hotels	Western or Western-Japanese style hotels for guests staying for sightseeing or relaxation purpose; usually located in a resort area away from city; spacious guest rooms, high standards food and services.	Mainly twin, or double-bedded Western style rooms. Room rates are varied depending on the room type, size, floor and scenery from the room.	Two to four	Multiple restaurants, relaxation facilities, spa, pool, various activities, wedding service and convention hall.
2. City hotels (Hotels in center of cities)	Located in convenient area like in downtown or near station; larger guest rooms, greater banquet and services compared to business hotels.	Mainly single, twin, double-bedded Western style rooms. Some has Japanese rooms with about four guest capacity.	One to four	Multiple restaurants, business center service, wedding and banquet rooms
3. Business hotels (Budget hotels for business purpose)	These hotels primarily cater to business travellers and usually located in downtown or business districts; simple and compact guest rooms with affordable rates.	Mainly single or twin bedded Western style rooms	One to two	Café, big baths, spas and multipurpose meeting rooms.
4. Ryokan (Japanese style Inn)	<i>Ryokan</i> is a Japanese style travel accommodation where guests can fully enjoy traditional Japanese culture, such as rooms with <i>tatami</i> mats, <i>washoku</i> (Japanese cuisine), <i>yukata</i> (casual summer kimono), and big bath. You can stay there as a group depending on the size of the guest room.	Mainly 10 <i>tatami</i> mat size. Some of them have Western Japanese style or Western style rooms with twin beds.	Two to six	Hot spring (big bath, outdoor bath), restaurants, café, kiosk, swimming pools and banquet rooms
5. Private lodging (Minpaku)	Renting out private lodging to individuals or groups; guests can enjoy Japanese life style such as futon (Japanese traditional bedding), Japanese bath and Japanese home cooked dishes depending on the terms	Variety of types; rooms of houses or apartments, residential houses; rental day limit per year	One to six; more than six in some cases of whole residential house rent	Cultural experience, taking shoes off indoors, <i>tatami</i> mat rooms, futon, Japanese baths and Japanese home cooked dishes
6. Cruise ship hotels	Large-sized cruise ships or ferries as accommodation facilities. People can forget a daily life through special experience on a ship.	Mainly twin, or double-bedded Western style rooms. Room rates are varied depending on the room size and floor.	Two to four	Scenery from the ship, restaurants, entertainments, attractions, swimming pools

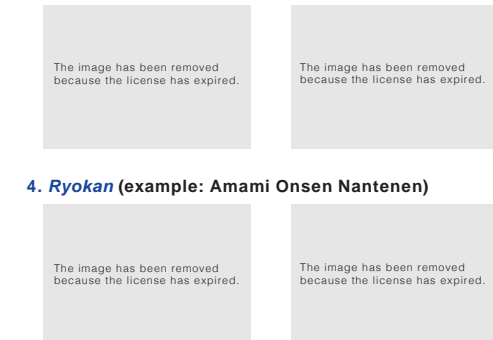
1. Resort hotel (example: Hotel Keihan Universal Tower)



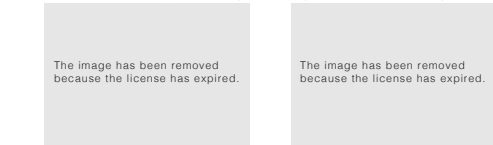
2. City hotel (example: RIHGA Royal Hotel)



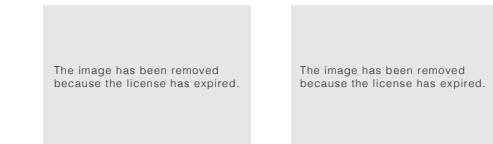
3. Business hotel (example: Comfort Hotel Osaka Shinsaibashi)



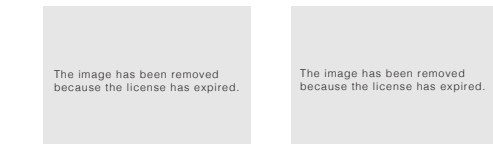
Visitors to Japan enjoy hot springs, wearing yukata, and sleeping on a futon



4. Ryokan (example: Amami Onsen Nantenen)



5. Minpaku (example: a minpaku in Osaka city)



6. Ship cabin (example: HAMANAS, AKASHIA)

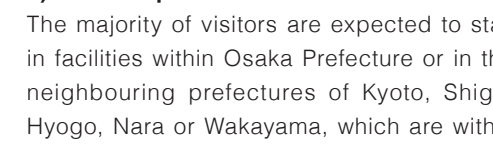


Figure12-1: Regions adjacent to Kansai: Chubu, Chugoku, and Shikoku



Figure12-2: Key Transport Hubs in Osaka City



Table 12-2: Travel time from major cities to the Expo site (Cosmo Square station*)

Expo Venue Nearby 6 Prefectures	Chubu, Chugoku & Shikoku regions
40min ride from Shin-Osaka Sta.	1h40min ride from Nagoya Sta. (via Shin-Osaka Sta.)
1h ride from Kyoto Sta. (via Osaka Sta.)	2h ride from Tsu Sta. (via Namba Sta.)
1h20min ride from Otsu Sta. (via Osaka Sta.)	2h10min ride from Gifu Sta. (via Shin-Osaka Sta.)
1h ride from Kobe Sta. (via Osaka Sta.)	3h ride from Tokushima Sta. (by highway express bus)
1h10min ride from Nara Sta. (via Bentecho Sta. on Subway Chuo Line)	2h40min ride from Takamatsu Sta. (via Shin-Osaka Sta.)
1h20min ride from Wakayama Sta. (via Tennoji Sta.)	3h30min ride from Tottori Sta. (via Shin-Osaka Sta.)
	1h30min ride from Okayama Sta. (via Shin-Osaka Sta.)

*The distance between Cosmosquare station and the venue is about 2 km (plan to extend the subway line as access to Yumeshima Island is underway)

b) Areas Expected to House Visitors

The majority of visitors are expected to stay in facilities within Osaka Prefecture or in the neighbouring prefectures of Kyoto, Shiga, Hyogo, Nara or Wakayama, which are within about a one-hour ride away by regular public transport, such as commuter railway and metro.

In addition, major cities in the regions of Chubu, Chugoku and Shikoku have convenient access to the Expo site, with travel times in the range of one to three hours on public transport, which includes the *shinkansen* bullet train and highway buses. Therefore, some visitors may choose to stay at facilities in those areas that are further out and make day trips to the Expo.

Table 12-3: Accommodation facilities in Japan

	Accommodation type	Annual no. of rooms occupied [A]	Occupancy rate (%) [B]	Annual no. of rooms available [C]=[A]/[B]	Capacity (guests/room) The number in the brackets shows the average of all accommodation types. [D]	Annual capacity (total no. of guests) [E]=[C]x[D]	Daily capacity (total no. of guests) [F]=[E]/365
Shiga Prefecture	Resort hotels	420,760	58.2	722,955	3.09	2,233,931	6,120
	City hotels	317,170	69.6	455,704	2.45	1,116,475	3,059
	Business hotels	2,029,000	74.9	2,708,945	1.65	4,469,759	12,246
	Japanese - style inns	281,540	32.5	866,277	3.80	3,291,853	9,019
	Total			4,753,881		[2.34] 11,112,018	30,444
Kyoto Prefecture	Resort hotels	301,990	53.0	569,792	2.78	1,584,022	4,340
	City hotels	3,198,700	85.7	3,732,439	1.99	7,427,554	20,349
	Business hotels	4,339,020	83.2	5,215,168	1.50	7,822,752	21,432
	Japanese - style inns	1,352,960	49.3	2,744,341	3.98	10,922,477	29,925
	Total			12,261,740		[2.26] 27,756,805	76,046
Osaka Prefecture	Resort hotels	911,380	89.8	1,014,900	3.19	3,237,531	8,870
	City hotels	6,296,120	86.8	7,253,594	1.65	11,968,430	32,790
	Business hotels	11,827,310	86.8	13,625,933	1.43	19,485,084	53,384
	Japanese - style inns	232,000	50.5	459,406	3.84	1,764,119	4,833
	Total			22,353,833		[1.63] 36,455,164	99,877
Hyogo Prefecture	Resort hotels	756,950	58.8	1,287,330	3.36	4,325,429	11,850
	City hotels	1,615,140	80.2	2,013,890	1.85	3,725,697	10,207
	Business hotels	3,878,810	80.8	4,800,507	1.38	6,624,700	18,150
	Japanese - style inns	1,389,140	36.2	3,837,403	3.91	15,004,246	41,108
	Total			11,939,130		[2.49] 29,680,072	81,315
Nara Prefecture	Resort hotels	118,450	73.4	161,376	2.47	398,599	1,092
	City hotels	261,560	77.5	337,497	2.06	695,244	1,905
	Business hotels	402,650	68.2	590,396	1.58	932,826	2,556
	Japanese - style inns	270,110	29.0	931,414	4.67	4,349,703	11,917
	Total			2,020,683		[3.16] 6,376,372	17,470
Wakayama Prefecture	Resort hotels	465,970	54.5	854,991	3.35	2,864,220	7,847
	City hotels	136,480	71.8	190,084	1.52	288,928	792
	Business hotels	802,960	64.4	1,246,832	1.52	1,895,185	5,192
	Japanese - style inns	855,910	40.9	2,092,689	3.90	8,161,487	22,360
	Total			4,384,596		[3.01] 13,209,820	36,191
Total					124,590,251	341,343	

Source: Statistical Survey on Overnight Travel (2015)

*The number of guests per room was calculated based on the Statistical Survey on Overnight Travel (2015).

Table 12-4: Hotels currently scheduled for construction (expected completion by 2025)

	Projected no. of rooms	Capacity (guests/room)	Capacity (total no. of guests)
Kyoto Prefecture	3,605	2.26	8,147
Osaka Prefecture	7,707	1.63	12,562
Hyogo Prefecture	606	2.49	1,509
Nara Prefecture	288	3.16	910
Wakayama Prefecture	122	3.01	367
Total	12,328		23,495

*Survey by Osaka Prefecture (based exclusively on data of facilities planning on offering more than 100 guestrooms, as stated on various websites and newspapers)
Capacity(guests/room) uses average no. of guests for all types of accommodation, as per the Statistical Survey on Overnight Travel (2015).

2) Ample Accommodation Capacity

Our provisional calculations have confirmed that facilities across the six prefectures of the Kansai region have a more than sufficient capacity to accommodate the anticipated visitor numbers for the EXPO 2025 OSAKA. Our calculations include beds at resort hotels, city hotels, business hotels and *ryokan* (traditional Japanese-style inns), which are the four most commonly used types of accommodation in the country. Our estimates

Table 12-5: Breakdown of visitors to EXPO 2025 OSAKA

	Expo 2005 Aichi 2005 (thousand)	Estimation for 2025 Japan World Expo Total visitors (thousand)	No. of day visitors during peak period (thousand/day)
Visitors	22,050	28,200	285
No. of foreign visitors	840 3.8%	3,500 12.4%	35 (A) 12.4%
Other than above	21,210 96.2%	24,700 87.6%	250 (B) 87.6%

are based on the capacity of those types of accommodation across the six prefectures of Osaka, Kyoto, Shiga, Hyogo, Nara and Wakayama.

In addition, there are accommodation options via private homes that also take in visitors (a type of facility known as *minpaku*). There are further bed spaces available on boats and ships, and we can also rely on accommodation options in areas adjacent to the six prefectures of Kansai, such as in the major cities of the Chubu, Chugoku, and Shikoku regions. Therefore, it is safe to say that there is more than sufficient capacity to accommodate all visitors, even if the actual number exceeds our forecasts.

a) Capacity Calculations

According to a travel and accommodation survey conducted in 2015, the four common types of facilities in the six prefectures of Kansai were capable of accommodating up to 341 thousand people per day.

There are plans to build new hotels in the region, which would bolster capacity by 23 thousand persons per day by the year 2025. So, when taken altogether, the area should be able to accommodate approximately 365 thousand people per day by 2025.

b) Accommodation Demand Forecasts

First, let's look at the accommodation demand calculations for the EXPO 2025 OSAKA.

Based on an anticipated 28.2 million visitors to the Expo (of which approx. 24.7 million would be domestic), we have calculated that the peak periods would see 285 thousand visitors per day. This estimate is based on the average number of visitors during

the busiest 10% of days at the EXPO 2005, Aichi. We divided that average by the total number of visitors to the Expo in Aichi, and then multiplied the result by 28.2 million (see Chapter 8 for further details).

We are working on the assumption that all foreign visitors and 30% of domestic visitors will need accommodation. These percentages are also based on the experience of the EXPO 2005, Aichi. Thus, we can estimate that the number of visitors that will need accommodation should be approximately 110 thousand people per day. *110thousand = 35 thousand (A) + 30% × 250 thousand (B) [(A), (B): see Table 12-5]

Next, let us consider local demand for accommodation in 2025 outside of the Expo. With the coming Tokyo Olympic and Paralympic Games in 2020, the Japanese government anticipates a further increase in the number of foreign tourists to Japan. The government's goal is to attract 40 million foreign tourists a year by 2020, and 60 million tourists by 2030. Based on these numbers, we can expect that 50 million foreign visitors will come to Japan in 2025, the year of the Expo.

The government has also made a projection for the total number of nights foreign visitors will likely spend at Japanese accommodation facilities in the years 2020 and 2030. Based on those numbers, we estimate that the number of nights international visitors spend in Japan in 2025 will be around 178.34 million (see Table 12-7 on the next page).

Assuming that the ratio of nights foreign visitors spend in Kansai, out of a total number

By the year 2025 the accommodation capacity in the six prefectures of Kansai will reach

365
thousand

Table 12-6: Total number of hotel guests: 2020 and 2030 target by the Government of Japan and 2025 estimate (Unit: Ten thousand visitors/year)

	2020 (Government's target)	2025 (estimate)	2030 (Government's target)
No. of foreign tourists to Japan	4,000	5,000	6,000
Total no. of foreign overnight guests (nationwide)	14,000	17,834	21,667
Total no. of foreign overnight guests (Three major metropolitan areas [detail below])	7,000	7,834	8,667
Total no. of foreign overnight guests (Local areas other than three major metropolitan areas)	7,000	10,000	13,000

*Source: (Government's target) = The Development of a Tourism Vision to Support the Future of Japan (March 30, 2016)

Table 12-7: Estimated accommodation demand for 2025

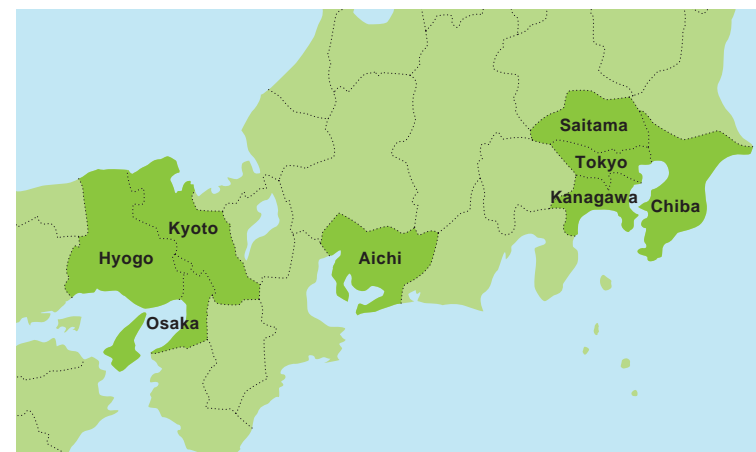
Total number of guests for 2015 and 2025

	2015 (number of total guests)			2025 (number of total guests)	
	Total guests	Including total domestic guests [A]	Including total foreign guests [B]	Including total foreign guests [C]	Total guests assuming the number of domestic guests unchanged from 2015 [A]+[C]
Year total	504,078,380	438,463,780	65,614,600	178,340,000	616,803,780
Three major metropolitan areas	184,465,320	143,990,810	40,474,510*1	78,340,000*3	222,330,810
Local areas other than three major metropolitan areas	319,613,060	294,472,970	25,140,090*2	100,000,000*4	394,472,970

	2015 (number of total guests)			2025 (number of total guests)	
	Total guests	Including total domestic guests [A]	Including total foreign guests [B]	Including total foreign guests [C]=*1*1x[B](inside metropolitan) *4/*2x[B](outside metropolitan)	Total guests assuming the number of domestic guests unchanged from 2015 [A]+[C]
Osaka Prefecture	30,366,080	21,400,410	8,965,670	17,353,406	38,753,816
Kyoto Prefecture	18,255,030	13,676,360	4,578,670	8,862,195	22,538,555
Hyogo Prefecture	14,163,920	12,956,900	1,207,020	2,336,235	15,293,135
Nara Prefecture	2,552,560	2,293,960	258,600	1,028,636	3,322,596
Wakayama Prefecture	4,736,400	4,301,770	434,630	1,728,832	6,030,602
Shiga Prefecture	5,393,240	4,915,990	477,250	1,898,362	6,814,352
Total 6 prefectures	75,467,230	59,545,390	15,921,840	33,207,666	92,753,056

Source: Number of guests from 2015 Accommodation Survey by Japan Tourism Agency
Number of foreign visitors for 2015 by Japan National Tourism Organization (JNTO)

Three major metropolitan areas of Japan



spent in Japan, does not change by 2025, we can estimate that overseas travellers will account for 33.2 million nights in the six Kansai prefectures.

Also, assuming that the number of guest nights spent by Japanese domestic travellers in 2025 is unchanged from 2015, and taking into consideration the stagnating population trend of recent years, the estimated number of guest nights spent by Japanese visitors in the six prefectures of Kansai can be estimated at 59.4 million.

Adding up these numbers, the total guest nights in 2025 for the six prefectures of Kansai can be estimated at 92.8 million. This allows us to estimate the average daily occupancy demand in the Kansai region at 254 thousand beds, of which 91 thousand will be from international visitors.

Thus, during the period of the EXPO 2025 OSAKA we forecast that the six prefectures of Kansai will play host to approximately 364 thousand people (110 thousand visitors for

Table 12-8: Projected total room capacity in Chubu, Chuoku and Shikoku regions

	Annual no. of rooms occupied	Occupancy rate (%)	No. of guests per room	Annual no. of vacant rooms	Projected capacity (guests/room)	Daily capacity (total no. of guests)
Aichi Prefecture	12,386,920	71.2	1.3	5,010,440	2.0	27,454
Gifu Prefecture	3,745,580	50.8	1.8	3,627,609	2.0	19,877
Mie Prefecture	5,549,400	50.2	1.7	5,505,182	2.0	30,165
Total Chubu region	21,681,900	60.5	1.5	14,143,230	2.0	77,497
Okayama Prefecture	3,533,590	55.5	1.5	2,833,239	2.0	15,525
Tottori Prefecture	1,867,170	50.5	1.6	1,830,196	2.0	10,028
Total Chugoku region	5,400,760	53.7	1.5	4,663,435	2.0	25,553
Tokushima Prefecture	1,527,440	50.4	1.5	1,503,195	2.0	8,237
Kagawa Prefecture	2,655,900	54.4	1.5	2,226,269	2.0	12,199
Total Shikoku region	4,183,340	52.9	1.5	3,729,464	2.0	20,435
Total three regions	31,266,000	58.1	1.5	22,536,129	2.0	123,486

*Calculated based on 2015 Accommodation Survey by Japan Tourism Agency

the Expo and 254 thousand visitors unrelated to the Expo).

c) Accommodation Supply and Demand

The Kansai area is seen as being able to host around 365 thousand people if we take into account the number of currently available rooms and the additional hotel accommodation due to come on the market by 2025. Our projected demand for accommodation stands at 364 thousand people. Therefore, we can conclude that the lodging facilities of the six Kansai prefectures alone can support the expected visitor numbers for the EXPO 2025 OSAKA.

Additionally, we expect an increase in capacity from:

- Accommodation facilities outside of Kansai, such as in the major cities of the Chubu, Chugoku and Shikoku regions
 - Planned construction of new accommodation
 - Development of new accommodation outside of the traditional hotel sector
- We can therefore conclude that we have a more than sufficient capacity even if accommodation demand turns out to be higher than initially

estimated.

i) Accommodation Facilities Outside of Kansai

The Chubu, Chugoku and Shikoku regions, which are adjacent to the Kansai region, already have a number of accommodation facilities, which house business travellers and tourists throughout the year. Our provisional calculation based on the number of available rooms in existing facilities indicates that those regions have the capacity to house an extra 123 thousand people

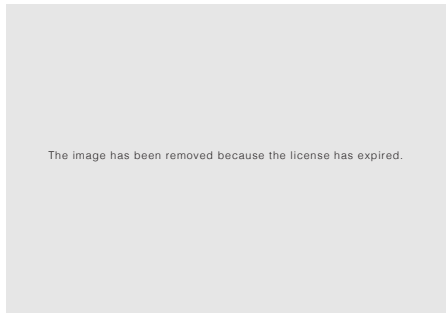
per day. Adding this capacity to that of the Kansai area, we have plenty of room to cover accommodation needs in the event even when they exceed forecasts.

ii) Planned Construction of New Accommodation

Presently, there are plans to construct new accommodation facilities to house over 23 thousand guests (see "Capacity Calculations"), as well as planned floating hotels to be constructed alongside the southern waterfront

We have a more than sufficient capacity even if accommodation demand turns out to be higher than initially estimated

Sakishima, where hotel operation will become possible with deregulation



Floating Hotels



area in the venue.

In addition, it is expected that new hotel operations will appear near the site due the easing of zoning regulations in the Sakishima area of the Suminoe district, which is adjacent to the Expo site of Yumeshima Island. The construction of these facilities would secure a large increase in capacity to accommodate visitors in close proximity to the Expo area.

iii) Development of New Accommodation Outside of the Traditional Hotel Sector

We can secure more accommodation capacity by introducing new types of facilities such as *minpaku*, or private house-sharing services, as well as hotels on boats and ships.

- Domestic listings on the Airbnb site have surpassed 40 thousand, and the Japanese government has enacted the National Strategic Special Zones Law, legalising *minpaku*, or home-sharing by private citizens. Osaka Prefecture created regulations based on this law in October 2015, with Osaka City officially following suit in January 2016. In 2017, the Japanese government established certain rules according to the Private Lodging Business Act raising expectations for robust development in the new sector.

- Lodging on boats and ships docked at the adjacent Sakishima Island is also an option to meet a temporary increase in demand.

3) Lodging Expenses

a) Current Rate of Lodging Expenses

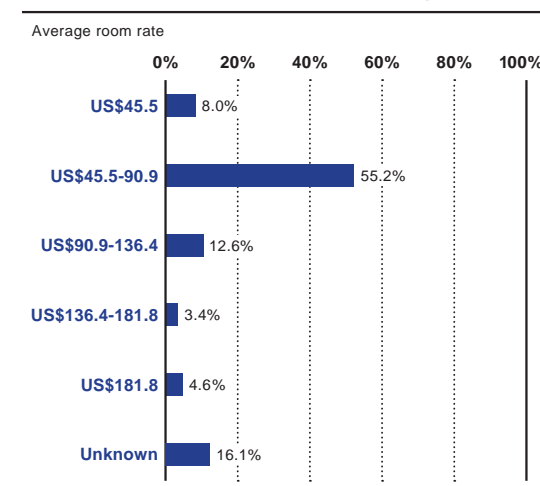
Regions surrounding Osaka prefecture offer a wide variety of accommodation from luxury hotels to the traditional Japanese-style inns

We can secure more accommodation capacity by introducing new types of facilities such as minpaku, or private house-sharing services, as well as hotels on boats and ships

Table 12-9: Average rates paid per person per night for accommodation by Japanese travelers in 2016

Country	City	Average rate per person(US\$)	Source
Japan	Japan	131.95	Hotels.com
	Kyoto	138.09	
	Kobe	123.74	
	Tokyo	121.25	
	Osaka	120.93	
	Nagoya	93.86	
Hotel	Per night with breakfast Weekday	152.45	Japan Consumer Price Index in 2016 by Ministry of Internal Affairs and Communications
	Per night with breakfast Weekend	181.01	
Ryokan (Japanese style hotel)	Per night with breakfast and dinner Weekday	150.65	
	Per night with breakfast and dinner Weekend	168.87	

Table 12-10: Room rates per person per night in Osaka



Source: Survey by Osaka Prefectural Government in 2015

and budget-friendly business hotels. They cater to every taste and budget. The current room rates for lodging that EXPO 2025 OSAKA visitors are expected to use are as follows. The room rates vary greatly depending on location, type and grade of hotel, season, the inclusion of meals, and other factors. For instance, the average room rate at most business hotels, which usually do not include meals in the cost of stay, is around US\$45.5 to US\$90.9 per night (see table

12-11). On the other hand, the nightly rates at a *ryokan*, the traditional Japanese-style inn, where two meals are included, stand at US\$169.7 to \$200.3, on average (see table 12-12). Average rates for other developed countries and tourist resorts are as left. In comparison, room rates in Japan seem reasonable.

From luxury hotels to the traditional Japanese-style inns (ryokan) and budget-friendly business hotels, Osaka's hospitality will satisfy every taste and budget.

Table 12-11: Average room rates per person per night by accommodation types and areas

	TOTAL	Less than ¥5,000	¥5,000 – less than ¥10,000	¥10,000 – less than ¥15,000	¥15,000 – less than ¥20,000	More than ¥20,000	Unknown	Average room rate (US\$)	
types	TOTAL	87	7	48	11	3	4	14	82.66
		100.0%	8.0%	55.2%	12.6%	3.4%	4.6%	16.1%	
	Ryokan	6	-	4	-	-	-	2	65.57
		100.0%	-	66.7%	-	-	-	33.3%	
	Resort hotel	2	-	-	-	-	1	1	197.02
	100%	-	-	-	-	50%	50%		
Business hotel	54	7	35	4	-	2	6	73.55	
	100.0%	13.0%	64.8%	7.4%	-	3.7%	11.1%		
City hotel	24	-	8	7	3	1	5	104.54	
	100.0%	-	33.3%	29.2%	12.5%	4.2%	20.8%		
Common lodging house	-	-	-	-	-	-	-	-	
Accommodation facilities of companies organisations	1	-	1	-	-	-	-	58.00	
	100.0%	-	100.0%	-	-	-	-		
areas	TOTAL	87	7	48	11	3	4	14	82.66
		100.0%	8.0%	55.2%	12.6%	3.4%	4.6%	16.1%	
	Within Osaka City	76	6	41	11	3	4	11	84.93
	100.0%	7.9%	53.9%	14.5%	3.9%	5.3%	14.5%		
Out of Osaka City	11	1	7	-	-	-	3	64.26	
	100.0%	9.1%	63.6%	-	-	-	27.3%		

Source: Survey by Osaka Prefectural Government in 2015

Table 12-12: Average sales by Ryokan guest across Japan (per night)

Average sales per guest / night (US\$)				
	Large-sized Ryokan	Medium-sized Ryokan	Small-sized Ryokan	Ryokan total
2010	175.91	190.56	213.02	183.08
2011	161.25	177.97	209.15	169.71
2012	174.09	163.56	181.08	170.34
2013	173.22	165.86	215.69	172.80
2014	171.51	172.38	177.65	172.35
2015	200.33	174.75	169.67	184.31

Source: Statistical Surveys on Business Conditions 2016 by Japan Ryokan & Hotel Association

Table 12-13: Average room charges spent per person per night by Japanese travelers in 2016 (US\$)

Region/Country	City	Country	Average room charges spent	Source
Asia	Singapore	Singapore	165.85	Hotels.com
	Macau	Macau	163.73	
America	Honolulu	United States	301.96	
	New York	United States	261.64	
	Boston	United States	250.20	
	San Francisco	United States	227.65	
	Washington D.C.	United States	214.32	
Europe	London	United Kingdom	193.55	
	Venice	Italy	181.93	
	Copenhagen	Denmark	180.74	
	Paris	France	166.16	
	Barcelona	Spain	159.86	
Others	Cancun	Mexico	299.23	
	Dubai	UAE	184.96	
	Sydney	Australia	156.64	
	Gold Coast	Australia	138.35	
	Oakland	New Zealand	129.14	
	Japan	Japan		131.95
Kyoto			138.09	
Kobe			123.74	
Tokyo			121.25	
Osaka			120.93	
Nagoya			93.86	

b) Measures to Stabilise Room Rates

Japanese accommodation prices vary greatly depending on the type of facility. Facility operators compete aggressively in their respective niche. As mentioned earlier, we anticipate an increase in new accommodation facilities, such as *minpaku*, even though existing facilities have sufficient capacity to house the expected number of visitors. Therefore, in a competitive market environment, it is expected that room rates will remain reasonably priced.

The organiser of EXPO 2025 OSAKA will work with the Japan Ryokan and Hotel Association, the Japan Hotel Association, the Japan Association of Travel Agents, the Japan Guide Association, Japan Youth Hostels, Inc., and others to stabilise room rates and prevent price gouging. Efforts will be made to ease the concentration of visitors in certain facilities by offering information about other available rooms in congested areas, or through sales of hotel packages that include tickets to the Expo.

4) Offering an Excellent Stay Experience

a) Efforts to Improve the Quality of Stay

To spur more international visitors to the Expo, we are considering ways to promote the EXPO 2025 OSAKA to foreign tourists and at the same time look at ways to further improve lodging services and visitor support. We will be working closely on these issues with the Japan Ryokan and Hotel Association, the Japan Hotel Association, the Japan Association of Travel Agents, the Japan Guide Association, Japan

Youth Hostels, Inc., and others.

b) Offering High-Quality Service Using Japan's Omotenashi (Hospitality) Standard Certification System

Lodging facilities, tourist spots, restaurants and shops in Japan provide guests with high-quality service to ensure their stay is comfortable. The Japanese government has taken a further step to improve service quality by establishing the *Omotenashi* Standard Certification system in August of 2016. Under this system, service providers who have satisfied certain requirements will be issued a certificate and registered. This initiative created a system of measurement for the service industry, which we believe will result in an improved service standard across the board. It will also make it easier for foreign tourists to understand what level of service they can expect.

We plan to offer world-class hospitality by promoting the use of this certification scheme in the lead-up to the Expo, thus further improving service standards at accommodation facilities, tourist spots, restaurants and shops.

c) World-Renowned Standards for Tourism and Customer Care

Japan won the top spot among Asian countries and ranked fourth in the world in the Travel and Tourism Competitiveness Report 2017, which was compiled by the World Economic Forum. Notably, Japan ranked top globally in the category of "Treatment of Customers," which shows that our *omotenashi* spirit is valued around the world.

Working with related associations to conveniently offer visitors information about available rooms.

Table 12-14: The Travel & Tourism Competitiveness

Index 2017, Overall Rank			Degree of customer orientation		
Rank	Country/Economy	Score	Rank	Country/Economy	Score
1	Spain	5.4	1	Japan	6.2
2	France	5.3	2	Sweden	6.0
3	Germany	5.3	3	Switzerland	6.0
4	Japan	5.3	4	Taiwan, China	5.9
5	United Kingdom	5.2	5	Austria	5.9
6	United States	5.1	6	Singapore	5.8
7	Australia	5.1	7	United Arab Emirates	5.8
8	Italy	5.0	8	Denmark	5.8
9	Canada	5.0	9	New Zealand	5.7
10	Switzerland	4.9	10	Hong Kong SAR	5.7

Source : WEF "The Travel & Tourism Competitiveness Report 2017"

We will strive to further improve our customer care by increasing public awareness of the *Omotenashi* Standard Certification system and its scope, covering services provided at international airports, stations, on buses and in taxis, at accommodation facilities, tourist spots, and in restaurants.

12.B Accommodation Plan for Participants

A number of countries, regions and organisations from around the world will participate in the exhibitions at EXPO 2025 OSAKA. Therefore, there will be many foreign staffs who will be staying near the Expo site for extended periods as they operate pavilions at the event. To ensure that they have a comfortable and secure stay in Japan, the public and private sectors will work together to offer facilities for long-term stay and consider measures to support their daily activities.

We plan to support foreign participants and staff long-term accommodations and commuting costs between lodging and the Expo site.

1) Expo Village (Public and Private Accommodations for Participants)

a) Estimated Number of Foreign Participants and Staff

At this point, we anticipate that official

participants will come from 150 countries and 5 international organisations. At EXPO 2005, Aichi, 110 countries took part, and 700 houses for 1,500 foreign participants and pavilion staff were secured. This time, as the expected number of official participants is higher, the organiser of EXPO 2025 OSAKA aims to provide 990 houses for 2,100 people. However, the organiser will be ready to respond to an increase in the number of official participants, as was the case with the EXPO 2005, Aichi, when some participants unexpectedly increased their staff levels close to the time of the event.

*Number of people expected to need lodging: 155 countries and international organisations x 700 houses (number of houses used in EXPO 2005, Aichi) ÷ by 110 countries = approximately 990 houses

b) Accommodation Facilities on Offer

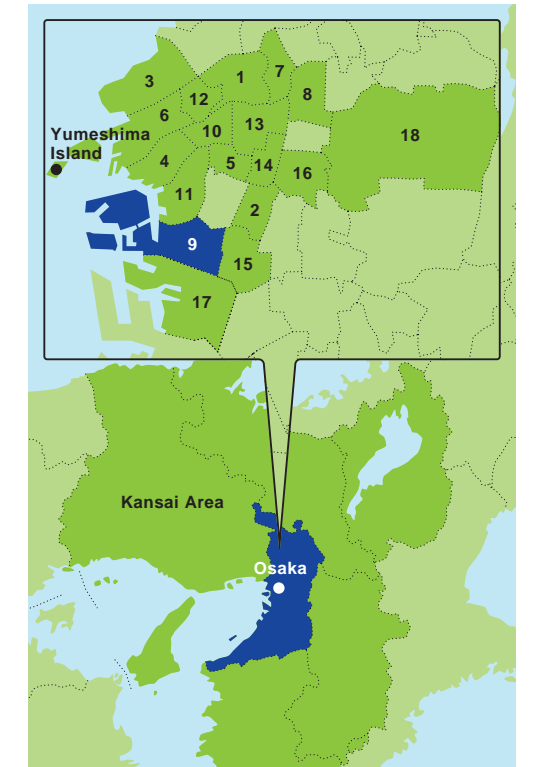
For foreign participants and pavilion staff, we plan to secure existing public facilities and condominiums (refurbished as necessary) in the Suminoe district of Osaka, located near the venue. A compact suburb, Suminoe contains plenty of facilities that are suitable for long-term stays.

Participants and staff living arrangements will be grouped by country, region or organisation to create comfortable work and community environments. Relationships between different countries and regions, as well as other factors such as geopolitical tensions, will be taken into consideration when allocating housing. Table 12-15 contains the number of existing public housing located

Table 12-15: Number of public housing stock and vacancy within approximately 30 minute distance from the venue to the nearest stations, FY 2015 and 2016

	Number of housing complexes	Number of managed houses	Number of vacant houses
1. Kita-ku, Osaka City	18	3,725	97
2. Abeno-ku, Osaka City	1	226	3
3. Nishiyodogawa-ku, Osaka City	26	4,119	282
4. Minato-ku, Osaka City	21	4,596	222
5. Naniwa-ku, Osaka City	26	3,743	372
6. Konohana-ku, Osaka City	32	8,030	397
7. Miyakojima-ku, Osaka City	3	1,900	37
8. Joutou-ku, Osaka City	3	1,531	5
9. Suminoe-ku, Osaka City	29	14,961	1,028
10. Nishi-ku, Osaka City	6	624	14
11. Taisyō-ku, Osaka City	3	2,544	190
12. Fukushima-ku, Osaka City	1	572	2
13. Chuo-ku, Osaka City	8	838	17
14. Tennōji-ku, Osaka City	2	103	1
15. Sumiyoshi-ku, Osaka City	1	228	0
16. Ikuno-ku, Osaka City	1	97	0
Sub Total	181	47,837	2,667
17. Sakai-ku, Sakai City	10	2,101	54
18. Higashi Osaka City	1	1,208	41
Grand total	192	51,146	2,762

Source: Data provided by Osaka City and Osaka Prefecture.



about a 30-minute train ride away from the Expo site. It shows that Suminoe has enough available housing to accommodate expected participant needs.

2) Offering Rich Cultural and Life Experiences in Japan

a) Experiencing Japanese Customs and Culture

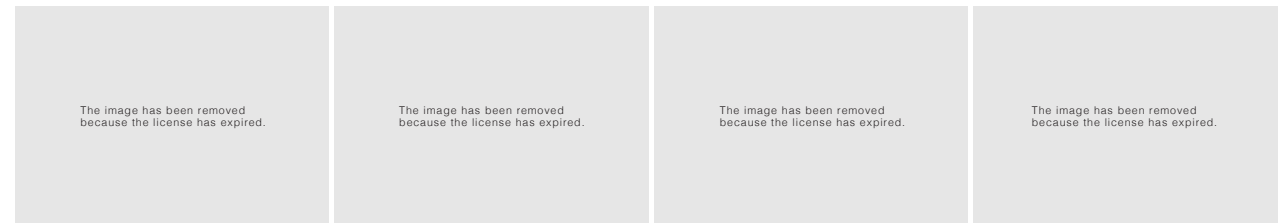
While they work to promote their own country at the Expo pavilions, foreign participants and staff will have the chance to be exposed to Japanese customs and culture, especially during their time off. They will naturally get a taste of Japanese living at their lodgings, as they will be staying at Japanese public facilities or condominiums, regardless if those facilities feature Western amenities. For instance, they will experience the custom of taking their shoes off when entering a room, sleeping on a futon, using toilets with bidet function, and taking Japanese-style baths. Housing will be located in convenient areas around Osaka's urban area, offering visitors an opportunity to enjoy shopping, sightseeing and cultural experiences.

Some of Osaka's best-known tourist spots, such as Osaka Castle, the Shinsaibashi downtown area, and Tsutenkaku Tower will be within easy reach, as will be the famous sightseeing spots of Kyoto, Nara, Kobe, Wakayama and others. Rich food culture unique to Kansai such as *okonomiyaki* (Japanese pancakes made with various ingredients such as cabbage and pork), *yudofu* (tofu cooked in hot water) and Kobe beef will be available at sightseeing spots, adding to the pleasure of the experience.

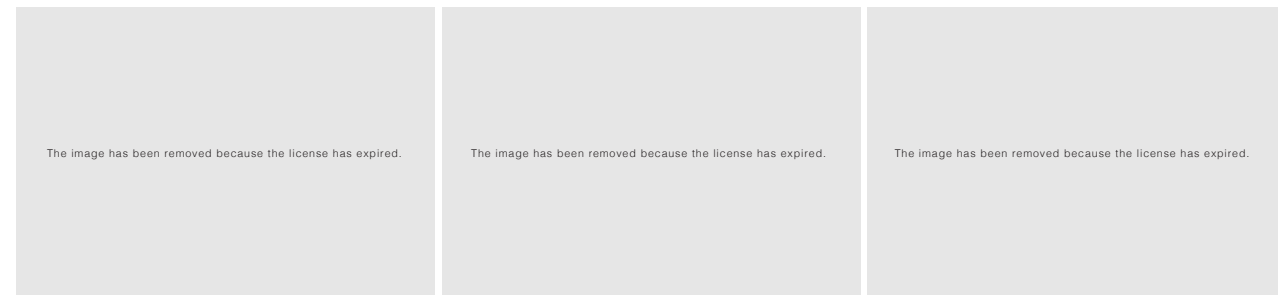
Kyoto, Nara, Kobe and Wakayama can easily be reached from Osaka via public transportation. Foreign participants and staff will undoubtedly experience various aspects of Japan during their travels and throughout their stay in Osaka. This will surely lead to a better understanding of Japan, and help boost bilateral relations and mutual understanding.

Plenty of rich culture and historical experiences on offer in Osaka, Kansai will entertain international participants during their stay.

Major tourist destinations and culinary culture of Osaka and surrounds



Osaka Castle, Shinsaibashi, Tsutenkaku tower (Osaka), Kiyomizu-dera temple (Kyoto)



Okonomiyaki (Japanese pancake), Yudofu (Tofu cooked in hot water, Kyoto), Wagyu beef steak (Kobe)

Cuisine Culture of Kansai Region (from Chapter 8)



Japanese food culture respectfully preserves traditional cooking methods to make the original flavor of each ingredient remarkable, while using these various materials freshly grown in unique Japanese natural environment. Kyoryori is a general term referring to the cooking method based on soup stock, typically Kaisekiryori grown through long history of Kyoto, and also the cooking culture to assort foods on dishes, set them on a table, and to serve them with hospitality. Recently, Shojinryori has gained recognition as a typical healthy food. Shojinryori has been developed initially as dishes for Buddhist priests and is made using only grains, beans, and vegetables, not using animal and fish meats

Green tea is indispensable in the daily lives of the Japanese. Tea culture, including "Cha No Yu" (tea ceremony) to share green tea between host and visitor as a way to understand each other, was originated from Kansai. Uji cha boasts an approximately 800-year history. It maintains the best brand of Japanese teas, while closely related to the food culture of Kyoto. You can choose any tea from a variety of tastes and scents of Uji cha such as Matcha (powdered green tea), Sencha (regular greenleaf tea), and Gyokuro (a special high-quality green tea), produced in cool climates where mist often occurs at the sites. You can enjoy Japanese historical culture by tasting a variety of Uji cha. In order to complement the taste of green tea, delicate confectioneries are served together at tea ceremonies. Therefore, lots of confectionery manufacturers have grown up in the Kansai region.

"Flour-made foods" is a general term for dishes made from flour such as Okonomiyaki (savory pancake with various ingredients) and Takoyaki (octopus dumpling). These are indispensable when we talk about Kansai food culture. It is said that "Funoyaki," served as confectionery for tea ceremony, is the root of Okonomiyaki. There are a variety of foods served by each restaurant and region. Okonomiyaki is favored as popular food made by mixing slices of cabbage and seafood in flour dough and baking on a hot iron plate. They are topped by a salty-sweet sauce, as well as sliced dry bonito.

The process of fermentation makes foods delicious and preservative by using bacteria to create alcohol and other flavors. This fermentation culture has long been familiarised in Kansai throughout its history. For example, Kansai is the birthplace of both Shoyu (soy sauce) and Sake made using fermentation. Both of them are indispensable in Japanese cuisine. They are the universal seasoning that supports Japanese food culture. In Kansai, there are still manufacturers brewing Shoyu manually using traditional methods. Further, a variety of fermentation foods invented by their predecessors' wisdom are still apparent in many sites in Kansai as local dishes. Funazushi (fermented crucian carp with rice) is an example. It has flavors like cheese and a deep taste with a little sourness. Funazushi has a great number of fans.

Source: Foods, Kansai, Japan (p.3).
http://www.kouiki-kansai.jp/data_upload03/1438934252.pdf

Smartphone application providing support during stay



b) Assisting with the Cost of Accommodation

The organiser of EXPO 2025 OSAKA will consider assisting with the cost of accommodation by leasing hotels near the Expo site or arranging hotel rooms on ships docked at Sakishima, should the participants find it difficult to stay at other public facilities or in condominiums.

introduction of support services to assist foreign visitors' stays in Japan. These could include help lines, volunteer staff to provide on-hand support, and other services.

We will also provide assistance via multilingual smartphone apps, which will assist visitors when they experience language problems.

Multiple language services are available at almost all public areas.

c) Examining Services to Support Long-Term Stay of Foreign Expo Participants and Staff

Throughout Japan, airports, terminal stations, railways, highway buses, and sightseeing spots often visited by foreign tourists are starting to offer language support in major languages. Signage and guidance services at information counters are offered in multiple languages, catering to the needs of the increasing number of foreign visitors.

However, it is assumed that there will be many participants at the EXPO 2025 OSAKA who are not used to taking part in International Exhibition. As such, during the Expo many foreign participants and staff staying over the longer term may experience inconveniences and difficulties due to cultural and language gaps and the unfamiliar environment. To deal with this issue, we are considering the

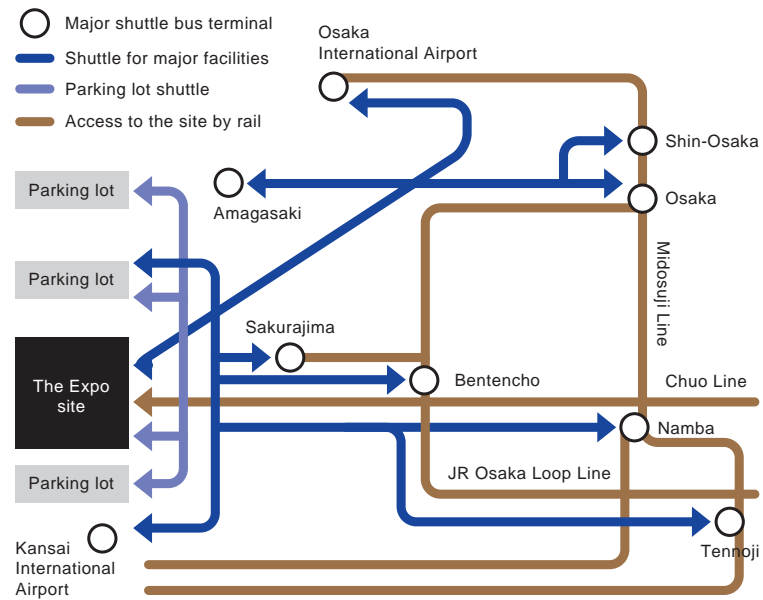
12.C Transportation between Accommodation Facilities and Expo Site

We will provide easy-to-use transport options for visitors and long-term foreign participants and staff by coordinating the railways, subways and shuttle bus services.

1) Visitor Transportation between Accommodation Facilities and the Expo Site

There will be various transportation options between accommodation and nearest rail or metro stations, such as public buses and taxis.

Figure 12-3: Access to the Venue



As for the route between major stations near the Expo and the Expo site itself, there will be shuttle buses as well as traffic control staff in place to avoid congestion.

The organiser of EXPO 2025 OSAKA will run a complimentary shuttle bus exclusively for foreign participants and staff working at the Expo pavilions

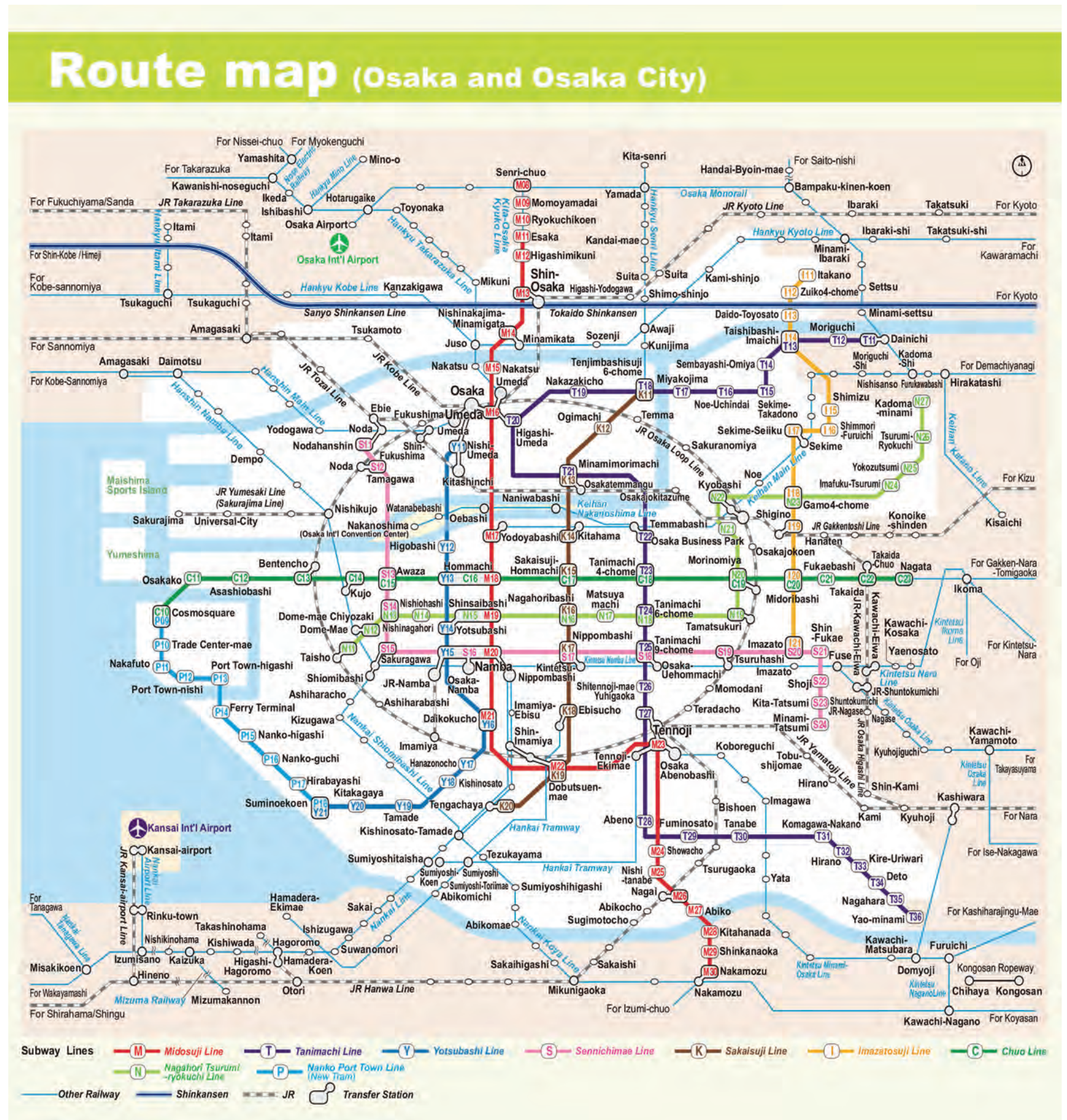
In addition, in areas outside of Osaka, such as in the Kyoto, Shiga, Nara, Hyogo and Wakayama Prefectures, local governments will work with transport operators to look for ways to deploy shuttle buses to major stations near the Expo site.

2) Foreign Participants and Staff Commute to the Expo

The organiser of EXPO 2025 OSAKA will run a complimentary shuttle bus exclusively for foreign participants and staff working at the Expo pavilions to ensure their smooth commute to the site.

Foreign participants and staff will be staying in Japan for a long period of time, from the build-up, to the operations, and the dismantling phase of the Expo. To help with their commute, the organiser will look at handing out free passes for subways and other means of public transport. Parts of the Expo site will be open around the clock for a limited term, so the shuttle bus services will run accordingly.

Figure 12-4: Osaka Rail network (from Chapter 8)





The image has been removed because the license has expired.



Chapter 13

FINANCING

FINANCING

SHARING THE BELIEF AND COSTS

The construction costs of the Expo will be shared evenly three ways: between the national government, the local authorities and private investors. This shows that all parties in Japan are committed to making the event a success and believe in its viability.

ADDITIONAL INFRASTRUCTURE

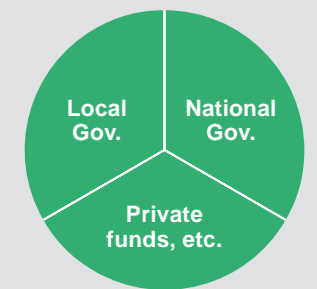
To ease venue access and further develop the man-made Yumeshima Island, plans of transport and regional infrastructure are underway. The local governments are responsible for its operation.

AFFORDABLE TICKETS

While we will support participants from developing countries, and offer lower-prices or smaller exhibit packages to NGOs and private citizens, we still aim to make ticket prices affordable.

Basic Funding Policy

- Site Construction: The Government of Japan, local governments in Osaka, and private enterprises will each cover a third of the cost of site construction. All three parties have already agreed to this arrangement.
- Exhibit Expenses: Exhibit expenses will be covered by the exhibitors.
- Operational Expenses: Operational expenses will largely be covered by ticket sales; additional coverage will be derived from royalties from the sales of merchandise as well as the sales of food and beverages
- Related Infrastructure Expenses: The local governments, which are responsible for infrastructure related to the Expo, are considering appropriate means of funding expenses.



Site Construction Funding

Site Construction Expenses

- Total expenditure for site construction is estimated at \$1.13 billion

Exhibit Expenses

- For developing countries, financial support will be offered to defray costs associated with the use of exhibit space; design, construction, and decoration of the exhibit; and transportation of exhibit items.

Operational Revenues

- The main revenue streams will be plot rental fees, ticket sales, royalties from the sales of food/beverages and merchandise etc. and providing utility services.
- The total ticket sales revenue is the major financial source(US\$673 million). Advance sales will begin two years prior to the opening of the event.

Related Business Expenses

- Related business expenses for the Expo are the enhancement of railway and roadway infrastructure, land reclamation, and so on.
- The local governments and other stakeholders are in the process of determining its development.

US\$ in million

Revenue		Expenditure	
The Government of Japan	378	Site Construction expenses	1134
Local Governments	378		
Private Funds, etc.	378		
Plot Rental Fee	13	Operational Expenses	744
Ticket Sales	673		
Royalties from Food / Beverages / Merchandise Sales	47		
Utilities Supply	11		
Local Governments, etc.	663	Related Business Expenses	663

13.A Summary

1) Classification of Expenses

Based on past International Exhibitions held in Japan, expenses for EXPO 2025 OSAKA will be classified into four categories: site construction expenses, exhibit expenses, related business expenses, and operational expenses.

of enhancing railway and roadway infrastructure, land reclamation, and other expenses not covered under site construction, but which are necessary for hosting the Expo.

b) Soft Costs

Operational expenses, including the cost of operating the Expo, site administration, and advertising.

2) Basic Policy for Funding

a) Site Construction Expenses

The Government of Japan, local governments in Osaka, and private enterprises will each cover a third of the cost of site construction. All three parties have already agreed to this arrangement.

b) Exhibit Expenses

Exhibit expenses will be covered by the exhibitors. However, developing countries will receive support for specific items, such as the rental fee for exhibit space, which will be paid for by the organiser. Funding for this support will be sourced from operational revenues and others.

c) Related Infrastructure Expenses

The local governments, which are responsible for infrastructure development related to the Expo, are considering appropriate means of funding expenses.

d) Operational Expenses

Operational expenses will largely be covered by ticket sales; additional coverage will be derived from royalties from the sales of

merchandise as well as the sales of food and beverages.

13.B Site Construction Expenses

1) Expenditure

Site construction expense includes costs associated with site development; building of roads; the development of infrastructure for green spaces and plazas; construction of utilities such as water, electricity, and gas; construction of Organiser-Built Shared Pavilions, thematic pavilions, event halls, and transportation facilities, design and the creation of the overall environment of the Expo; and the removal of all of the above when the Expo is concluded.

Total expenditure for site construction is estimated at US\$1.13 billion. This estimate is based on analysis of data of past Expos, including EXPO 2005 Aichi, Japan, extrapolated for scale. Funding for food, beverage, and merchandise facilities, floating hotels, glamping facilities (see Chapter 9 for details), and the seawater desalination plant, and so on, will be provided by businesses selected through a public bidding process. Thus, they are not included in the site construction expenditure estimates.

a) Developing the Foundation

This includes developing the land for the Expo venue; paving roads, sidewalks and plazas; developing green spaces and landscaping parks.

b) Building Infrastructure

This includes establishing basic infrastructure and utilities such as plumbing, drainage, gas, telecommunication lines, and electricity.

c) Transportation Facilities

This includes building the entryway to the Expo site and parking areas inside and outside of the venue.

d) Pavilion Construction and Service Administration Facilities

Building exhibit facilities for participating countries and corporations (not including the construction cost for Plot Exhibitions and interior / exterior decoration for module pavilions and booths), event halls, and Thematic Pavilions. Service Administration Facilities include constructing gates, restrooms, aid stations, and staff offices and other services and administrative facilities.

e) Arrangement of the venue

This includes installing streetlamps, producing lighting effects in plazas and water features at the venue, and introduction of the mobility system.

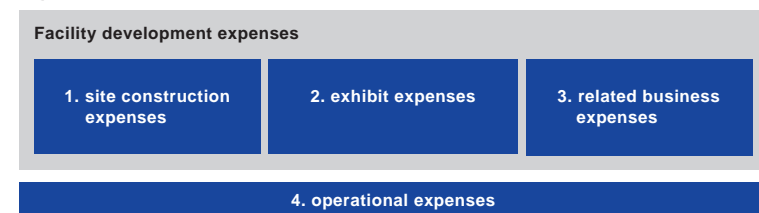
f) Design

Design cost for site construction

Total expenditure for site construction is estimated at

US\$ **1.13** billion.

Figure 13-1: Classification of Expenses



The breakdown of expenses is as follows:

a) Hard Costs

Site construction expenses include site development, as well as the cost of building on-site roads, green spaces and plazas, Organiser-Built Shared Pavilions, Thematic Pavilions, event halls, service facilities, and parking areas. Development of the site will be implemented, to the extent possible, in conjunction with planned Yumeshima Island infrastructure development. Exhibit expenses include the cost of creating and operating the exhibits by the Government of Japan, local governments, foreign governments, international organisations, and private companies.

Related business expenses include the cost

Table 13-1: Site Construction Cost

Breakdown	Construction expenses (US\$ in million)
Developing the Foundation	115
Building Infrastructure	266
Transportation facilities	124
Pavilion Construction and Service Administration Facilities	497
Arrangement of the venue	51
Design	80
Total	1134

*Including removal expenses

The Government of Japan, local governments in Osaka, and private business organisations have agreed to each cover a third of the cost of site construction.

2) Financing

The Government of Japan, local governments in Osaka, and private business organisations have agreed to each cover a third of the cost of site construction. This allocation was agreed by the Cabinet. The involved business organisations are currently pursuing new and innovative ways to attract

private investment, in cooperation with the national and local governments, with the objective of raising private sector money in the form of donations and cash contributions.

Table 13-2: Financing

Breakdown	Shared amount US\$ in million
Government of Japan	378
Local Governments	378
Private Funds, etc	378
Total	1134

13.C Exhibit Expenses

This includes costs for the use of exhibit space; architecture and construction of the plot exhibits; setting up utilities; establishing operating facilities; designing the interiors of the exhibits; installing fixtures and systems equipment; and finally, the removal of the above items at the conclusion of the Expo.

For developing countries, financial support will be offered to defray costs associated with

the use of exhibit space; design, construction, and decoration of the exhibit; and transportation of exhibit items (see Chapter 14 for further details).

13.D Operational Expenses

Operational expenses include the cost of advertising prior to and during the Expo; of running the day to day operations; and the administration of the Expo site. The total operational expense is, with the exception of land use fees, estimated to be US\$744 million. Below is the breakdown of operational expenses. The estimate was calculated based on analysis of costs for EXPO 2005, Aichi, and extrapolating for the number of visitors, size of venue, and number of exhibits planned for EXPO 2025 OSAKA.

1) Land Use

The organiser of EXPO 2025 OSAKA will lease Yumeshima Island owned by Osaka City for the Expo venue and off-site parking areas from the owners. The rates for the lease will be discussed with the owners of the land at a later date.

2) Planning Costs

These are costs related to overall planning of the Expo site.

3) Workforce

a) Direct Employment

The size of the workforce required for EXPO

Table 13-3: Changes in Required Staffing and Associated Costs (estimates)

Year	2019	2020	2021	2022	2023	2024	2025	Total
Number of staff	184	184	184	184	211	256	332	–
Associated costs (US\$ in million)	7	7	7	7	8	10	12	58

2025 OSAKA will fluctuate considerably from the time the host nation is announced until the closing of the Expo. Direct employment costs include the cost of Organiser-employed staff and general management fees.

b) Outsourced Staff

This includes customer service attendants, cleaning staff, security workers, and fire and emergency workers.

4) Marketing and Advertising

a) Domestic Advertising

This is the cost of planning and advertising the Expo domestically, and includes printing documents, creating handouts, and producing PR videos. It also includes fees for event production, documenting official records, clippings, producing ads, and shipping. Furthermore, it includes advertising committee fees and design committee fees; costs associated with producing outdoor advertisements; interview and survey expenses; logo creation; operation of an information centre; the operations of interactive media; and development of a new media platform.

b) International Advertising

This is the cost of planning and implementing activities to spread awareness and to attract visitors to the Expo, including the costs of overseas advertising, Expo bidding activities, the hosting of promotional activities to

promote international exchange in various regions, and of inviting foreign guests.

c) Media Relations

The cost of operating a press centre and other media related operations, including costs for domestic media relations, foreign media relations, press centre operations, of providing previews for the press, and implementing publicity measures.

d) Online Platform Operation

The cost of launching and operating the People's Living Lab, an online communications hub for the Expo. This includes providing support for participants to implement ideas and solutions that originate from exchanging information on the site (see Chapter 7 for details).

5) Events

a) Official Events and Special Events

The costs associated with official events including the opening and closing ceremonies, planning, producing, and implementing daily shows and evening shows hosted by the Organiser.

b) The cost of EXPO 2025 Events

Creating various digital platforms to offer AR and MR content at the Expo site.

Creating Organiser-led content such as MR guidance, reservations, ticketing, and security. Operating programs that let visitors experience the main themes of the Expo (see Chapter 9

The total operational expense is, with the exception of land use fees, estimated to be

US\$ **744** million.

for details).

6) Planning expenses and interest

a) Total Expo Operational Costs

Total operational and administrative costs that consist mainly of the cost of commissioning investigative services.

b) Interest on Loans, and Other Financial Items

The operational cost for the Organising body and the interest on loans from financial institutions are included in the expenses calculation.

c) Admission Fee Contribution to BIE

Two percent of revenue derived from Expo admission fees will be paid to the BIE. The amount of this contribution is added into the expenses total amount.

7) Inviting Official Participants

This includes costs pertaining to inviting official participants, organising conferences for official participating countries, and operating guest houses for VIPs.

8) Facilities

This includes costs for facilities maintenance, civil engineering, and utilities.

The electricity, water, and gas used by the Expo venue will be paid for entirely by the organiser, following the example of EXPO 2005, Aichi; the expected cost is expected to be recovered from participants, and is included in total expenses. The utility fees collected from participants will be part of overall revenue.

For the supply of electricity and water to the

Expo site, the organiser will consider using solar power and seawater desalination.

9) Running Cost

This includes costs related to providing accommodation and other amenities to visitors, promotional events for selling tickets, promotional events for attracting visitors to the Expo.

This also includes costs related to attendance, including staffing ticket gates, forecasting attendance, staffing guides throughout the venue, staffing guides in nearby train stations, and broadcasting traffic information.

10) Transportation and Customs Clearance

This includes the cost of customs clearance of exhibit items and transportation of items to the Expo venue. Transportation includes chartering shuttle buses connecting train stations, other well used locations, and the Expo site, and staffing guides at train stations and bus stops.

11) Activities to Promote Participation of Civilians and Civil Groups

This includes the cost of promoting the micro participation of NGOs, civil groups, and individuals; including screening of potential participants; and setting up volunteer groups (see Chapter 10 for details).

12) Others

This includes costs relating to inviting BIE officials; organising cultural exchange programs within Japan; organising orientation for private companies, and the like.

Table 13-4: Operational Expenses

Item	Total (US\$ in million)
Planning Costs	2
Workforce	201
Marketing and Advertising	88
Events	99
Planning expenses and interest	58
Inviting Official Participants	12
Facilities	38
Running Cost	87
Transportation and Customs Clearance	121
Activities to Promote Participation of Civilians and Civil Groups	21
Others	17
Total	744

13.E Operational Revenue

The main revenue streams of the Expo will be plot fees, plot rental fees, ticket sales, royalties from the sales of food/beverages and merchandise etc. and providing utility services.

1) Plot / Exhibit Space Rental Fee

Plots upon which exhibitors may build their own pavilions will be made available to official participating countries free of charge. Rental of Modules and Organiser-Built shared Pavilions will cost US\$450 per m² for each participant. Exhibitors of Micro Exhibit Spaces will be charged depending on their exhibit format (see Chapter 14 for details). The price is set based on experiences of past Expos and the market price of similar facilities in the area. However, some official participants, such as developing countries, will be offered exhibit spaces free of charge.

As an example for the above, Intex Osaka, a neighbouring exhibition facility, charges

US\$2.55 per m² per day. This figure, multiplied by 6 months, comes to approximately US\$459 per m². The rate at Dubai Expo 2020 will be EUR 550 per m², or approximately US\$636 per m².

2) Ticket Sales

a) Estimate of Revenue from Ticket Sales

In total, 28.2 million people are expected to visit the Expo. The total ticket sales are estimated at US\$673 million, which is the remaining balance after deducting operational income from operational expenses.

Details on the types of tickets that will be offered will be explained in the next section.

b) Ticket Types

Details of ticket pricing are as follows.

To prevent congestion, EXPO 2025 OSAKA will offer ticketless entry, via the Internet and smartphones, in addition to conventional tickets. To attract as many people as possible to the Expo, and to entice customers to tourist attractions in the Kansai region, discounted packages inclusive of tickets to other such attractions, events, local transport, and local hotels, will be created.

The total ticket sales revenue is estimated

US\$
673
million.

Table 13-5: Expected Ticket Sales and Revenue for EXPO 2025 Osaka

Unit price:US\$ Number of ticket sold:million People

Ticket type		Adult	Student	Child	Senior	Total ticket sales (US\$ in million) / Total number of ticket sold	Notes		
Regular	Advance ticket	28	14	8	22	199	First term: 40%	35%	Estimated based on 35% discount
							Second term: 35%		
							Third term: 30%		
		6.01	0.32	0.60	0.97	7.90			
	Door ticket	44	23	13	34	168			
		3.15	0.25	0.72	0.42	4.54			
discount	Passport	125	67	39	98	47	Average visit	11.1	times
		3.25	0.13	0.72	0.84	4.94			
	Special	22	11	6	17	6		50%	discount
		0.2	0.01	0.01	0.06	0.28			
	Group	37	19	11	28	20		15%	discount
		0.42	0.01	0.02	0.14	0.59			
	School group	22	11	6	17	7		50%	discount
		0	0.22	0.74	0	0.96			
	Weekday	35	18	10	27	17		20%	discount
		0.43	0	0.17	0.02	0.62			
	Night time	22	11	6	17	51		50%	discount
		2.00	0.12	0.29	0.21	2.62			
	Limited time admission	22	11	6	17	26		50%	discount
		0.98	0.08	0.22	0.13	1.41			
	Designated Shuttle Bus	37	19	11	28	44		15%	discount
		0.98	0.08	0.22	0.13	1.41			
	Transport, hotel, tour package	37	19	11	28	44		15%	discount
		0.98	0.08	0.22	0.13	1.41			
	Festivals and events package	37	19	11	28	44		15%	discount
		0.98	0.08	0.22	0.13	1.41			
Invitation	Unit price (US\$)	—	—	—	—	—			
	Number of ticket sold	0.11				0.11			
Total	Total ticket sales (US\$ in million)					673			
	Number of ticket sold	19.49	1.38	4.15	3.18	28.20			

The price of a regular ticket will be set at

US\$ **44**

A greater discount rate is applied for the purpose of dispersing visitors to off-peak times

In addition to the above, we will consider the introduction of various types of tickets in the future.

The price of a regular ticket will be set at US\$44.

Regular tickets for EXPO 2005, Aichi and in Milan in 2015, were set at US\$42 and EUR39 respectively, which is comparable to the proposed pricing for the EXPO 2025 OSAKA. The ticket price for the 1970 Osaka Expo was US\$7, which, when adjusted for inflation, would be around US\$64. Universal Studios Japan (USJ), which is near the Expo site, has

a surface area of 33 hectares and attracts 14.6 million visitors per year, with an average visiting time of 8 hours. USJ charges US\$70 per ticket. In comparison to these benchmarks, we believe that US\$44 is a reasonable and

affordable price for the Japanese public as well as to visitors to Japan.

The number of tickets projected to be sold was estimated as follows:

- For Weekday Ticket and Night Time Ticket, the proportion of the total number sold is assumed to increase by 50% compared to the share of the same during EXPO 2005, Aichi (7.7%), because a greater discount rate is applied for the purpose of dispersing visitors to off-peak times.

- For Limited Time Admission Tickets and Designated Shuttle Bus Tickets, intended to disperse visiting hours to off-peak times, as well as for Transport, Hotel, Tour Package Tickets and Festivals and Events Package Tickets, intended to promote local tourism, the respective proportion of total tickets is assumed to be 5%.

- For other types of tickets, the proportion

Table 13-6: Ticket Types and Pricing

Type	Discount Rate (vs regular ticket)	Price (in US\$)	Description
Regular	—	44 23 13 34	—
Advanced Sales	40%	25 13 8 19	▶ To facilitate early sales, a greater discount will be provided for earlier purchases: 40% for tickets purchased two years in advance, 35% for those purchased one year in advance; and 30% for those purchased 6 months in advance.
	35%	28 14 8 22	
	30%	30 16 9 23	
Passport	—	125 67 39 98	▶ Unlimited access to EXPO 2025 OSAKA throughout the duration of the Expo, aiming for repeat visits by nearby residents. The price will be set to be worth about the same as three regular day tickets.
Special	50%	22 11 6 17	▶ Discount for people with disabilities, people who require special care, and caretakers. The discount is based on rates used by nearby public facilities for people with disabilities, which is 50% off the regular price.
Group	15%	37 19 11 28	▶ Discount for groups of more than 15 at 15% off the regular price, the same discount rate as that applied at EXPO 2005, Aichi.
School Group	50%	22 11 6 17	▶ A discount of 50% for school groups.
Weekday	20%	35 18 10 27	▶ The first weeks of EXPO 2025 OSAKA may attract relatively fewer visitors, due to low awareness. Therefore, a discount will be offered on weekdays between May 3 and June 30.
Night Time	50%	22 11 6 17	▶ Ticket valid after 5pm will have 50% off the regular price due to the consideration that the length of possible stay is decreased by half. These tickets can spread visitation away from peak times. Same discount used at EXPO 2005, Aichi (50%).
Limited Time Admission	50%	22 11 6 17	▶ For ticketless entry only. Allows stay for a limited time from the time of entry. Attendance past the designated time will be subject to an additional charge. The purpose of this ticket is to spread out the visitor flow throughout the day. Same discount rate as that for Night Time.
Designated Shuttle Bus	15%	37 19 11 28	▶ By designating the shuttle buses taken by visitors, we can spread out the visitor flow in terms of hours of the day. This also allows for a more accurate estimation of the number of visitors in advance.
Transport, Hotel, Tour Package	15%	37 19 11 28	▶ In partnership with airlines and other transportation companies, and hotels.
Festivals and Events Package	15%	37 19 11 28	▶ In partnership with other festivals and events in the Kansai region to drive attendance to the Expo and boost tourism to the region.

Table 13-7: Projection of the number of ticket to be sold per ticket types

		Total number of tickets sold (in million)	Share		
Regular	Advance ticket	7.90	28.0%	Based on the actual share at EXPO 2005, Aichi	
	Door ticket	4.54	16.1%		
Discount	Passport	4.94	17.5%		
	Special discount	0.28	1.0%		
	Group discount	0.59	2.1%		
	School group discount	0.96	3.4%		
	Weekday discount	0.62	2.2%		150% of the actual share at EXPO 2005, Aichi
	Night time discount	2.62	9.3%		150% of the actual share at EXPO 2005, Aichi
	Limited time admission	1.41	5.0%		Target
	Designated shuttle bus discount	1.41	5.0%		Target
Invitation	Transport, hotel, tour package	1.41	5.0%	Target	
	Festivals and events package	1.41	5.0%	Target	
	Invitation	0.11	0.4%		
	Total	28.20	100.0%		

of total sales is calculated based on the assumption that they will match data from EXPO 2005, Aichi.

c) Ticket Sales Planning

Tickets will be sold before the opening of and during the Expo. The goal for advance sales is set at approximately 30% of the total number of expected visitors (28.2 million). Advance sales will begin two years prior to the opening of the event as part of the communication plan; purchasing the ticket between two years and one year prior to the event will provide a bigger discount than purchasing 1 year or less prior to the event. This is intended to

boost early purchases. Also, domestic and international sponsor companies will be given priority– a strategy to attract more sponsors as well as to boost advance sales.

Immediately prior to the opening of the event, package discounts that include transportation, accommodation, tours, and events will be offered to increase visitor numbers. (see Chapter 7 for further details).

3) Restaurants and Vendors of Food, Beverages, and Merchandise

The organiser will provide space for restaurants and stores to businesses which will be selected through public invitation. The selected businesses will be responsible for

Table 13-8: Food and Beverage/Merchandise

	Visitors Total (thousand)	Amount (US\$)	Royalty	Total Amount (US\$ in million)
Royalty from food & beverage sales	28,200	11.33	3.8% *1	12
Royalty from merchandise sales	28,200	12.54	9.8% *2	35

*1 Figures are calculated based on average visitor spending at EXPO 2005, Aichi, which was US\$11.33. Royalties were set at 3.8%

*2 Figures are calculated based on average visitor spending at EXPO 2005, Aichi, which was US\$12.54. Royalties were set at 9.8%

Advance sales will begin two years prior to the opening of the event

operation and removal of constructs. The estimated sales can be seen in Table 13-8.

4) Utilities Supply

Cost of utilities such as electricity, water, and gas will first be collected by the organiser as income, with which the organiser will pay utility providers. Some official participants, such as developing countries, will not be charged for utility costs.

13.F Related Business Expenses

Costs for related business expenses for the Expo, such as the enhancement of railway and roadway infrastructure, and land reclamation, are explained in the Yumeshima Development Concept, set forth by the Yumeshima Island Development Committee (comprised of members from the Osaka Prefectural Government, Osaka City Government, and the Kansai Economic Organization). The local governments, which are responsible for its operation, and other stakeholders are currently in the process of determining its development.

13.G Cash Flow

1) Cash Flow for Site Construction

The year-by-year cash flow for EXPO 2025 OSAKA can be seen in Table 13-11.

Table 13-9: Revenue Breakdown

Item	Total (US\$ in million)
Plot / Exhibit space rental fee	13
Ticket sales	673
Royalty from food & beverage sales	12
Royalty from merchandise sales	35
Utility supply	11
Total	744

Table 13-10: List of Estimated Expenses for Related Businesses (As of 2016)

Business Type	Est. Expenses (US\$ in million)
Railway Construction (Extension of the Chuo-subway line and increasing its capacity etc.)	582
Roadway Improvement (Konohana Bridge, Yumemai Bridge expansion)	36
Additional Construction of South Area Land Reclamation (30ha)	45

Source: Draft Basic Concepts Concerning the 2025 International Exhibition, Osaka Prefecture

Table 13-11: Cash Flow for Site Construction (US\$ in million)

Year	2019	2020	2021	2022	2023	2024	2025
Revenue	3	13	24	54	293	538	211
Expenditure	3	13	24	54	293	538	211
Net cash balance	±0	±0	±0	±0	±0	±0	±0
Cumulative balance	±0	±0	±0	±0	±0	±0	±0

The numbers were estimated based on the actual results of EXPO 2005, Aichi. For EXPO 2005, Aichi, the national government, local governments, and private corporations each contributed funds to the organiser each fiscal year.

2) Operating Expenditure Cash Flow

While significant revenue will not be generated until immediately before and after the opening of the Expo, expenditures, such as employment of staff for the organiser, will begin to accrue in advance. The Expo organising body will borrow funds from capital markets to cover these expenses.

Table 13-12: Operating Expenditure Cash Flow

US\$ in million

	Item	Total	2019	2020	2021	2022	2023	2024	2025
Expenditure	Planning Costs	2	0.3	0.4	0.3	0.3	0.3	0.3	0.3
	Workforce	201	24	28	24	24	27	33	42
	Marketing and Advertising	88	10	8	7	10	10	21	22
	Events	99			1	1	5	20	71
	Planning expenses and interest	58	2	3	6	10	9	12	16
	Inviting Official Participants	12			2	3	2	3	3
	Facilities	38			0	1	1	6	31
	Running Cost	87			2	19	15	21	30
	Transportation and Customs Clearance	121			4	4	8	46	58
	Activities to Promote Participation of Civilians and Civil Groups	21		1	1	1	2	3	12
	Others	17	1	2	1	1	2	2	8
	Total	744	37	42	48	73	82	168	293
	Revenue	Plot / Exhibit space rental fee	13						
Ticket sales		673					27	34	612
Royalty from food & beverage sales		12							12
Royalty from merchandise sales		35							35
Utility supply		11							11
Total		744					27	34	682
Net cash balance		-37	-42	-48	-73	-55	-135	390	
Cumulative balance		-37	-80	-127	-200	-256	-390	±0	

*Amounts rounded to the nearest million.

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Overall Finances

Table 13-13: Overall Finances

(US\$ in million)

Revenue		Expenditure	
Government of Japan	378	Site Construction	1134
Local Governments	378		
Private Funds, etc	378		
Plot Rental Fee	13	Operational Expenses	744
Ticket Sales	673		
Food / Beverages / Merchandise	47		
Utilities Supply	11		
Local Governments, and such	663	Related Business Expenses	663

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Chapter 14

**COST
ESTIMATION
FOR
EXPO 2025
OSAKA**

COST ESTIMATION FOR EXPO 2025 OSAKA

Participating countries and international organisations can select their exhibition package from Plot Allocation, Module, or Organiser-Built Shared Pavillion.

Model of Participation Costs

Plot Allocation

Participants will build their own pavilions.

Large plot: 2,400 m²

- Construction: US\$19 million
- OpEx: US\$3 million

Medium plot: 1,200 m²

- Construction: US\$9 million
- OpEx: US\$2 million

Small plot: 300 m²

- Construction: US\$2 million
- OpEx: US\$0.5 million

Modules

Participants will rent modules prepared by the organisers and arrange for the installation of their own interior and of the exhibit.

Large module floor: 1,200 m²

- Construction: US\$4 million
- OpEx: US\$2 million

Medium module floor: 900 m²

- Construction: US\$3 million
- OpEx: US\$2 million

Small module floor: 300 m²

- Construction: US\$1 million
- OpEx: US\$0.6 million

Organiser-Built Shared Pavillions

Participants will rent a section of organiser-built pavillion and carry out their own exhibition installation.

Large exhibition floor: 300 m²

- Construction: US\$1 million
- OpEx: US\$0.6 million

Medium exhibition floor: 200 m²

- Construction: US\$0.7 million
- OpEx: US\$0.5 million

Small exhibition floor: 82 m²

- Construction: US\$0.3 million
- OpEx: US\$0.3 million

NGOs, citizen groups, business ventures and SMEs can participate in the Expo through Micro-Exhibitions

Micro-Exhibitions

Participants will be required to pay rent to the organiser.

Exhibition Booths

Participants will need to pay rent for the desired period.
Rent: US\$75 per month / m²

Stall / Mini Kiosk Exhibitions

Participants will need to pay a usage fee for the stall to the organiser.

Measures for Developing Countries

- EXPO 2025 OSAKA aims to be accessible to everyone, and will provide a full range of assistance to developing countries, such as for the building, design, outfitting and disassembly of pavilions.
- Developing countries will be mainly invited to participate in Organiser-Built Shared Pavillions. Each country will be able to choose from among the Organiser-Built Shared Pavillions.

CAREFUL COST CALCULATIONS

A detailed breakdown of what costs an exhibitor might incur has been completed and it spans from the price of pavilion construction to facility maintenance and decommission. We've also provided a helpful guide to living costs for participants' staff.

SUPPORTING PARTICIPANTS THROUGH SERVICE

To help every participant produce the exhibit they truly want to showcase, the organiser will offer a number of services, some free of charge, including consultations, help with utilities and more.

ACCESS TO A GREAT LABOUR FORCE

We will offer introductions to the best companies and staff, monitor labour relations, and advise on best practices.

COST ESTIMATION FOR EXPO 2025 OSAKA

14.A Cost by Categories

1) Cost Structure for Facility Preparation

Cost estimation for preparation of facilities can be split into 5 categories: a) Building costs, b) Costs for amenities, c) Costs for commercial facilities, d) Interior and exhibition costs, and e) costs of fixtures, fittings, and systems. Removal costs are also required after the event in order to restore the site to its original condition.

Each categories can be further broken down

into materials, personnel, and transportation costs.

Construction costs, however, can vary depending on the exhibition format.

1. Participating countries and international organisations can select their exhibition type from Plot allocation, Module, or Organiser-Built Shared Pavilions, based on their financial resources and operational capabilities. Exhibitors who select Modules or Organiser-Built Shared Pavilions will not incur any construction costs.

2. The host country, including the organisers and the local governments, and private companies will generally be provided plot, and their exhibition type will involve constructing

their own buildings and exhibition facilities.

All exhibitors will be asked to operate their facilities for 6 months, from the opening until the closing of the Expo.

3. Micro-exhibitions (booths and stalls), which we expect will be of interests to NGOs, citizen groups, and individuals, as well as to business ventures and SMEs, represent a new exhibition type. These micro exhibits can be held in one-month increments, or run from the opening until the closing of the Expo, offering a wide range of flexible opportunities for small-budget exhibitors. Exhibitors using booths or stalls will incur the cost of exhibit installation, and leasing fees.

b) Amenities

Includes costs associated with electrical work, air conditioning, water supply, and sewage systems

for exhibition facilities. If a participating country wants to use a building contractor or workforce from their country, arrangements must be made in accordance with

Japan's Building Standards Act and official construction work regulations.

Participating countries and international organizations can select their exhibition type from Plot allocation, Module, or Organiser-Built Shared Pavilions

a) Buildings

Costs related to the buildings consists of the following items.

i) Building Design Costs

The costs for the design of exhibition facilities. Exhibitors will design their own buildings together with their chosen designers. Please note that all buildings must meet Japan's Building Standards Act.

ii) Building Construction Costs

The cost associated with constructing the building. In Japan, such construction work is normally undertaken by a single company as a turnkey project. If an official participating country wants to use a building contractor, or workforce from their own country, arrangements must be made in accordance with Japan's Building Standards Act and with official construction work regulations.

c) Commercial Facilities

Any infrastructure required for kitchen facilities, refrigeration, hot water systems, dish washers, electrical systems for commercial purposes, etc. will be installed by the Exhibitor.

d) Interior and Exhibit Production

i) Interior

Relates to work on interiors, facades, signage, lighting, sound systems and the like. Such work will be undertaken by the business operating the facility. If a participating country wants to use a building contractor or workforce from their country, arrangements need to be made in accordance with Japan's Building Standards Act and official construction work regulations.

ii) Exhibit Production

Includes all costs for producing the exhibition space so that visitors can see and experience

Table 14-1: Structure of the Costs Involved in Preparation of Facilities, etc.

Exhibition participants	Exhibition types	Development costs					
		Buildings	Amenities	Commercial facilities	Interior and exhibition	Fixtures, fittings, and systems	Rent to be paid
(1) Participating countries	A) Plot allocation	Participant	Participant		Participant	Participant	Free of charge
	B) Modules	Organiser	Organiser		Participant	Participant	Module rent
	C) Organiser-Built Shared Pavilions	Organiser	Organiser		Participant	Participant	Rent for the Organiser-Built Shared Pavilions Free of charge for developing countries
(2) International organisations	Sales of goods and F&B (20% or less of total floor space)			Participant	Participant	Participant	Royalties from the sales
	Thematic Pavilions	Organiser	Organiser	Organiser	Organiser	Organiser	-
	Government pavilions	Participant	Participant	Participant	Participant	Participant	-
(3) Organising country, the organiser, local governments	Local government pavilions	Participant	Participant	Participant	Participant	Participant	Free of charge
	Plot allocation	Participant	Participant	Participant	Participant	Participant	Plot rent
(4) Private companies	Booths	Organiser	Organiser	Participant	Participant	Participant	Booth rent
(5) NGOs, citizen groups, individuals	Stalls/Mini Kiosks	Organiser	Organiser	Participant	Participant	Participant	Stalls/Mini Kiosks usage fees
(6) Private companies (business ventures and SMEs)							

the exhibit. Such costs will be incurred by the businesses operating the facilities. If a participating country wants to use a building contractor, or workforce from their own country, arrangements need to be made in accordance with the Japanese building code and official construction work regulations.

e) Fixtures, Fittings and Systems Equipment

Includes tables and other furniture required for exhibits, supporting equipments, price tags, display panels, and the like. At food and beverage facilities, this also includes cooking implements, crockery for customers, fixtures around tables, and the like.

Supporting equipment includes display equipment, moving exhibits and the systems that control them, POS systems, and the like. All such work and associated expense will be the responsibility of the business operating the facility.

f) Removal

All exhibitors shall undertake to promptly remove buildings that they have constructed, including interiors, amenities, exhibits, and systems equipment, upon conclusion of the Expo. Any disassembled items not returned to the exhibitor's country shall be disposed of in Japan. The costs associated with removal/ collection, re-export to the originating country, and disposal shall be borne by the exhibitor. However, developing countries will receive special considerations in this regard.

g) Rent of Exhibition Space

i) Exhibitions in Common Areas or Modules

Participants who will use exhibition spaces in

common areas or modules will be required to pay rent to the organiser.

ii) Micro-Exhibitions

Rental fees for exhibition locations and facilities. Expo organiser will rent out available open spaces and corridors within the venue, as well as large, medium, or small event spaces that remain vacant, to interested parties.

For instance, if an official participating country, local government, or company wants to hold a publicity event, or if a business venture, SME, or corporate exhibitor wants to present their technology, space will be rented out to them upon request.

h) Common costs

i) Labour Costs

Includes travel, cost of stay, and wages for technicians and workers. If an participating country employs technicians or workers, Arrangements must be made in accordance with official Japanese labour standards. Work visa exemptions and similar considerations must also be addressed.

ii) Costs Related to Materials, Transportation, Import Duties, Consumption Tax

If an participating country brings construction materials for their buildings, interiors, or exhibit production from their own country, the costs of these materials, including transportation, import duties, and consumption tax, will be incurred by the Exhibitor. We will consider helping exhibitors find transportation companies for transportation within Japan. We will discuss necessary tax measures to ensure equal, and where necessary preferential, treatment of foreign participants by making a reference to the five expositions that were

held in Japan in the past.

iii) Insurance Premiums

Includes insurance premiums to cover accident, fire, and the like during the construction of the buildings and the interior.

iv) Security and Cleaning Costs

Arrangements will be made for the security and cleaning of work sites, carrying materials out, wages for construction work, guarantee of labour, and the like.

2) Costs by Each Participating Body and Type

The organisers will offer participants various types of facilities. Maximum possible flexibility will be provided to exhibitors so that they can customise their exhibit production to

achieve their objectives within their budgets.

1.Participating countries and international organisations can select from three exhibition arrangements: Plot Allocation, Module, and Organiser-Built Shared Pavilion.

2.Local governments and large private companies will, as a rule, participate under a plot allocation arrangement.

3.In addition, to increase the opportunity for a wide variety of organisations to participate in the Expo, opportunities will be offered to NGOs, private citizens, business ventures and SMEs to hold small-scale exhibitions.

4. Commercial exhibitors will have access to event facilities, visitor services, and the like. Any technician or worker from participating countries involved in venue preparation will

Table 14-2: Basic Unit Price for Facility Development Cost Estimation per Gross Floor Area

	Unit	Unit price (US\$ in thousand)	Notes
1) Building construction costs,			
2) Costs of amenities,			
3) Costs associated with commercial facilities			
• Building design cost	%	10	% to the building construction cost
• Buiding construction cost	US\$ in thousand/m ²	3.08	
4) Interior and exhibit production	US\$ in thousand/m ²	2.75	
5) Fixtures, fittings and systems equipment	%	10	% to the building construction cost and Interior & exhibit production
6) Removal	%	20	% to the building construction and Interior & exhibit production
7) Rent of exhibition space			
• Organiser-Built Shared Pavilions, Modules	US\$ in thousand/m ²	0.45	See Chapter 13
• Micro-Exhiitions (Booths)	US\$ in thousand/m ² /month	0.08	Details described later
• Micro-Exhiitions (Stall/Mini Kiosk)	US\$ in thousand/unit/month	1.36	Details described later
8) Common costs (Except for workers employed,materials and production brought by participating countries)			
• Labour costs			to be included in Buiding construction cost
• Costs related to materials, transportation, import duties, consuption tax			to be included in Buiding construction cost
• Insurance premium			to be included in Buiding construction cost
• Security and cleaning costs			to be included in Buiding construction cost

be provided with various forms of support to assist with setting up in the country. In addition, comprehensive assistance measures to promote and support participation by developing countries will be provided, so that they can produce the best possible exhibits to promote the appeal of their countries.

a) Costs Incurred by Participating Countries and International Organisations

Participation options for participating countries include:

- Plot Allocation

Intended for countries with a budget, these countries will organise their own exhibition installations, including pavilion construction, production of the exhibit, the fixtures and various systems, and so on, to create contents aligned with the Expo theme.

- Modules

Intended for international organisations, etc.. The organiser will provide the spaces with the modules and amenities. The participating country will rent a module, and arrange for operating facilities such as sound and lighting, interior, exterior decoration of the exhibit, fixtures and fittings, systems equipment, and so on, to express their own Expo theme. Exhibitors selecting this exhibition option will pay a rent for the module to the organiser.

- Organiser-Built Shared Pavilions

Intended for developing countries. The organiser will provide an exhibition space that includes basic exhibit production to reduce the cost burden for these exhibitors. The participating countries will rent this space and bring exhibits from their own countries, adding decorations and finishing touches

at the exhibition space. Participating countries and organisations will pay rent to the organiser, but this charge will be waived for developing countries.

b) Costs Incurred by Local Governments and Private Companies

Intended for local governments in the Kansai region and major private corporations from Japan and abroad. As a general rule, these entities will participate via the plot allocation package. Exhibitors will organise their installations themselves, including pavilion construction, the overall production, fixtures and systems, and so on, enabling them to create content that is aligned with the Expo theme. Private company exhibitors will pay the organisers for the land.

c) Cost of New Exhibition Types

Intended for NGOs, business ventures and SMEs, individuals, and other entities that may have extremely limited resources for exhibiting. The organiser will provide movable stalls and kiosks that can be used for display of an exhibit or to provide services. The rental fee for these stalls is expected to be very low. See Chapter 10 for further details.

d) Cost of Commercial Facilities

Exhibitors are allowed to install commercial facilities; however, it cannot occupy more than 20% of their total exhibition space. Plot allocation packages include the cost of building construction. However, modules and organiser-built shared pavilion packages will only involve the installation of amenities for commercial use.

3) Representative Unit Costs for Construction in the Region, Construction Work and Materials

a) Unit Cost of Construction of Buildings

The expected cost of construction of the buildings at the Expo venue will be US\$3.1 thousand per m², according to the plot allocation arrangement.

When building work is commissioned in Japan, turnkey orders are the norm. The costs are based on a unit price that includes the following:

- Labour
- Materials
- Transportation
- Import duties
- Insurance premiums
- Security
- Cleaning
- Removal

b) Unit Cost of Exhibition Installation, Including Interior Work

The expected unit cost for interiors and US\$2.8 thousand per m² of floor space

If the interior/exhibition installation work is to be commissioned in Japan, turnkey orders are the norm and they include the following costs:

- Labour
- Materials
- Transportation
- Import duties
- Insurance premiums
- Security
- Cleaning
- Removal

4) Costs Related to Workforce, Pre-Fabricated Buildings, and Import of Parts

If any participating country uses building engineers or workers from their own country, or if they import materials such as their interior facilities and exhibits, we will provide the following assistance:

a) Use of Own Building Engineers and Construction Workers

If construction work is to be performed by engineers and workers from the exhibitor's own country, Japanese official labour standards and other relevant rules must be respected. However, we will take necessary measures for participants involved in jobs such as building engineers and construction workers to enter into Japan and stay during the participation phase, smoothly. (see Chapter 6 more details)

b) Import of Materials

Customs procedures will be simplified for importing materials such as interior facilities and exhibits for international exhibitors. We will discuss necessary tax measures to ensure equal, and where necessary preferential, treatment of foreign participants by making a reference to the five expositions that were held in Japan in the past. Materials and exhibits that have been processed through Customs can be transported to the venue by reputable Japanese transportation companies. We will provide a list of items banned from importation to the participating countries in advance, so as to avoid any potential problems at Customs.

14.B
Operational Expenses and Cost of Stay

During the Expo, the exhibitors will pay operating expenses associated with running their facilities, and all accommodation costs incurred by their staff in Japan.

1) Operational Expense Structure

Exhibitors will be responsible for the following operating costs during the Expo:

a) Personnel Costs

Includes facility attendant staff, guides for visitors, security within facilities, cleaning, and facility management.

b) Maintenance Costs

Includes any costs involved in maintenance and management of interiors and exhibits within the facilities. If any damage or wear is discovered, it should be repaired promptly.

c) Utility Costs

Includes cost for water, electricity, gas, and a portion of the communications fees associate with the running of the facilities.

d) Royalty Fees From Commercial Facilities

Official exhibitors can install commercial facilities as long as they occupy 20% or less of the Exhibitor's total floor space. Royalties shall be paid to the organiser at a rate of 10% or less on sale of food and beverages.

e) Insurance

The organiser plans to provide participants

for EXPO 2025 OSAKA with the access to the following insurance in accordance with General Regulations for International Registered Exhibitions:

- Comprehensive liability insurance: during the Expo; approx. US\$4.55/m²

This insurance covers liability claims in respect of injuries or accidents of visitors, staff members and others. It offers coverage against defects of facility.

- Fire insurance: during the construction period and the duration of the Expo; US\$2.45/m²

This insurance covers liability claims in respect of fires arising out from defects of facility. It offers coverage against damages brought by the fire.

- Damage insurance: during the Expo; premium varies depending on the value of the exhibit insured

This insurance covers the risks for loss and/or damage of pieces of art and exhibits caused during the duration of the Expo. The premium varies depending on the value of the exhibit.

f) The Other Costs

The organiser of the EXPO 2025 OSAKA will arrange for consultants to support exhibiting countries that do not have much experience in exhibiting at a World Expo, as well as to those not familiar with Japanese norms and customs.

The monthly expense estimated for the following consultants is average US\$13.6 thousand:

- Project Management Consultation Includes project assistance with building, operations, schedule and budget management.
- Contract management Includes consulting services for various contractual matters.

Table 14-3: Basic Unit Prices for Operating Cost Estimation per Gross Floor Area

Item	Unit	Unit price	Notes
1) Personnel costs	US\$ in thousand/m ²	1.09	Venue attendants, security guards, cleaning
2) Maintenance costs	%	2	% to the total of building construction cost and Interior and exhibit production
3) Utility costs	US\$ in thousand/m ²	0.18	
4) Other costs (consultant fees)	US\$ in thousand/month	13.64	

Table 14-4: Operational Expenses for Utilities, Custom Clearance, Transportation Service, Insurance, and Staff Members

Items	Unit	Unit price	Notes
Personnel expenses			
Skilled clerical staff members	US\$ in thousand/person/day	0.18	
Interpreters	US\$ in thousand/person/day	0.23	
Administrative secretaries	US\$ in thousand/person/day	0.18	
Security guards	US\$ in thousand/person/day	0.11	
Insurance			
Fire insurance	US\$/m ²	2.45	During the duration of the Expo; unit rate multiplied by gross floor area
Comprehensive liability insurance	US\$/m ²	4.55	During the duration of the Expo; unit rate multiplied by gross floor area
Utilities* (large lot)			
Electricity	US\$/kw	Basic rate: approx. 18.18 Unit price: approx. 0.14	In case of a contract less than one year with 70,000V
Gas rate	Basic rate:US\$/month, unit price: US\$/m ³	Basic rate: approx. 62.73 Unit price: approx. 0.91	In case of more than 1,000m ³ /month
Water	Basic rate: US\$/month, unit price: US\$/m ³	Basic rate: approx. 7.73 Unit price: approx. 3.27	In case of 51m ³ /month or more

*Rates shown above are for the reference purpose only; they are the rates currently provided by local utility companies; the actual rates will be determined by the organiser, who will be the sole provider of utility services to participants

2) Transportation and Accommodation

Exhibitors at the EXPO 2025 OSAKA will stay for the duration of the event and run their own exhibiting facilities. Employees and staff of the exhibitors will cover their own cost of transportation and accommodation. Table 14-5 shows an outline of general costs:

14.C
Standard Costs for Participation

As described earlier, the organiser will offer participation types including Plot Allocation, Modules, Organiser-Built Shared Pavilions, and micro-exhibitions. A wide variety of types

are available, including the new exhibiting types, to accommodate the needs of participating countries, international organisations, NGOs, citizens, and business ventures and SMEs with a range of exhibition goals and budgetary considerations.

1) Plot Allocation

Plot allocation is a types in which official participating countries build their own pavilions. Table 14-6 breaks down the costs of plot allocation packages in the plot sizes of 4,000 m², 2,000 m², and 500 m².

- Large Allocation Area
- Medium Allocation Area
- Small Allocation Area

a) Logistics

The land will be allocated as a ready-to-use

Table 14-5: Living Expenses

Cost of Daily Goods and Services

Item	Unit price(US\$)	Notes
Transportation		
Railway	Minimum rate: approx. 1.27	Rates are depend on operators; and changed per distance, etc.
Subway	Minimum rate: approx. 1.64	
Bus	Minimum rate: approx. 1.91	
Taxi	Minimum rate: approx. 6.18	
Reference: Transportation from Osaka city center to the area near the venue		
Osaka station to Cosmo Square station	3.55	one-way by railway
Bentencho station to Cosmo Square station	2.09	one-way by railway
Osaka city center to Yumeshima Island	approx.45.45	one-way by taxi
Accommodation costs for exhibitors		
Based on 2 persons sharing a room of around 50m2	545.45	one month
Hotel stay		
Five star hotel (The Ritz Carton Osaka, Conrad Osaka, etc.)	Approx. 454.55	per night for 2 persons
Four star hotel (Hyatt Regency Osaka, etc.)	Approx. 227.27	per night for 2 persons
A standard twin room at a city hotel	Approx. 136.36	per night
A twin room at a business hotel	Approx. 81.82	per night
Residential leasing rate		
One room	Approx. 27.27-45.45	per day Long stay for one month or longer
Cost per meal		
Average price for dining out is approx. US\$22.73/person/day. Kansai provides diverse cuisine and price options. In case of fast food, visitors can enjoy Japanese noodle (udon, soba) from approx. US\$2.72, set menu at hamburger chain store from approx. US\$4.55. <small>Source: Recruit, Food service market survey 2017 May</small>		
Goods and services		
Haircut at a barbour / Hiarcut at a beauty salon	From approx. 9.09-27.27	The price varies depending on the store.

Utility Cost

Item	Unit price(US\$)	Note
Electric power	Approx. 0.18-0.27/kWh	Rates for consumers in Kansai By Kansai Electric Power as of May 2017
Water and sewage	Approx. 1.55-2.45/m ³	Rates for consumers in Kansai By Osaka Waterhouse Bureau as of October 2015
Gas	Approx. 1.27-2.09/m ³	Rates for consumers in Kansai By Osaka Gas as of August 2017
Gasoline	Premium 1.28/ℓ Regular 1.19/ℓ Heating oil 0.99/ℓ	Agency for Natural Resources and Energy as of July 2017

Insurance

The organizer will help exhibitors arrange wide variety of insurances, such as health insurance for exhibitor's staff, if requested.

Custom Clearance

Personal effects and unaccompanied baggage for personal use are free of duty and/or tax within the certain allowance. For other items, a customs duty of 15% is imposed on the taxable price (usually about 60% of retail price overseas for portable goods and separate goods). As for alcoholic beverages and tobacco products, the following simplified customs duty and tax rates will be applied: alcoholic beverages US\$1.82-5.45/l, cigarettes US\$0.10 per cigarette.

Source: Japan Custom guidance <http://www.customs.go.jp/zeikan/pamphlet/tsukan.pdf>

empty plot. The organiser will provide basic infrastructure and amenities required to run facilities, such as:

- electricity, water supply, and waste water services, as well as underground gas pipes leading to the periphery of the plot
- Connection to fire prevention, security system and monitoring camera(s)
- Arrangements for construction
- On-site security and cleaning (except inside pavilions)

2) Modules

According to this arrangement, the organiser will build module pavilions that participants will then rent, operate and hire staff for. Table 14-7 shows the costs by 3 plot patterns: Large Modules with a land area of 2,000 m² and a total floor space of 1,200 m²; Medium Modules with a land area of 1,500 m² and total floor space of 900 m²; and Small Modules with a land area of 500 m² and total floor space of 300 m².

- Large Modules
- Medium Modules
- Small Modules

a) Logistics

Participating countries will rent the modules prepared by the organiser, and will arrange for the installation of their own interior and of the exhibit. The organiser will provide services including:

- Installation of electricity and gas supply, water supply, and waste water system
- Connection to fire prevention, security system, and monitoring camera(s)
- Arrangements for construction
- On-site security and cleaning (except for exhibiting areas)

3) Organiser-Built Shared Pavilions

The organiser will maintain Organiser-Built Shared Pavilions, and will rent them out to participating countries. The only work performed by the Exhibitor will be for exhibition installation. The area available for rent within an organiser-built pavilion will range from a minimum 82 m² and to a maximum of 300 m². Table14-8 shows examples of costs associated with large (300 m²), medium (200 m²), and small (82m²) exhibitions in organiser-built pavilions.

The total floor area of Organiser-Built Shared Pavilions is 15,600 m², subdivided into 9 plots.

- Large Spaces
- Medium Spaces
- Small Spaces

a) Logistics

Participating countries will rent a section of an organiser-built pavilion, and shall carry out their own exhibition installation. The organiser will provide services involved in running the facilities, including:

- Installation of basic water supply and waste water systems within an organiser-built pavilion, and electrical systems
- Installation of fire prevention, security system, and surveillance cameras
- Arrangements for construction
- On-site security and cleaning (except for exhibiting areas)

4) Micro-Exhibitions

Micro-exhibitions are a participation type involving the use of booths and stalls to exhibit, so that NGOs, citizen groups, business ventures and SMEs with limited finances can participate in the Expo.

Table 14-6: Type A) Plot Allocation

a) Large Allocation Area

Site construction:		cost(US\$ in thousand)					
Building design	Building construction	7,392	US\$ in thousand	x		10%	739
Building construction		3.08	US\$ in thousand/m ²	x	Gross floor area	2400 m ²	7,392
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	2400 m ²	6,600
Fixture, fittings, and system equipments	Building construction +Exhibit installation	13,992	US\$ in thousand	x		10%	1,399
Removal	Building construction +Exhibit installation	13,992	US\$ in thousand	x		20%	2,798
Total							18,928
Operational expenses:		cost(US\$ in thousand)					
Venue attendants, security guards, cleaning	Gross floor area	2,400	m ²	x	1.09	US\$ in thousand/m ²	2,616
Facility maintenance	Building construction +Exhibit installation	13,992	US\$ in thousand	x		2%	280
Utilities	Gross floor area	2,400	m ²	x	0.18	US\$ in thousand/m ²	432
Fire insurance	Gross floor area	2,400	m ²	x	2.45	US\$/m ²	6
Comprehensive liability insurance	Gross floor area	2,400	m ²	x	4.55	US\$/m ²	11
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							3,454

b) Medium Allocation Area

Site construction:		cost(US\$ in thousand)					
Building design	Building construction	3,696	US\$ in thousand	x		10%	370
Building construction		3.08	US\$ in thousand/m ²	x	Gross floor area	1200 m ²	3,696
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	1200 m ²	3,300
Fixture, fittings, and system equipments	Building construction +Exhibit installation	6,996	US\$ in thousand	x		10%	700
Removal	Building construction +Exhibit installation	6,996	US\$ in thousand	x		20%	1,399
Total							9,465
Operational expenses:		cost(US\$ in thousand)					
Venue attendants, security guards, cleaning	Gross floor area	1,200	m ²	x	1.09	US\$ in thousand/m ²	1,308
Facility maintenance	Building construction +Exhibit installation	6,996	US\$ in thousand	x		2%	140
Utilities	Gross floor area	1,200	m ²	x	0.18	US\$ in thousand/m ²	216
Fire insurance	Gross floor area	1,200	m ²	x	2.45	US\$/m ²	3
Comprehensive liability insurance	Gross floor area	1,200	m ²	x	4.55	US\$/m ²	5
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							1,781

c) Small Allocation Area

Site construction:		cost(US\$ in thousand)					
Building design	Building construction	924	US\$ in thousand	x		10%	92
Building construction		3.08	US\$ in thousand/m ²	x	Gross floor area	300 m ²	924
Exhibit installation		2.75	US\$ in thousand	x	Gross floor area	300 m ²	825
Fixture, fittings, and system equipments	Building construction +Exhibit installation	1,749	US\$ in thousand	x		10%	175
Removal	Building construction +Exhibit installation	1,749	US\$ in thousand	x		20%	350
Total							2,366
Operational expenses:		cost(US\$ in thousand)					
Venue attendants, security guards, cleaning	Gross floor area	300	m ²	x	1.09	US\$ in thousand/m ²	327
Facility maintenance	Building construction +Exhibit installation	1,749	US\$ in thousand	x		2%	35
Utilities	Gross floor area	300	m ²	x	0.18	US\$ in thousand/m ²	54
Fire insurance	Gross floor area	300	m ²	x	2.45	US\$/m ²	1
Comprehensive liability insurance	Gross floor area	300	m ²	x	4.55	US\$/m ²	1
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							527

Table 14-7: Type B) Modules

a) Large Modules

Site construction:		cost(US\$ in thousand)					
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	1200 m ²	3,300
Fixture, fittings, and system equipments	Exhibit installation	3,300	US\$ in thousand	x		10%	330
Removal	Exhibit installation	3,300	US\$ in thousand	x		20%	660
Total							4,290
Operational expenses:		cost(US\$ in thousand)					
Rent of exhibition space	Gross floor area	1,200	m ²	x	0.45	US\$ in thousand/m ²	540
Venue attendants, security guards, cleaning	Gross floor area	1,200	m ²	x	1.09	US\$ in thousand/m ²	1,308
Facility maintenance	Exhibit installation	3,300	US\$ in thousand	x		2 %	66
Utilities	Gross floor area	1,200	m ²	x	0.18	US\$ in thousand/m ²	216
Fire insurance	Gross floor area	1,200	m ²	x	2.45	US\$/m ²	3
Comprehensive liability insurance	Gross floor area	1,200	m ²	x	4.55	US\$/m ²	5
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							2,247

b) Medium Modules

Site construction:		cost(US\$ in thousand)					
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	900 m ²	2,475
Fixture, fittings, and system equipments	Exhibit installation	2,475	US\$ in thousand	x		10%	248
Removal	Exhibit installation	2,475	US\$ in thousand	x		20%	495
Total							3,218
Operational expenses:		cost(US\$ in thousand)					
Rent of exhibition space	Gross floor area	900	m ²	x	0.45	US\$ in thousand/m ²	405
Venue attendants, security guards, cleaning	Gross floor area	900	m ²	x	1.09	US\$ in thousand/m ²	981
Facility maintenance	Exhibit installation	2,475	US\$ in thousand	x		2 %	50
Utilities	Gross floor area	900	m ²	x	0.18	US\$ in thousand/m ²	162
Fire insurance	Gross floor area	900	m ²	x	2.45	US\$/m ²	2
Comprehensive liability insurance	Gross floor area	900	m ²	x	4.55	US\$/m ²	4
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							1,713

c) Small Modules

Site construction:		cost(US\$ in thousand)					
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	300 m ²	825
Fixture, fittings, and system equipments	Exhibit installation	825	US\$ in thousand	x		10%	83
Removal	Exhibit installation	825	US\$ in thousand	x		20%	165
Total							1,073
Operational expenses:		cost(US\$ in thousand)					
Rent of exhibition space	Gross floor area	300	m ²	x	0.45	US\$ in thousand/m ²	135
Venue attendants, security guards, cleaning	Gross floor area	300	m ²	x	1.09	US\$ in thousand/m ²	327
Facility maintenance	Exhibit installation	825	US\$ in thousand	x		2 %	17
Utilities	Gross floor area	300	m ²	x	0.18	US\$ in thousand/m ²	54
Fire insurance	Gross floor area	300	m ²	x	2.45	US\$/m ²	1
Comprehensive liability insurance	Gross floor area	300	m ²	x	4.55	US\$/m ²	1
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							644

Table 14-8: Type C) Organiser-Built Shared Pavilions

a) Large Spaces

Site construction:							cost(US\$ in thousand)
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	300 m ²	825
Fixture, fittings, and system equipments	Exhibit installation	825	US\$ in thousand	x		10%	83
Removal	Exhibit installation	825	US\$ in thousand	x		20%	165
Total							1,073
Operational expenses:							cost(US\$ in thousand)
Rent of exhibition space	Gross floor area	300	m ²	x	0.45	US\$ in thousand/m ²	135
Venue attendants, security guards, cleaning	Gross floor area	300	m ²	x	1.09	US\$ in thousand/m ²	327
Facility maintenance	Exhibit installation	825	US\$ in thousand	x	2	%	17
Utilities	Gross floor area	300	m ²	x	0.18	US\$ in thousand/m ²	54
Fire insurance	Gross floor area	300	m ²	x	2.45	US\$/m ²	1
Comprehensive liability insurance	Gross floor area	300	m ²	x	4.55	US\$/m ²	1
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							644

b) Medium Spaces

Site construction:							cost(US\$ in thousand)
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	200 m ²	550
Fixture, fittings, and system equipments	Exhibit installation	550	US\$ in thousand	x		10%	55
Removal	Exhibit installation	550	US\$ in thousand	x		20%	110
Total							715
Operational expenses:							cost(US\$ in thousand)
Rent of exhibition space	Gross floor area	200	m ²	x	0.45	US\$ in thousand/m ²	90
Venue attendants, security guards, cleaning	Gross floor area	200	m ²	x	1.09	US\$ in thousand/m ²	218
Facility maintenance	Exhibit installation	550	US\$ in thousand	x	2	%	11
Utilities	Gross floor area	200	m ²	x	0.18	US\$ in thousand/m ²	36
Fire insurance	Gross floor area	200	m ²	x	2.45	US\$/m ²	0.5
Comprehensive liability insurance	Gross floor area	200	m ²	x	4.55	US\$/m ²	1
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							465.5

c) Small Spaces

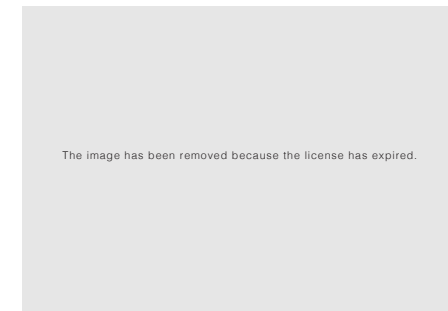
Site construction:							cost(US\$ in thousand)
Exhibit installation		2.75	US\$ in thousand/m ²	x	Gross floor area	82 m ²	226
Fixture, fittings, and system equipments	Exhibit installation	226	US\$ in thousand	x		10%	23
Removal	Exhibit installation	226	US\$ in thousand	x		20%	45
Total							294
Operational expenses:							cost(US\$ in thousand)
Rent of exhibition space	Gross floor area	82	m ²	x	0.45	US\$ in thousand/m ²	37
Venue attendants, security guards, cleaning	Gross floor area	82	m ²	x	1.09	US\$ in thousand/m ²	89
Facility maintenance	Exhibit installation	226	US\$ in thousand	x	2	%	5
Utilities	Gross floor area	82	m ²	x	0.18	US\$ in thousand/m ²	15
Fire insurance	Gross floor area	82	m ²	x	2.45	US\$/m ²	0.2
Comprehensive liability insurance	Gross floor area	82	m ²	x	4.55	US\$/m ²	0.4
Others (consulting fees)		8	months	x	13.64	US\$ in thousand/month	109
Total							255.6

a) Exhibition Booths

Exhibition booths will be similar to Organiser-Built Shared Pavilions, but can be booked in time increments of one-month, three-months, and so on. They contain less space, so that the cost of exhibiting can be kept low. Exhibitors will be required to pay rent to the organiser for the desired rental period. In addition, Exhibitors will be responsible for the costs associated with their exhibits, display stands, facility systems, and the like.

- Number of units: 100
- Display sizes ranging from 5m x 5m (25 m²) up to 10m x 10m (100 m²).
- Rent: US\$ 75 per month m²

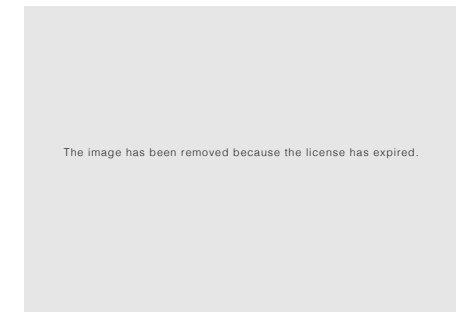
Exhibition Booths



b) Stall/Mini Kiosk Exhibitions

Stalls are intended to be simple displays that can be rented by exhibitors and operated as they see fit. Participants will be responsible for costs related to displays on the stall, fixtures, fittings, and the like. The participants need to pay a usage fee for the stall to the organiser. These stalls will be regulated differently from other stall-type installations, such as concession stands and food & beverage trucks.

Stall/ Mini Kiosk Exhibition



- Number of stalls: 100
- Stall size: 0.9m width x 0.6m depth x 1.8m height
- Stall exhibitions are expected to be held in open spaces, corridors, and immediate exterior inside of a pavilion or just outside the entrances to the venue.
- Stall usage fees shall be US\$ 1.36 thousand / month.
- Stall production costs are expected to run from approximately US\$ 8.18 thousand each, and the monthly usage fees are calculated on that basis.

14.D Measures for Developing Countries

EXPO 2025 OSAKA aims to be accessible to everyone, and will provide a full range of assistance to developing countries, leveraging the expertise and know-how gained from similar assistance provided at previous expos held in Japan. Developing countries will be invited to participate in Organiser-Built Shared Pavilions. Each country will be able to choose from among the nine Organiser-Built

Provide assistance to developing countries participating with building and operations

Shared Pavilions that will be situated within the venue. Exhibition using a Module pavilion will also be offered to developing countries for a special rental fee. In addition, we will provide assistance to such countries for exhibition planning and preparation.

Japan provided assistance to developing countries participating in the EXPO 2005, Aichi, including consultation on exhibiting so as to match the Expo theme. We have a proven track record and expertise in this regard.

1) Assistance with Building and Design

Assistance will be provided for the building, design, outfitting and disassembly of Organiser-Built Shared Pavilions and Modules.

2) Assistance with Exhibits and Interiors

a) Assistance with Exhibition Design

Assistance will be provided for planning, designing exhibition and interior, such as providing a planning expert for consultation.

b) Assistance with Work on the Exhibition

Assistance will be provided to cover the cost of preparation work for the exhibition.

c) Assistance with Transportation for the Exhibition

Assistance will be provided to cover the costs involved in navigating Customs procedures and transportation of exhibits that are sent

from the exhibitor's home country.

d) Consultation

Consultation will be provided to develop high-quality, attractive pavilion content that is relevant to the Expo theme.

e) Assistance for the Person in Charge of the Exhibition

Assistance will be provided for the cost of travel and accommodation.

f) Assistance for the Costs Involved in Removal of Exhibition

Assistance will be provided to cover costs of removing the exhibition after the end of the event.

3) Operational Assistance

a) Assistance with Training of Operational Staff

Organisers will provide training in advance for operational staff, who will be sent to Japan from the exhibitor's country.

b) Assistance for Administration Office Staff

Assistance will be provided to cover the costs of transportation and stay for administrative office staff, who will come to Japan from the exhibitor's country.

c) Assistance for Attendants

Assistance will be provided to cover the cost of having Japanese attendants recruited in Japan.

d) Assistance with Communication and Promotion

Assistance will be provided for various activities

for communication and promotion related to the developing nations' participation at the Expo, including creation of material, events and campaigns.

e) Maintenance Costs for Facilities

Assistance will be provided for costs for security, cleaning, utilities, and liability insurance for the exhibition.

f) Assistance for their National Day

Assistance will be provided for costs associated with accommodation for VIPs visiting Japan from the exhibitor's home country for their National Day during the Expo. In addition, assistance will be provided for the cost of transportation and accommodation for entertainers who perform at their National Day.

Assistance will also be provided for booth and stall displays.

Further details regarding assistance for developing countries will be provided to the BIE in the future.

14.E Contractors and Strikes

1) Appropriate Use of Local Contractors for Preparation and Maintenance of Exhibits

The organiser will introduce participating countries to trusted contractors and service providers to help with construction and maintenance of exhibits. The organiser will screen these companies in advance

to determine their suitability. The range of contractors is expected to include:

- Facilities companies
- Exhibition companies
- Security companies
- Cleaning companies

2) Care to Technicians and Engineers of Participating Countries

The organiser are mindful of the relationship between local industry and overseas technicians and engineers, and shall take the following measures to ensure that technicians and engineers from participating countries performing construction, interior and exhibition installation, and operation of facilities, can work smoothly.

a) Permit to Enter and Stay in Japan

Relaxation or exemption from work visa requirements for immigration and extension of the permitted period of stay will be considered for technicians and engineers from participating countries. However, we will require guarantees and the like from participating countries.

b) Taxes

We will discuss necessary tax measures to ensure equal, and where necessary preferential, treatment of foreign participants by making a reference to the five expositions that were held in Japan in the past.

3) "No Strike" Agreement or Equivalent

Japanese labour unions are not organised by type of work, as in the Western countries, but rather are organised by companies. Thus,

we can say that strikes are unlikely to occur and the organiser would not need to enter into direct agreements with each labour union.

14.F Provision of Services to Participating Countries

The organiser will provide services for Customs procedures, cargo transportation, cleaning, maintenance, security, and facility operation.

1) Customs Procedures for Import

If an participating country imports construction materials for their exhibition, they can ensure smooth logistics through customs at an airport or seaport pre-designated by the organiser. Imported materials will be housed together at a bonded warehouse, and then transported to the venue together. To facilitate required removal/collection of exhibits by the Exhibitors, we will discuss necessary tax measures to ensure equal, and where necessary preferential, treatment of foreign participants by making a reference to the five expositions that were held in Japan in the past.

2) Domestic Transportation

When items are sent from the bonded warehouse to the venue, The Exhibitor will have to use designated transportation carriers in Japan.

3) Cleaning, Maintenance, and Security for Exhibition Facilities

The organiser will arrange for cleaning,

maintenance, and security of common areas within the modules and organiser-built shared pavilions. Exhibitors are responsible for cleaning, maintainance, and security control for their exhibition spaces. The organiser will assist with arrangement of these services upon request.

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