

## Theme

# Designing Future Society for Our Lives

## Sub Themes

- How to Lead a Healthy Life in a Diverse Manner
- Sustainable Socioeconomic Systems



**Venue:** Yumeshima Island, Osaka, Kansai, Japan

**Schedule:** May 3 - November 3, 2025

**Projected Visitors:** 28 million

The EXPO 2025 Japan Headquarters, Ministry of Economy, Trade and Industry  
[expo2025-osaka-japan@meti.go.jp](mailto:expo2025-osaka-japan@meti.go.jp)

2025 Japan World Expo Committee  
<http://www.expo2025-osaka-japan.jp/en/>

# EXPO 2025 OSAKA, KANSAI, JAPAN



# Designing Future Society

Expo 2025 Osaka, Kansai focuses on our “lives” in 3 areas.

## Saving Lives

Tackling infection and extending healthy life span.

- Birth, nutrition and vaccination
- Sanitation and protection against infection
- Lifestyle (diet and exercise)
- Extending healthy life spans

## Empowering Lives

Designing education and employment in the era of AI and robotics.

- Education
- Work and continuous learning
- Giving back to communities

## Connecting Lives

Fostering understanding among different cultures and bringing about innovations.

- Communities: families, companies, friends and local and global communities
- Stakeholders: governments, corporations, NGOs, financial firms and students

# for Our Lives

## EXPO for SDGs

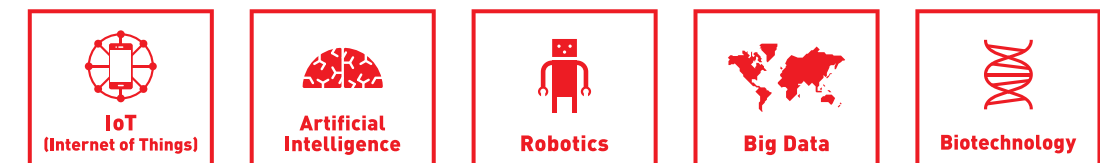
Expo 2025 Osaka, Kansai will be a platform to achieve the Sustainable Development Goals (SDGs) set by the United Nations by 2030.

### The United Nations' Sustainable Development Goals



## The KEY is Society 5.0

The Japanese national project “Society 5.0,” or the super smart society equipped with cutting-edge technologies, is to solve various global issues in areas including health, agriculture, and environment by utilising technological breakthroughs.





# Venue for Co-Creation



## Decentralised and Dispersed Design Reflecting a Future Society

The decentralised and dispersed facility arrangement encourages and inspires interaction among visitors and the co-creation of future society.



## Close to the Centre of Osaka

Yumeshima Island is accessible within 20 to 30 minutes by subways and driving from the centre of Osaka.

## Khu Plazas

Five large plazas, called *Khu* or “expanse” in Japanese, host a series of events, designed to offer unexpected encounters and interactions for visitors.



## Venue for Various Experiences

The venue is comprised of 3 Worlds. Pavilion World, Green World (visitors enjoy outdoor events and glamorous and comfortable camping) and Water World (visitors enjoy night-time entertainment shows and more).

### Pavilion World



### Green World



### Water World



## Most Advanced Security Protecting Visitors and Participants

Leading security technologies, such as biometric identification and patrolling drones, will be in place to offer security and safety on site. Counter-measures against tsunami and storms are also fully in place.



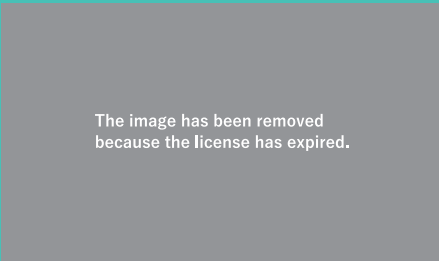
## Experienced Venue Management

### Zero waiting time Expo



Visitors are offered many measures that aim to eliminate waiting time.

### Environmentally friendly Expo



Advanced environment technologies will include net-zero-energy pavilions, etc.

### Barrier-free universal design Expo



The Expo venue is designed for everybody to have fun.



# Experience of “People’s Living Lab”

## Driving Momentum Towards Expo 2025

A number of co-creation initiatives will be held towards Expo 2025 Osaka, Kansai and new business models and social systems will be discussed aiming for the achievement of the SDGs.



## Generating Soft Legacy for Future Society

People’s Living Lab will bring changes of mind and behaviour to each person. The achievement of SDGs can be accelerated. People involved in the Expo will carry on the ideals of the Expo.



2018

2025

Beyond

- International workshops or conferences relating to the Expo theme.

**Expo 2025  
Osaka, Kansai**

- Ideas to be tested and presented on site
- Idea competitions

Business models and policies developed for SDGs.

## Online Platform

- Sharing ideas and knowledge, dialogue, interaction



### Meet

People around the world MEET each other through global issues of common interest.



### Share

People SHARE issues and ideas to solve them, making the platform where co-creation projects start.



### Learn

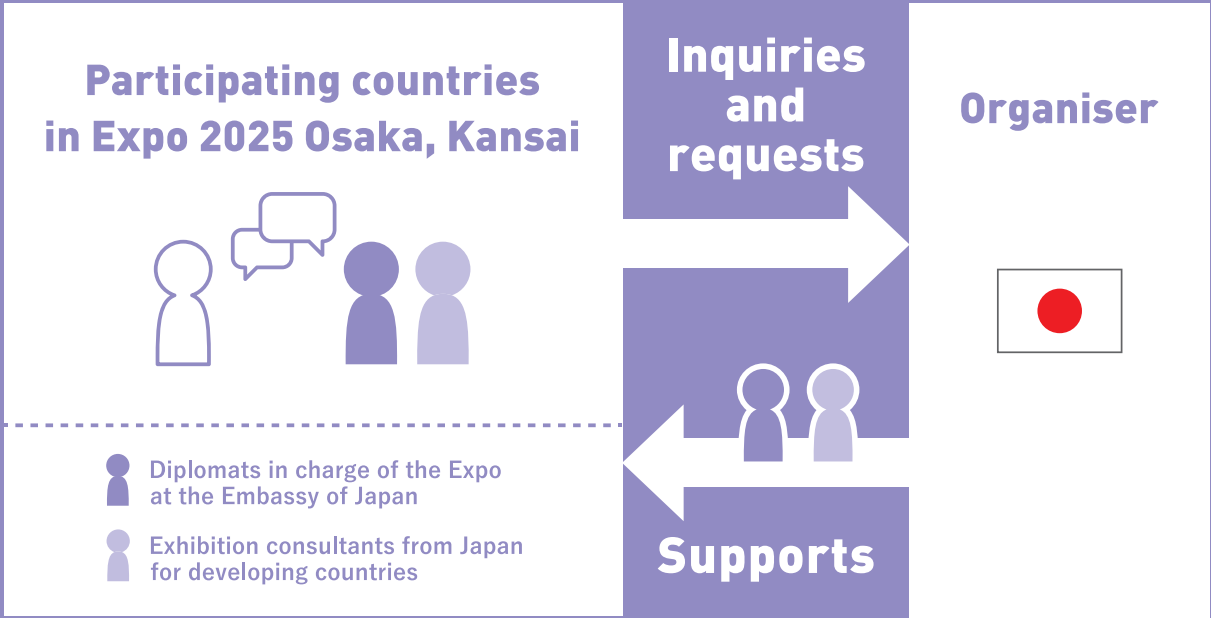
People from all backgrounds teach their unique knowledge and LEARN from each other.



Expo 2025 Osaka, Kansai has already begun.

# Ensuring Success for Participating Countries

Leading up to the opening of the Expo, Japan offers a comprehensive co-creation framework to participants.



## Three Types of Pavilions - Providing Wide Flexibility

Participants are offered the flexibility to choose from among 3 types of pavilion.



# Assistance Programme for Developing Countries

- **Comprehensive assistance covering the periods before, during, and after the Expo**
- **Around 100 countries will receive assistance**
- **Total amount of assistance: 218 million US dollars (187 million euros)**  
the largest amount proposed among the candidates
- **Average amount per country: 2.2 million US dollars (1.9 million euros)**



**Venue**

Easing financial burden for building attractive exhibitions

**118 million US dollars**  
(102 million euros)



**Operation**

Ensuring smooth on-site operation throughout Expo period

**32 million US dollars**  
(27 million euros)



**Communication**

Helping public relations activities

**37 million US dollars**  
(32 million euros)



**Travel & lodging**

Supporting travel and stay in Osaka, Kansai

**26 million US dollars**  
(22 million euros)



**National Day**

Assisting in realising creative National Day events

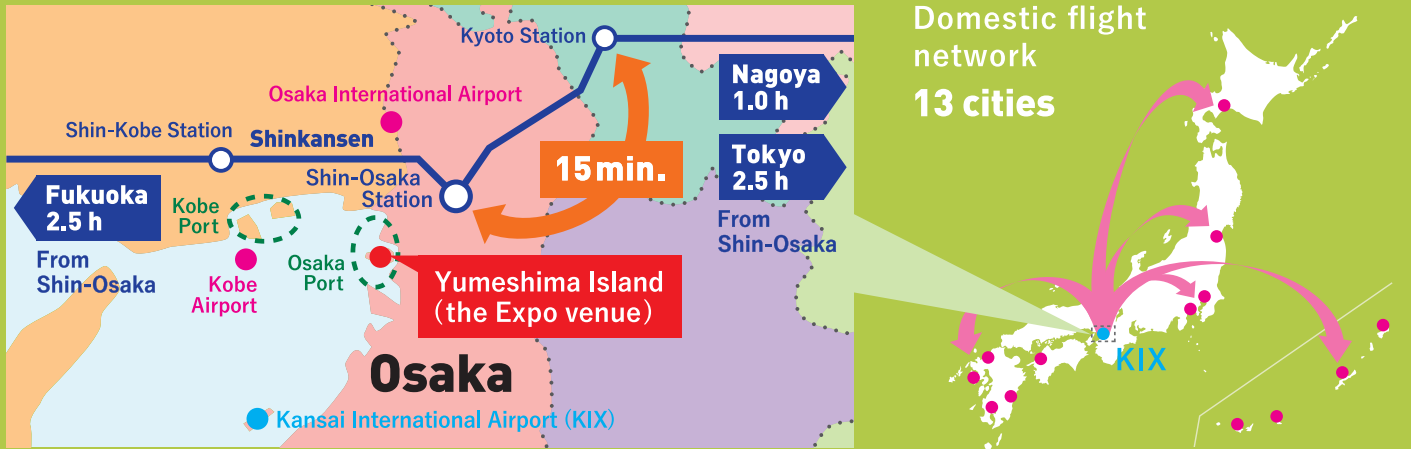
**5 million US dollars**  
(4 million euros)

# Easy Access from the World and

Gateway to Asia with world-class sea ports and airports  
– 1,300 international flights every week



Osaka, Kansai connected with highly advanced network of domestic transportation



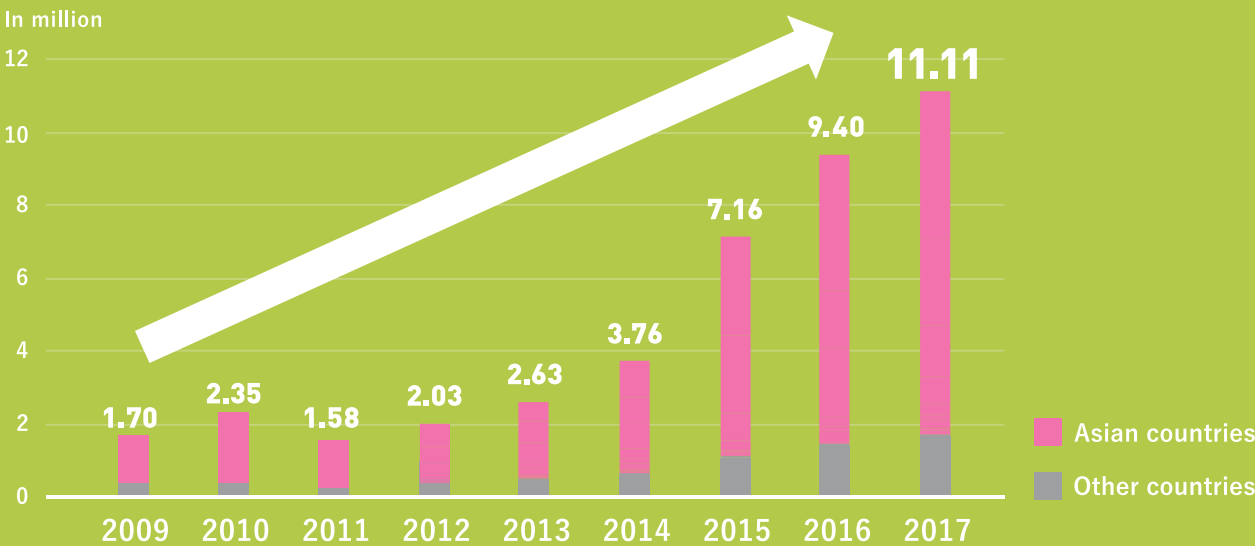
# Gateway to Asia

A Top Trending Global Destination

Among tourist destinations in Japan, the proportion of Asian visitors is the highest in Osaka, Kansai. The New York Times selected Osaka as one of the “52 Places to Go” in 2017.



Increase in number of visitors to Osaka



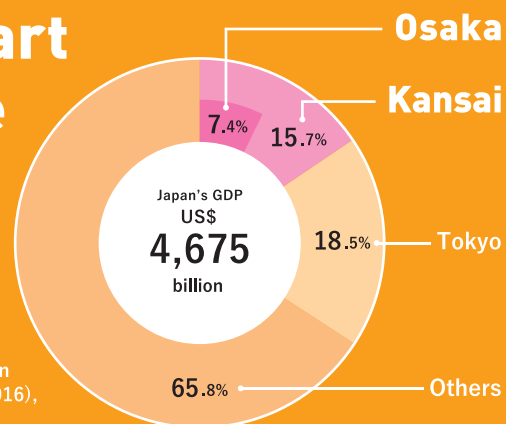
Estimated based on “Number of foreign visitors to Japan” by Japan National Tourism Organization (JNTO), and “Survey on consumption trend among foreign visitors to Japan” by Japan Tourism Agency (JTA)

Expo 2025 Osaka, Kansai is expecting a large number of Asian visitors, giving participating countries opportunities to appeal to them.

# Vital Economic Centre Leading



## Essential Part of Japanese Economy



## Top ranked companies headquartered in Kansai

The Fortune 2016 Global 500  
by Fortune

Nippon Life Insurance Company
Panasonic Corporation
Itochu Corporation
Sumitomo Life Insurance Company
Kansai Electric Power Company
Daiwa House Industry
Sumitomo Electric Industries

Global RepTrak 100  
by Reputation Institute

Nintendo
Panasonic Corporation
Sharp Corporation

## Close economic ties with Asian countries

60% of the trades in Osaka, Kansai are to and from Asian countries.

## Vibrant region full of entrepreneurial spirit

The spirit has borne many unique ideas and inventions, which have had great, long-lasting benefit to society.

## Win-Win-Win Philosophy

It embodies the long-held belief in the commerce of Kansai, in which business benefits not only the seller and the buyer, but society as a whole.

## “Kansai can produce everything.”

Kansai is home to hundreds of thousands of global SMEs in a variety of sectors.

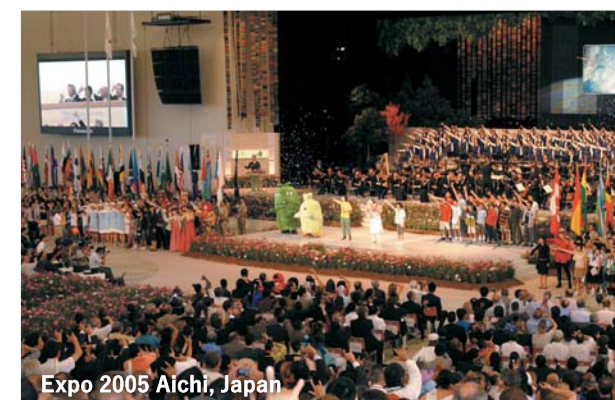
# Technology and Innovation

## Centre of Advanced Technology

Many institutes make Osaka, Kansai recognised globally as a hub for various types of advanced technology.

## Wealth of Experience Promises Great Success of a Groundbreaking Expo

Japan has successfully hosted five Expos in the past 50 years and has left significant legacies, which are a great source of pride for the country and support from the international community. For example, Expo 1970 Osaka welcomed more than 64.2 million visitors, which held the record for the largest number of visitors for decades.



Japan enjoys world-leading experience and expertise, making it capable of implementing unprecedented initiatives. Thanks to this, Japan guarantees to bring forward new ideas for the generations to come.



# Rich Cultural Experience and

## Friendly Locals Welcoming Guests from around the World

The people of Osaka are known for their passion and friendliness. They are hospitable, open-minded and talkative to guests from around the world. They also hold the region's tradition and customs dear.

The image has been removed because the license has expired.



## Japanese Cuisine Capital

Osaka, Kansai has more than 200 Michelin Star awarded restaurants. Not only sophisticated Japanese dishes drawing on seasonal ingredients, but also delicious, affordable foods are available in abundance.



## Excellent Accommodations and World-Famous Hospitality

Visitors, staff and family members of participating countries can enjoy warm hospitality and traditional Japanese culture.



©Osaka Convention & Tourism Bureau



# Warm Hospitality

## Easy Access to Major Tourist Destinations

With a highly advanced network of roads and public transportation, the centre of Osaka is connected with Kyoto and Nara within only 30 minutes. Both cities are ancient capitals of Japan with an abundance of national treasures.

