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# EXPO 2025

OSAKA, KANSAI, JAPAN

REGISTRATION DOSSIER





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## **Yen Dollar Rate:**

Through the Registration Dossier, the amount of US dollar is converted at JPY 110 yen / US dollar, which is the middle rate between the annual average TTS and the annual average TTB in 2018.

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# Introduction



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The image of the Expo site





## Overview

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### Title

Expo 2025  
Osaka, Kansai, Japan

### Theme

Designing Future Society  
for Our Lives

### Subthemes

Saving Lives  
Empowering Lives  
Connecting Lives

**Concept**

People's Living Lab

**Venue**

Yumeshima Island, on the waterfront of Osaka City

**Period**

From Sunday, 13 April  
to Monday, 13 October 2025

**Projected number of visits**

Approximately 28.2 million

## Japan's Mission in the International Exposition Movement

Japan redefines the mission it should carry out as the host country of the international exposition held in 2025.

The country is among the most experienced in the world in terms of participating in and hosting international expositions, dating back to its first participation in the World Expo 1867 Paris, followed by hosting a total of five expos: Japan World Exposition Osaka 1970; International Ocean Exposition, Okinawa 1975; International Exposition, Tsukuba Japan 1985; International Garden and Greenery Exposition, Osaka, Japan 1990; 2005 World Exposition, Aichi, Japan. This does not, however, mean that the country is poised to easily lead the success of the Expo 2025 Osaka, Kansai, Japan ("the Expo"); rather, the reality is to the contrary.

Countries with successful records often try to find answers from past experiences and are affected by what has been achieved, while history tells us that this does not lead to success the next time around.

Needless to say, the success of an international exposition is not assured simply because a country does what is different from the past. Nevertheless, Japan is determined to pursue innovation in the exposition and find a new direction, because it firmly believes it is the mission Japan is requested to achieve by the countries from around the world, which in November 2018 gave a mandate to Japan to organise the World Expo in 2025. It will be a new value added to the international exposition, which Japan should give back to the international community.

"Japan has long history and tradition of expos. For now, it's Japan's responsibility to innovate the whole idea of expo." This was the advice to Japan given by Dr. Vicente GONZALEZ LOSCERTALES, Secretary General of the Bureau International des Expositions (hereinafter referred to as "the BIE"). The words have worked as the guiding principle for Japan throughout the course of preparing for the Expo, crystallising all what Japan aims for.

## Theme: Designing Future Society for Our Lives

On its candidacy for the Expo, the Government of Japan proposed the theme *Designing Future Society for Our Lives*, which was endorsed by many countries.

Going into the twenty-first century, humankind has achieved great success at solving many more challenges than ever before in history, thanks to international agreements and cooperation as well as efforts made by each country.

For example, the Millennium Development Goals (MDGs), agreed by the international community to be accomplished by the year 2015, was said to be the most successful initiative in history at eradicating poverty. The success of the MDGs indicates humankind's ability to cooperate in envisioning a desired future and to achieve such a future through ongoing collaboration and efforts. This also proves that the collaborative approach to designing the future state of the world works.

Building on the foundation laid by the MDGs, at the United Nations' Summit in September 2015, the international community adopted "the 2030 Agenda for Sustainable Development" that presents the Sustainable Development Goals (SDGs) for succeeding goals to be achieved by 2030. This is also a symbolic event for the international community to present the desired future state of society through a series of discussions. The SDGs are expected to drive transformations of the socio-economic system of every nation to attain a sustainable future.

Towards 2030, transformative technologies that drastically change people's life will be further advanced. These new innovative science technologies, including life science technologies such as Induced Pluripotent Stem cells (iPS cells), artificial intelligence (AI) and robotics, will be the breakthrough in building a new era. They are expected to present new opportunities. For example, discovering and treating incurable diseases may become possible; and people may work and learn in different ways from what they are used to now.

Looking at the global landscape, however, the gap between developed and developing countries' living conditions remains vast, revealing that there is more work to be done towards the SDGs' underlying pledge to ensure that "no one will be left behind". Capitalism has, on the one hand, paved the way for economic growth and contributed to eradicating absolute poverty, while on the other hand, it may have brought about widening economic gaps in income and property.

Biotechnology and robotics, which are expected to present solutions for sustainable future society and originally designed to bring happiness to people, may work in a negative way, should these technologies disrupt connections in society and become a cause of social anxiety.

The environment surrounding humankind is changing drastically and rapidly, presenting humankind with a series of profound questions: "What is happiness?" "What do we need to do to fully realise our potential?" and "How can society support that?"

The theme, *Designing Future Society for Our Lives*, makes individuals think how they want to live and

how they can maximise their potential. It is also intended to drive co-creation by the international community in designing a sustainable society that supports individuals' ideas of how they want to live.

In other words, the Expo will ask a straightforward question to everyone, "What is the happy way of life?" for the first time. The Expo will correspond to this time when new social challenges, including expanding economic gaps and heightened conflicts, are emerging while science technologies are evolving, including AI and biotechnologies, that will present changes to humankind, for example, extended life spans.

While values and ways of living have become increasingly diversified in recent years, technological innovations enable everyone to access and communicate a hitherto unimaginable amount of information. This development should help the Expo aggregate the world's wisdom and best practices in Osaka and Kansai area and that should bring about solutions to challenges brought by a complicated mix of diverse values.

## Springboard for Achieving the SDGs and Beyond

Japan positions the Expo as a springboard for achieving the SDGs and beyond.

A series of activities under the theme, *Designing Future Society for Our Lives*, is aligned with the United Nation's SDGs whose ultimate objective is to realise a diverse and inclusive society in a sustainable way backed with the pledge to ensure "no one will be left behind."

The Expo will be held in 2025, five years from the target for achieving the SDGs in 2030. Thus, the event will be an opportunity to review progress made so far and to accelerate initiatives towards reaching the goal.

On top of this, the Expo in 2025 is expected to present subsequent goals going beyond the SDGs as the event facilitates discussion of future society from the mid to long-term perspective. In addition to the exhibitions at the pavilion, the Organiser ([see](#) 1.1.1) will offer discussion opportunities on efforts towards achieving the SDGs and beyond for experts and visitors from around the world. The outcome of the discussions will be pulled together and communicated to the world, for example, as "Expo 2025 Osaka Kansai Agenda" (tentative title).

## Subthemes: Saving Lives, Empowering Lives and Connecting Lives

To elaborate further on the discussion of “life” as the central piece of the Expo’s theme, three subthemes have been established; Saving Lives, Empowering Lives, and Connecting Lives.

Saving Lives focuses on protecting and saving the lives of individuals. Exhibitions based on this subtheme may include, for example, measures taken against infectious diseases through improved public sanitation; prevention and reduction of natural disasters to improve safe living; and living in harmony with nature.

Empowering Lives focuses on enriching the lives of individuals and expanding their potential. Exhibitions on this may include, for example, high quality remote education through the use of ICT; the extension of a healthy life span through appropriate exercise and diet; and the maximisation of human potential through the use of AI and robotics.

Connecting Lives focuses on getting everyone engaged, building communities and enriching society. Exhibitions may include, for example, the power of partnership and co-creation, advanced communications enabled by ICT, and the design of a data-driven society.

## Concept: People’s Living Lab

The key concept of Expo 2025 Osaka, Kansai, Japan is People’s Living Lab. This concept will take shape through a series of activities described below.

The venue of the Expo will be designed as a test field for future society where new technologies and systems are tested for demonstration. It is also aimed to be a laboratory for realising Society 5.0, which sparks innovation by diverse players and enables social implementation of such innovation. Examples of such implementation may include: people flow analysis and optimisation with AI and other technologies, cashless payment, biometric authentication, and a multi-lingual system that enables conversations with anybody in the world.

Co-creation is the key to realise this concept, which is to build the Expo together with a variety of participants and visitors. The Expo encourages on-site and remote visitors to join this magnificent social experiment and help co-create and design future society. This will be achieved by an expanding network of people engaged with the Expo from the period before the Expo’s opening.

## Area: East Asia, Japan, Osaka and Kansai

Japan's population is approximately 127 million, ranking tenth worldwide, with a GDP of approximately USD 5 trillion, third in the world. It is also the gateway to the massive Asian market: China, which boasts the world's largest population of approximately 1.4 billion and a GDP of approximately USD 14 trillion, which ranks second in the world; and ASEAN countries, with a combined total population of approximately 700 million and total GDP of approximately USD 3 trillion (source: World Development Indicators database, World Bank). Over the past few years, there has been a dramatic increase in the number of foreign tourists visiting Japan, with a particularly large percentage of these tourists coming from Asian countries. Spending by inbound tourists has also increased.

The region has over 1,600 years of history, serving as the nation's centre of politics, economy, and culture. It boasts a rich heritage with multiple ancient cities as well as a variety of shrines, temples, historical buildings, traditional performing arts, and Japanese washoku cuisine. In fact, approximately half of Japan's historical tourism resources are concentrated in the Kansai area. At the same time, Osaka and Kansai area are advanced in the fields of life sciences, cuisine, sports, entertainment, and other sectors that synchronise perfectly with the proposed theme of the Expo, *Designing Future Society for Our Lives*. The world's leading bio medical clusters, comprised of a number of research institutes and corporations, as well as a variety of the most advanced research and development facilities, including, for example, the Center of iPS Cell Research and Application, Kyoto University, are located in this area.

## Site: Yumeshima Island

The site for the Expo is located in Yumeshima, an artificial island located on the waterfront in Osaka that offers visitors a view of the beautiful scenery of the Seto Inland Sea.

The venue reflects the vision of 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 future society as created by all eight billion people on Earth.

The Organiser will promote the use of virtual technology on- and off-site for the Expo's purpose of designing future society. The Organiser will develop means that help visitors make exhibitions and express their idea development in a way to offer visualisation of future society. Specifically, these tools may focus on: (1) diverse exhibitions and events using latest virtual technology at the Expo site on Yumeshima Island (on-site) and (2) mechanisms that allow people from all around the world who are unable to visit the Expo in person to experience the Expo using its website and/or in other ways (off-site and online).

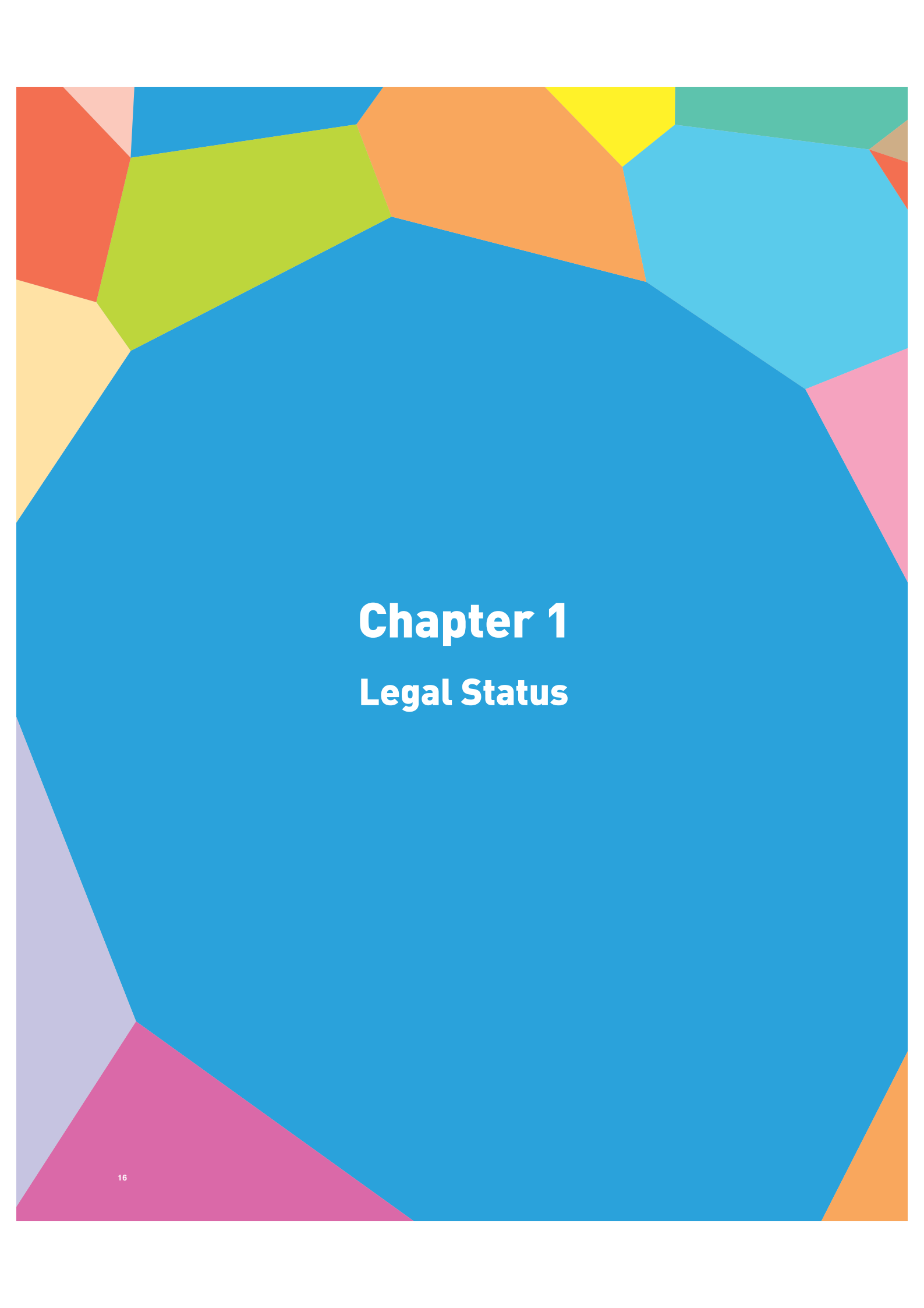
## Legacy

The international community is faced with emerging challenges including income disparities, increased social unrest, changes in the living environment and working practices, large-scale disasters and aging populations.

The Organiser envisions that the Expo brings about individuals' behaviour changes to build the movement towards solutions to challenges common to all humankind, such as laid out as SDGs.

The Expo will work as a test field for future society in which a variety of new technologies and systems will be experimented for actual deployment in society. The process and outcome of such experiments will also be regarded as the legacy of the Expo.

In the course of the preparations for the Expo, the Organiser will harness a wide range of expertise from people of diverse backgrounds while promoting co-creation by diverse individuals. To ensure that the Expo incorporates a variety of ideas, the Organiser will ensure the diversity of age, gender and nationality. Actively cultivating talent for the next generation and ensuring that these talents have sufficient opportunities should also leave the Expo's legacy.



# **Chapter 1**

## **Legal Status**

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# Legal Status

## 1.1 Legislative and Financial Measures

### 1.1.1 Application for Registration and Commitment of the Government

In accordance with the provisions of Article 10, Paragraph 2 of the Convention relating to International Exhibitions, signed at Paris on the 22<sup>nd</sup> of November, 1928, as amended (hereinafter referred to as "the Convention") the Government of Japan officially recognises the organiser and guarantees the fulfilment of the obligations of the organiser.

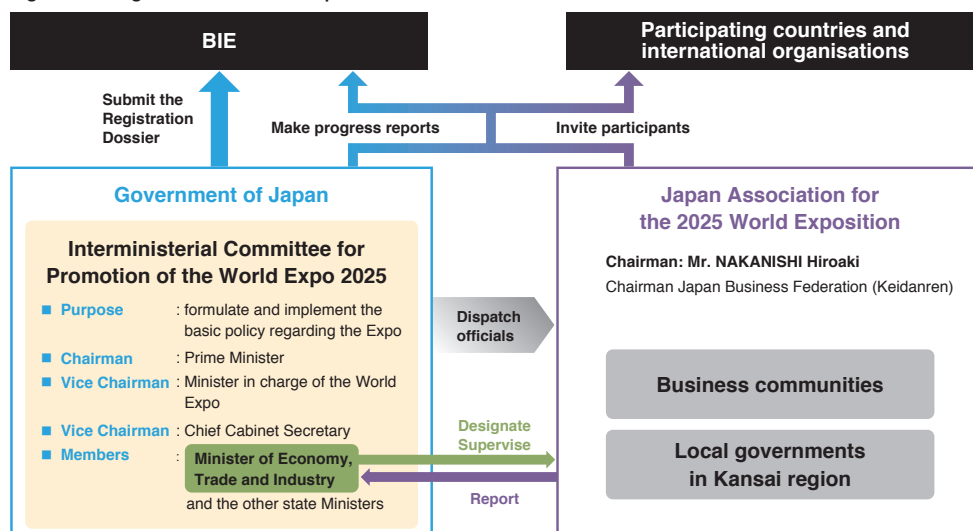
To this end, the Government of Japan legislated the Act on Special Measures Necessary for Preparing for and Managing the International

Exposition in 2025 (Act No. 18 of 2019) and enacted it on 23 May 2019. In accordance with this Act, on 31 May 2019, the Minister of Economy, Trade and Industry (METI) designated the Japan Association for the 2025 World Exposition as the legal entity to organise the World Expo in 2025 (hereinafter referred to as "the Organiser"), which was established as a general incorporated association on 30 January 2019 and authorised as a public interest incorporated association on 21 October 2019.

In accordance with the above Act, the Government of Japan will extend funding assistance, dispatch national government officials and provide other necessary support to the Organiser. The Organiser will be supervised by the Minister of Economy, Trade and Industry.

When the Expo's registration has been

Figure 1-1: Organisations for the Expo



approved by the General Assembly of the BIE and it is time to invite participation in the Expo in earnest, the Interministerial Committee for Promotion of the World Expo 2025 will be established in the Cabinet, chaired by the Prime Minister, with Chief Cabinet Secretary and Minister in charge of the World Expo, whose mission is to coordinate relevant ministries and agencies, as Vice Chairmen and all the other state Ministers (see Appendix) as the committee members. This committee will be responsible for overall coordination of government measures that will require coordination among different ministries and agencies, including special measures for participating countries.

### 1.1.2 Commissioner General

The Government of Japan will appoint a Commissioner General as its representative for Expo 2025 Osaka, Kansai, Japan in accordance with Article 12 of the Convention. The Commissioner General will be given the authority to represent the Government regarding all objectives concerning the Convention and for all matters related to the Expo.

### 1.1.3 Financial Plan and Guarantee

The Organiser will develop a financial plan and manage the finances for the organisation of the Expo appropriately.

Operational expenses will be funded by the Organiser using its own finances from various sources such as income generated from ticket sales.

To secure the funds required for site construction, it has been determined in the Cabinet

agreement of the Government of Japan concerning the candidature submission for Expo 2025 Osaka, Kansai, Japan that the Government of Japan and the relevant local governments will each fund one-third of expenditures, with any remaining costs to be covered by funds from the private sector and others.

The Government of Japan, local governments and business associations have committed to securing the necessary funds to fulfill the obligations of the host country.

## 1.2

### Organisational Structure and Legal Status of the Organiser

#### 1.2.1 Background

On 30 January 2019, the Japan Association for the 2025 World Exposition was set up by the business community, Osaka Prefecture, and Osaka City as a general incorporated association under the Act on General Incorporated Associations and General Incorporated Foundations (Act No. 48 of 2006). NAKANISHI Hiroaki, Chairman of the Japan Business Federation (Keidanren), assumed the position of Chairman of the Association.

In accordance with the Act on Special Measures Necessary for Preparing for and Managing the International Exposition in 2025, on 31 May 2019, the Association was designated by the Minister of Economy, Trade and Industry of Japan as the legal entity to prepare for and manage the World Expo in 2025.

The Association was authorised as a public interest incorporated association on 21 October 2019.

The Organiser concluded a memorandum of understanding (MoU) regarding cooperation with the organiser of the Expo 2020 Dubai on 29 November 2019 to learn from and build on its experience for the success of the World Expo in 2025.

1.2.2 Japan Association for the 2025 World Exposition

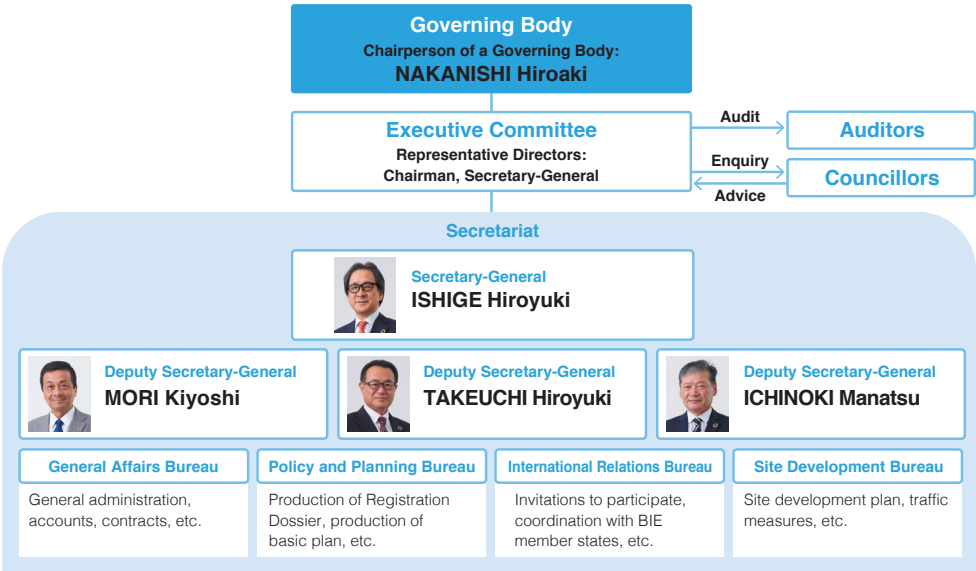
The Japan Association for the 2025 World

Exposition consists of a governing body, an executive committee, councillors, auditors, and a secretariat.

As the highest decision-making body, the governing body decides such matters as the appointment of directors and auditors and approval of finances and others. The executive committee makes decisions on operational matters, while the councillors respond to enquiries from or provide advice to the representative directors regarding the direction of important policy matters and the implementation of projects. The auditors audit Directors' performance of their duties and

Figure 1-2: Organisation chart of the Organiser

Japan Association  
for the 2025 World Exposition Organisation chart



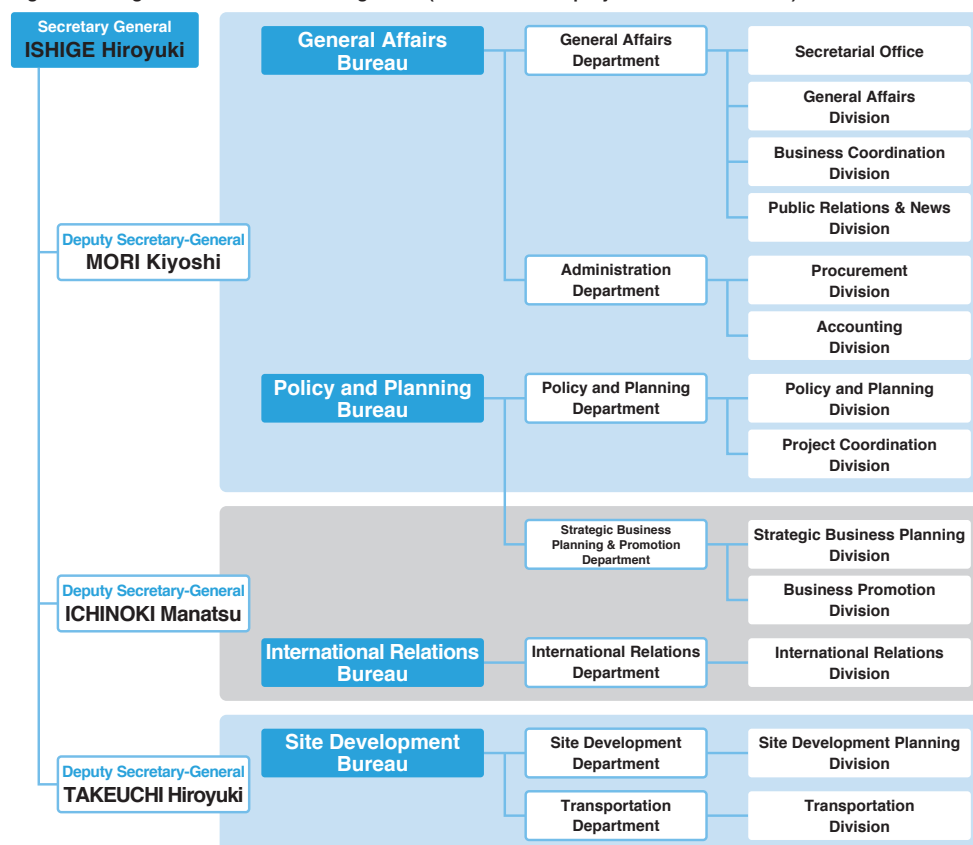
prepare an audit report pursuant to the provisions of laws and regulations.

The governing body is composed of all the members (corporations) of the Association. Voting rights of a member at the governing body shall be exercised by the representative of such corporation. The members of the governing body are as follows:

- Japan Business Federation (Keidanren)

- Osaka Prefecture
- Osaka City
- Kansai Economic Federation
- Osaka Chamber of Commerce and Industry
- Kansai Association of Corporate Executives
- Kyoto Chamber of Commerce and Industry
- Kobe Chamber of Commerce and Industry
- Japan Chamber of Commerce and Industry
- Japan Association of Corporate Executives

Figure 1-3: Organisation chart of the Organiser (duties of the Deputy Secretaries-General)



- Union of Kansai Governments

The members of the executive committee are as follows:

- Representative Directors

- NAKANISHI Hiroaki (Chairman of the Organiser), Chairman, Japan Business Federation (Keidanren)
- ISHIGE Hiroyuki (Secretary-General of the Organiser), former Chairman, Japan External Trade Organization (JETRO)

- Directors

- MATSUMOTO Masayoshi, Chairman, Kansai Economic Federation
- OZAKI Hiroshi, Chairman, Federation of Chambers of Commerce and Industry in the Kansai Area and Chairman, Osaka Chamber of Commerce and Industry
- IKEDA Hiroyuki, Co-Chairperson, Kansai Association of Corporate Executives

- TATEISHI Yoshio, Chairman, Kyoto Chamber of Commerce and Industry
- IETSUGU Hisashi, Chairman, Kobe Chamber of Commerce and Industry
- MIMURA Akio, Chairman, Japan Chamber of Commerce and Industry
- SAKURADA Kengo, Chairman, Japan Association of Corporate Executives
- YOSHIMURA Hirofumi, Governor of Osaka
- MATSUI Ichiro, Mayor of Osaka
- IDO Toshizo, President, Union of Kansai Governments
- TERADA Chiyono, President & CEO, ART CORPORATION
- TAKAHASHI Masayo, President, Vision Care Inc.
- IKENOBO Senko, Headmaster Designate, Ikenobo; Vice President, Ikenobo Society of Floral Art

**Table 1-1 :Duties of the departments of the Organiser**

<b>General Affairs Department</b>	Human resources, labour management, policies and rules
	Domestic momentum creation, ceremonial protocols
	Public relations, information management
<b>Administration Department</b>	Accounting, auditing, tenders, contracts
	Funding and finances
<b>Policy and Planning Department</b>	Application of the registration, Masterplan
<b>Strategic Business Planning &amp; Promotion Department</b>	Sponsorship programmes, Online Platform, communication and promotion
<b>Site Development Department</b>	Site development plan, accommodation plan, security, fire prevention, emergency first aid, disaster prevention plan
<b>Transportation Department</b>	Traffic and transportation, off-site parking
<b>International Relations Department</b>	Communication with BIE, coordination with related countries, foreign VIP visit arrangement

Note: The Organiser will create new teams by each region dedicated to invitation for the participation and communications with BIE member states under the International Department after obtaining approval for the application of the registration.

- MORI Kiyoshi (Deputy Secretary-General of the Organiser), former Director-General, Kansai Bureau of Economy, Trade and Industry
- TAKEUCHI Hiroyuki (Deputy Secretary-General of the Organiser), former Vice Governor of Osaka
- ICHINOKI Manatsu (Deputy Secretary-General of the Organiser), former Managing Director, Kansai Economic Federation

The secretariat is staffed by employees seconded from the Government of Japan, local governments, private-sector organisations and corporations, as well as personnel with subject matter expertise.

The secretariat's structure consists of the General Affairs Bureau, Policy and Planning Bureau, Site Development Bureau, and International Relations Bureau. The organisation will be progressively expanded according to plan as the Expo's starting date approaches. As of 1 December 2019, about 110 employees are enrolled as secretariats.

### 1.3 Special Legislative Measures

The Government of Japan and the Organiser will develop legislative measures, where necessary, based on the Convention and the articles of its Annex to realise the items described below.

Details of the measures for the following items will be specified in the Special Regulations

and related guidelines.

Participating countries will benefit from a one-stop shop, where they will be provided with various supports required for participation in the Expo, including those related to immigration and customs, taxes, and pavilion development, in one place. Such one-stop shop will take the forms of brick-and-mortar service centre and online platform; participating countries will receive customised support and detailed advice for any of the procedures while they will be able to complete all the procedures through the online platform.

#### 1.3.1 Visas and Permits

The personnel involved in the Expo will receive preferential treatment in relation to work and residence permits.

The Government of Japan will take measures to ensure that all participating countries in the Expo are able to go through a smooth entry procedure by virtue of their registration and authorisation to the Expo.

The issuance process of certificate of eligibility will be expedited by taking special measures regarding the status of residence of the personnel involved in the Expo.

Considering the entry period of the personnel involved in the Expo, fast track procedures will begin twenty-four (24) months before the opening of the Expo and will end six (6) months after the closing of the Expo. The procedures will start ahead of the schedule, if necessary.

In principle, Visa for long term stay or work will be issued based on the certificate of eligibility issued by the immigration authority of Japan. Visa for short term stay will be issued solely

by the Embassies or Consulate-Generals of Japan. The processing period for visa issuance is in principle approximately 5 working days after the date of the acceptance of application as long as there are no particular problems with the content of the application.

### 1.3.2 Taxation

The Government of Japan will apply appropriate tax measures to foreign participants within the framework of the Japanese laws and regulations, including what was provided at the previous World Expos held in Japan.

### 1.3.3 Customs

In order to fulfil the obligations under the Convention, measures will be taken so that

exhibits that satisfy certain conditions stipulated in the Customs Annex to the Convention can be brought into the pavilion as bonded items under temporary importation procedures exempted from customs duties.

### 1.3.4 Privileges

The privileges granted to the Commissioners General, the Deputy Commissioner Generals of Section, Pavilion Directors and other direct staff of the office of the Commissioner General to facilitate the fulfilment of their roles and responsibilities in the Expo will be defined in Special Regulation No. 12.



### 1.3.5 See Agreement

With a view to implementing the aforementioned legislative measures, the Government of Japan and the BIE will enter into a special agreement (the “See Agreement”) governing the provision of benefits and preferences for the participants and the personnel involved in the Expo.

The See Agreement is an instrument that has already been used successfully at previous World Expos. Under the Agreement, the Interministerial Committee will be responsible for coordination among the ministries and agencies.

Based on the model Agreement set out by BIE, The See Agreement will contain provisions for the following areas:

1. Entry and stay
2. Tax treatment for offices of the section commissioners-general
3. Tax treatment for section commissioners-general and section staff
4. Recognition of driving licences
5. Social security and social services
6. Health insurance
7. Attendance of the national education system and university courses
8. Use of radio frequencies
9. One stop shop (Establishment of a dedicated service centre for participating countries)
10. Importation of goods and materials

## 1.4

### Applicable Laws and Regulations

The Government of Japan and the Organiser will abide by the Convention and other BIE rules in force to ensure the smooth preparation for the Expo. In accordance with the schedule defined in Chapter 8 of the General Regulations, the Government of Japan and the Organiser will submit and comply with the Special Regulations.

Rights and obligations between the Organiser and the participant shall be fixed in the Participation Contract ([see](#) Chapter 8).

In addition, relevant Japanese laws and regulations, as well as international conventions or treaties are applicable when participating in the Expo.

#### 1.4.1 General Areas

Listed below are major Japanese laws. The laws applicable to participants are not limited to the following:

The Constitution of Japan: The Constitution of Japan includes The Emperor, Renunciation of war, Rights and Duties of the People, The Diet, The Cabinet, Judiciary, Finance, Local Self-Government, Amendments and Supreme Law.

Basic laws and regulations: Basic laws and regulations includes Civil Code, Penal Code, Commercial Code, Code of Civil Procedure and Code of Criminal Procedure.

Export/import laws and regulations: Export/import laws and regulations includes Customs Act; Customs Business Act; Export and Import Transaction Act; Foreign Exchange

and Foreign Trade Act; Poisonous and Deleterious Substances Control Act; Narcotics and Psychotropic Control Act; Cannabis Control Act; Stimulants Control Act; Opium Control Act; Act on Securing Quality and Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices.

Labour laws and regulations: Labour laws and regulations includes Labour Standards Act, Industrial Safety and Health Act and Minimum Wage Act.

Tax laws and regulations: Tax laws and regulations includes Income Tax Act, Corporation Tax Act, Consumption Tax Act and Liquor Tax Act.

Immigration laws and regulations: Immigration laws and regulations includes Immigration Control and Refugee Recognition Act.

Welfare and health laws and regulations: Welfare and health laws and regulations includes Health Insurance Act, Labor Contracts Act, Employment Insurance Act, Employees' Pension Insurance Act, Law Related to Mental Health and Welfare of the Person with Mental Disorder, Medical Care Act, Act on Securing Quality and Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices.

Intellectual property laws and regulations: Intellectual property laws and regulations includes Trademark Act and Copyright Act.

Construction laws and regulations: Construction laws and regulations includes Building Standards Act and City Planning Act.

Insurance laws and regulations: Insurance laws and regulations includes Insurance Business Act.

Consumer protection laws and regulations: Consumer protection laws and regulations includes

Act on Specified Commercial Transactions.

Environment laws and regulations: Environment laws and regulations includes Basic Environment Law, Nature Conservation Act and Wildlife Protection Law.

Police and defence laws and regulations: Police and defence laws and regulations includes Road Traffic Act and Act for Controlling the Possession of Firearms or Swords and Other Such Weapons.

Official participants and others will also be required to comply with all other domestic laws and regulations in force while in Japan ([see](http://www.japaneselawtranslation.go.jp) <http://www.japaneselawtranslation.go.jp>).

### 1.4.2 Intellectual Property Laws and Regulations

The Government of Japan protects intellectual properties, such as patent rights, copyrights, trademark rights, design rights, etc., under the international intellectual property right systems.

By protecting intellectual properties, the Government of Japan wishes to ensure the Expo free from any form of counterfeiting in respect of industrial property rights and copyright and others.

Japanese Laws on intellectual property include: Patent Act, Utility Model Act, Design Act, Trademark Act, Copyright Act, Unfair Competition Prevention Act

The Government of Japan has agreed on the legal frameworks such as the following:

- Berne Convention for the Protection Literary and Artistic Works;
- Paris Convention for the Protection Industrial Property;
- TRIPS Agreement (the Agreement on

Trade-Related Aspects of Intellectual Property Rights);

- Patent Cooperation Treaty;
- World Intellectual Property Organization Convention;
- World Intellectual Property Organization Copyright Treaty;
- Rome convention for the protection of performers, producers of phonograms and broadcasting organisations.
- World Intellectual Property Organization Performances and Phonograms Treaty (WPPT)

Japan's intellectual property rights are categorised as: "rights for intellectual creation" for the purpose of encouraging creative motivation such as patent rights and copyrights, and "rights regarding business marks" for maintaining commercial reputation of users such as trademarks and trade names.

- Rights for intellectual creation include:
  - Patent rights
  - Utility model rights
  - Design rights
  - Copyrights
  - Layout-design exploitation rights
  - Plant breeder's rights
  - Trade secret
- Rights regarding business marks include:
  - Trademarks
  - Trade names
  - Indications of goods or business
  - Geographical indications

### 1.4.3 Customs

Any person wishing to import goods must declare them to the Director-General of Customs and obtain an import permit after

necessary examination, payment of customs duty and domestic excises of the goods concerned.

More than 90 percent of import declaration is currently computerised.

There are 12 categories of goods that are prohibited from importing into Japan:

1. Narcotics and psychotropic drugs, cannabis, opium and poppy straw, stimulants (including stimulant ingredients) and opium smoke absorbers
2. Designated drugs (excluding those imported for medical use)
3. Handguns, rifles, machine guns and guns, and gun shells and pistol parts
4. Explosives
5. Gunpowder
6. Specified substances stipulated in Article 2, Paragraph 3 of the Law Concerning Prohibition of Chemical Weapons and Regulations
7. Type One pathogens etc. prescribed in Article 6, Paragraph 20 of the Law on Prevention of Infectious Diseases and Medical Care for Patients with Infectious Diseases and Type Two pathogens etc. stipulated in Section 21 of the Article of the law
8. Counterfeits, alterations, imitations, counterfeit cards (including raw cards) of coins, bank bills or banknotes, stamps or postage stamps (including certificates representing postage other than postage stamps), or securities
9. Books, drawings, carvings, and any other article which may harm public safety or morals
10. Child pornography
11. Articles which infringe upon patent

rights, utility model rights, design rights, trademarks, copyrights, neighbouring rights, layout-design exploitation rights or breeder's right

12. Articles composing the acts listed in Article 10, Section 1, Items 1 to 3, Item 10, Item 17, or Item 18 of the Unfair Competition Prevention Act (excluding the acts specified in Article 19, Section 1, Items 1 to 6, Items 7 to 9 of the Act)

However, any person can bring medical narcotics or psychotropics into Japan as treatment for his/her illness if he/she obtain the permission in advance.

In addition, there are articles that are prohibited from importing under laws other than the Customs Law, such as the Plant Protection Law and the Livestock Infectious Disease Prevention Law.

The bilateral and multilateral economic partnership agreements concluded by Japan will be applied when importing goods for the Expo. (see <https://www.mofa.go.jp/policy/economy/fta/index.html>)

### 1.4.4 Taxation

With respect to taxes on income, non-residents and foreign corporations are taxed only on domestic source income. Domestic source income includes:

- Income attributable to Permanent Establishments situated in Japan, income arising from investments in or holdings of assets located therein or income from the alienation of assets situated therein.
- Consideration for the alienation of land in Japan, rights on land, therein or buildings and facilities attached to the buildings or

structures situated therein.

- Consideration for renting immovable property situated in Japan and rights on immovable property situated therein
- Dividends paid by domestic corporations, etc.

The Government of Japan has concluded tax treaties with 75 countries and jurisdictions for the purpose of eliminating international double taxation on income. (see [https://www.mof.go.jp/tax\\_policy/summary/international/tax\\_convention/index.htm](https://www.mof.go.jp/tax_policy/summary/international/tax_convention/index.htm))

The Government of Japan has established necessary domestic laws to implement these treaties.





## Appendix

- 1-1. Cabinet decision on application for registration of the Expo 2025 Osaka, Kansai, Japan to the Bureau International des Exposition
- 1-2. Cabinet agreement on application to host the International Registered Exhibition in 2025
- 1-3. Act on Special Measures Necessary for Preparing for and Managing of the International Exposition in 2025
- 1-4. Members of the Interministerial Committee for Promotion of the World Expo 2025
- 1-5. Articles of Incorporation of Japan Association for the 2025 World Exposition
- 1-6. Executive biographies of Japan Association for the 2025 World Exposition
- 1-7. Confirmation letter from local governments
- 1-8. Confirmation letter from business community



Cabinet decision as of 20<sup>th</sup> December 2019

## **Application for registration of the Expo 2025 Osaka, Kansai, Japan to the Bureau International des Expositions (BIE)**

1. In view of the approval of the date of the Expo 2025 Osaka, Kansai, Japan by the General Assembly of the Bureau International des Expositions held in November 2018, the Government of Japan hereby applies for registration of the Expo 2025 Osaka, Kansai, Japan to the Bureau International des Expositions on the theme “Designing Future Society for Our Lives” and with the aim of realising an international exhibition which serves as “People’s Living Lab”, in which new technologies and systems are introduced for implementation, in accordance with the provisions of Article 6 of the Convention relating to International Exhibitions.
2. The Expo 2025 Osaka, Kansai, Japan will be held from Sunday, 13 April 2025 to Monday, 13 October of the same year.
3. The Government will implement measures necessary to fulfil the obligations of the host country of an international exhibition registered in accordance with the provisions of the Convention relating to International Exhibitions.

(provisional translation)

## **Cabinet Agreement regarding to submit the application to host the International Registered Exhibition in 2025**

### **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 Exhibitions.

(provisional translation)

Friday, April 26, 2019  
Official Gazette (Extra edition No. 87)

**The Act on Special Measures Necessary for  
Preparing for and Managing of the  
International Exposition in 2025 is hereby promulgated.**

Imperial Signature and Privy Seal

April 26, 2019  
Acting Prime Minister  
Minister of State SUGA Yoshihide

**Act No. 18**

Act on Special Measures Necessary for Preparing for and Management of the  
International Exposition in 2025

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**Chapter 1 General Provisions**

(Objective)

Article 1 In consideration of the particularly significant importance that the International Exposition in 2025 (hereinafter, "Expo") holds for the nation, and to facilitate smooth preparation and management of the event, the purpose of this Act is to specify the establishment and basic policies of an Interministerial Committee for Promotion of the World Expo 2025, the designation, etc. of an Organizer of the World Expo 2025, as well as to take special measures with regard to national subsidies and the issuance of donation-added postcards, etc.

**Chapter 2 Interministerial Committee for Promotion of the World Expo 2025**

(Establishment)

Article 2 An Interministerial Committee for Promotion of the World Expo 2025 (hereinafter,

"Interministerial Committee") will be established in the Cabinet in order to advance measures related to the smooth preparation and management of the Expo in a comprehensive and intensive manner.

(Affairs under the Jurisdiction of the Interministerial Committee)

Article 3 The Interministerial Committee shall take charge of the following administrative affairs:

- (i) matters related to the preparation of a Basic Policy draft as provided for in Article 13, paragraph (1) (referred to in the following item simply as "Basic Policy");
- (ii) promotion of the implementation of the Basic Policy;
- (iii) beyond what is set forth in the preceding two items, affairs concerning the planning, formulation, and overall coordination of important matters related to the measures and policies adopted to ensure the smooth preparation and management of the Expo.

(Organization)

Article 4 The Interministerial Committee consists of the Chairman, Vice Chairman, and members of the Interministerial Committee for Promotion of the World Expo 2025.

(Chairman of the Interministerial Committee for Promotion of the World Expo 2025)

Article 5 (1) The chief of the Interministerial Committee shall be the Chairman of the Interministerial Committee for Promotion of the World Expo 2025 (hereinafter referred to as the "Chairman ") and the Prime Minister shall serve as the Chairman.

(2) The Chairman shall have overall control of the administrative affairs of the Interministerial Committee and shall direct and supervise the relevant officials.

(Vice Chairman of the Interministerial Committee for Promotion of the World Expo 2025)

Article 6 (1) Vice Chairman of the Interministerial Committee for Promotion of the World Expo 2025 (referred to in the following paragraph and in paragraph (2) of the following Article as "Vice Chairman ") shall be assigned to Interministerial Committee, and the Chief Cabinet Secretary and Minister in charge of the World Expo (referring to the Minister of State appointed by the Prime Minister to the task of assisting the Prime Minister in advancing measures related to the smooth preparation and management of the Expo in a comprehensive and intensive manner) shall serve as Vice Chairman.

(2) The Vice Chairman shall assist in the performance of the duties of the Chairman.

(Members of the Interministerial Committee for Promotion of the World Expo 2025)

Article 7 Members of the Interministerial Committee (hereinafter referred to as "members") will be assigned to the Interministerial Committee.

(2) All Ministers of State other than the Chairman and Vice Chairman shall serve in the capacity of members.

(Submission of Materials and Other Forms of Cooperation)

Article 8 (1) The Interministerial Committee may request the head of any relevant administrative organ, local government, incorporated administrative agency (referring to any of the incorporated administrative agencies prescribed in Article 2, paragraph (1) of the Act on General Rules for Incorporated Administrative Agencies (Act No. 103 of 1999)), or local incorporated administrative agencies (referring to any of the local incorporated administrative agencies prescribed in Article 2, paragraph (1) of the Local Incorporated Administrative Agencies Act (Act No. 118 of 2003)), as well as the representative of any special corporation (referring to any of the corporations established directly by law or established by special act of incorporation under special law to which the provisions of Article 4, paragraph (1), item (ix) of the Act for Establishment of the Ministry of Internal Affairs and Communications (Act No. 91 of 1999) are applied) or of the Organizer of the World Expo 2025 prescribed by Article 14, paragraph (1), to submit materials, to express opinions, to give explanations and to offer other necessary cooperation if it is deemed necessary in order to implement the administrative affairs under its jurisdiction.

(2) The Interministerial Committee may also request necessary cooperation from parties other than those specified in the preceding paragraph if deemed particularly necessary to implement the administrative affairs under its jurisdiction.

(Administrative Affairs)

Article 9 The administrative affairs of the Interministerial Committee shall be performed by the Cabinet Secretariat and managed by a designated Assistant Chief Cabinet Secretary.

(Term of Establishment)

Article 10 The Interministerial Committee will remain in place until March 31, 2026.

(Competent Minister)

Article 11 For matters pertaining to the Interministerial Committee, the Prime Minister shall be the competent minister as stipulated in the Cabinet Act (Act No. 5 of 1947).

(Delegation to Cabinet Orders)

Article 12 In addition to what is provided for in this Act, necessary matters concerning the Interministerial Committee shall be determined by Cabinet Order.

### **Chapter 3 Basic Policy**

Article 13 (1) The Prime Minister shall prepare a draft of the basic policy for advancing measures related to the smooth preparation and management of the Expo in a comprehensive and intensive manner (referred to hereinafter in this Article as the Basic Policy) and shall call for a Cabinet decision.

(2) The Basic Policy will prescribe the following matters:

- (i) matters related to the significance of promoting the smooth preparation and management of the Expo
  - (ii) the basic policy related to measures that must be implemented by the government to promote the smooth preparation and management of the Expo
  - (iii) matters related to measures that the government must take to promote the smooth preparation and management of the Expo
  - (iv) beyond what is listed in the three previous items, matters integral to the promotion of the smooth preparation and management of the Expo
- (3) When the Cabinet decision is made under the provisions of paragraph (1), the Prime Minister shall make the Basic Policy public without delay.
- (4) The provisions in paragraph (1) and the preceding paragraph apply mutatis mutandis to changes in the Basic Policy.

## Chapter 4 Organizer of the World Expo 2025

(Designation)

Article 14 (1) The Minister of Economy, Trade and Industry may, upon application, designate as the Organizer of the World Expo 2025 no more than one organization in Japan that will be either a general incorporated association or a general incorporated foundation and is recognized as being capable of carrying out the tasks prescribed in Article 16 in a proper and reliable manner.

(2) When the Minister of Economy, Trade and Industry makes a designation under the provisions of the preceding paragraph, the public is to be notified of the name, address, and office location of the Organizer of the World Expo 2025.

(3) If the Organizer of the World Expo 2025 intends to change its name, address, or office location, it must notify the Minister of Economy, Trade and Industry in advance.

(4) If the Minister of Economy, Trade and Industry receives a notification under the provisions of the preceding paragraph, the matters pertaining to that notification shall be made public.

(Effective Period of Designation)

Article 15 A designation made under the provisions of paragraph (1) of the preceding Article (referred to in Article 21 simply as "designation") will be effective up until March 31, 2028.

(Operations)

Article 16 The Organizer of the World Expo 2025 shall carry out the following operations:

- (i) preparations and management of the Expo;
- (ii) operations incidental to those set forth in the preceding item.

(Business Plan)

Article 17 (1) Each business year, the Organizer of the World Expo 2025 shall produce a business plan and budget statement, pertaining to the operations (hereinafter referred to as "Expo operations") set forth in the items of the preceding Article, which must be submitted to the Minister of Economy, Trade and Industry prior to the start of that business year (for the business year which includes the day on which the designation is received, the submission is to be made without delay after the receipt of that designation). The same applies to any intended changes to the business plan or budget statement.

(2) Each business year, the Organizer of the World Expo 2025 must produce a business report and settlement of accounts, pertaining to Expo operations, which must be submitted to the Minister of Economy, Trade and Industry within three months of the end of the relevant business year.

(Appointment and Dismissal of Officers)

Article 18 The Organizer of the World Expo 2025 must notify the Minister of Economy, Trade and Industry without delay when it appoints or dismisses officers.

(Reporting and Inspection)

Article 19 (1) The Minister of Economy, Trade and Industry may, to the extent necessary to ensure the proper and reliable implementation of Expo operations, require the Organizer of the World Expo 2025 to produce necessary reports concerning Expo operations or financial status, or may have an official enter the Organizer of the World Expo 2025 offices, the Expo site, or other necessary locations to inspect the status of Expo operations, the books and documents, or other materials.

(2) An official who performs the on-site inspection pursuant to the preceding paragraph must carry a certificate of identification and must present it to the persons concerned.

(3) The authority for the on-site inspection under the provisions of paragraph (1) must not be construed as being granted for the purposes of criminal investigation.

(Supervision Order)

Article 20 The Minister of Economy, Trade and Industry may, to the extent necessary to implement the provisions of this chapter, give necessary orders to the Organizer of the World Expo 2025 for supervision related to the Expo operations.

(Rescission of Designation)

Article 21 (1) In the event that any of the following items apply to the Organizer of the World Expo 2025, the Minister of Economy, Trade and Industry may rescind the designation:

- (i) it is found to be unable to properly and reliably conduct Expo operations;
- (ii) a wrongful act is committed in connection with the designation;
- (iii) it has violated provisions of this chapter or an order or disposition made under the relevant provisions.

(2) The Minister of Economy, Trade and Industry shall, when rescinding said designation pursuant to

the provisions of the preceding paragraph, give public notice to such effect.

(3) In the event that the designation is rescinded pursuant to the provisions of paragraph (1), the transfer of Expo operations and other necessary matters shall be prescribed by Order of the Ministry of Economy, Trade and Industry.

## **Chapter 5 Support Measures for the Smooth Preparation and Management of the Expo**

### Section 1 Government Assistance

Article 22 The national government may provide a partial subsidy, within the scope of the budget, to the Organizer of the World Expo 2025 for expenditures required for the preparation and management of the Expo.

### Section 2 Special Provisions for the Issuance of Donation-added Postcards

Article 23 Donation-added postcards, etc., as prescribed in Article 5, paragraph (1) of the Act on New Year's Postcards, etc., with Lottery (Act No. 224 of 1949), in addition to the items prescribed in paragraph (2) of the same Article, may be issued with the charitable objective of procuring the funds necessary to prepare and manage the Expo. In such case, the Organizer of the World Expo 2025 is deemed to be the organization referred to in the same paragraph, and the provisions of that same Act apply.

### Section 3 Dispatch of National Government Employees to the Organizer of the World Expo 2025 (Request by the Organizer of the World Expo 2025 for Dispatch)

Article 24 (1) In the event there is a need for government officials (referring to officials belonging to regular service as prescribed by Article 2 of the National Public Service Act (Act No. 120 of 1947) (excluding officials who are appointed with a term of office which is provided for by law, officials who hold government positions not requiring full-time service, officials who are employees of an Agency Engaged in Administrative Execution as prescribed in Article 2, paragraph (4) of the Act on General Rules for Incorporated Administrative Agencies, and other officials as prescribed by the rules of the National Personnel Authority); the same applies hereinafter) to serve as officials of the Organizer of the World Expo 2025 in order to smoothly and effectively handle matters (hereinafter referred to as "specified tasks") within Expo operations that must be implemented in close cooperation with the administrative affairs and business of the national government, including communication and coordination with foreign administrative and other relevant organs related to the World Expo; the production of plans for security at the Expo site and other facilities and plans for transportation of participants and other relevant individuals to the Expo; and the reception of important foreign guests, the Organizer of the World Expo 2025 may, by making clear the reason such dispatch is necessary, request that the appointer (referring to the appointer as prescribed in Article 55, paragraph (1) of the

National Public Service Act, or to an appointer or person to whom that authority has been delegated under a separate act; the same applies hereinafter) dispatch such officials.

(2) The procedures for requests made under the provisions of the preceding paragraph are prescribed by the rules of the National Personnel Authority.

(Dispatch of National Government Officials)

Article 25 (1) If a request is made under the provisions of paragraph (1) of the preceding Article, and if, having considered the necessity of the dispatch required to fulfill that request based on economic and industrial development, the maintenance of public safety and order, the ensuring and improvement of the functioning of transportation, the promotion of foreign policy, and other national responsibilities, as well as the impediment to administrative affairs or other circumstances that the dispatch would entail, the request is found to be appropriate in order to ensure close cooperation with the administrative affairs and business of the national government, the appointer may respond to the request, and having obtained the consent of the national government official and based on an agreement with the Organizer of the World Expo 2025, may determine the term of service and may dispatch the relevant national government official to exclusively conduct specified tasks at the Organizer of the World Expo 2025.

(2) The appointer, before obtaining the consent noted in the preceding paragraph, must clearly indicate to the national government official in question the content of the agreement mentioned in the preceding paragraph and matters related to the payment of salary during the period of said dispatch.

(3) The agreement in paragraph (1) prescribes those items set forth in the rules of the National Personnel Authority as matters on which agreement must be reached when implementing a dispatch under the provisions of paragraph (1), including the working hours at the Organizer of the World Expo 2025 and the remuneration, etc. (referring to any compensation received for the specified tasks, regardless of whether it is called remuneration, wages, salary, compensation, allowance, bonus, or another name; the same applies to Article 27, paragraph (1) and the proviso of paragraph (2)) and other working conditions pertaining to the specified tasks, as well as the content of the specified tasks, period of the dispatch, matters related to the official's return to duties, and other matters.

(4) In the event that the appointer intends to make changes to the content of the agreement in paragraph (1), the appointer must obtain the consent of the relevant national government official. In such case, the provisions of paragraph (2) apply.

(5) The period of dispatch under the provisions of paragraph (1) may not exceed three years. However, in the event a request is received from the Organizer of the World Expo 2025 to extend that period, and when that request is recognized as particularly necessary, the appointer, having received the consent of the national government official in question, may extend the period of dispatch for a period not to exceed five continuous years from the initial date of dispatch.

(6) A national government official carrying out specified tasks at the Organizer of the World Expo 2025 pursuant to the provisions of paragraph (1) carries out those specified tasks at the Organizer of the World Expo 2025 during the period of dispatch according to the content prescribed in the agreement under the same paragraph to which the official has consented.

(7) A national government official dispatched pursuant to the provisions of paragraph (1) (hereinafter, referred to as "dispatched official") will retain that person's status as an official during the period of the dispatch but will not attend to official duties.

(8) With regard to the national government official's engagement in specified tasks under the provisions of paragraph (1), the provisions of Article 104 of the National Public Service Act do not apply.

(Return to Duties)

Article 26 (1) A dispatched official, upon completion of the period of dispatch, shall return to that official's duties.

(2) In the event that the dispatched official loses the status of an official within the Organizer of the World Expo 2025 or in a case so prescribed under other rules of the National Personnel Authority, and when it is found that it is not possible or not appropriate to continue the dispatch, the appointer must have that dispatched official return to that official's duties promptly.

(Remuneration during the Period of Dispatch)

Article 27 (1) In reaching an agreement with the Organizer of the World Expo 2025 under Article 25, paragraph (1), the appointer must work to ensure that the remuneration, etc., received from the Organizer of the World Expo 2025 by the dispatched national government official pursuant to the provisions of that paragraph for the specified tasks is a reasonable amount according to the duties in which the official was engaged prior to that dispatch and the content of the specified tasks they perform at the Organizer of the World Expo 2025.

(2) During the period of dispatch, salary from the dispatching organization will not be paid to the dispatched official. However, in the event that there is found to be a particular need in order to ensure that the specified tasks at the Organizer of the World Expo 2025 be carried out smoothly and effectively, then up to one hundred percent of salary, dependency allowance, district allowance, wide-area transfer allowance, researcher adjustment allowance, housing allowance, and term-end allowance may be paid to the dispatched official during the period of that dispatch, within the scope recognized as necessary in light of the amount of remuneration, etc., received from the Organizer of the World Expo 2025 for the specified tasks.

(3) Matters required for payment of salary under the provisions of the proviso of the preceding paragraph are prescribed by the rules of the National Personnel Authority (if the dispatched official is subject to the Act on Remuneration, etc. of Public Prosecutors (Act No. 76 of 1948), then the provisions of paragraph (1) of Article 3 of that Act apply).

(Special Measures of the National Public Officers' Mutual Aid Association Act)

Article 28 (1) The provisions of paragraph (2) of Article 39 of the National Public Officers' Mutual Aid Association Act (Act No. 128 of 1958; hereinafter referred to as the National Mutual Aid Act) and the provisions of the National Mutual Aid Act related to short-term benefits (excluding the provisions of Article 68-3; the same applies hereinafter in this paragraph) do not apply to a dispatched official. In this

case, if an official to whom the provisions of the National Mutual Aid Act related to short-term benefits apply (referring to an official prescribed in Article 2, paragraph (1), item (i) of the National Mutual Aid Act; the same applies hereinafter in this paragraph) becomes a dispatched official, then the day prior to the official becoming a dispatched official is deemed the date of the retirement from that official's employment (referring to retirement prescribed in Article 2, paragraph (1), item (iv) of the National Mutual Aid Act) with regard to the application of the provisions of the National Mutual Aid Act related to short-term benefits, and when a dispatched official becomes an official to whom the provisions of the National Mutual Aid Act related to short-term benefits apply, they will be deemed to have become an official on that day with regard to the application of such provisions.

(2) With respect to the application of provisions of the National Mutual Aid Act related to retirement and other pension benefits for the dispatched official, the specified tasks carried out at the Organizer of the World Expo 2025 will be deemed to be public service.

(3) A dispatched official may not use welfare services set forth in the items of Article 98, paragraph (1) of the National Mutual Aid Act.

(4) With respect to the application of the provisions of the National Mutual Aid Act to dispatched officials, the phrase "is ... , and other officials..." in Article 2, paragraph (1), items (v) and (vi) of the National Mutual Aid Act is replaced with "as well as things prescribed in the operating regulations of the union as provided for in the following Article, paragraph (1) that are equivalent to these, and other officials..."; in Article 99, paragraph (2) of the National Mutual Aid Act the phrase "the following items" is replaced with "item (iii)," the phrase "the relevant items" is replaced by "the same item," and the phrase "and the amount borne by the national government" is replaced with "..., the amount to be borne by the Organizer of the World Expo 2025 as prescribed by Article 14, paragraph (1) of the Act on Special Measures Necessary for Preparing for and Management of the International Exposition in 2025 (Act No. 18 of 2019) (hereinafter referred to as "Organizer of the World Expo 2025") and the amount to be borne by the national government"; the phrase "the amount to be borne by the national government" in item (iii) of the same paragraph is replaced with "the amount to be borne by the Organizer of the World Expo 2025 and the amount to be borne by the national government"; in Article 102, paragraph (1) of the National Mutual Aid Act, the phrases "the heads of each ministry and agency (including the Minister of the Environment), agencies engaged in administrative execution, and employee organizations" and "the national government, agencies engaged in administrative execution, and employee organizations" are replaced with "the Organizer of the World Expo 2025 and the national government," and the phrase "Article 99, paragraph (2) (including cases where applied mutatis mutandis by replacing the relevant terms and phrases pursuant to the provisions of paragraphs (6) through (8) of that Article) and paragraph (5) (including cases where applied mutatis mutandis by replacing the relevant terms and phrases pursuant to the provisions of paragraphs (7) and (8) of the same Article)" is replaced with "Article 99, paragraphs (2) and (5)"; and in Article 102, paragraph (4), the phrase "Article 99, paragraph (2), item (iii) and item (iv)" is replaced with "Article 99, paragraph (2), item (iii)," the phrase "as well as paragraph (5) of the same Article (including cases where applied mutatis mutandis by replacing the relevant terms and phrases pursuant to the

provisions of paragraphs (7) and (8) of that Article; the same applies hereinafter in this paragraph)" is replaced with "as well as paragraph (5) of the same Article," the phrase "(paragraph (5) of the same Article)" is replaced with "(the same paragraph," and the phrase "the national government, agencies engaged in administrative execution, and employee organizations" is replaced with "the Organizer of the World Expo 2025 and the national government."

(5) In the cases described in the preceding paragraph, the amount that must be covered by the Organizer of the World Expo 2025 and the national government, as well as other necessary matters, as prescribed in Article 99, paragraph (2) of the National Mutual Aid Act as revised pursuant to the provisions of the preceding paragraph, and in Article 82, paragraph (1) of the Employees' Pension Insurance Act (Act No. 115 of 1954), shall be determined by Cabinet Order.

(Special Provisions of the Child and Child Care Support Act)

Article 29 With regard to the application of provisions of the Child and Child Care Support Act (Act No. 65 of 2012) to dispatched officials, the Organizer of the World Expo 2025 is deemed an organization as prescribed in Article 69, paragraph (1), item (iv) of that Act.

(Delegation to Cabinet Order with Regard to the Application of the National Mutual Aid Act)

Article 30 Beyond what is prescribed in this Act, in the case that coordination is needed relevant to dispatched officials in the application of the National Mutual Aid Act, Local Public Officers', etc. Mutual Aid Association Act (Act No. 152 of 1962), Child and Child Care Support Act, or other acts similar to these, the application and other necessary matters shall be determined by Cabinet Order.

(Special Provisions of the Act on Remuneration of Officials in the Regular Service)

Article 31 With regard to the application of the provisions of Article 23, paragraph (1) and of paragraph (6) of the Supplementary Provisions of the Act on Remuneration of Officials in the Regular Service (Act No. 95 of 1950) to the relevant national government officials during the period of dispatch under the provisions of Article 25, paragraph (1) and the period subsequent to the completion of that dispatch, the specified tasks carried out at the Organizer of the World Expo 2025 (including commuting related to the specified tasks, as prescribed in Article 7, paragraph (2) of the Industrial Accident Compensation Insurance Act (Act No. 50 of 1947) (in the case that the workplace prescribed in Article 1-2, paragraph (1), items (i) and (ii) of the National Public Officers' Accident Compensation Act (Act No. 191 of 1951) is deemed to be the workplace pertaining to these specified tasks, this is to be limited to those items that fall under commuting as prescribed in the same Article; the same applies to paragraph (1) of the following Article) will be deemed to be public service.

(Special Provisions of the Act on National Public Officers' Retirement Allowance)

Article 32 (1) With regard to the application of the provisions of the Act on National Public Officers' Retirement Allowance (Act No. 182 of 1953), in the event that the national government official dispatched under the provisions of Article 25, paragraph (1) retires during or following the completion of the period

of such dispatch, any work-related injury, disease, or death related to the specified tasks performed for the Organizer of the World Expo 2025 will be deemed an injury, disease, or death incurred in the line of public duty as prescribed in Article 4, paragraph (2), Article 5, paragraph (1), and Article 6-4, paragraph (1) of that Act, and an injury or disease resulting from a commute as prescribed in Article 7, paragraph (2) of the Industrial Accident Compensation Insurance Act and related to the relevant specified tasks will be deemed an injury or disease prescribed by Article 4, paragraph (2), Article 5, paragraph (2), and Article 6-4, paragraph (1) of the Act on National Public Officers' Retirement Allowance.

(2) With regard to the application to dispatched officials of the provisions of Article 6-4, paragraph (1) and Article 7, paragraph (4) of the Act on National Public Officers' Retirement Allowance, under the provisions of Article 25, paragraph (1), the period of dispatch is not deemed to be a period that does not require the actual performance of work, as specified by Article 6-4, paragraph (1) of that Act.

(3) The provisions of the preceding paragraph do not apply if the dispatched official received payment of retirement allowance, etc. from the Organizer of the World Expo 2025 pursuant to the provisions of the Income Tax Act (Act No. 33 of 1965) Article 30, paragraph (1) (including those things deemed to be retirement allowance, etc. under the provisions of Article 31 of that Act).

(4) With regard to the monthly salary that will be the basis for the calculation of the retirement allowance to be paid under the provisions of the Act on National Public Officers' Retirement Allowance, in the event that a dispatched official retires during the period of dispatch, if it is found to be necessary in terms of maintaining balance with other officials within the organization, the amount may be adjusted pursuant to the provisions referred to in paragraph (1) of the following Article.

(Measures Associated with the Return to Duties Following Dispatch)

Article 33 (1) With regard to the salary schedule grade and pay step of a dispatched official following that official's return to duties, within the scope of needing to maintain balance with other officials within the organization, the necessary adjustments may be made pursuant to the rules of the National Personnel Authority.

(2) Beyond those matters prescribed in the preceding paragraph, with regard to the treatment of a dispatched official who has returned to duties related to that official's appointment, salary, etc., proper consideration must be given to ensure that the balance with other officials within the organization is not lost.

(Delegation to the Rules of the National Personnel Authority)

Article 34 Beyond those matters prescribed in this Act, necessary matters related to the dispatch which enable the national government official to carry out the specified tasks at the Organizer of the World Expo 2025 are prescribed by the rules of the National Personnel Authority.

(Application Mutatis Mutandis to Officials of the Ministry of Defense)

Article 35 (1) The provisions from Article 24 through Article 34 apply mutatis mutandis to the dispatch of Ministry of Defense officials as referred to in Article 2, paragraph (3), item (xvi) of the National Public

Service Act (excluding officials who are appointed with a term of office which is provided for by law, officials who hold government positions not requiring full-time service, and other officials as prescribed by Cabinet Order). In this case, the phrase "the appointer as prescribed in Article 55, paragraph (1) of the National Public Service Act, or to an appointer or person to whom that authority has been delegated under a separate act" in Article 24, paragraph (1) is deemed to be replaced with "the person who has the authority as prescribed in Article 31, paragraph (1) of the Self-Defense Forces Act (Act No. 165 of 1954) to make appointments and dismissals of the Self-Defense Force personnel provided for in Article 2, paragraph (5) of the same Act"; the phrase "the rules of the National Personnel Authority" in Article 24, paragraph (2), Article 25, paragraph (3), Article 26, paragraph (2), Article 33, paragraph (1), and in the preceding Article (including the heading), as well as the phrase "the rules of the National Personnel Authority (if the dispatched official is subject to the Act on Remuneration, etc. of Public Prosecutors (Act No. 76 of 1948), then the provisions of paragraph (1) of Article 3 of that Act apply)" in Article 27, paragraph (3), are replaced with "Cabinet Order"; the phrase "Article 104 of the National Public Service Act" in Article 25, paragraph (8) is replaced with "Article 64 of the Self-Defense Forces Act"; the phrase "researcher adjustment allowance, housing allowance" in the proviso of Article 27, paragraph (2) is replaced with "housing allowance, off-base housing allowance"; in Article 31, the phrase "Article 23, paragraph (1) and of paragraph (6) of the Supplementary Provisions of the Act on Remuneration of Officials in the Regular Service (Act No. 95 of 1950)" is replaced with "Article 23, paragraph (1) of the Act on Remuneration, etc. of Ministry of Defense Personnel (Act No. 266 of 1952)" and in the same Article, the phrase "National Public Officers' Accident Compensation Act" is replaced with "National Public Officers' Accident Compensation Act as applied mutatis mutandis to Article 27, paragraph (1) of the Act on Remuneration, etc. of Ministry of Defense Personnel"; and the phrase "salary schedule grade" in Article 33, paragraph (1) is replaced with "salary schedule grade or rank."

(2) With regard to the application of the provisions of Article 98, paragraph (4) and Article 99, paragraph (1) of the Self-Defense Forces Act (Act No. 165 of 1954) related to Self-Defense Forces personnel dispatched pursuant to Article 25, paragraph (1) as applied mutatis mutandis pursuant to the preceding paragraph (referred to as "dispatched Self-Defense Forces personnel" in the following paragraph), the specified tasks at the Organizer of the World Expo 2025 will be deemed to be public service.

(3) The provisions of Article 22 of the Act on Remuneration, etc. of Ministry of Defense Personnel (Act No. 266 of 1952) do not apply to dispatched Self-Defense Forces personnel.

(Position of the Officers and Employees of the Organizer of the World Expo 2025)

Article 36 Officers and employees of the Organizer of the World Expo 2025 will be deemed to be employees engaged in public service pursuant to laws and regulations with regard to the application of the Penal Code (Act No. 45 of 1907) and other penal provisions.

## Chapter 6 Penal Provisions

Article 37 In the event of a failure to submit a report under the provisions of Article 19, paragraph (1), or the submission of a false report, or if an inspection under the provisions of the same paragraph is refused, obstructed, or challenged, then the officer or employee of the Organizer of the World Expo 2025 who commits that violation is punished by a fine of up to three hundred thousand yen.

### Supplementary Provisions

(Date of Enforcement)

(1) This Act comes into effect from the day specified by Cabinet Order within a period not exceeding one month from the date of promulgation. However, the provisions of Chapters 2 and 3, as well as of paragraph (3) of the Supplementary Provisions, come into effect from the day specified by Cabinet Order within a period not exceeding two years from the date of promulgation.

(Transitional Measures Related to Business Reports of the Organizer of the World Expo 2025)

(2) Provisions previously in force shall continue to govern with respect to the Organizer of the World Expo 2025 fiscal year 2027 business report and statement of accounts.

(Partial Amendment of the Cabinet Act)

(3) Portions of the Cabinet Act are amended as follows.

The phrase "Headquarters for the Promotion of the Tokyo Olympic and Paralympic Games" in paragraph (2) of the Supplementary Provisions is revised as "Interministerial Committee for Promotion of the World Expo 2025."

The phrase "until the Reconstruction Agency is abolished" in paragraph (3) of the Supplementary Provisions is revised as "the Headquarters for the Promotion of the Tokyo Olympic and Paralympic Games is established."

Supplementary Provisions, paragraph (4) is now Supplementary Provisions, paragraph (5), and the following paragraph is added following Supplementary Provisions, paragraph (3).

(4) With regard to the application of the provisions referred to in Article 2, paragraph (2) during the time until the Reconstruction Agency is abolished, notwithstanding the provisions of the preceding two paragraphs, the phrase "fourteen people" in paragraph (2) of that Article is revised to "seventeen people," and the phrase "seventeen people" in the proviso of that same paragraph is revised to "twenty people."

Acting Prime Minister  
Minister of State SUGA Yoshihide  
Minister of Internal Affairs and Communications ISHIDA Masatoshi  
Acting Minister of Finance  
Minister of State ISHIDA Masatoshi  
Minister of Economy, Trade and Industry SEKO Hiroshige  
Minister of Defense IWAYA Takeshi

(provisional translation)

## **Members of the Interministerial Committee for Promotion of the World Expo 2025**

- Minister of Finance
- Minister of State for Financial Services\*
- Minister in charge of Overcoming Deflation\*
- Minister for Internal Affairs and Communications
- Minister of State for the Social Security and Tax Number System\*
- Minister of Justice
- Minister for Foreign Affairs
- Minister of Education, Culture, Sports, Science and Technology
- Minister in charge of Education Rebuilding\*
- Minister of Health, Labour and Welfare
- Minister for Working-style Reform\*
- Minister of Agriculture, Forestry and Fisheries
- Minister of Economy, Trade and Industry
- Minister in charge of Industrial Competitiveness\*
- Minister for Economic Cooperation with Russia\*
- Minister in charge of the Response to the Economic Impact caused by the Nuclear Accident\*
- Minister of State for the Nuclear Damage Compensation and Decommissioning Facilitation Corporation\*
- Minister of Land, Infrastructure, Transport and Tourism
- Minister in charge of Water Cycle Policy\*
- Minister of the Environment
- Minister of State for Nuclear Emergency Preparedness\*
- Minister of Defense
- Minister in charge of Mitigating the Impact of U.S. Forces in Okinawa\*
- Minister in charge of the Abductions Issue\*
- Minister for Reconstruction
- Minister in charge of Comprehensive Policy Coordination for Revival from the Nuclear Accident at Fukushima\*
- Chairperson of the National Public Safety Commission

- Minister in charge of Administrative Reform\*
- Minister in charge of Civil Service Reform\*
- Minister in charge of Building National Resilience\*
- Minister of State for Disaster Management\*
- Minister for Promoting Dynamic Engagement of All Citizens
- Minister in charge of Territorial Issues\*
- Minister of State for Okinawa and Northern Territories Affairs\*
- Minister of State for Consumer Affairs and Food Safety\*
- Minister of State for Measures for Declining Birthrate\*
- Minister of State for Ocean Policy\*
- Minister in charge of Information Technology Policy
- Minister of State for "Cool Japan" Strategy\*
- Minister of State for the Intellectual Property Strategy\*
- Minister of State for Science and Technology Policy\*
- Minister of State for Space Policy\*
- Minister of State for Economic and Fiscal Policy
- Minister in charge Economic Revitalization\*
- Minister in charge of Social Security Reform\*
- Minister in charge of Trans-Pacific Partnership\*
- Minister of State for Regional Revitalization
- Minister of State for Regulatory Reform\*
- Minister in charge of Regional Revitalization\*
- Minister in charge of Public Records and Archive Management\*
- Minister for the Tokyo Olympic and Paralympic Games
- Minister in charge of Women's Empowerment\*
- Minister of State for Gender Equality\*

\* Another Minister is also in charge of this post.

# Articles of Incorporation of Japan Association for the 2025 World Exposition, Public Interest Incorporated Association

## Chapter 1 General Provisions

(Name)

Article 1 The corporation shall be called 公益社団法人2025年日本国際博覧会協会 (Japan Association for the 2025 World Exposition, Public Interest Incorporated Association) (hereinafter referred to as the “Association”), and shall be indicated as “l’Association japonaise pour l’Exposition Universelle 2025” in French and “Japan Association for the 2025 World Exposition” in English.

(Office)

Article 2 The Association shall have its principal office in Osaka-shi, Osaka.

## Chapter 2 Purpose and Business

(Purpose)

Article 3 The purpose of the Association is to contribute to the achievement of the U.N.-proposed Sustainable Development Goals (SDGs) as well as growth of Japan’s industry and culture by preparing for, hosting, operating and conducting other management work of World Expo 2025 to be held in Osaka, Kansai (hereinafter referred to as the “Expo”) based on the Convention Relating to International Exhibitions and making the Expo successful.

(Business)

Article 4 To achieve the purpose referred to in the preceding Article, the Association shall engage in the lines of business listed in the following items:

- (1) Preparation for, hosting and operation of the Expo; and
  - (2) Other lines of business necessary to achieve the purpose of the Association.
- 2 The business referred to in the preceding paragraph shall be conducted in and outside of Japan.

## Chapter 3 Members

(Members of the Association)

Article 5 The Association shall be composed of persons contributing to preparation for, hosting, operation and other management work of the Expo who are local governments or economic organizations with net assets of 500 million yen or more, and who become members of the Association pursuant to the provisions of the following Article.

(Acquisition of Member Qualification)

Article 6 A prospective member of the Association shall make an application for membership using

the prescribed form and obtain the approval of the Executive Committee.

(Voluntary Withdrawal)

Article 7 Any member may withdraw voluntarily at any time by submitting a notification of withdrawal separately stipulated by the Executive Committee.

(Expulsion)

Article 8 If a member comes to fall under any of the following items, such member may be expelled by a resolution at a Governing Body adopted by at least a two-thirds majority of the votes of all members and with a quorum of at least one-half of the total number of members:

- (1) The member has violated these articles of incorporation or other rules;
- (2) The member has injured the reputation of the Association, or has acted contrary to the purpose of the Association; or
- (3) Other justifiable grounds for expulsion exist.

2 In the case where a member is to be expelled pursuant to the provisions of the preceding paragraph, such member shall be notified of expulsion with the reason not less than one week prior to the date of such Governing Body and shall be provided with an opportunity to give an explanation at such Governing Body before a resolution.

3 If a resolution of expulsion is adopted pursuant to paragraph 1, such member shall be notified to that effect.

(Loss of Member Qualification)

Article 9 In addition to the cases referred to in the preceding two Articles, if it comes to fall under any of the following items, a member shall lose its qualification as a member, and lose all rights and be discharged from all obligations it has against the Association as a member; provided, however, that such member may not be discharged from obligations that have already been treated as unfulfilled:

- (1) The member's corporation or organization has been dissolved, or entered bankruptcy; or
- (2) All members have agreed so.

## Chapter 4 Governing Body

(Composition)

Article 10 A Governing Body shall be composed of all members.

(Authority)

Article 11 At a Governing Body, resolutions shall be made on the following matters:

- (1) Election or dismissal of Directors and Auditors;
- (2) Amounts of remuneration, etc. for Directors and Auditors;

- (3) Expulsion of a member;
- (4) Approval of a balance sheet and a profit and loss statement (statement of changes in net assets);
- (5) Amendment to the articles of incorporation;
- (6) Dissolution and disposition of residual assets; and
- (7) Other matters stipulated by laws and regulations or in these articles of incorporation as matters to be resolved at a Governing Body.

(Types)

Article 12 The Governing Body shall have two types, Annual Governing Body and Extraordinary Governing Body.

2 An Annual Governing Body shall be held once a year within three months after the end of each business year.

3 An Extraordinary Governing Body may be held whenever necessary.

(Convocation)

Article 13 Unless otherwise stipulated by laws and regulations, a Governing Body shall be convened by a Representative Director provided for in Article 20, paragraph 3 based on a resolution at a meeting of the Executive Committee; provided, however, that in the case where the Representative Directors are unable to fulfill their duties or the positions of Representative Directors are vacant, another Director shall take the Representative Directors' duties pursuant to the order determined by the Executive Committee in advance.

2 Members who have at least one-tenth of the voting rights of all members may demand that a Representative Director convene a Governing Body by indicating a matter that is the purpose of the Governing Body and the reasons for convocation.

3 When convening a Governing Body, a Representative Director shall notify members of the date, time, place and matters that are the purposes of the meeting in writing or by electronic or magnetic means at least one week (if members not attending the Governing Body may exercise their voting rights in writing or by electronic or magnetic means, two weeks) prior to the date of the Governing Body.

(Chairperson)

Article 14 The Chairman provided for in Article 20, paragraph 2 shall act as the chairperson of a Governing Body; provided, however, that in the case where the Chairman is unable to fulfill his/her duties or the position of the Chairman is vacant, another Director shall take the Chairman's duties pursuant to the order determined by the Executive Committee in advance.

(Voting Rights)

Article 15 Each member shall be entitled to one vote at a Governing Body.

2 Voting rights of a member who is a corporation or a member who is an organization shall be exercised by the representative of such corporation or organization.

3 A member who is a corporation or a member who is an organization shall notify the Association of one representative referred to in the preceding paragraph. The same applies in the case of any change thereto.

4 A member who cannot attend a Governing Body may exercise its voting right in writing or by electronic or magnetic means, or entrust the exercise of its voting right to another member as a proxy; provided, however, that in the case of the representative of a member who is a corporation or a member who is an organization, this shall not preclude an officer, staff member, or employee of the corporation or organization to which such representative belongs from acting as a proxy of such member.

5 The number of votes of members exercised pursuant to the provisions of the preceding paragraph shall be included in the number of votes of members present at the Governing Body.

(Resolution)

Article 16 A resolution at a Governing Body shall be made by a majority of the votes of members present at the meeting where members holding a majority of the votes of all members are present.

2 Notwithstanding the provisions of the preceding paragraph, the following resolutions shall be made by at least a two-thirds majority of the votes of all members and with a quorum of at least one-half of the total number of members:

- (1) Dismissal of an Auditor;
- (2) Expulsion of a member;
- (3) Amendment to the articles of incorporation;
- (4) Dissolution; and
- (5) Other matters stipulated by laws and regulations.

3 When passing a proposal for electing a Director or an Auditor, a resolution referred to in paragraph 1 shall be made for each candidate. If the total number of candidates of Directors or Auditors exceeds the authorized number provided for in Article 20, persons acquiring the affirmative vote of a majority of all votes shall be elected in descending order of numbers of acquired votes until the authorized number is filled up.

(Omission of Resolution)

Article 17 In the case where a Director or a member makes a proposal regarding a matter that is the purpose of a Governing Body and where all members have manifested their intention to agree with the proposal, either in writing or by electronic or magnetic records, a resolution of the Governing Body that affirms the proposal shall be deemed to have passed.

(Omission of Report)

Article 18 In the case where a Director has notified all members of matters to be reported at a Governing Body and where all members have manifested their intention to agree that such matters need not be reported at the Governing Body, either in writing or by electronic or magnetic records, such matters shall be deemed to have been reported at the Governing Body.

(Minutes)

Article 19 With respect to the business of a Governing Body, minutes of the meeting shall be prepared as stipulated by laws and regulations.

2 The chairperson and two Directors among Directors attending the meeting shall affix their names and seals to the minutes referred to in the preceding paragraph.

## Chapter 5 Officers

(Establishment of Officers)

Article 20 The Association shall have the following officers:

(1) From three to 20 Directors; and

(2) No more than two Auditors.

2 One Director among Directors shall act as the Chairman, and among Directors other than the Chairman, the Association may have one Secretary-General, and a few Deputy Chairmen and Deputy Secretary-Generals.

3 The Chairman and the Secretary-General referred to in the preceding paragraph shall be treated as representative directors in the Act on General Incorporated Associations and General Incorporated Foundations (hereinafter referred to as the "General Incorporated Association Act"). Deputy Secretary-Generals may be treated as executive directors referred to in Article 91, paragraph 1, item 2 of the General Incorporated Association Act.

(Election of Officers)

Article 21 Directors and Auditors shall be elected by a resolution at a Governing Body.

2 Directors shall be elected by a resolution at a Governing Body from representatives of corporations or organizations that are the members; provided, however, that Directors may be elected from persons other than the members if necessary.

3 The Chairman, Deputy Chairmen, the Secretary-General and Deputy Secretary-Generals shall be appointed by a resolution at a meeting of the Executive Committee.

4 With respect to each Director, the total number of said Director and Directors who are his/her spouse or relatives within the third degree of kinship or other persons having a special relationship with said Director specified by laws and regulations shall not exceed one third of the total number of (current) Directors.

5 Directors of the Association (including Directors' relatives and other persons having a special relationship with Directors) and employees of the Association shall not be included in Auditors. Each Auditor shall not be a relative of another Auditor or any other person having a special relationship with another Auditor.

6 The total number of Directors who are directors or employees of other identical organizations (excluding public interest corporations) or other similar persons having mutually close relationships

with them shall not exceed one third of the total number of Directors. The same shall apply to Auditors.

(Duties and Authority of Directors)

Article 22 Directors shall compose the Executive Committee, and shall perform their duties pursuant to the provisions of laws and regulations and these articles of incorporation.

2 The Chairman and the Secretary-General shall represent the Association and execute operations of the Association pursuant to the provisions of the laws and regulations and these articles of incorporation, and Deputy Secretary-Generals shall assist the Secretary-General, and shall divide the operations of the Association for execution pursuant to the provisions separately specified by the Executive Committee.

3 The Chairman, the Secretary-General and Deputy Secretary-Generals shall report to the Executive Committee on the state of performance of their own duties at least twice every business year at intervals of more than four months.

4 Deputy Chairmen may state their opinions in response to consultation from a Representative Director with respect to important matters.

(Duties and Authority of Auditors)

Article 23 Auditors shall audit Directors' performance of their duties, and shall prepare an audit report pursuant to the provisions of laws and regulations.

2 An Auditor may attend a Governing Body and a meeting of the Executive Committee and state his/her opinion when he/she finds it necessary to do so.

3 An Auditor may request a report on business from Directors and employees, and investigate the state of business and property of the Association at any time.

4 If he/she finds that a Director is engaged in an illegal act or is likely to be engaged in such an act, or if he/she finds any fact that constitutes a violation of laws and regulations or the articles of incorporation, or any fact that is significantly improper, an Auditor shall report to that effect to the Executive Committee without delay.

5 In addition to the preceding paragraphs, an Auditor may exercise authority stipulated by laws and regulations.

(Term of Office of Directors)

Article 24 The term of office of a Director shall be until the end of the Annual Governing Body for the last business year that ends within two years after his/her election, and the Director may be reappointed.

2 The term of office of an Auditor shall be until the end of the Annual Governing Body for the last business year that ends within four years after his/her election, and the Auditor may be reappointed.

3 A Director or an Auditor may resign from the office even in the middle of his/her term of office.

4 The term of office of a Director or Auditor elected as a substitute shall be until the expiration of the predecessor's term of office.

5 If a shortage occurs in the authorized number of Directors or Auditors provided for in Article

20, a Director or Auditor who retired from office due to the expiration of his/her term of office or by resignation shall have the rights and obligations as a Director or Auditor until a newly elected Director or Auditor assumes the office.

(Dismissal of Officers)

Article 25 Directors and Auditors may be dismissed by a resolution at a Governing Body; provided, however, that the dismissal of an Auditor shall be conducted based on a resolution adopted by at least a two-thirds majority of the votes of all members and with a quorum of at least one-half of the total number of members.

(Remuneration, etc. for Officers)

Article 26 Amounts calculated in accordance with the standards of payment of remuneration, etc. separately stipulated at a Governing Body may be paid to Directors and Auditors as remuneration, etc., within the maximum total amount separately stipulated at a Governing Body.

2 Expenses necessary to perform duties may be paid to Directors and Auditors.

3 Matters necessary with respect to the preceding two paragraphs shall be governed by the regulations on remuneration, etc. for officers separately stipulated at a Governing Body.

(Partial Exemption from Liability of Officers for Compensation for Damages)

Article 27 With respect to the liability of Directors and Auditors for compensation for damages referred to in Article 111, paragraph 1 of the General Incorporated Association Act, when requirements stipulated in laws and regulations are satisfied, the Association may exempt Directors and Auditors from such liability by a resolution at a meeting of the Executive Committee to the extent of the amount obtained by subtracting the minimum liability amount stipulated in laws and regulations from the amount for which they are liable.

2 With respect to the liability for compensation for damages referred to in Article 111, paragraph 1 of the General Incorporated Association Act, the Association may enter into agreements with Directors (limited to those who are not executive directors or employees of the Association) or Auditors (hereinafter referred to as "Non-Executive Directors, etc.") to the effect that said liability is limited to the minimum liability amount stipulated in Article 113, paragraph 1 of the General Incorporated Association Act if such Non-Executive Directors, etc. have acted in good faith and without gross negligence in performing their duties.

## Chapter 6 Executive Committee

(Composition)

Article 28 The Association shall have a Executive Committee.

2 The Executive Committee shall be composed of all Directors.

(Authority)

Article 29 The Executive Committee shall perform the following duties:

- (1) Determination of the execution of operations of the Association;
- (2) Supervision of the performance of duties of Directors;
- (3) Appointment and dismissal of the Chairman, Deputy Chairmen, the Secretary-General and Secretary-Generals; and
- (4) Other matters stipulated by laws and regulations or in these articles of incorporation as matters to be resolved by the Executive Committee.

(Holding)

Article 30 Meetings of the Executive Committee shall be held at least twice in each business year.

(Convocation)

Article 31 Unless otherwise stipulated by laws and regulations, a meeting of the Executive Committee shall be convened by a Representative Director; provided, however, that in the case where the positions of Representative Directors are vacant or Representative Directors are unable to fulfill their duties, another Director shall convene a meeting of the Executive Committee pursuant to the order determined by the Executive Committee in advance.

2 Directors other than Representative Directors may demand that a Representative Director convene a meeting of the Executive Committee by indicating a matter that is the purpose of the meeting of the Executive Committee.

3 In the case provided for in the provisions of Article 23, paragraph 4, an Auditor may demand that a Representative Director convene a meeting of the Executive Committee if he/she finds it necessary to do so.

4 In the case where within five days from the day of the demand made pursuant to the provisions of paragraph 2 or the preceding paragraph, no notice for convening a meeting of the Executive Committee which designates a date within two weeks from the date of the demand as the day of the meeting of the Executive Committee is issued, the Director or Auditor who made the demand may convene a meeting of the Executive Committee.

5 When convening a meeting of the Executive Committee, notice of the date, time, place, matters that are the purposes of the meeting and other necessary matters shall be given to Directors and Auditors in writing or by electronic or magnetic means at least five days prior to the date of the meeting of the Executive Committee.

6 Notwithstanding the provisions of the preceding paragraph, if the consent of all Directors and Auditors is obtained, a meeting of the Executive Committee may be held without following the procedures for convocation.

(Chairperson)

Article 32 The Chairman shall act as the chairperson of a meeting of the Executive Committee.

2 In the case where the position of the Chairman is vacant or the Chairman is unable to fulfill his/her duties, another Director shall take the Chairman's duties pursuant to the order determined by the Executive Committee in advance.

(Resolution)

Article 33 A resolution at a meeting of the Executive Committee shall be made by a majority of Directors present at the meeting where the majority of Directors excluding Directors with a special interest in the resolution are present.

2 Notwithstanding the provisions of the preceding paragraph, in the case where a Director makes a proposal regarding a matter that is the purpose of a meeting of the Executive Committee and where all Directors who can participate in the resolution have manifested their intention to agree with the proposal, either in writing or by electronic or magnetic records, a resolution of the meeting of the Executive Committee that affirms the proposal shall be deemed to have passed; provided, however, that this shall not apply to the case where an Auditor raises an objection.

3 Even in the case of a matter to be resolved by the Executive Committee (excluding statutory matters), if such matter cannot be submitted to the Executive Committee for discussion because it needs to be processed in an urgent manner, a Representative Director may execute operations without a resolution at a meeting of the Executive Committee; provided, however, that in such case, the Representative Director shall submit the content of the execution of operations to the next meeting of the Executive Committee for discussion and obtain its approval.

(Omission of Report)

Article 34 In the case where a Director or Auditor has notified all Directors and Auditors of matters to be reported at a meeting of the Executive Committee, it is unnecessary to report such matters to the meeting of the Executive Committee; provided, however, that this shall not apply to reporting made pursuant to the provisions of Article 91, paragraph 2 of the General Incorporated Association Act.

(Minutes)

Article 35 With respect to the business of a meeting of the Executive Committee, minutes of the meeting shall be prepared as stipulated by laws and regulations.

2 Representative Directors and Auditors who attended the meeting shall affix their names and seals to the minutes referred to in the preceding paragraph.

## **Chapter 7 Councilors and Expert Committees**

(Councilors)

Article 36 The Association may have a few Councilors.

2 A Councilor shall respond and state his/her opinion to consultation from a Representative Director

with respect to what the Association's important policies should focus on and how its business should be conducted.

3 In addition to matters stipulated in these articles of incorporation, matters necessary for Councilors shall be specified by the Executive Committee.

4 A Representative Director shall commission Councilors from qualified candidates after obtaining the approval of the Executive Committee.

5 With respect to the term of office of Councilors, the provisions of Article 24, paragraph 1 shall apply *mutatis mutandis*.

(Expert Committees)

Article 37 The Association may have various Expert Committees composed of Expert Committee members, as non-mandatory bodies.

2 Each Expert Committee may give advice on the operation of the Association based on expertise; provided, however, that Expert Committees shall have no authority with respect to the exercise of operations of the Association.

3 Election and dismissal of Expert Committee members shall be conducted by the Executive Committee.

4 No remuneration shall be paid for Expert Committee members; provided, however, that expenses necessary to perform their duties may be paid to Expert Committee members.

## Chapter 8 Secretariat

(Establishment of Secretariat)

Article 38 For the processing of clerical work of the Association, a Secretariat shall be established.

2 Necessary staff members shall be allocated to the Secretariat, and such staff members shall be appointed and dismissed by a Representative Director.

3 Matters necessary for the organization and the operation of the Secretariat shall be separately stipulated by a resolution at a meeting of the Executive Committee.

## Chapter 9 Assets and Accounting

(Business Year)

Article 39 The business year of the Association shall start on April 1 of each year and end on March 31 of the following year.

(Business Plan and Budget for Revenue and Expenditure)

Article 40 The Association's written business plan and written budget for revenue and expenditure,

and document stating the projected fund procurement and capital investment shall be prepared by a Representative Director and obtain the approval of the Executive Committee no later than the day immediately preceding the commencement of the business year. The same shall apply in the case of any change thereto.

2 The documents referred to in the preceding paragraph shall be reported at the nearest Governing Body.

3 The documents referred to in paragraph 1 shall be kept and made available for public inspection at the principal office until the end of the business year.

(Business Report and Settlement of Accounts)

Article 41 With respect to the Association's business report and settlement of accounts, a Representative Director shall, after the end of each business year, prepare the following documents, receive an audit of Auditors, and obtain the approval of the Executive Committee:

(1) Business report;

(2) Annexed detailed statement of the business report;

(3) Balance sheet;

(4) Profit and loss statement (statement of changes in net assets);

(5) Annexed detailed statements of the balance sheet and the profit and loss statement (statement of changes in net assets); and

(6) Inventory of assets.

2 Among documents obtaining the approval referred to in the preceding paragraph, the documents referred to in items 1, 3, 4 and 6 shall be submitted to the Annual Governing Body, and the details of the document referred to in item 1 shall be reported, and other documents shall obtain approval at the meeting.

3 In addition to the documents referred to in paragraph 1, the following documents shall be kept and made available for public inspection at the principal office for five years, and the articles of incorporation and the member registry shall be kept and made available for public inspection at the principal office:

(1) Audit reports;

(2) Lists of Directors and Auditors;

(3) Documents stating the standards of payment of remuneration, etc. for Directors and Auditors; and

(4) Documents stating an outline of the circumstances of the operational organization and business activities and important figures related thereto.

(Calculation of the Remaining Amount of the Public Interest Purposes Acquired Property)

Article 42 Based on the provisions of Article 48 of the Ordinance for Enforcement of the Act on Authorization of Public Interest Incorporated Associations and Public Interest Incorporated Foundations, a Representative Director shall, in each business year, calculate the remaining amount of the public

interest purposes acquired property as of the last day of the business year and specify the amount in the document referred to in item 4 of paragraph 3 of the preceding Article.

## Chapter 10 Funds

(Solicitation of Funds)

Article 43 The Association may solicit persons to contribute to funds.

(Handling of Funds)

Article 44 Procedures for solicitation, allotment, contribution, etc. of funds, and management, return and other handling of funds shall be governed by the fund handling regulations separately specified by a resolution at a meeting of the Executive Committee.

(Rights of Fund Contributors)

Article 45 A contributed fund shall not be returned until the date agreed with the fund contributor.  
2 Notwithstanding the provisions of the preceding paragraph, the Association may return a fund to the contributor pursuant to the procedures for return of funds specified in the following Article.

(Return of Funds)

Article 46 Return of a fund shall be conducted within the maximum limit of the amount stipulated in Article 141 of the General Incorporated Association Act based on a resolution of an Annual Governing Body.  
2 The procedures for the return of funds referred to in paragraph 2 of the preceding Article shall be specified by a resolution at a meeting of the Executive Committee.

(Reserve for Substitute Money)

Article 47 When returning a fund, an amount equivalent to the amount of a fund to be returned shall be reserved as a substitute fund, and such substitute fund shall not be reduced.

## Chapter 11 Amendment to Articles of Incorporation and Dissolution

(Amendment to Articles of Incorporation)

Article 48 These articles of incorporation may be amended by a resolution at a Governing Body adopted by at least a two-thirds majority of the votes of all members and with a quorum of at least one-half of the total number of members. The same shall apply to the purpose and the business of the Association.

(Dissolution)

Article 49 In addition to a resolution at a Governing Body and other grounds stipulated in laws and regulations, the Association shall dissolve due to the completion of remaining business after the ending of the Expo.

(Ownership of Residual Assets)

Article 50 Residual assets held by the Association in the case of dissolution shall be donated, after a resolution at a Governing Body, to the national government or local governments, or corporations that fall under any of the corporations listed in Article 5, item 17 of the Act on Authorization of Public Interest Incorporated Associations and Public Interest Incorporated Foundations (hereinafter referred to as the "Authorization Act") and that fall under any of the public interest corporations, etc. specified in Article 40, paragraph 1 of the Act on Special Measures Concerning Taxation.

2 The Association shall not distribute surplus.

(Donation Associated with Rescission of Public Interest Corporation Authorization, etc.)

Article 51 In the case where the Association has received a disposition of the rescission of the public interest corporation authorization or where the Association extinguishes as a result of a merger (excluding the case where a juridical person succeeding the Association's rights and obligations is a public interest corporation), property the amount of which is equivalent to the remaining amount of the public interest purposes acquired property shall be donated, after a resolution at a Governing Body, to corporations listed in Article 5, item 17 of the Authorization Act, or the national government or local governments, within one month after the day of such rescission of the public interest corporation authorization or the day of such merger.

## **Chapter 12 Method of Public Notice**

(Method of Public Notice)

Article 52 The public notices of the Association shall be given by means of electronic public notice.

2 In the case where electronic public notice referred to in the preceding paragraph is not available due to accidents or any other unavoidable circumstance, the public notice of the Association shall be given in the Official Gazette.

## **Chapter 13 Auxiliary Provisions**

(Exercise of Rights as a Shareholder or any Other Right Holder)

Article 53 When the Association is to exercise its rights in shares (contributions) held by the Association as a shareholder or any other right holder against a company issuing such shares

(contributions), the approval of the Executive Committee shall be obtained in advance by at least two-thirds of the number of current directors, excluding the following cases:

- (1) Receipt of dividends;
- (2) Receipt of new shares without compensation;
- (3) Subscription for allotment of shares to shareholders; and
- (4) Receipt of documents of allotment of shares to shareholders.

(Delegation)

Article 54 In addition to matters stipulated in these articles of incorporation, matters necessary for the operation of the Association shall be stipulated by the Executive Committee.

(Governing Laws and Regulations)

Article 55 Matters not stipulated in these articles of incorporation shall be governed by the General Incorporated Association Act and the Authorization Act and other laws and regulations.

Supplementary Provisions

1 These articles of incorporation come into effect on the conditions precedent that the Association receives the public interest corporation authorization stipulated in Article 4 of the Authorization Act and that a resolution of a Governing Body is obtained.

2 Names and addresses of members at the time of the incorporation of the Association are as follows:

- 1-3-2 Otemachi, Chiyoda-ku, Tokyo  
Japan Business Federation (general incorporated association)
- 2 Otemae, Chuo-ku, Osaka-shi, Osaka  
Osaka Prefectural Government
- 1-3-20 Nakanoshima, Kita-ku, Osaka-shi, Osaka  
Osaka City Government
- 6-2-27 Nakanoshima, Kita-ku, Osaka-shi  
Kansai Economic Federation (public interest incorporated association)
- 2-8 Honmachibashi, Chuo-ku, Osaka-shi, Osaka  
The Osaka Chamber of Commerce and Industry
- 6-2-27 Nakanoshima, Kita-ku, Osaka-shi, Osaka  
Kansai Association of Corporate Executives (general incorporated association)

## Executive biographies of Japan Association for the 2025 World Exposition (Chairman, Secretary-General and Deputy Secretary-Generals)



Chairman  
**Mr. NAKANISHI Hiroaki**  
Born: March 14, 1946

Education:

- 1970 Bachelor of Engineering, Electrical Engineering Faculty of Engineering,  
The University of Tokyo, Japan
- 1979 Master of Science in Computer Engineering Department of Computer Science,  
Stanford University, Stanford, CA USA

Career:

- 1970 Joined Hitachi Ltd.,  
Engineer, Computer System Design, Computer Control Design Department, Omika Works
- 1990 Department Manager, Computer Control Hardware Engineering Department, Omika Works
- 1993 Deputy General Manager, Omika Works
- 1998 Managing Director, Hitachi Europe, Ltd.
- 2000 Managing Officer, Group Executive, Information & Telecommunication Systems Group
- 2001 Managing Officer, General Manager, International Operations Division, Information & Telecommunication  
Systems Group
- 2003 Managing Officer, General Manager, Global Business, Chief Executive for Europe, Hitachi, Ltd.
- 2003 Vice President and Executive Officer, General Manager, Global Business, Hitachi, Ltd.
- 2004 Senior Vice President and Executive Officer, Chief Executive for North America , Hitachi, Ltd.  
General Manager, Hitachi Group-Global Business
- 2005 Senior Vice President and Executive Officer, Chief Executive for North America , Hitachi, Ltd.  
Chairman & Chief Executive Officer of Hitachi Global Storage Technologies, Inc.
- 2006 Executive Vice President and Executive Officer, Chief Executive for North America, Hitachi, Ltd.  
Chairman & Chief Executive Officer of Hitachi Global Storage Technologies, Inc.
- 2010 President, Hitachi, Ltd.
- 2014 Chairman & CEO, Hitachi, Ltd.
- 2016 Executive Chairman, Hitachi, Ltd.

Major External Posts :

- 2018 Chairman, Japan Business Federation (Keidanren)
- 2019 Representative Director, Chairman, Japan Association for the 2025 World Exposition,  
Public Interest Incorporated Association



Secretary-General  
**Mr. ISHIGE Hiroyuki**  
Born: December 8, 1950

Education:

1974 Graduated From the University of Tokyo, Degree in Economics.

Career:

1974 Entered the Ministry of International Trade and Industry (MITI)  
1988 Director, GATT Affairs Office, International Economic Affairs Department,  
International Trade Policy Bureau, MITI  
1989 First Secretary, Permanent Mission of Japan to the International Organizations in  
Genève, Switzerland  
1991 Counsellor, Permanent Mission of Japan to the International Organizations in Genève, Switzerland  
1992 Director, Tariff Division, International Economic Affairs Department,  
International Trade Policy Bureau, MITI  
1993 Director, Trade Agreement Administration Division, International Economic Affairs Department,  
International Trade Policy Bureau, MITI  
1994 Director, Fiber and Spinning Division, Consumer Goods and Service Industries Bureau, MITI  
1996 Director, International Economic Affairs Division, International Economic Affairs Department,  
International Trade Policy Bureau, MITI  
1998 Director, General Coordination Division, Machinery and Information Industries Bureau, MITI  
1999 Director, General Coordination Division, Industrial Policy Bureau, MITI  
2000 Director, Personnel Division, Minister's Secretariat, MITI  
2001 MITI was reorganized as the Ministry of Economy, Trade and Industry (METI).  
2002 Assistant Vice-Minister, Minister's Secretariat, METI  
2003 Director-General for Natural Resources and Energy Policy, METI  
2004 Director-General, Manufacturing Industries Bureau, METI  
2006 Director-General, Small and Medium Enterprise Agency, METI  
2007 Director-General, Trade Policy Bureau, METI  
2008 Vice-Minister for International Affairs, METI  
2010 Special adviser to the METI  
2010 Advisor, SOMPO JAPAN INSURANCE INC  
2011 Chairman and CEO, Japan External Trade Organization  
2019 Representative Director, Secretary-General, Japan Association for the 2025 World Exposition,  
Public Interest Incorporated Association

## Appendix 1-6

### Executive biographies of Japan Association for the 2025 World Exposition



Deputy Secretary-General

**Mr. MORI Kiyoshi**

Born: April 10, 1963

#### Education:

- 1986 Graduated From the University of Tokyo, LL.B., Department of Law
- 1993 Graduated From MPA, John F. Kennedy School of Government, Harvard University

#### Career:

- 1986 Joined the Ministry of International Trade and Industry (MITI)
- 1992 Guest Scholar, Economic Studies, Brookings Institution
- 2001 Executive Assistant to Vice-Minister of Economy, Trade and Industry
- 2002 Chairman of the Junior Board Meeting for Policy Coordination, METI
- 2003 Director, Industrial Research, Japan External Trade Organization (JETRO) London
  
- 2006 Director, International Energy Strategy, Agency for Natural Resources & Energy (ANRE)
- 2007 Director, International Affairs Div., ANRE/METI  
Member, Governing Board, the IEA (the International Energy Agency)
- 2008 Director, Middle East and Africa Div., Trade Policy Bureau, METI
- 2011 Director, Planning Policy Div., Dept. of Natural Resources and Fuel, ANRE/METI
- 2012 Director, Trade Finance and Economic Cooperation Div., METI
- 2013 Deputy DG, Bureau of Trade and Economic Cooperation, METI
- 2014 DG for International Affairs, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications (MIC)
- 2016 DG for International Cyber Economy Policy, METI
- 2017 DG, Kansai Bureau of Economy, Trade and Industry, METI
- 2019 Director, Deputy Secretary-General, Japan Association for the 2025 World Exposition, Public Interest Incorporated Association



Deputy Secretary-General  
**Mr. TAKEUCHI Hiroyuki**  
Born: December 21, 1955

Education:

- 1980 Completed the master's programme at Graduate School of Engineering and Faculty of Engineering, Kyoto University

Career:

- 1980 Entered Osaka Prefectural Government  
1989 Senior Staff, Traffic Policy Division, Urban Development Bureau, Department of Public Works (Executive Staff, Osaka Monorail Co., Ltd.)  
1994 Chief, Regional Improvement Section, Urban Development Division, Urban Development Bureau, Department of Public Works  
1996 Executive Staff, Airport Affairs Office, Department of Planning and Coordination  
2001 Senior Executive Staff, Traffic and Road Office, Department of Public Works  
2002 Senior Executive Staff, Planning and Coordination Office, Department of Planning and Coordination  
2004 Director, Road Environment Division, Traffic and Road Office, Department of Public Works  
2006 Director, Road Improvement Division, Traffic and Road Office, Department of Urban and Public Works  
2007 Director General, Ibaraki Public Works Office  
2009 Executive Director, Traffic and Road Office, Department of Urban and Public Works  
2011 Executive Director, Department of Housing and City Development  
2014 Director General, Department of Urban and Public Works  
2015 Vice Governor, Osaka Prefecture  
2019 Director, Deputy Secretary-General, Japan Association for the 2025 World Exposition, Public Interest Incorporated Association

## Appendix 1-6

Executive biographies of Japan Association for the 2025 World Exposition



Deputy Secretary-General  
**Mr. ICHINOKI Manatsu**  
Born: August 18, 1958

### Education:

- 1983 Master of Engineering (Electrical Engineering)  
Graduate School of Engineering, Osaka University

### Career:

- 1983 Entered THE KANSAI ELECTRIC POWER, CO., INC
- 1999 Manager, Survey Group, Office of Corporate Planning
- 2004 Chief Manager, Facility Planning Group, Office of Corporate Planning
- 2007 General Manager of Corporate Planning Department,  
Office of Corporate Planning
- 2009 Head of Career Development Center
- 2011 General Manager, Office of Corporate Communications & Community Relations
- 2013 Executive Officer, Head of Shiga Branch Office
- 2015 Executive Officer, Head of Shiga Branch Office, and Assistant General Manager, Community Energy  
Division
- 2017 Managing Director,  
Kansai Economic Federation (KANKEIREN)
- 2017 Secretary General, 2025 Japan World Expo Committee
- 2019 Director, Deputy Secretary-General, Japan Association for the 2025 World Exposition, Public Interest  
Incorporated Association



## 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

(provisional translation; from the bid dossier submitted  
by the Government of Japan on 25 September 2017, p. 82)

## 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 disparity 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

(provisional translation; from to the bid dossier submitted  
by the Government of Japan on 25 September 2017, p. 81)





The background of the page is composed of several large, overlapping geometric shapes in various colors: orange, blue, pink, light green, light blue, yellow, and teal. The shapes are arranged in a way that creates a dynamic, abstract composition.

## **Chapter 2**

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# Theme, Subthemes and Concept

## 2.1 Discussion After the Selection of Host Country

Following the selection in November 2018 by the BIE General Assembly of Japan to host Expo 2025 Osaka, Kansai, Japan (hereinafter “the Expo”), the Ministry of Economy, Trade and Industry of Japan (“METI”) started discussions on how to give shape to what had been laid out in the Bid Dossier with the theme, *Designing Future Society for Our Lives*.

Discussions were developed as follows: A council was set up to identify points for consideration needed for specific plan development. The Council established a working group which was tasked to conduct interviews with experts to help facilitate discussion on identified points. The Working Group reported the discussion results to the members of the Council.

In particular, METI inaugurated a Council for Discussing the Approaches to Specifying Efforts toward the Expo in January 2019. Following this, from the viewpoint of enriching discussions on a variety of fields, such as themes and plans on sites or transportation, METI inaugurated the Working Group for Specifying the Implementation Plan of the Expo. The group was formed under the council consisting of experts in the fields of expositions, the Sustainable Development Goals (SDGs), architecture and exhibitions. The working group has held eight meetings so far. A total of 131 experts and specialists from different fields participated in the discussions, whose suggestions were summarised and published in the Executive Report in July 2019

(see Appendix for Council members, Working Group members, and the Executive Report).

The Executive Report proposes four pillars: (1) to make the Expo contribute to international society by accelerating the SDGs and beyond, supported by the theme, *Designing Future Society for Our Lives*, (2) to develop the site plans appropriate for “the test field for future society”, (3) to capitalise on the Expo for Japan to leap forward and (4) to actively facilitate co-creation process among diverse participants.

Going forward, the Organiser will accelerate its efforts to develop specific plans, reflecting proposals made in the Executive Report.

This Chapter elaborates theme, subthemes and concept of the Expo, taking into consideration what has been discussed since November 2018.

## 2.2 Theme

### 2.2.1 Background of Theme Setting

Going into the twenty-first century, humankind has achieved great success at solving many more challenges than ever before in history, thanks to international agreements and cooperation as well as efforts made by each country.

For example, the Millennium Development Goals (MDGs), agreed by the international community to be accomplished by the year



2015, was said to be the most successful initiative in history at eradicating poverty. The success of the MDGs indicates humankind's ability to cooperate in envisioning a desired future and to achieve such a future through ongoing collaboration and efforts. This also proves that the collaborative approach to designing the future state of the world works. Building on the foundation laid by the MDGs, at the United Nations' Summit in September 2015, the international community adopted "the 2030 Agenda for Sustainable Development" that presents the SDGs for succeeding goals to be achieved by 2030. This is also a symbolic event for the international community to present the desired future state of society through a series of discussions. The SDGs are expected to drive transformations of the socio-economic system of every nation to attain a sustainable future.

Towards 2030, transformative technologies that drastically change people's life will be further advanced. These new innovative science technologies, including life science technologies such as Induced Pluripotent Stem cells (iPS cells), artificial intelligence (AI) and robotics, will be the breakthrough in building a new era. They are expected to present new opportunities. For example, discovering and treating incurable diseases may become possible; and people may work and learn in different ways from what they are used to now.

Looking at the global landscape, however, the gap between developed and developing countries' living conditions remains vast, revealing that there is more work to be done towards the SDGs' underlying pledge to ensure that "no one will be left behind".

Capitalism has, on the one hand, paved the way for economic growth and contributed to eradicating absolute poverty, while on the other hand, it may have brought about widening economic gaps in income and property. Biotechnology and robotics, which are expected to present solutions for sustainable future society and originally designed to bring happiness to people, may work in a negative way, should these technologies disrupt connections in society and become a cause of social anxiety. For example, with the evolution of robot technology, which could replace human labour, workers may feel threatened about losing their jobs.

The environment surrounding humankind is changing drastically and rapidly, presenting humankind with a series of profound questions: "What is happiness?" "What do we need to do to fully realise our potential", and "How can society support that?"

### 2.2.2 Designing Future Society for Our Lives

The theme of the Expo, *Designing Future Society for Our Lives*, reflects a strong desire to work together with people around the world to discuss and design the future state of society. The theme, *Designing Future Society for Our Lives*, invites individuals to think how they want to live and how they can maximise their potential. It is also intended to drive co-creation by the international community in designing a sustainable society that supports individuals' ideas of how they want to live.

In other words, the Expo will ask a straightforward question to everyone, "What is the happy way of life?" for the first time. The Expo

will correspond to this time when new social challenges, including expanding economic gaps and heightened conflicts, are emerging while science technologies are evolving, including AI and biotechnologies, that will present changes to humankind, for example, extended life spans.

While values and ways of living have become increasingly diversified in recent years, technological innovations enable everyone to access and communicate a hitherto unimaginable amount of information. This development should help the Expo aggregate the world's wisdom and best practices in Osaka and Kansai area and that should bring about solutions to challenges brought by a complicated mix of diverse values.

### 2.3 The Expo for SDGs and beyond

#### 2.3.1 The Expo to Contribute to Achieving the SDGs

Under the theme, *Designing Future Society for Our Lives*, the Expo is designed in a way for anybody around the world to discuss with others about, and co-create solutions for (1) how individuals can lead a mentally and physically healthy life while fully realising their potential, and (2) how humankind can build a sustainable socio-economic system to support such diverse ways of life.

This is aligned with the United Nation's SDGs

whose ultimate objective is to realise a diverse and inclusive society in a sustainable way backed with the pledge to ensure "no one will be left behind".

The Expo will be held in 2025, five years from the target for achieving the SDGs in 2030. Thus, the event will be an opportunity to review progress made so far and to accelerate initiatives towards reaching the goal.

Because the Expo is clearly positioned to help achieve the SDGs, it is critical that diverse players including citizens and corporations get engaged in the Expo from the period before its opening and that the momentum of sustained evolution be maintained through the closure of the event and beyond.

#### 2.3.2 Aspiration to Go Beyond the SDGs

Making progress towards achieving the SDGs will be a pressing matter in the year 2025 as there are only five years left before 2030. As discussed above, the Expo presents an opportunity to check on progress as of 2025 and, by collecting the world's wisdom and sharing best practices, to accelerate each country's efforts towards achieving the SDGs in 2030.

On top of this, the Expo in 2025 is expected to present subsequent goals going beyond the SDGs as the event facilitates discussion of future society from the mid to long-term perspective. The Working Group noted this point as well; "the Expo should be aimed at accelerating initiatives to achieve the SDGs and beyond, so that the event can contribute to the international community". (Executive Report: Efforts for Specifying the Vision: Exposition in

the New Era)

To this end, the Government of Japan will make the Japan Pavilion into “SDGs and Beyond Pavilion” in collaboration with the United Nations. In addition to the exhibitions at the pavilion, the Organiser will offer discussion opportunities on efforts towards the SDGs and beyond for experts and visitors from around the world. The outcome of the discussions will be pulled together and communicated to the world, for example, as “Expo 2025 Osaka Kansai Agenda” (tentative title).

### 2.3.3 Society 5.0

Realising Society 5.0 should supplement the achievement of the SDGs and beyond. Society 5.0 reflects Japan’s vision of the next stage of development for human society, following four stages of transformation, from hunter-gatherer (Society 1.0), agricultural (Society 2.0), industrial (Society 3.0) to information (Society 4.0). Capitalising on its strengths and resources, Japan achieves this sustainable and inclusive socio-economic system unique to Japan, in which all members can exhibit their full



potential while social challenges are solved, including declining and aging populations and constraints on energy and the environment. Specifically, Society 5.0 is Japan's national effort to create a super-smart society in which global challenges are addressed through the use of advanced technologies including the Internet of Things (IoT), artificial intelligence (AI), robotics and big data.

The Government of Japan positions Society 5.0 as a part of its national growth strategy, with both public and private sectors working together towards this realisation.

In line with this, the Expo venue will be designed to be super-smart, incorporating the idea of Society 5.0. The venue is also positioned as a test field for future society in which new technologies, services and systems are introduced for implementation in daily life.

## 2.4 Subthemes

### 2.4.1 Three Lives

In order to sustain a variety of "lives," not just human lives alone, human beings have a responsibility to save and empower them and connect them to the next generation. To elaborate further on the discussion of "life" as the central piece of the Expo's theme, three subthemes have been established; Saving Lives, Empowering Lives and Connecting Lives.

Japanese culture has long been based on the belief that any material, from all living creatures to even a pebble along the road, have an inherent life in them.

With this in mind, the Expo welcomes the consideration of "life" not just for human beings but also in a broader sense of diverse creations and nature that surrounds humans.

Ideas of saving, empowering and connecting lives can potentially help achieve all objectives laid out by the SDGs. For this reason, participants have options to show how their initiatives are related to which objectives of the SDGs in what regard.

### 2.4.2 Saving Lives

The first subtheme is Saving Lives, focusing on protecting and saving the lives of individuals.

Exhibitions based on this subtheme may include, for example, measures taken against infectious diseases through improved public sanitation, prevention and reduction of

natural disasters to improve safe living and living in harmony with nature to protect the environment.

### 2.4.3 Empowering Lives

The second subtheme is Empowering Lives, focusing on enriching the lives of individuals and expanding their potential. Exhibitions on this may include, for example, high quality remote education through the use of ICT, the extension of a healthy life span through appropriate exercise and diet, and the maximisation of human potential through the use of AI and robotics.

### 2.4.4 Connecting Lives

The third subtheme is Connecting Lives, focusing on getting everyone engaged, building communities and enriching society. Exhibitions may include, for example, the power of partnership and co-creation, advanced communications enabled by ICT, and the design of a data-driven society.

### 2.4.5 Exploring Themes

Participants are supposed to choose at least one of the three subthemes related to “life” in developing topics for their exhibitions. As a way of pursuing the aspiration of the Expo, participants are also required to address at least one of the 17 goals laid out in the SDGs.

This does not mean that participants should narrow down their exhibition to one particular subtheme and SDGs’ objective. Rather, they may make exhibitions that cover all three

subthemes or that help achieve all 17 SDGs. Participants are expected to holistically consider all the elements detailed above and values unique to each country/region including cultural elements, in choosing the subthemes and SDG goals to take up as they develop their exhibition plans.

### 2.4.6 Examples of Themes for Presentation

In order to propose ideas for the SDGs and beyond, participating countries are supposed to choose one or more subthemes and to present their proposed solution for one or more goals laid out in the SDGs.

Saving Lives and Empowering Lives combined with the goals 1, 4 and 6 of the SDGs  
Country A, which has enjoyed steady economic growth over the last ten years, faces a challenge in reducing the remaining economic gaps between urban and rural areas. In the pavilion at the Expo, Country A proposes a future vision of the country in 2030, which should be achieved by efforts to improve citizens’ life in collaboration with the United Nations and non-governmental organisations. Examples of such efforts may include improved access to drinking water and expanded opportunities for elementary education. Visitors to this pavilion can take a virtual tour of the country to experience its rich nature and culture.

Saving Lives and Connecting Lives, combined with goal 3 of the SDGs  
Country B encourages its people to build a prosperous and diversified way of living. The

challenge, however, is that the population is now aging, thanks in part to advances in medical technologies, and now the country's finances and labour market is being pressured. The country is trying to address social issues by taking preventive medicine, that is, to save lives by not becoming ill in the first place. In the pavilion, Country B proposes preventive medicine as a way towards the future, covering gene treatment, prevention of illness through drug development, and mental and physical aids enabled by AI and robotics. Country B also presents technologies that support home and remote medical care, which will become necessary as the next step in preventive medicine, thereby showcasing the ideal state of society.

### Saving Lives Combined with Goal 3 of the SDGs

Country C enjoys ongoing economic growth and technological innovation, especially with the medical sector growing rapidly. Advanced medicine, however, is not widely available especially in rural areas, and there is a growing concern over a shortage of medical experts.

In the pavilion, Country C proposes a future state of society towards 2030 from the perspectives of innovation in medical technologies to address the foreseen shortage of medical practitioners, improve medical services in remote areas, and offer opportunities for diverse medical options. Such a future state may be realised through remote surgical procedures through 5G, nursing care enabled by AI, physical therapy technologies, and other technological innovation. In addition, the pavilion showcases a desired social system

that flourishes through medical technologies, including home and remote medical care, that cater to the needs of each patient.

### Empowering Lives Combined with Goals 2 and 8 of the SDGs

Country D's economy is predominantly based on the export of agricultural product X. In order to further improve productivity and minimise the workload of agricultural workers, the country is trying to implement and expand the use of advanced technologies, including satellite monitoring of crop, as well as automated fertilisation and crop-dusting by drones. In the pavilion, visitors are given opportunities to learn about a future state of agriculture made possible by these initiatives. A portfolio of recipes that highlight agricultural product X and a taste of Country D's traditional sweets made from product X help visitors discover new appeals of the country.

### Empowering Lives and Connecting Lives Combined with Goal 3 of the SDGs

Country E's population has an increasing number of active elderlies thanks to an extended healthy life span. Some of the elderly people even enjoy playing sports with the younger generation through the help of advanced robotics that support their physical capabilities. In the pavilion, visitors are given a hands-on experience of such technologies to see how they help improve physical capacity and a programme that helps envision what they want to do with the improved physical capacity. Of course, the hands-on experience of technologies is offered not just for elderly visitors but also for the younger generation as well.

Connecting Lives and Empowering Lives  
Combined with Goals 3 and 4 of the SDGs

Country F is known for its advanced education and social welfare. It is also known for its sustainable development and implementation of technologies that harmonise with the natural environment as well as a magnificent natural landscape that attracts tourists. The pavilion of Country F introduces how its citizens lead their life through education, social welfare, and leisure depending on their stage in life and how they live with nature and technology. The pavilion also presents leading-edge initiatives incorporating most advanced technologies as well as ideas for the future society. Visitors to the pavilion are offered virtual experiences of real time scenery of sites in Country F through a special app.

Connecting Lives and Empowering Lives  
Combined with Goals 4 and 10 of the SDGs

Country G, richly endowed with nature, has limited public transportation, which results in a less-than-desired level of quality of educational facilities and teachers in remote areas, which are difficult to access.

In the pavilion of Country G, visitors are offered eye-witness opportunities to see how children of the country lead active, powerful lives in a beautiful, magnificent natural setting, while growing into citizens with expanded knowledge and connections with people around the world through a remote education system enabled by ICT. The same technology enables visitors to connect and communicate with local children. Such intimate interactions should help both sides cultivate mutual understanding. Interactions with children are reflective of an ideal society, that is, the world

interconnected on a global scale.

Saving Lives and Connecting Lives Combined  
with Goal 15 of the SDGs

In Country H, the value of traditional agriculture method has recently been once again recognised, because the method uses a minimum amount of agricultural chemicals. Major portions of the main agricultural products of the country are being raised based on this traditional method, offering a healthier option for consumers. The method also contributes to the health of surrounding natural environment as it relies less on crop-dusting.

The pavilion of the country proposes an ideal state of sustainable circular society based on such a method.

Saving Lives, Empowering Lives and Connecting Lives with Goals 1 to 17 of the SDGs. Country I will propose a unique vision of the SDGs and beyond by designing future society through thinking about the issues regarding lives of people and everything in the world.

### 2.5 Concept

#### 2.5.1 People's Living Lab

As the Expo venue is positioned as a test field for future society, the event welcomes experiments of new technologies and systems. The Expo site is designed to drive the innovations of diverse players to make the event work as a huge facilitation mechanism for social implementation.

To this end, starting from the preparation phase, the Organiser will invite proposals from private-sector companies as well as encourage the proactive participation of diverse players from Japan and overseas. The process of social implementation is presented to the wider audience.

The Expo site will fully capitalise on AI and big data to offer a super-smart venue reflecting Society 5.0. The venue is designed in such a way to remove the stress and frustrations of waiting time and language barriers.

The comprehensive Expo experience should be offered even outside of the venue. Enabling stress-free and seamless transportation from airports and major railway stations to the venue will be the desired goal.

#### 2.5.2 Co-Creation, a Concrete Means of Demonstrating the People's Living Lab Concept

The Expo encourages on-site and remote visitors to join this magnificent social experiment and help co-create and design future society. This

will be achieved by an expanding network of people engaged with the Expo from the period before its opening.

The Expo should be built upon by diverse participants and visitors. One way to make it possible for those who cannot physically be on site is to enjoy quasi-Expo experiences through the power of ICT. The other way is through interactive communications in which everyone is encouraged to express their thoughts, rather than participants proposing solutions in a unidirectional manner.

## 2.6 Adoption of the Theme in the Venue

offers places and opportunities for new innovative technologies, services and social systems to be introduced for deployment in daily life.

### 2.6.1 Venue Fitting for Test Field for Future Society

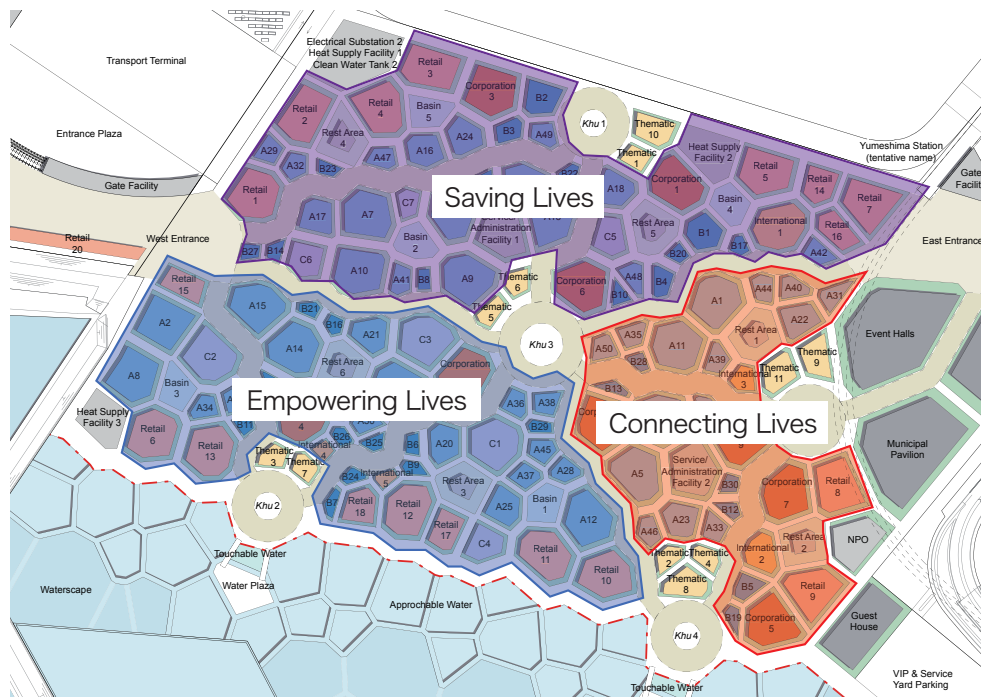
The Expo venue will be super-smart, reflecting the idea of Society 5.0. With the help of AI and big data, the super-smart venue frees visitors from the stress and frustrations associated with waiting times and language barriers. As a test field for future society, the Expo

### 2.6.2 Zoning the Site Based on Subthemes

The entire Expo site will be divided into three zones, each corresponding to one of the three subthemes; Saving Lives, Empowering Lives and Connecting Lives.

Participants are, in principle, to set up their pavilions in the zone corresponding to the

Figure 2-1: Zonnig Allocation



subtheme of their choice. Flexible arrangement of pavilions is also available for those who choose multiple subthemes, or, depending on individual circumstances.

In addition, spaces adjacent to *Khu* will have theme pavilions and corporate pavilions, which are allocated depending on the focus areas of their exhibition. *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 a part of Japanese Zen culture.

### 2.6.3 Japan Pavilion

The Government of Japan has initiated discussions with the United Nations in order to make Japan Pavilion “The SDGs and Beyond Pavillion” in collaboration with the United Nations.

The participating countries’ pavilions will be a place where they will showcase their respective initiatives for achieving the SDGs in a unique manner. Japan, as a host country, will respect all such pavilions.

The Japan Pavilion, on the other hand, will provide a forum for countries and organisations to get together and learn from each other. We believe we should intentionally design and prepare such a forum in order to avoid creating a group of silo pavilions, because each pavilion will be operated independently. The Japan Pavilion will play the role of catalyst in promoting discussion.

Works for achieving the SDGs by the United Nations or countries from around the world will be brought together in the Japan Pavilion, where visitors and participants will recognise their results, learn from each other, and

engage in further discussions.

Such dialogue is expected to foster new ideas for achieving the SDGs to be proposed to the world, thereby accelerating efforts at achieving the SDGs as well as facilitating discussions on the SDGs and beyond.

### 2.6.4 Focus Areas and Theme Pavilions

The Organiser establishes the specific focus areas for exhibition in order to facilitate co-creation and help deepen understanding for the theme *Designing Future Society for Our Lives* and the subthemes related to the three areas of lives. The focus areas may include:

- Outer Space, Ocean and Land
- Life Science
- AI and Robotics
- Future of Diet
- Play and Learning
- Future Industry

These focus areas will be presented also in Theme Pavilions, established by the Organiser. The number of the Theme Pavilions will be up to 11 while that of the focus areas shown above is six, as one focus area may be presented in multiple Theme Pavilions.

The Organiser will arrange the Theme Pavilions adjacent to the *Khu*.

Surrounding the Theme Pavilions will be exhibitions and events for the same focus area by unofficial participants including private-sector companies.

### 2.6.5 Best Practice Area

The year 2025 presents great opportunities to cascade solutions designed for achieving the SDGs in 2030. The Organiser will invite proposals on such solutions from around the world during the period leading up to the Expo. Subsequently, the Organiser will initiate a co-creation activity to help those proposals take practical shape. During the Expo's preparation phase, these activity ideas will be repeatedly tested, and the results of the social implementation experiments will be announced in the Best Practice Area during the Expo in 2025.

Best Practices refer to practical and globally reproducible initiatives that can be leveraged in the future. Examples of Best Practices may include water supply to cities by developing a

low-cost system and developing sustainable logistics systems that can be adopted in other cities. The Organiser will seek Best Practices going forward.

The Organiser expects various stakeholders to take part in this initiative; such stakeholders may include cities and towns, corporations, entrepreneurs, small to medium-sized enterprises, NGOs and NPOs, business owners and civil society. Measures will be taken to encourage those who may not have a large amount of capital to get such opportunities.

The Organiser will define the areas for co-creation corresponding to the focus areas and seek co-creation activity, which will help achieve the respective goals of the SDGs. The Best Practice cases will be selected by a selection committee established by the Organiser.



Depending on the type of activities, the Organiser will make exhibition of the implementation experiment results in a flexible manner, not just as a fixed exhibition in a particular space on-site. For example, those results may be presented through exhibitions, announcements, and visitors' experiences in the Theme Pavilions as well as through events in the *Khu* for the purpose of facilitating ongoing co-creation among participants and visitors.

### 2.7 Off-Site Initiatives

The Organiser will operate activities and initiatives that facilitate co-creation before and during the Expo period to pursue its purpose of driving co-creation.

#### 2.7.1 Platforms

The Online and Offline (real) Platforms will be set up as a facilitation mechanism to drive co-creation.

The Online Platform is designed to enhance co-creation, while the Offline Platform is where co-creation is deployed in an actual circumstance. Both of them work closely with each other to drive co-creation. These platforms should attract a wide range of individuals as well as their wisdom, experiences, cultures and sensations to generate and accumulate ideas. This cycle brings about new co-creation to help realise the Expo theme.

The Organiser will encourage those who have been working on tackling social challenges or those who are willing to do so to use the opportunities presented by the Expo to accelerate their own efforts. Stakeholders should share their resources (technologies, facilities, network, information and services) to ensure their ideas are certain, scalable and efficient enough to make social impacts before implementation.

The Organiser has kicked off this initiative in the second half of 2019 on a small scale for individuals and corporations, aiming to expand the number of stakeholders over the

course of time. By the opening of the Expo in 2025, the platform will be established to aggregate the world's wisdom and to enable participants to get together with their peers. The platform is projected to be up and running not just during the Expo period in 2025 but through the closure of the event and beyond.

#### **2.7.1.1 Offline Platform**

The Offline Platform engages national and local governments, corporations and social entrepreneurs for the purpose of solving social challenges and promoting projects to implement the co-creation activities. Initially, in order to launch flagship projects towards 2025, the platform will attract the innovator segment who is highly engaged in SDGs or social challenges.

To work as a catalyst of co-creation in the real world, the Offline Platform will build unique functions to help develop co-creation activities. Examples include facilities to experience brain storming using advanced technologies and the ability to make connections among those who physically visit the facilities.

#### **2.7.1.2 Online Platform**

The Online Platform is designed to enhance co-creation by enabling activity matching and interaction within the platform.

In order to promote co-creation in the real world, the Online Platform will have a community site whose functions include sharing challenges, matching challenges to solutions, posting efforts of idea implementation and providing and receiving feedback. For example, the Organiser will establish a scheme

which enables people to post their ideas corresponding to each objective of the SDGs and to receive feedback on their posts. New interaction created through the Online Platform should lead to new co-creation in the real world, generating interactions across real and online worlds while expand the scale and scope of activities before, during and after the Expo period.

In May 2019, the Organiser launched a prototype platform on its website to start inviting ideas online. That prototype will be updated to "TEAM EXPO site" (name tentative) in April 2020, which will facilitate co-creation in both the virtual and physical worlds.

#### **2.7.2 Thematic Forums**

Taking appropriate opportunities, the Organiser will raise public awareness and promote global discussion on the theme of the Expo. These opportunities may include: symposia and academic conferences with areas related to the theme of the Expo in which corporations, universities, research institutions, government agencies, artists and freelancers participate; international conferences designed to discuss global issues, such as Tokyo International Conference on African Development (TICAD); international exhibitions including Expo 2020 Dubai and Expo 2023 Buenos Aires; and the International Participants Meetings (IPMs).

At TICAD7 in August 2019, the Organiser held a discussion session titled "Contribution of Expo 2025, Osaka, Kansai, Japan for African Countries" to raise awareness of the challenges. In the talk session, experts in diverse fields with extensive experience in Africa and people of African origin who are active

in Japan were welcomed on stage. Despite the title of the talk session "Contributing to Africa," some of the opinions expressed were on how African countries can contribute to the world through the Expo. In addition, some participants expressed their expectation for African countries to proactively communicate their rich culture and potential to the world so that mutually beneficial relationships among countries can be further strengthened.

### 2.7.3 Workshops

With the ideal of co-creation in mind, a series of workshops are being organised. The purpose of these workshops is to build the collective wisdom through dialogue among diverse individuals, rather than through random opinions expressed separately.

In 2019, METI held workshops from September to November in Kobe City (Hyogo), Nara City (Nara), Kyoto City (Kyoto) and Otsu City (Shiga). These workshops were based on the idea of "O-giri," a traditional method in Japan that is designed to bring out ideas. O-giri is one of the methods of co-creation that encourages participants, whether with or without special knowledge and regardless of their age and profession, to present their ideas.

### 2.7.4 Ideathon Events

Ideathon events, in which groups of people who share similar interests have a series of discussions to explore their ideas, are being organised in Japan and abroad. The Organiser aims to have a variety of individuals, including the younger generation and students bring up ideas.

In November 2019, METI held a session on how the Expo can accelerate the SDGs in collaboration with UNLEASH, a global innovation lab to build sustainable global networks in line with the SDGs.

In addition, an ideathon event mainly for university students was held in November 2019 in Japan.



## Appendix

2-1. Members of the Council for Discussing  
the Approaches to Specifying Efforts toward  
the Expo 2025 Osaka, Kansai, Japan

2-2. Members of the Working Group for Specifying  
the Implementation Plan of  
the Expo 2025 Osaka, Kansai, Japan

2-3. Executive Report  
Efforts for Specifying the Vision: Exposition in the  
New Era



## Members of the Council for Discussing the Approaches to Specifying Efforts toward the Expo 2025 Osaka, Kansai, Japan

As of 25 January 2019

### — Members —

Chairman of the Board of Councillors, Japan Business Federation (KEIDANREN)	<b>KOGA Nobuyuki (Chairperson)</b>
Project Professor, Institute of Gerontology, the University of Tokyo	<b>AKIYAMA Hiroko</b>
Chairman and CEO, Japan External Trade Organization	<b>ISHIGE Hiroyuki</b>
President, Union of Kansai Governments	<b>IDO Toshizo</b>
Representative Director and Chairman of the Board, Yoshimoto Kogyo Co., Ltd.	<b>OSAKI Hiroshi</b>
Chairman, Osaka Chamber of Commerce and Industry	<b>OZAKI Hiroshi</b>
Chairman and CEO, Representative Director, ASICS Corporation	<b>OYAMA Motoi</b>
Special Director, Wakayama Association of Corporate Executives	<b>KASHIHATA Naohisa</b>
Chief Executive Officer, Kato Pleasure Group	<b>KATO Tomoyasu</b>
Chairman and Group CEO, Nikkei Inc.	<b>KITA Tsuneo</b>
Co-Chairperson, Kansai Association of Corporate Executives	<b>KURODA Akihiro</b>
Professor Emeritus Tokyo University of Agriculture	<b>KOIZUMI Takeo</b>
Producer, UG WORK	<b>SAWADA Yuji</b>
Professor, Graduate School of Medicine, the University of Tokyo	<b>SHIBUYA Kenji</b>

Chairman and Representative Director, Hankyu Corporation	<b>SUMI Kazuo</b>
Novelist	<b>SENA Hideaki</b>
Senior Executive Adviser, Mitsubishi Tanabe Pharma Corporation	<b>TSUCHIYA Michihiro</b>
Representative Director, Vice Chairman of the Board, Suntory Holdings Limited	<b>TORII Shingo</b>
Distinguished Professor, Organization for Research Promotion, Osaka Prefecture University	<b>HASHIZUME Shinya</b>
President, Kansai Television Co., Ltd.	<b>FUKUI Sumio</b>
Sport journalist, Professor of Osaka University of Arts	<b>MASUDA Akemi</b>
Governor of Osaka Prefecture	<b>MATSUI Ichiro</b>
Vice Chairman of the Board, Panasonic Corporation	<b>MATSUSHITA Masayuki</b>
Chairman, Kansai Economic Federation	<b>MATSUOTO Masayoshi</b>
Professor, Department of Clinical Gene Therapy, Osaka University Graduate School of Medicine	<b>MORISHITA Ryuichi</b>
Chairman & CEO, RHOTO Pharmaceutical Co., Ltd.	<b>YAMADA Kunio</b>
Mayor of Osaka	<b>YOSHIMURA Hirofumi</b>

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## Members of the Working Group for Specifying the Implementation Plan of the Expo 2025 Osaka, Kansai, Japan

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As of 25 January 2019

Director, Habitech Inc.	<b>ISHIKAWA Yoshiki</b>
Principal, Rhizomatiks Co., Ltd.	<b>SAITO Seiichi</b>
Professor, Graduate School of Education, Kyoto University	<b>SANO Mayuko</b>
Producer, UG WORK	<b>SAWADA Yuji</b>
Partner, noiz architects	<b>TOYODA Keisuke</b>
Executive Managing Director, Japan Innovation Network	<b>NISHIGUCHI Naohiro</b>
Distinguished Professor, Organization for Research Promotion, Osaka Prefecture University	<b>HASHIZUME Shinya</b>



## Executive Report

# Efforts for Specifying the Vision: Exposition in the New Era



## Introduction

The Government of Japan presented the Bid Dossier to member states of the Bureau International des Expositions (BIE) to invite the World Expo 2025 to Osaka with the theme of “Designing Future Society for Our Lives.” With the support from many countries, Japan was selected in November 2018 as the host country for the Expo.

Following the decision in January of this year, METI organised the Council for Discussing the Approaches to Specifying Efforts toward the Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as “the Expo”), which is tasked with giving shape to what is laid out in the Bid Dossier. Subsequently, the Council established the Working Group with the purpose of conducting interviews to experts and discussing the major points of consideration.

The Working Group has held eight meetings since February this year in which experts from a wide range of fields discussed what Japan should implement. A total of 55 experts participated in the series of meetings and 76 accepted interviews. Taking this opportunity, we would like to express our gratitude to those who have taken part in this initiative.

Opinions expressed in the meetings and interviews are diverse and varied, and as such, it is not practical to find one agreement for all the topics. This executive report, titled “Efforts for Specifying the Vision: Exposition in the New Era,” has summarised the points whose directions are generally agreed on through the discussion at the Working Group. Our aim is to create an Expo which will be the experience of a lifetime for all by presenting the outlook for a “future society for our lives,” where everyone can find his or her own life on the respective values in this rapidly changing world.

The suggestions made by these 131 experts should be regarded as a legacy of the Expo. Thus, all opinions presented throughout the interviews are included in this report.

We strongly hope that the ideas proposed in this report will be fully utilised in the preparation for the Expo, and that the theme and concept will take clearer shape going forward.

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### Part 1

**For specifying the vision: exposition in the new era**

### Part 2

**List of names of Working Group members and opinions  
presented by the members  
- After the discussions of the Working Group**

### Part 3

**Opinions from interviewed experts**

### Part 4

**Opinions collected from the general public**

The English translation is available only for Part 1, which covers the overview of the discussions. Parts 2, 3 and 4 list up individual opinions and are omitted from the translated version.

Part 1

# For specifying the vision: exposition in the new era



# For achieving the SDGs and beyond

### Discussion summary

With the theme of "Designing Future Society for Our Lives," the Expo should be aimed at accelerating initiatives to achieve the Sustainable Development Goals (SDGs) and beyond, so that the event can contribute to the international community.

The Expo should create energy to move toward a new future. For this, the Expo should be developed through diverse collaborations with citizens and corporations from throughout the country and all around the world, from early stage of the preparation for the Expo to lead up to a post-event momentum that is built up and carried into the future.

**“For Our Lives” –  
achieving the SDGs  
and beyond**

**Life**



**Aspirations**

► The Expo should be aimed at setting a new goal following the SDGs, which target 2030. The new goal should be to design future society where all the people will be able to expand their own potential “for our lives.”

► The Expo should be a global showcase for Japan's vision of a society “for our lives” based on Japan's unique attitude that all things have life. It should be an inclusive society where people will live with the advancement of science and technology and embrace many different values.

**Proposals**

► Present a vision for living “for our lives” which embrace many different values. Present methodologies to realise and promote the vision including those for measurement and evaluation.

► Provide visitors with opportunities to experience how the most advanced research and development in life sciences can change their life, community and society. Life sciences, which are the strength of Osaka and Kansai, should include iPS cells, remote medical care, gene analysis, medical big data analysis and preventive medicine.

**Contents linked with  
the SDGs**

**SDGs**



**Aspirations**

► The Expo should be positioned as a forum to discuss initiatives and solutions for achieving the SDGs by setting specific themes in sync with the 17 goals of the SDGs, whose underlying idea is, leaving no one behind.

► The Expo should be a platform to attract ideas for building the new era and provide visitors with experiences full of surprise and excitement.

**Proposals**

► Japan Pavilion should be a showcase for “the SDGs and beyond,” which works with the United Nations.

► Set specific themes in sync with each goal of SDGs for the respective Thematic Pavilions. Invite private-sector companies in the planning phase to create synergies with their practical initiatives to develop solutions.

**Provide “live”  
opportunities to  
design and experience  
future society**

**Live Discussion**



**Aspirations**

► The Expo should offer opportunities for a variety of participants to present their wisdom, knowledge and technologies through which new values and innovations are designed and experienced.

► In addition to exhibitions at pavilions, the Expo should create opportunities for experts and visitors from around the world to discuss initiatives for achieving the SDGs and beyond and to share the discussion outcomes.

**Proposals**

► Hold international conferences and small- and large meetings aligned with the theme during the period of the Expo.

► Continuously collect opinions from diverse participants through the Online Platform, which works as a discussion forum for anybody from around the world to participate.

► Issue a statement, “Expo 2025 Osaka, Kansai Agenda” (tentative title), which compiles the discussion outcomes aimed at achieving the SDGs in 2030 and beyond. Share it with the international community.

# Venue planning suitable for a test field for designing future society

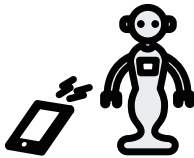
### Discussion summary

The Expo venue should be a super-smart one, embodying the concept of Society 5.0. It should also be a test field for designing future society, which enables demonstration and social implementation of new technologies, services and systems.

The Expo should invite private-sector companies for proposals and participation in the planning phase and thereafter.

**Embodying the concept of Society 5.0 in the venue**

## Super-smart venue



### Aspirations

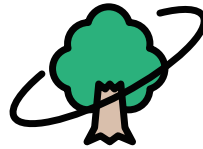
- The Expo venue should be a super-smart one which embodies the concept of Society 5.0. The venue should provide stress-free and restriction-free experiences by eliminating waiting time and language barriers through the use of Artificial Intelligence (AI) and big data.
- The Expo venue should work as a test field for designing future society, where implementation processes of innovative technology, services and social system are presented.

### Proposals

- Eliminate entrance and on-site waiting time by controlling the flow of visitors through the use of AI and other technologies. Implement cash-free services, a biometric identification system and a multi-language system to enable communication among people from around the world.
- Make the venue resilient to disasters, leveraging technologies for disaster prevention and reduction to prepare against earthquakes and typhoons. Share such expertise with the world.
- Showcase a vision of a society in which robots and human beings understand each other and live together.
- Offer fun and value that can be experienced physically on-site, that is made possible by leveraging the most advanced technologies.

**Develop the most advanced digital environment while pursuing sustainability.**

## Digital x sustainability



### Aspirations

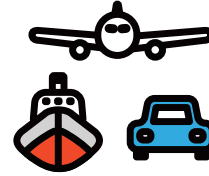
- The digital infrastructure for the venue where the concept of Society 5.0 is embodied needs to be specified.
- Care for the environment and sustainability should be implemented in all the aspects of the Expo venue, such venue construction and operations as the Expo is aimed at helping achieve the SDGs.

### Proposals

- Use 100% renewable energy on-site. Use hydrogen energy. Eliminate carbon emissions to zero.
- Design pavilions so as to reuse pavilions themselves or recycle debris from their dismantling after the Expo.
- Design the venue, which is located overlooking the Seto Inland Sea, with focus on harmony with nature.

**Integration between off-site and on-site.**

## Unique off-site experiences



### Aspirations

- Transportations from the airports and major stations should be stress-free and seamless, offering Expo experiences even off-site.

### Proposals

- Implement next-generation mobility system such as autonomous driving and flying cars between the major stations and the Expo site.
- Leverage waterways transportation which Osaka, known as the Aqua Metropolis of Japan, provides, between the site and airports, or between the site and Osaka and other Kansai cities.
- Design off-site experiences which deliver a sense of consistency, such as events and town decorations linked to the Expo.

# Leverage the Expo as an opportunity for future growth of Japan

### Discussion summary

The Expo should be positioned as a forum for cultural creation and interaction. Diverse cultures and values from around the world should be shared and new connection and creation should be facilitated at the Expo.

The Expo should be an opportunity for Osaka and Kansai as well as Japan to make new growth in terms of the economy, society and culture.

## Achieving Society 5.0

## Society 5.0



## Aspirations

► The Expo should be an opportunity to design Society 5.0 as a vision of Japan who will play a leading role in solving global issues by promoting initiatives for achieving SDGs through the Expo and to accelerate the implementation of the growth strategy to achieve the vision.

## Proposals

- Offer opportunities for start-up and other private-sector companies as well as research institutes to showcase their most advanced technologies that deliver solutions for achieving the SDGs.
- Present solutions leveraging the strengths of Kansai as a medical industry cluster, working closely with universities and other academic institutions as well as Keihanna Science City.
- Invite private-sector companies and universities for proposals. Establish consortiums based on such proposals.
- Provide small- to mid-sized companies as well as start-up companies with opportunities to demonstrate their capabilities to enable their global expansion.

## Growing inbound tourism to the next level

## Inbound



## Aspirations

► The Expo should be positioned as an opportunity to present Japan's attractions for its culture and history, facilitating more value-added tourism to become the world's tourist destination.

## Proposals

- Position Kansai as a gateway for foreign visitors and communicate sightseeing destinations, food and other attractions across the country to encourage their visits. Examples may include round tour package covering major destinations of Japanese culture and history, and cruise trip around the Seto Inland Sea, both departing from Yumeshima Island. Implement Mobility as a Services (MaaS) that provides visitors access to integrated information on a variety of means of transport.
- Create and communicate new attractions of Osaka and Kansai based on the region's inherent strengths. Examples may include tourism focusing on health and wellness, and new content merging traditional local cultures with virtual realities.
- Ensure comfortable stay for foreign visitors by providing multi-language services, volunteer staff, private lodging facilities and other accommodations.

## Strong connectivity with off-site events and initiatives

## Off-site events



## Aspirations

► The Expo is aimed at being participatory. Proactive initiatives by local governments and private-sector companies throughout Kansai and Japan should be encouraged.

## Proposals

- Give a certification to Expo-related events that are organised by motivated local governments and organisations.
- Connect the Expo with universities and research institutes with strength in the life science field, which Kansai is known for.
- Showcase the comparison of 2025 and 1970, working with events taking place in the legacy venue of the Japan World Exposition in 1970.

# Co-creation process by diverse participants

### Discussion summary

The Expo preparation should be a process to realise co-creation with many people with diverse backgrounds through collecting wide-ranging wisdom from them.

**Realising co-creation  
of the Expo with  
participating countries  
and visitors**

## Co-creation



### Aspirations

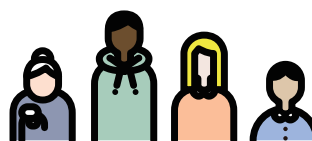
- ▶ The Expo should be designed for eight billion people from around the world, whether exhibitors or visitors, to exchange ideas and co-create the Expo.
- ▶ Osaka and Kansai should foster the sense of unity as the host of the Expo.

### Proposals

- ▶ Leverage the Online Platform in which people from around the world can participate in co-creation. Align the platform with the exhibitions in the Thematic Pavilions.
- ▶ Focus on co-creation process by respecting all the ideas from each participating country. Offering detailed support to developing countries.
- ▶ Leverage international networks of academic and international institutions, such as universities and National Museum of Ethnology, a legacy of the Japan World Exposition held in 1970.

**Promoting the  
Expo from diverse  
perspectives**

## Diversity



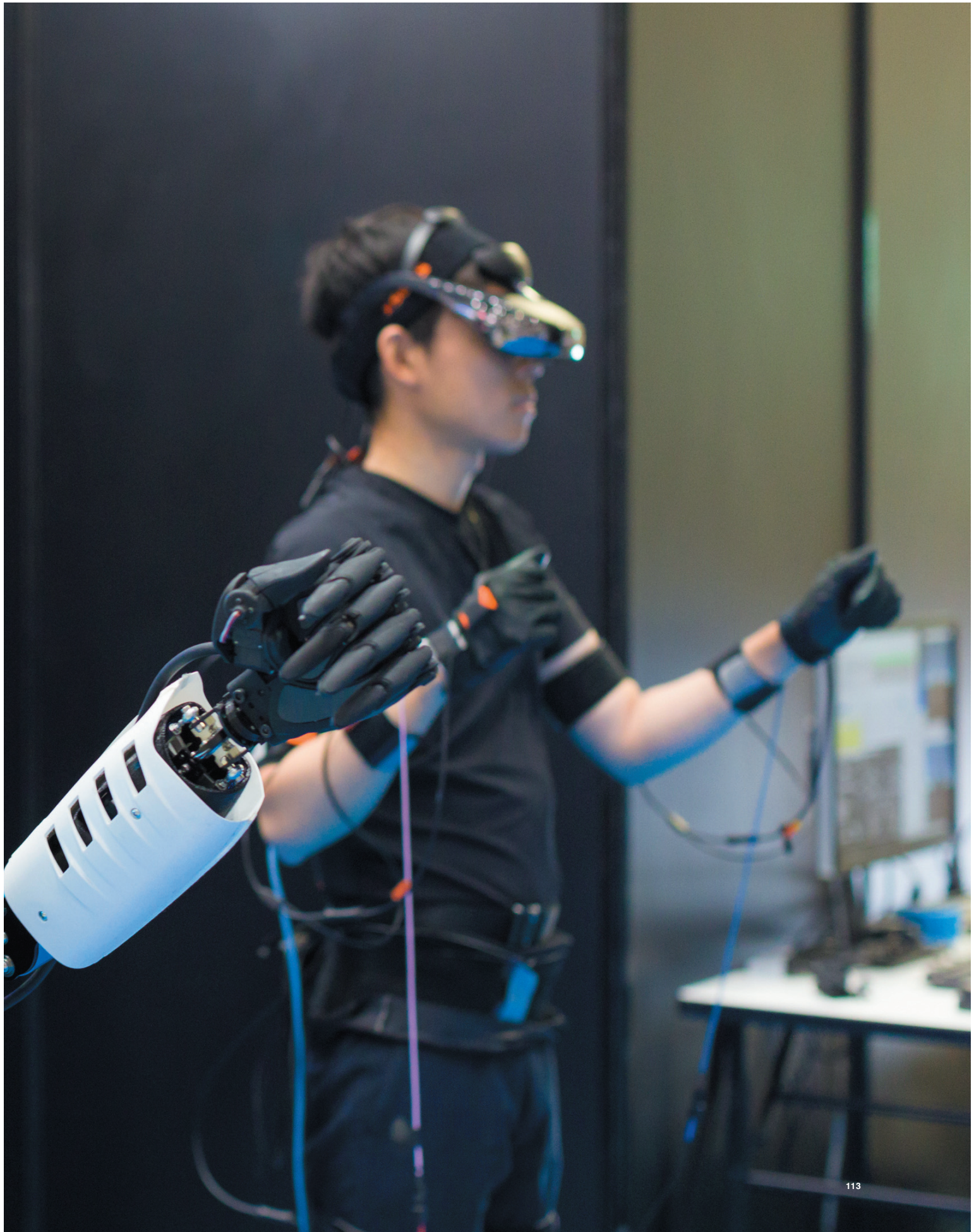
### Aspirations

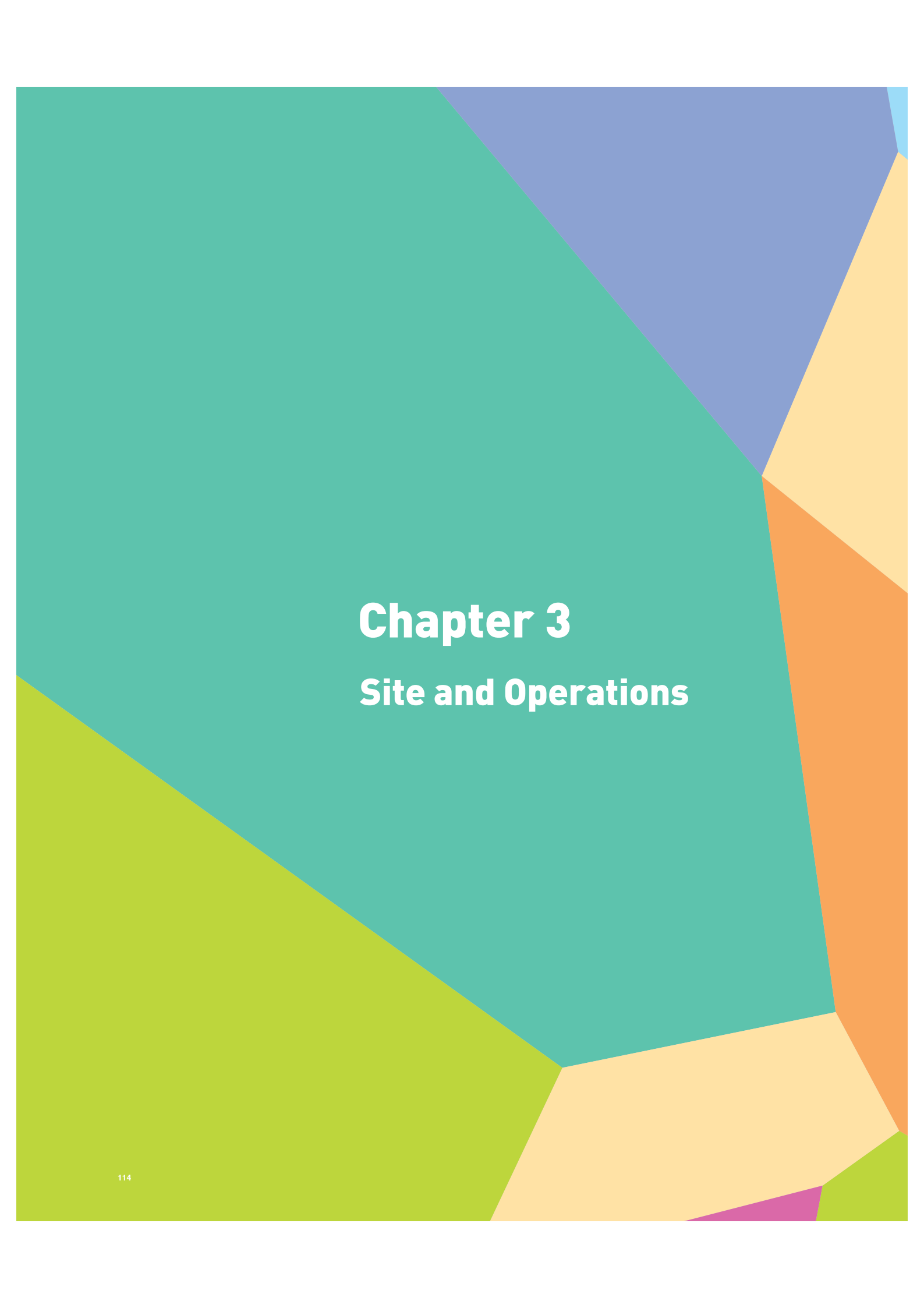
- ▶ The Expo should be promoted from diverse perspectives regardless of age, gender and nationality in order to embrace many different ideas.

### Proposals

- ▶ Position the Expo as an opportunity to develop talent who would lead future society. Cultivate talent proactively and encourage them to realise their potential.
- ▶ Build a network of experts who are leading culture, science, arts, architecture and other areas globally.







# **Chapter 3**

## **Site and Operations**

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## 3.1 The Site and Reason for Its Selection

### 3.1.1 Reason for the Site Selection

#### 3.1.1.1 Population and Economy

Japan's population is approximately 127 million, ranking tenth worldwide, with a GDP of approximately USD 5 trillion, third in the world. It is also the gateway to the massive Asian market: China, which boasts the world's largest population of approximately 1.4 billion and a GDP of approximately USD 14 trillion, which ranks second in the world; and ASEAN countries, with a combined total population of approximately 700 million and total GDP of approximately USD 3 trillion (source: World Development Indicators database, World Bank).

Osaka, where Yumeshima Island is located, is a megalopolis with a population of approximately 8.8 million, and gross production of approximately USD 345 billion. In addition, Osaka and Kansai area form an enormous economic zone with a population of more than 20 million and gross production of approximately USD 734 billion, which is equivalent to 15.7% of Japan's total GDP (source: Statistic Bureau, Ministry of International Affairs and Communications).

The Kansai area, which includes Osaka, has attracted many corporations and research institutions in the fields of environmental and life sciences, which form a major industrial centre. The region is also home to many small and medium enterprises (SMEs), as well as start-up companies.

Over the past few years, there has been a dramatic increase in the number of international tourists visiting Japan, with a particularly large percentage of these tourists coming from Asian countries. Tourism consumption by international visitors has also increased. The number of visitors to Osaka has grown rapidly and reached 11 million in 2017 (source: Japan National Tourism Organization (JNTO)). According to the world's top city destination ranking report released by Euromonitor International, an international market research company, Osaka rose to 30th place in 2017 from 143rd in 2012 in terms of the number of international visitors.

#### 3.1.1.2 History and Culture

The region has over 1,600 years of history, serving as the nation's centre of politics, economy, and culture. It boasts a rich heritage with multiple ancient cities as well as a variety of shrines, temples, historical buildings, traditional performing arts, and Japanese *washoku* cuisine. In July 2019, the United Nations Educational, Scientific and Cultural Organization (UNESCO) registered the Mozu-Furuichi Kofun Group (Mounded Tombs of Ancient Japan) as a World Cultural Heritage site. It was the first World Cultural Heritage site registered in Osaka, bringing the number of World Cultural Heritage sites in the Kansai area (including Osaka) to six. Moreover, approximately half of Japan's historical tourism resources are concentrated in the Kansai area, including 612 National Treasures and 5,877 Important Cultural Properties (source: Agency for Cultural Affairs, Government of Japan).

### 3.1.1.3 Affinity with the Concept

Osaka and Kansai area are advanced in the fields of life sciences, cuisine, sports, entertainment, and other sectors that synchronise perfectly with the proposed theme of the Expo, *Designing Future Society for Our Lives*.

### 3.1.1.4 Transport Access

Easy access to the venue is critical for any event attended by people from all over the world. As Osaka, Japan's second largest metropolitan area, has advanced transport infrastructure, it will offer visitors easy access not only from Tokyo but also from anywhere in the world by air or sea. It also boasts a world-class public transport system that includes subways, railways, and buses.

### 3.1.1.5 Long-Term Regional Development

The long-term regional development policy for the site following the Expo is indicated in the Yumeshima Development Plan, formulated by business associations in Kansai area, the Osaka Prefectural Government, and the Osaka City Government. The Organiser will elaborate the site plan from a far-sighted perspective considering the utilisation of the legacy site of the Expo.

construction, and reclamation of the land required for the construction of pavilions is scheduled to be completed by the end of March 2023 for the purpose of holding the Expo. Therefore, all of the buildings and facilities required for the Expo will be new, except for the existing mega-solar power generation plant.

The Osaka City Government began additional reclamation work in March 2019. The scope of the reclamation work is as shown in the figure below.

The Organiser will establish regulations for uneven subsidence volume to be taken into account in the design of building foundations, selecting standard specifications for counter-measures and allowable bearing capacity of the foundation ground as well as limiting conditions for ground improvement measures for building foundations based on the results of soil surveys conducted during the reclamation work and the latest soil surveys conducted in the reclaimed areas. The Organiser will incorporate them in the construction guidelines.

The Organiser will conduct an environmental impact assessment and give appropriate consideration to the environment.

## 3.1.2 Overview of the Site

Yumeshima, the site for the Expo, is an artificial island located on the waterfront in Osaka and will offer visitors a view of the beautiful scenery of the Seto Inland Sea. The site is located on reclaimed land currently under

Figure 3-1: Yumeshima Island and the Site Area



## 3.2

### Premise for Developing Masterplan

#### 3.2.1 Number of Expected Visits

The expected number of visits to the Expo is approximately 28.2 million.

The breakdown of this figure is approximately 24.7 million visits from Japan and approximately 3.5 million visits from foreign countries. The visits from Japan will mainly come from the Kansai area with approximately 15.6 million people expected to visit.

The breakdown of the estimated visits by gender is: approximately 13.68 million male visits, which accounts for 48.5% of the total, and approximately 14.52 million female visits, which accounts for 51.5%.

70.5% of the visits is estimated to be one-day visit while 29.5% to be overnight stay.

The expected number of visits by age is estimated at 8.1% for those under 10, 11.1% for 10–19, 20.5% for 20–29, 13.4% for 30–39, 16.3% for 40–49, 16.8% for 50–59, and 13.8% for those aged 60 and over.

The number of visitors per day is estimated at approximately 285,000 during peak periods. This figure was calculated by multiplying approximately 28.2 million, the expected number of visits to the Expo, by the average of the top 10% daily number of visitors as a percentage of the total number of visits to the Expo 2005 Aichi.

The peak times are expected to be the August summer holidays and the several weeks leading up to the close of the Expo.

The estimated number of visitors per hour for

daily peak hours are approximately 59,000 for entrance and approximately 55,000 for exit. These figures were calculated based on the average entrance and exit peak rates for the top 10% of the daily number of visitors to the Expo 2005 Aichi.

#### 3.2.2 Number, Format, and Types of Participants

Self-Built Pavilion, Organiser-Built (Module) Pavilion, and Organiser-Built Shared Pavilion are planned as the exhibition formats for participants.

The plans for the types and numbers of participants for each exhibition format are as follows.

Type A Pavilion: Self-Built Pavilion

- For 50 participating countries (50 sections): total plot area 92,500 m<sup>2</sup>, average plot area 1,850 m<sup>2</sup>
- For the Government of Japan and local governments (2 sections): total plot area 25,800 m<sup>2</sup>, average plot area 12,900 m<sup>2</sup>
- For 30 private-sector companies (9 sections): total plot area 31,500 m<sup>2</sup>, average plot area 3,500 m<sup>2</sup>

Type B Pavilion: Organiser-Built (Module) Pavilion

- For 30 participating countries (30 sections): total plot area 17,450 m<sup>2</sup>, average plot area 582 m<sup>2</sup>
- For 25 international organisations (5 sections): total plot area 7,050 m<sup>2</sup>, average plot area 1,410 m<sup>2</sup>

Type C Pavilion: Organiser-Built Shared Pavilion

- For 70 participating countries (7 sections): total plot area 16,650 m<sup>2</sup>, average plot area 2,379 m<sup>2</sup>

The plan above is estimated based on the assumption that all pavilions will have a building coverage ratio of 70%, and Type B and Type C Pavilions will be single storey.

\*The storey is subject to change in the process of formulating the master plan and the basic design.

### 3.3 Masterplan

#### 3.3.1 Basic Concept of the Masterplan

Future society as presented by the Expo will not necessarily be created from one centre; rather, it will be formed through participation of any and all people with harmonious inter-connection of diverse individuals. Thus, the venue reflects this vision of 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 future society as created by all eight billion people on Earth.

The Expo is aimed to be a place for co-creation of future society through interaction with others for co-creation, in order for each and every person to get motivated from the Expo experience and explore their own way of living and inclusive socioeconomic systems for such a diverse life.

#### 3.3.2 Zoning and Allocation

##### 3.3.2.1 Zoning Proposals

The Organiser will develop a facility arrangement plan which represents the vision of future society based on the concept of decentralisation and dispersion.

- Pavilion World (central part of the site)  
The Organiser will give shape to the arrangement plan per the Expo's theme.
- Green World (open plaza area to the west)  
Green World will consist of plazas, outdoor event areas, etc., for the purpose of holding events and facilitating interactions.
- Water World (water area and its environs to the south)

The Organiser will study the establishment of an open area where visitors will be able to enjoy the water as well as performances that may include fireworks\*.

\*The water surface use is subject to change in the process of formulating the master plan.

The venue will provide a range of important experiential spaces for visitors, including Augmented Reality (AR) and Mixed Reality (MR) exhibitions, as well as spaces for events, encounters, and interaction.

The Main Street will connect the entrance with large open plazas called *Khu*, meaning expanses in Japanese.

*Khu* will be the places for major events and exhibitions that create new interactions among visitors.

### 3.3.2.2 Allocation of Venue

The Organiser will arrange the pavilions of official participants not by geographical classification but based on the three zones, each corresponding to one of the three subthemes for official participants. On the other hand, the pavilions of non-official participants will be allocated around *Khu* areas.

When allocating pavilions, those pavilions that are expected to attract many visitors will be dispersed or set up away from the entrance to ensure that the flow of people does not get congested.

Pavilions for participating countries, international organisations, and private-sector corporations, as well as pavilions built by the Organiser are described below.

#### Type A Pavilion: Self-Built Pavilion

Pavilions where the participants may freely decide on the form and design, in accordance with the area of the plot allocated by the Organiser.

- Participating countries

There will be a total of 50 sections in a total plot area of 92,500m<sup>2</sup> with an average plot area of 1,850 m<sup>2</sup>. Three sizes are available including: 3,500 m<sup>2</sup> for 15 sections (A-1), 1,750 m<sup>2</sup> for 10 sections (A-2), and 900 m<sup>2</sup> for 25 sections (A-3).

- Private-sector corporations

There will be a total of 9 sections in a total plot area of 31,500 m<sup>2</sup> with an average plot area of 3,500 m<sup>2</sup>.

The Organiser expects 30 companies to make exhibitions in one of these pavilions. Total floor area of 21,600 m<sup>2</sup> offers floor area per company of 720 m<sup>2</sup>.

#### Type B Pavilion: Module Pavilion

The Organiser will build modules and offer them to participating countries and international organisations. The participants are free to determine the content, and to design the interior and exterior of their pavilion.

- Participating countries

There will be a total of 30 sections in a total plot area of 17,450 m<sup>2</sup> with an average plot area of 582 m<sup>2</sup>. Three sizes are available including: 1,750m<sup>2</sup> for 2 sections (B-1), 900 m<sup>2</sup> for 3 sections (B-2), and 450 m<sup>2</sup> for 25 sections (B-3).

- International organisations

There will be a total of 5 sections in a total plot area of 7,050 m<sup>2</sup> with an average plot area of 1,410 m<sup>2</sup>. Four sizes are available including: 3,500 m<sup>2</sup> for one section (I-1), 1,750 m<sup>2</sup> for one section (I-2), 900 m<sup>2</sup> for one section (I-3), and 450 m<sup>2</sup> for 2 sections (I-4).

The Organiser expects 25 international organisations to use these pavilions. Total floor area of 4,800 m<sup>2</sup> offers the floor area per organisation of 192 m<sup>2</sup>.

#### Type C Pavilion: Organiser-Built Shared Pavilion

Type C Pavilion will be built by the Organiser, who will determine its form and design. Participating countries will be provided with sections of these pavilions. Participating countries are free to decide content and design within their allocated section of Type C Pavilions.

There will be a total of 7 Organiser-Built Shared Pavilions in a total plot area of 16,650 m<sup>2</sup> with an average plot area of 2,775 m<sup>2</sup>. Three sizes are available including: 3,500 m<sup>2</sup> for 3 pavilions (C-1), 1,750 m<sup>2</sup> for 3 pavilions (C-2), and 900 m<sup>2</sup> for one pavilion (C-3). The

Organiser expects 70 countries to use the Organiser-Built Shared Pavilions. The total floor area of 11,400 m<sup>2</sup> offers an average floor area of 163 m<sup>2</sup> per country.

### Japan Pavilion

The Japan Pavilion will be located near the Eastern Entrance at the edge of the Expo site, with a planned plot area of 12,900 m<sup>2</sup>.

### Theme Pavilion

Eleven sections will be prepared for the Theme Pavilion in the Pavilion World to provide various experiences related to the theme of the Expo. The total site area is 13,300 m<sup>2</sup>, and the total floor area of the two-storey building is 18,000 m<sup>2</sup>. The Theme Pavilion will be located around *Khu* by the group corresponding to the theme to provide visitors with opportunities to understand the theme and experiences offered by the spaces of *Khu* in an integrated manner.

### Municipal Pavilion

The Municipal Pavilion will be located near the Eastern Entrance at the edge of the Expo site, with a planned plot area of 12,900 m<sup>2</sup>.

### NPO Room

Citizens are encouraged to participate and make exhibitions to help co-create future society in NPO Room, which will be set up in the planned plot area of 3,500 m<sup>2</sup>.

### Facilities for Conferences, Seminars, and Presentations

Event facilities will be built near the Eastern Entrance, which consist of a large hall and other conference facilities, with a planned total floor space of 9,900 m<sup>2</sup> for a total of the

two, large and small, event buildings. These facilities are for international conferences, seminars, and presentations.

### Entrance Gates

Entrance Gates (including Entrance Plaza) will be set up in two locations east and west of the Expo site, including the East Gate of 33,000 m<sup>2</sup> and West Gate of 52,000 m<sup>2</sup> with a transport terminal of 50,000 m<sup>2</sup>. The Organiser will put in place measures to handle congestion at the Entrance Gates by, for example, implementing the most advanced entrance security, taking into consideration the number of visitors who wait for the venue to open for the day.

### Media Centre

The planned location for the Media Centre is in the Expo Operations Building, which is to be located southeast of the site.

### Guest House

The Guest House, located next to the VIP Entrance, will serve as a reception facility to welcome state delegates on the National Days, and for other special events to be held during the Expo. The planned total floor area of the Guest House is 4,200 m<sup>2</sup>.

### Support Facilities

#### a) Facilities for Food, Beverages and Merchandise Sales

The planned total area of facilities for food, beverages and merchandise sales is 60,000 m<sup>2</sup> for 20 locations in the Expo site. The Organiser will arrange the respective facilities considering optimal flow of foot traffic through the site.

b) Rest Areas and Toilet Facilities

There will be 6 rest areas for visitors in Pavilion World, with a total site area of 13,200 m<sup>2</sup> including adjacent toilet facilities. The Organiser plans to provide a total storage area of 3,000 m<sup>2</sup>.

Organiser will make the allocation considering exhibition themes and contents of the respective participants based on their request.

c) Emergency First Aid and Emergency Centre

The Organiser will establish emergency first aid facilities for visitors who may be sick or injured, and emergency centres to ensure a quick response to accidents or other emergencies. The Organiser will place these facilities at appropriate locations throughout the site, including locations near the East and West Entrances.

d) Information Centres (Guest Relations)

The Organiser will place Guest Relations Centres throughout the site to serve as information centres for visitors.

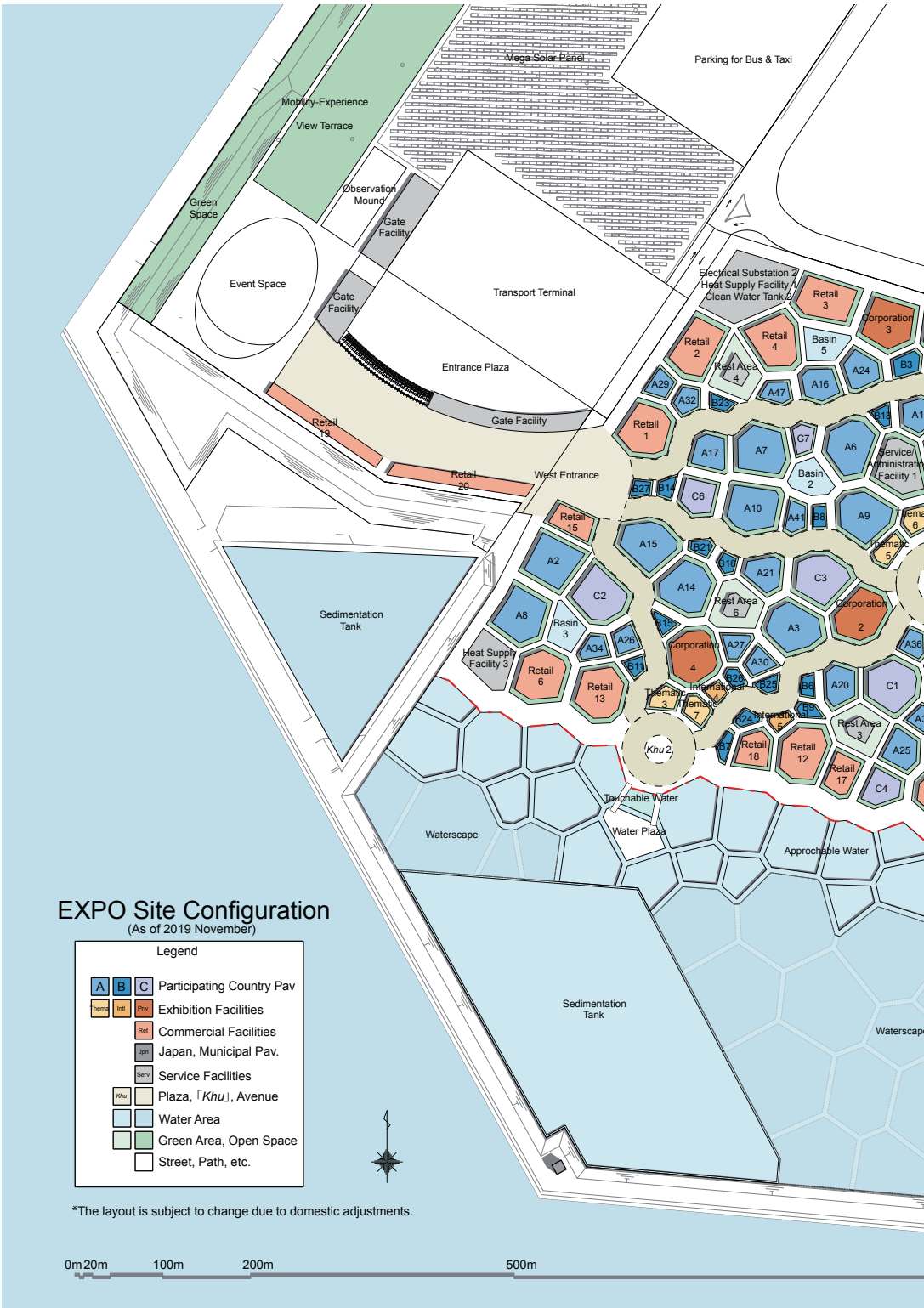
e) Expo Operations Building and Back-Office

The Organiser will construct the Expo Operations Building as a base for association staff. The office of police, security, and fire prevention services will also be located in this building, and they will ensure the safety of the site throughout the term of the Expo. Only staff working at the site, including the Expo Operations Building, will have access to the Back-Office, which is planned to separate the line of flow of staff from visitors.

Basic policy for space allocation about pavilions etc.

The Organiser will allocate spaces basically in order of application by participants. The

Figure 3-2: Expo Site Configuration



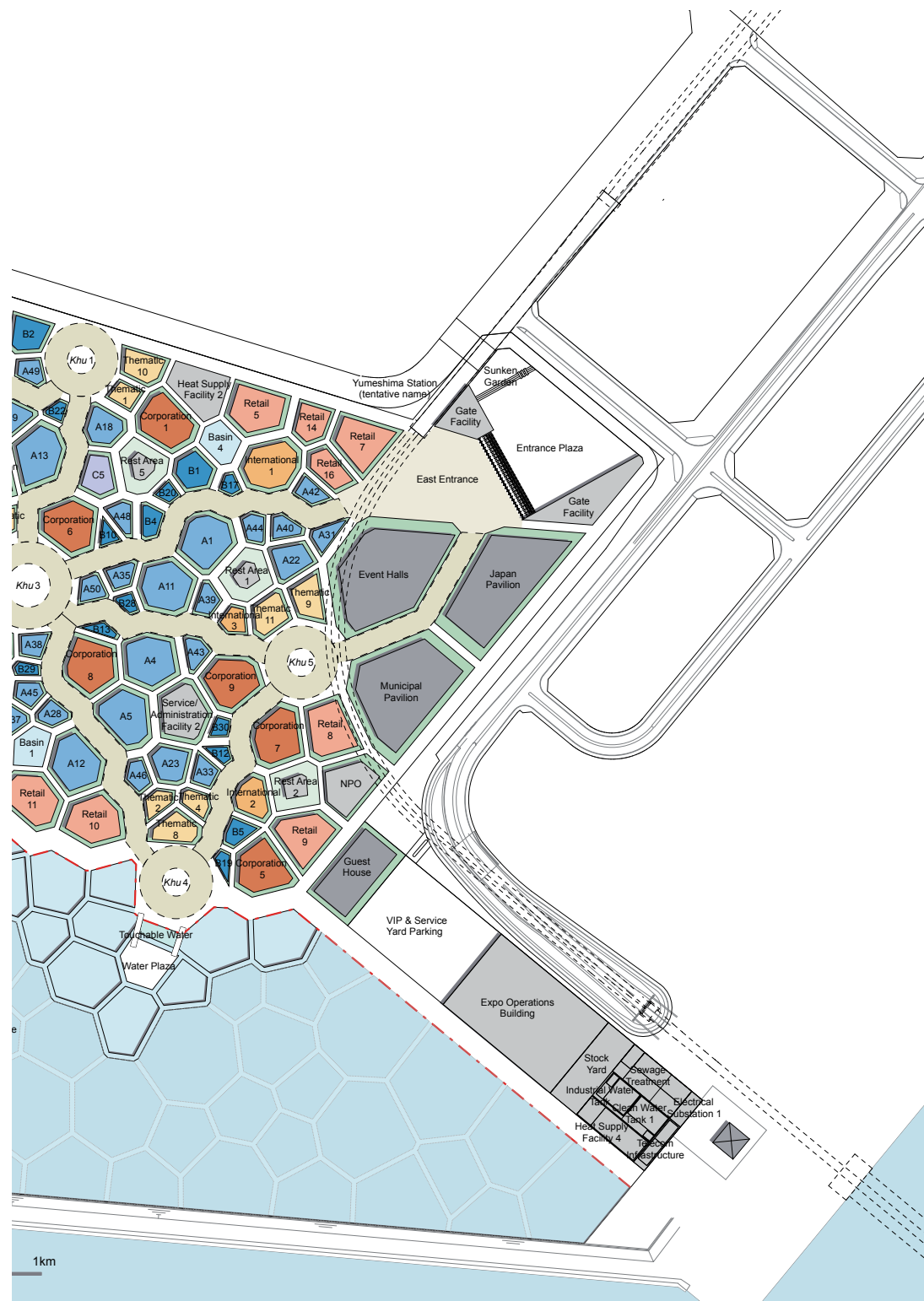


Table 3-1: Overall Allocation

			Plot area (m <sup>2</sup> )	Floor area (m <sup>2</sup> )	Number of floors	Sections	Notes
Japan Pavilion			12,900	9,000		1	
Theme Pavilion (area)	(11 sections)	T - 1	1,750	2,400	2	4	5 - 7 themes
		T - 2	900	1,200	2	7	
Type A Pavilion	Participating Countries (50 sections)	A - 1	3,500	2,400	1	15	
		A - 2	1,750	1,200	1	10	
		A - 3	900	600	1	25	
		Private-Sector Corporations (9 sections)		3,500	2,400	1	9
Type B Pavilion	Participating Countries (30 sections)	B - 1	1,750	1,200	1	2	
		B - 2	900	600	1	3	
		B - 3	450	300	1	25	
	International Organisations (5 sections)	I - 1	3,500	2,400	1	1	
		I - 2	1,750	1,200	1	1	
		I - 3	900	600	1	1	
		I - 4	450	300	1	2	
		Type C Pavilion	(7 sections)	C - 1	3,500	2,400	1
C - 2	1,750			1,200	1	3	
C - 3	900			600	1	1	
Municipal Pavilion			12,900	9,000		1	
NPO Room			3,500	2,400		1	
Event Facilities			14,200	9,900		1(2)	Special events, small events
Guest House			6,000	4,200		1	
Facilities for Food, Beverages, and Merchandise Sales			3,000	2,100		20	

\*Building coverage ratio: 70%

### 3.3.3 Off-Site

#### 3.3.3.1 Location of Parking Facilities

##### Need for Off-Site Parking

Access to the Expo on Yumeshima Island will be by rail, shuttle bus from major stations, and by vehicle (group tour buses, private cars, etc.). Two routes, via the Yumemai Bridge and via the Yumesaki Tunnel, will provide road access to Yumeshima Island. Parking facilities on Yumeshima Island are available, in principle, for cars of VIPs, group tour buses, and vehicles of people with

disabilities. For other visitors with their private cars, the Organiser will provide sufficient off-site parking spaces within 15 km from the venue, offering a park-and-ride service where visitors can switch to a shuttle bus to get to the site. This should help mitigate congestion around the site. (see 3.4.2.4 for details.)

#### 3.3.3.2 Virtual Exhibits and Off-Site Activities

The Organiser will promote the use of virtual technology on- and off-site for the Expo's purpose of designing future society. The Organiser will develop means that help

visitors make exhibitions and express their idea development in a way to offer visualisation of future society. Specifically, these tools may focus on: (1) diverse exhibitions and events using latest virtual technology at the Expo site on Yumeshima Island (on-site) and (2) mechanisms that allow people from all around the world who are unable to visit the Expo in person to experience the Expo using its website and/or in other ways (off-site and online).

Off-site activities will be conducted in association with Expo-related projects and other activities led by local governments, which are stakeholders in the Expo. The Organiser will develop specific plans for promoting these collaborations.

### 3.3.4 Facilities

#### 3.3.4.1 Construction Regulation

The buildings on the Expo plots will have a building coverage ratio of 70% and a floor-area ratio of 400%.

The setback distance of building walls from the boundary of the plot will be determined from a landscaping perspective.

The Organiser will provide participants with prior information on geology, drainage, local building regulations, and other regulations.

The Organiser will proactively incorporate eco-friendly design for the site and its buildings, and thereby will represent the vision of "Osaka as an Environmentally Advanced City".

The Organiser will proactively incorporate renewable energy and will also consider making the pavilions and other structures net zero energy buildings (ZEBs).

The Organiser will proactively use environmentally certified recycled materials as well as reusable and recyclable components when building, operating, and dismantling buildings. At dismantlement, demolished materials will be comprehensively reduced, reused, and recycled in an effort to reduce environmental impact.

#### 3.3.4.2 Self-Built Pavilion

Type A Pavilion: Plot exhibition

The Organiser will allocate plots to participants who will build the pavilions. Participants will be responsible for dismantling and removing pavilions and restoring the plot to its original state when the Expo is over.

The Organiser will install utilities to the boundary of the plot. Participants will be responsible for making connections with the utilities and installing them inside their plot. (Water, electricity and other utilities necessary for construction work may possibly be supplied initially through temporary lines for construction and other uses.)

### 3.3.4.3 Organiser-Built Pavilion

#### Type B Pavilion: Module exhibition

The Organiser will build pavilions and provide participants with exhibition space. Participants will rent these modules and use their own exhibition equipment and interior decorations to create their exhibition spaces.

Type B Pavilion will come complete with utilities, including sewage water, rainwater drainage, water supply, electricity, and telecommunications. Participants will be responsible for connecting their equipment to these utilities.

#### Type C Pavilion: Exhibition in Organiser-Built Shared Pavilion

The Organiser will prepare 7 Organiser-Built Shared Pavilions for participants on the site. Participants will rent sections of the shared pavilions and use their own exhibition equipment and interior decorations to create their exhibition spaces and can choose from a variety of layouts. Type C Pavilion will come complete with utilities, including sewage water, rainwater drainage, water supply, electricity, and telecommunications. Participants will be responsible for connecting their equipment to the utilities.

#### Guidelines

The Organiser will set up the structure, outer walls, and landscaping for pavilions in accordance with construction guidelines. Participants will need to create the interior in accordance with the content of their exhibition. The interior design will need to comply with the construction guidelines provided by the Organiser.

### 3.3.4.4 Theme Pavilion

In addition to pavilions where participating countries, private-sector companies, international organisations, and other participants can freely provide contents, the Organiser plans to construct pavilions designed to promote exchanges of those participants and co-creation of ideas. The pavilions will serve as a place for the participants and visitors to work together for realisation of the theme of the Expo.

As described in Chapter 2, the concept of the Theme Pavilion is a place to facilitate the understanding of *Designing Future Society for Our Lives* and Three Lives and provide opportunities to work together on co-creation. The specific exhibition topics will include the focus areas: Outer Space, Ocean, and Land; Life Science; AI and Robotics; Future of Diet Play and Learning; and Future Industry.

### 3.3.4.5 Best Practice Area

The Organiser will establish a Best Practice Area as a place to promote co-creation projects that will start prior to the Expo.

This area will be designed to facilitate the participation of many stakeholders, such as cities and towns, corporations, entrepreneurs, SMEs, NGOs, NPOs, small businesses, and citizens, so that those small-capital participants will be also able to leverage opportunities the Expo will provide. (Details [see](#) Chapter 2.)

The Best Practice Area will be a new format of exhibition designed to facilitate co-creation by exhibitors and visitors based on the details of projects which will be recognised as Best Practice. It will not be necessarily developed in

a fixed area; it can be an event or a Stall/Mini Kiosk in *Khu*, or a Booth Exhibition in a Theme Pavilion.

#### 3.3.4.6 Other Facilities

International merchandise sales and service providers as well as food and drink vendors will need to set up their own facilities and provide and operate their own interior decorations, equipment, fixtures, etc. The Organiser will provide such service providers with construction design standards and the guidelines to ensure the compliance.

The Organiser will incorporate heat mitigation measures, rest areas with lush greenery, and relaxation service facilities so as to promote physical and mental health of visitors. Plans for heat mitigation include installing solar shading, using roofs and pergolas, spraying cool mist showers in outdoor areas, and using paving materials that reduce reflected heat.

The Organiser will plan to prepare open spaces with picturesque views of Osaka Bay, where, for example, visitors can enjoy health promotion programmes, culinary experiences, and the new lifestyle of future society.

The Organiser will investigate a line of flow for VIPs to enter the venue by car from the entrance/exit on the southeast side. The line of flow will be separated from those of other visitors for greater security.

The Organiser will provide booths and stalls/mini kiosks for NPOs, small groups, companies and others to use for exhibitions with consideration of the allocation of the official participants' pavilions.

### 3.3.5 Timeline

#### 3.3.5.1 Construction Schedule

With regard to the schedule for the development projects related to the Expo, land preparation (additional reclamation) will be completed by the end of March 2023 including the consolidation period. The extension of the subway (Hokko Technoport Line) as well as the widening of Konohana Ohashi Bridge and Yumemai Ohashi Bridge is being undertaken by local governments and related parties as main project entities, and will be completed by March 2025

The Organiser will describe the schedule for the site development in the basic site plan.

Additional reclamation work: April 2019 – March 2022

\*Consolidation period: April 2022 – March 2023

Site Preparation

Basic and implementation design: October 2020 – March 2023

Land preparation, infrastructure and building projects: April 2022 – March 2025

(This includes development of infrastructure that will be necessary for construction work on Self-Built Pavilions)

(Land preparation, infrastructure and building projects will start mainly from the area other than reclamation work area which requires consolidation period.)

Hand-Over

Type A Pavilion (Self-Built Pavilion): April 2023 (2 years before the Expo)

Type B Pavilion (Module Pavilion): July 2024 (9

months before the Expo)  
Type C Pavilion (Organiser-Built Shared Pavilion):  
July 2024 (9 months before the Expo)

### 3.3.5.2 Construction Support for Participants

The Organiser will arrange various service providers for participants, including utilities (electricity, water, and telecommunication line) as well as design, construction, security, and cleaning.

## 3.4 Logistics

### 3.4.1 Operating Hours

The Expo 2025 Osaka, Kansai will have its gates open from 9:00 to 22:00. The Organiser will consider the extension of the gate opening hours on specific dates, such as when night events are held. The gate opening hours can vary depending on in-depth study of access to the venue when the Special Regulation is legislated.

The Organiser will consider operational hours of facilities, taking into consideration appropriate level of operational supports, improved services for visitors, and security measures within the gate opening hours.

### 3.4.2 Transportation and Access


#### 3.4.2.1 Access from Overseas and Other Major Japanese Cities to Osaka and Kansai

Overseas and domestic visitors have three options to access to the major cities in Kansai: by air, water, and land, which are described below.

By Air

- Kansai International Airport (KIX)

In the summer of 2019, KIX served 1,570 flights weekly — a record high since its opening — with 73 airlines offering flight connecting to 91 cities in 26 countries. A total of 28.95 million passengers used the airport in 2018, of which 15.28 million were foreign



passengers taking international flights. KIX is an international hub with two runways of approximately 4,000 meters in length, leveraging its locational advantage as an offshore airport that can minimise noise impacts on neighbouring areas.

KIX is also the first round-the-clock airport in Japan. Two railways, Nankai Electric Railway and JR West, provide services to the airport station, ensuring consistent and regular access. KIX is also connected by an expressway, offering substantial convenience to passengers who choose to travel by bus or private car. A public shuttle bus network connects the airport to various places in Osaka and the wider Kansai area, as well as to other regions nearby, including the Chugoku and Shikoku areas. It takes about 50 minutes by car or 60 minutes by train to travel from the airport to central Osaka, and about 40 minutes by car to the Expo venue. High-speed ferry service also connects KIX with Kobe Airport.

KIX was hit by Typhoon No. 21 in September 2018, by which its runway and terminal got damaged and flooded. However, it resumed full operation at passenger facilities promptly. In order to prevent the same situation, KIX has been strengthening disaster prevention functions such as raising seawalls and taking preventive measures against flooding for the facilities and equipment.

- **Osaka International Airport (Itami Airport: ITM)**  
Located 10 km from the centre of Osaka, ITM is the largest airport for domestic flights in Kansai, having served approximately 16.18 million passengers in 2018. Situated near the centre of the Keihanshin

metropolitan area, including Osaka, Kobe, and Kyoto, ITM serves as a key airport for domestic services to and from the Kansai area, offering a high degree of convenience. The centre of Osaka can be accessed from the airport in about 30 minutes by car or train.

- **Kobe Airport (UKB)**  
UKB handles around 30,000 departures and arrivals annually, and served approximately 3.18 million passengers in 2018, ranking number one in terms of traffic and passenger volume among regionally-managed airports. UKB is located about 1 km offshore Port Island, an artificial landform constructed along with the airport. UKB is renowned for its superior accessibility and convenience. The centre of Osaka can be reached from the airport in approximately 50 minutes by car or 60 minutes by train.

The three airports operated by Kansai Airports Group, KIX, ITM, and UKB, served a record number of passengers of approximately 48.90 million between April 2018 and March 2019. This was the result of efforts to improve the level of service for foreign and domestic passengers alike, supported by a strong demand for inbound travel, and the appropriate levels of investment made by the Kansai Airports Group, prioritising safety and security at the airports, as well as the efficiency of their integrated management.

### By Water

- Cruise Ships

With their direct connections to expressways and arterial roadway systems, and the abundant tourist attractions they offer access to in Osaka, Kyoto, and Nara, the Port of Osaka and the Port of Kobe attract both domestic and international cruise ships. (Actual cruise ship port arrivals in 2018 numbered 45 at the Port of Osaka, and 136 at the Port of Kobe.)

- International Ferries

From Osaka Port International Ferry Terminal, a hub for international trade and exchange, regular overseas ferries sail to and from Busan, South Korea three times a week, and to and from Shanghai, China twice a week. One of the ferries to Shanghai departs from the Port of Kobe terminal every other week.

- Domestic Ferries

At Osaka Nanko Port, three ferry lines provide middle- to long-distance car ferry services to destinations in Kyushu and Shikoku, servicing about 1 million passengers per year. At the Port of Kobe, five ferry lines offer middle- to long-distance car ferry services to destinations in Kyushu and Shikoku on an almost daily basis.

- Access to Central Osaka from the Port of Osaka and the Port of Kobe

The centre of Osaka can be accessed from the Passenger Terminal and Ferry Terminal at the Port of Osaka in about 30 minutes by either car or train, and from the Port of Kobe in approximately 45 minutes by car or approximately 60 minutes by train.

### By Land

- *Shinkansen* bullet trains

Japan's *Shinkansen* high-speed railway connects 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 less than 10-minute intervals (Tokaido *Shinkansen*) thanks to cutting-edge technology and outstanding operational control. Japan has seven *Shinkansen* lines, with two lines traveling to Shin-Osaka Station in Osaka City, carrying as many as some 82,000 passengers per day. The maximum speed of the *Shinkansen* (N700 series train) is 300 km/hr, which means that passengers can travel from Shin-Osaka Station to Tokyo or Fukuoka in approximately 2 hours and 30 minutes, to Nagoya in about an hour, and to Kyoto in just about 15 minutes.

Figure 3-3: Shinkansen High-Speed Rail Network



Source; Data are based upon the Railway Bureau of the Ministry of Land, Infrastructure, Transport and Tourism of Japan.

- Expressways

Japan has a highly-developed expressway network, providing drivers efficient access to and from Osaka.

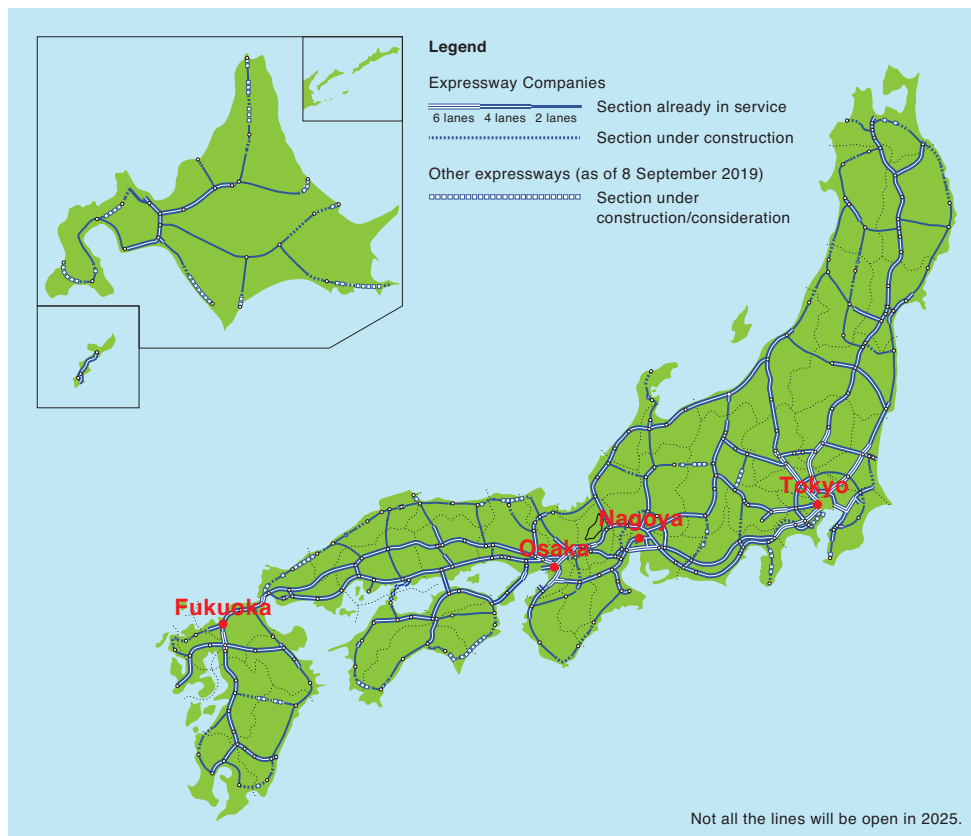
From Tokyo to Osaka: approximately 470 km, 5 hours

From Kyoto to Osaka: approximately 28 km, 20 minutes

From Nagoya to Osaka: approximately 170 km, 2 hours

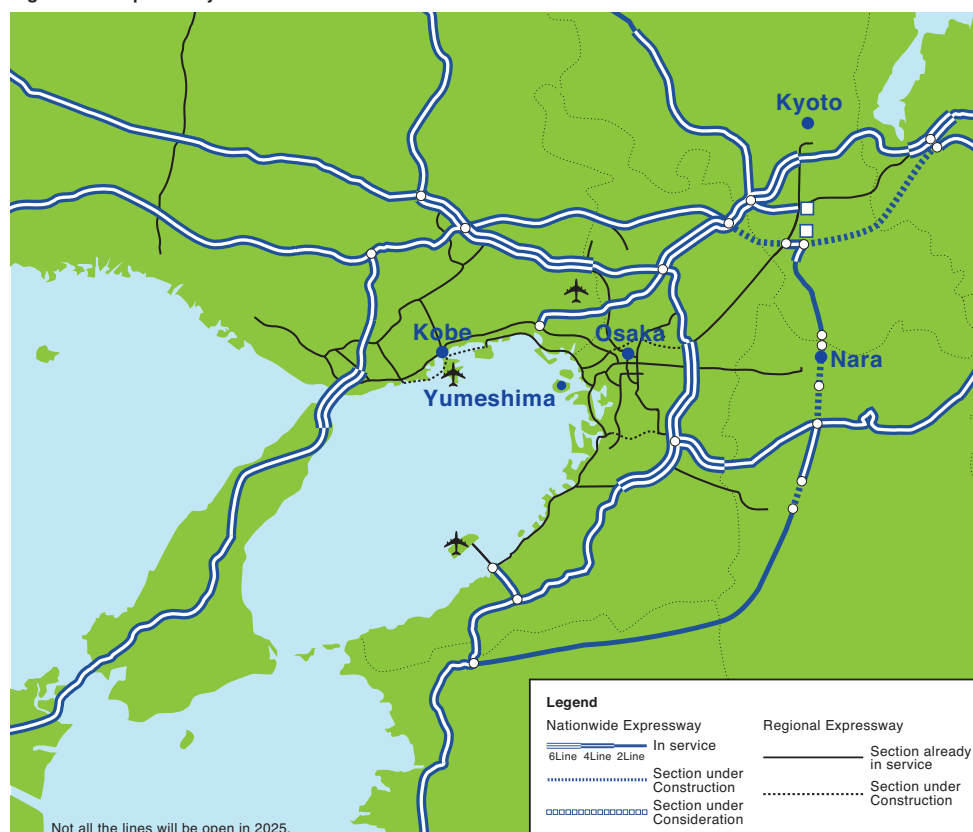
From Fukuoka to Osaka: approximately 600 km, 7 hours

Figure 3-4: Nationwide Expressway Network



Source: Data are based upon the national expressway network map as of 8 September 2019 from the Ministry of Land, Infrastructure, Transport and Tourism of Japan.

Figure 3-5: Expressways in the Kansai



Source: Data are based upon Kinki region's arterial high-standard highway map as of the end of March 2019 from the Ministry of Land, Infrastructure, Transport and Tourism of Japan.

### 3.4.2.2 Access to Yumeshima Island

Yumeshima Island is already connected to the entire Kansai area by a long-established, extensive, and efficient infrastructure, with options available as described below.

- Railway  
Cosmo Square, the existing station closest

to the site, can be easily accessed via the subway, private railway, and JR lines. Work to extend the subway line from Cosmo Square Station directly to Yumeshima Island is underway, which would enable travel from the centre of Osaka to Yumeshima Island in about 20 to 30 minutes.

Figure 3-6: Railway Network of Expo Site and Surrounds



- Taxis

In Japan, taxis are licensed by the national government and are distinct from private cars, so it is possible to directly access Yumeshima Island by taxi. The site on Yumeshima Island can be conveniently accessed from major locations in Osaka for around USD 60. According to the Ministry of Land, Infrastructure, Transport and Tourism of Japan (MLIT), over 4,000 taxi operators were doing business in Osaka, with approximately 20,000 taxis being driven (including privately-owned taxis) as

of March 2017. In order to accommodate the recent increase of foreign tourists in Japan, taxi companies are increasingly implementing foreign language tools and services.

### 3.4.2.3 Access from Lodging Facilities to the Venue

Visitors to the Expo are expected to book accommodations in Osaka and neighbouring prefectures that may include Kyoto, Shiga, Hyogo, Nara, and Wakayama. *Shinkansen* bullet trains, local railways, and expressway

buses will take visitors to Osaka city from accommodations in Kansai, Chubu, Chugoku, and Shikoku in approximately one to two hours. Visitors staying in hotels in neighbouring regions will find easy access to Yumeshima Island via the wide range of modern public transport options available, including state-of-the-art train and bus services.

#### 3.4.2.4 Parking

Parking in the Yumeshima Island will be available, in principle, for VIPs, group tour buses, and vehicles for people with disabilities. For other visitors with their private cars, the Organiser will provide sufficient off-site parking spaces within 15 km from the venue, offering a park-and-ride service where visitors can switch to a shuttle bus to get to the site. This should help mitigate congestion around the site. The Organiser is also considering a parking reservation system and coordination between the entry/exit control for the Expo site to facilitate smooth information and guidance services by identifying vehicles used by VIPs, and people with disabilities.

The proposed off-site carparks include: (a) capacity of approximately 7,500 cars, 10 minutes away by shuttle bus (with estimated 590 shuttle buses daily); (b) capacity of approximately 4,300 cars, 30 minutes away (with estimated 340 buses daily); (c) capacity of approximately 1,200 cars, 30 minutes away (with estimated 100 buses daily); (d) capacity of approximately 2,800 cars, 40 minutes away (with 220 buses daily); and (e) capacity of approximately 1,200 cars, 40 minutes away (with 100 buses daily).

#### 3.4.2.5 Plan for Transport to Yumeshima Island

##### Basic Concept

As described above, visitors can access to Osaka Area by air, land, and water. For air transport, there are three airports (KIX, ITM, and UKB). For land transport, there are Tokaido and Sanyo *Shinkansen* (bullet train) lines, and Meishin Expressway, and Chugoku Expressway. In the vicinity of the Expo site, there are modern railway and road networks that are connected to the region-wide transport network.

Extension of the subway (Hokko Technoport Line) to Yumeshima Island and addition of traffic lanes to the roadway from four to six lanes on the Konohana Ohashi and Yumemai Ohashi bridges is underway and will further increase convenience for visitors. There are plans to build the tentatively-named Yumeshima Station by the end of March 2025 and extend the subway, from Cosmo Square Station to Yumeshima Station, and the extended subway will become the main public transport route.

In order to accommodate the temporary increase in transport demand during the Expo, shuttle bus services will be offered from major stations in Osaka. The following traffic projections illustrate that the smooth transport of visitors can be accomplished with appropriate management.

##### Projected Visitor Traffic During the Expo

Based on the projected number of total visits to the Expo 2025 Osaka, Kansai, approximately 28.2 million, as well as actual number of visits to the Expo 2005 Aichi, the

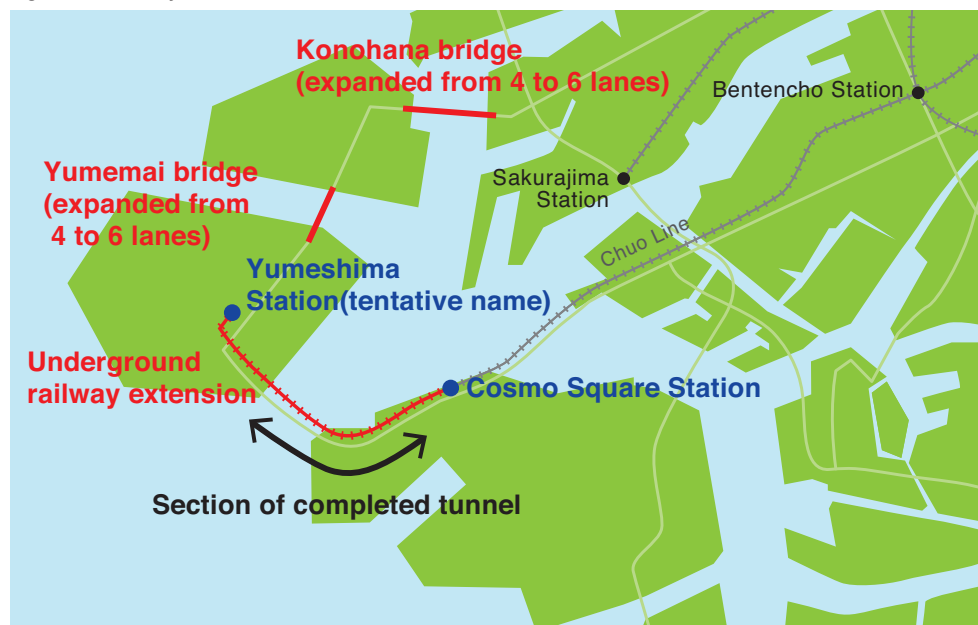
maximum number of visitors to the Expo 2025 Osaka, Kansai per day is estimated at approximately 285,000 during peak periods, with the peak number of visitors at approximately 59,000 for entrance and approximately 55,000 for exit per hour. The additional traffic on railways and roads during the Expo was estimated using these figures, and the forecasting method used for formulating plans for the development of railways and roads in Japan. Based on the anticipated number of visitors per day, the peak number of entrances and exits, the projection takes into consideration the domestic population's ordinary traffic, the development plan, economic growth, and

other such factors anticipated for 2025.

### Transport Capacity based on Traffic Demand Projections

A transport plan based on public transport has been established, on the basis of the traffic demand projections (see the previous section for details). The projected breakdown of the visitors for means of access to the site on Yumeshima Island are: approximately 114,000 by rail, approximately 57,000 on shuttle buses from major stations, and approximately 114,000 by vehicle (group tour buses, private cars, etc.).

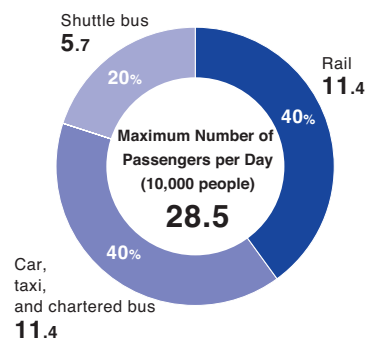
Figure 3-7: Railway and Road Access to Yumeshima Island



### Railway Access

A new station will be constructed adjacent to the Main Gate of the Expo site, and the station is tentatively called Yumeshima Station. The regional railway network in Kansai, including the extended subway, provide access to central Osaka as well as connections to domestic and international air routes at airports such as Kansai International Airport, and to the high-speed railway network, including *Shinkansen* bullet train lines that extend throughout Japan. Travel intervals will be shortened, improving subway

**Figure 3-9: Projected Daily Usage Ratio per Transportation Means and Passengers (Peak Periods)**



**Figure 3-8: Proposed Major Station Shuttle Bus Stops**



transportation capacity to accommodate the temporary increase in demand during the Expo. Bus stops will be set up at major stations in Osaka and other important locations, providing shuttle bus service to the Expo site. This will alleviate congestion on the subway (Hokko Technoport Line).

### Road Access

Two routes provide road access to the Expo venue on Yumeshima Island: the Yumemai Ohashi Bridge and the Yumesaki Tunnel. Taxis, group tour buses, and vehicle for visitors with disabilities will be allowed to access a bus rotary in front of the site on Yumeshima Island via these routes. Visitors driving their private vehicles will use a park-and-ride system, in which they park their cars in one of the off-site carparks and ride a shuttle bus to the site. Traffic information and clear guidance to parking areas will be provided, and other traffic management tools and systems implemented, to mitigate potential traffic congestion and ensure smooth road traffic.

### Strategies to Further Improve Access

- **Adoption of Automated Driving**  
While keeping an eye out for the automated driving technology trends, the Organiser is considering the use of self-driving technology for the park-and-ride shuttle buses that connect the Expo site and the off-site parking spaces, offering visitors a first-hand experience of an automated-driving bus.
- **Use of State-of-the-Art Intelligent Transport Systems (ITS)**  
In Japan, Intelligent Transport Systems, which employ advanced information and communication technology (ICT), is improving

the efficiency of traffic management as well as the safety, efficiency, and comfort of road transport. These technologies continue to make steady progress.

The Organiser will study the feasibility of providing incentives for visitors to use advanced ITS during the time of the Expo to avoid routes with anticipated traffic congestion. Such incentives may include, for example, a partial refund of parking fees. In addition, the Organiser will consider the possibility of the introduction of variable expressway tolls in cooperation with the government, etc.

- **Provision of Access Information to Visitors and the General Public**

The Organiser will initiate public relations campaigns about the means of access to the Expo through pamphlets, newspapers, television, and the Internet well in advance of the opening of the Expo. From the days immediately prior to the opening day, the Organiser will start an intensive campaign to spread awareness of means of access. Japan Road Traffic Information Center (JARTIC) and Vehicle Information and Communication System Center (VICS Center) will provide information on congestion, traffic regulations, and other information via car navigation systems, the Internet, and radio broadcast, using traffic data from the police and road administrators. Railway operators will provide train status information on their websites, on posters in trains and stations and via other available communication channels.

- **Encouraging Off-Peak Commuting During the Event**

In order to alleviate peak-hour traffic, the

Figure 3-10: Proposed locations for ships



Organiser will consider asking companies in Osaka for participating in the off-peak commuting campaign (or adjustment of business hours) during the Expo period. The Organiser will also take into consideration the outcome of the similar congestion mitigation initiatives to be implemented for the 2020 Tokyo Olympic and Paralympic, such as off-peak commuting and telework.

- **Alternative Access by Water and Others**  
In order to provide a range of transportation means that take advantage of the Expo's island location, the Organiser will investigate the introduction of shuttle ship to the northern side of Yumeshima from locations

like Kansai International Airport and Kobe Airport and access means by air, with the related parties carrying on discussions to ensure security while enabling smooth access.

#### 3.4.2.6 On-Site Visitor Transport Plans

The Organiser will study on-site means of mobility and its flow line to ensure smooth, free movement through the venue by visitors. The Organiser will study means of transport to facilitate comfortable on-site mobility for people with physical disabilities and others with mobility issues.

### 3.4.3 Security and Disaster Prevention

#### 3.4.3.1 Security Measures

As an artificial island, Yumeshima Island has an intrinsic advantage in terms of access control. Stringent access control can be maintained by implementing security measures at each access point.

The Organiser will formulate a disaster prevention and security plan that includes preventive measures against terrorism to ensure the safety and security of the Expo.

The Organiser will implement a 24-hour monitoring system by the General Disaster Prevention Monitoring Center and study the introduction of a security system using AI, IoT, robotics, etc.

#### 3.4.3.2 Earthquake, Storm, and Flood Preparedness

Based on various analyses, including the projected distribution of seismic intensity and tsunami heights in the event of a megathrust earthquake along the Nankai Trough, it has been found that even at high tide, a tsunami would not reach ground level of the venue of the EXPO, which is about five meters above projected tsunami heights. As the ground foundation of Yumeshima Island has been filled in with sandy soil for 4-5 meters from the surface with viscous soil underneath, it is resistant to liquefaction. The buildings, bridges, and tunnels related to the Expo have been designed and will be constructed to ensure the safety of visitors even in the event of an earthquake. In the event of a storm or

flooding, the ground level of Yumeshima Island is secure at a height above the storm surge tideline.

In fact, when Typhoon No. 21 hit the Kansai area in September 2018, there was no flooding in the area where visitors will be able to enter.

#### 3.4.3.3 Evacuation Plans

Timely, accurate information announcements using ICT will guide visitors safely in the event of an evacuation. The Organiser will implement ways of providing multilingual support in all disaster prevention systems and evaluate organisational structure to ensure the safe evacuation of all visitors.

The Organiser will also carry out training and evacuation drills for the relevant parties, including those who are in charge of pavilions and others, prior to the Expo.

#### 3.4.3.4 Preparations for Stranded Visitors

In anticipation of the possibility that visitors will need to stay on Yumeshima Island for a period of time, such as during a disaster, the Organiser will study and prepare an environment that will reassure visitors during their stay in terms of both infrastructure and human services, including the provision of emergency supplies and information.

### 3.4.4 Utility and Infrastructure

The Organiser will set up the necessary equipment and facilities for providing electricity, gas, sewerage and water supply, and telecommunications infrastructure in coordination with site development and operation plans.

The Organiser will estimate demand for utilities in light of the site development and operation plans to be considered and draw up plans for providing these utilities following consultation with infrastructure providers as needed.

### 3.4.5 Waste Management

In implementing sufficiently eco-friendly site development and operation, the Organiser will reduce disposable containers and packaging etc. as much as possible and provide for the appropriate separation and recycling of rubbish and waste.

The Organiser will plan for transport and disposal based on waste volume estimates in light of site development and operation plans. The Organiser will proactively use environmentally certified recycled materials and reusable and recyclable components in the construction, operation, and dismantling of buildings and structures. At dismantling, the Organiser will strive to reduce environmental impact by working to comprehensively reduce, reuse, and recycle demolished materials.

### 3.4.6 Warehousing, Logistics and Service Access

Only staff working at the venue will be allowed access to the back-office, thereby separating the lines of flow of staff and visitors. The Organiser will coordinate supply transport routes and potential hours for transport with the on-site location plan, and also plans to provide warehousing facilities.

### 3.4.7 ICT Support for Back-of-House and Logistics/ Data Centres

The Organiser will consider the best way to develop the back-office, logistics, and other data centres using ICT.

### 3.4.8 Facilities for Media

The Organiser plans to establish the Media Centre in the Expo Operations Building, which it is considering locating southeast of the site.

### 3.4.9 Accommodation Plan

#### 3.4.9.1 For Visitors

Japan has a wide range of accommodation types, from hotels to traditional *ryokan* inns, *minpaku* private house-sharing services, and shipboard lodging. In the analysis of the accommodation demand projected for the Expo, it is estimated that there will be approximately 110,000 visitors per day, of which it is estimated that 100% of foreign visitors and 30% of domestic visitors will need accommodations. The accommodation demand for non-Expo related purposes in 2025 is estimated to correspond to a daily average of approximately 254,000 guests, meaning a total of approximately 364,000 when combined with the number of Expo visitors.

Lodging facilities in the six prefectures where visitors are expected to stay (Osaka, Kyoto, Shiga, Hyogo, Nara, and Wakayama) can easily be reached by train within about one hour. The combined accommodation capacity of the six prefectures is estimated to reach

approximately 420,000 guests when taking into account plans for building new hotels in the region by 2025.

#### **3.4.9.2 For Participants**

To accommodate pavilion staff of overseas participants and other foreign participant staff, the Organiser will consider securing 990 residences for 2,100 people. However, the Organiser will also consider enabling a flexible response to accommodate increases in staff numbers directly before the opening of the Expo.

To ensure a comfortable and secure stay in Japan for the many foreign employees and staff of the participating countries, regions, and organisations, the public and private sectors will work together to provide facilities for long-term stays and the Organiser will consider strategies to support the daily activities of the participants.

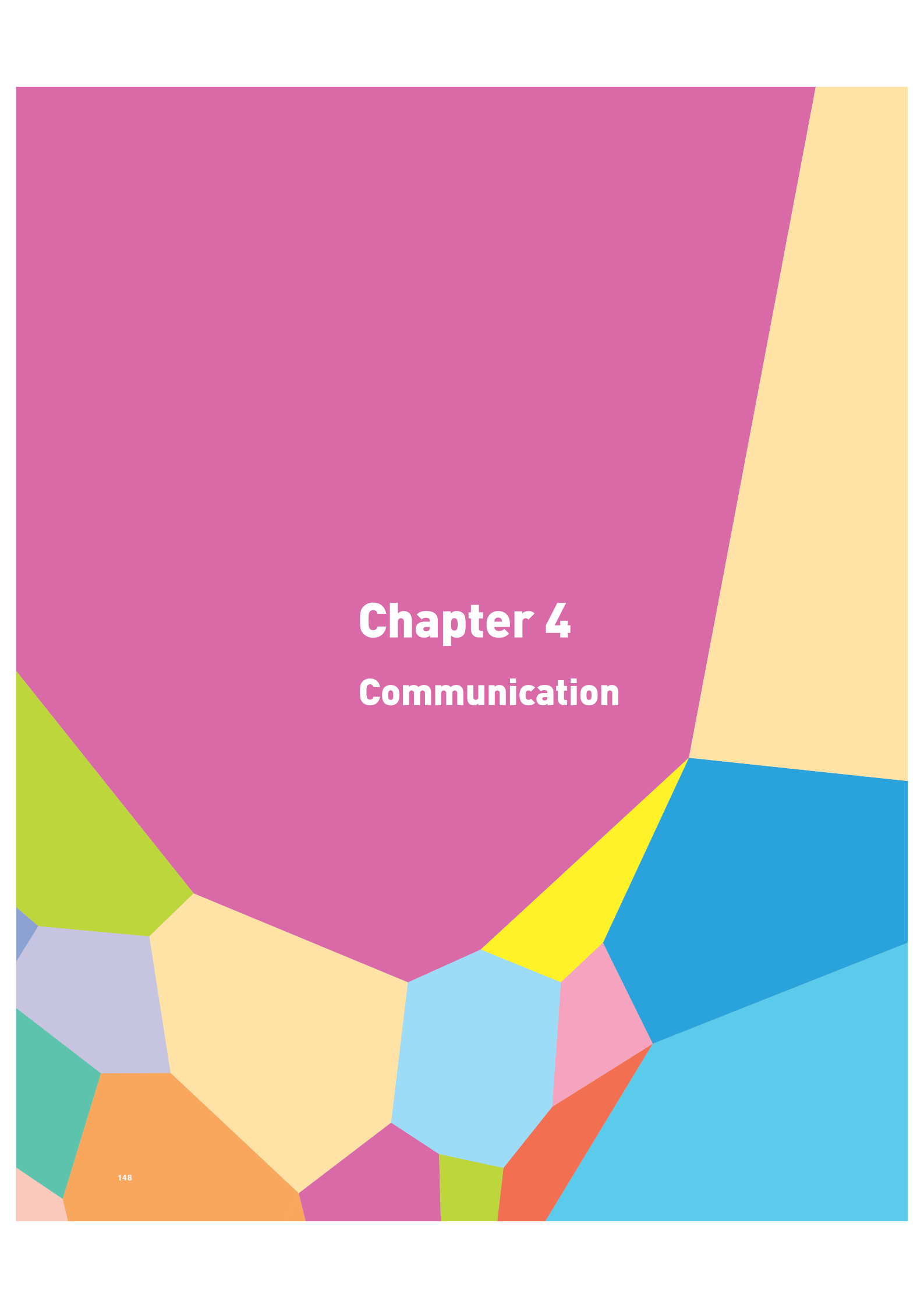
Specifically, the Organiser will secure residences mainly with existing public housing within approximately 15 km of the site. The Organiser will introduce shuttle buses for commuting between lodging facilities and the Expo site, in addition to the use of public transport.

In addition to providing the housing, the Organiser will set up a department at the Association to help staff members find a rental housing in the city and suburbs if they want.









# **Chapter 4**

## **Communication**

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## 4.1 Communication Objective

An International Exhibition is a place to create and elicit new ideas by gathering scientific, technical, and other 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. It is critical for an International Exhibition to act as a platform for humankind to come together and discuss solutions for the issues of our era in the spirit of the BIE, which places the utmost priority on education, innovation

and collaboration, while building on legacies of the past expos.

The objective of the communication effort for the Expo is to encourage people from around the world to understand and act on its theme, *Designing Future Society for Our Lives*, and subthemes: Saving Lives, Empowering Lives, and Connecting Lives.

To achieve this, the Organiser should take various strategic measures, from well in advance of the opening, to increase awareness, foster interest, and drive actions in order to maximise the numbers of visitors and participants attending the Expo.



## 4.2

## Target Audience

### 4.2.1 Target Audience

#### 4.2.1.1 Overview

Target audience is grouped into (1) visitors, (2) participants, (3) media, and (4) sponsors. The Organiser will implement an appropriate communication strategy tailored to the respective groups and based on their analysis for the purposes of raising awareness, fostering a sense of ownership, and promoting active participation.

#### 4.2.1.2 Visitors

Visitors include those who physically participate in the Expo on site as well as those who participate through the Online Platform. The Organiser anticipates approximately 28.2 million visits including;

- Approximately 24.7 million visits from Japan (including approximately 15.6 million from Osaka and Kansai area), and
- Approximately 3.5 million from overseas.

#### 4.2.1.3 Participants

Participants include participating countries, international organisations, national and local governments, and private-sector companies who set up either a booth or a pavilion to make their exhibition on site. The Organiser anticipates 207 participants including:

- 150 participating countries,
- 25 international organisations,
- 2 national and local governments, and
- 30 private-sector companies.

#### 4.2.1.4 Media

Media include domestic and international mass media, personal media, opinion leaders, and influencers.

#### 4.2.1.5 Sponsors

Sponsors are organisations that are expected to provide financial and other contributions. These organisations may collaborate with the Expo in order to raise their profile.

### 4.2.2 Visitors: Profile, Insights, and Communication Strategies

#### 4.2.2.1 Domestic Visitors with Particularly Strong Interest

This audience group is supportive of the theme of the Expo or has an aspiration to be a catalyst for changing the world. They will be encouraged to actively take part in and play a central role in the communication efforts from the initial phase, as they can be a unique influencer who disseminates their enthusiasm for the Expo to people around them.

#### 4.2.2.2 Domestic Visitors without Interest

The communication toward this group will focus on cultivating their interest about the Expo. It may include sharing the enthusiasm of the segment with strong interest, offering

packaged tours to Kansai including a visit to the Expo, promoting attractive content that can only be experienced at the Expo through mass advertisements, and various other means.

### 4.2.2.3 Local Citizens

Local citizens are hoping that the Expo stimulates the local economy and promotes local culture. They will be made aware that they can create opportunities to solve local challenges if they get engaged in the Expo and interact with people from around the world. Fostering a sense of ownership among local citizens and communicating the benefits of the Expo to the local community should encourage their visits to the Expo.

### 4.2.2.4 Overseas Visitors with Particularly Strong Interest

As with the highly interested domestic visitors, this audience group is supportive of the theme of the Expo or has an aspiration to be a catalyst of transformation in the world. They are encouraged to actively take part in the communication efforts from the initial phase, and to play a central role in cultivating understanding for the Expo in order to drive others to take part.

### 4.2.2.5 Overseas Visitors without Interest

To address this audience group, communication should focus on advocating Japan as a traveling destination and, by extension, advertising the appeal of visiting the Expo as a part of their trip to Japan.

In addition, ongoing communication will target

those who are visiting Japan during the Expo period to help them discover the appeal of the Expo.

## 4.2.3 Participants: Profile, Insights and Communication Strategies

### 4.2.3.1 Official Participants

#### 4.2.3.1.1 Developing Countries

The Expo, which is aimed to help achieve the SDGs, should offer a forum for participants to address global issues through mutual partnership. As a way to facilitate partnership among international organisations and respective countries, the Organiser will encourage participants to take part in the People's Living Lab even before the opening of the Expo and present their own challenges. Some countries may have a desire to address challenges of poverty and medicine, for example, while others may be keen on promoting their culture and products. The Organiser will help developing countries collaborate with local organisations and groups in Osaka and Kansai area and support such countries on how to make exhibits in a way that meet their needs while fully presenting the appeal of the respective countries to the largest possible number of visitors.

#### 4.2.3.1.2 Emerging Countries

This audience group has a desire to disseminate technologies and services that they have strength in, and to solve challenges in a way to attain better growth opportunities. The Organiser will involve this group in the People's Living Lab from its onset, as the platform helps them effectively communicate their technologies, services, and challenges

to the world.

Solving environmental problems and socio-economic changes that are emerging as a result of rapid economic growth will be prominently featured in the People's Living Lab. This should further encourage this group to engage with the Expo.

#### 4.2.3.1.3 Developed Countries

This audience group will participate in the Expo in order to demonstrate their support of the Expo's theme and the ongoing activities aimed at solving global issues. Their involvement with the People's Living Lab offers them opportunities to share their solutions to global challenges with other countries from around the world.

Engaging in the People's Living Lab and making exhibitions at the Expo make it possible for developed countries to position themselves as a leader in building future society. The Organiser will communicate the collaborative nature of the People's Living Lab and its goal of bringing the world together to solve global challenges, so as to facilitate their participation.

#### 4.2.3.1.4 International Organisations

The cause of the Expo, which is aimed at achieving the SDGs under the theme of *Designing Future Society for Our Lives*, is consistent with the philosophy and action plans of international organisations. The Expo will be able to provide this audience group with opportunities to promote partnership and share their philosophy widely. The Organiser will reach out to this group prior to the event to encourage participation in People's Living Lab initiatives including pre-events and joint projects for achieving the SDGs.

### 4.2.3.2 Other Participants

#### 4.2.3.2.1 Private Companies

This audience group has a desire to have public recognition, expand product sales, and gain better business and investment opportunities by providing their products, services, and technologies to the Expo. To encourage their participation, the Organiser will position the Expo as an opportunity for them to achieve their corporate mission and business plans as well as to enhance their corporate value.

#### 4.2.3.2.2 Local Governments

The local governments in Osaka and Kansai area, where the Expo will be held, are the partners that support the Expo. The Organiser will hold various events related to the Expo in Osaka and Kansai area, which will work as the gateway to the Expo, to foster momentum for participation of this audience group. The Organiser will set up pavilions available to the local governments, where they will be able to provide visitors with local information and create opportunities to promote the life science industry, tourism, food and culture that are characteristic of Osaka and Kansai area. The Organiser will also promote participation of the local governments throughout Japan in collaboration with various events and promotional opportunities.

#### 4.2.3.2.3 NGOs, NPOs, Citizen Groups, and Individuals

This audience group is relatively small compared to that of the member states and international organisations. Nonetheless, the group should be highly motivated in showcasing their activities to a wider audience available at the Expo.

The Organiser will share the information about exhibitions and the Online Platform, through which this audience group will be able to raise global recognition and increase their social credibility as Expo participants. The Organiser will also offer affordable exhibition space.

### 4.2.4 Media

The Organiser will focus on gaining interest in and support for the Expo and purposes of the People's Living Lab from mass media, personal media, opinion leaders, and influencers in Japan and overseas, who will in turn disseminate information on their own accord. In order to cater to media outlets' desire to broadcast the most updated news, latest innovations, and newest developments, the Organiser will keep providing media with topics about ongoing projects of the People's Living Lab as the platform continues to create new contents.

### 4.2.5 Sponsors

As sponsors of the Expo, this group is looking to gain recognition for their business activities. The Organiser will help potential sponsors understand the concept of the Expo and offer incentive programmes in order to win domestic and international sponsorship. (see Chapter 5. Commercialisation.)

The Organiser will also communicate to potential sponsors that (1) exhibition at the Expo makes it possible for sponsors to present their technological prowess and growth potential to customers and investors, and (2) sponsors are welcome to leverage the People's Living Lab to conduct test marketing and to access opportunities for social contributions.

## 4.3 Communication Channels

### 4.3.1 Overview

Effective communication should leverage channels appropriate for the objectives. As such, the Organiser has identified the following four objective-based channels:

**4.3.1.1** Targeting the general public that has little interest in the Expo as well as potential participants: to raise interest and awareness

**4.3.1.2** Targeting the general public that is interested in the Expo (including those who become interested through activities related to 4.3.1.1) as well as entities who are interested in becoming participants: to encourage engagement and collaboration

**4.3.1.3** Targeting media: to disseminate information

**4.3.1.4** Targeting potential sponsors: to win sponsorship

### 4.3.2 Communication Designed to Raise Interest and Awareness

#### 4.3.2.1 Public Relations through Digital Media

The Organiser will leverage digital media in the promotional activities to facilitate interactive communications. These activities cover websites, social media networks, and the Online Platform. To especially target the younger generation,

contents, campaigns, and promotions may be developed and organised to educate and cultivate understanding of the theme of the Expo. In 2019, the Organiser launched the official website and started disseminating information through social media platforms.

#### 4.3.2.2 Domestic and Overseas Promotional Events

For increasing awareness of and interest in the Expo, the Organiser will make presentations at major events leading up to the opening of the Expo. This may include setting up booths, distributing promotional materials, and giving presentations at events that attract a large audience.

Further, local events in Osaka and Kansai area should offer promotion opportunities. In 2019, the Organiser conducted promotional activities at Rugby World Cup and the Osaka Marathon. Collaboration with tourism service providers are another important avenue for promotion. Although the Expo is designed to enable anybody to participate from anywhere in the world through the Online Platform, this does not undermine the appeal that can be experienced only through a physical trip to Osaka. Therefore, it is critical to tap into the people who are planning trips and the tourism services who cater to travellers' needs no matter where they are, in Japan or abroad, in developing, emerging, or developed countries. Opportunities which should be leveraged to this end include Tourism Expo Japan 2019 OSAKA, the country's largest tourism trade event, which attracts more than 100 thousand visitors.

In addition to pamphlets and the logo, going beyond typical promotional materials for

distribution, the Organiser will develop topical content and effective promotional tools, rolling out PR activities in conspicuous places in cooperation with public transportation services as well as local governments and companies in Osaka and Kansai area. Featuring local ambassadors are also projected. In November 2019, the Organiser started inviting public ideas for the official logo of the Expo. It will be decided in April 2020.

### 4.3.3 Communication that Drives Co-creation

#### 4.3.3.1 The Offline Platform

The Organiser will roll out communication in domestic and international thematic conferences and symposiums to drive participation in offline forums that are designed to bring co-creation. The opportunities may include academic conferences and symposiums with themes on the SDGs, economy, culture, environment, study, and health that are held in Osaka and Kansai area by corporations, universities, research institutes, governments, and artists. International conferences designed to discuss global issues and the Expo 2020 Dubai will also present opportunities for promotion. In 2019, the Organiser conducted promotional activities at G20, TICAD, and ICOM 2019.

The Organiser will continue to deliver information through media, websites, and social media platforms in order to encourage many people to participate in offline forums.

#### 4.3.3.2 The Online Platform

The Online Platform is designed to help

participants of the Offline Platform share and promote their co-creation initiatives and to disseminate to the world the processes and results of co-creation. To this end, the Platform has following functions:

##### <Registration>

The Online Platform enables participation manifestation as a way to foster the sense of belonging and to drive proactive dialogues and activities. This platform will be also designed to promote co-creation by online participants.

##### <Sharing and Interaction>

The Online Platform enables different groups and international networks, from citizens in the developing countries to leading international corporations, to find and study challenges in the world off-line and share them online.

Participants can interact with each other and exchange opinions by posting to the Online Platform and providing feedback.

##### <Co-creation and Feedback>

The Online Platform matches challenges with people who have ideas and technologies to address those challenges, offering opportunities to co-create solutions. The achievements of co-creation will be publicised in the Online Platform to which participants can give feedback.

### 4.3.4 Communication to the Media

#### 4.3.4.1 News Releases

The Organiser will distribute news releases to Japanese and overseas media outlets in conjunction with official announcements and

the release of research results. The purpose is to increase the level of awareness of the Expo among journalists, publications, and individuals around the world.

#### 4.3.4.2 Press Conferences

The Organiser will hold media events such as news briefings and press conferences at forums and receptions. To build and enhance relationship with domestic and international media roundtable discussions, media tours, and previews will be offered as well.

#### 4.3.5 Communication for Sponsor Recruitment

The Organiser will develop communication for potential sponsors that highlight the benefits of sponsorship, that is, to raise brand awareness and to expand opportunities for their product and business proposals through provision of products, services, and technologies to the Expo.



## 4.4 Timeline

### 4.4.1 Phase 1: Seven Years Prior to the Opening

Period: from November 2018 to April 2022

Objective: to create a strong community

Goal: (1) communicate primarily to innovators and early adopters, (2) form a cohesive community of people and groups who are highly interested in the theme and the concept of the Expo, and (3) encourage their active participation in the People's Living Lab

#### Targets

- i) Visitors  
Communication is aimed at (1) identifying segments of people who are highly interested in the theme and the concept of the Expo, and (2) delivering appeal of the event to facilitate their proactive participation in the People's Living Lab.
- ii) Participants  
Communication is aimed at potential participants to take part in the People's Living Lab through which they can share what their challenges are and present their culture and technological advancements.
- iii) Media  
Communication is to urge domestic and international media to participate in the People's Living Lab as they are interested in the theme and concept of the Expo as well as the innovative process of the lab.

### iv) Sponsors

Communication is aimed at winning sponsorship by making the business case of getting better opportunities. After formally becoming sponsors, they are encouraged to take part in the activities.

### Communication channels to leverage

- Workshops and lectures: For those who want to take actions to play central roles, the Organiser will deliver information through social networking service and other social media. In 2019, as a part of the domestic initiatives, the Government of Japan hosted workshops about the Expo in the Kansai area other than Osaka (Kyoto, Shiga, Nara, and Hyogo prefectures) to foster long-term interest in the Expo among local citizens.
- Events: The Organiser will hold promotional activities at domestic and international events in order to widely communicate the purpose and aims of the Expo. In 2019, as part of promotional initiatives that target international communities, the Government of Japan hosted a session about the Expo at UNLEASH 2019, an international event held in Shenzhen, China, whose theme was on the SDGs.
- Promotional activities for advanced media: The Organiser will distribute news releases and other news materials to websites, magazines, and other media outlets widely viewed by domestic and international target audience who may be interested in the theme of the Expo.
- The Online Platform: The Organiser will hire well-known figures to build the contents

of the Online Platform in order to win the interest of those who are already aware of challenges that will be addressed through the theme of the Expo. The platform will offer a wide variety of content and encourage participation of corporations and different groups.

### 4.4.2 Phase 2: Three Years Prior to the Opening

Period: from April 2022 to October 2024

Objective: to build momentum toward the Expo

Goal: (1) expand the target to the early majority, and (2) build momentum by making early adopters feel that they have already been a part of the Expo

### Targets

#### i) Visitors

As many projects are executed and high-quality content is built on the Online Platform, the communication will focus on delivering appeal and content of the Expo to early majority as an extension of the community of early adopters.

#### ii) Participants

The communication is aimed at getting commitment for the exhibition. After securing commitment, the Organiser will offer support in developing attractive exhibition planning based on interactive dialogues at the People's Living Lab.

#### iii) Media

The Organiser will give updates on projects through news releases while building a media network among leading domestic and international media as well

as advanced media through the Online Platform and other means.

iv) Sponsors

The Organiser intends to build an active community through promotional activities on the Online Platform and through encouraging sponsors to participate in projects.

Communication channels to leverage

- The Online Platform: The platform is expected to attract many more participants as it builds content. Active communication should drive participants to co-creation in the early stages on the platform.
- Sponsored events: The Organiser will hold events in major cities in Japan that lead to increased awareness. The events are also to introduce the theme of the Expo and activities in the People's Living Lab, aiming to promote increased participation. A similar event will be organised during the Expo 2023 Buenos Aires.
- Promotional activities on websites and magazines: Media should become interested in the initiatives taking place in the People's Living Lab as more activities are deployed. The Organiser will pursue these communication opportunities through proactive delivery of information.
- Interaction among countries and organisations: The Organiser intends to deepen the engagement of Osaka and Kansai area, Japan, and other countries and organisations through off-line interactions that are designed for the purpose of sharing challenges and developing solutions.

#### 4.4.3 Phase 3: Six Months Prior to the Opening

Period: from October 2024 to the opening

Objective: to foster the Expo movement

Goal: (1) expand target to the late majority by mass information delivery through social media platforms and websites, and (2) boost enthusiasm for the Expo to the wider audience and make the late majority feel that they are a part of the Expo by nature

Targets

i) Visitors

Mass advertisements and promotion of packaged tours to the Expo will encourage a wider public to visit the Expo.

ii) Participants

Participants are encouraged to disseminate the appeal of the Expo to corporations and organisations in their own countries. The Organiser will help participants effectively plan construction works to ensure the smooth setup of the exhibitions.

iii) Media

Leading domestic and international media are encouraged to communicate the enthusiasm towards the Expo to accelerate momentum towards the opening.

iv) Sponsors

Sponsors are encouraged to promote the Expo to different media and events.

Communication channels to leverage

- The Online Platform: Key stakeholders in Osaka and Kansai area are expected to visit the People's Living Lab to check up on daily developments. The platform also works as the day-to-day communication

means for visitors, participants, media and sponsors, as domestic and international participants of the platform disseminate information through their own social media networks.

- TV, newspapers, out-of-home advertisement ("OOH"), magazines and mass web advertisements: Key mass advertisements in Japan will communicate activities taking place in the People's Living Lab and previews of major events taking place on the Expo site. Based on ticket sales, target countries will be selected and international mass media, primarily web media, will deploy advertisements to bring more excitement.
- Development and sale of packaged tours: The Organiser will develop packaged tours that include visits to the Expo to further expand participation. These packaged tours should include attractive sites in Osaka, Kansai area, and Japan.
- Promotional activities targeting media in general: The Organiser will encourage media to report updates of activities related to the Expo to cultivate interest among those who are not particularly keen on the Expo.

### 4.4.4 Phase 4: Immediately before the Opening and During the Expo Period

Period: immediately before the opening and during the Expo period

Objective: to encourage attendance to the Expo.

Goal: (1) deliver daily updates through the website and social media networks, (2) ensure that as many people as possible are exposed to the topic of the Expo every day through mass advertisements and other media, and (3) build momentum that the Expo is a must-visit event

#### Targets

##### i) Visitors

The Organiser will encourage increased number of people to visit the Expo through communication on the official website and social media platforms and through collaboration with related events taking place nearby. Visitors are encouraged to disseminate their experiences at the Expo and feedback through their social media accounts to spread the appeal of the Expo.

##### ii) Participants

Participants are encouraged to communicate their achievements over the past seven years and to present their recognition of challenges. Through dialogue with visitors, they are also supposed to drive co-creation aimed at designing better future society.

##### iii) Media

The Organiser will share appropriate information with the media at the on-site media centre and urge them to deliver real-time information on the appeal and

achievements of the Expo to Japan and the world.

iv) Sponsors

Sponsors are encouraged to promote the Expo at Expo-related events on-site.

Communication channels to leverage

- The Online Platform: Real-time activities in the People's Living Lab are made visible to anybody online and on-site. This is to show people that actions can bring about change and to encourage participation in the Expo. Physical contents of participants will also be made available online, and this is expected to encourage visitors' participation. This will make virtual visitors, who are not able to physically visit the venue, feel they want to visit the People's Living Lab again and again.
- TV, newspapers, OOH, magazines and mass web advertisement: The Organiser will keep offering attractive content to domestic targets while encouraging sponsors to disseminate information on their own.

#### 4.4.5 Phase 5: After the Closure of the Expo

Period: after the closure of the Expo

Objective: to leave a legacy for future generations

Goal: share ideas, opinions, and data collected before and during the Expo period for ongoing progress for creating new solutions to global challenges

To this end, the Organiser will not treat the Expo as the end goal, but rather as an opportunity to lay a foundation for ongoing social experiments and connections that go beyond national boundaries.

Targets

i) Visitors

The Online Platform will continue to be up and running after the closure of the Expo to share the achievements of the Expo. The platform will further expand innovation process to engage many more people.

ii) Participants

Participants are supposed to bring back achievements and findings of the Expo to their home countries to disseminate to their own citizens. They are also encouraged to leverage the Online Platform to plan exhibitions for future Expos.

iii) Media

Media is encouraged to communicate the achievements of the Expo to the wider audience as well as to disseminate in Japan and around the world the new content developed through their ongoing engagement with the Online Platform.

iv) Sponsors

Sponsors can take advantage of the Online Platform which will continue to operate so long as new projects are created even after the closure of the Expo. They can also use the platform to facilitate communications among different audience types.

Communication channels to leverage

- The Online Platform will be up and running after the closure of the Expo in order to present achievements made through the Expo and to continue to address challenges that are left to discuss.
- Commemoration symposiums and events will be organised to release and evaluate achievements through initiatives that took place in the People's Living Lab.

- Video footage, websites, and books will be published after recording and editing different initiatives of the Expo. These are to showcase domestically and internationally that many levels of interactions and solutions were created through the Expo.
- Others: The Organiser will explore new ways to pass down the Expo's legacy to the next generation.



#### 4.5 Organisation Responsible for Communication

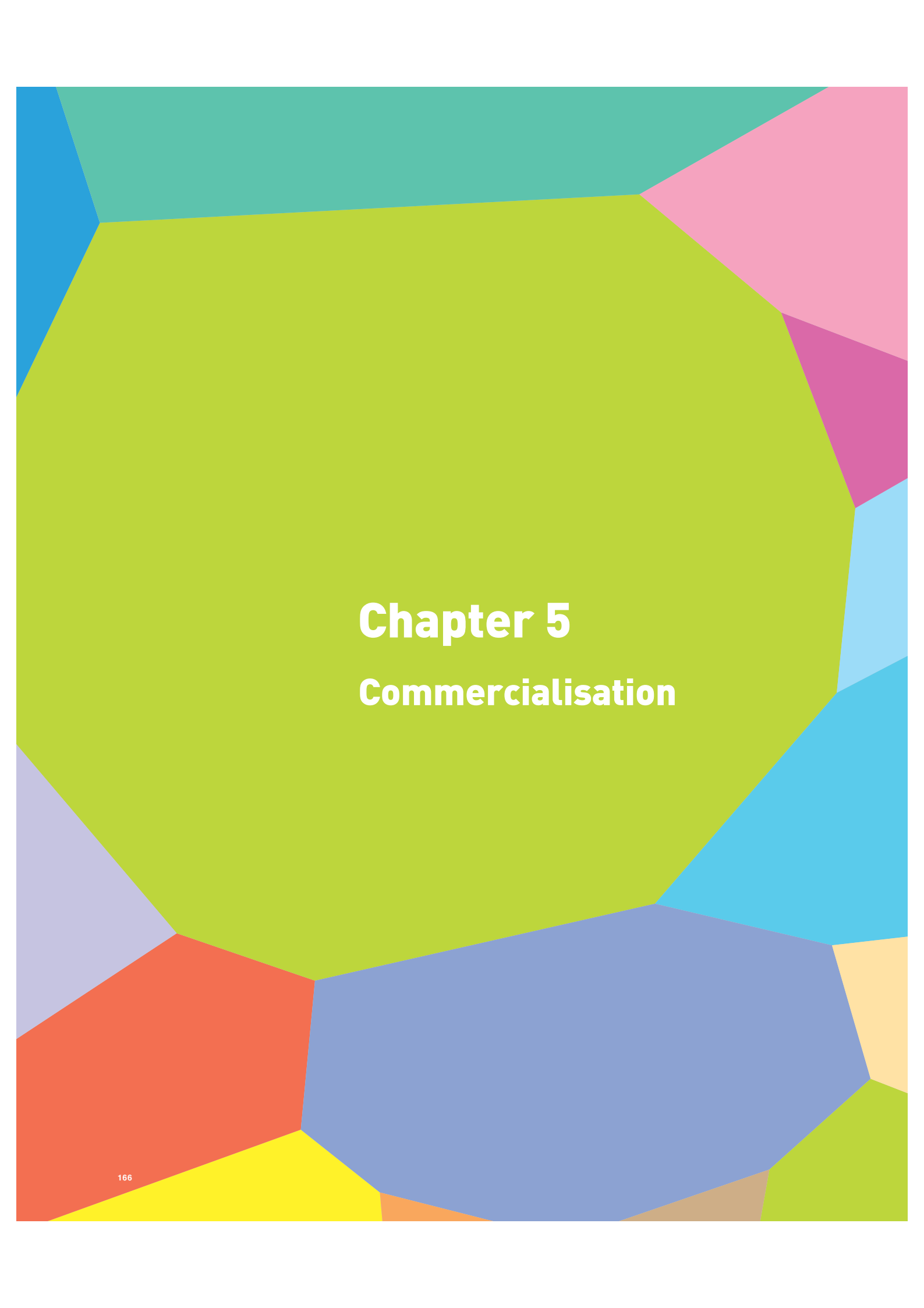
The Organiser, Japan Association for the 2025 World Exposition, has established the Public Relations and News Division, which is responsible for domestic public relations activities, and the International Relations Department, which is responsible for global public relations. The Strategic Business Planning & Promotion Department is in charge of promotional activities such as media buying and events, co-creation projects with citizens, universities, local governments, and companies. Going forward, the Organiser will examine communication strategies according to the participants and the form of participation.

#### 4.6 Third-Party Evaluation

The Organiser will conduct internal assessments of the effectiveness, formulation, and implementation of the plan at each communication phase to develop more effective communication. A third-party evaluation will be conducted after the Expo.







# **Chapter 5**

## **Commercialisation**

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# Commercialisation

## 5.1 Objectives

Resolution No. 5 of the 115th BIE General Assembly in 1994 has prevented the over-commercialisation of World Expos. Whilst respecting this resolution, the Organiser will engage in certain commercial activities to secure the resources for the operating expenses of the Expo in order to make the financial programme more viable.

Forecast revenue from commercial activities (funds for operating expenses of the Expo) is USD 737 million. The breakdown of this amount is USD 640 million in admission ticket sales, USD 42 million in royalties from food, beverages and merchandise providers, etc. USD 7 million in licensing and merchandising, USD 18 million in rent for exhibition spaces, USD 8 million in royalties from official participants, USD 15 million in income from utility services, and USD 7 million in income from sponsorship.

**Table 5-1: Resources for the operating expenses**

Category	Amount (USD in million)
Admission ticket sales	640
Royalties from food, beverages and merchandise providers, etc.	42
Licensing and merchandising	7
Rent for exhibition spaces	18
Royalties from official participants	8
Income from utility services	15 <sup>*1</sup>
Income from sponsorship	7 <sup>*2</sup>
<b>Total</b>	<b>737</b>

<sup>\*1</sup> Income from utility services will be appropriated for payments by the Organiser to suppliers. (see Chapter 6)

<sup>\*2</sup> Separately from the income from sponsorship described herein, the income from private sector and others is expected to be USD 378 million, which will be appropriated for the site construction expenses. (see Chapter 6)

## 5.2 Commercial Activities Plan

### 5.2.1 Admission Ticket Sales

Sales of admission tickets will constitute the main source of income for operating expenses.

The Organiser aims to set admission ticket prices at affordable levels relative to the prices of theme parks and other major events in Japan, using the ticket prices at past international expositions for reference.

The introduction of admission tickets with restrictions on admission times would spread out visitor numbers to alleviate crowding on the Expo site, and as such could be an

effective means of optimising supply and demand in the Expo. The introduction of discounted tickets for specific target groups could also serve as an incentive to attract a wider range of visitors to the Expo. Taking these various considerations into account, the Organiser will offer a variety of ticket types to maximise visitor satisfaction and ensure the smooth operation of the Expo.

The current projection is that the price for a general admission ticket will be USD 44, and that a variety of tickets including night-time discount tickets and discounts for small children, youth and senior citizens will be offered. The Organiser will finalise ticket prices and types based on the results of the detailed reviews and surveys it will conduct closer to the opening day, which includes: review of the visitor number projection, research into

**Table 5-2: Major Types of Admission Ticket**

Type	Description
<b>General</b>	One-day ticket with no restrictions on entry times
<b>Pre-sale</b>	Sold prior to opening day to secure early sales and as part of promotion of the Expo
<b>Passport</b>	Unlimited multiple admissions during the course of the Expo, with the aim of fostering repeat visitors
<b>Special discount</b>	For people with disabilities and people requiring special care, as well as their carers
<b>Evening discount</b>	Valid for entry from 5:00 p.m., with the aim of spreading visitor entry times
<b>Designated time discount</b>	With the aim of spreading the flow of visitors across the whole day, this ticket will have restrictions on the number of hours its holder can spend at the Expo (valid for ticketless entry only; extra charge for extension of stay)
<b>Designated shuttle bus discount</b>	With the aim of spreading out visitor entry times, this ticket will specify the shuttle bus service its holder can use.

visitor's needs, evaluation of the impact of price on demand, and projection of other revenue items, so that the Expo's operating costs can be fully covered.

### 5.2.2 Foodservice and Merchandise Sales

Concessionaires selected by public tender will provide food and drink and merchandise sales services. These concessionaires will pay royalties on sales as the fee for opening their stores.

Enough foodservice facilities will be established to ensure that visitors are offered ample opportunities to eat and drink at the Expo. There will be various types of foodservice facilities available to meet the diverse needs of visitors, such as those who wish to enjoy a leisurely meal while taking in the atmosphere of the Expo, and those who prefer to eat quickly so they can see more of the pavilions during their visit.

There will also be a wide variety of merchandise sale facilities available to meet visitor requirements, from shops selling Expo-related goods to shops offering daily necessities and snacks for greater visitor convenience.

The total area devoted to foodservice and merchandise sales facilities will be 60,000 m<sup>2</sup>. There will be 20 sections on the Expo site. Details of the type and number of facilities will be decided with reference to the track records of past Expos, while ascertaining visitor demand.

### 5.2.3 Product Management

All aspects of merchandise related to the Expo, including manufacture, sale, quality, and trademarks, will need to be managed appropriately. To achieve this, the Organiser will produce guidelines and, in line with the standards contained in those guidelines, will provide merchandise to all people worldwide in a safe and fair manner.

#### 5.2.3.1 Licences

The Organiser will develop licences for the manufacture and sale of Expo-related merchandise targeting visitors and consumers. The licensing system will provide third parties wishing to manufacture and sell related merchandise with a licence contract allowing them to use the Expo's logo, image, theme, and concept. This will help to build further momentum for the Expo and contribute to raising the Expo's brand value.

Expo-related merchandise manufactured and sold under licence will be appropriately managed under the Trademark Act. The merchandise will be protected from infringements of rights due to fraud and counterfeit goods and the quality of the merchandise will be guaranteed.

The Organiser will receive a percentage of the proceeds from licensed sales of Expo-related merchandise as revenue.

#### 5.2.3.2 Merchandising

Official Expo-related merchandise recognised by the Organiser and licensed related merchandise will be available at the Expo.

All such merchandise will be in line with the brand value of the Expo.

Such related merchandise will be sold through a variety of channels, including shops, retailers and online sites, with people all over the world being given the opportunity to come into contact with the items. The merchandise will be available in a wide range of prices and will all be of high quality.

#### **5.2.4 Income from Participants**

##### **5.2.4.1 Rent for Sites and Exhibition Spaces**

For sites on which the participant builds its own pavilion, official participants will not be charged rent, while participants in Module Pavilions and Organiser-Built Shared Pavilions will be charged. A 15% discount on rent will be applied to BIE member states. Rent will also be free for the countries eligible for the Assistance Programme.

##### **5.2.4.2 Pavilion Business (Sales inside Pavilions)**

Official participants may allocate up to 20% of exhibition space to merchandise sales and the sale of food and drink. In such cases, a percentage of sales shall be payable to the Organiser as royalties.

##### **5.2.4.3 Utility Use Fees, including Water, Light and Heating Expenses**

The Organiser will collect the costs of electricity, water, gas, and other utilities used by participants for payment to the suppliers. The Organiser ensures that the utility services are

offered at the local market price.

Countries eligible for the Assistance Programme will not be charged for utilities.

#### **5.2.5 Sponsorship Programme**

Sponsors are companies, organisations, etc. that endorse the theme and concept of the Expo and that are able to form cooperative relationships aimed at the success of the Expo.

The Organiser plans to enhance the diverse services and activities offered at the Expo through the provision of funding, technologies, products, etc. from sponsors. Described below are the Sponsorship Programmes currently envisioned.

The Sponsorship Programme will be divided into three categories, namely Partners, Providers, and Supporters. Contract details, duration, and contribution to deliveries to the Expo will determine which category a sponsor is allocated.

##### **5.2.5.1 Partners**

Partners are companies that endorse the intent of the Expo and its various related projects and provide support as sponsors, prior to the opening of the Expo and for the duration of the Expo. Depending on the amount of the support provided, Partners will be further divided into Gold, Silver, and Bronze Partners. The benefits offered will differ depending on the level of partnership, which will be determined going forward in order to set the sponsorship fees for each level.

### 5.2.5.2 Providers

Providers are sponsors inside the Expo site during the course of the Expo. They will provide merchandise, food and drink, etc. inside the venue.

### 5.2.5.3 Supporters

Supporters are sponsors inside the Expo site during the course of the Expo. They will participate in conventions and symposiums and conduct promotional activities such as exhibiting in booths, etc.

### 5.2.6 Other Commercial Activities

The Organiser will investigate income from businesses such as those listed below.

- Income from parking fees at parking lots established by the Organiser as a park-and-ride system to ease traffic congestion in the vicinity of the venue
- Income from crowdfunding to embody various ideas gathered from companies and individuals around the world
- Advertising revenue

### 5.2.7 Time Plan/Cash Flow

The following is the envisaged schedule (cash flow) for commercial activities (funds for operating expenses of the Expo).

**Table 5-3: Cash Flow of Commercial Activities**

(USD in million)

Category	Total	Year		
		2023	2024	2025
Admission ticket sales	640	96	114	430
Royalties from food, beverages and merchandise providers, etc.	42	0	0	42
Licensing and merchandising	7	0	2	5
Rent for exhibition spaces	18	0	0	18
Royalties from official participants	8	0	0	8
Income from utility services	15	0	0	15
Income from sponsorship	7	0	5	2
<b>Total</b>	<b>737</b>	<b>96</b>	<b>121</b>	<b>520</b>









# **Chapter 6**

## **Financial Programme**

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# Financial Programme

The expenses required for the Expo are grouped into four categories; site construction expenses, operating expenses, assistance to developing countries, and Expo-related infrastructure expenses.

Site construction expenses are estimated to be USD 1,134 million, of which one third each will be assumed by the Government of Japan, Prefecture and City of Osaka (hereinafter referred as “the local governments”), and the private sector and others.

Operating expenses are estimated to be USD

737 million, which will be covered by admission ticket sales, royalties from food, beverage and merchandise providers, and others. The forecasted revenues from commercial activities are detailed in Chapter 5.

Assistance to developing countries is estimated to be USD 218 million, which will be assumed by the Government of Japan and others.

Expo-related infrastructure expenses are estimated to be USD 661 million, which will be assumed by the local governments, etc.

## 6.1 Overview of Financial Programme

**Table 6-1: Overview of Financial Programme**

Revenue (USD in million)		Expenses (USD in million)	
The Government of Japan	378	Site construction expenses	
The local governments	378		
Funds from private sector and others	378		
<b>Total</b>	<b>1,134</b>		<b>1,134</b>
Admission ticket sales	640	Operating expenses	
Royalties from food, beverages and merchandise providers, etc.	42		
Licensing and merchandising	7		
Rent for exhibition spaces	18		
Royalties from official participants	8		
Income from utility services	15		
Income from sponsorship	7		
<b>Total</b>	<b>737</b>		<b>737</b>
The Government of Japan, etc.	218	Assistance to developing countries	218
The local governments, etc.	661	Expo-related infrastructure expenses	661

Note: The expenses of the assistance to developing countries above (USD 218 million) include those for construction of Organiser-Built Shared Pavilion, which are part of the site construction expenses.

## 6.2 Site Construction Expenses

Site construction expenses are estimated to be USD 1,134 million, covering expenses for infrastructure preparation, infrastructure equipment preparation, transportation-related, construction of pavilions and service management facilities, site preparation, design, and dismantling.

The construction expenses for the Japan Pavilion will be assumed by the Government of Japan separately from the above site

construction expenses. Likewise, the construction expense for the Municipal Pavilion will be assumed by the exhibiting local governments separately from the above site construction expenses. The related business expenses, including but not limited to construction of railways, the enhancement of roads outside the site, and land reclamation, will be assumed by the local governments etc. Thus, site construction expenses described here do not include construction expenses of the Japan Pavilion and of the Municipal Pavilion, and Expo-related infrastructure expenses.

### 6.2.1 Breakdown of Expenses

**Table 6-2: Overview of Site Construction Expenses**

Breakdown	Details	Amount (USD in million)
<b>Infrastructure preparation expenses</b>	Development of the land for the Expo site (155 ha); paving work for roads, sidewalks and open space, etc.; and landscaping of parks and open spaces, etc.	95
<b>Infrastructure equipment preparation expenses</b>	Development of basic infrastructure and utility facilities for water, sewage, gas, telecommunications and electricity, etc.	222
<b>Transportation-related expenses</b>	Development of the entrance square and car parks	99
<b>Expenses related to construction of pavilions and service management facilities</b>	Construction of exhibition facilities for official participants and corporations (excluding construction of Self-Built Pavilions and interior and exterior finishing of Module Pavilions and booths), event spaces and thematic pavilions, etc; and construction of service management facilities including gates, restrooms, first aid stations and the staff offices, etc.	415
<b>Site preparation expenses</b>	Installation of streetlights, illumination works in open spaces, water projection and mobility systems, etc.	49
<b>Design expenses</b>	Designing of the site construction	80
<b>Dismantling expenses</b>		174
<b>Total</b>		1,134

### 6.2.2 Source of Funds

In accordance with the approval made at the Cabinet Meeting in April 2017, the construction expenses of USD 1,134 million will be split into thirds and each third assumed by the Government of Japan, the local governments, and funds from private sector and others. This total amount will need to be reviewed to allow for actual site planning, price

fluctuations, and other eventualities.

To raise private sector funding, Kansai Fundraising Promotion Committee for Expo 2025 Osaka, Kansai, established by three local private sector business associations, is actively rolling out the fund-raising initiative. The Organiser has established a special committee which is in charge of accelerating private sector fund-raising to involve business associations across Japan.

**Table 6-3: Overview of Source of Funds**

Breakdown	Details	Amount (USD in million)
<b>The Government of Japan</b>	One third of the construction expenses	378
<b>The local governments</b>	One third of the construction expenses	378
<b>Funds from private sector and others</b>	One third of the construction expenses (Contributions from companies, subsidies from government-operated professional sports and lottery proceeds, etc.)	378
<b>Total</b>		1,134

### 6.2.3 Cash Flow

**Table 6-4: Cash Flow of Site Construction Expenses**

(USD in million)

Breakdown	Total	2019	2020	2021	2022	2023	2024	2025	2026
<b>Expenses</b>									
Infrastructure preparation expenses	95	0	0	0	1	22	72	0	0
Infrastructure equipment preparation expenses	222	0	0	0	34	188	0	0	0
Transportation-related expenses	99	0	0	0	0	10	89	0	0
Expenses related to construction of pavilions and service management facilities	415	0	0	0	0	61	354	0	0
Site preparation expenses	49	0	0	0	0	0	14	35	0
Design expenses	80	6	5	24	21	12	9	3	0
Dismantling expenses	174	0	0	0	0	0	0	0	174
<b>Total</b>	<b>1,134</b>	<b>6</b>	<b>5</b>	<b>24</b>	<b>56</b>	<b>293</b>	<b>538</b>	<b>38</b>	<b>174</b>
<b>Fund sources</b>									
The Government of Japan	378	2	2	8	19	98	179	13	58
The local Governments	378	2	2	8	19	98	179	13	58
Funds from private sector and others	378	2	2	8	19	98	179	13	58
<b>Total</b>	<b>1,134</b>	<b>6</b>	<b>5</b>	<b>24</b>	<b>56</b>	<b>293</b>	<b>538</b>	<b>38</b>	<b>174</b>
<b>Balance</b>		±0	±0	±0	±0	±0	±0	±0	±0
<b>Accumulated balance</b>		±0	±0	±0	±0	±0	±0	±0	±0

Note: Total amount may not match due to rounding.



### 6.3 Operating Expenses

Operating expenses will be roughly divided into four categories: marketing and advertising expenses, which are incurred both before the opening as well as during the Expo period, site management expenses for managing the Expo site, association management expenses to run operations of the Organiser, and other expenses for costs other than the aforementioned.

The Organiser expects that these operating expenses are covered by commercial activities such as admission ticket sales and other activities.

Operating expenses were estimated based on the extreme scenario of no more than 25 million visits so as to be covered even in such a scenario in which the number of visits does not reach the projected number, thus the projected revenue is not achieved. The Organiser confirms that, even under this severe contingency scenario, the financial result shall be break-even.

### 6.3.1 Breakdown of Expenses

Table 6-5: Overview of Operating Expenses

Breakdown	Details	Amount (USD in million)
<b>Marketing and advertising expenses</b>	<ul style="list-style-type: none"> <li>•Co-creation projects expenses To cover co-creation projects in which diverse stakeholders take part in initiatives that are designed to achieve the Expo's theme, <i>Designing Future Society for Our Lives</i>. Such co-creation initiatives can be on-site as well as through the Online Platform. These expenses also cover support for implementation of ideas and solutions brought by co-creation, operation of the Best Practice Areas, production of thematic exhibitions, operation and management of thematic pavilions, implementation of thematic experience programmes, and others.</li> <li>•Domestic advertising expenses To cover planning and implementation of promotions in Japan and public relation activities to attract domestic participants as well as production of logos and characters and operation of information centres, etc.</li> <li>•Overseas advertising expenses To cover implementation of activities that are designed to raise awareness of the Expo and to attract visitors from overseas, public relations activities to attract participants from overseas, hosting of international symposiums, and attending of the BIE General Assembly, etc.</li> <li>•Media relations expenses To cover operation of the press centre and other press-related activities, press previews, and implementation of publicity, etc.</li> <li>•Events expenses To cover staging official events such as the opening and closing ceremonies as well as planning and staging of the daily shows and evening shows hosted by the Organiser.</li> </ul>	208
<b>Site management expenses</b>	<ul style="list-style-type: none"> <li>•Site operation and management expenses To cover on-site transport systems, security, first aid, firefighting, cleaning, etc., management and supervision of on-site service providers, as well as expenses for land use of the Expo site. (Note: The Organiser will make land use payments to Osaka City only for area and period of rent which it will charge land rent for to participants.)</li> <li>•Facility management expenses To cover maintenance and management of utility services facilities including electricity, gas, water, and sewerage, etc., as well as telecommunications facilities. Utility expenses fall into this category too. (Note: Utilities, including electricity, gas and water supply, will be collectively paid by the Organiser and later paid back as a utility service charge by participants which will be booked as the Organiser's revenues.)</li> <li>•Visitor service expenses To cover on-site visitor reception and information, visitor forecasting, and operation of the Guest House.</li> </ul>	268
<b>Association management expenses</b>	To cover administrative costs including the Association's staff salaries and office rent, interest on borrowings from financial institutions, and the research and study as a part of the preparation of the Expo.	101
<b>Other expenses</b>	<ul style="list-style-type: none"> <li>•Transport and customs-related expenses To cover (1) visitor transportation including the operation and management of off-site car parks and the operation of shuttle buses between off-site car parks and the site, and (2) customs cargo handling expenses for exhibits and other custom-related expenses.</li> <li>•Payment to BIE The Organiser will pay BIE an amount corresponding to 2% of admission fees (USD 11.6 million by the latest estimate).</li> <li>•Housing-related expenses To cover provision of housing to domestic and international participants, including the staff housing for official participants.</li> <li>•Contingency fund This fund is set aside for contingency.</li> </ul>	160
<b>Total</b>		737

### 6.3.2 Source of Funds

Operating expenses are mainly covered by income from admission ticket sales in addition to rents for plots and exhibition spaces, royalties from sales of food, beverages and merchandize and utility service charges which will be collected from participating countries for the actual amount of use of water, light, and heating. The Organiser is also planning to solicit sponsors from a range of segments to cover expenses for special events. (see Chapter 5)

While these revenues will not be generated until immediately prior to the event, some expenses will incur in advance to develop the Expo staging plan, build momentum, and cover administration costs in general such as salaries for the Association's staff.

The Organiser intends to borrow funds from financial institutions or to use other means to cover these required expenses for the time being until revenues are generated.

Table 6-6: Overview of Source of Funds

Breakdown	Amount (USD in million)
Admission ticket sales	640
Royalties from food, beverages and merchandise providers	42
Licensing and merchandising	7
Rent for exhibition spaces	18
Royalties from official participants	8
Income from utility services	15
Income from sponsorship	7
Total	737

### 6.3.3 Cash Flow

Table 6-7: Cash Flow of Operating Expenses

(USD in million)

	Breakdown	Total	2019	2020	2021	2022	2023	2024	2025
<b>Expenses</b>	Marketing and advertising expenses	208	8	8	10	15	19	43	105
	Site management expenses	268	0	19	19	35	34	53	107
	Association management expenses	101	5	14	13	14	15	19	20
	Other expenses	160	0	4	7	8	13	53	74
	Total	737	13	45	48	72	81	168	306
<b>Revenues</b>	Admission ticket sales	640	0	0	0	0	96	114	430
	Royalties from food, beverages and merchandise providers	42	0	0	0	0	0	0	42
	Licensing and merchandising	7	0	0	0	0	0	2	5
	Rent for exhibition spaces	18	0	0	0	0	0	0	18
	Royalties from official participants	8	0	0	0	0	0	0	8
	Income from utility services	15	0	0	0	0	0	0	15
	Income from sponsorship	7	0	0	0	0	0	5	2
	Total	737	0	0	0	0	96	121	520
<b>Net cash balance</b>			-14	-45	-49	-72	14	-47	213
<b>Accumulated balance</b>			-14	-59	-108	-180	-166	-213	0

Note 1: Expenses for 2025 include those that are settled in 2026

Note 2: Total amount may not match due to rounding.

#### 6.4 Assistance Programme for Developing Countries

The Government of Japan is committed to offering comprehensive support to developing countries, in addition to its commitment to cover the site construction and operating expenses. The eligible countries are encouraged to make exhibitions in the Module Pavilions or the Organiser-Built Shared Pavilion. They are able to choose one Organiser-Built Shared Pavilion they prefer among seven pavilions. Should they wish to make exhibitions in one of the Module Pavilions, they will be offered rent at a preferred rate.

In addition, the Government of Japan will assist the eligible countries in planning and preparing for their exhibition. The comprehensive support will be based on their needs discovered through interviews and on the understanding of their unique challenges.

The number of the countries to receive assistance is expected to be 80 to 100, and the total amount of assistance is expected to be USD 218 million, or USD 2.2 million per country.

- Least Developed Countries (LDCs)  
Least Developed Countries (LDCs) are those that were recognised by a resolution of the United Nations General Assembly as having particularly low indicators of development, following an examination by the UN Economic and Social Council based on standards approved by the United Nations Committee for Development Policy (CDP)
- Low-Income Countries (LICs) and Lower Middle-Income Countries (LMICs)

Low-Income Countries (LICs) are those with a 2016 per-capita GNI of USD 1,005 or less, and Lower-Middle Income Countries (LMICs) are those with a 2016 per-capita GNI of between USD 1,006 and USD 3,995. These definitions are in accordance with the World Bank categories used by OECD/DAC in the list of countries receiving ODA.

- Small Island Developing States (SIDS)  
Small Island Developing States (SIDS) are developing countries composed of small islands, where sustainable development is considered difficult to achieve. Their challenges are partly due to the susceptibility to damage caused by rising sea levels as a result of global warming, and partly due to the unique problems characteristic to island nations, such as small populations, remoteness and natural disasters.
- Land-locked Developing Country (LLDC)  
Land-Locked Developing Countries (LLDC) are developing countries that are isolated from the ocean and are geographically disadvantaged in terms of development.
- In addition to the above, countries may be chosen in view of fully achieving the theme of this Exhibition.

The source of funds for the assistance programme for developing countries is expected to come from the national budget and operational expenses of the Organiser, etc., and allocation of the fund will be determined in due course.

Cash flow for the expense of each year will be calculated when the implementation of the assistance programme is developed.

### 6.4.1 Breakdown of Expenses

**Table 6-8: Overview of Assistance Programme for Developing Countries**

Breakdown	Details	Amount (USD in million)
<b>Venue expenses</b>	Expenses for the construction, design, decoration and dismantling of pavilions; and freight related to the shipment of exhibits (Note: Some expenses related to pavilion construction are covered by the site construction expenses.)	118
<b>Operating expenses</b>	Expenses required for assistance from exhibition consultants and bringing staff of eligible countries to Japan prior to the event to offer pre-event guidance (travel, accommodation and other related expenses), for facility maintenance, security, cleaning and interpreters, and for water supply, electricity, and insurance.	32
<b>Expense and support for Communications</b>	Expenses for comprehensive supports for communication during the Expo; and, if necessary, for event planning and management and for inviting press organisations and others from home countries before and after the Expo.	37
<b>Travel and lodging expenses</b>	Expenses for travel, accommodation and meal expenses for the staff and their families from home countries; and for shuttle bus services between the site and the accommodations.	26
<b>National Day expenses</b>	Expenses for staging National Day events, and for the travel, accommodations and meals of VIPs, performers, and related staff from home countries to participate in National Day events	5
<b>Total</b>		218

Note: The planned amount of assistance is based in Japanese yen and totals JPY 23,952,110,000.

## 6.5 Expo-Related Infrastructure Expenses

The Expo-related businesses including but not limited to railway construction, enhancement of roads, infrastructure development, and land reclamation are regarded as a part of the Yumeshima Development Concept which was set forth by the Yumeshima Island Development Committee, a council that is comprised of Osaka Prefecture, Osaka City, and business associations in the Kansai area. The local governments who are leading these projects have prepared budgets for and are

carrying forward these projects independently from the Expo site construction expenses.

The railway construction refers to the plan to extend the subway to Yumeshima Station to have better infrastructure and enhanced transportation capacity. Enhancement of roads covers the expansion of lanes on Konohana Bridge and Yumemai Bridge from four to six lanes. Land reclamation and levee construction is for 30 ha of land located south of Yumeshima Island which is necessary for the Expo site.

Railway construction and road maintenance will be completed by March 2025, and additional land reclamation will be completed by March 2023.

### 6.5.1 Breakdown of Expenses

Table 6-9: Overview of Expo-Related Infrastructure Expenses

Breakdown	Details	Amount (USD in million)	
Railway construction expenses	Extension of subway	491	582
	Enhanced transportation capacity	91	
Expenses of road enhancement	Expansion of Konohana and Yumemai Bridges	25	34
	Expansion of Yumemai highway	9	
Additional land reclamation expenses	Land reclamation and banking for 30 ha of land south of Yumeshima Island		45
Total			661

### 6.5.2 Source of Funds

Table 6-10: Overview of Source of Funds

Breakdown	Amount (USD in million)
The local governments, etc.	661

Note: The local governments will receive financial support if the Government of Japan implements it.

# Appendix

## 6-1. Cost of Participation



# Cost of Participation

The Organiser will provide different types of exhibition facilities to the participants so that they tailor their exhibition to meet their objectives within their budget.

Participants will choose a set of exhibition facility out of four major styles, depending on their exhibition plans. The expenses necessary to complete their exhibition shall be covered by participants .

## **A.1.1 Costs assumed by Participants depending on Participation Attribute and Style**

### **A.1.1.1 Participating Countries and International Organisations**

Participating countries and international organisations may select an exhibition style from among the options of a Self-Built Pavilion, Module Pavilion, and Organiser-Built Shared Pavilion based on their financial and operational resources.

#### **Self-Built Pavilion**

The Organiser provides a plot to participants and the participants construct their pavilions there. Participants are responsible for dismantling and removing their pavilions after the closure of the Expo to return the plot to the same condition as it was initially handed over. Utilities will be made available to the boundary of each plot by the Organiser and participants assume responsibilities for connecting to utilities and for setting up utility facilities in their plot. (Water and electricity that are required for the construction may be provided initially in the form of tentative construction infrastructure.)

#### **Module Pavilion**

The Organiser builds pavilions for participants to rent. Participants rent modules to create exhibitions by completing facilities and the interior.

At the time of the hand-over, the Module Pavilions are equipped with utilities including sewage and rainwater drainage, water, electricity and telecommunications. Participants assume responsibilities to connect their exhibition facilities to the utilities provided. Participants who choose this option are required to pay module rent to the Organiser.

#### **Organiser-Built Shared Pavilion**

Seven shared pavilions will be built onsite and participants will rent a space inside one of the pavilions to create their own exhibition by completing exhibition facilities and interior. Participants are able to choose a layout of their choice from a variety of plans. At the time of the hand-over, the shared pavilions are equipped with utilities including sewage and rainwater drainage, water, electricity, and telecommunications. Participants assume responsibilities to connect their exhibition facilities to utilities provided. Participants who choose this option are required to pay rent to the Organiser, except for developing countries who are exempted from such rent.

#### **A.1.1.2 Other Participants**

##### **A.1.1.2.1 Local Governments and Private-Sector Companies**

Local governments in the Kansai area and leading private-sector companies from Japan and overseas fall into this category. They are supposed to choose, in principle, a Self-Built Pavilion but private-sector companies may choose to exhibit inside the Thematic Pavilion. These participants create an exhibition in line with the theme of the Expo. They assume responsibilities for planning and operation of their exhibits, including but not limited to construction of the pavilion, general production, equipment and systems. Private-sector companies are required to pay plot rent to the Organiser.

##### **A.1.1.2.2 NGOs, NPOs, Citizen's Groups, SMEs and Individuals**

The Organiser will provide mobile wagons and booths in which participants of this type can make exhibits and provide services.

Participants are required to pay rent for the use of wagons and booths.

SMEs are also regarded as exhibitors. The Organiser will provide mobile wagons and booths in a way that does not interfere with the exhibitions at pavilions of official participants.

### A.1.2 Expense Models for Each Exhibition Style

Expense models below are estimated based on the current level of prices.  
The exhibition space area is calculated based on 60% of the total floor area of the pavilion.

Construction and operating expenses may vary significantly depending on the structure and exhibition style of choice by participants. A discount of 15% will be offered to BIE member countries for the rent of Module Pavilion and Organiser-Built Shared Pavilion.

#### A.1.2.1 Self-Built Pavilion

Participants to build their own pavilion

**Table 6A-1: Expense Model for Exhibition at Self-Built Pavilion**

##### a) Large size plot (3,500 m<sup>2</sup>)

Construction expenses:						Expenses (USD in thousand)	
<b>Design</b>	Construction	8,073	USD 1,000	x		10%	807
<b>Construction</b>		3.36	USD 1,000/m <sup>2</sup>	x	Floor size	2,400 m <sup>2</sup>	8,073
<b>Furniture, fixtures, equipment and system equipment</b>	Construction	8,073	USD 1,000	x		10%	807
<b>Dismantling</b>		1.59	USD 1,000/m <sup>2</sup>	x	Floor size	2,400 m <sup>2</sup>	3,818
						Sub total	13,505
Interior work expenses:						Expenses (USD in thousand)	
<b>Interior work</b>		4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	1,440 m <sup>2</sup>	6,545
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	6,545	USD 1,000	x		10%	655
						Sub total	7,200
Operating expenses:						Expenses (USD in thousand)	
<b>Attendance on site, security and cleaning staff</b>		1.33	USD 1,000/m <sup>2</sup>	x	Floor size	2,400 m <sup>2</sup>	3,185
<b>Facility maintenance</b>	Construction and interior work	14,618	USD 1,000	x		2%	292
<b>Utilities</b>		0.27	USD 1,000/m <sup>2</sup>	x	Floor size	2,400 m <sup>2</sup>	655
<b>Fire insurance</b>		2.45	USD/m <sup>2</sup>	x	Floor size	2,400 m <sup>2</sup>	6
<b>Comprehensive liability insurance</b>		4.55	USD/m <sup>2</sup>	x	Floor size	2,400 m <sup>2</sup>	11
<b>Consulting fees</b>		13.64	USD 1,000/month	x		Eight months	109
						Sub total	4,528
<b>Grand Total</b>							24,964

**b) Medium size plot (1,750 m<sup>2</sup>)**

Construction expenses:						Expenses (USD in thousand)
<b>Design</b>	Construction	4,036	USD 1,000	x	10%	404
<b>Construction</b>		3.36	USD 1,000/ m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup> 4,036
<b>Furniture, fixtures, equipment and system equipment</b>	Construction	4,036	USD 1,000	x	10%	404
<b>Dismantling</b>		1.59	USD 1,000/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup> 1,909
Sub total						6,753
Interior work expenses						Expenses (USD in thousand)
<b>Interior work</b>		4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	720 m <sup>2</sup> 3,273
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	3,273	USD 1,000	x	10%	327
Sub total						3,600
Operating expenses:						Expenses (USD in thousand)
<b>Attendance on site, security and cleaning staff</b>		1.33	USD 1,000/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup> 1,593
<b>Facility maintenance</b>	Construction and interior work	7,309	USD 1,000	x	2%	146
<b>Utilities</b>		0.27	USD 1,000/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup> 327
<b>Fire insurance</b>		2.45	USD/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup> 3
<b>Comprehensive liability insurance</b>		4.55	USD/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup> 5
<b>Consulting fees</b>		13.64	USD 1,000/month	x	Eight months	109
Sub total						2,184
<b>Grand total</b>						12,536

**c) Small size plot (900 m<sup>2</sup>)**

Construction expenses:							Expenses (USD in thousand)
<b>Design</b>	Construction	2,018	USD 1,000	x		10%	202
<b>Construction</b>		3.36	USD 1,000/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup>	2,018
<b>Furniture, fixtures, equipment and system equipment</b>	Construction	2,018	USD 1,000	x		10%	202
<b>Dismantling</b>		1.59	USD 1,000/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup>	955
Sub total							3,376
Interior work expenses							Expenses (USD in thousand)
<b>Interior work</b>		4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	360 m <sup>2</sup>	1,636
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	1,636	USD 1,000	x		10%	164
Sub total							1,800
Operating expenses:							Expenses (USD in thousand)
<b>Attendance on site, security and cleaning staff</b>		1.33	USD 1,000/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup>	796
<b>Facility maintenance</b>	Construction and interior work	3,654	USD 1,000	x		2%	73
<b>Utilities</b>		0.27	USD 1,000/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup>	164
<b>Fire insurance</b>		2.45	USD/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup>	1
<b>Comprehensive liability insurance</b>		4.55	USD/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup>	3
<b>Consulting fees</b>		13.64	USD 1,000 /month	x		Eight months	109
Sub total							1,146
<b>Grand total</b>							6,323

Note 1: The estimate is based on the assumption that lot percentage is 70%.

Note 2: Exhibitors who are official participants are exempted from paying plot rent while those who are private-sector companies are required to pay plot rent.

Note 3: Construction expenses may increase if pavilions are multi storeys.

Note 4: Dismantling related to the interior work is included in the construction expenses.

### A.1.2.2 Module Pavilion

Participants to rent modules in a pavilion built by the Organiser and to arrange interior and exhibition on their own

**Table 6A-2: Expense Model for Exhibition at Module Pavilion**

#### a) Module Pavilion – large size

Space rent:					Expenses (USD in thousand)	
<b>Space rent:</b>	1,345	USD/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup>	1,615
Sub total						1,615
Interior work expenses:					Expenses (USD in thousand)	
<b>Interior work</b>	4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	720 m <sup>2</sup>	3,273
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	3,273	USD 1,000	x	10%	327
<b>Dismantling</b>	1.59	USD 1,000/m <sup>2</sup>	x	Exhibition space size	720 m <sup>2</sup>	1,145
Sub total						4,745
Operating expenses:					Expenses (USD in thousand)	
<b>Attendance on site, security and cleaning staff</b>	1.33	USD 1,000/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup>	1,593
<b>Facility maintenance</b>	Interior work	3,273	USD 1,000	x	2%	65
<b>Utilities</b>	0.27	USD 1,000/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup>	327
<b>Fire insurance</b>	2.45	USD/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup>	3
<b>Comprehensive liability insurance</b>	4.55	USD/m <sup>2</sup>	x	Floor size	1,200 m <sup>2</sup>	5
<b>Consulting fees</b>	13.64	USD 1,000/month	x		Eight months	109
Sub total						2,103
<b>Grand total</b>						8,463

**b) Module Pavilion – medium size**

Space rent:						Expenses (USD in thousand)
<b>Space rent:</b>		1,345	USD/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup> 807
						Sub total 807
Interior work expenses:						Expenses (USD in thousand)
<b>Interior work</b>		4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	360 m <sup>2</sup> 1,636
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	1,636	USD 1,000	x		10% 164
<b>Dismantling</b>		1.59	USD 1,000/m <sup>2</sup>	x	Exhibition space size	360 m <sup>2</sup> 573
						Sub total 2,373
Operating expenses:						Expenses (USD in thousand)
<b>Attendance on site, security and cleaning staff</b>		1.33	USD 1,000/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup> 796
<b>Facility maintenance</b>	Interior work	1,636	USD 1,000	x		2% 33
<b>Utilities</b>		0.27	USD 1,000/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup> 164
<b>Fire insurance</b>		2.45	USD/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup> 1
<b>Comprehensive liability insurance</b>		4.55	USD/m <sup>2</sup>	x	Floor size	600 m <sup>2</sup> 3
<b>Consulting fees</b>		13.64	USD 1,000/month	x		Eight months 109
						Sub total 1,106
<b>Grand total</b>						4,286

**c) Module Pavilion – small size**

Space rent:						Expenses (USD in thousand)
<b>Space rent:</b>		1,345	USD/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup> 404
						Sub total 404
Interior work expenses:						Expenses (USD in thousand)
<b>Interior work</b>		4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	180 m <sup>2</sup> 818
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	818	USD 1,000	x		10% 82
<b>Dismantling</b>		1.59	USD 1,000/m <sup>2</sup>	x	Exhibition space size	180 m <sup>2</sup> 286
						Sub total 1,186
Operating expenses:						Expenses (USD in thousand)
<b>Attendance on site, security and cleaning staff</b>		1.33	USD 1,000/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup> 398
<b>Facility maintenance</b>	Interior work	818	USD 1,000	x		2% 16
<b>Utilities</b>		0.27	USD 1,000/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup> 82
<b>Fire insurance</b>		2.45	USD/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup> 1
<b>Comprehensive liability insurance</b>		4.55	USD/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup> 1
<b>Consulting fees</b>		13.64	USD 1,000/month	x		Eight months 109
						Sub total 608
<b>Grand total</b>						2,198

### A.1.2.3 Organiser-Built Shared Pavilion

Participants to rent a space in a pavilion built by the Organiser to set up their own exhibition

**Table 6A-3: Expense Model for Exhibition at Organiser-Built Shared Pavilion**

**a) Large space**

Space rent:						Expenses (USD in thousand)	
<b>Space rent:</b>	1,345	USD/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup>	404	
						Sub total	404
Interior work expenses:						Expenses (USD in thousand)	
<b>Interior work</b>	4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	180 m <sup>2</sup>	818	
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	818	USD 1,000	x	10%	82	
<b>Dismantling</b>	1.59	USD 1,000/m <sup>2</sup>	x	Exhibition space size	180 m <sup>2</sup>	286	
						Sub total	1,186
Operating expenses:						Expenses (USD in thousand)	
<b>Attendance on site, security and cleaning staff</b>	1.33	USD 1,000/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup>	397	
<b>Facility maintenance</b>	Interior work	818	USD 1,000	x	2%	16	
<b>Utilities</b>	0.27	USD 1,000/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup>	82	
<b>Fire insurance</b>	2.45	USD/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup>	1	
<b>Comprehensive liability insurance</b>	4.55	USD/m <sup>2</sup>	x	Floor size	300 m <sup>2</sup>	1	
<b>Consulting fees</b>	13.64	USD 1,000/month	x		Eight months	109	
						Sub total	607
<b>Grand total</b>							2,197

**b) Medium space**

Space rent:						Expenses (USD in thousand)
<b>Space rent:</b>	1,345	USD/m <sup>2</sup>	x	Floor size	200 m <sup>2</sup>	269
						Sub total
						269
Interior work expenses:						Expenses (USD in thousand)
<b>Interior work</b>	4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	120 m <sup>2</sup>	545
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	545	USD 1,000	x	10%	55
<b>Dismantling</b>	1.59	USD 1,000/m <sup>2</sup>	x	Exhibition space size	120 m <sup>2</sup>	191
						Sub total
						791
Operating expenses:						Expenses (USD in thousand)
<b>Attendance on site, security and cleaning staff</b>	1.33	USD 1,000/m <sup>2</sup>	x	Floor size	200 m <sup>2</sup>	265
<b>Facility maintenance</b>	Interior work	545	USD 1,000	x	2%	11
<b>Utilities</b>	0.27	USD 1,000/m <sup>2</sup>	x	Floor size	200 m <sup>2</sup>	55
<b>Fire insurance</b>	2.45	USD/m <sup>2</sup>	x	Floor size	200 m <sup>2</sup>	0.5
<b>Comprehensive liability insurance</b>	4.55	USD/m <sup>2</sup>	x	Floor size	200 m <sup>2</sup>	1
<b>Consulting fees</b>	13.64	USD 1,000/month	x		Eight months	109
						Sub total
						441
<b>Grand total</b>						1,501

**c) Small space**

Space rent:						Expenses (USD in thousand)
<b>Space rent:</b>	1,345	USD/m <sup>2</sup>	x	Floor size	82 m <sup>2</sup>	110
						Sub total
						110
Interior work expenses:						Expenses (USD in thousand)
<b>Interior work</b>	4.55	USD 1,000/m <sup>2</sup>	x	Exhibition space size	49 m <sup>2</sup>	224
<b>Furniture, fixtures, equipment and system equipment</b>	Interior work	224	USD 1,000	x	10%	22
<b>Dismantling</b>	1.59	USD 1,000/m <sup>2</sup>	x	Exhibition space size	49 m <sup>2</sup>	78
						Sub total
						324
Operating expenses:						Expenses (USD in thousand)
<b>Attendance on site, security and cleaning staff</b>	1.33	USD 1,000/m <sup>2</sup>	x	Floor size	82 m <sup>2</sup>	109
<b>Facility maintenance</b>	Interior work	224	USD 1,000	x	2%	4
<b>Utilities</b>	0.27	USD 1,000/m <sup>2</sup>	x	Floor size	82 m <sup>2</sup>	22
<b>Fire insurance</b>	2.45	USD/m <sup>2</sup>	x	Floor size	82 m <sup>2</sup>	0.2
<b>Comprehensive liability insurance</b>	4.55	USD/m <sup>2</sup>	x	Floor size	82 m <sup>2</sup>	0.4
<b>Consulting fees</b>	13.64	USD 1,000/month	x		Eight months	109
						Sub total
						245
<b>Grand total</b>						680

#### **A.1.2.4 Exhibition in Booths and Wagons**

Booth and wagon exhibition will be arranged, taking into consideration the pavilions of official participants.

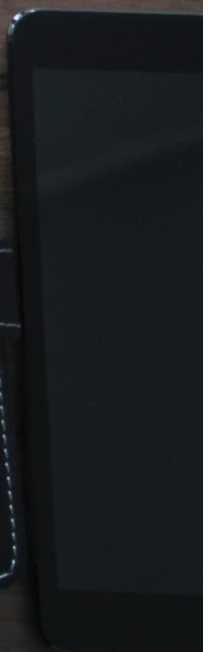
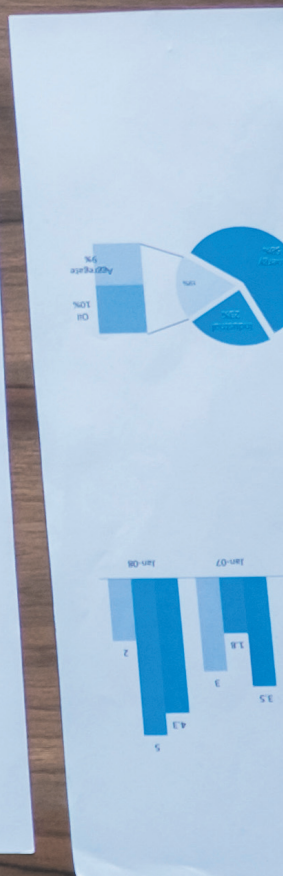
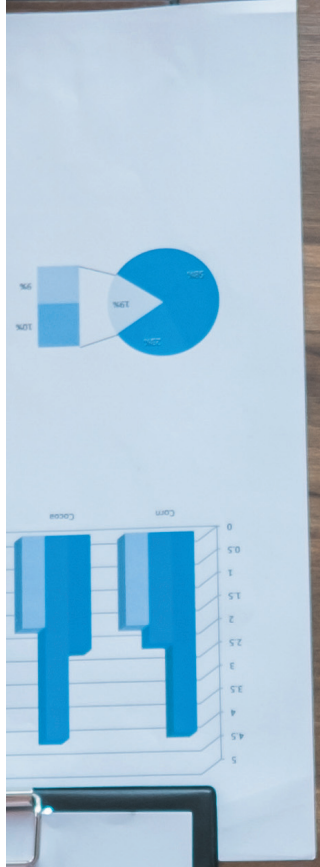
(Booth exhibition)

- Exhibition style is similar to the Organizer-Built Shared Pavilion and will be arranged in Theme Pavilion.
- Participants can contract a booth on a monthly basis and pay rent in accordance with the period of the rent.

(Wagon exhibition)

- Participants rent a wagon to simply make exhibitions at times that suit their needs and pay wagon rent.
- Wagon exhibition will be arranged in *Khu*.





The background of the page is composed of several overlapping, semi-transparent geometric shapes in various colors including light blue, dark blue, pink, yellow, green, and orange. The shapes are arranged in a way that creates a dynamic, abstract composition. The title text is centered in the upper half of the page.

# Chapter 7

## Legacy

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## 7.1 Importance of Legacy

The international community is faced with emerging challenges including income disparities, increased social unrest, changes in

the living environment and working practices, large-scale disasters and aging populations. With these challenges in mind, the Expo should leave a legacy in a way to lead the way forward for the international community.

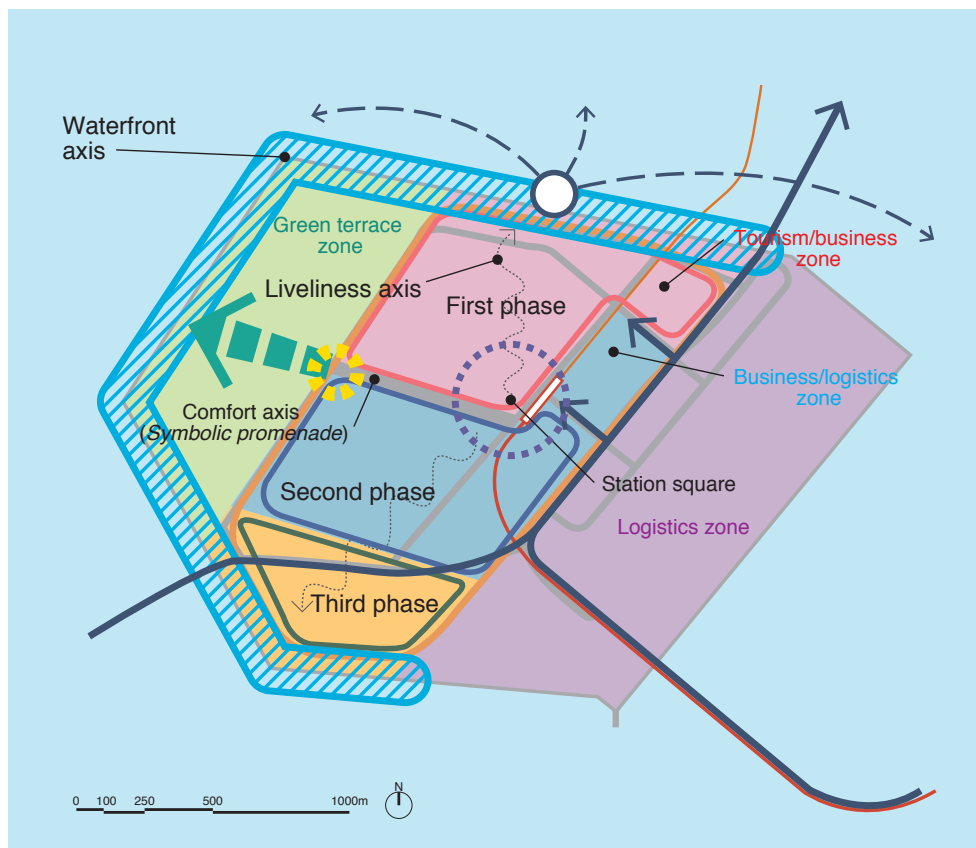


Figure 7-1: "Basic Policy for Yumeshima Development"

## 7.2 Hard Legacy

### 7.2.1 Community Development after the Expo

#### 7.2.1.1 Yumeshima Development Concept

In August 2017, the business associations in Kansai, Osaka Prefecture and Osaka City (hereinafter referred to as the "Local Governments and Others") developed "Yumeshima Development Concept," which sets forth the guiding principle for community development and land usage of Yumeshima Island including the legacy site of the Expo.

The concept specifies how to utilise each area of the island: to develop the eastern part of the island for logistics and industrial purposes, the central part for tourism and business purposes and the western part for a Green Terrace. The Expo site will sit across all these areas with many of the pavilions built mainly in the area designated for tourism and business. The plan dictates that the part be developed as a new hub for global tourism which people from around the world would like to visit, offering opportunities to experience advanced technologies as entertainment and recreation, which in turn help new industry and business develop and grow.

The Local Governments and Others formulated "Basic Policy for Yumeshima Development" in December 2019 based on the situation updated after the concept, to promote the area development towards creating a new

global tourism hub. The policy provides directions for the area development, which include those regarding land utilisation, infrastructure development and smart city development. The policy also indicates that each of the tourist and logistic facilities should fulfil their functions to the maximum, and cooperation with stakeholders including the Local Governments and Others should be enhanced according to the development stage of Yumeshima.

#### 7.2.1.2 Listening to the Voice of the Market

In March 2019, Osaka City conducted a public survey on how the city can take over the Expo's philosophy as its legacy. The survey was conducted to seek out practical ideas on: how to leverage the Expo legacy, if private-sector companies are willing to take part in developing the legacy site, and whether the legacy site is perceived to have business potential. The survey was intended to solicit ideas from three viewpoints: (1) specific measures and plans to inherit the philosophy and initiatives of the Expo after the closing of the event, (2) insights and specific measures on how to incorporate ideas of the Expo site planning into the community development while creating harmony with locational characteristics of Yumeshima and surrounding landscape and (3) functions and facilities suitable for a legacy site, which is designed as an international tourism hub on Yumeshima Island where international tourist attractions and interactions created through the Expo will live on.

Based on the outcome of the survey, the Local Governments and Others will continue

to enhance community development planning that will inherit the philosophy of the Expo.

### **7.2.1.3 Team Structure for Community Development**

Osaka City established the Yumeshima City Development Promotion Headquarters in July 2019, which is tasked with a cross-sectional function to share individual plans developed by different departments with other stakeholders and coordinate with Osaka Prefecture.

The headquarters will, in collaboration with the Organiser, promote the community development on the legacy site.

### **7.2.2 Infrastructure in the Surrounding Area**

The railway extension to Yumeshima Island will remain as a means of transportation between the island and downtown Osaka after the closing of the Expo, leaving valuable assets for the region and its tourism.

Osaka City will develop roads and open spaces with the intention to develop a broader road network around the Expo site and to ensure smooth traffic and transportation within Yumeshima Island. These roadways will also serve as a foundation for the area to become an international tourism hub. In addition, Osaka City plans to expand the width of bridges and main roads so that the area can work as an international logistics hub and an international tourism hub in a way that fully leverages their capabilities.

### **7.2.3 Reutilisation of the Expo Facilities**

Although the Expo facilities will be, in principle, dismantled and removed, the Organiser will look for organisations who take over any reusable items, including machinery and equipment. Items that cannot be reused will be recycled back into raw materials.



## 7.3 Intangible Legacy (Soft Legacy)

### 7.3.1 Inheriting and Developing Ideal and Achievements of the Expo

With the theme, *Designing Future Society for Our Lives*, the Expo is aimed at accelerating works to achieve the SDGs, whose target year is 2030, and presenting vision and goals for

the SDGs and beyond.

The Expo should not be regarded as a one-off event. Rather, its ideal and achievements should be inherited and developed as a way towards objectives set by the Expo.

To this end, the Organiser plans to summarise and communicate the Expo's achievements as its legacy. With a proper structure in place, the ideal and achievements of the Expo will be inherited and developed.

### 7.3.2 Behaviour and Awareness Change

During the Expo period and through different initiatives including thematic forums and workshops, as well as ideathon events and platforms leading up to the opening, people who engage with the Expo are supposed to discover their own way of living and possibilities and experience co-creation through interaction with others. In this way, the Organiser hopes to bring about changes in people's behaviour and awareness in a way for them to represent the idea behind the theme of the Expo.

The movement of changes in behaviour and awareness by the respective visitors should bring about energy towards future. This will be the Expo's soft legacy, which will help people address challenges common to all humankind, for example, as laid out in the SDGs, even after the closing of the Expo.

### 7.3.3 SDGs and Beyond

The Organiser believes that the Expo will help achieve the SDGs and realise Society 5.0 as best practices will be shared while various new projects will be created.

In addition to the exhibitions at pavilions, the Organiser will establish a forum in the Expo in which experts and visitors from around the world discuss potential collaboration towards achieving the SDGs and beyond. Output of such discussions will be disseminated to the world, for example, in a publication of "Expo 2025 Osaka, Kansai Agenda (tentative title)."

### 7.3.4 People's Living Lab

The Expo will work as a test field for future society in which a variety of new technologies, services and systems will be experimented for actual deployment in society. The process and outcome of such experiments will also be regarded as the legacy of the Expo. Further, deployment of various technologies and systems in society, after experiments during the Expo, should develop new business opportunities.


The legacy of the Expo with its insights and know-how on new technologies experimented at the Expo site will be utilised as foundation for building future society. The examples may include human traffic flow and multilingual systems controlled by AI, and next-generation mobility. In addition, know-how and technologies to prepare and operate the Expo resilient to natural disasters, with earthquakes and typhoons in mind, should also be communicated to the world.

### 7.3.5 Opportunity for Japan to Leap Forward

Through various initiatives aimed at achieving the SDGs as a part of hosting the Expo, Japan will design its future as a "developed country of solving challenges" while accelerating its growth strategy that helps the country to reach the envisioned future.

The Expo, which focuses on life, should promote innovative initiatives in the field of life science, capitalising on the expertise of universities, research institutes and industrial clusters of the Osaka and Kansai area.

The Expo, encouraging active participation,



facilitates new interaction and engagement among diverse cultures and values, thereby fostering creativity. This mechanism should lead to the creation of new culture.

Tourists who visit Japan during the period of the Expo will have opportunities to enjoy the attraction of Yumeshima Island and other areas across Japan. This will encourage those who host tourists to offer value-added tourism to enable domestic and international travellers to enjoy stress-free trips. Both the tangible tourism infrastructure, including the comfort of stay and appeals of the sites, as well as intangible tourist services, including barrier-free facilities, information at the railway stations and bus terminals and overall convenience should be improved.

In this way, the Expo should drive Japan, as well as Osaka and Kansai area, to leap forward from economic, social and cultural perspectives.

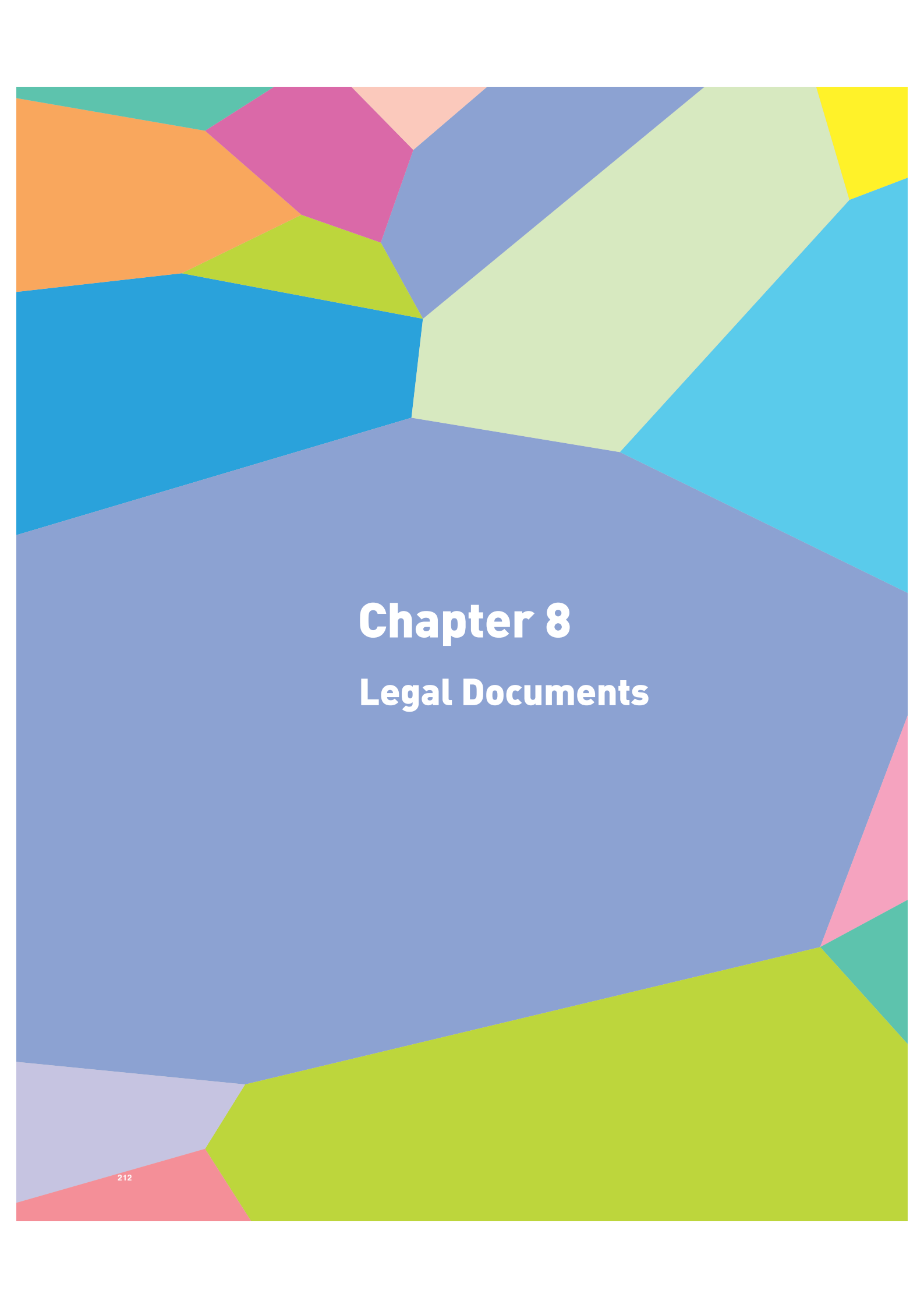
### **7.3.6 Talent Development**

In the course of the preparations for the Expo, the Organiser will harness a wide range of expertise from people of diverse backgrounds while promoting co-creation by diverse individuals. To ensure that the Expo incorporates a variety of ideas, the Organiser will ensure the diversity of age, gender and nationality.

As a part of this effort, the Organiser will actively cultivate talent for the next generation and ensure that these talents have sufficient opportunities to take on challenges so that they can fully exhibit their capabilities to help build future society.





The background of the page is an abstract composition of various colored polygons. A large, central blue polygon serves as the backdrop for the title. Other polygons in shades of orange, pink, green, and yellow are scattered around the top and sides, creating a dynamic, geometric pattern.

# **Chapter 8**

## **Legal Documents**

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## 8.1 General Regulations

### 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 the Expo will be "*Designing Future Society for Our Lives*". The definition of the theme of the Expo, as well as the details of its development will be specified in Special Regulation No. 1 as stipulated in Article 34 herein. The Bureau International des Expositions (hereinafter referred to as "the BIE") has registered this Expo in accordance with the provisions of the Convention relating to International Exhibitions, signed at Paris on the 22nd of November, 1928, as amended (hereinafter referred to as "the Convention").

#### ARTICLE 2 - The Site

The site of the Expo shall be located at Yumeshima Island, an artificial island on the waterfront of Osaka covering an area of approximately 390 hectares, of which 155 hectares shall be used as exhibition areas and for other activities.

#### ARTICLE 3 - Duration

The Expo shall open on Sunday, 13 April 2025 and shall be closed definitely on Monday, 13 October 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 - CONCERNED GOVERNMENT AUTHORITIES IN THE ORGANISING STATE

#### ARTICLE 4 - Government Authority Responsible for the Expo

The Expo shall be under the authority of the Minister of Economy, Trade and Industry of the Government of Japan, a 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 Expo. The Minister of Economy, Trade and Industry shall exercise its authority and its control over the Expo through the Commissioner General of the Exhibition.

#### ARTICLE 5 - The Commissioner General of the Exhibition

The Government of Japan shall appoint the Commissioner General of the Exhibition. The Commissioner General of the Exhibition

shall represent the government in all matters related to the Expo. 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 Expo, 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 Expo 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.

The Commissioner General of the Exhibition can, under his/her 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, exhibition spaces selected by participating countries etc. and, as soon as they have been signed, the Participation Contracts.

The Commissioner General of the Exhibition 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 Expo. He/She shall ensure that the use of the BIE flag and symbols comply with the regulations laid down by the BIE. He/She shall welcome the delegates sent by the BIE on official missions to the Expo.

The Commissioner General of the Exhibition shall ensure that the Organiser indicates by all suitable means and particularly by mentioning it on all documents, that the Expo has been registered by the BIE in accordance with the regulations set down by the BIE.

The Commissioner General of the Exhibition 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 Expo.

The Commissioner General of the Exhibition 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 (gross receipts exclusive of consumption tax

and local consumption tax) at the Expo 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 Regulations.

### **ARTICLE 7 - The College of Commissioners General and the Steering Committee**

At the earliest possible opportunity, the Commissioner General of the Exhibition shall convene a meeting of Commissioners General of Section 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/her responsibilities, he shall delegate his powers to another member of the Steering Committee.

The rules governing the functioning of the Steering Committee shall be set out in Special Regulation No. 3 referred to in Article 34 of the present Regulations.

### **ARTICLE 8 - Exhibition Organiser**

In accordance with the Act on Special Measures Necessary for Preparing for and

Managing the International Exposition in 2025 and having regard to the authority of the Commissioner General, the preparation, organisation, operation and management of the Expo shall be the responsibility of the (Public Interest Incorporated Association) 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 Expo, as well as the basic terms of the guarantees, benefits or constraints arising from the conventions signed by the State and, if the case arises, other public authorities.

## **PART III - OFFICIAL PARTICIPANTS**

### **ARTICLE 9 - Official Participants**

1) Official Participants are those foreign governments and international organisations that have accepted an official invitation from the Government of Japan to participate in the Expo. The governments of all participating countries in the Expo shall be represented by a Commissioner General of Section accredited to the Government of Japan. Any participating international organisation may also appoint a Commissioner General of Section.

Official Participants shall each conclude a Participation Contract with the Organiser to be signed by the Commissioner General of Section and the Organiser and initialled by the Commissioner General of the Exhibition. The Commissioner General of Section is

solely responsible for the organisation and operation of his/her national section, which includes all the exhibitors and the managers of the commercial activities referred to in Chapter III of Part IV hereunder, but not the concessionaires referred to in Part 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/her responsibilities, he/she 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.

- 2) All Official Participants shall abide by the same rules as regards both their rights and obligations. The Organiser shall not permit any exemptions to this Article, except for justified technical and financial supports granted to developing countries. These terms should be explicitly included in the Participation Contract submitted to the BIE for the participating countries and international organisations.
- 3) Information relating to the financial assistance for developing countries will be detailed in Special Regulation No. 2 and relevant participation guidelines to be established by the Organiser with the cooperation of the BIE.

## **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 Steering Committee of the College of Commissioners General;
- in the third instance, from the Steering Committee 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 Materials

Only those items and exhibition materials which relate to the theme as described in Article 1 of the present Regulations shall be admitted to the Expo.

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 Expo shall be described in the Special Regulation No. 1, referred to in Article 34.

#### ARTICLE 12 - Admission of Exhibitors

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 Spaces

There shall be the following categories of exhibition spaces:

1. Type A (plot): Participants will build their own pavilions on the plot provided by the Organiser. The exhibition by corporations will be included in this category.

2. Type B (module): Participants rent exhibition modules set up by the Organiser.
3. Type C (shared pavilion): Participants rent exhibition space in pavilions built by the Organiser.
4. The Japan Pavilion and Municipal Pavilion: Exhibitions by the Government of Japan and by local governments in Japan
5. NPO Room: A facility for NPOs that is intended to promote participation and exhibition of citizens, who are building future society
6. Theme Pavilion: Pavilions built by the Organiser where visitors are provided with various experiences planned by the Organiser according to the theme.
7. Best Practice Area: Space for exhibition prepared for wide-ranging stakeholders as a place to showcase the outputs of co-creation projects, which will start prior to the opening of the Expo. Such participants may include non-government organisations, small businesses and citizens.  
Space rented to the BIE member countries will be subject to 15% discount on rent. For countries that are eligible for the assistance to the developing countries, space will be provided free of charge.

## **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 24 months before the opening of the Expo, 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 therefrom.

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. Earthworks, 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.

The conditions for all construction and improvements shall be set forth in Special Regulation No. 4 referred to in Article 34 of the present Regulations.

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, shall also be indicated therein.

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 13 July 2024, internal conversion and finishing work by 13 January 2025 and the installation of exhibits by 13 March 2025.

In order that such a timetable is honoured, lots for construction shall be handed over to participants by 13 April 2023; space for exhibition in pavilions built by the Organiser by 13 July 2024; and the entry of items to be shown shall be authorised from 13 November 2024.

The lots allocated to participants for construction must be vacated and returned in the original

conditions by 13 April 2026 at the latest. Pavilions built by the Organiser must be vacated and returned in the original conditions by 13 January 2026.

### **ARTICLE 18 - Exhibits**

No exhibit or part thereof may be removed from the Expo without the permission of the Commissioner General of the Exhibition.

If a participant is unable to fulfil his/her commitments towards the Organiser, the Commissioner General of the Exhibition may proceed at the closing date of the Expo 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 Expo 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 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 Expo. 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 Expo closes; by so doing the exhibitor shall relinquish his/her right to the benefit of temporary import 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 visits 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, Commissioners General 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 Expo.

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**

- 1) Participants may place signboards, posters, notices, printed matter and similar such material on their exhibition spaces or in their pavilions.
- 2) The use outside this exhibition space 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.
- 3) Brochures and leaflets can only be distributed within the enclosure of the section.
- 4) All publicity concerning special events etc. on the site must be authorised by the Commissioner General of the Exhibition. All noisy advertising is prohibited.
- 5) The name, image, logo, marks, mascots, content, etc. of the Expo may not be used either inside, or outside the Expo site, without prior approval of the Organiser, whether for commercial purposes or not, be they in the form of boards, signs, printed publications, photos, drawings, electronic images, internet or any other form.
- 6) Commissioners General of Section may use the symbols of the Expo solely for

non-commercial purposes directly related to the Expo after having concluded the Participation Contract with the Organiser and receiving permission of the Commissioner General of the Exhibition. This right of use is not transferable.

## **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 Expo.

### **ARTICLE 26 - Handling and Customs Operations**

Exhibitors may carry out freely all handling and customs operations; however, the Organiser shall inform them of the names of those brokers whom he has approved as being competent for this purpose and over whom he exercises a control.

Each exhibitor must handle his/her own on-site acceptance of goods and the reshipping of crates as well as the checking 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

### 1. Compulsory insurance required by the law

#### 1) Workman's compensation:

Each Commissioner General of Section must insure his/her personnel and the personnel of his exhibitors against accidents at work in accordance with the conditions laid down in Special Regulation No. 8, referred to in Article 34 of the present Regulations.

#### 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.

### 2. Compulsory insurance required by the present Regulations

#### 1) Civil liability:

The Organiser shall underwrite and approve a group policy covering the risks involving his/her civil responsibility and listed in Special Regulation No. 8 referred to in Article 34 of the present Regulations. This insurance policy shall be taken out with the underwriter offering the most favourable terms and shall take effect from the date the Participation Contract comes into force.

The costs incurred shall be determined on a pro-rata calculation of the area (square meters) occupied by each

participant.

All Official Participants may choose whether to take out coverage under this group policy or to provide evidence that they have taken out a policy with another insurance company approved by the Organiser covering the same risks.

#### 2) 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.

##### 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/her 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.

3. Other insurance:

The Organiser may provide participants with assistance if they choose to take out additional insurance against other risks.

4. Special Regulation No. 8 referred to in Article 34 of the present Regulations shall clearly set out all conditions for insurance-related matters, in addition to those set out in this Article, and including applicable insurance obligations under the laws of Japan.

### 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 Expo. 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/her own expense, an official catalogue of the items on display in his section.

### ARTICLE 30 - Admissions to the Site

- 1) The conditions of admission are laid down by Special Regulation No. 13 referred to in Article 34.
- 2) 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 Expo.  
No other entrance fee may be charged inside the Expo, without the approval of the BIE.
- 3) 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 Special Regulation No. 13 mentioned above.

## **CHAPTER V - INTELLECTUAL PROPERTY 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 adherence of Japan 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
- References of applicable laws in Japan
- Special measures taken regarding the Expo
- Measures for the protection of all patents as well as those for anti-counterfeiting

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 Expo without the written permission of the exhibitor.

### **ARTICLE 32 - Photograph or Other Views of the Expo**

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 Expo. Participants may not object to such reproduction or sale.

## **CHAPTER VI - AWARDS**

### **ARTICLE 33 - Awards**

In accordance with Articles 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.

If an exhibitor in a national section has 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 Expo 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
  - security and surveillance
  - distribution of water, gas, electricity, heating, air-conditioning, etc.
  - telecommunications
- 11. the protection of intellectual property rights.
 

This regulation must specify that each Commissioner General of Section shall have free nonlucrative use of the title, logo and other attributes for the Expo.
- 12. the privileges and advantages of Commissioners General of Section and of their staff;
- 13. the regulations governing admissions.
- 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 Expo. Those regulations mentioned under 11 to 14 inclusive shall be submitted at the latest eighteen months (18 months) prior to the opening of the Expo.

These regulations shall be communicated to the Steering Committee of the College of Commissioners General 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 Expo shall come into force only after being examined by the General Assembly of the BIE. 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

“Concessionaires” in the sense of these General Regulations are those who have been granted by the Organiser rights to conduct commercial activities within the Expo site.

Concessionaires shall conclude a Concessionaire Contract with the Organiser that covers the conditions for the commercial activities to be conducted within the Expo site. The above provisions apply to concessionaires with the exception of those which only concern Official Participants and which are the following:

- Articles 6, 7, 9 and 10;
- Chapter I of Part IV;
- Article 14;
- Chapter III of Part IV, with the exception of Article 24;
- Chapters IV, with the exception of Article 27, 2, 3) and VI of Part 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 Expo 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 Expo.

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 Expo.

The maximum amount of these indemnities shall be set 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.

### 8.2 Participation Contract

PARTICIPATION CONTRACT of the Expo 2025 Osaka, Kansai, Japan (Official Participant)  
Between

....., represented by Mr/Mrs .....,  
Commissioner General of Section (hereinafter referred to as "the Participant"), which has expressed its intention to participate in the Expo 2025 Osaka, Kansai Japan, in response to the invitation of the Government of Japan, on the one hand, and  
the Japan Association for the 2025 World Exposition (hereinafter referred to as "the Organiser"), represented by Mr/Mrs ....., on the other hand,  
it has been agreed as follows:

#### PART I - GENERAL PROVISIONS

##### ARTICLE 1

The object of this Contract is to establish the terms on which the Participant will take part in the Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo").  
The General Regulations and Special Regulations of this Expo, as they have been or will be approved by the Bureau International des Expositions (hereinafter referred to as "the BIE"), are acknowledged as an integral part of this Contract and are binding for the contracting parties.

The parties acknowledge the authority of the Commissioner General of the Exhibition as it is defined in the Convention of November 22nd,

1928 as amended (hereinafter referred to as "the Convention") and in the rules approved by the BIE especially Article 5 of the General Regulations.

In the areas not regulated by the Convention, the Participant shall also comply with all applicable laws and regulations of Japan.

#### PART II - THE PARTICIPANT'S EXHIBIT

##### ARTICLE 2

The Organiser provides space at the disposal of the Participant, which the Participant hereby accepts, as designated on the plan annexed to the Contract as Appendix I and made up as follows:

- [...] square meters of exhibition space lot, provided free of charge;  
Or else
- Exhibition space of [...] square meters at a rent of JPY [...] per square meter;  
Or else
- Exhibition space of [...] square meters, provided free of charge to the countries eligible for the assistance for the developing countries.

Spaces will be provided for the Participant as follows:

- Lots for construction shall be handed over by 13 April 2023;
- Pavilion structures built by Organiser by 13 July 2024;
- The entry of items to be exhibited shall be authorised as from 13 November 2024.

The Participant agrees to present an exhibition related to the theme of the Expo as described in the General Regulations and in Special

Regulation No. 1.

The Participant shall set up an exhibition as described in the Theme Statement approved by the Organiser and attached to this Contract as Appendix II, which constitutes an integral part hereof.

In accordance with the General Regulations and the Special Regulations, the Participant shall be responsible for the decoration, maintenance, management and cleaning of the spaces at its disposal.

#### **ARTICLE 3**

The Organiser shall provide the Participant with the services such as gas, electricity, telecommunications, water inlets and outlets, garbage removal, etc., in accordance with Special Regulation No. 10, referred to in Article 34 of the General Regulations at the rates and the terms described in the same Special Regulation.

#### **ARTICLE 4**

The Organiser shall provide the Participant with all necessary information regarding the relevant laws and regulations of Japan and directives or policies of the local governments and the local authorities in Osaka, Kansai, that are applicable to the Participant for its participation in the Expo.

Upon request by the Organiser, the Participant shall submit to the Organiser the information and documentation regarding the number and qualifications of personnel, etc. to be engaged in the preparation and implementation of the Participant's exhibition in addition to the goods and supplies related to the Participant's

exhibition and which it intends to import.

The aforementioned and other exchanges of useful information constitute mutual assistance intended to facilitate the success of the Expo and each of the individual participation.

#### **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 personnel within that section.

The Participant shall require parties identified in the following paragraphs to comply with this Contract, the General Regulations and the Special Regulations, as well as agreements based on the aforementioned regulations:

- (1) Exhibitors in the spaces allocated to the Participant, as well as their employees, etc. involved in duties related to the Participant's participation in the Expo;
- (2) Parties who are engaged in events or commercial activities for the Participant, and their employees, etc.;
- (3) Parties who are engaged in construction and exhibit decoration, etc. of the spaces allocated to the Participant, and their employees, etc.; and

Except for those described in the (1) to (3) above, any other Participant's employees and agents.

The Organiser undertakes not to communicate with the personnel mentioned above, except through the Participant.

### ARTICLE 6

The Participant hereby undertakes:

- To complete all works, decoration, overlay and other activities necessary for its Pavilion to be complete, event-ready and in accordance in all respects with the General Regulations and Special Regulations not later than the date or dates specified by the Organiser in Article 17 of General Regulations;
- To keep its spaces open to visitors during the days and hours when the Expo is open for the entire duration of the Expo;
- To authorise the Organiser to install, maintain and repair all equipment or fittings necessary for the smooth operation of the Expo within the premises of the Participant's disposal; and
- To return the space allocated to the Participant in the same condition as when it received such spaces in line with the timelines prescribed in Article 17 of the General Regulations except if otherwise contractually agreed upon.

Should the Participant fail to fulfil the above obligation, the Commissioner General of the Exhibition shall be authorised to exercise the Organiser's rights, under the terms of Article 18 of the General Regulations.

If at any time it appears to the Organiser that there is no reasonable prospect that the Participant will perform its obligations under this Contract the Organiser will have the right to:

- Perform (or procure that a third party performs) the works and activities necessary to enable the Pavilion to be complete and event-ready not later than the relevant date or dates; or

- Terminate this Contract and require the Participant to: (1) vacate the space(s) allocated to the Participant; and (2) restore these spaces to its/their original condition (except to the extent contractually agreed otherwise), in each case with immediate effect.

### PART III - COMMERCIAL ACTIVITIES OF THE PARTICIPANTS

#### ARTICLE 7

The Participant may establish, within the premises made available to it under Article 2 hereof, restaurants open to the general public, where the cuisine of its country shall be served as defined in the Special Regulation No. 9 concerning the conditions under which official participants may operate restaurants or commercial activities.

The Organiser shall not receive any rent in respect of the space occupied by this restaurant, but the Participant shall pay monthly to the Organiser a royalty on the "turnover" of the restaurant as described in Special Regulation No. 9.

The Participant may also establish within the premises made available to it under Article 2 hereof, exclusively for the use of its personnel, a restaurant and refreshment service.

The operation 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 rented pursuant to Article 2 herein.

The detailed terms and conditions related to the establishment of restaurants shall be set forth in Special Regulation No. 9 referred to in

Article 34 of the General Regulations.

#### **ARTICLE 8**

The Participant may sell to the general public photographs, including slides, postcards, audio and visual recordings (on films, cassettes, compact discs and other electronic media), books and stamps relating to its country of origin or its organisation.

Subject to the Organiser's prior approval, the Participant may also sell one or more types of articles which are truly representative of its country or organisation. Such articles may be replaced during the course of the Expo.

The Participant shall pay to the Organiser monthly a royalty on the "turnover" from such product sales; the rate of such royalty shall be determined at a future date and specified in the Special Regulation No. 9 referred to in Article 34 of the General Regulations.

The detailed terms and conditions relating to the sales of products in the preceding paragraphs shall be set forth in Special Regulation No. 9.

#### **ARTICLE 9**

The Participant agrees that the spaces devoted to all commercial activities (including food and beverage services) shall not exceed twenty percent (20%) of its total covered exhibition space. Details regarding the above shall be described in Appendix III.

#### **ARTICLE 10**

The Participant may (in accordance with Article 20 of the General Regulations) sell on-site any

of the items exhibited and materials, after the Expo closes.

Such sales shall not give rise to the payment of any royalty in favour of the Organiser. By so doing, however, the Participant shall lose its right to the benefit of temporary import of goods and materials concerned and shall be subject to taxation and customs regulations, as defined in Special Regulation No. 7 concerning the regulations governing customs and transport, and any particular rates and charges, referred to in Article 34 of the General Regulations.

### **PART IV - BENEFITS GRANTED TO THE PARTICIPANTS**

#### **ARTICLE 11**

Advantages granted to the Commissioner General of Section and other authorised personnel shall be set forth in Special Regulation No. 12 concerning the privileges and advantages of Commissioner Generals of Section and of their staff.

#### **ARTICLE 12**

The Commissioner General of the Exhibition and the Organiser shall ensure that there are no obstacles to the entry and stay of the personnel of the Participant.

The Organiser shall provide assistance (where applicable) to the personnel of the Participant in the following areas:

- Accommodation;
- Health care and insurance;
- Benefits granted to the families of the personnel of the Participants.

### ARTICLE 13

The Commissioner General of the Exhibition and the Organiser shall deal with the relevant governmental authorities so that they shall act in a manner conducive to the best success of the Expo, particularly by:

- Establishing the offices necessary for the performance of customs operations in the most convenient places;
- Facilitating the entry of all goods and items of any type, that will be used for the Expo of the Participant;
- Relaxing, if necessary, the import quotas on the products sold in the section of the Participant, including its restaurant;
- Communicating a list of agents approved by the Organiser to deal with the 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 14

The Organiser shall, upon request, 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 such firms mentioned in the list above.

The Commissioner General of the Exhibition and the Organiser will deal with the transport firms and their organisations for the purpose of obtaining the most favourable terms for the Participant.

### ARTICLE 15

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 Steering Committee of said College, in any other case. Either party may also avail itself of the dispute resolution mechanisms provided for under Article 10 of the General Regulations.

The Organiser acting to obtain the payment of a debt due, according to paragraph 2 of Article 18 of the General Regulations, cannot seize objects belonging to the participating states when these objects are of a nature of public property or of national heritage according to the prevailing laws of the concerned participating states.

## PART V - ENTRY INTO FORCE

### ARTICLE 16

This Contract shall enter into force as soon as it has been signed by the Parties hereto and countersigned by the Commissioner General of the Exhibition. If the Contract shall be signed on different dates, then this Contract shall enter into force on the later date of signature.

**ARTICLE 17**

Announcements of intentions and notices based on this Contract shall be made in writing.

Announcements of intentions and notices under the preceding paragraph shall be addressed to the following:

The Organiser	The Participant
Name:	Name:
Title:	Title:
Address:	Address:
Country: Japan	Country:

The addresses in the foregoing paragraphs may be modified by notification to the other party.

IN WITNESS WHEREOF, this Contract shall be prepared in two duplicate originals in English and shall be signed by the Commissioner General of Section and the representative of the Organiser, each party retaining one copy.

\_\_\_\_\_  
Commissioner General of Section  
Dated:

\_\_\_\_\_  
Japan Association for the 2025 World Exposition  
Dated:

The Commissioner General of the Expo 2025 Osaka, Kansai, Japan, in respect of the principles of the Convention Relating to International Exhibitions of November 22nd, 1928, as supplemented and amended, the

provisions of the General Regulations of the Expo, and of the laws and regulations in effect in Osaka, Kansai, guarantees the fulfilment of the obligations and responsibilities of the Organiser under this Contract.

\_\_\_\_\_  
The Commissioner General of the Expo 2025  
Osaka, Kansai, Japan  
Dated:

- Appendix I: Plan of Space Allocated to the Participant
- Appendix II: Theme Statement
- Appendix III: Commercial Activities

### 8.3 Special Regulation No.1

Special Regulation No.1 concerning the definition of the theme of the Exhibition and the means of its implementation by the Organiser and the Participants

#### Article 1. Purpose

In accordance with Articles 1 and 34 of the General Regulations of the Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as “the Expo”), and the resolutions concerning the importance of the theme of International Expositions adopted by the 115th General Assembly of the Bureau International des Expositions (hereinafter referred to as “the BIE”) on June 8th, 1994 and by the 118th General Assembly on December 13th, 1995, the purpose of this Special Regulation is to define the theme of the Expo and to set forth the measures for the development of the theme to be taken by the Japan Association for the 2025 World Exposition (hereinafter referred to as “the Organiser”) and by foreign governments and international organisations who are officially invited to the Expo by the Government of Japan (hereinafter referred to as “Participants”).

#### Article 2. General Principles

With regard to the theme of the Expo, the Organiser and all Participants shall comply with the General Regulations and the Special Regulations of the Expo. The Organiser

shall assist Participants and also provide coordination mechanisms in order to ensure that all Participants follow the theme in their presentations.

#### Article 3. Theme and Subthemes

##### Theme

The theme of the Expo, *Designing Future Society for Our Lives*, reflects a strong desire to work together with people around the world to discuss and design the future state of society. The theme, *Designing Future Society for Our Lives*, invites individuals to think how they want to live and how they can maximise their potential. It is also intended to drive co-creation by the international community in designing a sustainable society that supports individuals' ideas of how they want to live.

In other words, the Expo will ask a straightforward question to everyone, “What is the happy way of life?” for the first time. The Expo will correspond to this time when new social challenges, including expanding economic gaps and heightened conflicts, are emerging while science technologies are evolving, including AI and biotechnologies, that will present changes to humankind, for example, extended life spans.

While values and ways of living have become increasingly diversified in recent years, technological innovations enable everyone to access and communicate a hitherto unimaginable amount of information. This development should help the Expo aggregate the world's wisdom and best practices in Osaka and Kansai area and that should bring about solutions to challenges brought by a



complicated mix of diverse values.

#### The Expo for the SDGs and beyond

The theme of the Expo is aligned with the United Nation's Sustainable Development Goals (hereinafter referred to as the SDGs) whose ultimate objective is to realise a diverse and inclusive society in a sustainable way backed with the pledge to ensure "no one will be left behind".

The Expo will be held in 2025, five years from the target for achieving the SDGs in 2030. Thus, the event will be an opportunity to review progress made so far and to accelerate

initiatives towards reaching the goal.

On top of this, the Expo in 2025 is expected to present subsequent goals going beyond the SDGs as the event facilitates discussion of future society from the mid to long-term perspective.

#### Subthemes

In order to sustain a variety of "lives," not just human lives alone, human beings have a responsibility to save and empower them and connect them to the next generation. To elaborate further on the discussion of "life" as

the central piece of the Expo's theme, three subthemes have been established; Saving Lives, Empowering Lives and Connecting Lives.

Japanese culture has long been based on the belief that any material, from all living creatures to even a pebble along the road, have an inherent life in them.

With this in mind, the Expo welcomes the consideration of "life" not just for human beings but also in a broader sense of diverse creations and nature that surrounds humans.

Ideas of saving, empowering and connecting lives can potentially help achieve all objectives laid out by the SDGs. For this reason, Participants have options to show how their initiatives are related to which objectives of the SDGs in what regard.

### **Article 4. Development of the Theme and Concept**

#### Development of the Theme

##### 1. Saving Lives

The first subtheme is Saving Lives, focusing on protecting and saving the lives of individuals.

Exhibitions based on this subtheme may include, for example, measures taken against infectious diseases through improved public sanitation, prevention and reduction of natural disasters to improve safe living and living in harmony with nature to protect the environment.

##### 2. Empowering Lives

The second subtheme is Empowering Lives, focusing on enriching the lives of individuals and expanding their potential.

Exhibitions on this may include, for example, high quality remote education through the use of ICT, the extension of a healthy life span through appropriate exercise and diet and the maximisation of human potential through the use of AI and robotics.

##### 3. Connecting Lives

The third subtheme is Connecting Lives, focusing on getting everyone engaged, building communities and enriching society.

Exhibitions may include, for example, the power of partnership and co-creation, advanced communications enabled by ICT and the design of a data-driven society.

#### Concept

As the Expo venue is positioned as a test field for future society, the event welcomes experiments of new technologies and systems. The Expo site is designed to drive the innovations of diverse players to make the event work as a huge facilitation mechanism for social implementation.

To this end, starting from the preparation phase, the Organiser will invite proposals from private-sector companies as well as encourage the proactive participation of diverse players from Japan and overseas. The process of social implementation is presented to the wider audience.

The Expo encourages on-site and remote visitors to join this magnificent social experiment and help co-create and design future society. This will be achieved by an expanding network of people engaged with the Expo from the period before its opening.

The Expo should be built upon by diverse

participants and visitors. One way to make it possible for those who cannot physically be on site is to enjoy quasi-Expo experiences through the power of ICT. The other way is through interactive communications in which everyone is encouraged to express their thoughts, rather than participants proposing solutions in a unidirectional manner.

#### **Article 5. Commitment of the Participants**

The exhibitions by Participants must represent the theme of the Expo, *Designing Future Society for Our Lives*. To this end, Participants are supposed to choose at least one of the three subthemes related to “life” in developing topics for their exhibitions.

As a way of pursuing the aspiration of the Expo, Participants are also required to address at least one of the 17 goals laid out in the SDGs.

This does not mean that Participants should narrow down their exhibition to one particular subtheme and SDGs’ objective. Rather, they may make exhibitions that cover all three subthemes or that help achieve all 17 SDGs.

To make the Expo a test field for future society, Participants are expected to devise a way of triggering innovation of new technologies, systems and other areas to make the Expo function as a test field for future society.

As for the co-creation of future society, Participants are expected to facilitate dialogue among Participants and visitors while presenting new perspectives and ideas to everybody who comes across the exhibitions.

Participants are expected to make unique and high-quality exhibitions to be appealing to visitors from Japan and around the world.

#### **Article 6. Support by the Organiser**

The Organiser will provide extensive and clear guidelines as well as a platform for the discussion and exchange of ideas on all matters of theme development. Thematic guidelines will be issued shortly following the official registration so that all the details needed for Participants to plan their exhibition content are ready in time.

The Organiser shall offer the following support to Participants from the time of preparation of their Theme Statement until approval of the statement as described in Articles 7 and onwards.

Support to be offered by the Organiser:

- The organiser will provide the documents containing the theme development, its interpretation and representation in the exhibition site and the interpretative guidelines for Participants including project examples and possibilities. In particular, in order to ensure thematic unity, the Organiser shall provide Participants the Theme Guidelines, an operational document detailing the scope of the theme and of the subthemes; admissible topics for exhibit articles, events, and other activities, as well as operations.
- The Organiser will encourage active involvement of all Participants by offering workshops and targeted discussions to illustrate various approaches to the theme that could be pursued by Participants.
- The Organiser will provide content and exhibition development support to all Participants who will require it at different key stages in the development of their presentations. The details of this service

shall be communicated to all Participants.

### **Article 7. Coordination Mechanisms for Compliance with the Theme**

1. The Participants must submit to the Organiser a “Theme Statement” as part of the application for the allocation of exhibition space in accordance with Special Regulation No. 2 concerning conditions of participation in the Expo. The Theme Statement must follow Articles 3 and 4 of this regulation and shall include reference materials on the theme and subthemes in specific presentations. Notwithstanding the provisions of Special Regulation No. 2, the allocation of all sites for exhibition shall not be considered final until the Theme Statement is approved by the Organiser.

In order to accomplish the purpose of the Expo, described in Article 1 of the General Regulations, the Organiser shall make the advisory service mentioned in Article 6 of this regulation available to the Participants. The Organiser shall forward to the BIE copies of the Participants’ Theme Statements through the Commissioner General of the Exposition.

2. As an integral part of the Application for Preliminary Approval detailed in Special Regulation No. 4 concerning construction or improvements, and fire prevention, the Participants shall submit a document entitled “Exhibition Project” which shall include a detailed description of their presentation. The Exhibition Project document provides a detailed plan of the presentation following the general outline submitted in the Theme Statement. The Organiser shall verify the contents of the presentation based on



whether;

- They are in accordance with the Theme Statement; and
- The Exhibition Project meets the thematic criteria.

In case the Exhibition Project document is not approved by the Organiser, the Organiser shall provide Participants with a detailed explanation of the reasons and make suggestions to remedy the situation. The Organiser shall return its disapproval decision to the Participants within a reasonable period of time so that the Participants may have enough time to reconsider their project. The Organiser shall also continue to provide on-going assistance to the Participants through the advisory service as defined by Article 6. The Participants shall modify the content of the presentation in order to comply with the theme observance criteria. In case of disagreement, both the

Organiser and the Participants shall make every effort to reach a consensus, and if necessary, seek the assistance from the BIE. Documents that need to be developed at that time shall be in Japanese, English and French, that are treated equally as official documents.

3. Notwithstanding Article 10 of the General Regulations, if a consensus on the matter of the theme, as described in paragraphs 1 and 2 of this article, cannot be reached between the Organiser and the Participants, the matter shall be referred to the discretion of the Commissioner General of the Exposition for resolution after consultation with the BIE.
4. The Participants shall make available to the Organiser final information on the content of their presentation at least 120 days before the opening of the Expo. This information shall be used for the Official Catalogue and must be in compliance with Article 29 of the General Regulations. The Official Exhibition Catalogue shall be available in print and electronic form.

#### **Article 8. Measures Taken by the Organiser**

1. Taking into account Articles 3 and 4, the Organiser will set up the Theme Pavilions with multiple exhibition topics. The Organiser shall inform Participants of details of the Theme Pavilions separately in a reasonable period of time.
2. The Organiser plans to host conferences, seminars and symposia related to the theme of the Expo and shall keep Participants informed of all such events. Participants are required to take up the theme of the

Expo at similar events that are organised by Participants.

3. Participants should submit the final programmes of their events to the Organiser at least six (6) months before the event.

### 8.4 Special Regulation No. 2

Special Regulation No. 2 concerning the participation of States, International organisations and private exhibitors

#### Chapter I. General Provisions

##### Article 1. Purpose

The purpose of this Special Regulation is to set forth the conditions for participation in the Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as “the Expo”) in accordance with Part III and IV of the General Regulations of the Expo.

##### Article 2. Definition of Official Participant

1. Official Participants are those foreign governments and international organisations that have accepted the official invitation of the Government of Japan to participate in the Expo.
2. International organisations are to be understood as intergovernmental organisations that pursue the aim of promoting international cooperation in scientific, economic, cultural and other fields.

##### Article 3. Definition of Non-official Participant

Non-official Participants are those parties who have been authorised by the Commissioner General of the Expo to participate outside the sections of Official Participants.

##### Article 4. Compliance with Laws and Regulations

The Participants shall comply with the General Regulations, the Special Regulations and the relevant laws and regulations of Japan.

##### Article 5. Exhibits

1. All presentations shall conform to Special Regulation No. 1 concerning the definition of the theme of the Expo and the means of its implementation by the Organiser and the Participants and must be approved by the Organiser.
2. All items and exhibition materials to be exhibited shall conform to Special Regulation No. 1 concerning the definition of the theme of the Expo and the means of its implementation by the Organiser and the Participants and Special Regulation No. 4 concerning construction or improvements, and fire prevention and Special Regulation No. 5 concerning the installation and operation of machines, apparatus and equipment of all types and must be approved by the Organiser.
3. Under no circumstances shall be allowed onto the Expo site any material or object considered dangerous, harmful to humans, animals or the environment, or detrimental to public order, such as explosives, firearms and poisons.

## **Chapter II. Official Participants**

### **Article 6. Participation Contract**

1. Official Participants who wish to take part in the Expo shall conclude a Participation Contract with the Organiser. The Participation Contract shall be signed by the Commissioner General of Section and a representative of the Organiser and countersigned by the Commissioner General of the Exposition.
2. In cases where the Official Participants wish to carry out commercial activities at their pavilions, they shall comply with the provisions of Articles 19 and 20 of the General Regulations of the Exhibition, as well as the Special Regulation No. 9, concerning the conditions under which the Official Participants may operate restaurants or carry out sales. Details of such activities shall be set out in the Appendix to the Participation Contract.
3. The Participation Contract shall be supplemented by the plans and documents set forth in Special Regulation No. 4 concerning construction or improvements, and fire prevention.

### **Article 7. Provision of Exhibition Space**

The Organiser shall make available to Official Participants exhibition spaces of the following types:

- Plots that are to be designed and built by Official Participants, provided by the Organiser free of charge.
- Pavilions built by the Organiser and rented to Official Participants. There will be 15%

discount on rent for the BIE member countries for this type of spaces. For countries that qualify for the assistance for the developing countries, space will be provided free of charge.

### **Article 8. Allocation of Exhibition Space**

1. Official Participants shall submit to the Organiser an application for the allocation of an exhibition space. This information shall include a Theme Statement as described in Article 7 of Special Regulation No.1 concerning the definition of the theme of the Expo and the guidelines for the development of the theme by the Organiser and the Participants.
2. The Organiser shall inform the Official Participant of the results of the application in writing within 90 days after its receipt. If the Organiser judges that the presentation proposed by the participant is not in accordance with the theme of the Expo, or otherwise not acceptable, the reasons for this nonacceptance will be communicated in writing to the Official Participant and the necessary modifications will be agreed upon with the Commissioner General of Section.
3. The Organiser shall allocate exhibition spaces taking into account the application set forth in paragraph 1 of this article and the date of acceptance of the official invitation to participate in the Expo. The exhibition site allocation will be confirmed upon signature of the Participation Contract. Consequently, the allocation shall be considered provisional until the Participation Contract is signed by both parties.

4. Before the signing of the Participation Contract, the Organiser has the right to change, without liability of any kind, the site plan and the allocation of exhibition sites within the Expo in order to ensure the successful operation of the Expo and the harmony of the Expo site.

### **Article 9. Availability, Completion and Restoration Deadlines for Exhibition Space**

1. Actual construction work shall be completed by 13 July 2024, internal conversion and finishing work by 13 January 2025 and the installation of exhibits by 13 March 2025.
2. In order that such a timetable is honoured, lots for construction shall be handed over to Participants by 13 April 2023; pavilion structures built by Organiser by 13 July 2024; the entry of items to be exhibited shall be authorised as from 13 November 2024.
3. Pavilions constructed by Participants may be preserved after the Expo if specific arrangements in this regard have been made between the Organiser and the Participants concerned.
4. The lots allocated to Participants for pavilion construction must be vacated and returned in the original conditions free of encumbrances by 13 April 2026 at the latest unless otherwise agreed with the Organiser in advance.
5. Pavilions built by the Organiser must be vacated and restored to their original condition by 13 January 2026.

### **Article 10. Provision of Services**

1. The Organiser shall throughout the Expo ensure the supply of the services which conform to the rates charged within the region where the Expo is being held. Official Participants shall be responsible for the equipment installation costs as well as the utilisation costs of the following services within their building site or exhibition area:
  - Electricity / Gas
  - Telecommunications
  - Water inlets and outlets
  - Garbage collection and disposal
  - Refuse removal from the pavilions
  - Pavilion security
  - Chilled waterThe Organiser may provide other services, which it deems appropriate, to Official Participants after authorisation by the Commissioner General of the Exposition following BIE approval.
2. Official Participants shall comply with Special Regulation No. 4 concerning construction or improvements, and fire prevention, Special Regulation No. 10 concerning general services, and the relevant laws and regulations of Japan, for the installation of the equipment and utilisation of the services in paragraph 1 of this article.
3. The Organiser shall provide Official Participants, for their reference, with a list of companies that carry out the services listed below:
  - Pavilion maintenance and cleaning
  - Installation of security devices
  - Installation of fire protection devices
  - Security service
  - Architecture and engineering

- Landscaping and gardening
- Exhibit decoration
- Pavilion guides
- Other services requested by Official Participants and deemed appropriate by the Organiser

#### **Article 11. Services Offered without Charge**

The Organiser shall provide the following services without charge during the period of the Exposition:

- First aid services
- Cleaning and maintenance of public areas and green areas, unless these have already been allocated to the Participant by way of Participation Contract
- Directional signage on the Exposition site
- Information service for visitors
- Security services on the Exposition site
- Lost persons centre
- Lost and found
- Exposition site lighting
- Fire safety measures
- WCs and drinking water

#### **Article 12. Use of the Exhibition Symbols**

The Commissioners General of Section may use the symbols of the Expo solely for non-commercial purposes directly related to the Expo after concluding the Participation Contract with the Organiser and receiving the permission of the Commissioner General of the Exposition.

This right of use is not transferable.

#### **Article 13. Assistance to Developing Countries**

1. Countries eligible for the assistance will be selected from the following categories:

1) Least Developed Countries (LDCs):

Least Developed Countries (LDCs) are those that were recognised by a resolution of the United Nations General Assembly as having particularly low indicators of development, following an examination by the UN Economic and Social Council based on standards approved by the United Nations Committee for Development Policy (CDP)

2) Low-Income Countries (LICs) and Lower-Middle Income Countries (LMICs):

Low-Income Countries (LICs) are those with a 2016 per-capita GNI of USD 1,005 or less, and Lower-Middle Income Countries (LMICs) are those with a 2016 per-capita GNI of between USD 1,006 and USD 3,995. These definitions are in accordance with the World Bank categories used by OECD/DAC in the list of countries receiving ODA.

3) Small Island Developing States (SIDS):

Small Island Developing States (SIDS) are developing countries composed of small islands, where sustainable development is considered difficult to achieve; their challenges are partly due to the susceptibility to damage caused by rising sea levels as a result of global warming, and partly due to the unique problems characteristic to island nations, such as small populations, remoteness and natural disasters.

4) Land-Locked Developing Countries (LLDC):

Land-Locked Developing Countries (LLDC) are developing countries that are isolated from the ocean and are geographically disadvantaged in terms of development

In addition to the above, countries may be chosen in view of fully achieving the theme of this Expo

### **Chapter III. Non-official Participants**

#### **Article 14. Application for Participation**

1. Non-official Participants who wish to take part as exhibitors in the Expo shall submit an application to participate together with the required information directly to the Organiser. The Organiser shall inform the respective governments of the would-be participants' intention to participate in the Expo. Requests for participation shall only be considered upon approval by the Commissioner General of Section concerned or otherwise by the respective government.
2. The application to participate referred to in paragraph 1 of this Article shall include a Theme Statement as described in Article 7 of Special Regulation No. 1 concerning the definition of the theme of the Exhibition and the means of its implementation by the Organiser and the Participants.
3. The Organiser shall communicate the results of the application to Non-official Participants in a reasonable period of time.

#### **Article 15. Appointment of a Director**

1. Non-official Participants shall appoint a Director to represent them in all matters

related to their participation.

2. The Director shall be responsible for the preparation and operation of the participation concerned and shall supervise all personnel under his/her authority to ensure compliance with the laws and regulations described in Article 4 of this Special Regulation.

#### **Article 16. Participation Contract**

1. All Non-official Participants shall enter into a Participation Contract with the Organiser. The Participation Contract for Non-official Participants shall be signed by the Director of the Non-official Participant and the Organiser.
2. The Participation Contract for Non-official Participants shall specify the conditions of participation for Non-official Participants, including provisions covering the supply of services.
3. The rights and benefits offered to Non-official Participants shall not, under any circumstances, be more favourable than those offered to Official Participants.

#### **Article 17. Allocation of Exhibition Sites**

1. Exhibition sites shall be allocated in such a way that there is a clear distinction between the area for Official Participants and the area for Non-official Participants.
2. Non-official Participants shall be provided with exhibition sites determined by the Organiser. The amount of rent for these shall be decided by agreement between the Non-official Participant and the Organiser.

## 8.5

### Document Establishing and Guaranteeing Compensation in the Case of Cancellation

The Government of Japan undertakes to comply with Article 10.2 of the Convention relating to International Exhibitions, signed at Paris on the 22nd of November, 1928, as amended, and shall implement necessary measures to ensure that the Organiser fulfils the obligations as set forth in Article 37 and Article 38 of the General Regulations in the event of the cancellation of organising the Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo").

#### 8.5.1. Indemnities for Participating Countries

According to Article 37 of the General Regulations, in the event of the cancellation of organising the Expo, the Organiser will compensate those countries who have accepted to participate, for expenses incurred and duly justified arising directly from their participation in the Expo. The maximum amount of compensation shall increase as we approach the opening date of the Expo, considering that the cost incurred by the participating countries is expected to increase accordingly.

#### 8.5.2. Indemnities for the BIE

According to Article 6 and Article 38 of the General Regulations, in the event of the cancellation of organising the Expo, the Organiser will 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. The estimated receipts of ticket sales for the Expo are approximately USD 582 million (gross receipts exclusive of consumption tax and local consumption tax), of which 2% shall be paid to the BIE, i.e. USD 11.6 million.

### 8.6 Cost of Participation

In order to provide participants an accurate breakdown of the cost of participating (see the Appendix of Chapter 6) in Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo"), the Organiser shall prepare a Participation Guide containing the various costs in accordance with the level of consumption expenditure in Osaka, Kansai. The Participation Guide will comprise the following guidelines:

- Pavilion-related Costs include those for construction, equipment installation, exterior decoration and secondary decoration, project management, design and construction supervision, keeping in mind that prior to having the pavilions ready for use, the Organiser will make sure that roads, electricity, water inlets and outlets, telecommunications and gas are available, and the landscape is smooth and natural.
- Cost of Exhibition Arrangement includes the costs for exhibition design and planning, software and video production, setting and demolition of internal structures, and the purchase of exhibition equipment (such as screens, projection machine, supporting structures, and TV sets).
- Cost of operation includes specific costs for managing the pavilions, such as salary, lodging and boarding, energy consumption, water supply, insurance, maintenance, transport, office furniture and equipment, and expenses on various activities during the Expo.

The Participation Guide will also include all relevant information needed for the Participating Countries to participate in the Expo.



## Appendix

8-1. Letter from Prime Minister of Japan

8-2. Letter from Japan Association  
for the 2025 World Exposition



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、政府一丸となつ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際には、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、国際博覧会条約締約国とし

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

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）<sup>1</sup> 仏語：Concevoir la Société du Futur, Imaginer notre Vie de Demain<sup>2</sup>」をテーマとし、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といふものです。

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楽しむようになった一方、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。

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 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

(provisional translation; from the bid dossier submitted by  
the Government of Japan on 25 September 2017, p. 6 - 9)

December 11, 2019

Mr. Vicente Gonzalez Loscertales  
Secretary General  
Bureau International des Expositions  
34, Avenue d'Iena, 75116, Paris, France

Dear Secretary General,

The Japan Association for the 2025 World Exposition hereby guarantees the fulfilment of the obligations, as set forth in Article 37 and Article 38 of the General Regulations, in the event of the cancellation of organising the Expo 2025 Osaka, Kansai, Japan for reasons other than force majeure.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'Ishige Hiroyuki' in a stylized cursive script.

Ishige Hiroyuki  
Secretary General  
Japan Association for the 2025 World Exposition





