

OSAKA, KANSAI, JAPAN

EXPO
2025

PARTICIPANT HANDBOOK
for Official Participants

2021

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Introduction

We are delighted that you have chosen to review these materials for participation in Expo 2025 Osaka, Kansai, Japan. This handbook is meant to serve as a reference concerning procedures to be completed by official participants of Expo 2025 Osaka, Kansai, Japan, with a specific focus on procedures to be completed during 2021.

If you are considering participating in Expo 2025 Osaka, Kansai, Japan or have already confirmed your status as an official participant, then you have likely already begun certain procedures, such as selecting a Commissioner General of Section. However, in order to proceed with procedures specific to your exhibition, you must first create a Theme Statement and submit it to the Organiser (Japan Association for the 2025 World Exposition) along with an application for your preferred exhibition space via the Participant Portal.

When filling out these applications, please refer to the relevant materials available on the Participant Portal site and contact us via the Portal if you have any questions or concerns. A representative responsible for your country or organisation will respond to your inquiry via the Portal.

A schedule of procedures required in 2022 and beyond and a schedule of issue for special regulations and guidelines applicable to those procedures is also available at the back of this handbook for your reference.

Overview

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
184 days

Projected Number of Visits

Approximately 28.2 million
(of those, 3.5 million from overseas)

Theme

Theme: Designing Future Society for Our Lives

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.

Subthemes: The Three 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.

Lives referred to herein as part of subthemes cover not only one’s daily life or one’s life span, but also the life as what makes everybody and everything alive.

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 surround humans.

Saving Lives

The subtheme of “Saving Lives” focuses on protecting lives. This subtheme may be associated with more specific keywords, such as countermeasures against infectious diseases through improvement in public health, ensuring safety through disaster readiness and disaster risk reduction initiatives, and harmonious coexistence with nature.

Empowering Lives

The subtheme of “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

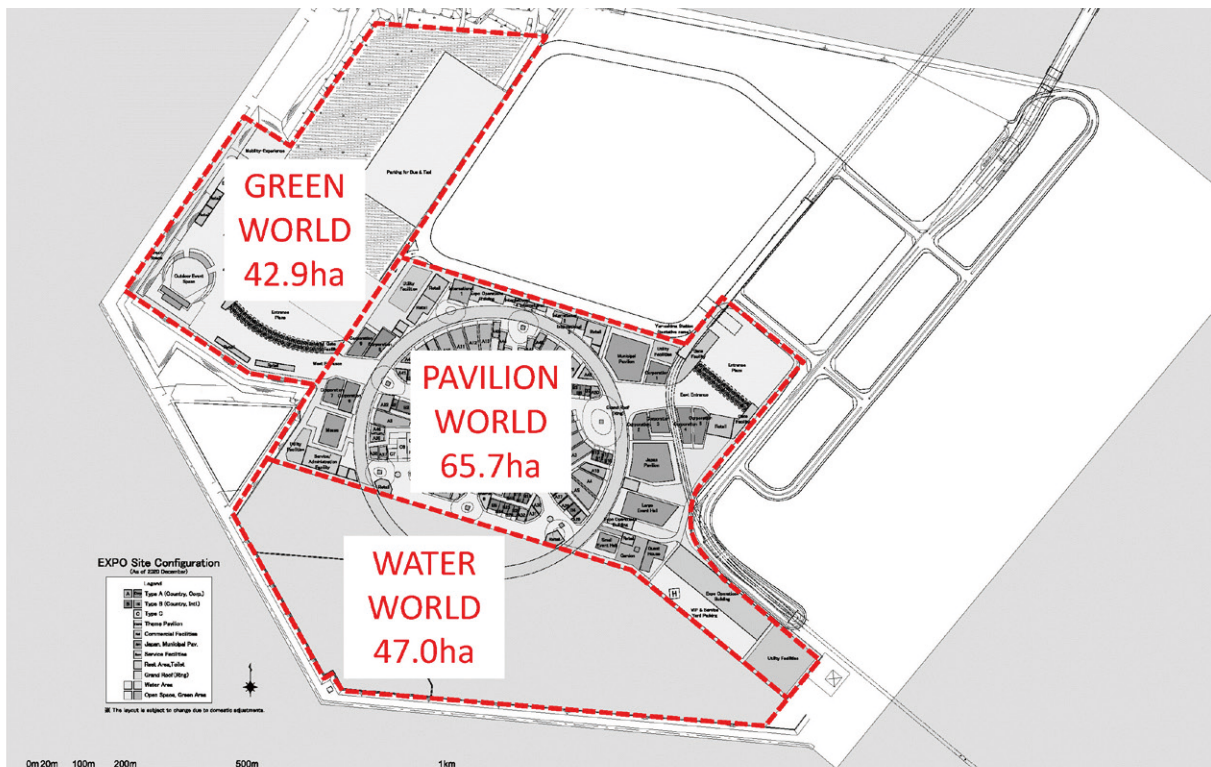
The subtheme of “Connecting Lives” focuses on getting everyone engaged, building communities and enriching society. This subtheme may be associated with more specific keywords, for example, the power of partnership and co-creation, advanced communications enabled by ICT, and the design of a data-driven society.

Site Plan

Concept

We are now in an era of diversity. At the same time, regrettably, this era incurs the risk of turning into an era of a deep divide. If the Expo venue as a place for union between diverse cultures and lifestyles from all over the world can not only celebrate rich diversity but also provide visitors with experience of connection beyond the divide, the Expo will succeed in sharing hopes for a brighter future. For this purpose, the venue will be designed to advocate diversity based on the principles of “decentralisation” and “dispersion”, which the Organiser of the Expo has embraced since its candidacy, and combine it with “connection” between diverse beings. We aim to design the venue so that visitors will be able to experience unity in diversity and one world shared by innumerable diverse beings.

- 1 Pavilion World** An area of liveliness with pavilions and other facilities. Visitors can enjoy different views from the top of a grand roof (ring) and from the ground.
- 2 Green World** An area of greenery facing the sea to the west of the site. This area will be an open space that can accommodate a large number of people, with such facilities as an outdoor event plaza, a transport terminal and an entrance plaza.
- 3 Water World** An area of relaxation using the waterscape. This area will have foodservice facilities arranged on the waterside and be used as a stage for events on the water.



Expo Site Configuration



Transport within the Venue

It is anticipated that visitors will travel mainly on foot within the Expo venue. However, we will introduce a wide variety of modes of mobility so that diverse visitors, including the elderly, people with disabilities and families with children, will be able to travel within the venue comfortably and have opportunities to experience advanced modes of mobility. We will also provide visitors with integrated information services so that they can use these modes of transport conveniently.

In addition, we will use advanced technologies to transport supplies and waste efficiently.

1 Peripheral Mobility

We will use trams (each accommodating several dozens of passengers) that will run mainly on a peripheral road in the Expo venue. The trams will serve as a means of mobility mainly connecting the eastern and western parts of the Expo venue, including the East and West Gates, and the outdoor event plaza.

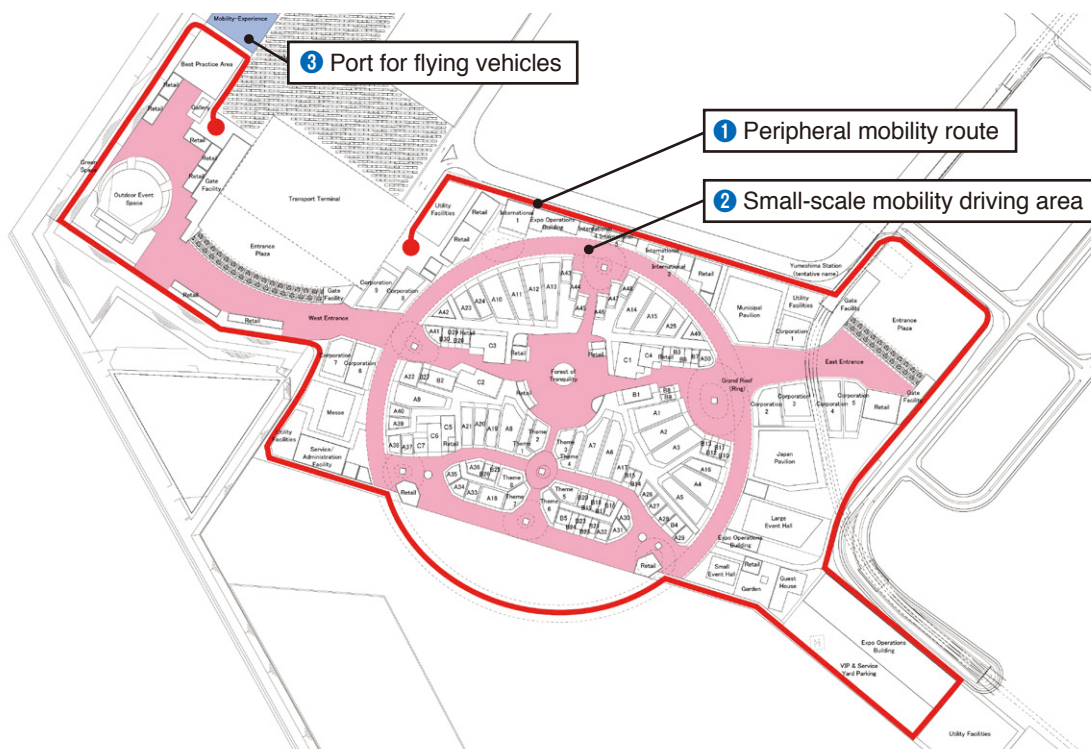
2 Small-Scale Mobility

To provide a means for everyone to travel within the venue comfortably and assist especially those who face limitations on their mobility, including the elderly and people with disabilities, we will introduce small mobility vehicles (each accommodating one to several passengers) that will run mainly on streets in the Expo venue.

3 Flying Vehicles

As part of our initiatives to provide visitors with opportunities to experience advanced modes of mobility, we will also consider introducing flying cars. Flying cars are planned to take off and land at a flying-car port in the Green World.

Overview of the Plan for Transport within the Venue



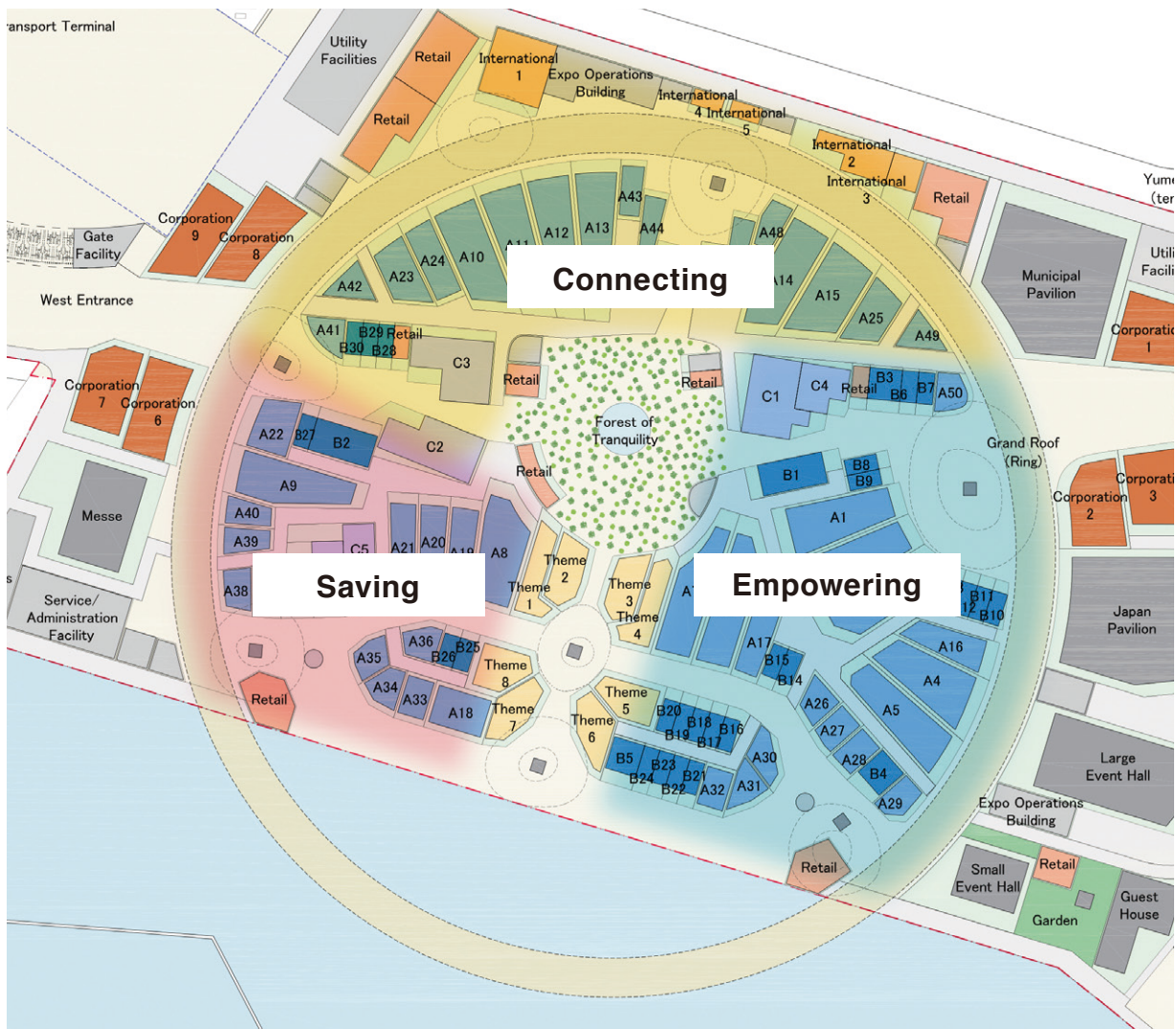
About Participation

Pavilions for Official Participants

The entire Expo site will comprise three zones that respectively embody the three subthemes (Saving Lives, Empowering Lives and Connecting Lives) with pavilions for official participants arranged there.

Each official participant will select one or more from the three subthemes as perspectives from which they will choose topics for their exhibitions on lives. They will also deal with one or more of the 17 SDGs.

Venue Zoning



(as of December 2020)

Exhibition Style

Exhibition Style

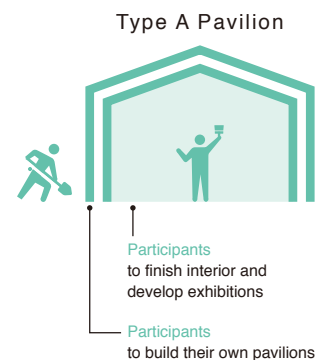
Official participants may select an exhibition style from among the following three options.

1. Type A (Self-Built Pavilion)
2. Type B (Module Pavilion)
3. Type C (Organiser-Built Shared Pavilion)

An overview of each type in the above order follows. For information about procedures for participation, please refer to “Procedures for Participation” on page 16 of this handbook.

1. Type A (Self-Built Pavilion)

The Organiser provides a plot to participants and the participants construct their pavilions there in accordance with the applicable guidelines. 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. The Organiser will install utilities (supply lines), including sewage water, rainwater drainage, water supply, electricity, and telecommunications, to the boundary of the plot. Participants will be responsible for making connections with the utilities and installing them inside their plot.



Participating Countries

There will be a total of 50 sections, divided into three sizes: 3,500 m² for 15 sections, 1,750 m² for 10 sections, and 900 m² for 25 sections.

Section		Plot Area (approx.)
A1-A15	15 sections	3,500 m ²
A16-A25	10 sections	1,750 m ²
A26-A50	25 sections	900 m ²

*As of March 2021. The number of sections and their sizes are subject to change.

Layout of Type A Pavilions



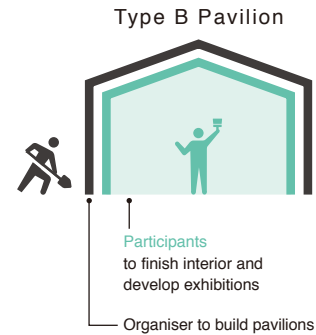
(as of December 2020)

About Planning and Design of Construction

Pavilion planning, design, and construction should strictly comply with all applicable laws and regulations of Japan, Osaka Prefecture, and Osaka City. For details, please refer to the Design Guidelines for Type A (Self-Built) Pavilions and the Construction and Demolition/Disassembling Work Guidelines for Type A (Self-Built) Pavilions, to be issued at a later date.

2. Type B (Module Pavilion)

The Organiser builds pavilions for participants to rent. The participant will rent the pavilion building, freely decide on exhibition content and create its own exhibition spaces by preparing exhibition equipment and exhibits. The participant will also be allowed to design interior and exterior decorations for its pavilion. Each pavilion of this type will be fully equipped with utility conduits for sewage, rainwater, service water, electricity, communication wiring, etc. The participant will also be responsible for connecting its own equipment to the utility conduits.



Participating Countries

There will be a total of 30 sections, divided into three sizes: 1,750 m² for 2 sections, 900 m² for 3 sections, and 450 m² for 25 sections.

Section	Plot Area (approx.)	Total Floor Area (approx.)	No. of Floors	
B1-B2	2 sections	1,750 m ²	1,200 m ²	1
B3-B5	3 sections	900 m ²	600 m ²	1
B6-B30	25 sections	450 m ²	300 m ²	1

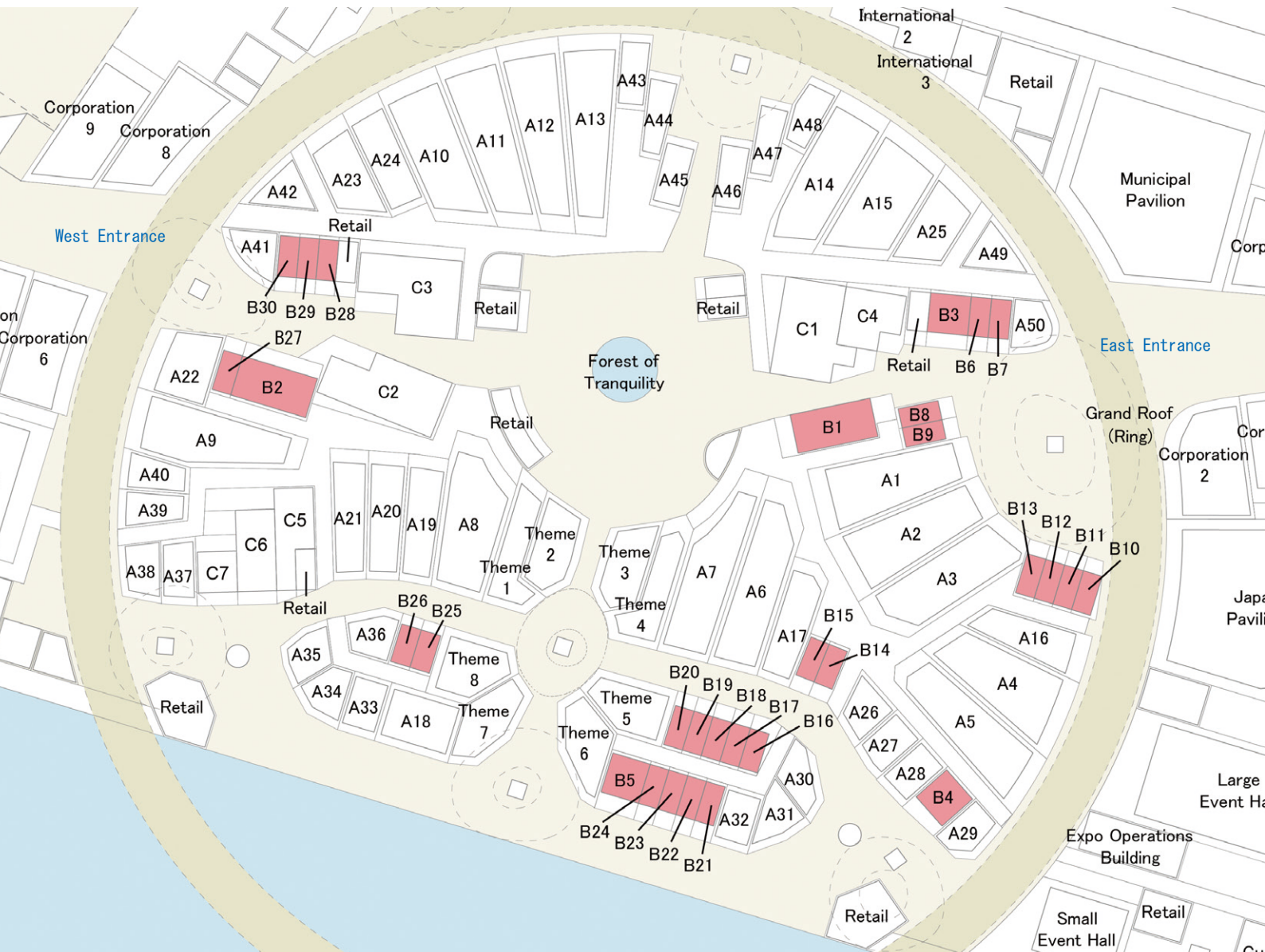
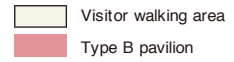
*As of March 2021. The number of sections and their sizes are subject to change.

International Organisations

The Organiser expects 25 international organisations to use sections comprising a total plot area of 7,050 m² and a total floor area of 4,800 m². To exhibit as an international organisation, please refer to the exhibition handbook (to be issued at a later date) and complete the procedures for participation.

Layout of Type B Pavilions

*Layout shows Type B pavilions for use by participating countries. For the layout of pavilions for use by international organisations, please refer to the exhibition handbook, to be issued at a later date.



(as of December 2020)

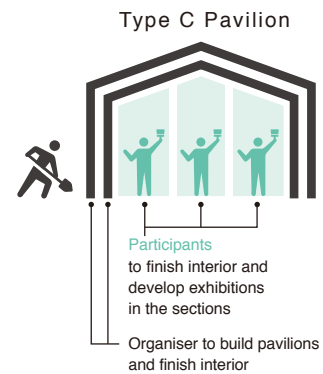
About Exhibition Planning and Design

Pavilion planning, design, and construction should strictly comply with all applicable laws and regulations of Japan, Osaka Prefecture, and Osaka City. For details, please refer to the Guidelines for Type B (Module) and Type C (Organiser-Built Shared) Pavilions, to be issued at a later date.

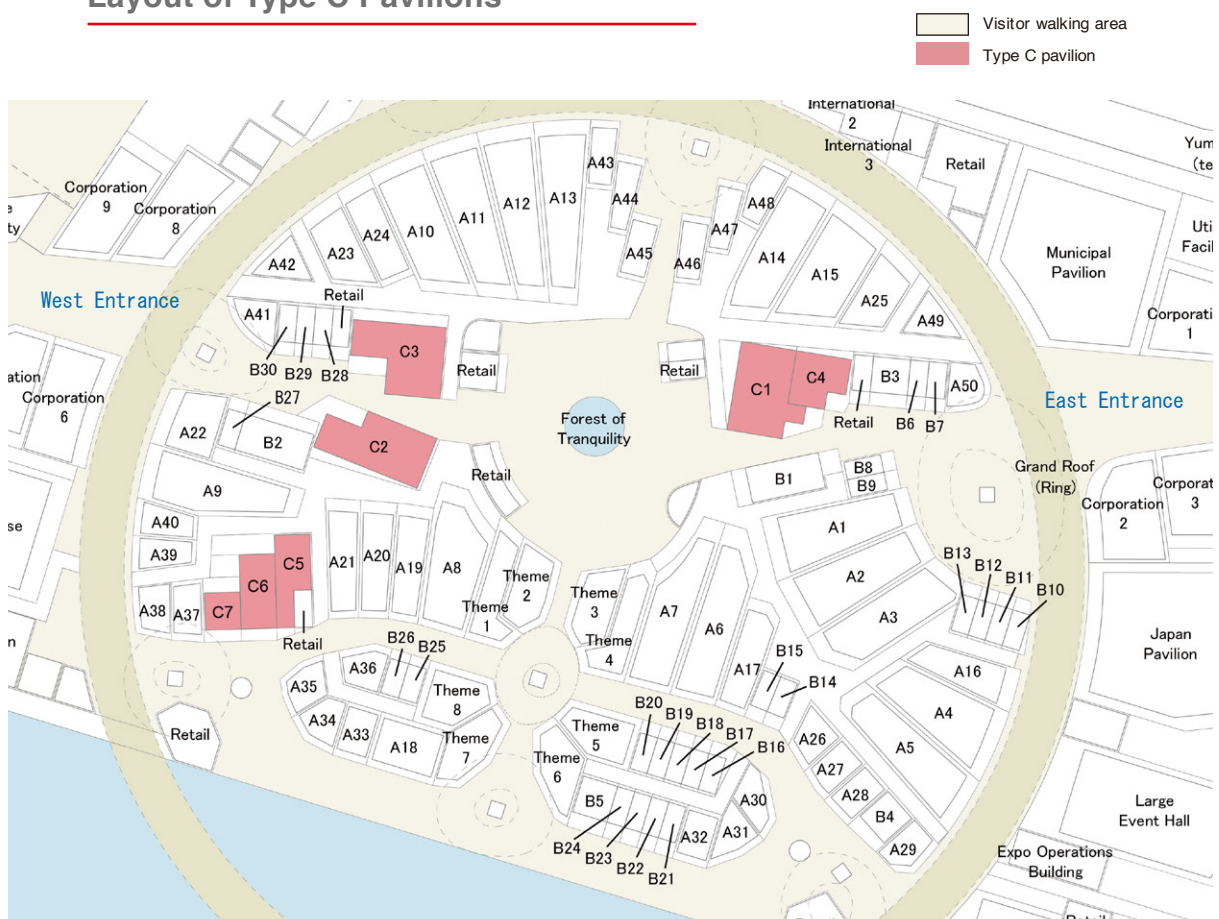
If you intend to plan or design any extensions or a sales area greater than 200 m², please consult with the Organiser in advance as the building permit will need to be modified.

3. Type C (Organiser-Built Shared Pavilion)

Each participant will rent a compartment of a pavilion building and create its own exhibition spaces by preparing exhibition equipment and adding interior decorations. Each shared pavilion will be designed to be freely divided into compartments. It will be fully equipped with utility conduits for sewage, rainwater, service water, electricity, communication wiring, etc. Each participant will also be responsible for connecting its own equipment to the utility conduits. To exhibit in an organiser-built shared pavilion, please refer to the exhibition handbook (to be issued at a later date) and complete the procedures for participation.



Layout of Type C Pavilions



(as of December 2020)

About Exhibition Planning and Design

Pavilion planning, design, and construction should strictly comply with all applicable laws and regulations of Japan, Osaka Prefecture, and Osaka City. For details, please refer to the Guidelines for Type B (Module) and Type C (Organiser-Built Shared) Pavilions, to be issued at a later date.

Rent, Activities, and Official Events

Rent for Sites and Exhibition Spaces

For Type A pavilion sites, official participants will not be charged rent, while participants in Type B and Type C 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.

Assistance Programme for Developing Countries

The Government of Japan is committed to offering comprehensive support to developing countries that meet the standard criteria. For details about the Assistance Programme, please refer to the Assistance Programme Guidelines, to be issued in September 2021 (tentative).

Commercial Activities 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. For details, please refer to the Commercial Activities Guidelines, to be issued at a later date.

National Day

Each official participant can designate one day during the Expo period as its National Day if it is a country or as its Special Day if it is an international organisation and hold an official ceremony and related events. Scheduling of National Days will be based in part on application under Special Regulation No. 12 (Provision of Support) (yet to be issued) and date of acceptance of official invitation to participate in the Expo.

Procedures for Participation

Procedures for Participation

In order to participate, official participants shall submit to the Organiser a Theme Statement and an application for the allocation of exhibition space. It is recommended that submission be completed by 30 June 2021 for Type A pavilions, and by 31 December 2021 for Type B pavilions. Information about applications for the allocation of exhibition space for Type C pavilions shall be provided at a later date.

STEP 1 **Participant submits Theme Statement (For Application)^{*1} and application for the allocation of exhibition space**

1

The Theme Statement (For Application) is the initial concept for an exhibit plan created by an official participant. Official participants should choose at least one of the three subthemes (Saving Lives, Empowering Lives, and Connecting Lives) related to “life” in developing topics for their exhibitions.

The preferred pavilion sections specified in the application for the allocation of exhibition space should be chosen from within the zone of the subtheme chosen in developing the exhibition.

When creating a Theme Statement (For Application), please refer to the Theme Guide: Guidelines for the Usage of the Themes. Then, download the form from the Participant Portal, fill it out, and upload it as a PDF file from the “Application” section on the Portal site.

When filling out an application for the allocation of exhibition space, please refer to the relevant section of this handbook and the attached sample application form. Then, download the form from the Participant Portal, fill it out, and upload it as a PDF file from the “Application” section on the Portal site.



STEP 2 **Notice of preliminary exhibition space allocation will be issued after the Organiser has verified the Theme Statement (For Application)**

2

The Organiser will review the Theme Statement (For Application) and application for the allocation of exhibition space within 90 days from the day of receipt of upload via the Participant Portal and then issue a Notice of Preliminary Exhibition Space Allocation^{*2} via the same Portal.

Based upon the review, if revision of the application is deemed necessary, the Organiser will provide detailed explanation, suggestions for remedy, and advisory support to assist the official participant in revising the contents of the application.



STEP 3 **Sign Participation Contract**

3

Exhibition space allocation is made official upon signing the Participation Contract. Allocations are thus considered provisional until the Participation Contract is signed by both parties. The Plan for Site Allocated to Participant, Theme Statement (Final)^{*3}, and Commercial Activities documents are included as attachments with the Participation Contract. Note that the Theme Statement (Final) requires approval of the Organiser.

^{*1}, ^{*3}: For details about how to fill out the Theme Statement (For Application) and Theme Statement (Final) forms, please refer to the Theme Guide: Guidelines for the Usage of the Theme.

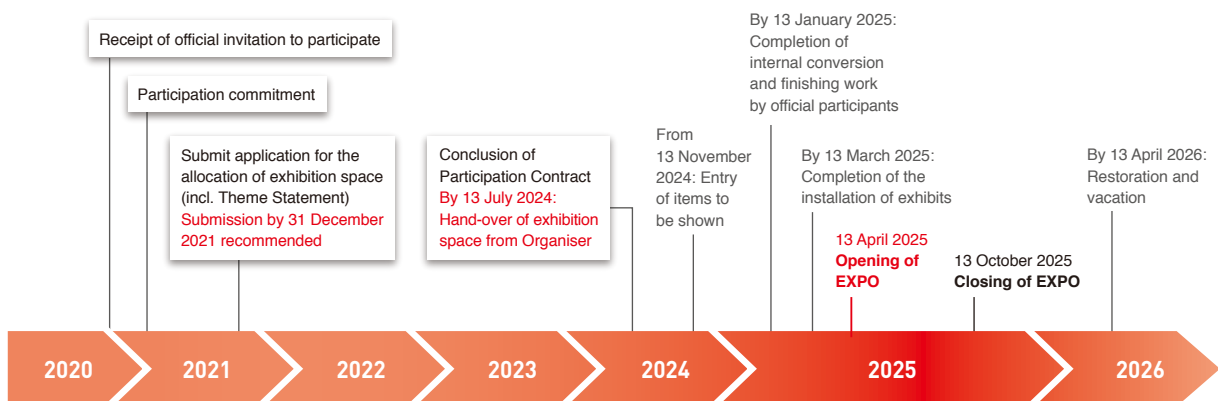
^{*2}: Both applications and date of acceptance of official invitation to participate in the Expo will be taken into consideration when allocating exhibition space.

Schedule for Each Exhibition Style

Type A (Self-Built Pavilion)



Type B (Module Pavilion)



Important Materials (Special Regulations/Guidelines) Schedule of Issue (Tentative)

March 2021	<p>Theme Guide: Guidelines for the Usage of the Themes</p> <p>Logo Use Guidelines</p>
April 2021	<p>Design Guidelines for Type A (Self-Built) Pavilions</p>
September 2021	<p>Assistance Programme Guidelines</p>
December 2021	<p>Special Regulation No. 3 (Steering Committee)</p> <p>Special Regulation No. 5 (Machinery and Equipment)</p> <p>Special Regulation No. 6 (Accommodation)</p> <p>Special Regulation No. 8 (Insurance)</p> <p>Special Regulation No. 9 (Commercial Activities)</p> <p>Special Regulation No. 10 (General Services)</p> <p>Special Regulation No. 13 (Tickets and Entrance Cards)</p>
May 2022	<p>Construction and Demolition/Disassembling Work Guidelines for Type A (Self-Built) Pavilions</p> <p>Guidelines for Type B (Module) and Type C (Organiser-Built Shared) Pavilions</p> <p>Accommodation Guidelines</p> <p>Transportation and Customs Guidelines</p> <p>Insurance Guidelines</p> <p>Commercial Activities Guidelines</p> <p>General Services Guidelines</p> <p>Intellectual Property Rights Guidelines</p>
July 2022	<p>Special Regulation No. 4 (Construction)</p> <p>Special Regulation No. 7 (Transportation and Customs)</p> <p>Special Regulation No. 11 (Intellectual Property Rights)</p> <p>Special Regulation No. 12 (Provision of Support) and Support Guidelines</p> <p>Ticket and Entrance Card Guidelines</p>
September 2022	<p>Machinery and Equipment Guidelines</p> <p>Pavilion/Organiser-Built Shared Pavilion Hand-Over Guidelines</p>
July 2023	<p>Special Regulation No. 14 (Awards)</p>

*Special Regulations are established by the Organiser and outline basic requirements for Expo-related operations of official participants, etc.

*Guidelines are based on Special Regulations and are established by the Organiser to provide detailed administrative guidelines concerning procedures, operations, documents for submission, etc.

Use of Official Logo

The official logo for Expo 2025 Osaka, Kansai, Japan was selected by the Organiser in August 2020. Official participants may use this logo as part of materials created by the participant and concerning participation in the Expo. The logo may be used solely for non-commercial purposes with permission from the Organiser following confirmation of participation. Use of the logo by any party other than an official participant requires approval from the Organiser. For details, please refer to the Logo Use Guidelines, to be issued at a later date.



OFFICIAL PARTICIPANT

The logo should be used in combination with the participant's own logo or national flag.

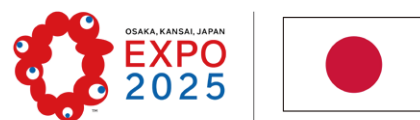
Combination examples

Participant logo



OFFICIAL PARTICIPANT

National flag



OFFICIAL PARTICIPANT



**Bureau
International
des Expositions**

Japan Association for the 2025 World Exposition
<https://www.expo2025.or.jp/en/>

Type A (Self-Built Pavilion)

Application for the Allocation of Exhibition Space

Country/international organisation committing to participation (official participant):

Name of Commissioner General of Section or their representative:

Signature of Commissioner General of Section or their representative:

Please specify your top three choices of section below. For details about section types, numbers, and layouts, please refer to pages 9-14 of Participant Handbook for Official Participants.

First Choice:

Second Choice:

Third Choice:

Application forms should be downloaded from the Participant Portal, filled out, signed by the Commissioner General of Section or their representative, and then uploaded as a PDF file from the "Application" section on the Portal site.

Type B (Module Pavilion)

Application for the Allocation of Exhibition Space

Country/international organisation committing to participation (official participant):

Name of Commissioner General of Section or their representative:

Signature of Commissioner General of Section or their representative:

Please specify your top three choices of section below. For details about section types, numbers, and layouts, please refer to pages 9-14 of Participant Handbook for Official Participants.

First Choice:

Second Choice:

Third Choice:

Application forms should be downloaded from the Participant Portal, filled out, signed by the Commissioner General of Section or their representative, and then uploaded as a PDF file from the "Application" section on the Portal site.