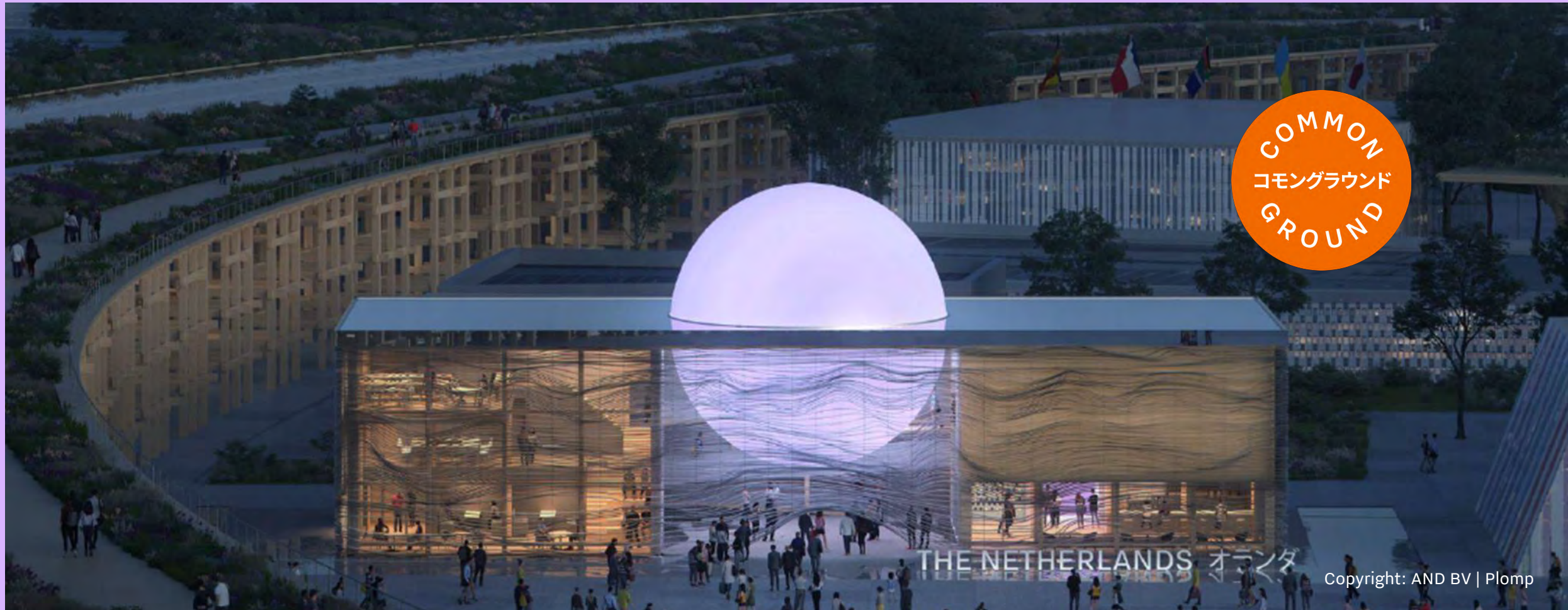


NL オランダ

# Expo 2025 Osaka, Kansai, Japan



Netherlands

オランダ

Celebrating  
reaching the  
highest point!

NL



# What is Expo 2025 Osaka?

- > **When:** 13 April 2025 – 13 October 2025 (183 days)
- > **Venue:** Yumeshima, Osaka
- > **Participating Countries:** 160 countries/regions and 9 international organizations have signed up.
- > **Projected Visitors**  
Total: Approx. 28.2 million  
Daily: Approx. 154.000  
*Expected that visitors will mainly be Japanese or from the East-Asian region (90%!)*



# Why participate?

- > Long-term investment in economic, political and cultural relations with Japan and East Asia.
- > Solving global challenges together: showcase (NL) innovative solutions
- > Strengthen JP-NL partnerships, networks and cooperation via programming before (Road2Osaka) and during Expo 2025 and beyond.
- > Celebrate 425 years partnership between Japan & the Netherlands



# Theme & subthemes

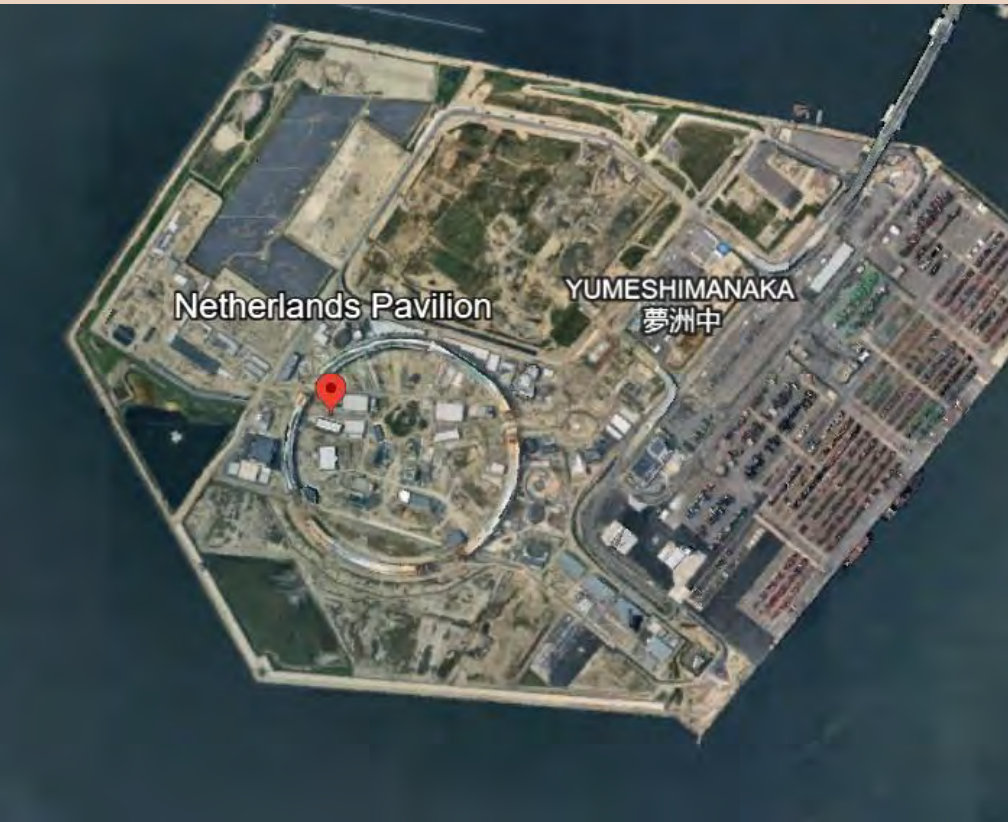
Expo 2025 Osaka theme:

*Designing future society for our lives*

- › **Subtheme 1: Saving Lives**
- › **Subtheme 2: Empowering Lives**
- › **Subtheme 3: Connecting Lives**



# Location NL pavilion



# NL pavilion theme

## Innovation in energy transition

- Showcase of technologies that can harness the incredible power contained in water.

## Circular pavilion

- Entire pavilion can be reassembled
- Materials are registered in a material passport on the Madaster

## Design

- 'Man made' sun
- Water is important element: reflected in the design of the façade and the roof.





Common Ground refers to the Netherlands history, culture and the way we work together.

On common ground, we can develop far-reaching breakthrough solutions. Future resilience depends on our joining forces and combining expertise now.

Our pavilion is an open meeting space where we can discover new ideas, empower collaborations and share our energy, to innovate together.

# Visitors Experience



Copyright: AND BV | Plomp

# NL pavilion opening times

## Expo 2025 Osaka:

The main gates of the Expo will be open daily from 9:00 AM / 10:00 PM

## Visitors' experience in the

## Netherlands Pavilion:

9:15 AM / 9:30 PM (daily)

(last entrance to the NL pavilion experience at 21:00 PM time slot)

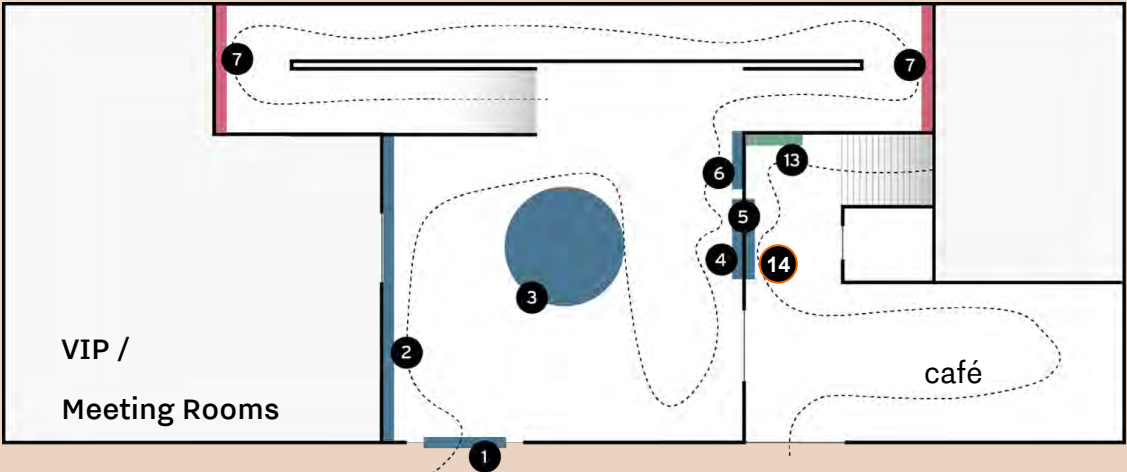


# Floorplan NL pavilion

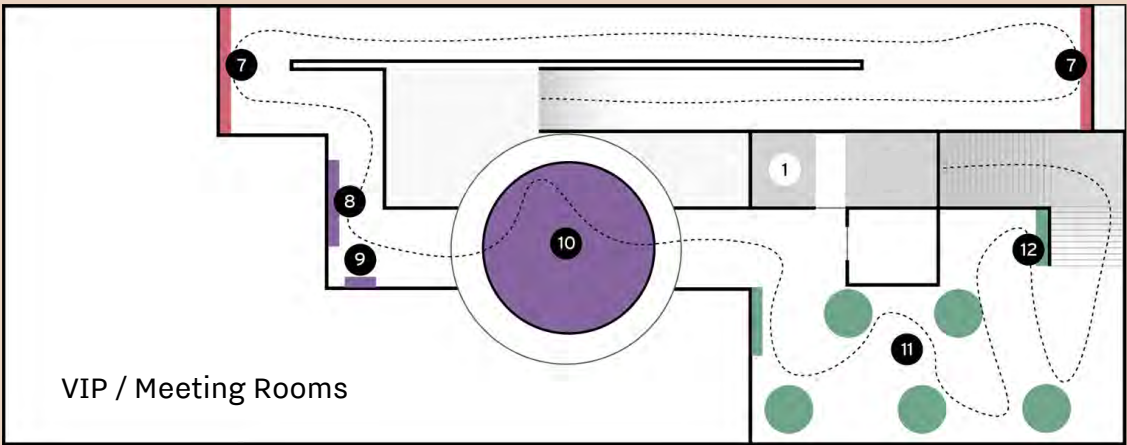


## Pavilion components:

- 1 Entrance
- 2 Wall mural
- 3 Water basin
- 4 Personal Balls
- 5 Ball wall
- 6 Check-in
- 7 Interactive wall
- 8 Waiting Monitor
- 9 Show intro vinyl text
- 10 Main show
- 11 Interactive panels
- 12 Passport stamp
- 13 Sponsor wall
- 14 Ball hand in
- 1 Back of house



Ground floor



First floor





# Shop

The shop features unique merchandise, Dutch icons and items created by renowned Dutch designers.



Copyright: AND BV | RAU Architects

# Cafe

The café will serve unique dishes mostly made from vegetables. You can expect items such as Dutch stroopwafels, poffertjes and pancakes.



# Event space

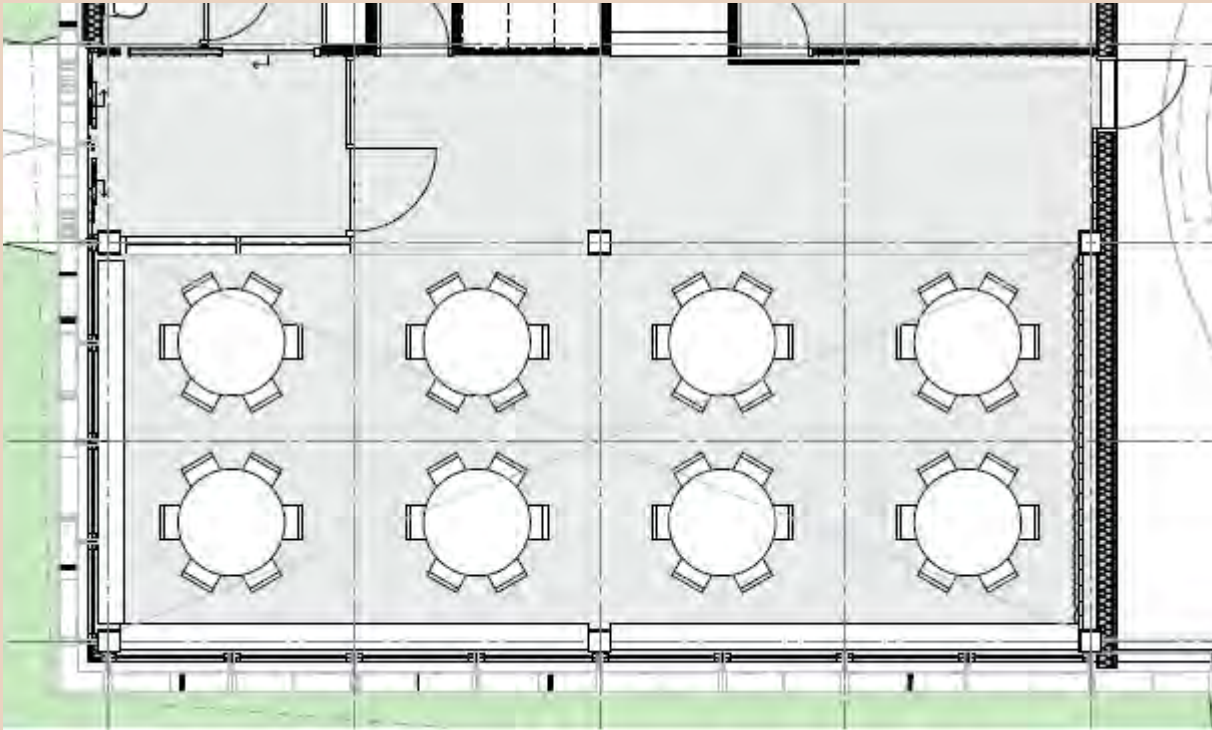
The VIP Event Room at the Netherlands pavilion is a multifunctional space designed to organise various events and cater to the different needs of a variety of guests



COMMON  
コモングラウンド  
GROUND

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# Venue options: lunch-diner

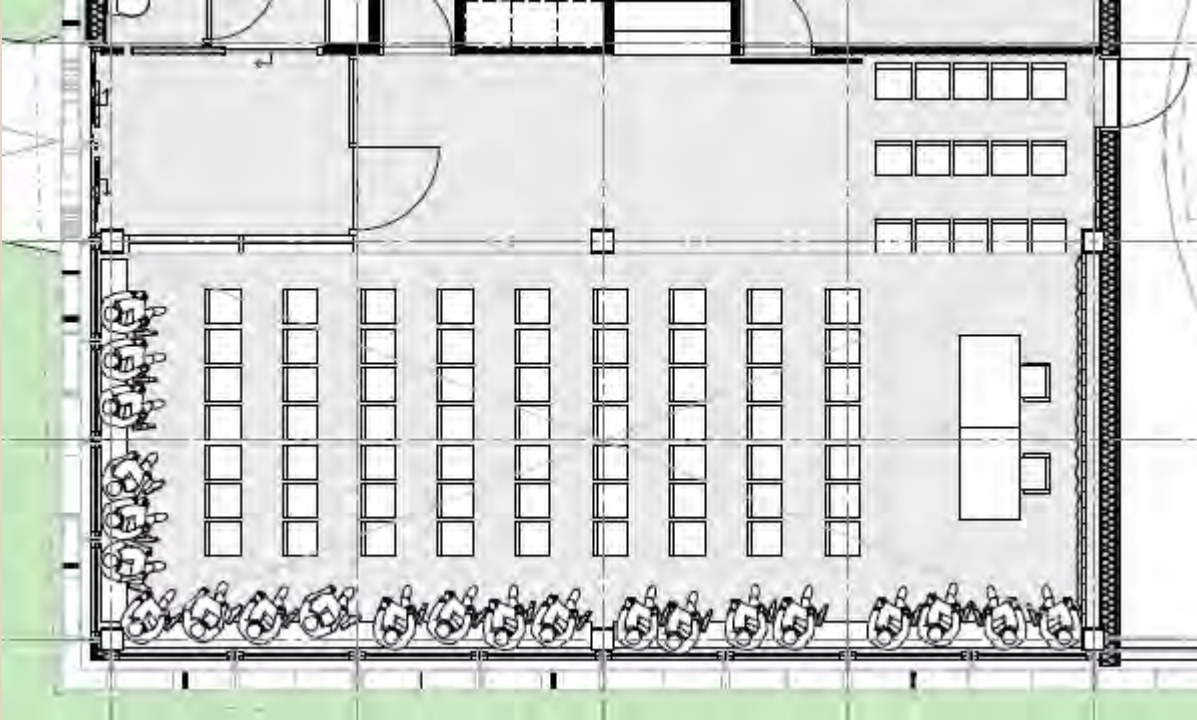


Space up to 50 guests

For sit-down lunches and dinners this is a spacious set-up with eight tables, with room for six guests per table.



# Venue options: presentations

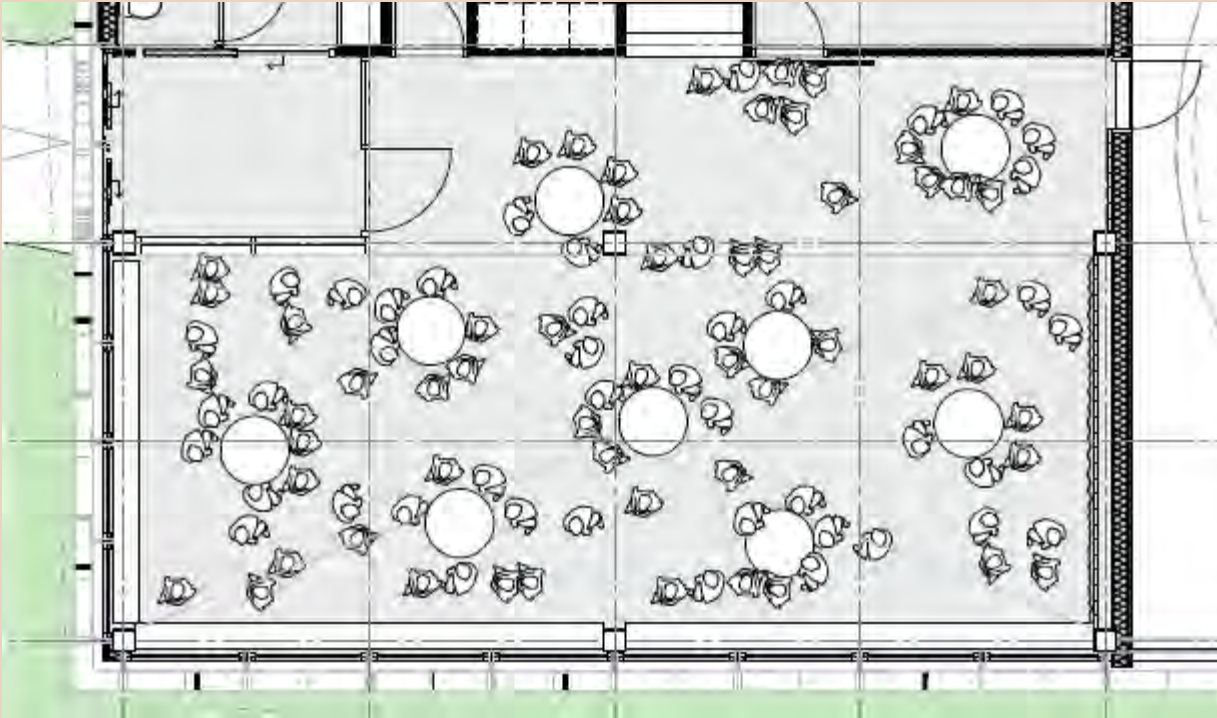


Space for 80 seated guests

Auditorium-style set-up. Your guests are seated in comfortable chairs in front of, and towards the side of the stage. There is space for up to 80 guests in chairs and an additional 20 guests that can sit on the benches at the side and back-end of the room.



# Venue options: networking event



Space for about 100 guests

About eight to ten standing tables are placed throughout the room, at which your guests can enjoy a drinks and some snacks as they interact with each other in a casual setting. The capacity of a network event using the whole pavilion (including shop, bar, hall) can be expanded to 200 guests.



# Banqueting packages



Arrangement	Coffee break 30 min	Lunch 60 min	Daytime break 30 min	Reception 120 min	Dinner 120 min	Cocktail 180 min	Yen Incl. VAT
Coffee break	•						¥ 2200,-
Lunch buffet		•					¥ 8800,-
Daytime break			•				¥ 3300,-
Reception				•			¥ 8250,-
3 Course – sitting/walking lunch or dinner					•		¥ 17600,-
5 Course – Luxe sitting dinner					•		¥ 22000,-
5 Course – High End sitting diner					•		¥ 31900,-
5 Course – Walking Dinner					•		¥ 31900,-
Cocktail party						•	¥ 16500,-

## Facilities:

- Banqueting/catering
- Digital solutions
- Event photography
- Signage/branding
- Translation

**Rental prices (are included within the banqueting packages)**

### VIP Event Room

Half day 10:00 – 16:00 = ¥275,000 (Approx. €1,700)

Evening 17:00 – 21:30 = ¥275,000 (Approx. €1,700)

Full day 10:00 – 21.30 = ¥400,000 (Approx. €2,475)

### Café / Shop

The café / shop space is only available by special request, in combination with VIP Event Room rentals.

Half day 10:00 – 16:00 = ¥325,000 (Approx. €2,000)

Evening 17:00 – 21:30 = ¥325,000 (Approx. €2,000)

Full day 10:00 – 21.30 = ¥450,000 (Approx. €2,750)

# Alternative event locations

Our event team can help find alternative event locations in and around Expo terrain.

Our event team can help find alternative venues in Osaka, Kansai prefecture if requested.



# Programming



# Programming Tracks - Coreteams



Track	Sub themes	Week	Dates	Contact
<b>Energy transition, sustainability and Circular Economy</b>	Hydrogen, offshore wind, ATEs, batteries, circular building, sustainable chemistry	The Future of Earth and Biodiversity Week	Sustainable Chemistry, 14 – 20 Sept Hydrogen, 17 – 24 Sept Offshore wind, 17 – 24 Sept ATEs, Systemintegration, Batteries 21 – 25 Sept Circular building 21 – 25 Sept	Paul Verbraak / Ministry of Climate Policy and Green Growth - <a href="mailto:p.j.verbraak@minezk.nl">p.j.verbraak@minezk.nl</a>
<b>Life Sciences &amp; Health + Sports/Vitality</b>	Healthy aging, digitalization, RegMed	Health and Well-being Week	22 – 28 June	Health~Holland / Laura Duran & Sjanna Bosma <a href="mailto:international@health-holland.com">international@health-holland.com</a>
<b>Agri-Food and Horticulture</b>	Smart Agri/Horticulture		30 Aug – 6 Sep	Dutch Greenhouse Delta / Mirjam Boekestijn <a href="mailto:mirjam.boekestijn@dutchgreenhousedelta.com">mirjam.boekestijn@dutchgreenhousedelta.com</a>
	Sustainable food production & consumption	Necessities of Life: Food, Clothing and Shelter Week	Alternative proteins: 2 – 9 June Healthy food: 8 – 13 June	Oost NL / Belqis Askaryar <a href="mailto:belqis.askaryar@oostnl.nl">belqis.askaryar@oostnl.nl</a> Linda van Schuijlenborgh <a href="mailto:linda.vanschuijlenborgh@oostnl.nl">linda.vanschuijlenborgh@oostnl.nl</a>
<b>High-tech and Digitalization</b>	Enabling technologies: semicon, photonics, quantum; applications: AI, IoT, 6G	The Future of Community and Mobility Week	HT 1 and DX 1: 19 – 23 May HT 2 and DX 2: 21 – 28 May	Eric van Kooij / NL Embassy Tokyo <a href="mailto:eric@hollandinnovation.jp">eric@hollandinnovation.jp</a>
<b>Culture</b>			Throughout the whole Expo period	<i>Nieuwe Instituut / Joyce Hanssen</i> <a href="mailto:j.hanssen@nieuweinstituut.nl">j.hanssen@nieuweinstituut.nl</a> <i>Embassy Tokyo / Bas Valckx -</i> <a href="mailto:bas.valckx@minbuza.nl">bas.valckx@minbuza.nl</a>

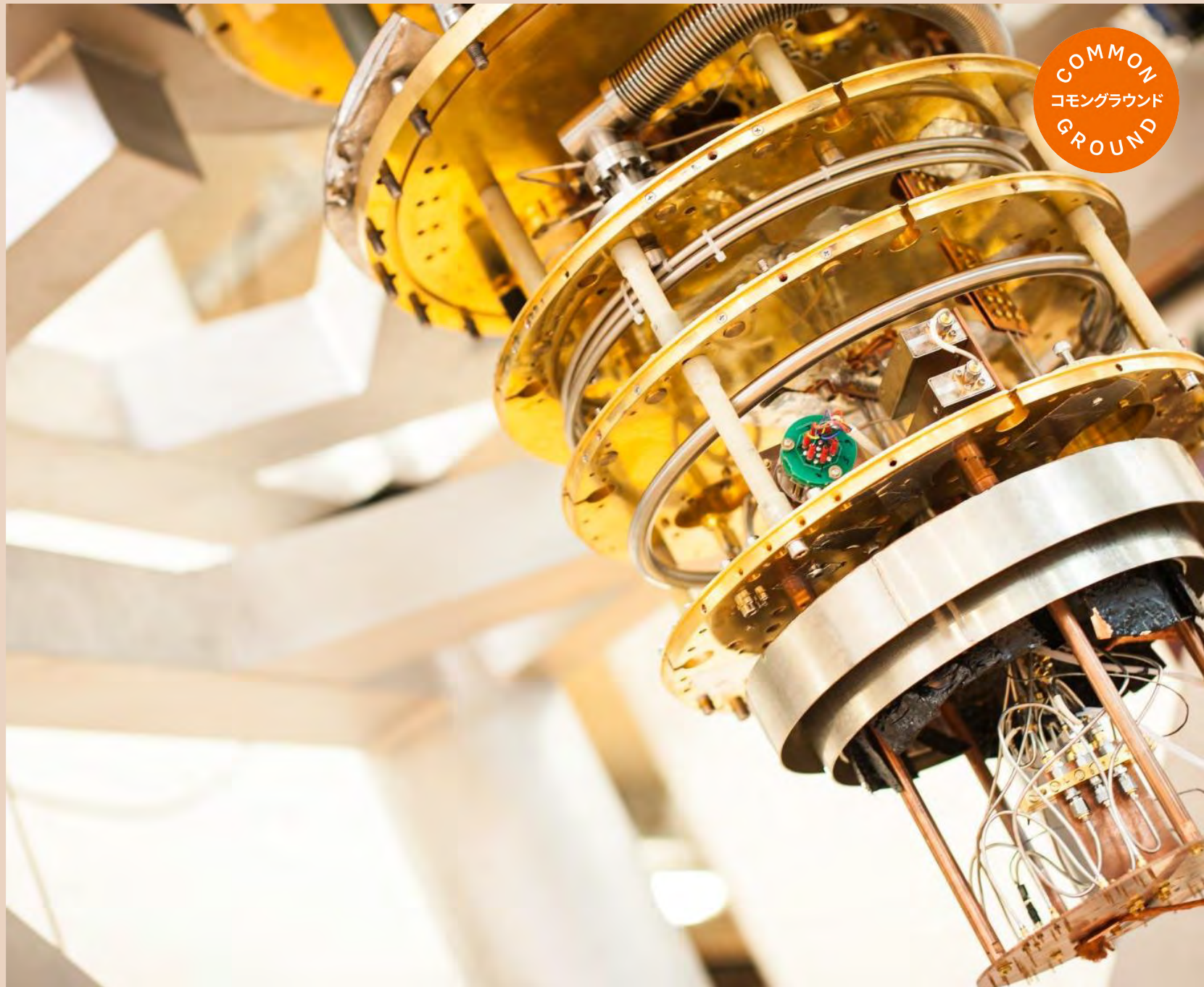
# General Expo Programme



Theme week	Scope of theme	Date
Co-creating Cultures for the Future Week	Traditional performing art, historical heritage, local community revitalisation, tourism, art, music, sports, cultural arts, Cool Japan, manga and anime, Esports etc.	25 April - 6 May 2025
The Future of Community and Mobility Week	Smart cities, digital garden cities, disaster prevention and reconstruction, metaverse, space, robots, EV/FCV, automatic operation, flying cars, cyber security, MaaS etc.	15 - 26 May 2025
Necessities of Life: Food, Clothing and Shelter Week	Food loss, food tech, food education, food culture, smart agriculture/forestry/fisheries industry, sustainable fashion, ethical consumption, etc.	5 - 16 June 2025
Health and Well-being Week	Measures against infectious diseases, well-being, genomic medicine, regenerative medicine/cell therapy/gene therapy, PHR, healthy life expectancy, SBNR, safe water and toilets, etc.	20 June - 1 July 2025
Learning and Playing Week	Lifelong learning, EDTEC, intellectual property utilisation, individually optimised learning, remote education, youth independence, educational inequality, STEAM, entrepreneurship, games around the world, etc.	17 - 28 July 2025
Peace, Human Security and Dignity Week	Hunger, poverty, social inequality, human rights violations, child labor and forced labor, human trafficking, participation of persons with disabilities, gender equality, LGBTQ, promotion of women's participation and advancement in the workplace, immigration, human security, diversity and inclusion etc.	1 - 12 August 2025
The Future of Earth and Biodiversity Week	Climate change, decarbonisation, biodiversity, circular economy, renewable energy, hydrogen society, Nature Positive, deforestation, marine pollution, woodland regeneration, freshwater resources, etc.	17 - 28 September 2025
SDGs+Beyond Future Society for Life Week	SDGs, post-SDGs, life, future society, Society 5.0, etc.	2 - 12 October 2025

# High-tech & Digitalisation

- Enabling technologies: semicon, photonics, quantum; applications: AI, IoT, 6G
- Program:  
HT 1 and DX 1: 19 – 23 May  
HT 2 and DX 2: 22 – 27 May
- During The Future of Community and Mobility week (15 May – 26 May)
- Contact:  
Eric van Kooij / NL Embassy Tokyo  
[eric@hollandinnovation.jp](mailto:eric@hollandinnovation.jp)



# Agrifood & Horticulture

## Sustainable food production & consumption

- Program:
  - Alternative proteins: 2 – 9 June
  - Healthy food: 8 – 13 June
  - During Necessities of Life:  
Food, Clothing and Shelter  
week: 7 June – 18 June
- Contact:  
Oost NL  
Belqis Askaryar  
[belqis.askaryar@oostnl.nl](mailto:belqis.askaryar@oostnl.nl)  
Linda van Schuijlenborgh  
[linda.vanschuijlenborgh@oostnl.nl](mailto:linda.vanschuijlenborgh@oostnl.nl)



# Life Sciences & Health (incl. sports/vitality)

- Healthy aging, digitalization, regenerative medicine (RegMed)
- Program: 23 – 27 June
- During Health and Well-being week (20 June – 1 July)
- Contact: Health~Holland  
Laura Duran & Sjanna Bosma  
[international@health-holland.com](mailto:international@health-holland.com)



# Agrifood & Horticulture/ Smart-Agri



- Program: 30 Aug – 6 Sep
- Contact:  
Dutch Greenhouse Delta  
Mirjam Boekestijn  
[mirjam.boekestijn@dutchgreenhousedelta.nl](mailto:mirjam.boekestijn@dutchgreenhousedelta.nl)



# Energy transition, sustainability and circular economy

- Hydrogen, off shore wind, ATES, batteries, circular building
- Program:
  - Sustainable Chemistry, 14 – 20 Sept
  - Hydrogen, 17 – 24 Sept
  - Offshore wind, 17 – 24 Sept
  - ATES, 21 – 25 Sept
  - Circular building 21 – 25 Sept
- During The Future of Earth and Biodiversity Week(17 Sept – 28 Sept)
- Contact: Paul Verbraak / Ministry of Climate Policy and Green Growth - [p.j.verbraak@minezk.nl](mailto:p.j.verbraak@minezk.nl)



- Various cultural exchanges, performances, exhibitions; national day (21 May)
- Weekly events and activities during the half year of Expo
- Contact:  
Nieuwe Instituut / Joyce Hanssen  
[j.hanssen@nieuweinstituut.nl](mailto:j.hanssen@nieuweinstituut.nl)  
NL Embassy Tokyo / Bas Valckx  
[bas.valckx@minbuza.nl](mailto:bas.valckx@minbuza.nl)



# Road2Osaka 2024- 2025

In lead-up to the Expo 2025:

- Trade and innovation missions
- Participations at major trade fairs
- Seminars, networking events
- Sector studies, factfinding missions etc..

to promote the Dutch participation to the Expo



# Event ideas

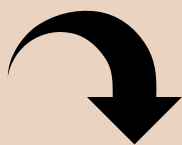
- Network  
Lunch/Dinner/Reception
- Product launch
- Expert session
- Master class
- Client outreach
- Partner appreciation event
- PR event



# Organising your event



Visit our website



[nlexpo2025.nl/en/organize-event](https://nlexpo2025.nl/en/organize-event)

NL Netherlands Common Ground NL Pavilion Themes Media [Get involved](#)

## Organise an event

[← Back to home](#)

The Netherlands will participate in Expo 2025 with a self-built pavilion, featuring an event space that is available to rent for events hosting up to 90 people. Do you have an exciting idea to organise your own Expo event at the Netherlands Pavilion? Get in touch!

### Event proposal form

The event space of the Netherlands pavilion presents a unique opportunity to forge Common Ground and present your organisation to Japanese and international stakeholders. Please use this form to submit your proposal for an Expo event at the Dutch pavilion.

[➤ Event Proposal Form](#)

# How to partner with us for the Expo 2025 Osaka?

1. Join through programming/ tracks/partnerships
2. Become a sponsor
  - National - € 150.000
  - Gold - € 50.000 cash or € 80.000 in kind
  - Silver - € 25.000 cash or € 40.000 in kind
3. Become a pavilion partner
4. Adopt a cultural activity



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# Let's keep in touch!

Join us!

[www.NLexpo2025.nl](http://www.NLexpo2025.nl)

[www.OrandaExpo2025.nl](http://www.OrandaExpo2025.nl)

E: [Expo2025Osaka@minbuza.nl](mailto:Expo2025Osaka@minbuza.nl)



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