

# Expo 2025 Osaka, Kansai, Japan

## The Netherlands Pavilion



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# Foreword



Dear Friends and Partners,

As we eagerly anticipate Expo 2025 Osaka, I am delighted to introduce you to the Netherlands' Pavilion, a vibrant space that embodies our vision for a collaborative and sustainable future. In a world facing critical challenges— such as climate change, food insecurity, and pandemics—the importance of unity and innovation has never been clearer. Expo 2025 Osaka, Kansai, Japan offers a six-month, world-class event where nations come together to address these pressing global issues constructively. The Netherlands is proud to be part of this global dialogue, and we invite you to join us in exploring solutions on 'common ground'.

The Netherlands' vision for the future rests on the belief that global collaboration and innovation can reshape our world. At Expo 2025, we will showcase our commitment to sustainability through the transition to circular economies, where resources are reused, waste is minimized, and renewable energy becomes the norm. Leading sectors such as life sciences and health, sustainable innovative agriculture and digital innovation will play a vital role in our presentation.

Our pavilion, themed 'A New Dawn on Common Ground,' features circular design, as well as a stunning, immersive visitor experience. The pavilion will not only present Dutch innovations; it is meant to foster an environment of dialogue and co-creation, inviting visitors to contribute their perspectives and ideas. Just like the 1970 Osaka Expo inspired a generation, we aim to ignite a collective determination to shape a better world together – with industry leaders, scientists, and citizens from all generations.

We invite you— business partners, sponsors, as well as your and our visitors—to make the most of this extraordinary opportunity. Our pavilion is not just a venue; it is a collaborative space where lasting partnerships can be forged. In this brochure you will find everything you need to know about the Netherlands' contribution. Consider hosting your business meetings and events at our pavilion, where you can connect with like-minded individuals committed to innovation and sustainability.

In 2025 the Netherlands will also celebrate 425 years since the first Dutch ship 'De Liefde' arrived in Japan, marking the start of a deep and special relationship between our two countries. For over two centuries, the Netherlands served as Japan's only window to the Western world through the Dutch trading post on the artificial island Dejima in Nagasaki. We are happy to celebrate this special bond on another artificial island: Yumeshima in Osaka, the site of Expo 2025.

I look forward to welcome you there.

Warm regards,

**Marc Kuipers**  
**Commissioner General for the Netherlands at Expo 2025 Osaka**







# Opening times, entrance tickets, access

## Expo 2025 Osaka General Site Information

The Netherlands is very proud to participate in the Expo 2025 Osaka Kansai Japan, to be held from 13 April to 13 October 2025.

Expo 2025 Osaka is a global event, which brings together people and innovations from around the world in an effort to address issues facing mankind on a global scale. During Expo, more than 150 countries and organisations will showcase new technology and solutions that can help us build a resilient future.

The Expo site is located on the artificial island Yumeshima in the Osaka Bay, and is easily accessible by public transportation.

The Expo site consists of three zones. The Netherlands pavilion is located in the ‘Saving Lives Zone’.



### Opening times

#### Opening times of Expo 2025 Osaka

- The main gates of Expo will be open daily from 9.00 to 22.00 daily, on weekdays, weekends, and holidays

#### Opening times of the visitors’ experience at the Netherlands pavilion

- 9.15-21.00 daily (last entrance to the Netherlands pavilion at 20.45)

#### Opening times for business events at the Netherlands pavilion

- 9.15-21.30 daily (allowing business visitors half an hour to exit the Expo site by 22.00)



### Entrance tickets

Entrance tickets giving access to the Expo 2025 Osaka terrain and all venues. Tickets may be bought at the Expo site entrance, but it is considerably more affordable and convenient to buy your tickets in advance [online](#). On this page we offer you the pricing plans as communicated by the Expo Organization in the summer of 2024.



### Ticket prices for regular visitors

There is a large variety of tickets available to regular visitors, with prices depending on the moment of purchase and the desired day of entry. Please refer to the official Expo website for more information. On these pages we aim to give you an idea of what to expect. All prices mentioned on these pages include 10% consumption tax.

We are only making mention of regular adult ticket prices. Junior visitors (age 12-17) and children (age 4-11) pay considerably less. Furthermore, there are discounts for guests with disabilities.

#### Advance Tickets (One-Day Ticket)

- Opening ticket (One entry from opening day to 26 April): ¥4,000
- First half period ticket (One entry from opening day to 18 July): ¥5,000
- Super Early Bird and Early Bird tickets (available for a limited time only, one entry at any time during Expo): ¥6,000-¥6,700

#### Regular tickets

- One day ticket (One entry any time during Expo): ¥7,500
- Weekday Ticket (One entry on weekdays from 11.00 any time during Expo): ¥6,000
- Night ticket (One entry on any day after 17.00): ¥3,700

*Please note: business visitors are subject to a different pricing system, which was not yet announced at the time of publication. Please consult the official Expo [website](#) for the latest information.*



### Multiple-entry passes for regular visitors

#### Season Pass:

- ¥30,000 (adult)
  - ¥17,000 (child 12-17)
  - ¥7,000 (child 4-11)
  - free (child 3 and under)
- multiple entries allowed from 11.00 to closing

#### Summer Pass:

- ¥12,000 (adult)
  - ¥7,000 (child 12-17)
  - ¥3,000 (child 4-11)
  - free (child 3 and under)
- multiple entries from 19 July to 31 August after 11.00

*Please note: without an entry ticket you and your esteemed guests will not be able to visit the Expo site, including the Netherlands Pavilion.*



### Visiting the Expo 2025 Osaka site by public transport

The main routes of public transportation are:

- The Osaka Metro Chuo Line (Yumeshima Station)
- The JR Yumesaki Line, which includes a shuttle bus from Sakurajima station
- Shuttle buses by reservation
- Direct buses from the airport
- Medium and long-distance buses

Taxis in Osaka are plentiful and available nearly anywhere in the city. In general taxis may be booked by phone, but the simplest way is to book via the [Uber](#) and [Go](#) apps.



### Visiting Expo 2025 by car

If you wish to visit the Expo site by private car, please park your car at the Expo P&R (Park and Ride) parking in Maishima, Sakai, and Amagasaki, and transfer to the Expo site via P&R shuttle bus.



Copyright: Expo 2025 Osaka, Kansai, Japan







# The Netherlands participation in Expo 2025 Osaka, Kansai, Japan

Creating a new dawn together on common ground



The main theme of Expo 2025 Osaka is ‘Designing Future Society for Our Lives.’ The exhibition will be about shaping a world where major challenges relating to such matters as climate change and health will determine our quality of life. The question at the heart of the Osaka Expo is: ‘What is the happy way of life?’.

‘Common Ground’ is the theme of the Netherlands participation. The Netherlands pavilion aims to be an open space where people can meet, learn from each other, and inspire one another. A place where we can unite our energy to create healthy and happy societies.

The inspiration behind the ‘Common Ground’ theme stems from our ever ongoing battle against water. Living together in a country below sea-level, the Dutch people learned to embrace their differences to achieve a common goal. Out of this arose a way of working together that still shapes our identity today.

By combining our collective knowledge and experience, we were able to come up with innovative solutions. To protect our coastlines, harness the power of wind to claim land from the sea, and develop a sophisticated system of water management. The Netherlands was founded on ‘common ground’.

Bringing together different points of view not only fosters mutual understanding and respect, it also helps us think outside of the box, and find innovative solutions that we could not have come up with alone. This mindset has shaped our economy, infrastructure, and cultural landscape.

## The Netherlands pavilion

Designed as a fully circular building, the Netherlands pavilion features an anthropogenic (‘man-made’) sun. It symbolises the rising sun – a future empowered by collaboration and energy that is clean, unlimited, and

accessible for all: a new dawn. Visitors are introduced to new innovative solutions to solve global challenges, for instance in the field of energy transition.

The Netherlands pavilion is an experience that showcases Dutch innovation to all visitors, but also functions as a business platform where you can host your meetings or events. Our venue has all the facilities you will need to impress your guests. Our dedicated event space can be used to host business events. It offers excellent opportunities for connecting, both physically and digitally.

Apart from the visitor experience and event space, the pavilion will exhibit prominent artists from the Netherlands who will connect creativity with technology and innovation, a café, and a shop where visitors can purchase products/souvenirs that relate to our main themes and country.

## Café and shop

The café and shop are operated by Dutch firm Van Der Linde Catering & Events. The café will serve unique and mostly vegetarian dishes. Furthermore, the café will serve Dutch stroopwafels among other snacks. The shop features unique Dutch icons and items created by renowned Dutch designers.

## Consortium

The Netherlands pavilion was built and designed by a consortium comprising of architecture firm RAU, experience design studio Tellart, engineering consultancy DGMR (all based in the Netherlands), and Japanese contracting firm Asanuma.

## The Experience

Aligned with the theme of Expo as a whole, the Netherlands pavilion presents to its visitors Dutch innovations in the fields of energy, food, health, tech, and culture. Guided by a portable orb, visitors will journey through the past, present, and future of human interaction with energy sources. One of the highlights of the exhibit is an immersive experience in the pavilion’s sphere. More details about the experience in the Netherlands pavilion will be revealed in the months approaching Expo. The experience is created and designed by Tellart.



The Netherlands pavilion main hall and sphere.

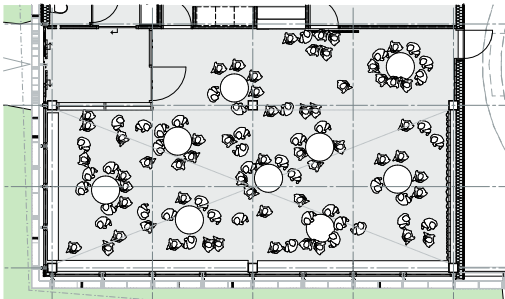
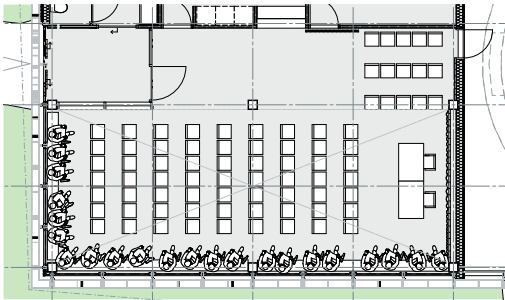
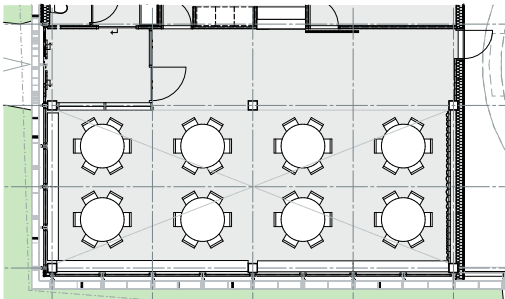


# Venue and banqueting options at the Netherlands pavilion

The VIP Event Room at the Netherlands pavilion is a multifunctional space designed to cater to the different needs of a variety of guests. Here you can meet new people and showcase your company on one of the available screens.

Though we aim to be flexible and cater to your event’s exact needs, in this brochure we offer three layout options for the event space:

- 1. **Lunch-Dinner layout** – space for 48-50 guests:  
For sit-down lunches and dinners this is a spacious set-up with eight tables, with room for six guests per table. The extra space allows our waiting staff to pass by you comfortably, so your guests can optimally enjoy their food and conversation. For larger dining groups, please ask our event team for possibilities. We can host reception style standing dinners as an example.
- 2. **Presentation layout** – space for 80-100 guests:  
Auditorium-style set-up with a lectern, projector and screen suitable for presentations. 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 20 guests on benches in the back and sides of the event space.
- 3. **Networking layout** – space for circa 100 guests:  
Circa eight to ten standing tables are placed throughout the room, at which your guests can enjoy a drink and some snacks as they interact with each other in a casual setting. Please ask our event team for possibilities up to 160 guests.



## Banqueting options

We are serving dishes based on Common Ground: local flavours and Dutch ingredients so your guests can enjoy the best of both worlds. Our menus are mostly vegetarian with various protein options.

All packages include drinks, service staff, crockery and glassware and 10% consumption tax. Prices per person.

### Drinks:

Coffee, tea, waters, soft drinks, fruit juices, wines and beer.

### Food assortment:

- Coffee Break: Stroopwafel, speculaas and Japanese sweets
- Lunch buffet: Sandwiches, sushi, salads, soup and desserts
- Afternoon break: Chocolate sweets, quiche and small bites
- Reception: Table snacks, two hot items and two cold items
- Dinner options: Season ingredients with Dutch food and a touch of Japan
- Cocktail party: Late night snacks, hot and cold bites with table snacks

Arrangement	Coffee break (30 min)	Lunch (60 min)	Daytime break (30 min)	Reception (120 min)	Dinner (120 min)	Cocktail (180 min)	Yen Incl. VAT (per person)
Coffee break	•						¥ 2,200
Lunch buffet		•					¥ 8,800
Daytime break			•				¥ 3,300
Reception				•			¥ 8,250
3 Course Sitting/walking lunch or dinner					•		¥ 17,600
5 Course Luxe sitting dinner					•		¥ 22,000
5 Course High End sitting diner					•		¥ 31,900
5 Course Walking Dinner					•		¥ 31,900
Cocktail party						•	¥ 16,500



## Timeslots & Pricing

### VIP Event Room\*

- Half day 10:00 – 16:00
- Evening 17:00 – 21:30
- Full day 10:00 – 21.30

### Café / Shop

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

### Pricing

The rent for the VIP Event Room is included in the banqueting price. We ask you to book your desired timeslot(s), one or more banqueting packages, and that an event has a minimum of fifteen participants.

*\* Other timeslots may be agreed upon on a case-by-case basis. Basic AV equipment (screen, microphone, sound system) is included.*



# Additional services



## Event Photography

For full registration of your event, we can provide a photographer and videographer during your event. Please ask our event team for a tailor-made package.



## Digital Solutions

For the audiovisual presentations during your event, we will offer standard equipment within the event room, like screen projection and sound system. Any specific demands can be requested.



## Catering

We are pleased to be working with Van der Linde Catering & Events. They offer a range of packages for a coffee break, lunch, reception or network dinner.

We are happy to inform you about the availability of alternative event locations at Expo. If you are looking for side events outside Expo, we would be glad to put you in touch with our local partners and venues.



## Access for the disabled

All buildings and facilities at the venue are constructed in accordance with the 'universal design' guidelines, and are wheelchair-accessible, including the Netherlands pavilion.



## Signage / Branding options at Business Lounge

You can display your logo or slogan digitally through use of our beamer and screen when available. On request, and based on space availability, we can consider a few self-brought banners inside the pavilion for a personal message, slogan or logo. Please inform our event team with your wishes so we can tailor-make an offer.

### Furniture

Furniture in the pavilion is provided by Het Anker, a leading Dutch manufacturer of sofas and chairs. The company started in 1928 as a small upholstery company and has steadily grown into a leading furniture manufacturer with international standing and sales to more than 30 countries. Het Anker is specialized in leather furnishings. The chairs in the VIP Event Room are upholstered with recycled leather.

### Goods delivery

If you have to deliver goods to the Netherlands Pavilion you need to comply with the Expo regulations. Goods need to be registered and we need to ask permission in logistic planning and transport to the Expo and the Netherlands Pavilion. Please ask our team for further details.



## Options for Interpreters & Translations

For interpreters and translations, we will offer tailor-made packages between English and Japanese translations. Final details will be available over time. Please inform our event team with your preferred option. We aim to offer from the following choices:

- Whisper Set: a whispering interpreter in the event room uses a whisper set, which consists of a headset and a microphone. The interpreter uses these to speak (transmit) and listen (receive). Ideal with interactive sessions such as a panel discussion, but also useful with presentations.

- Live Interpreter: a live interpreter translates the presenter live and is seated in the room with a microphone. Ideal with interactive sessions or presentations if time is available.
- AI-driven machine translations in a ticker on the screen: ideal with presentations, especially when budget and time are limited.
- Automatic translations driven by AI: quickly checked by a professional translator (approx. 3 seconds delay), shown in a ticker on the screen.



Presentation layout at the Netherlands pavilion.







# Thematic tracks

## Solving global challenges on Common Ground

The general theme of Expo 2025 Osaka, Kansai is ‘Designing Future Society for Our Lives’. This is an ambition that strikes a chord with the Netherlands. Together with partners across the globe, we are striving to solve the challenges facing our societies today, such as climate change, food insecurity, aging societies, and pandemics. At Expo 2025, the Netherlands offers solutions across five thematic tracks that will be featured at our pavilion: climate, health, high-tech and digitalization, food, and culture. On the following pages these themes are explained in more detail. Companies and organisations interested in participating in a particular track are requested to get in touch with the respective track leaders. These are parties who, thanks to their close proximity to the field, are excellently poised to build an effective programme. You will find their contact details below.



### Climate

As climate change brings more disruptions, the urgency for decisive action has never been greater. The Netherlands is committed to finding innovative solutions with global partners, including Japanese industries focused on the energy transition, sustainability, and circular economy. Both nations, vulnerable to rising sea levels, recognize the need for collaborative climate action. The Netherlands aims to pioneer net-zero technologies, transitioning to a climate-neutral and circular economy by 2050, believing that collaborative partnerships are essential to achieve this ambitious goal.

#### Navigating the path to sustainability

The journey toward sustainability is multifaceted, involving the transition to green hydrogen and innovations in offshore energy. Both Japan and the Netherlands depend on critical materials for energy and urgently need new renewable energy deployment methods. Green chemistry addresses the dual challenge of renewable

energy and sustainable alternatives to traditional feedstocks like oil and gas. The circular economy requires a paradigm shift in product design, use, and recycling, especially in the built environment, emphasizing net-zero innovations and resource efficiency.

#### Innovation and collaboration

The Netherlands stands out in innovation, offering solutions across various domains. Its maritime manufacturing industry leads in offshore energy, ready to collaborate with Japanese partners. Regions like Rotterdam and Groningen are becoming hydrogen hubs, welcoming Japanese companies to advance electrolyzers, production equipment, and infrastructure. In the circular economy, the Netherlands champions sustainable construction and circular design, aligning with Japan’s interests. Intensifying our collaboration with Japan even more would push us further on our path to a more sustainable global society. Opportunities also lie in integrating renewable energy storage solutions like Aquifer Thermal Energy Storage (ATES) with batteries, solar, and hydrogen production. This partnership transcends boundaries, fostering groundbreaking solutions for a healthier, resilient future.



### Health

Similar to Japan, the Netherlands faces shared challenges in healthcare, like an aging population and rising healthcare costs. While we are exploring initiatives such as age-friendly urban design and biomedical research, Japan leads in addressing the needs of an aging society. By sharing our best-practices with each other, we can inspire solutions that enhance the quality of life for elderly populations worldwide. Furthermore, with the Dutch strengths in digital health solutions and

the Japanese world-class technology to personalised healthcare, a collaboration could foster a great number of advances within the healthcare world.

#### Bridging health inequalities

Despite significant advancements in life expectancy since industrialization, health disparities between socioeconomic groups remain stark worldwide. Japan and the Netherlands are collaborating to tackle these persistent inequalities, driven by shared challenges like aging populations and rising healthcare costs. Their united efforts aim to pave the way towards healthier, more resilient futures for all.

#### Powering the healthcare revolution

The Netherlands is at the forefront of digital health innovations, leveraging AI diagnostics and telemedicine to transform personalized healthcare. At the Expo, we will highlight these cutting-edge solutions and explore synergies with Japan’s technological prowess. Together, we aim to accelerate the digital health revolution, making advanced, accessible care a global reality.

#### Regenerative medicine: caring and curing

Regenerative medicine offers transformative potential by repairing damaged cells and tissues. The Netherlands and Japan excel in this field, with pioneering research and innovative industry collaborations.

By combining our expertise, we can expedite advancements in regenerative therapies, moving from managing chronic diseases to curing them, thus enhancing patient care worldwide.



### Tech

The Netherlands is a hub of digital innovation, excelling in semiconductor equipment, integrated photonics, and quantum technology. Japan, sharing similar societal challenges, excels in hardware and data collection, while the Netherlands shines in software development and data analysis. This complementary relationship fosters joint ventures in precision agriculture, e-health, and smart cities. With events like Expo 2025 Osaka Kansai Japan, we look forward to deeper partnerships and innovations that leverage our strengths for mutual benefit, advocating for responsible development and standardization of advanced technologies.

#### A vision of technological collaboration

Imagine a future where cutting-edge technologies solve global challenges, innovation thrives on shared strengths, and international collaboration shapes a responsible, human-centric digital landscape. This vision lies at the heart of the partnership between the Netherlands and Japan, two leaders in high-tech innovation with a rich history of collaboration.



Visitors to the Netherlands pavilion are handed a small orb that will light up and guide their way through the experience.



**Addressing the surge in digital demand**  
As societies transition into digital realms, the demand for advanced solutions in cities, agriculture, industry, healthcare, mobility, and communication surges. This growth brings challenges like supply chain complexities, energy efficiency dilemmas, and cybersecurity concerns. The fusion of human ingenuity and machine intelligence drives us to a future where technology merges with everyday life, demanding ethical and sustainable choices to navigate this evolving landscape.

**Uniting strengths for a brighter future**  
To realize Society 5.0, digital transformation and green transformation, enabling technologies are necessary. The Netherlands and Japan are complementary in many ways in those fields. Both governments are investing heavily in these technologies such as semicon, quantum, AI, and next-generation communication technologies. By working together, we can accelerate and contribute to our mutual ambitions for our future society.

Food

Climate change is escalating the frequency and severity of extreme weather events, posing a major threat to global food security. With the world population expected to reach nearly 10 billion by 2050, innovative and sustainable solutions are crucial. Netherlands and Japan have a long-standing and strong connection in agriculture. Our shared vision on sustainable food and compatible innovative strength provide common ground for creative solutions to the many challenges to global food production. Both countries are committed to enhancing food security and finding effective solutions to increasing labour shortages and the adverse effects of biodiversity loss and climate change on agricultural production.

**Tackling global food security**  
Climate change is escalating the frequency and severity of extreme weather events, posing a major threat to global food security. With the world population expected to reach nearly 10 billion by 2050, innovative and sustainable solutions are crucial.

The Netherlands, alongside partners like Japan, is advancing sustainable agriculture through digitalisation, health-focused production, and increased efficiency. By combining our expertise and fostering international collaboration, we aim to build a more resilient and sustainable food system for future generations.

**Controlled Environment Agriculture**  
The Netherlands is pioneering Controlled Environment Agriculture (CEA), a transformative approach for efficient production of fruits, vegetables, flowers, and plants. CEA ensures higher yields with minimal water, nutrient, and pesticide use, allowing year-round production even in challenging climates. The Dutch horticulture sector is committed to achieving net-zero emissions by 2040 and eliminating plant protection products and nutrient use by 2030. This dedication underscores our mission for a sustainable and prosperous future through innovative agricultural practices.

**Farming the Future**  
Our “Farming the Future” campaign promotes Dutch innovation to address global agricultural challenges. The Netherlands Agricultural Network (LAN) connects over 150 professionals to foster collaboration, knowledge exchange, and partnerships worldwide. By partnering with Japan, we aim to share expertise in advanced agricultural technologies like IoT, robotics, and blockchain to enhance efficiency and sustainability. Collaborations, such as those in Kochi and Mutsu, demonstrate our commitment to overcoming regional challenges and achieving mutual goals in food security and sustainability.

Culture

In confronting global challenges it is important to highlight technological, economic, and political responses, but these are not enough. We also need to change ways of seeing, thinking, doing, and imagining. This is where culture steps in. In 2025 we celebrate 425 years of relations between the Netherlands and Japan. The long and unique relationship between Japan

and the Netherlands provides a treasure of opportunities to further build upon our shared history for the future.

**The Dutch scene**  
The Netherlands has a significant diverse arts and culture scene. With more than 600 museums, ranging from old masters to digital art shows, concert halls and ballet companies, culture thrives. Furthermore, outside these spaces people seek out (creative) communities as well. From the street art subculture in Tilburg, to the international jazz scene – these global collaborative spaces provide opportunities where people can come together, participate in conversations, and exchange ideas and views. The Netherlands understands how creative and artistic endeavors can activate societies, communities, and individuals. Through international cooperation and collaboration around cultural heritage, we can address social issues in both the Netherlands and abroad.

**Heritage**  
Expo 2025 Osaka, Kansai will be a platform for international exchange in the field of art, culture and heritage. Japan and the Netherlands have a strong historical bond. In 2025, we will celebrate 425 years of cultural and economic relations between our two countries. In this era of social ecological, and political challenges, this close bond forms the foundation - common ground - for a hopeful and shared vision of the future.

**Programme**  
Nieuwe Instituut, curator of the cultural programme, will develop a multivocal programme in collaboration with the Netherlands - and Japan - based organisations and makers. It will build upon our differences and cultivate learning and exchange. A wide variety of cultural disciplines will shape an exciting programme: from design, photography, and dance, to digital art, fashion, and architecture. This programme will take place both in and around the Netherlands pavilion and beyond.



By tapping the wall with their portable orbs, visitors unlock different parts of the experience.



# Programme at a glance

Brief overview of the Netherlands’ participation in Expo 2025 Osaka, Kansai, Japan

When will you join us in Osaka? Below is an overview of the Netherlands’ involvement, presenting the highlights of our presence at Expo 2025. More in depth information on the theme weeks can be found via this link, providing the latest information you need to plan your impactful presence at Expo 2025 Osaka.

## Netherlands Programme

Theme week	Scope of theme	Date
TECH	<ul style="list-style-type: none"><li>High-tech and Digitalization (Enabling technologies: semicon, photonics, quantum; applications: AI IoT, 6G)</li></ul>	<ul style="list-style-type: none"><li>19 - 26 May 2024</li></ul>
FOOD	<ul style="list-style-type: none"><li>Sustainable food production &amp; consumption</li><li>Horticulture</li></ul>	<ul style="list-style-type: none"><li>2 -13 June 2024</li><li>30 August - 6 September 2025</li></ul>
HEALTH	<ul style="list-style-type: none"><li>Life Sciences &amp; Health and Sports/Vitality</li></ul>	<ul style="list-style-type: none"><li>22 June - 28 June 2025</li></ul>
CLIMATE	<ul style="list-style-type: none"><li>Energy Transition, Sustainability and Circular Economy</li><li>Chemistry</li></ul>	<ul style="list-style-type: none"><li>14 - 25 September 2025</li><li>14 - 20 September 2025</li></ul>
CULTURE	<ul style="list-style-type: none"><li>Culture</li></ul>	<ul style="list-style-type: none"><li>13 April - 13 October 2025</li></ul>

## 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

## General Expo Programme + Netherlands Programme Calendar 2025

April 2025		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
General Expo Programme														Co-creating Cultures for the Future Week					
Netherlands Programme																			
		CULTURE																	

May 2025																																
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
Co-creating Cultures for the Future Week														The Future of Community and Mobility Week																		
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				Necessities of Life: Food, Clothing and Shelter Week															Health and Well-being Week													
		FOOD: Sustainable food production & consumption																			HEALTH											
CULTURE																																

July 2025																														
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CULTURE																														

August 2025																														
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Peace, Human Security and Dignity Week																														
CULTURE																														
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September 2025																													
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																The Future of Earth and Biodiversity Week													
FOOD: Horticulture													CLIMATE																
CULTURE																													

October 2025																														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	SDGs+Beyond Future Society for Life Week																													
CULTURE																														









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# Getting involved

Become a partner of Expo 2025 Osaka

Would you like to get involved with the Netherlands' participation in Expo 2025 Osaka, Kansai, Japan? We would love to welcome you as a partner or sponsor.

## What does Expo 2025 offer?

- The World Expo in Osaka is a large-scale international event – over 150 countries and organisations are participating and 28 million people are expected to visit.
- Expo visitors can see and experience the latest and most advanced innovations and learn about technology and culture.
- The event offers a platform for businesses to build and strengthen international contacts.

## Dutch participation in Expo 2025 Osaka

- The Netherlands will have its own pavilion at Expo 2025 Osaka with an ambitious level of nation branding.
- The pavilion will focus on culture and sustainable innovation in the areas of energy, agriculture, healthcare and digitalisation.
- The close and active participation of businesses, universities, research institutes, and governments are essential in this regard.

## Opportunities for businesses, knowledge institutes & (cultural) organisations

- Expo 2025 is an excellent opportunity to put Dutch businesses and organisations with a strong international focus more firmly on the map and for them to establish contacts.
- Participation offers plenty of opportunities to showcase innovative concepts to millions of people and, through on-site activities and events, to build contacts and strengthen relations.
- Expo-wide theme weeks offer businesses and organisations from specific sectors the chance to plan and host activities.
- Tailor-made sponsorship offers businesses various ways to become actively involved in the Netherlands' participation in Expo 2025 as sponsors or partners.

## Sponsorship opportunities

- Tailor-made approaches are key.
- Businesses can showcase their innovations at work in the pavilion.
- Businesses can contribute in cash or in kind to a specific activity, or provide a general contribution for the Netherlands' participation.
- What businesses get in return also depends on their own wishes and needs. This may include making use of the business facilities on certain days for networking meetings, visibility within the pavilion and publications on the website and/or social media.

## Get in touch

Please refer to our website for the full sponsorship packages and contact information via [this link](#).

Or contact us directly at [expo2025osaka@minbuza.nl](mailto:expo2025osaka@minbuza.nl)



# Contact details

Get in touch!

The team behind the Netherlands' participation in Expo 2025 Osaka is based in The Hague (Ministry of Foreign Affairs, Netherlands Enterprise Agency), Tokyo (Embassy of the Netherlands), and Osaka (Consulate-general of the Netherlands). By writing to our general e-mail address, your question will be forwarded to the correct person: [expo2025osaka@minbuza.nl](mailto:expo2025osaka@minbuza.nl).

## Media inquiries

Media and press-related questions or proposals may be directed to [Media-NLexpo2025@minbuza.nl](mailto:Media-NLexpo2025@minbuza.nl)

## Thematic tracks

General inquiries about the programme at the Netherlands pavilion are best sent to our main e-mail address above. For specific questions about the different thematic tracks, please refer to our partners below, who are deeply involved in the programme and would love to tell you how to get involved.



### High-tech and digitalisation

- Eric van Kooij / Dutch Embassy in Tokyo

[eric@hollandinnovation.jp](mailto:eric@hollandinnovation.jp)



### Agrifood & horticulture

*Smart agri and horticulture*

- Mirjam Boekestijn / Dutch Greenhouse Delta

[Mirjam.boekestijn@dutchgreenhousedelta.com](mailto:Mirjam.boekestijn@dutchgreenhousedelta.com)

*Sustainable food production and consumption*

- Belqis Askaryar / Oost NL

[Belqis.askaryar@oostnl.nl](mailto:Belqis.askaryar@oostnl.nl)

- Linda van Schuijlenborgh / Oost NL

[Linda.vanschuijlenborgh@oostnl.nl](mailto:Linda.vanschuijlenborgh@oostnl.nl)



### Life sciences and health

- Laura Duran, Sjanna Bosma / Health-Holland

[international@health-holland.com](mailto:international@health-holland.com)



### Energy transition, sustainability, and circular economy

- Paul Verbraak / Ministry of Climate Policy and Green Growth

[p.j.verbraak@minezk.nl](mailto:p.j.verbraak@minezk.nl)



### Culture

- Joyce Hanssen / Nieuwe Instituut

[j.hanssen@nieuweinstituut.nl](mailto:j.hanssen@nieuweinstituut.nl)

- Bas Valckx / Dutch Embassy in Tokyo

[Bas.valckx@minbuza.nl](mailto:Bas.valckx@minbuza.nl)



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