



**BEL**  
**EXPO**

Belgian Commission General  
for International Exhibitions

**OSAKA**  
2 0 2 5

EXPO 2025 OSAKA

PARTNER MENU  
BECOME A PARTNER

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## INTRODUCTION

A **World Expo** creates the perfect opportunity for countries to present themselves to the world. That means six months, one pavilion and countless events to showcase the pinnacle of Belgian know-how to an international public of millions.

From 13 April 2025 to 13 October 2025 the world will come together for the next world expo: Expo 2025 Osaka under the theme: '**Designing Future Society for Our Lives**'. The expo will also focus on three sub-themes: **Saving Lives**, Embracing Lives, and Connecting Lives. In the exhibition in its pavilion Belgium will focus on the first and will display its knowledge regarding life sciences, and welfare and healthcare. Additional industries and sectors will also be promoted in an elaborate content program with events following expo's thematic weeks. We aim to make those six months count!

The design of the **Belgian Pavilion** has been unveiled on 18 July 2023. The winning consortium, consisting of Carré 7, Beyond Limits, Pirnay Engineering, Poly-Tech Engineering, OneDesigns, and their subcontractors have delivered plans for a magnificent pavilion. A second major **public tender** is ongoing to determine the visitor journey of the Belgian pavilion, with the exhibition on Belgian innovations and technologies in the field of life sciences, and welfare and healthcare as the main goal, next to the look & feel of the public spaces of the pavilion and the digital applications.

Building a pavilion, creating a visitor journey and planning a content program requires skills, materials, and expertise. Good thing Belgian companies know how to tackle challenges like these!

You can help! **Several companies already decided to support** Belgium's participation in Expo 2025 Osaka. We would not be able to realise the Belgian participation without their support. **Any additional support** could ensure that the Belgian pavilion with its visitor journey is elevated from an **average** pavilion to an **extraordinary** and **spectacular** one.

In return for the support partners offer, they can count on **several benefits** such as visibility, exclusive invitations, private use of certain areas of the pavilion, and more.

Supporting the Belgian participation to Expo 2025 Osaka can be done in various ways: financially or in kind. The latter can be done, for example, by offering materials, products, technologies, or services. This is, therefore, the **perfect opportunity to make your own specialities tangible** in the Belgian pavilion or during a Belgian event so that our thousands of visitors or perhaps your own guests can witness them.

Moreover, **you will make a difference with your organisation** and play an important role in representing Belgium and its regions to the visitors of Expo 2025 Osaka. A win-win for all parties!

Read all about the various possibilities and benefits in our partner menu and join us in Osaka in 2025!



# SOME FACTS

ABOUT EXPO 2025 OSAKA

## WORLD EXPO

**Bureau International des Expositions**

Every five years the BIE will oversee the organisation of the World Expo, with the next one to be held in 2025.

**13 APRIL 2025 -  
13 OCTOBER 2025**

**6 month duration**

The world expo will run for six months in 2025, allowing every pavilion to organise many activities and invite special guests on site.

## DESIGNING FUTURE SOCIETY OF OUR LIVES

**The main theme of the expo**

Every world expo focuses on one main theme.

## SAVING LIVES

**The subtheme Belgium will embody**

The main theme is divided into three subthemes: Connecting, Empowering and Saving Lives with Belgium focusing on the latter of the three.

## INTERNATIONAL COLLABORATION

**More than 100 countries**

Expo 2025 Osaka brings countries together on one site. The countries work together on the expo, to make it the best it can be.

## 28 MILLION VISITS

**World expos are extremely popular.**

Every world expo attracts many visitors from lots of different nationalities. People will travel to Japan from all over the world to be there.

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100.000 € CASH OR 200.000 € IN-KIND (BOOK VALUE) AND ABOVE

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This option includes as standard:

- visibility in the Belgian Pavilion:
  - via video message (logo, slogan, short corporate movie, up to 30 seconds at least 20 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. - never inside the exhibition space itself)
  - mention of logo/name under "Diamond partners" on "wall of fame" at exit of pavilion
  
- integration in BelExpo's communication plan (until 30 October 2025):
  - integration in social media used by BelExpo: Facebook, Instagram, Twitter, LinkedIn (posts made by BelExpo with content provided by the partner). BelExpo will refer directly to the Partner at least 5 times/communication medium in the period before and during Expo 2025 Osaka.
  - the logo and/or name of the Partner will be mentioned under "Diamond partners" on various official publications on- and offline (press releases, invitations, programs, brochures, folders, etc.)
  - right to refer to oneself as "proud partner of the Belgian pavilion for Expo 2025 Osaka" and right to use the "official partner" or "official Diamond partner" logo (always subject to specific visual identity guidelines)
  - logo on BelExpo website (as key partner on various locations) and direct link to the website of the partner
  - not limited to simple logo on social media or website: in cooperation with our communication team, we integrate your partnership in our communication. Options include call-to-action buttons for your event/competition/etc., a storytelling article about you or your product on our website, in our newsletter, on our LinkedIn, references to your events in the events agenda of the pavilion, ... (4 larger content items and 4 smaller items per 12-month period, editing by BelExpo, with content provided by the partner)

- access to Expo and Belgian Pavilion
  - 2 times free use of the multifunctional space (half a day, full day and/or evening – catering to be contracted separately)
  - 1 time privatization and free use of the exclusive rooftop terrace of the Belgian pavilion (catering to be contracted separately)
  - 50 free one-day tickets to Expo and 100 additional tickets at a reduced price
  - exclusive invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ's, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
  - 4 invitations for the most exclusive events at the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option):

- very exceptionally: privatization of entire pavilion for evening events (subject to authorization Expo organizers and only for very exclusive sponsors)
- private visit for 150 guests to pavilion exhibition/private use of pavilion exhibition space after official hours (presence of Commissioner General or Pavilion Director if wanted and upon availability)
- exceptional privatization of pavilion restaurant (120 guests) for lunch or dinner (catering to be contracted separately; only for limited hours)
- on demand use of the multifunctional space or another reception area for your high level visits to Expo (upon availability of the space)
- 50% reduction for additional use of the multifunctional space
- possibility to privatize the exclusive rooftop terrace (at a cost) (on top of 1 free time)
- preferential prices for business gifts from the pavilion shops
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim “offered by”, “thanks to”, “with the special support of”, “Belgian pavilion’s preferred partner for”, etc.



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50.000 € CASH OR 100.000 € IN-KIND (BOOK VALUE) AND ABOVE

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This option includes as standard:

- visibility in the Belgian Pavilion:
  - via video message (logo, slogan, short corporate movie, up to 30 seconds at least 12 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
  - mention of logo/name under “Platinum partners” on “wall of fame” at exit of pavilion
  
- integration in BelExpo's communication plan (until 30 October 2025):
  - integration in social media used by BelExpo: Facebook, Instagram, Twitter, LinkedIn (posts made by BelExpo with content provided by the partner). BelExpo will refer directly to the Partner at least 3 times/communication medium in the period before and during Expo 2025 Osaka.
  - the logo and/or name of the Partner will be mentioned under “Platinum partners” on various official publications on- and offline (press releases, invitations, programs, brochures, folders, etc.)
  - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” or “official Platinum partner” logo (always subject to specific visual identity guidelines)
  - logo on BelExpo website (as key partner on various locations) and direct link to the website of the partner
  - not limited to simple logo on social media or website: in cooperation with our communication team, we integrate your partnership in our communication. Options include call-to-action buttons for your event/competition/etc., a storytelling article about you or your product on our website, in our newsletter, on our LinkedIn, references to your events in the events agenda of the pavilion, ... (2 larger content items and 2 smaller items per 12-month period, editing by BelExpo, with content provided by the partner)

- access to Expo and Belgian Pavilion:
  - 2 times free use of the multifunctional space (half a day, full day and/or evening – catering to be contracted separately)
  - 25 free one-day tickets to Expo and 50 additional tickets at a reduced price
  - exclusive invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ's, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
  - 2 invitations for the most exclusive events at the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option):

- private visit for 75 guests to pavilion exhibition/private use of pavilion exhibition space after official hours (presence of Commissioner General or Pavilion Director if wanted and upon availability)
- exceptional privatization of pavilion restaurant (120 guests) for lunch or dinner (catering to be contracted separately; only for limited hours)
- on demand use of the multifunctional space or another reception area for your high level visits to Expo (upon availability of the space)
- 30% reduction for additional use of the multifunctional space
- possibility to privatize the exclusive rooftop terrace (at a cost)
- preferential prices for business gifts from the pavilion shops
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim "offered by", "thanks to", "with the special support of", "Belgian pavilion's preferred partner for", etc.

This option includes as standard:

- visibility in the Belgian Pavilion:
  - via video message (logo, slogan, short corporate movie, up to 15 seconds at least 10 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
  - mention of logo/name under “Gold partners” on “wall of fame” at exit of pavilion
  
- integration in BelExpo's communication plan (until 30 October 2025):
  - the logo and/or name of the Partner will be mentioned under “Gold partners” on various official publications on- and offline (press-releases, invitations, programs, brochures, folders, etc.)
  - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” or “official Gold partner” logo (always subject to specific visual identity guidelines)
  - logo on BelExpo website and direct link to the website of the partner
  - not limited to simple logo on social media or website: in cooperation with our communication team, we integrate your partnership in our communication. Options include call to action buttons for your event/competition/etc., a storytelling article about you or your product on our website, in our newsletter, on our LinkedIn, references to your events in the events-agenda of the pavilion, ... (1 content item per 12-month period, editing by BelExpo, with content provided by the partner)
  
- access to Expo and Belgian Pavilion:
  - 1 time free use of the multifunctional space (half a day, full day and/or evening – catering to be contracted separately)
  - 10 free one-day tickets to Expo and 10 additional tickets at a reduced price
  - invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ's, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
  - 2 invitations for the general events of the Belgian National Day



Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option):

- 20% reduction for additional use of the multifunctional space
- preferential prices for business gifts from the pavilion shops
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim “offered by”, “thanks to”, “with the special support of”, “Belgian pavilion’s preferred partner for”, etc.

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5.000 € CASH OR 10.000 € IN-KIND (BOOK VALUE) AND ABOVE

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This option includes as standard:

- visibility in the Belgian Pavilion:
  - via video message (logo, slogan, short corporate movie, up to 15 seconds at least 6 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
  - mention of logo/name under “Silver partners” on “wall of fame” at exit of pavilion
  
- integration in BelExpo's communication plan (until 30 October 2025):
  - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” or “official Silver partner” logo (always subject to specific visual identity guidelines) logo (always subject to specific visual identity guidelines)
  - logo on BelExpo website and direct link to the website of the partner
  
- access to Expo and Belgian Pavilion:
  - 3 free one-day tickets to Expo
  - invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ’s, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
  - 1 invitation for the general events of the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option):

- 15% reduction for of the multifunctional space
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim “offered by”, “thanks to”, “with the special support of”, “Belgian pavilion’s preferred partner for”, etc.

# SCHEMATIC REPRESENTATION

Overview of partnership benefits Expo 2025 Osaka	DIAMOND	PLATINUM	GOLD	SILVER
<b>Standard returns</b>				
<b>On site visibility</b>				
Video message (different lengths)	◆◆◆◆	◆◆◆	◆◆	◆
Wall of fame	◆◆◆◆	◆◆◆	◆◆	◆
<b>BelExpo's communication plan</b>				
Integration in social media : Facebook, Instagram, Twitter, LinkedIn	◆◆	◆		
Logo and/or name on various official publications on- and offline	◆◆◆◆	◆◆	◆	
"Proud partner of the Belgian pavilion for Expo 2020 Dubai" and "official partner" logo	◆	◆	◆	◆
Logo/name on BelExpo websites including link (multiple locations)	◆◆◆◆	◆◆◆	◆◆	◆
Integration via calls to action/storytelling articles/interviews/newsletter	◆◆◆	◆◆	◆	
<b>Access to Expo and Belgian pavilion</b>				
Free use of multifunctional space (different times)	◆◆◆	◆◆	◆	
Free use of exclusive rooftop terrace	◆			
Free tickets and tickets at reduced price (different amounts)	◆◆◆◆	◆◆◆	◆◆	◆
Invitations to BelExpo events	◆	◆	◆	◆
Invitations to exclusive events on Belgian National Day (different amounts)	◆◆	◆		
Invitation(s) to general events on Belgian National Day (different amounts)			◆◆	◆
<b>Additional or alternative possible returns</b>				
Privatization of entire pavilion for evening events (very exceptional/if allowed)	◆			
Private visit to pavilion exhibition/private use of pavilion spaces after official hours	◆◆	◆		
Privatization of pavilion restaurant for lunch or dinner	◆	◆		
On demand use of multifunctional space or other reception space for high level visits	◆	◆		
Possibility to privatize exclusive rooftop terrace (at a cost)	◆	◆		
Preferential rates for business gifts from souvenir shop	◆	◆	◆	
Reduction for (additional) use of multifunctional space (different size)	◆◆◆◆	◆◆◆	◆◆	◆
Label "offered by", "with the special support of", "Belgian pavilion's preferred partner for", etc.	◆	◆	◆	◆



JOIN US



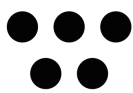




FPS Economy, S.M.E.s, Self-employed and Energy



Buildings Agency



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FÉDÉRATION  
WALLONIE-BRUXELLES

