



[2025 World Expo Prep Progressing, Corporate Participants Wanted]

Preparations for the 2025 World Expo in Osaka are progressing apace, and the Osaka Chamber of Commerce and Industry is committed to ensuring the participation of a broad variety of businesses. To that end, the chamber is working in partnership with the Japan Association for the 2025 World Exhibition and the Osaka city and prefectural governments on a promotional campaign to spread the word far and wide. This is just one example of OCCI's various projects aimed at boosting momentum in the run-up to the expo.

On August 19, the association unveiled the various options for corporate participation in the expo, officially beginning the process of negotiating sponsorships of national pavilion exhibitions and themed pavilions. Calls have also gone out for business interested in participating in the Osaka pavilion, which will be operated in conjunction with the Osaka city and prefectural governments.

◆Corporate Participation Briefing on October 12

OCCI, together with the Kansai Economic Federation, the Kansai Association of Corporate Executives, and the Kyoto and Kobe chambers of commerce, will hold an online briefing to explain the ins and outs of corporate participation in the expo. The briefing will be held from 13:00 to 14:30 on October 12, 2021. Yasuhiro Maeda, deputy secretary of the Japan Association for the 2025 World Exhibition, will give a rundown of the various options for corporate participation in the expo, and will be available for questions from attendees.

Sign up for the briefing at the OCCI website:

<https://www.osaka.cci.or.jp/event/seminar/202109/D24211012010.html>

◆Support for the Team Expo 2025 Program

In keeping with the expo's objective of encouraging independent action aimed at achieving the UN's Sustainable Development Goals, OCCI, the Japan Association for the 2025 World Exhibition, and Dai Nippon Printing will hold an online meeting, titled Hello; Team Expo 2025 Meeting #003, between 16:00 and 17:30 on September 30. Advance bookings are not required to attend the meeting.

◆A Foot Up for SMEs and Start-ups Hoping to Exhibit in the Osaka Pavilion

To ensure there is sufficient support for SMEs and start-ups who want to participate in the expo, operation of the Osaka Pavilion Exhibition Zone has been undertaken by OCCI and the Osaka Business Development Agency.

◆Countdown to the Grand Opening

To generate extra buzz surrounding “Expo 2025, Osaka, Kansai, Japan,” OCCI has created a digital “calendar” to countdown to the big event. The calendar is displayed at the chamber’s main entrance, and a further countdown can be viewed at the top of the OCCI website’s home page.

◆OCCI Vice Chair Kyoko Hirose Named Expo Assn. Director

Kyoko Hirose, vice chairwoman of OCCI, chairwoman of the Women’s Assembly, and president of Hirose Mfg, was appointed a director of the Japan Association for the 2025 World Exhibition at an extraordinary meeting of the association on September 13.

<INQUIRIES> AVAILABLE IN JAPANESE ONLY.

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