



OSAKA, KANSAI, JAPAN
EXPO
2025



FRANCE
EXPO 2025 OSAKA

The France Pavilion at Expo 2025 Osaka





“ If there was just one feeling associated with the French mindset, it would definitely be love.

Whether it is being celebrated, wept for, depicted in our arts, embodied in individuals’ desire to transcend as seen in our monuments, carried in our patriotism over the centuries, directed towards our countryside and nature in our expertise and our traditions, love runs through France’s veins.

This heartfelt passion has often been elevated into a kind of spiritual journey. We are all facing the same challenges - be it peace between nations, the future of the planet or protecting freedoms in every society. This journey, this adventure, must continue in the coming decades and beyond.

This is the French vision of the world, a hymn to love, boldness and dialogue that visitors to the France Pavilion at Expo 2025 in Osaka will be discovering. It will be embodied in the offerings of our companies, artists and scientists, and all of them in their own particular way will be trying to bring to the world our French vision of rationality, beauty, progress and freedom, and with it, the ambition, as with love, to use a universal language that expresses hope to the world of the future. ”

Emmanuel Macron



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“ An Expo is a magical time, a time for sharing and passion. This is even truer when it is being held in Osaka, a Japanese city that encourages us all to imagine life in the future. France is responding in an optimistic, committed way with its own values and sensitivities to a world faced with numerous challenges. To its 28 million visitors, it offers an outstanding experience, an immersive France Pavilion, a landmark building that is the incarnation of a hymn to Love.

This Pavilion is a place for exhibitions and emotion, but it is also a platform for events and services which provide a unique opportunity for a France that is on the move, including companies, professional bodies, regions, research institutions and cultural organizations. The France Pavilion provides you with an outstanding setting where you can showcase your ‘savoir-faire’ and commitment to the entire world.

I welcome you to build together France’s message to OSAKA 2025 !”

Jacques Maire

Chairman of COFREX

Commissioner General for France OSAKA 2025

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OSAKA**



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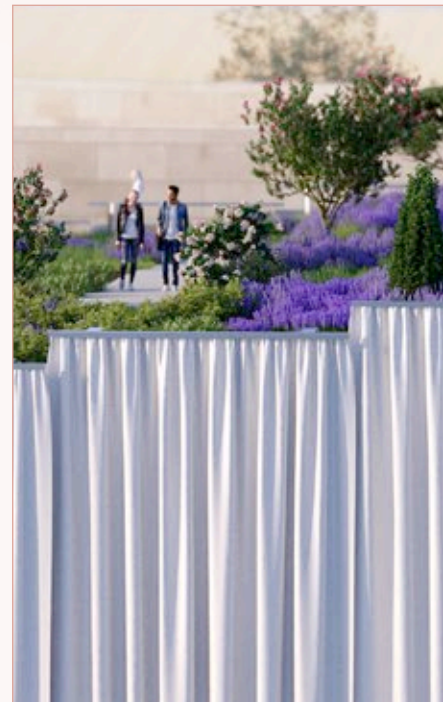
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01

**EXPO 2025
OSAKA**



Designing Future Society For Our Lives

For Japanese people, every substance, be it of human, animal, vegetable or mineral origin, “carries life within it”. The Expo 2025 Osaka conveys this vision with the theme that has been chosen for the Expo: “Designing Future Society for Our Lives”. In line with this theme, over 160 participating countries have been invited to imagine tomorrow’s society together, based on the UN’s Sustainable Development Goals. Expo visitors are also invited to take part in co-designing a sustainable society, one where every individual is supported in their aspiration to shape a world that is more harmonious, one where our societies’ futures are safeguarded.



The theme of “Designing Future Society for Our Lives” is rolled out in three distinct sub-themes :

Saving lives



Protecting health and preventing natural catastrophes.

Empowering lives



Reimagining education and employment in a world of Artificial Intelligence and robotics.

Connecting lives



Promoting understanding between different cultures and innovating based on information and communication technologies (ICT).

Expo 2025 Osaka a major international event

+ 28 M

VISITORS
EXPECTED

160

PARTICIPATING
COUNTRIES

9

INTERNATIONAL
ORGANIZATIONS

13 April to 13 October 2025
Osaka



From the centre
of Osaka, Yumeshima
Island can be accessed
in 20 to 30 minutes
by underground or road.

From Osaka 1970 to Osaka 2025

The importance in Japan of world expos.

Japan is one of the founding members of the Bureau International des Expositions (BIE). The first time Japan took part in a World Expo in France as an exhibiting country dates back to the 1867 Paris Exhibition.

Osaka Expo '70 was held for the first time in Asia in 1970 to enable the Land of the Rising Sun to establish itself in the eyes of the world as an industrial economy that was at the forefront of progress. This is when Japanese visitors were first introduced to the wealth and diversity of different world cultures. The record number of 64 million visitors made it the second most visited exhibition in the history of major global events.

Ever since, Japan has continually sought to grow this passion for exhibitions by organizing the Tsukuba Expo in 1985, then Expo 2005 in Aichi. From 13 April to 13 October 2025, a new page in the history of World Expos will be turned in Osaka.



Japan, one of France's key partners

Japan is the world's third-largest economy, making it a key destination for companies looking to set up shop and grow within Asia.

The strong purchasing power of Japanese consumers is beneficial to a great many French brands and companies. Within Japan, different industrial and service-based sectors are developing major, highly-diversified business. Equally there is major, long-term Japanese investment in France, but it is not growing at the same rate as other countries. This all means that France's position in Japan as a leading financial partner needs to be strengthened by, for instance, capitalizing on Japan's 'New Capitalism' plan and its commitment to carbon neutrality by 2050. Similarly, on the world stage, the international cooperation between

our two countries is fruitful, especially given the convergence of our corporate commitment to social responsibility.

The France Pavilion has opted to specifically target Japanese and other Asian visitors, who have specific expectations and are always keen to discover the West and how it works. Throughout the 6-month event, it is also one of the goals of the France Pavilion to shine a light on French-style innovation and our low-carbon reindustrialization strategy, as well as to foster Franco-Japanese partnerships.



France at the heart of world Expos

The first ever “National Exhibition of Industrial Products” was opened in Paris on 19 September 1798, at a time when industry and agriculture were really taking off in a new direction. Even though the concept was launched in France, the first world expo, the Great Exhibition, was held in 1851 in London. It was followed by the 1855 Paris Exhibition. The 1889 Paris Exhibition celebrated the centenary of the French Republic, and coincided with the building of the Eiffel Tower,

which demonstrated French virtuosity in all things industrial. This internationally-famous icon formed the entry to the 1889 Exhibition. Following in the footsteps of history, Japan has put the France Pavilion at the entrance of the Expo 2025 Osaka.

Today, World Expos remain a way of showcasing outstanding talents of countries by highlighting their accomplishments in the fields of science, technology, industry, art and culture. France has

never missed any of these international events, which are a major opportunity to express who we are on the world stage, and, as with all world gatherings, a chance to bring the French together around their pavilion.



02

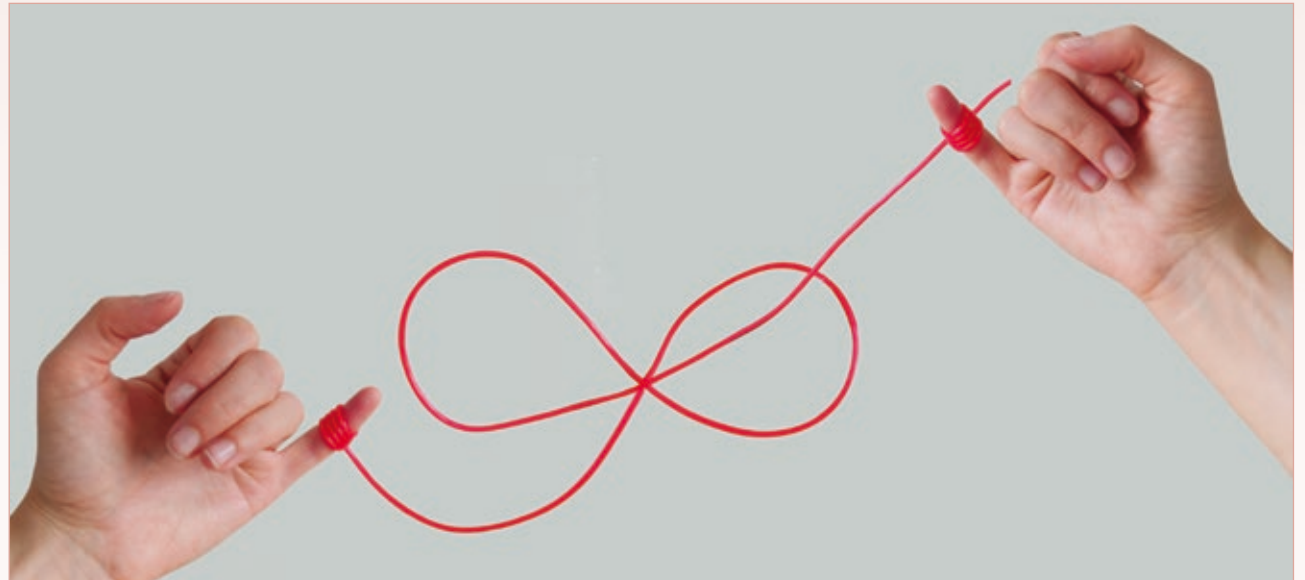
THE FRANCE PAVILION



The “red thread” - the guiding principle of the France Pavilion and a hymn to Love

In Japanese culture, the legend of the red thread, or Akai Ito, refers to the joining of two beings by an invisible, indestructible magic thread attached to their little fingers. The France Pavilion, with its own “red thread”, seeks to provide a response to social and environmental challenges by inspiring individual and group commitment. It offers a new vision of the future, one guided by the meaning of life and its finest expression, Love, through a shared, universal world view.

Throughout the 6 months of the event and at the heart of the pavilion, art, science and technology together will feed this vision of love, as well as maintaining a constructive dialogue with visitors from all over the world.



© DR

Loving yourself

Loving yourself, self-esteem, is about making the most of everyone’s abilities by improving education and physical health and psychological well-being, to name just a few. It also benefits from an enriching life, one where everyone can find meaning in what they do and enjoy beauty, knowledge, art, everything on which our cultural heritage is based.

Loving others

Loving others stems from a certain art of living, with hospitality and sharing a good meal being typical French examples. It involves re-humanizing social relationships and is based on a sense of day-to-day community with our fellow humans, and ensuring inclusion for all.

Loving nature

The aim of the France Pavilion is to show how technology can serve nature, restore it and make use of it in a sustainable manner. A love of nature also means that our environment, even if it is in a city setting, needs to be a source of well-being and inspiration.

A concept building

Seeking to create the best possible visitor experience.



A hymn to love is the guiding principle running through the France Pavilion and the narrative backbone to the entire visitor experience. It is integrated into and extends throughout the Pavilion, in the exhibition spaces, through the B-to-B events and those for the general public, enabling every visitor to enjoy a unique experience along a route that appeals to all five senses.

The intention of the France Pavilion is to question the place of humans in their environment, with the aim of creating empowerment, the ability and desire for a commitment that enables each of us to take action for our future.

THE FRANCE PAVILION'S VALUES

Savoir-Faire



The French Art of Living is synonymous with the wide diversity of fine cuisine, science, fashion, design and culture.

Boldness



In a world filled with upheaval and with the challenges of our time, France has opted to capitalize on the outstanding dynamic of the French technological ecosystem.

Commitment



Autonomy, individual empowerment and taking responsibility, as well as collective commitment, are what make it possible to face the challenges of today's world.

The France Pavilion is a powerful expression of French identity. The impressive facade directly faces the Expo 2025 Osaka's main entrance. Its sleek, modern style calls to mind a theatre set that is open to the public. It maintains an air of mystery, taking its visitors upwards through a free stroll.

The side facades are completely screened. All its different areas offer content that is associated with the France Pavilion's central theme.

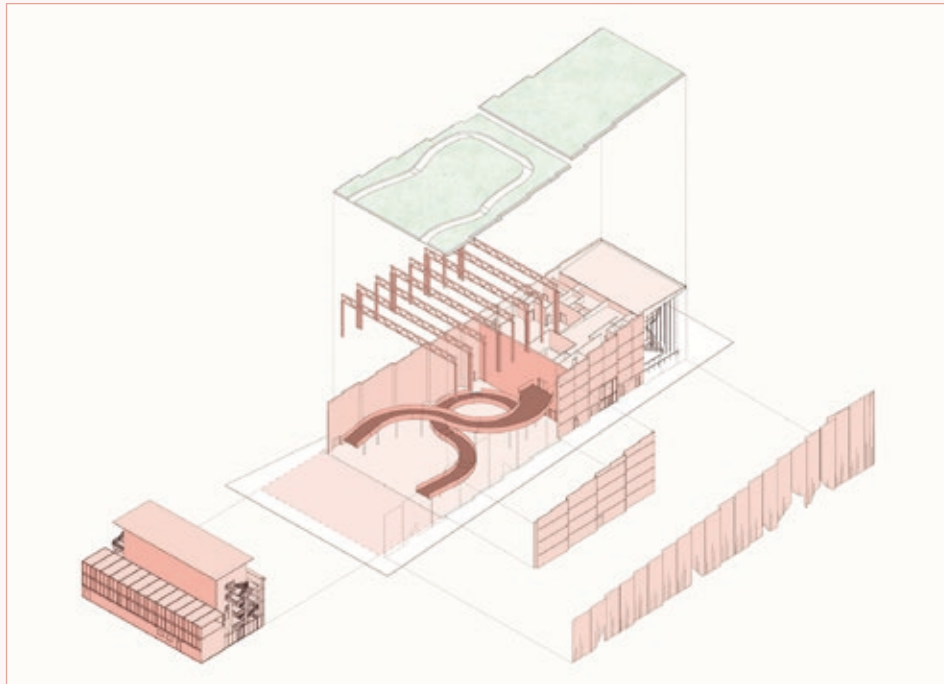
On the roof, there is an enormous garden that is an essential part of the permanent exhibition route, and it can also be seen from the wooden ring which runs around the entire site of the event.



An eco-friendly approach

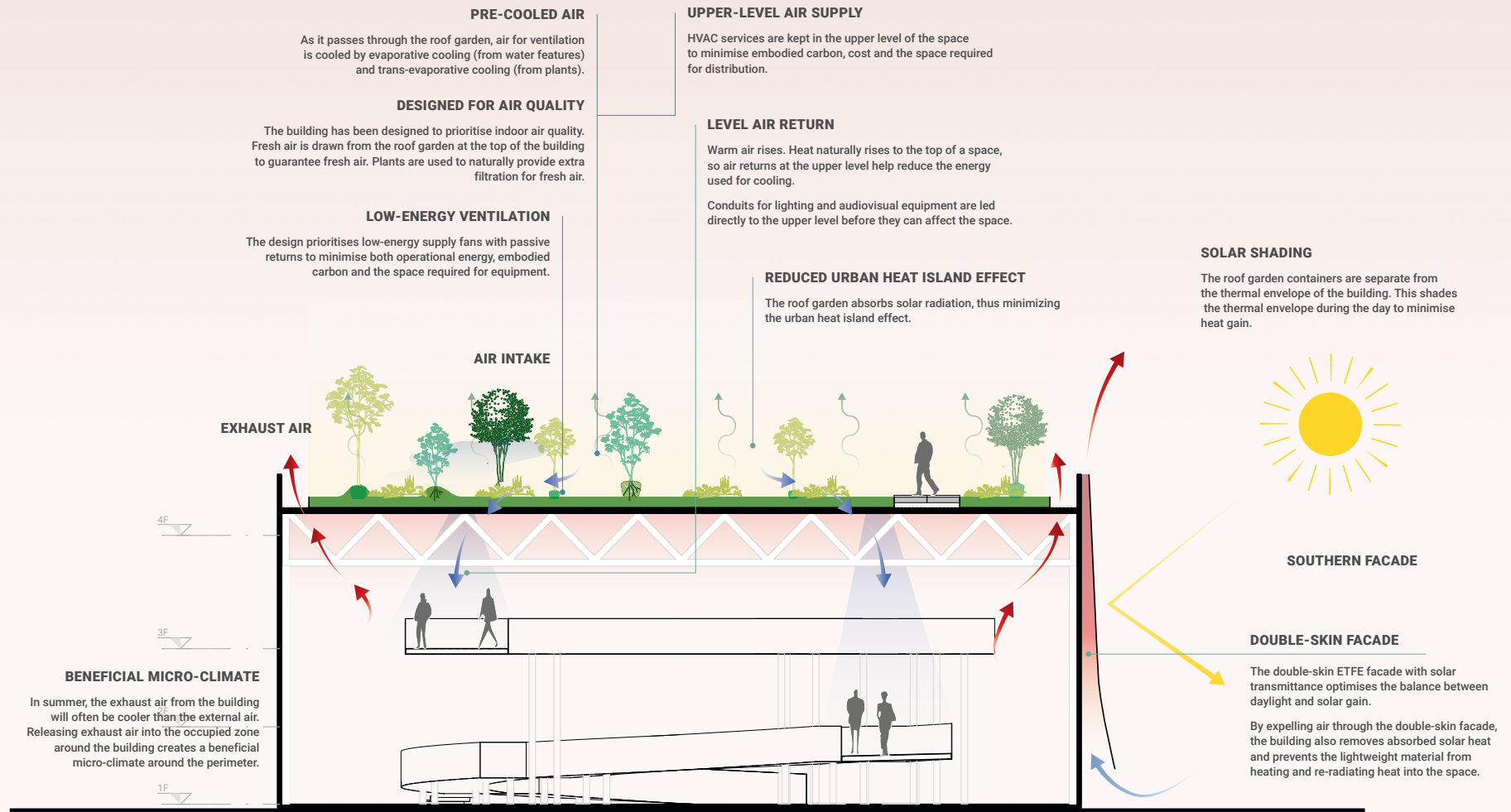
Expo 2025 Osaka's France Pavilion has been designed to be a temporary structure that is built to be eco-friendly.

The metal structure can be reassembled as elements and modules that can be used for other buildings. All of the pavilion's offices and the service providers' and technical premises are made of reusable, prefabricated modules.



Nature as a regulator

The roof garden is a key element of the permanent exhibition. This living roof of plants creates its own microclimate that makes the visit even more enjoyable. These green spaces will mean that rainwater can be managed optimally. This core of the project will contribute to reducing urban heat islands at the Expo 2025 Osaka.



A high-performance shell

As well as its aesthetic qualities, the outer shell acts as a thermal barrier for the inside of the pavilion by reducing heat transfer to a minimum.

Its double skin, together with natural ventilation, will also reduce the energy used for heating and air-conditioning.

A France Pavilion that is accessible to all

28 million visitors are expected at the Expo 2025 Osaka, with at least 3 million of them visiting the France Pavilion. The concept building will also be virtually and remotely accessible by everyone, particularly by young people who are very keen on this kind of experience.

The immersive experience will be created based on the physical France Pavilion, its permanent exhibition, some temporary exhibitions and live events.

It will be possible to access the virtual visit by

smartphone, a personal computer, or via a virtual reality headset, and can be enjoyed in the immersive experience space or at home. In the virtual visit, you can meet other visitors to go more deeply into the exhibitions, works and technologies on show in the France Pavilion.



03

**THE VISITOR
EXPERIENCE**



An exceptional location

With its location right at the entrance to the Expo 2025 Osaka, the France Pavilion enjoys central visibility.

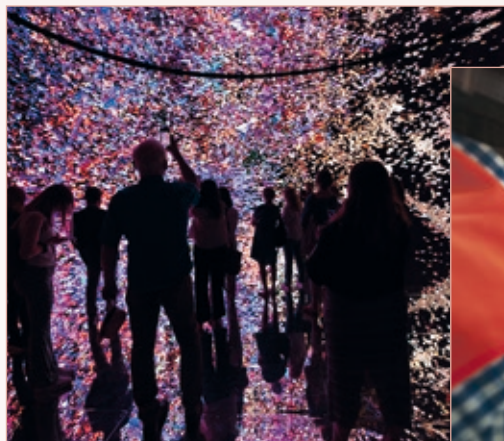


The France Pavilion can be seen right from the exit of the underground station for the event, and is located in the “Inspiring Lives” zone at the visitor traffic hub. Its appeal is underlined by its proximity to the Japan Pavilion, located right opposite.

- 1 Main Entrance
- 2 Underground exit

The 4 dimensions of the visitor experience

The France Pavilion, with its unique experience and rich, varied programme, will make a lasting impression.



Emotional

Creating an unforgettable visit and making the France Pavilion a major attraction at the Expo 2025 Osaka.

Innovative

A varied way of showcasing offerings from French companies.

Visionary

Articulating the vision and offering insights from France and French companies and institutions regarding social issues.

Pluralistic

Sharing experiences and knowledge from the French regions.

The visitors' route

The visitors' route starts right from the entrance queue and specifically prepares visitors to experience the permanent exhibition. Starting under the Pavilion's sheltered porch area, the route enables everyone to gradually enter via a gently sloping walkway. It continues into a huge entrance, offering an introduction to the permanent exhibition by presenting a monumental Aubusson Tapestry: "Ashitaka soothes his demonic wound", taken from an image from the film entitled "Princess Mononoke" by Hayao Miyazaki.

The permanent exhibition leads visitors along a seamless path, an infinite pulsing three-dimensional journey - loving yourself, loving others and loving nature.

It starts on a high footbridge inside the building, goes up to the rooftop where the garden dominates the staging, then continues into the building and ends the stroll in its second half.



The Pavilion has been designed and arranged to cater for an extraordinary number of visitors, estimated to be over 25,000 people a day.

The France Pavilion in figures

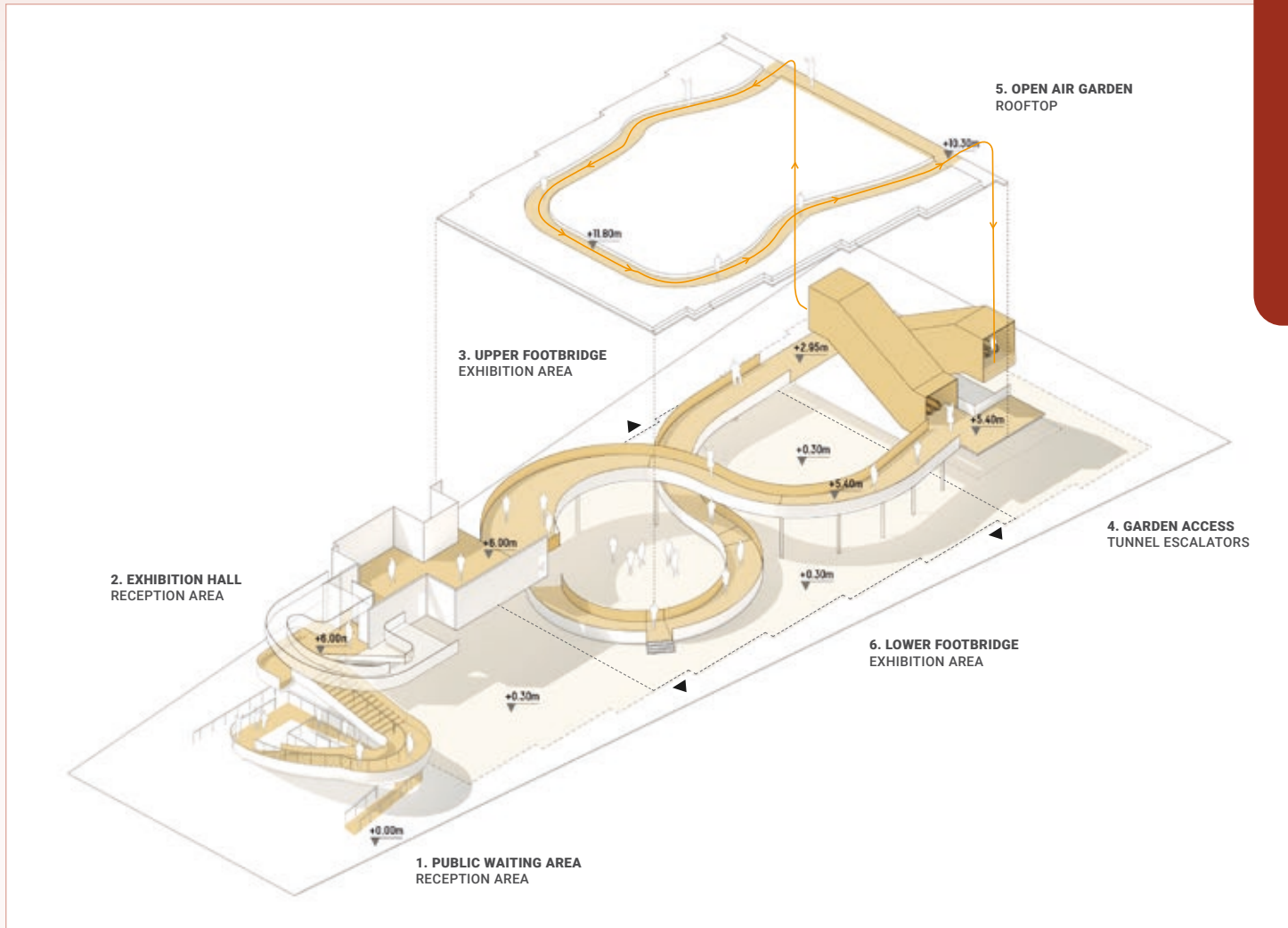


Permanent exhibition :
1000 m² internally + 1000 m² externally

Temporary exhibition : **200 m²**

Bistrot : **110 m²**

Events & VIP area : **325 m²**



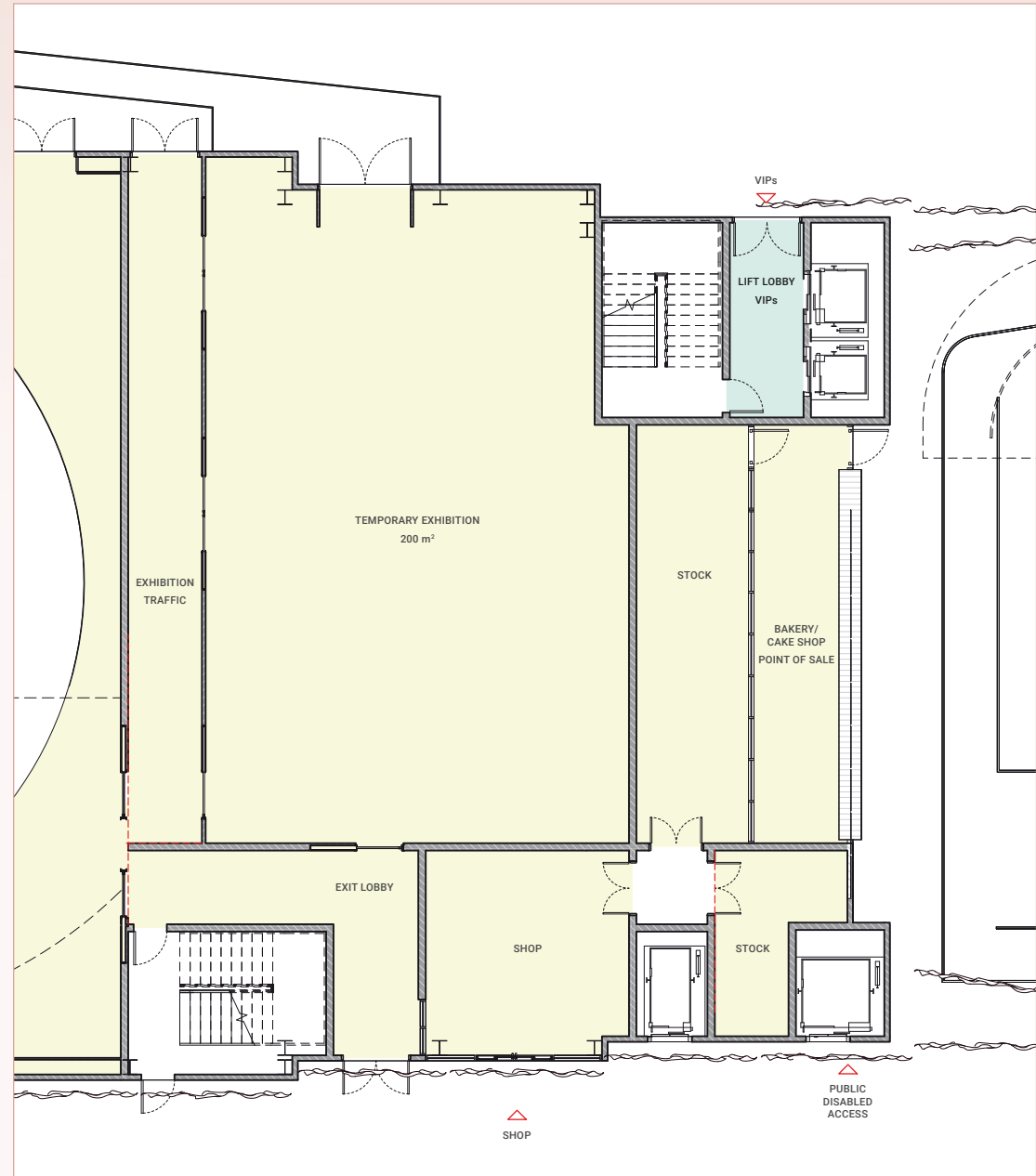
France Pavilion programming

A dedicated programme of events will set the pace of the France Pavilion for six months. This will be based on the Pavilion's editorial guideline - a hymn to Love - along with the UN's 17 Sustainable Development Goals.

The temporary exhibitions

There will be six temporary exhibitions following on from each other over the six months of Expo 2025 Osaka, with each one lasting a month.

The temporary exhibitions will feature examples of living skills alongside heritage and contemporary works, as well as live immersive experiences in a dedicated area on the France Pavilion's ground floor.



Themed Fortnights

The themed fortnights are central to the programming, and each two-week period is illustrated at the Pavilion by seminars, talks, keynote speakers, films and shows, etc.

<p>CLIMATE</p> <p>Supporting the ecological transition</p> <p>13th April – 30th April 2025</p>	<p>EQUALITY AND PARITY</p> <p>Building an inclusive global society</p> <p>1st May – 15th May 2025</p>	<p>SUSTAINABLE REGIONS AND CITIES</p> <p>Designing resilient habitats and developing soft mobility</p> <p>16th May – 31st May 2025</p>	<p>OCEANS</p> <p>Discovering, preserving and exploiting our oceans for sustainable development</p> <p>1st June – 15th June 2025</p>
<p>HEALTH</p> <p>Supporting research and innovation to improve wellbeing</p> <p>16th June – 30th June 2025</p>	<p>SPACE</p> <p>Facing the new challenges of space exploration</p> <p>1st July – 15th July 2025</p>	<p>CREATIVITY</p> <p>Identifying, encouraging, sharing, and showcasing artistic talent</p> <p>16th July – 31st July 2025</p>	<p>PEACE</p> <p>Fostering social cohesion</p> <p>1st August – 15th August 2025</p>
<p>EDUCATION</p> <p>Providing universal access to knowledge and learning</p> <p>16th August – 31st August 2025</p>	<p>CONSUMPTION</p> <p>Striving for environmentally friendly production and consumption practices</p> <p>1st September – 15th September 2025</p>	<p>BIODIVERSITY</p> <p>Preserving and rebuilding the natural world</p> <p>16th September – 30th September 2025</p>	<p>SPORTS</p> <p>Promoting sport and physical activity for everyone</p> <p>1st October – 13th October 2025</p>

Special Days

- Opening : **13 April 2025**
- Men & Women’s Equality Day : **date to be confirmed**
- French National Holiday : **14 July 2025**
- France Day : **date to be confirmed**
- Closing ceremony : **13 October 2025**

THE 17 SUSTAINABLE DEVELOPMENT GOALS



Visitors' services

These areas are open to everyone, both professionals and the general public, and French-style 'Art de Vivre' will be promoted in them.

The shop



The bistrot



The bakery/cake shop



04

PARTNERING WITH THE FRANCE PAVILION



Promoting French excellence

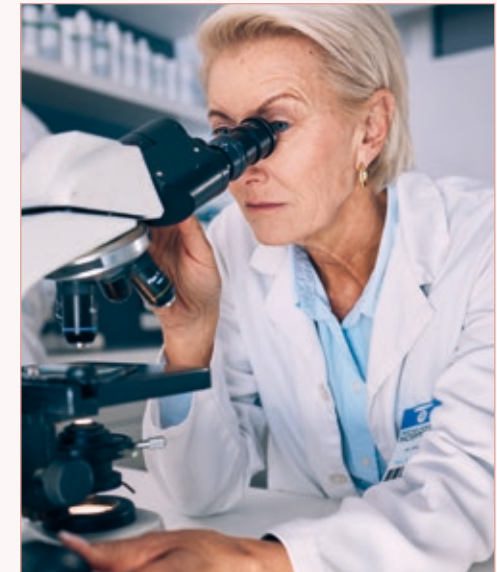
The mission of the Expo 2025 Osaka is to be a laboratory for expert knowledge and innovation to shape the society of the future.

The France Pavilion is a showcase for the talents and skills of French players, be they companies, public and private stakeholders, regions, local councils, associations, etc., which it promotes on the world stage.

The France Pavilion highlights the economic dynamism to which France is committed: a country with its own energy independence and a next-generation low-carbon reindustrialization policy, a country rising to current scientific and social challenges such as an ageing population, and a country that capitalizes on its position as a world leader in the lifestyle sector including the cultural and creative industries.



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A unique opportunity

By partnering with the Pavilion, the aim is to convey to visitors from all around the world our values - boldness, 'savoir-faire' and working together. We are joining with our sponsors to build an ambitious and pioneering cultural, educational, scientific, technological and economic programme.

The France Pavilion is also a practical tool working to promote all innovative public and private stakeholders, whether they are large French corporations, start-ups, foundations, institutions or local councils. This unrivalled showcase is an opportunity to promote French players to international visitors.

Our partners can make a commitment either in the form of sponsorship or patronage.

Patronage :

60%
tax deductions



25%
offsets

15%
residual costs

Tax deductions for patronage: non-profit support (Art. 238b of the French General Tax Code)

- Tax reduction of **60% of the amount of the donation**, up to a limit of 5 per 1000 of turnover for the company providing patronage.
- Offsets valued up to 25% of the donated amount.

Sponsorship :

- Support given for a direct benefit: promoting the company's brand image, seeking short-term financial benefits.
- VAT is charged.
- Offsets equivalent to the amount paid in sponsorship.

Becoming a sponsor

Becoming a sponsor means linking your company's image to the France Pavilion's values and benefitting from the media coverage of the Expo programming which focuses on Sustainable Development Goals.



Companies and operators will be able to promote their various skills and knowledge throughout the 6 months when the France Pavilion at Osaka 2025 is in operation. This could be via the Pavilion's permanent exhibition, temporary exhibitions, the themed fortnights or its events. The powerful narrative of the guiding principle and the coherent design of the architecture and scenography ensure that the project's financial benefits are presented in a way that appeals to the general public.

A personalized partnership

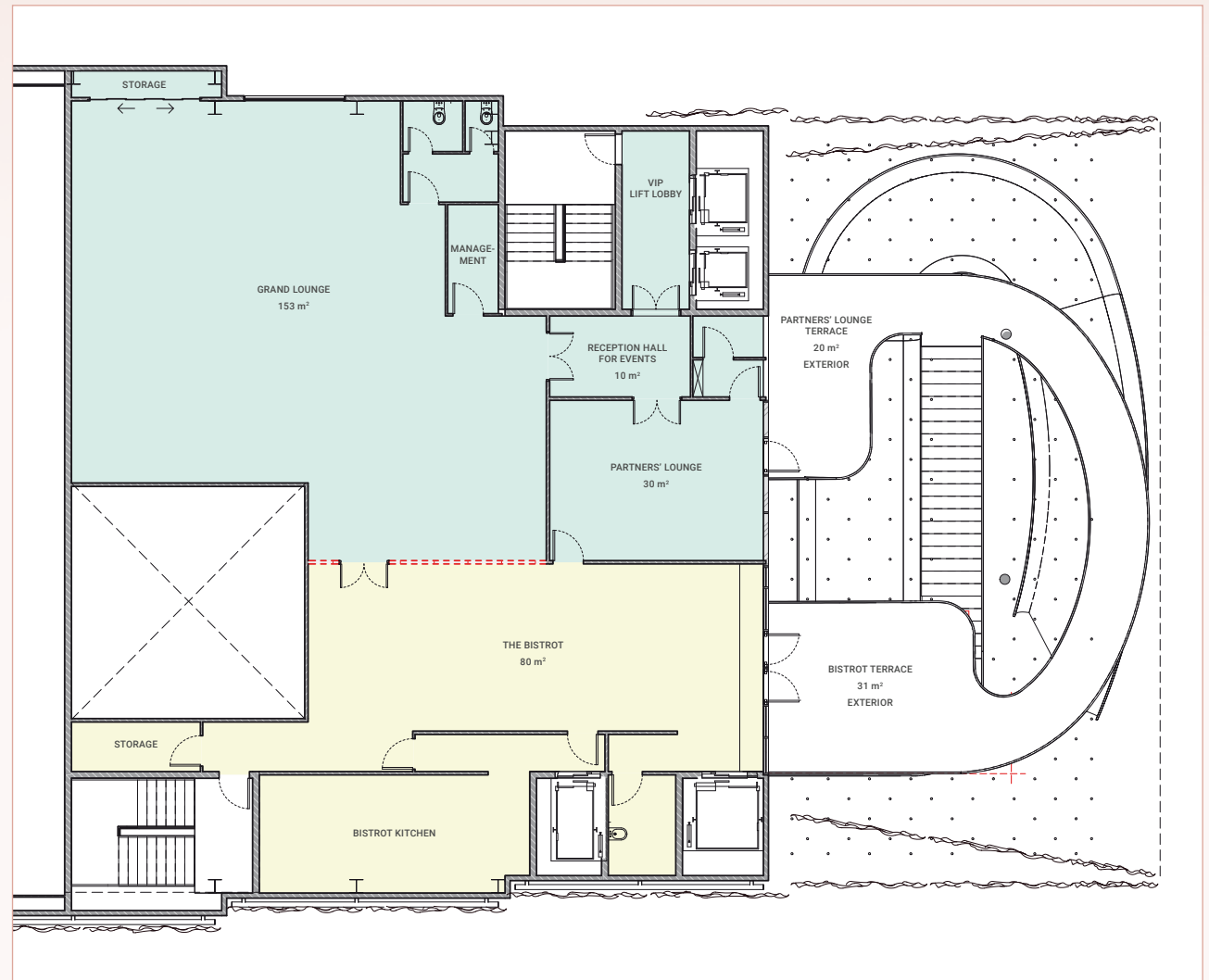
The France Pavilion team draws up with each of its sponsors the form and content of their participation in Expo 2025. Its sponsors participate, according to their expertise, in the ecosystem of the France Pavilion, before and during Expo 2025. They have different profiles - companies, institutional players, regional authorities, academics, public service institutions, etc., and they are all able to benefit from individual rewards in line with the level of their contributions. These benefits may be institutional and/or communication-related (visibility on various communication media), and/or event-related (access to preferential areas and pavilion events, invitations, etc.).

Event areas

There is access to a functional, designer space specially for our partners and professional stakeholders who wish to organize their own corporate events, which can then be booked using a dedicated calendar.

A lounge reserved for our official partners will enable them to hold informal discussions throughout the 6-month event.

All of the spaces can be used in combination with each other.



Calendar / The various stages

2023

- **26 May**

Official signature of France's participation

- **7 August**

Signing of the Pavilion's building and scene-building contracts

2024

- **January**

The reveal of the France Pavilion

- **Spring**

The first stone of the France Pavilion is laid

- **Q4**

The end of the construction phase of the France Pavilion

2025

- **Q1**

Interior fit-out

- **13 April**

Opening of the World Expo and the France Pavilion

- **13 October 2025**

Closing of the World Expo and the France Pavilion



Founded in January 2018, COFREX (French Exhibition Company) is a public company.

Its aim is to prepare, organize and oversee France's participation in world expos and international Exhibitions.

COFREX's creation is part of a sustainable, long-term project to use previous experience in order to optimally and cost-effectively organize France's involvement at World Expos and other international exhibitions. It forms part of a partnership-based approach between public and private participants, brought together with a focus on France's image and economic appeal.

It has a Japanese subsidiary: Republic of France Pavillon Osaka 2025.



Contacts

Sophie Braincourt

Director of Partnerships

sophie.braincourt@cofrex.fr

Miriam Espino Alvarez

Deputy Director of Partnerships

miriam.espino.alvarez@cofrex.fr

Address

COFREX


77 boulevard Saint Jacques 75014 Paris
France


Republic of France Pavillon OSAKA 2025 K.K

C/0 Mazars Japan K.K, Akasaka Intercity 5,
1-11-44 Akasaka, Minato-Ku, Tokyo 107-0052

www.cofrex.fr

www.franceosaka2025.fr

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COFREX
COMPAGNIE FRANÇAISE
DES EXPOSITIONS



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