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VITAGORA: PARTNER FOR THE FRANCE PAVILION'S "LAND AND FOOD" FORTNIGHT AT OSAKA 2025

Vitagora, an agri-food trade association and certified "innovation cluster", is delighted to announce its partnership with the France Pavilion at Expo 2025 Osaka, taking place from 13 April to 13 October 2025 with the theme of "Designing Future Society for Our Lives."

Joining the roster of the France Pavilion's event programme, Vitagora is now a thematic partner for the **"Land and food: striving for sustainable production and consumption practices"** fortnight, which will run from 13 - 30 April 2025. Vitagora will be leading a business delegation in Japan, with the support of Dijon Métropole and Bourgogne Franche-Comté Regional Council, and in collaboration with its partners: the Bourgogne-Franche-Comté Chamber of Commerce and Industry, the Produits Gourmands de Bourgogne-Franche-Comté body (which helps to promote gourmet produce from Bourgogne-Franche-Comté), the Bourgogne-Franche-Comté Regional Economic Agency and the Bourgogne Vigne et Vin public interest group. Vitagora will also hold a special "agricultural and agrifood innovation day," featuring a series of conferences and workshops highlighting the goals and challenges of sustainable food. There will be also be tasting sessions for gourmet products from the Bourgogne-Franche-Comté region.

Over the course of the fortnight, Vitagora's flagship initiatives will showcase its members' excellence in terms of exceptional food products, cutting-edge scientific expertise, and the flagship environmental and energy transition projects being pursued by the regional agri-food sector in Bourgogne-Franche-Comté. A parallel programme of B2B meetings will help to develop international partnerships in research and development, co-manufacturing and exports among the companies participating.

Pierre Guez, President of Vitagora, stated: "For the past 20 years, Vitagora has been promoting French excellence in Japan through its collaborations with Japanese partners, serving as a catalyst to drive emerging Franco-Japanese innovation initiatives. We are honoured to be taking this incredible opportunity alongside our partners, bringing our members' innovative solutions for sustainable food, serving the needs of both humans and the planet, to the forefront of the international stage.

Jacques Maire, Chairman of the COFREX and Commissioner General of the France Pavilion, stated: "The France Pavilion is pleased to welcome Vitagora for the opening of the World Expo. For this initial thematic fortnight, Vitagora will exemplify our commitment to showcasing all that our local regions have to offer. Vitagora's approach to ensuring high-quality, sustainable food will be a highlight of the France Pavilion's event programme in Osaka, the food capital of Japan."

About Vitagora:

Vitagora is an agri-food trade association, and is certified as an “innovation cluster” for the Bourgogne-Franche-Comté and Ile-de-France regions. It brings together over 670 stakeholders from the agri-food industry in France and around the world, including companies (corporations, SMEs and start-ups), research groups, higher education institutions, agricultural production operators and consumers. For 20 years, Vitagora has been effective in its role as a catalyst within its ecosystem, fostering ambitious development and innovation projects which contribute to ensuring delicious, healthy and sustainable food that is both a source of value for the industry and regions, and a source of wellbeing for consumers.

<https://www.vitagora.com/>

About COFREX :

Founded in January 2018, COFREX SAS, a publicly-owned company, is the first permanent structure dedicated to the preparation, organization and implementation of France's participation in Universal and International Expositions. Its sustainable approach comes from experiences of previous Expos' participations, in order to provide with an optimal organization at the lowest cost and minimal impact. This organization is based

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About the France Pavilion at the Osaka World Expo 2025 :

The Osaka World Expo 2025 (Japan) will be held from April 13th to October 13th, 2025 under the theme "Designing the future, imagining tomorrow's life ", with three sub-themes: "Saving lives", "Inspiring lives", "Connecting lives". The event will take place on Yumeshima Island, a 155-hectare artificial island in Osaka Bay, designed by architect Sosuke Fujimoto. All the pavilions will be connected by a "roof ring" measuring 615 m in diameter and 2 km in circumference, and divided into three macro-zones: Green world, Pavillon world and Water world. Over 160 countries will be represented, and 28 million visitors are expected to attend the event. The France Pavilion, whose ambition is to showcase French innovation and know-how, will be located in the "Empowering lives" section, close to the Japan Pavilion and the main entrance of the World Expo.

<https://www.franceosaka2025.fr/en>

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