

REQUEST FOR EXPRESSION OF INTEREST: CORPORATE SPONSORS OR PARTNERS FOR CANADA'S PARTICIPATION AT EXPO 2025 OSAKA

1. GENERAL INFORMATION

1.1 Context

Canada will participate in Expo 2025 Osaka to be held in Japan from April 13 to October 13, 2025, and invites outstanding partners to collaborate with the Canada Pavilion team through a variety of sponsorship options.

1.1.1 Expo 2025 Osaka

Japan excels at the conception and execution of world's fairs. The Japanese Association responsible for organising Expo 2025 Osaka is expecting more than 28 million visitors over the 6-month event. Approximately 88% of all visitors will be Japanese tourists and the remaining 12% will come from overseas. Over 200 participants are expected to take part, including more than 150 countries who have already confirmed, as well as international organizations, global companies and non-governmental organizations.

The overarching theme of Expo 2025, **Designing Future Society for Our Lives**, is the lens through which the Expo Association and participants are expected to present innovative ways to address the challenges of our time, and especially to meet the UN 2030 Sustainable Development Goals (SDGs).

The 3 subthemes are centered around the idea of **life**, with the Expo site divided into corresponding thematic zones:

- The Expo subtheme of **Saving Lives** focuses on improving public health, attaining food security, disaster readiness, and harmonious coexistence with nature.
- The Expo subtheme of **Connecting Lives** focuses on building inclusive, harmonious and well-functioning communities and enriching society.
- The Expo subtheme of **Empowering Lives** focuses on enriching the lives of individuals is situated in the Empowering Lives Zone.

The Concept for Expo 2025 is the **People's Living Lab**. It positions the Expo as a laboratory where new technologies and innovations, including carbon neutrality, digitisation, and AI, are brought together by diverse participants to tackle challenges and advance common solutions to global issues. (For more information refer to <https://www.expo2025.or.jp/en/overview>)

1.1.2 Canada at Expo 2025 Osaka

Canada has committed to a significant presence at Expo 2025 Osaka. From our prominent location in the Empowering Lives Zone of the Expo site, we expect to welcome over 2 million

visitors to our custom-designed Canada Pavilion which will feature striking architecture, a compelling public presentation and a courtyard with a stage, shop, and food services. The Canada Pavilion will also include a VIP, protocol and collaborative conference/business facility, where it will be possible to host events and meetings for invited guests, dignitaries, stakeholders and partners over the course of the 6 months. The pavilion will be a physical expression of Canada's commitment to sustainability, a platform to showcase Canada's rich diversity, including our Indigenous heritage, and a place where visitors can discover Canada's creativity in science, culture and social innovation.

This high-profile, whole-of-government, effort will promote Canada's values and capabilities to a global audience and advance our strategic objectives to:

- strengthen existing ties with Japan and cultivate new areas of cooperation and exchange;
- build on relationships with Japanese business leaders, educators, and the wider community through well-targeted cultural, academic, and business programming;
- promote trade and investment opportunities in key sectors, working with other Canadian government departments, and provincial and territorial governments;
- increase awareness of Canada as an exciting, safe, and reliable travel and study destination; and,
- engage with other participating countries to promote Canada's broader interests, particularly amongst other Indo-Pacific partners.

Canada is particularly interested in promoting this country's commitment to the sustainable development goals of gender equality, education and climate action.

2. COLLABORATE WITH CANADA AT EXPO 2025 OSAKA

Global Affairs Canada (GAC) invites you to communicate your interest in partnering with Canada at Expo 2025 Osaka by contributing financial or in-kind resources at this premier nation-branding event. These contributions will serve to create an indelible impression of our country, our people, our values, and capabilities on the Expo 2025 Osaka stage.

2.1 The Opportunities

There are a number of sponsorship and partnership opportunities available including both financial and in-kind contributions. Pavilion design and program development are still in their early stages so there is flexibility to discuss various options.

2.1.1 Financial Contributions:

Consider financial sponsorship of spaces, programs and events such as:

- **Pavilion Spaces:** Explore naming, branding or profile opportunities in the business lounge, the stage, or the courtyard among other spaces.
- **Cultural Program:** Help Canadian artists and performers shine on the world stage through dynamic and changing cultural activities and performances which reflect Canada's cultural and geographic diversity
- **Culinary Program:** Support Canada's Culinary Program to showcase the diversity of Canadian products, flavours, and hospitality as well as the Canadian culinary team who will prepare and present food and beverage offerings at the Pavilion.
- **Hosting Program:** Young Canadians from coast to coast to coast will serve as hosting staff at the Pavilion. Support this program which provides Canadian young people with an incredible learning opportunity in Japan while they represent Canada to the world.
- **Signature events:** Be a supporting sponsor of signature events like Canada's National Day, gala awards and performances, fashion and culinary events, and more.
- **Impactful Programs:** Support programs and events centred on youth, sustainable development, Indigenous initiatives or social enterprise, among others.
- **Theme Weeks:** Elevate your brand engaging with specific industry sectors through theme weeks focused on Agriculture, Creative Industries, Cleantech, Education, Life Sciences, Tourism, and others.

2.1.2 In-Kind Contributions:

Canada welcomes offers of in-kind products and services such as:

- **Transportation Services:** Offer in-kind transportation to facilitate Canada's presence at Expo 2025 Osaka, potentially including air and/or ground transport in Japan.
- **Hosting staff uniforms:** Design and/or provide uniforms for Canada Pavilion staff to showcase Canadian style and fashion.
- **Furniture and décor:** Showcase Canadian design and manufacturing by providing furniture for the VIP and business areas.
- **Equipment and materials:** Showcase equipment, technology, and products in the construction, fit-up, and operations of the Canada pavilion.
- **Canadian food and beverage:** Provide agri-food products to be showcased by our culinary team.

- And more...

2.1.3 Benefits:

The Benefits will be tailored to the scope and nature of the sponsorship and may include:

- Access to international prospects and opportunities for strategic relationship building;
- Ability to hold events at the Canada Pavilion, including business or commercial meetings (B2B, B2C);
- Tickets, site passes or invitations to events at the Canada Pavilion (as appropriate).
- Naming and/or branding rights for event spaces at the Canada Pavilion;
- Brand visibility opportunities to showcase your organization;
- Use of the Canada Pavilion brand mark for promotional material;
- Recognition on the Canada Pavilion website;
- Visibility through Canada Pavilion digital and print marketing collateral (where appropriate).

We look forward to discussing and tailoring these opportunities and benefits to ensure that Canada is well represented at Expo 2025 Osaka.

3. HOW TO PARTICIPATE

Interested organizations are asked to fill out a brief questionnaire in Annex A to describe your business and the nature of a possible contribution.

Respondents are encouraged to offer concise responses, comments and insights that they believe would be beneficial to GAC in understanding the nature of your interest.

Responses will be kept confidential, subject to the provisions of the *Access to Information Act*. The information provided will be used for the purposes of the analysis of the project.

All Expressions of Interest will be acknowledged and reviewed. All respondents will be notified whether or not the Government of Canada wishes to enter into discussions with

them. Selected respondents will be approached to discuss proposed contributions and a customized benefit package. Pending discussions, a letter of agreement could be concluded.

4. REFERENCES

4.1. International Expositions

International Expositions, held under the auspices of the Bureau International des Expositions (BIE), are a global platform to share ideas, showcase innovation, encourage collaboration and celebrate human ingenuity. They are held every 5 years for a duration of 6 months. They bring together countries, companies, non-government organizations, multilateral organizations, and millions of visitors. They introduce new ideas, technology and approaches in ways that fascinate their very broad audiences. They continue to be one of, if not the, largest scale event in the World in terms of visitors, scope and duration, and offer one of the best global branding and business opportunities.

4.2. Canada and Japan Trade and Economic Relations

Trade and economic relations between Canada and Japan have been steadily expanding. With a gross domestic product of \$5.5 trillion in 2022, Japan is the world's third-largest national economy, one of Canada's most important economic and commercial partners. The FDI stock from Japan into Canada was valued at \$41 billion in 2022, making Japan Canada's largest source of FDI from the Indo-Pacific and fourth largest overall. Japanese subsidiaries and affiliate companies operating in Canada employ thousands of Canadians and support numerous communities.

4.3 The Audience

The organizers of Expo 2025 Osaka expect more than 28 million visitors. Approximately 88% of all visitors will be Japanese tourists and the remaining 12% will come from overseas.

A unique aspect of Expos is that they attract both the general public and specialized audiences. A particular strength of Expos is that they appeal to youth and the leaders of tomorrow, creating lasting impressions which shape future interactions between Japan and Canada.

It is expected that audiences to the Canada pavilion will include:

- General visitors – families, school groups, organized tours
- Youth ranging from 15 to 30 years of age
- Japanese government leaders & influencers;
- Investors, business leaders, and innovators from the Indo-Pacific region;
- Japanese and international media; and,
- Partner countries to advance Canada's agenda.

- Canadian and international dignitaries and officials.

5. NOTICE

This is a Request for Expression of Interest (RFEI). The Government of Canada, through Global Affairs Canada (GAC) hereby notifies interested parties about an upcoming opportunity to become a corporate partner or sponsor for Canada's Pavilion at Expo 2025 Osaka. Please provide your expressions of interest no later than February 21, 2024.

As this is not a bid solicitation, there will be no short-listing of potential respondents. Responses to this RFEI do NOT impose any obligation or constitute any commitment on the part of Canada to enter into discussions or agreements with respondents or to make any award of business or undertaking to any respondent.

Respondents will not be reimbursed for any cost incurred by participating in this RFEI.

Responses will be kept confidential, subject to the provisions of the Access to Information Act, and will be retained to support further planning and decisions and potential agreements. Any findings made public will protect commercially sensitive information in accordance with federal policies. Respondents are encouraged to identify, in the information they share with Canada, any information that they feel is proprietary, third party or personal information. All information will be held and where disclosed, will be in accordance with the Access to Information and Privacy Acts (for more information: <http://www.fintrac-canafe.gc.ca/atip-aiprp/privacy-privee-eng.asp>).

Participation in this RFEI is not a condition or prerequisite for sponsorship or partnership.

ANNEX A QUESTIONNAIRE

	QUESTION	RESPONSE
Q1	Background: Please provide a general profile of your Organization. a) Organization Name b) Contact person (name, email, phone number) c) What is the nature of your business or enterprise? (Short description with a link to your website/corporate profile). d) Is your Organization Canadian owned or operated? If not, please elaborate.	a)
		b)
		c)
		d)
Q2	Relationship with Japan a) Please describe the nature and size of your organization's current business or relationship with Japan.	
Q3	Interest a) Why are you interested in contributing to Canada's participation in Expo 2025 Osaka?	

<p>Q4</p>	<p>Alignment</p> <p>How does your organization align with the Expo themes and Canada’s stated priorities, goals, and values, as outlined in in sections 1.1.1 and 1.1.2?</p>	
<p>Q5</p>	<p>Opportunity:</p> <p>a) Is there a particular opportunity that your Organization interested in contributing to? (Please note: If you do not have sufficient information to identify a particular opportunity, please leave this blank).</p> <p>b) Would this be an in-kind or financial contribution? Or combination of the two?</p> <p>c) If an in-kind contribution, do you have the capacity to deliver products or support services in Japan.</p>	<p>a)</p> <hr/> <p>b)</p> <hr/> <p>c)</p>
<p>Q6</p>	<p>Time Frame: When would your organization need to make decisions about partnerships, sponsorships and in-kind contributions to Canada’s participation in Expo 2025 Osaka?</p>	

Q7	Reputation: a) Do you attest to being a responsible and reputable Canadian Organization whose name would enhance the reputation of Canada's involvement in Expo 2025 Osaka?	
	b) If you provide goods, do you attest that your Organization's products are free of unacceptable supply chain practices (e.g. modern-day slavery, exploitation of child labour, animal testing, corruption etc.)?	
	C) Do you attest that your Organization has not been charged, convicted or sanctioned for bribery and corruption offences?	