

AUSTRALIA AT EXPO

2025 Osaka, Kansai

Australia Pavilion
Partnership Opportunities

June 2024



EXPO 2025
OSAKA, KANSAI
AUSTRALIA PAVILION



AUSTRALIA





Foreword

Australia and Japan are more closely connected today than ever before, enjoying a special strategic partnership based on many shared interests. Our relationship is underpinned by decades of friendship and collaboration between our people, our businesses and our governments.

The connections Australians have with Japan will drive our success at Expo 2025 Osaka, Kansai. We will use our pavilion and program of activities to deepen Australia's relationship with Japan, showcase our modern and diverse nation to the world and create opportunities for Australians. Japan's focus at Expo 2025 on decarbonisation, clean energy and global Sustainability Development Goals aligns well with Australia's ambition to become a leader in clean energy sectors of the future.

The beautiful Australian pavilion in Osaka will be located on a prominent Expo site. Our Expo partners will have access to VIP function rooms at the pavilion, allowing you to create unique events or participate in government-led functions. I am delighted to invite you to partner with the Australian Government to further your corporate objectives in this important market.

I look forward to working with you to make our participation at Expo 2025 a great success.

SENATOR THE HON DON FARRELL
Minister for Trade and Tourism

About *Expo*

Japan will host the next World Expo in Osaka, Kansai from April to October 2025. This prospectus provides an overview of Australia's participation at Expo 2025 Osaka and outlines partnership (sponsorship) opportunities.



Australia's theme statement

With rich ancient cultures, spectacular landscapes, plentiful natural resources, and a diverse population, Australia is a land like no other.

'Chasing the Sun' will explore Australia's unique energy: from our pioneering businesses and global partnerships, to our vibrant society and contributions to solving complex challenges.


Through a focus on sustainability, First Nations' priorities, diversity, inclusion and regional collaboration, the Australian Pavilion will present Australian innovation, opportunities, and resilience to the world.





Shine with us at Expo 2025 Osaka, Kansai

The Australian Government aims to leverage Expo 2025 Osaka, Kansai (Expo) to showcase the best of Australian business, innovation, exports, sport and culture to a highly influential global audience. We are looking for extraordinary organisations to help us shine on the world stage and we invite you to join us as an Australian Pavilion partner.



“As an entity that operates primarily to connect business to Australians and Australians to business, more than ever, it is abundantly clear that the changing world requires collaboration and unique partnerships. In my mind, this is exactly what Expo and the Australian Pavilion delivered and was the catalyst to bring together the entire Australian Business community here in the UAE.”

DAVID SANDERSON, Former Chair,
Australian Business Group
Abu Dhabi

Expo presents a rare and exceptional opportunity to collaborate with the Australian Pavilion, led by the Australian Government, to build your profile as a trusted partner of choice in Japan and to be part of the broader Australian story in our region. As our partner, you will participate in networking opportunities across your sector, in collaboration with corporate partners and government officials, decision makers, investors and entrepreneurs from Japan and other major trading partners.

We will use our pavilion theme, ‘Chasing the Sun’ to shine a light on Australia’s diverse capabilities and dynamic economy, and to maximise trade and investment outcomes across priority sectors.

We are offering an unparalleled chance for you to leverage a unique global platform that will add the glow you need to launch your next project, secure investors, build relationships with government, non-government and corporates and achieve high growth ambitions.



The greatest show on earth

World Expo is an unmissable international mega event held every five years under the authority of the inter-governmental organisation, the Bureau International des Expositions.

Expos are a gathering of nations to share the latest ideas and solutions to global challenges. From the Eiffel Tower at Paris Expo 1889 to the hydrogen powered BMW at Hannover Expo 2000, Expos are renowned for launching new products and concepts. Japan's Expo theme 'Designing a Future Society for our Lives', will again facilitate problem solving and technological advances towards a better world.

The Osaka Expo site will be a spectacular and vibrant mix of country pavilions, Japanese corporate pavilions, public event spaces, restaurants, street food outlets and entertainment venues nestled on a purpose-built island off Osaka.

Expo 2025 Osaka, Kansai will bring together more than 160 nations for six months from April to October 2025. Expo organisers are expecting 28 million visitors.



Expo 2025 Osaka, Kansai will bring together more than 150 nations for six months from April to October 2025. Expo organisers are expecting 28 million visitors.





“Expo 2020 Dubai was a beacon of light for our industry in very tough times. The Expo 2020 represented the first big catalyst for world trade and commerce to bounce back. We used our partnership with the Australian Pavilion to reach out to new and existing customers, letting them know we remain one of the most rapidly expanding hospitality supply companies across the globe. The service visitors received inside the Australian Pavilion closely reflected our own company values - friendly, professional and dependable service. It was an excellent opportunity to meet Australian and international businesses throughout the event and forge long lasting partnerships.”

INAM HAIDER, CEO,
Hospitality Solution Group
Expo 2020 Dubai Australian Pavilion partner

Our place in the sun

the Australian Pavilion

The Australian Pavilion is being designed to provide an unforgettable Australian experience for our visitors. The pavilion will have two precincts, each designed to promote Brand Australia to targeted audience groups.

01

Public Entertainment Precinct

From mid-afternoon into the evening, our cultural program will bring the outdoor stage to life with captivating Australian talent. Performances will include solo artists, bands, musicians, dance troupes, films, and theatre-style shows. Buzzing outdoor dining outlets will give our visitors a true taste of Australia, as they relax and enjoy our entertainment precinct. Inside the pavilion, visitors will follow the sun on an immersive journey across Australia, experiencing our diversity, natural beauty and ingenuity along the way.

02

VIP Event Precinct

We will host dedicated events to promote trade and investment opportunities and activations for targeted invited guests in our custom designed VIP event space. The Australian Pavilion events program is accessible only to our partners and their guests.

** Both of these precincts will be available to our partners*



"Expo offers the opportunity to reach a global audience with access to business representatives and decision makers, which is essential for a B2B company like EFM. This was the biggest show in town and EFM are proud to have played their part in delivering yet another globally successful event."

DYLAN OWEN,

Managing Director Middle East & Australia, EFM Global Logistics
Expo 2020 Dubai Australian Pavilion partner

Rise to the top as a partner of the Australian Pavilion

We invite you to join Team Australia as a partner of the Australian Pavilion.

As our valued partner, we will work together to strengthen relationships with Japan to progress economic, commercial and diplomatic outcomes, create opportunities in your sector and for your business, and positively shape perceptions of Australia.

As an Australian Pavilion partner,
you can use Expo to:

Build and deepen relationships with your key Japanese partners

Be part of the conversation with government officials and important decision makers

Highlight your latest offering

Host an international meeting or small conference program

Build new linkages and networks

Connect with clients, customers and investors

Bring all your stakeholders together

Expand your market reach

Build awareness and understanding of your brand

Target global media based at Expo with your event or launch



Australian Pavilion events program *overview*

Corporate hospitality is a central feature of our partnership packages and reflects the priority we place on the VIP events program, which we will use to progress Australia's policy, business, trade and investment objectives with Japan and other participating countries.

The program will be shaped around ten programming pillars, reflecting Australia's focal sectors with Japan.

Global New Energy & Decarbonisation

Technology & Innovation

Water, Oceans & Natural Environment

International Education, Research & Collaboration

Food, Wine/ Beverage, Fibre & Agriculture

Health, Med & Biotech

Visitor Economy

Space

Art, Culture & Design

Sport

Each pillar will be scheduled over a time block and will launch with a flagship event targeting VVIP corporates and key government officials. These events provide an exclusive opportunity to build relationships and influence both business and policy discussions across an extensive range of topics designed to advance Australia's national interests.

You will be invited to these functions in accordance with your partnership package, and can also align your own VIP events with the programming pillars.

The pillars will be underpinned by our cross-cutting themes: **First Nations' priorities, gender equality and inclusion, sustainability and climate change, and regional collaboration.**

We will also host high-profile events to mark Australia's significant commemorative days, cultural highlights and future momentous sporting events.


Finally, we will deliver a series of business development events, including trade and investment promotions and business matching opportunities for each pillar.





Partnership package structure

 Partner \$125,000

 Bronze \$250,000

 Silver \$500,000

 Gold \$1,000,000

 Platinum \$2,000,000

Each tier is built around three streams of benefits, which are scaled according to the investment level.

You may also propose **equivalent benefits**, tailored to your organisation's interests in Japan and at Expo.

Joint partnerships may be taken by more than one organisation.

Peak bodies are invited to partner with the Australian Pavilion on behalf of their members. There is no limit on the number of members associated with a peak body partnership.



Partnership package stream one: relationship building and business development through hosting your own special events and corporate hospitality at the Australian Pavilion.

Host private events with a unique Australian 'wow' factor

The VIP special event space at the Australian Pavilion is a spectacular Australian-themed zone, designed to impress. The space is flexible and can be used to host board meetings, small meetings, seminars, conferences, product launches, media events, roundtables and gala events. A specialist events management team will orchestrate all aspects of your event, topped off by a professional chef team and experienced wait staff for a seamless execution.

There is also a covered outdoor patio with a BBQ area for outdoor VIP functions. The VIP space will be equipped with areas for smaller gatherings, dining events and business meetings.

Partners will also have an opportunity to host guests on a guided tour through the Australian Pavilion visitor experience. Expo site entry tickets are included for guests attending your VIP events.

Your functions, meetings and events can be held to coincide with our sector pillars and theme weeks, or at any time convenient for you.

02

Partnership package

stream two: networking and profiling through invitations to influential VIP events at the Australian Pavilion.

Be our guest

Bring your A+ networking game and press the flesh with high profile officials and dignitaries throughout Expo, as our guest at Australia's flagship events, business development engagements, commemorative events, ministerial functions, and collaborations with other country pavilions*.

**Subject to capacity and protocol for dignitaries, scaled for partnership tiers.*

03

Partnership package

stream three:

brand exposure and public relations

Build your brand in Japan

Your brand will be acknowledged in the Australian Pavilion, on the Australian Pavilion website, across Australia's Expo social media channels and in relevant Australian Government promotional materials, speeches, and media releases about Australia at Expo.

Our pavilion public relations experts will work with you to take advantage of the many media and social media opportunities in the lead up to, and across the 6 months of Expo.

Our team is on hand to make your Expo experience remarkable. We will work with Australian suppliers to bring the highest quality Australian produce to the plates of your VIP guests, through curated Australian menus.

A specialist events management team will orchestrate seamless activations, topped off by a professional chef team, experienced wait staff, sommeliers, mixologists, and live musical entertainment to help you to deliver the event of the year.

Partnership packages

Partner \$125,000

Our partner package provides the opportunity for you to engage with your target stakeholders with a full day in the Australian Pavilion. This tier includes the opportunity to host up to 100 people for a seminar or VIP event of your choice, followed by a board room meeting and smaller meeting. This program may be held over one day at the Australian Pavilion or separated depending on your needs. You will also receive 2 tickets to VVIP flagship or Commonwealth-led events, as well as an invitation to our VIP engagements for Australia's National Day, Pavilion launch and opening.

Stream one: Corporate hospitality and pavilion access

1 VIP event in the Australian Pavilion VIP events space, with full catering and event management support for up to 3 hours

1 board room meeting (20 pax) with catering for up to 3 hours

1 small meeting room (10 pax) with catering for up to 3 hours

Complimentary Expo entry tickets on the day for guests attending your VIP events and meetings

May be taken as a full day in the Pavilion (subject to availability)

Stream two: Invitations to influential VIP events

1 ticket to VIP elements of Australia's National Day at Expo program*

2 tickets to Australian Pavilion flagship or Commonwealth events

1 ticket to the Australian Pavilion launch in Australia and the Australian Pavilion opening in Osaka*

**Subject to event proceeding as planned, flights and accommodation not included*

Stream three: Brand exposure and public relations

(Scaled according to investment tier as outlined in partnership agreement)

Acknowledgment as a partner in speeches, media releases, marketing material and on the pavilion sponsor recognition wall

Promotion of your event and your Expo produced social media content where possible

Media support for your VIP event

VIP event photography and videography



Bronze \$250,000

The bronze package gives you the opportunity to be part of Australia's Expo program, through hosting your own VIP events targeting your important stakeholders. Your event allocation may be taken as two full days in the Australian Pavilion. You will receive 4 tickets to VVIP flagship or Commonwealth-led events as well as 2 tickets to our National Day commemoration, and Pavilion launch and opening. We will also mention you in social media and add your logo to our website and our acknowledgement wall at the Pavilion.

Stream one: Corporate hospitality and pavilion access

1 VIP event in the Australian Pavilion VIP events space, with full catering and event management support for up to 3 hours

1 VIP event in the Australian Pavilion VIP events space, with full catering and event management support for up to 2 hours OR 4 boardroom meetings (each meeting can host 20 pax)

1 board room meeting (20 pax) with catering for up to 3 hours

1 small meeting room (10 pax) with catering for up to 3 hours.

Complimentary Expo entry tickets on the day for guests attending your VIP events and meetings

Exclusive VIP tours of the Australian Pavilion visitor experience for your event guests, plus 1 additional VIP visitor experience for a group of 10 guests followed by refreshments in the meeting room

May be taken as full days in the Pavilion (subject to availability)

Stream two: Invitations to influential VIP events

2 tickets to VIP elements of Australia's National Day at Expo program*

4 tickets to Australian Pavilion flagship or Commonwealth events

2 tickets to the Australian Pavilion launch in Australia and the Australian Pavilion opening in Osaka*

**Subject to event proceeding as planned, flights and accommodation not included*

Stream three: Brand exposure and public relations

(Scaled according to investment tier as outlined in partnership agreement)

Acknowledgment as a partner in speeches, media releases, marketing material and on the pavilion sponsor recognition wall

Promotion of your event and your Expo produced social media content where possible

Media support for your VIP event

VIP event photography and videography

Partnership packages

Silver \$500,000

With a silver partnership package, you can host three of your own VIP events for up to 100 people, 4 boardroom meetings for up to 20 people in each meeting and 2 smaller meetings for up to 10 people. Your events may be scheduled throughout Expo or taken as full days in the Pavilion. You will receive 8 tickets to attend Australian Pavilion flagship or Commonwealth events, as well as a selection of our special VIP events, including 4 tickets to VIP elements of Australia's National Day commemorations and 4 tickets to the Australian Pavilion launch and opening. We will promote your organisation through our silver media and public relations plan.

Stream one: Corporate hospitality and pavilion access

3 VIP events for up to 100 people in the Australian Pavilion VIP events space, with full catering and event management support for up to 3 hours

Complimentary Expo entry tickets for guests attending your VIP events and meetings

4 board room meetings (20 pax) with catering for up to 3 hours

2 small meetings (10 pax) with catering for up to 3 hours

Exclusive VIP tours of the Australian Pavilion visitor experience for your event guests plus 2 additional VIP visitor experience opportunities for a group of 10 guests followed by refreshments in the meeting room

May be taken as full days in the Pavilion (subject to availability)

Stream two: Invitations to influential VIP events

4 tickets to VIP elements of Australia's National Day at Expo program*

8 tickets to Australian Pavilion flagship or Commonwealth events

4 tickets to the Australian Pavilion launch in Australia and the Australian Pavilion opening in Osaka*

1 invitation to a special Ministerial/visiting dignitary event (subject to event capacity and content relevance to partner organisation)

**Subject to event proceeding as planned, flights and accommodation not included*

Stream three: Brand exposure and public relations

(Scaled according to investment tier as outlined in partnership agreement)

Acknowledgment as a partner in speeches, media releases, marketing material and on the pavilion sponsor recognition wall

Promotion of your event and your Expo produced social media content where possible Media support for your VIP events

VIP event photography and videography

Company case study on the Australian Pavilion website Article in Australian Pavilion stakeholder newsletter



Gold \$1 Million

The gold package solidifies your Expo participation. It enables you to host six VIP events targeting your key interlocutors, 8 board room meetings, 4 smaller meetings, and will get you in the room with senior officials and business leaders at Australian Pavilion VVIP and flagship events. **A concierge service** is included in the gold tier to coordinate engagement opportunities with visiting international delegations throughout Expo. Your organisation will be promoted through our gold media and social media engagement package.

Stream one: Corporate hospitality and pavilion access

6 VIP events in the Australian Pavilion VIP events space, with full catering and event management support for up to 3 hours

Complimentary Expo entry tickets for guests attending your VIP events and meetings

8 board room meetings (20 pax) with catering for up to 3 hours

4 small meetings (10 pax) with catering for up to 3 hours

Exclusive VIP tours of the Australian Pavilion visitor experience for your event and meeting guests, plus 4 additional VIP visitor experience opportunities for a group of 10 guests followed by refreshments in the meeting room

Concierge service is included to coordinate additional meetings and engagements with visiting delegations throughout Expo.

May be taken as full days in the Pavilion (subject to availability)

Stream two: Invitations to influential VIP events

6 tickets to VIP elements of Australia's National Day at Expo program*

16 tickets to Australian Pavilion flagship or Commonwealth events

6 tickets to the Australian Pavilion launch in Australia and the Australian Pavilion opening in Osaka*

1 invitation to a special Ministerial/visiting dignitary event (subject to event capacity and content relevance to partner organisation)

**Subject to event proceeding as planned, flights and accommodation not included*

Stream three: Brand exposure and public relations

(Scaled according to investment tier as outlined in partnership agreement)

Acknowledgment as a partner in speeches, media releases, marketing material and on the pavilion sponsor recognition wall

Promotion of your event and your Expo produced social media content where possible

Media support for your VIP events

VIP event photography and videography

Company case study on the Australian Pavilion website

Article in Australian Pavilion stakeholder newsletter

Partnership packages

Platinum \$2 Million

This is the ultimate partnership package. It includes 10 VIP events, 10 board room meetings, 10 smaller meetings, maximum exposure through the platinum branding and public relations package and extensive invitations to VVIP events. The platinum package includes Concierge Plus.

Our expert team will develop a tailored Expo engagement package to make sure you connect with all the right people and are seen in all the right places to pursue your business development objectives during the six months of Expo. Concierge Plus optimises your presence at Expo through proactively pursuing engagement opportunities aligned with your core priorities, in real time.

Our team will monitor and track the attendance of your target stakeholders throughout Expo and create bespoke engagement opportunities for you. This may include securing meetings with visiting international delegations, seeking invitations to prestigious events with your interlocutors across private sector and country pavilions at Expo, coordinating visits and access to country pavilions, creating media opportunities with the Expo global media contingent and identifying relevant Expo-related business engagement opportunities, both in Australia and Japan, in the lead-up to Expo.

Bonus stream: Concierge Plus

A curated 6-month Expo engagement program customised to meet your business goals

Stream one: Corporate hospitality and pavilion access

10 VIP events in the Australian Pavilion VIP events space, with full catering and event management support for up to 3 hours

10 board room meetings (20 pax) with catering for up to 3 hours

10 small meetings (10 pax) with catering for up to 3 hours Complimentary Expo entry tickets for guests attending your VIP events and meetings

Exclusive VIP tours of the Australian Pavilion visitor experience for your guests, plus 10 additional VIP visitor experience opportunities for a group of 10 guests followed by refreshments in the meeting room

May be taken as full days in the Pavilion (subject to availability)

Platinum \$2 Million

Stream two: Invitations to influential VIP events

8 tickets to VIP elements of Australia's National Day at Expo program*

32 tickets to Australian Pavilion flagship or Commonwealth events

8 tickets to the Australian Pavilion launch in Australia and the Australian Pavilion opening in Osaka*

1 invitation to a special Ministerial/visiting dignitary event (Subject to event capacity and content relevance to partner organisation)

**Subject to event proceeding as planned, flights and accommodation not included*

This reflects the minimum quantity of event invitations and will be scaled up for platinum partners where possible

Stream three: Brand exposure and public relations

(Scaled according to investment tier as outlined in partnership agreement with maximum coverage for platinum partners)

Acknowledgment as a partner in speeches, media releases, marketing material and on the pavilion sponsor recognition wall

Promotion of your event and your Expo produced social media content where possible Media support for your VIP events

VIP event photography and videography

Company case study on the Australian Pavilion website Article in Australian Pavilion stakeholder newsletter

Light up your marketing strategy as an official provider to the Australian Pavilion

The Australian Pavilion is an excellent platform to promote art, food, beverage, furniture and other pavilion fit-out products.

Opportunities exist outside of our partnership tiers for organisations seeking to contribute value-in-kind products to the pavilion to help build their profile in Japan.

We invite you to take your marketing to new heights as an official provider of the Australian Pavilion through providing a value-in-kind product or service that we can integrate into Australia's presence at Expo.

In return, we will acknowledge your value-in-kind contribution to the Australian Pavilion, through digital branding online and social media and physical branding at the Pavilion.

As part of Australia's Expo family, you will also receive VIP tickets to our pre-Expo events in Australia and select events in Osaka.

We are designing Australia's Pavilion to be a spectacular and memorable experience for our anticipated 2.8 million guests. The pavilion will be a striking presentation of a modern and diverse Australia that deepens our relationship with Japan and creates new opportunities for Australia on the world stage.

By showcasing your product or service as an official provider to Australia's pavilion you could help us to achieve these objectives, and we can help you to shine on this unique and unparalleled global platform.

We are seeking value-in-kind contributions in the following broad categories. We have included suggested items. This is not an exclusive list, and we welcome proposals.

Australian Pavilion construction, fit-out, landscaping, building services, furniture, fittings and equipment	Food and beverage (public cafe + VIP)	Visitor experience
Interior finishes, signage, graphics and joinery	Design a menu item/ hero dish / cocktail / non-alcoholic cocktail (provide a core ingredient – e.g. protein/fruit/veg)	Backpacks
Furniture (indoor and outdoor) and soft furnishings	Core product e.g. coffee, milk/ alternative milk, protein, bush foods, etc.	Hats/visors – all visitors
Building services infrastructure and equipment	Alcoholic beverages - functions	Gift pack/show bag for school visitors
General appliances and equipment	Non-alcoholic beverages - functions	
A/V systems and equipment	Beer or wine experience – public eateries	
Security systems and equipment	Gourmet picnic items (backpacks)	
Waste management solutions	Standalone food cart e.g. ice-cream	
Landscaping, plants & trees		
Hospitality supplies and consumables	VIP gifts – Australian Pavilion speakers and official international delegations	
People counting systems	Jewellery	
Stage (VIP)	Hats	
Staff intercom/radios	Scarves	
Artworks and sculptures	Designed Items	

Make your product sizzle, through our guest chef program

We will coordinate a program of visiting high profile Australian chefs to the pavilion during the six months of Expo. If you are providing food and beverage items through our official provider partnership, you may express an interest in adding on a guest chef support package - \$50,000*. This is your chance to promote your product intensely during a week-long interactive visiting chef program, which will include VIP events, live cooking shows, cooking collaborations with other pavilions, Q&A sessions and media activations. As a guest chef supporter, you will receive product promotion opportunities and branding associated with the program, as well as tickets to activations and special VIP events.

**This opportunity is only available as an add-on to official providers of food and beverage items. There will be six chefs in total. DFAT will review expressions of interest and make the final decision on guest chef supporters, noting products provided must align with the Australian pavilion food and beverage standards and with guest chef interests or expertise.*

Expressions of Interest

Register your official provider Expression of Interest at:
www.dfat.gov.au/trade/expo-2025-osaka.

Official provider and partnership opportunities are open until 31 December 2024. Food and beverage official provider proposals are requested by 13 September 2024.

We will be reviewing submissions progressively and suggest reaching out to us as early as possible, to secure your contribution. Official provider opportunities are limited within the categories above and will be offered on a first-in basis, subject to companies fulfilling our selection criteria.



Official provider

Australian Pavilion branding and publicity

Logo on Australian Pavilion website	●
Logo on Australian Pavilion partner e-acknowledgement wall	●
Logo in relevant promotional material	●
Logo associated with product in the Pavilion	●
Australian Pavilion– provider/partner logo lock-up	●
Company case study about Expo participation on Australian Pavilion website	●
Access to partner resources portal on Australian Pavilion website	●
Posts on Australian Pavilion social media platforms	●
Acknowledgment in relevant public relations opportunities	●

Invitations to events

1 invitation to Australian Pavilion launch in Australia (subject to event proceeding as planned, flights and accommodation not included).	●
1 invitation to Australian Pavilion opening event in Osaka (subject to event proceeding as planned, flights and accommodation not included).	●
1 invitation to Australian Pavilion VIP partners acknowledgment event (subject to event proceeding as planned, flights and accommodation not included).	●
Invitation/s to specified elements of Australia's National Day at Expo (tickets scaled according to investment tier and subject to event proceeding as planned, flights and accommodation not included).	●

"It is a great privilege to be part of this world-class, successful event and we were delighted to support the Australian Pavilion. Through the exposure given by the Australian Pavilion we have built connections with many nations and have networked with different businesses across the globe. This collaboration will be extremely beneficial to our company's future endeavours."

MANDEEP BHANDARI, Managing Director,
Steel Masters International
Expo 2020 Dubai Australian Pavilion partner



Sun-kissed *partnerships*

In our experience, Australia Pavilion partnerships achieve remarkable outcomes when:

we have shared goals and values

your sector aligns with our programming and/or other pavilion activations

you have a strong presence in-market or plans for expansion

your communications team can support and amplify your Expo participation

we can work closely with a dedicated representative or team in your organisation to make the most of every Expo opportunity

The magical moment when *the sun meets the horizon*

Together, we can make the Australian Pavilion radiant at Expo 2025 Osaka, Kansai.

Register your partnership Expression of Interest now at:

www.dfat.gov.au/trade/expo-2025-osaka

We will be reviewing submissions progressively and suggest reaching out to us as early as possible, so that we secure your participation across our pavilion program.

We are available to discuss this opportunity in more detail in person or via an online meeting.

You can reach us at **expopartnerships@dfat.gov.au**

Before the *sun sets*

Separate opportunities also exist to support elements of our cultural program or to assist in curating elements of our Commonwealth-led events program.

To find out more, connect with us at **osakaexpo@dfat.gov.au**





Australian Government

Connect with us for partnership
opportunities at Expo 2025
Osaka, Kansai

Lead the conversation. Lead the future.
dfat.gov.au/trade/expo-2025-osaka



EXPO 2025
OSAKA, KANSAI
AUSTRALIA PAVILION



AUSTRALIA