

BEL EXPO
Belgian Commission General
for International Exhibitions

**EXPO 2025 OSAKA – BELGIAN SHOP AT THE BELGIAN PAVILION
FEVIA WEBINAR
7 May 2024**

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BelExpo
Who are we?

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.be

economie
FPS Economy, S.M.E.s, Self-employed and Energy

Buildings Agency

BEL EXPO
Belgian Commission General
for International Exhibitions

be be.brussels

Flanders
State of the Art

FÉDÉRATION WALLONIE-BRUXELLES

Wallonia.be
EXPORT INVESTMENT

Ostbelgien

**Mission: the execution of the
Belgian participation to
Expo 2025 Osaka**

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Expo 2025 Osaka

**Belgium's
participation**

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Expo 2025 Osaka

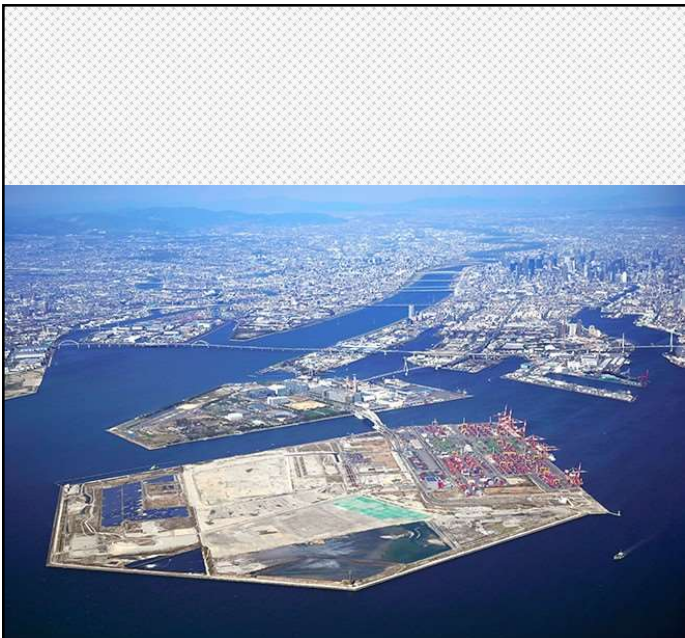
Factual data

- World Expo (every five years)
 IMPORTANT: no trade fair, but a universal exhibition
- 13 April 2025 to 13 October 2025
- 150 participating countries expected
- 28 million visits
- Osaka, Kansai, Japan
- Yumeshima Island, Bay of Osaka
- Main theme: Designing Future Society for Our Lives

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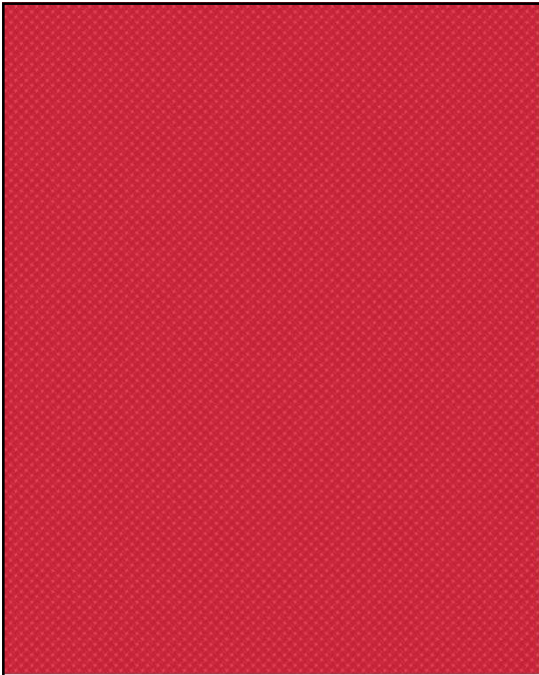
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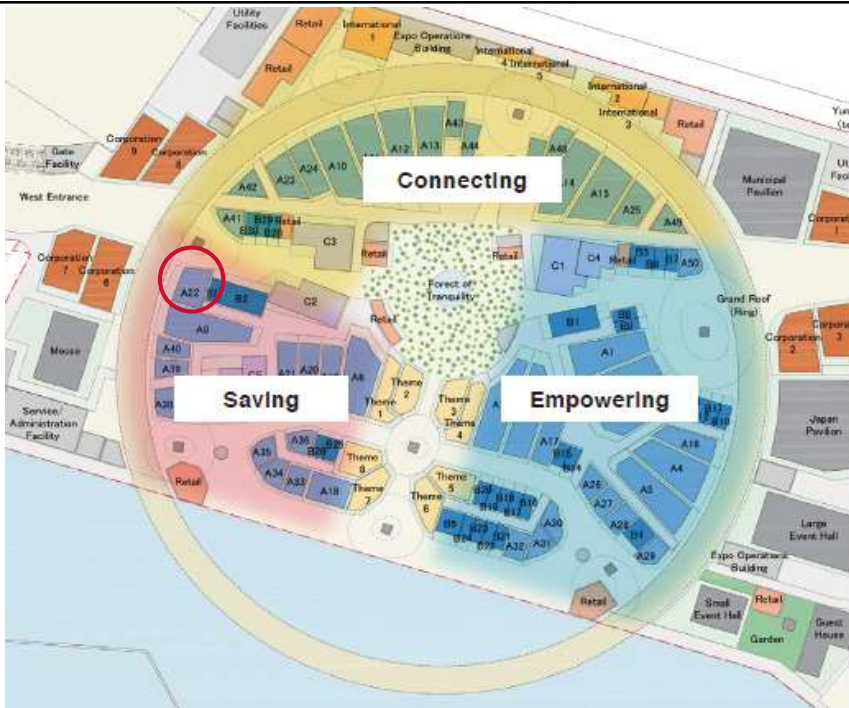


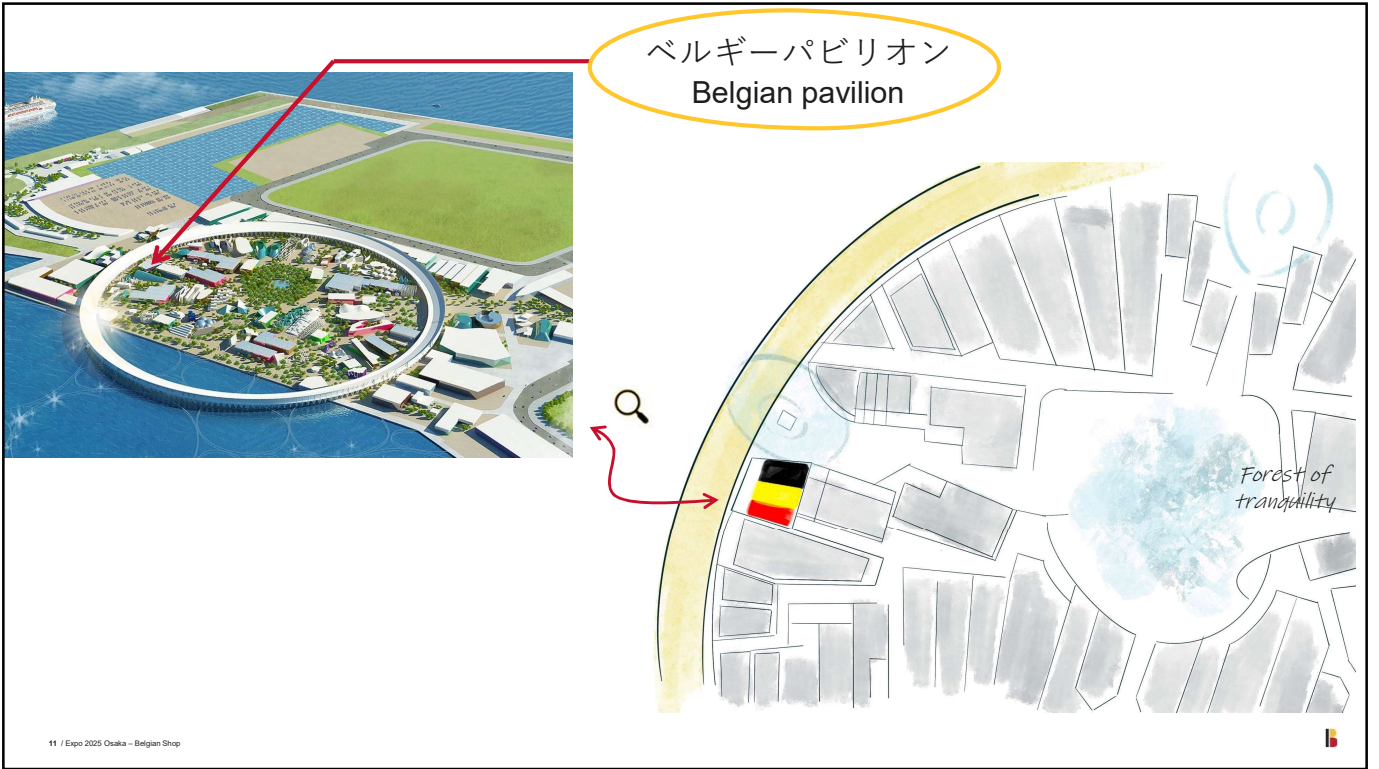
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Belgium at Expo 2025 Osaka

Belgian pavilion





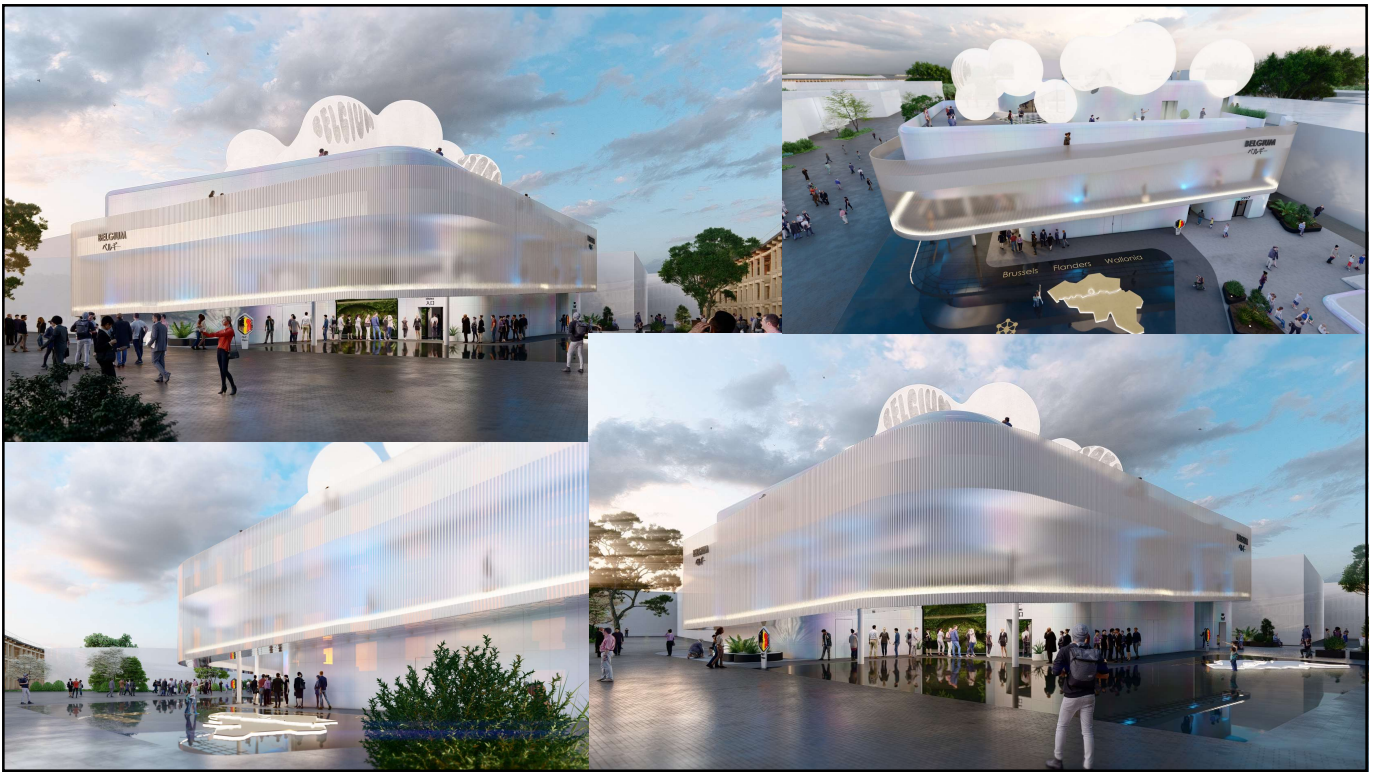
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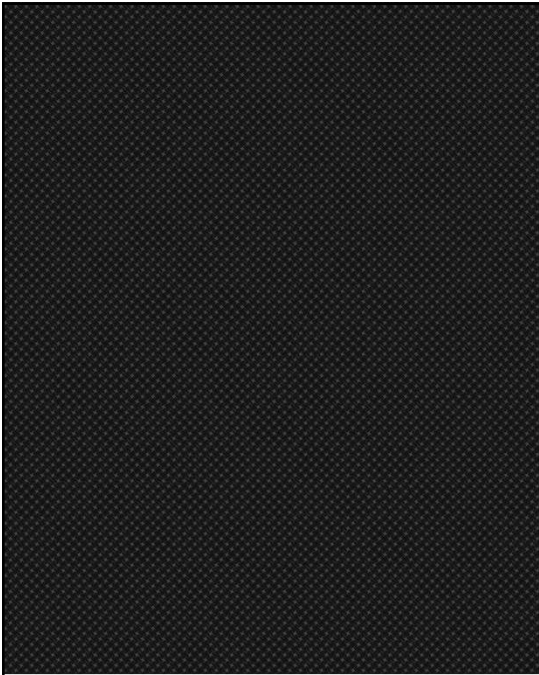
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Belgian pavilion

Inside Zoom on shop

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Belgian pavilion inside

3rd Floor

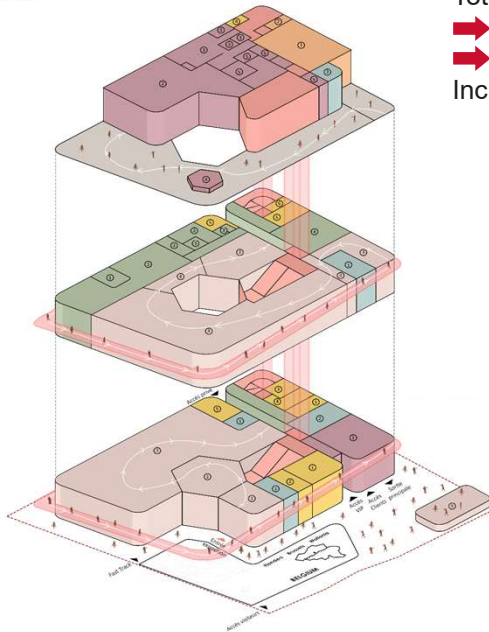
- Restaurant
- Kitchen
- Public sanitary
- Multifunctional space
- Rooftop terrace

2nd Floor

- Exhibition room
- Technical room
- Offices & staff room

1st Floor

- Exhibition room
- Technical room
- Shop
- VIP entrance



Total:

➔ Building surface: 1.053m²

➔ Total surface : 2.223m²

Includes ± 1.000m² of exhibition

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Belgian Shop

Conditions for your products

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Belgian Shop



General information

- shop operator = BelExpo
- chocolate & biscuit shop:
 - air-conditioned space
 - shelves with direct access for customers + display case to show inside
- opportunity for as many companies as possible, no exclusivity
- dedicated spaces based on your interests

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Belgian Shop



Conditions for the products

- basic conditions:
 - Belgian products: Expo organisers demand typical and original products
 - marketability/saleability will be important: attractivity for visitors/customers
- pre-packaged products only
 - + open samples for customers to see inside in the box
- cater for your customers! packaging is very important for Japanese customers
 - special editions of your products
 - adapted packaging: special sleeves, images of Belgium, Belgian pavilion, etc.
(careful: copyrights! prior approval BelExpo required)

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Belgian Shop



Conditions for the products

- expiration date > one month after start Expo
- local labelling regulations
- barcode readable by Expo POS system
- training for staff



Belgian Shop



Product display & sale

- BelExpo plans approximately 12 display stands for selling products
 - $\pm 1\text{m}$ wide x $\pm 1.5\text{m}$ high
 - 5 individual shelves
- rental of display stands for the duration of the Expo
 - entire display stand = 6.500 EUR (+ brand name above display)
 - one shelf = 1.500 EUR
- BelExpo guarantees purchase of 2x your rented space
 - purchase price (BelExpo) = maximum 55% selling price
- selling price \leq local price



Belgian Shop



Logistics

- local import and sales license (by 1 April 2025): ask help from AWEX, FIT, HUB
- local delivery capacity for direct (night) delivery to the Belgian pavilion
- ability to replenish the pavilion in response to sales volumes
- access to a warehouse that meets local health and safety standards
- delivery on the pavilion : as of 10 April 2025, until 13 October 2025

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Belgian Shop

Next steps

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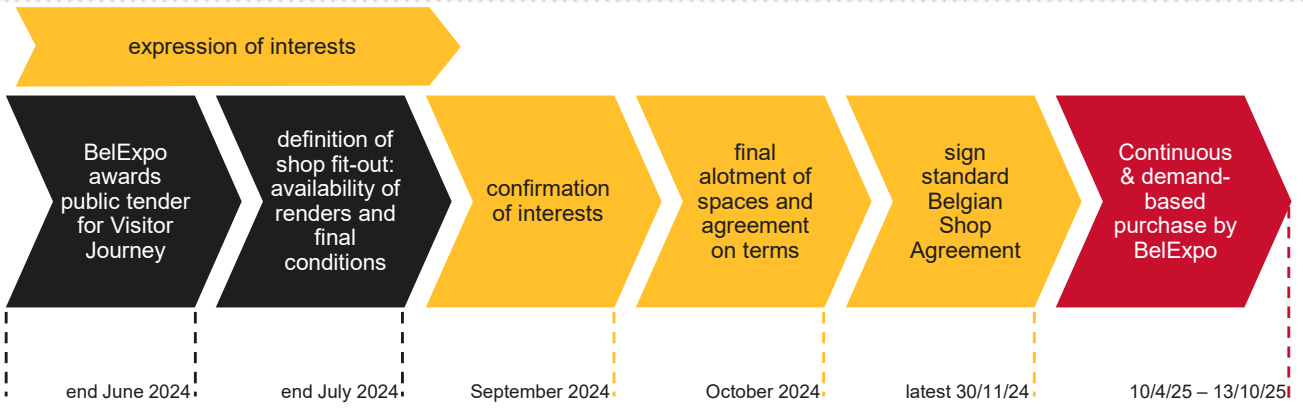


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Next steps



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Belgian participation

...one more thing

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Belgian participation



Belgian content program

- Not only a physical and permanent exhibition
- Content program with workshops, events, seminars, conferences:
 - either in the Belgian pavilion or elsewhere on the Expo site
 - either only Belgian initiative or in cooperation with partners
- Opportunity to focus on other subjects outside of main theme
 - Theme Weeks, Regional Weeks (with AWEX, FIT, HUB)
 - BelExpo weeks: **Belgian F&B Week**, Architecture and Design Week

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Belgian participation

food.be
Small country. Great food.

Belgian F&B Week (5 to 16 June 2025) – Ideas



Ateliers for chocolate and dessert-making



Food sampling



Seminars and panel discussions



Hold meetings with (prospective) clients at BePav multifunctional space
• Rental of venue or as return on partnership

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How to express your initial interest?

Very easy: email us
expo2025osaka@economie.fgov.be

- short email presenting your company and the products you would like to sell in our shop: please indicate whether you are already importing in Japan
- our team will contact you shortly for a follow-up
- if interested in a deeper partnership: do not hesitate, visit <https://belexpo.be/en/partnership> for more information



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