



AUSTRALIA
EXPO 2025 OSAKA, KANSAI

Join Team Australia as an Official Provider to the Australia Pavilion at World Expo 2025 Osaka



We are seeking Expressions of Interest from businesses who want to join Team Australia as an Official Provider to the Australia Pavilion.

As an Official Provider your product or service will be integrated into Australia's presence at Expo and showcased throughout the Australia Pavilion.

In return, we will acknowledge your contribution through digital marketing, online branding and physical branding at the pavilion. You will receive VIP tickets to our pre-Expo events in Australia and select events in Osaka.

Official Provider opportunities are available for value-in-kind contributions up to \$125,000 (contributions exceeding this value, will qualify for our partner to platinum cash investment partnership tiers).

This is an exceptional opportunity to showcase your product or service to a highly influential global audience. Don't miss out, apply now!

How to apply

To apply, fill in an Expression of Interest form on our website: www.expoaustralia.gov.au/partners

If you would like more information or to discuss your contribution, email: expopartnerships@dfat.gov.au



Australia will join over 150 nations at World Expo 2025 Osaka, Kansai, Japan. Over the six months of Expo we expect 2.8 million visitors to the Australia Pavilion. Our striking national pavilion will spotlight the best of Australia through a special events space, hosting targeted trade and investment promotions and business engagement events, complemented by a vibrant public precinct and dynamic cultural program.

Value-in-kind contribution categories

The Australia Pavilion is an excellent platform to promote art, food, beverage, furniture and other products. We are seeking value-in-kind contributions in the following broad categories. This is not an exclusive list and we welcome your proposal.

The Pavilion

- Interior finishes, signage, graphics and joinery
- Furniture (indoor and outdoor) and soft furnishings
- General appliances and equipment
- A/V systems, security systems and staff intercom/radios
- Landscaping, plants and trees
- Hospitality supplies and consumables
- Artworks and sculptures

Food and beverage

- Core ingredient for menu item (protein/fruit/veg)
- Core product (coffee, milk/alternative milk, protein, bush foods, etc)
- Alcoholic beverages
- Non-alcoholic beverages
- Standalone food cart (ice-cream)

Gifts

- Jewellery, hats, scarves, food and beverage items, etc for speakers and official guests
- Gift pack/show bag for school visitors

Guest chef program*

If you are providing food and beverage items, you may apply to add on a guest chef support package.

This is your chance to promote your product intensely during a week-long interactive visiting chef program, which will include special 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, as well as tickets to activations and special events.

*This opportunity is only available as an add on to Official Providers. Cost \$50,000.

Official Provider Benefits

Branding and publicity

- Logo on the Australia Pavilion website
- Logo on the Australia Pavilion partner e-acknowledgement wall
- Logo in the Australia Pavilion Expo Almanac
- Logo in relevant promotional material
- Australia Pavilion provider/partner logo lock up
- Company case study about your Expo participation on the Australia Pavilion website
- Access to partner resources portal on the Australia Pavilion website
- Posts on Australia Pavilion social media platforms
- Copy of Australia Pavilion Expo Almanac
- Acknowledgment in relevant public relations opportunities
- Products promoted within the Pavilion (opportunities will be discussed and agreed with provider in advance)

Invitations to events*

- One invitation to Australia Pavilion launch in Australia
- One invitation to Australia Pavilion opening event in Osaka
- One invitation to Australia Pavilion partners acknowledgment event
- Invitation/s to specified elements of Australia's National Day at Expo

*subject to events proceeding as planned, flights and accommodation not included

