

# Australia's strategic objectives for Expo 2025 Osaka



## Deepen Australia's relationship with Japan

- Strengthen strategic, economic and people-to-people ties between Australia and Japan
- Collaborate with Japan on shared regional objectives



## Create new opportunities for Australia

- Promote Australia's dynamic and innovative economy on a global platform
- Maximise trade and investment outcomes across priority sectors
- Inspire travel to Australia for leisure, business and education to grow the visitor economy
- Highlight Australia's contribution to solving global challenges, including with regional partners



## Project a modern Australia to the world

- Showcase Australia's vibrant, creative and diverse society
- Embed First Nations perspectives, experiences and interests
- Reflect Australia's leadership on gender equality and inclusion