



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland



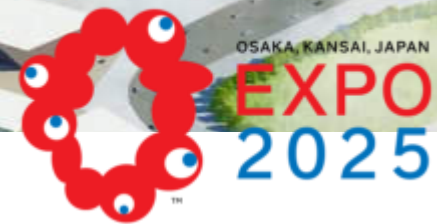
SWISS PAVILION
EXPO 2025 OSAKA

OFFICIAL PARTICIPANT

Swiss Pavilion

Expo 2025 Osaka





- **April 13th to October 13th 2025**
- **«Designing Future Society for Our Lives»**
- **28.2 million visitors, 85% of which from Japan**
- **160 participating countries**

Project Team

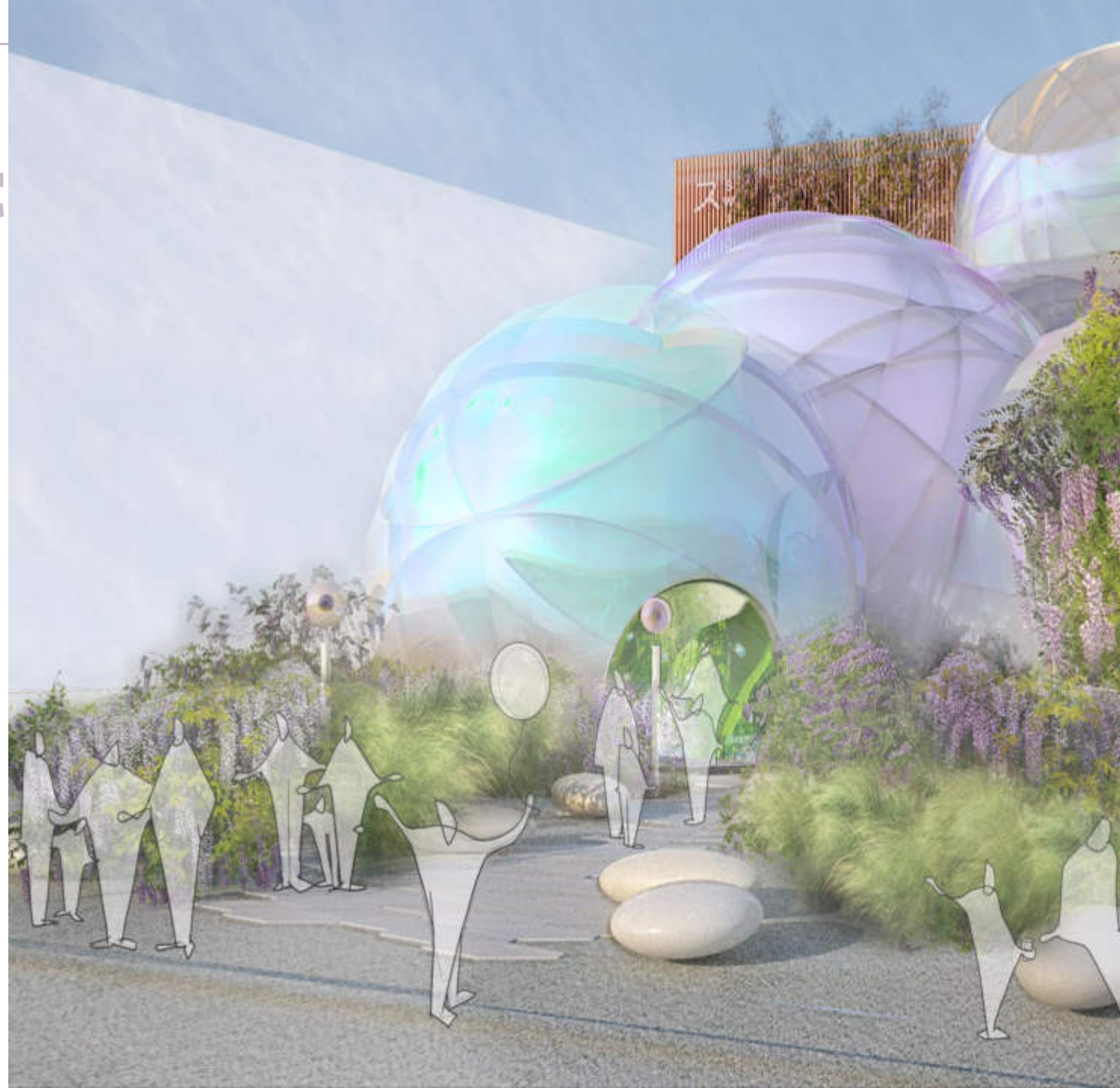
The Swiss Pavilion @Expo Osaka 2025 involves various «**Team Switzerland**» Stakeholders that collaborate and contribute at representative, strategic and operative levels:



- **Federal Department of Foreign Affairs (FDFA)**
- **Swissnex**
- **State Secretariat for Education, Research and Innovation**
- **Swiss Private Sector Sponsors**
- **Swiss Innovation Stakeholders**

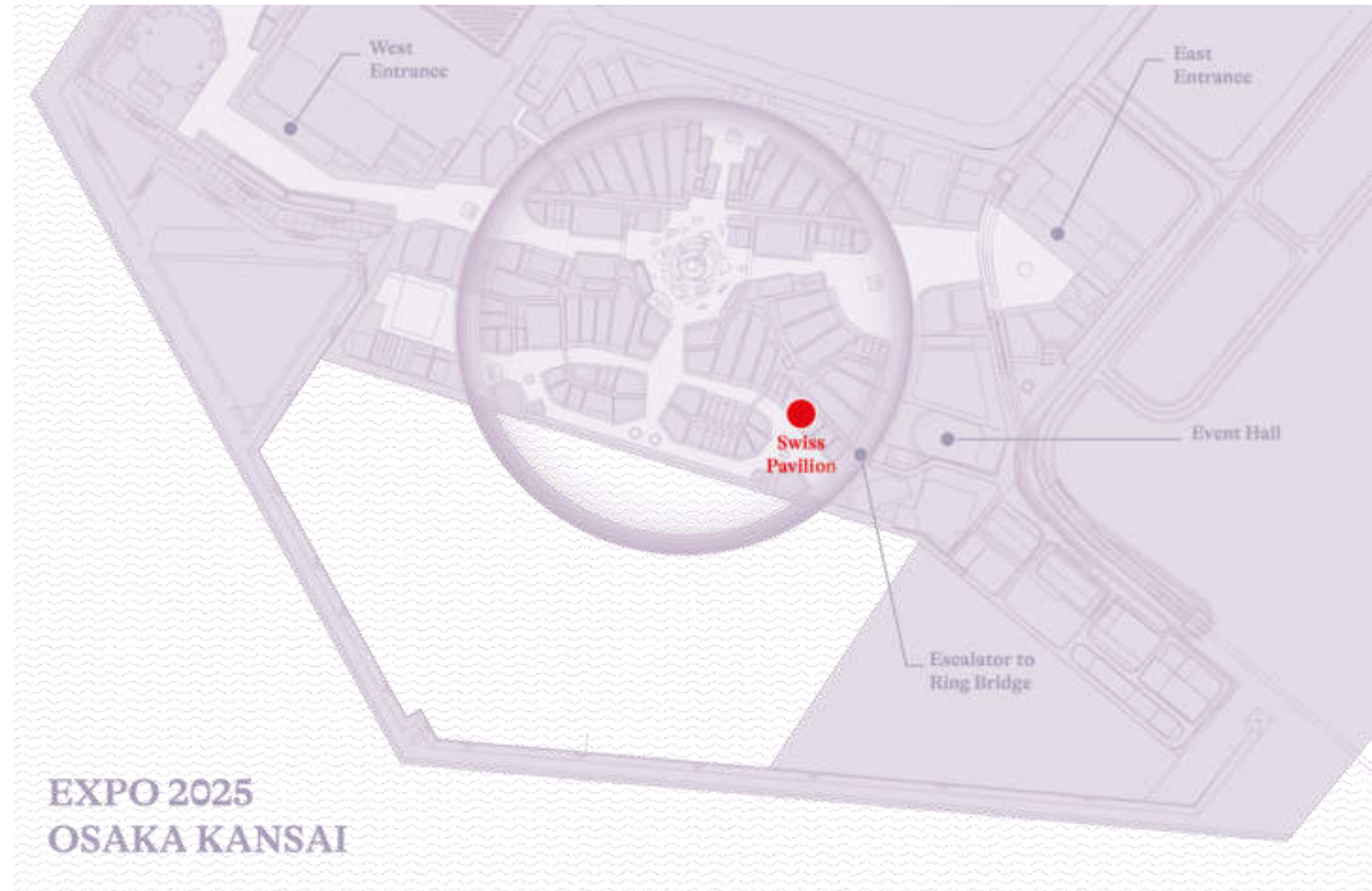
Expected impact

- **Increased positive visibility and credibility** in innovation and sustainability
- **Deepen** social, political, economic, scientific and cultural **relations & collaborations**
- **Create opportunities** and open doors for Swiss stakeholders



Swiss Pavilion 101

- Plot size: 890m²,
- Footprint: 600m²
- Built-up area: approx. 1'200m²
- Architecture: 6 different spheres
- Expected visitors: about 1.5 million over 6 months (ca. 8k a day)



Pavilion Content Themes

- Switzerland is a leader in **collaborative innovation**
- Contributing to future societies with innovations, research, education and business in:
 - “**Augmented Human**” - robotics and artificial intelligence, AR/VR
 - “**Life**” - life sciences, education, health and nutrition
 - “**Planet**” - energy, environment, sustainability and climate-

Pavilion Content Concept

Present Content with 3 main elements:

1.) Interactive fixed curated visitor journey

2.) Channing exhibitions and exhibitors

3.) Private & public events and activities during 8 Expo theme weeks with:

- Thematic conferences, panel discussions & networking events
- Workshops & cultural events
- Official meetings & media conferences

Thematic Weeks

Augmented Human

13.04.-04.06.2025
(53 days)

APRIL 2025												MAY 2025																																								
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												Co-creating Cultures for the Future																											The Future of Community and Mobility													

JUNE 2025

JULY 2025

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Learning and Playing																	Peace, Human Security and Dignity																												

SEPTEMBER 2025

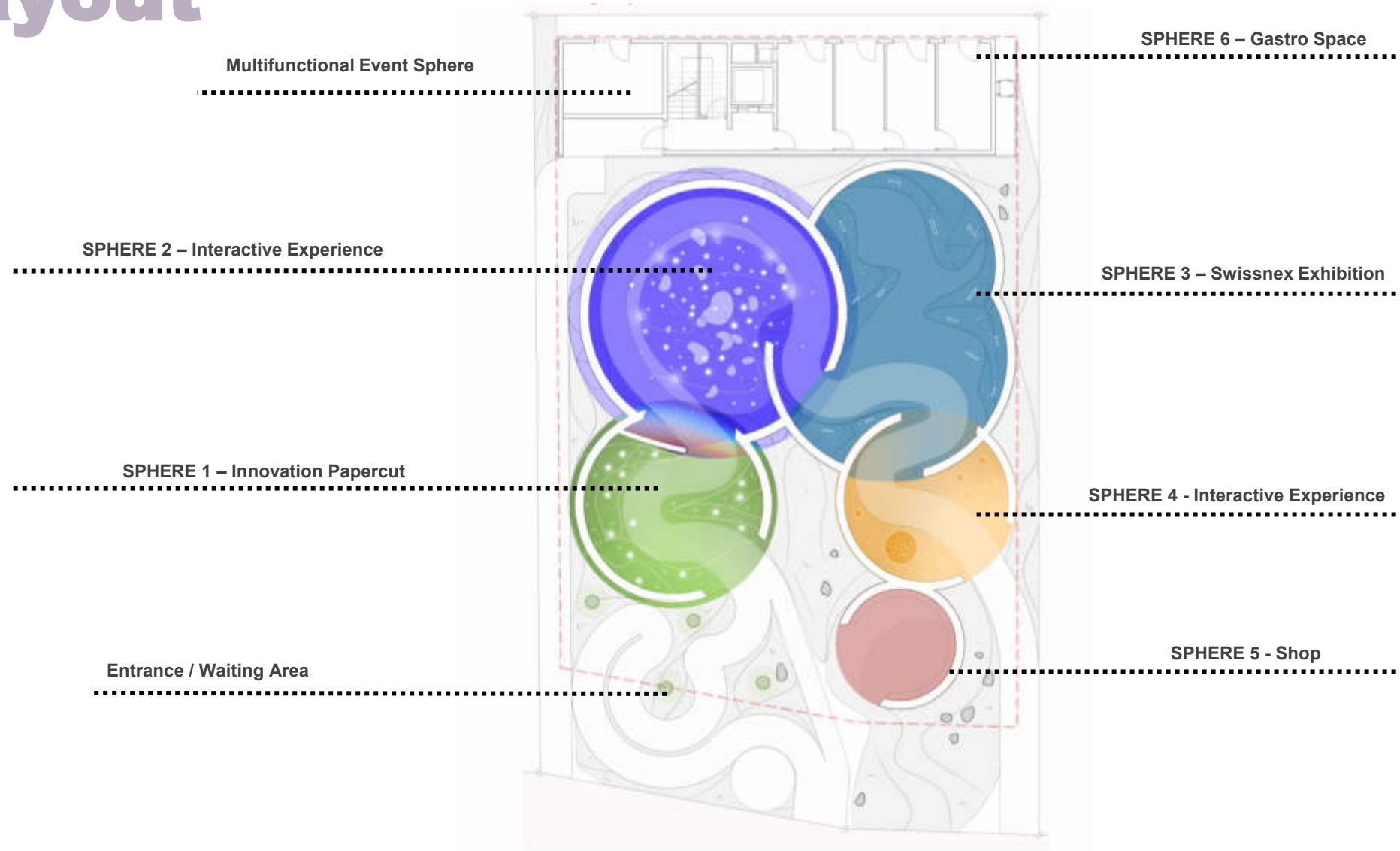
OCTOBER 2025

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																			The Future of Earth and Biodiversity												SDGs+Beyond Future Society for Life																

Trailer



Layout



Entrance



Sphere 1



Sphere 2 - Interactive Experience



Sphere 3 – Swissnex Exhibition



Sphere 4 - Interactive Experience



Sphere 5 - Shop



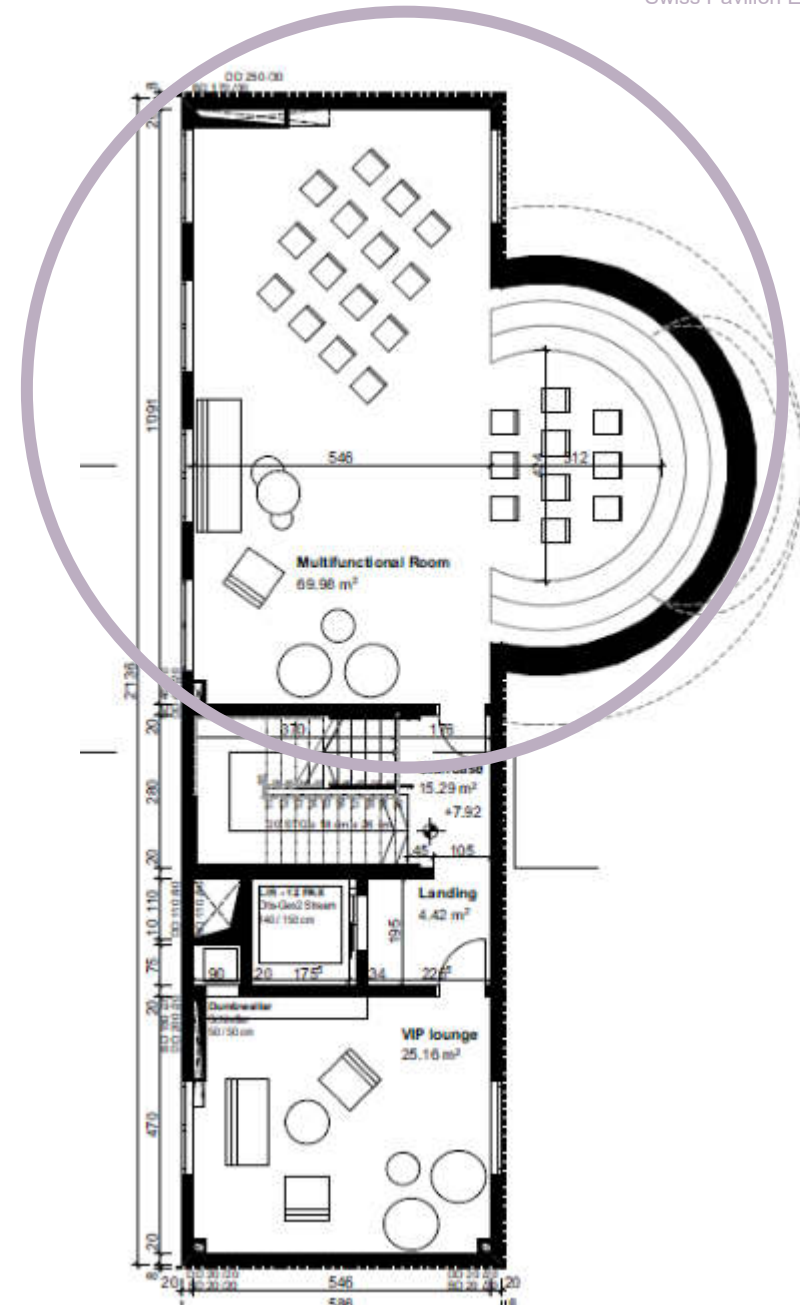
Sphere 6 - Gastro



Multifunctional Event Sphere

Multifunctional space (69m²) available to use internally or publicly for partners & sponsors for:

- Panel discussions
- Thematic events
- Networking events
- Work meetings
- Closed door workshop
- Standing cocktails
- Press meetings



Down Town Satellite: Swissnex



Tokyo Satellite: Swiss Embassy



Call for projects for Swissnex @
the Swiss Pavilion



Call for projects scope

- Swissnex and Presence Switzerland are calling for submissions of projects that could be presented as part of the Pavilions exhibition or its event program
- With a call for projects, Swissnex offers Swiss ERI Stakeholders the opportunity to become part of the Swiss Pavilion @ Expo 2025 Osaka

Requirements

We are looking for exhibits, projects, activities or installations which...

- Showcase Swiss excellence in Education, Research and Innovation.
- Highlight Switzerland's position as a leader in innovation.
- Communicate Switzerland's positive role in creating a constructive future.
- Engage audiences in surprising, fun, interactive or thought-provoking ways.
- Look to connect / already have a connection with Japan.

Opportunities

Opportunities for participants :

- Gain international traction, visibility and credibility.
- Connect with respective academic, political, economic, and/or cultural Stakeholders in Japan and beyond.
- Tap into the Swissnex network in Japan and beyond.
- Discover other Swissnex locations and Swiss Embassies in the region and potentially replicate your content physically or virtually.

Costs

- Financing is based on in-kind contributions from the project submitter (i.e., providing exhibit objects, specialists, experts, technology, activities, etc.).
- Swissnex and the Swiss Pavilion cover integration costs into the Swissnex exhibitions and event program.

FAQ

Expo Ticketing

- **Night Ticket : 3700 JPY / ca. 23 CHF**

Can be used for one entry **after 5:00 pm** during the Expo

- **Weekday Ticket : 6000 JPY / ca. 35 CHF**

Can be used for one entry on weekdays from **11:00 am** during the Expo

- **One-Day Ticket: 7500 JPY / ca. 45 CHF**

Can be used for one entry at any time during the Expo

- **Group Ticket: 6300 JPY / ca. 37 CHF**

One simultaneous entry for a group of 15 or more

More on Ticketing => <https://www.expo2025.or.jp/en/tickets-index/>