

Cofrex, Business France and the French Chamber of Commerce and Industry in Japan (CCI France-Japan) sign a partnership agreement surrounding the France Pavilion for Expo Osaka 2025

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From left to right : Jacques Maire, Marie-Cécile Tardieu et Jérôme Chouchan

With the aim of mobilizing the French and Japanese business ecosystems surrounding the France Pavilion for Expo Osaka 2025, Mr. Jacques Maire, General Commissioner of the France Pavilion and Chairman of the Compagnie Française des Expositions (Cofrex), Ms. Marie-Cécile Tardieu, Chief Operating Officer (Investment Division) of Business France and Mr. Jérôme Chouchan, President of the French Chamber of Commerce and Industry in Japan (CCI France-Japan) have signed a tripartite partnership agreement to contribute to the dynamic of promoting French representation at this global event bringing together an audience of all ages.

From April 13 to October 13, 2025 in Osaka (Kansai region of Japan), with the theme “Designing the society of the future, imagining our life tomorrow”, broken down into three sub-themes – “Saving lives”, “Empowering lives”, “Connecting lives” – the World Exhibition is an international laboratory of expertise and innovation in harmony with the UN’s Sustainable Development Goals. It stands out as a unique opportunity to promote the expertise and innovations of public and private players nationwide by sharing them with as many people as possible.

By choosing to express its messages through the sub-theme “Empowering lives”, the ambition of the France Pavilion is part of a desire to promote French expertise in all its diversity and boldness. The France Pavilion will enjoy an exceptional location, opposite

the Japanese Pavilion and the main entrance, with the tripartite partnership being organized there to include the organization of the “Business Leaders Forum 2025”, a calendar of networking sessions, conferences, welcoming delegations from all nations.

For **Jacques Maire, General Commissioner of the France Pavilion and Chairman of Cofrex**: “With Business France and the CCI France-Japan, Team-Export France will become a partner of Cofrex for Expo Osaka 2025. The France Pavilion is a platform and event format serving French businesses. It will welcome them for six months under the same ambition, to promote France in the region.”

“I am delighted that through this partnership, Business France can provide its expertise in supporting French businesses, which carry and promote their proficiency throughout the world, thereby contributing to France’s influence. As true standards of our country internationally, French firms proudly display their capacities for innovation and daring, knowing just how to anticipate current and future transformations. This is the whole point of Expo Osaka 2025, which will contribute to further strengthening relations between France and Japan,” said **Marie-Cécile Tardieu, Chief Operating Officer (Investment Division)**

Jérôme Chouhan, President of the CCI France-Japan, expressed his enthusiasm about this unique partnership: “The partnership between Business France, Cofrex and our Chamber of Commerce is a real opportunity, a powerful alliance to open the Japanese market to our businesses and to show the strength of French innovation in Japan. The synergies involved will allow the French pavilion to embody the excellence, creativity and expertise of our nation around the central theme of the hymn to love.”

About COFREX

Founded in January 2018, Cofrex SAS, a publicly owned company, is the first permanent structure dedicated to the preparation, organization and implementation of France’s participation in World and International Expos. Its sustainable approach draws on the experience of previous exhibitions for optimal organization, at best cost and with the least impact. It is based on a partnership between public and private players, working around France’s image and attractiveness.

For further information, please visit: www.cofrex.fr

About the France Pavilion at Expo Osaka 2025

The World Expo Osaka 2025 in Japan will be held from April 13 to October 13, 2025 on the theme “Designing the society of the future, imagining our lives of tomorrow”, broken down into three sub-themes: “Saving lives”, “Empowering Lives” and “Connecting Lives”. It will take place on Yumeshima Island, an artificial island located in Osaka Bay comprising a 155-hectare (383-acre) site, the general architecture of which has been entrusted to the architect Sosuke Fujimoto. Together, all the Pavilions will be connected by a “roof ring” 615m in diameter and 2,000m around the

circumference, distributed in three macro-zones: Green World, Pavilion World and Water World.

More than 150 countries will be represented and 28 million visitors are expected at the event. The France Pavilion, whose ambition is to promote French innovations and expertise, will be located in the “Empowering lives” area, near the Japan Pavilion and the main entrance to the World Exhibition.

For further information, please visit: www.franceosaka2025.fr

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 55 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance

About the French Chamber of Commerce and Industry in Japan

The French Chamber of Commerce and Industry of Japan (CCI France-Japan) is one of the leading foreign chambers in Japan, being the oldest, the largest European Chamber in Japan and the third largest in the CCI France International global network.

Since 1918, the CCI France-Japan has built a solid business network, bringing together more than 650 members of all nationalities. Including branches and business centers in Tokyo, Osaka, Nagoya and Fukuoka, the CCI France-Japan positions itself as the international platform promoting fruitful relationships between its members and developing business opportunities between France and Japan.

With 800 existing member businesses, our ambition is to become the benchmark international business community in Japan by 2026, thanks to regional expansion, our customized activities and services, as well as the establishment of an interactive communication platform.

For further information on the activities of the CCI France-Japan, please visit:

<https://www.ccifj.or.jp/services-aux-entreprises/implantation-et-business-center.html>

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