

May 23, 2024



COFREX
COMPAGNIE FRANÇAISE
DES EXPOSITIONS



BEL JAPON, PARTNER OF THE FORTNIGHT EQUALITY AND PARITY OF THE FRANCE PAVILION OSAKA 2025



France Pavilion Osaka 2025

Bel Japon is pleased to announce its partnership with the France Pavilion at the Osaka World Expo 2025, which runs from April 13 to October 13, 2025, and whose theme is "Designing the Society of the Future, Imagining Our Life of Tomorrow".

As part of the Pavilion France program, Bel Japon has become a thematic partner of the fortnight dedicated to Equality and Parity. This will run from May 1st to 15th 2025, with a special day dedicated entirely to it on May 2.

In conjunction with the two-week theme dedicated to gender equality, Bel Japon will be organizing specific events at the France Pavilion, around the theme of the fortnight dedicated to equality between women and men, with the main theme being "Supporting women's professional activity".

For Aytekin Yildiz, President of Bel Japon : "Kiri has been loved in Japan for over 40 years. It remains as the No.1 brand in the cream cheese category in Japan. *

This is driven by a long and deep affection from Japanese women who profoundly enjoy Kiri both for themselves and their families.

We believe in supporting all women to unleash their potential and to realize their dreams.

This is why we are present with them anywhere and anytime, and we will be in Osaka from May 1st – 15th in participation to the France Pavilion. "

*Intage SRI Cream Cheese Market February 2023 - January 2024 Cumulative Sales Value

For Jacques Maire, President of COFREX and General Commissioner of the France Pavilion: "The Thematic Fortnight devoted to gender equality is central to the programming and messages of the France Pavilion. I'm delighted that BEL Japon is giving it its full support, backed by the commitment of the entire BEL Group."

About Bel :

The Bel Group is a major player in the food industry through portions of dairy, fruit and plant-based products, and one of the world leaders in branded cheeses. Its portfolio of differentiated and internationally recognized brands includes The Laughing Cow®, Kiri®, Babybel®, Boursin®, Nurishh®, Pom'Potes®, and GoGo squeeZ®, as well as some 30 local brands. Together, these brands helped the Group generate sales of € 3,645 million in 2023.

Some 10,902 employees in 51 subsidiaries around the world contribute to the deployment of the Group's mission to champion healthier and responsible food for all. Bel products are prepared at 30 production sites and distributed in more than 120 countries.

About KIRI:

Kiri is made from fresh milk and cream from cows raised in a rich natural environment. Since its launch in France in 1966, Kiri has quickly become very popular for its creamy taste, adorable logo and convenient individual packaging, and today is enjoyed by many people around the world, from children to adults. It's also popular as an ingredient for cooking and sweets because of its delicious taste, and is endorsed by many food professionals, including chefs and pastry chefs.



<https://www.bel-japon.com/kiri/product/>

https://www.instagram.com/kirijp_cp/

https://twitter.com/kiriJP_CP

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 Universal and International Expositions. Its sustainable approach comes from experiences of previous Expos' participations, to ensure optimal organization at the lowest cost and minimal impact. This organization is based on a partnership between public and private players, focusing on France's image and attractiveness.

<https://www.cofrex.fr/>

About the France Pavilion at Osaka World Expo 2025:

The Osaka World Expo 2025 (Japan) will be held from April 13 to October 13, 2025 around the theme "Designing the future, imagining our life of tomorrow", declined around three sub-themes: "Saving lives", "Inspiring lives", "Connecting lives". The event will take place on Yumeshima Island, a 155-hectare artificial island in Osaka Bay, designed by architect Sosuke Fujimoto. All the Pavilions will be connected by a "roof ring" measuring 615 m in diameter and 2 km in circumference, and divided into three macro-zones: Green world, Pavilion world and Water world. Over 161 countries will be represented, and 28 million visitors are expected to attend the event. The France Pavilion, whose ambition is to showcase French innovation and know-how, will be located in the "Empowering lives" zone, close to the Japan Pavilion and the main entrance of the World Expo.

<https://www.franceosaka2025.fr/>

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