

Expo 2025 Sponsorship and Partnership Opportunities

Frequently Asked Questions (FAQs)

S/No	Questions	Response
1	What is World Expo?	<p>World Expos, officially known as International Registered Exhibitions, are a global gathering of nations dedicated to finding solutions to pressing challenges of our time by offering a journey inside a universal theme through engaging and immersive activities. World Expos welcome tens of millions of visitors, allow countries to build extraordinary pavilions and transform the host city for years to come.</p> <p>The first World Expo – the Great Exhibition – took place in London in 1851. The concept became popular and was repeated across the globe, demonstrating an unparalleled power of attraction and a record of world-class legacies. Since the BIE was created in 1928 to regulate and oversee these mega-events, World Expos have explicitly been organised around a theme that attempts to improve humankind’s knowledge, takes into account human and social aspirations and highlights scientific, technological, economic and social progress.</p> <p>In the modern era, World Expos are unrivalled among international events in their size, scale, duration and visitor numbers. They are large-scale platforms for education and progress that serve as a bridge between governments, companies, international organisations, and citizens.</p> <p>The full list of all World Expos that have been organized since 1851 is available here.</p> <p>The theme for Expo 2025 Osaka, Kansai, Japan (Expo 2025) is Designing Future Society for Our Lives. More information on Expo 2025 is available here.</p>
2	Why is Singapore participating in Expo 2025?	<p>Singapore’s participation at Expo 2025 Osaka, Kansai, Japan is a valuable opportunity for us to share our nation’s story and innovative spirit. The World Expo is also a platform for Singapore enterprises to build their brand and engage potential global business partners.</p> <p>Expo 2025 Osaka, Kansai, Japan is a good opportunity to showcase Singapore’s rich and unique culture and heritage, and to highlight our latest offerings to a global audience. The World Expo is an important platform to engage the Japanese, who have been an important source of our international visitorship over the years.</p>
3	Who is Singapore working with for this project?	<p>Led by Kingsmen Exhibits Pte Ltd, the Singapore Pavilion brings together a group of creatives with a wide range of expertise. The pavilion is designed in collaboration with KR+D, the creative arm of Kingsmen Group, DP Architects, PresPlay and Milla & Partner.</p>

4	Has work on the Singapore Pavilion commenced?	Singapore took over its plot for the on 18 th December 2023 and began construction on 10 th January 2024. STB is working closely with the Japan Association for the Expo 2025 and look forward to sharing more details about the Singapore Pavilion on a later date.
5	Why is STB seeking external sponsorships and partnerships?	<p>Like past editions of World Expo, Expo 2025 is a unique platform that serves as a bridge between governments, companies, international organisations, and citizens.</p> <p>External contributions allow the Singapore Pavilion to present a multi-faceted showcase of Singapore brands and companies, especially those that are already operating in Japan or plan to do so soon.</p>