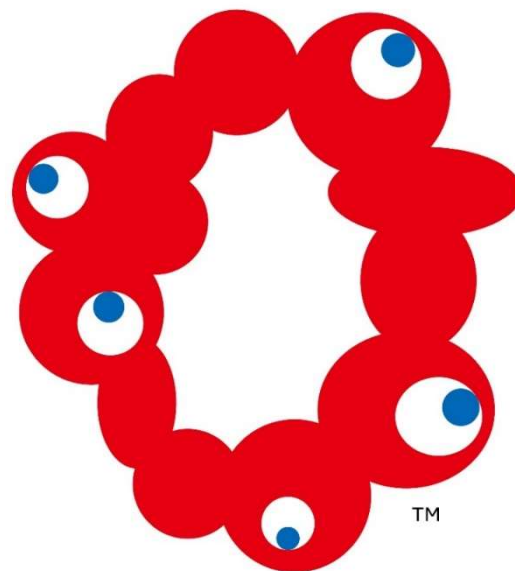


Guidelines for Commercial Activities by the Official Participants



OSAKA, KANSAI, JAPAN

EXPO
2025

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*This Guideline may be revised as needed.

* Participants other than the Official Participants shall also comply with the respective provisions of this Guidelines. However, if provisions other than these Guidelines are to be applied, a separate notice will be issued.

1. Definitions of abbreviations, contracted names, and terms

Abbreviation / contracted name	Official name
BIE	The Bureau International des Expositions
ESMS	Event Sustainability Management System
Term	Definition
Convention	The 'Convention Relating to International Exhibitions' signed in Paris on the 22nd of November, 1928, and subsequently amended and supplemented.
The Expo	The International Registered Exhibition, Expo 2025 Osaka, Kansai, Japan, which will be held in Osaka, Japan, from the 13th of April to the 13th of October, 2025.
Registration Dossier	The registration document that was submitted to the BIE General Assembly and approved at the 167th session.
General Regulations	The General Regulations included in Chapter 8 of the Registration Dossier approved at the 167th General Assembly of the BIE.
Special Regulations	The Special Regulations set out in Article 34 of the General Regulations.
Guideline	The guidelines for the Expo issued by the Organiser in relation to items stipulated in the Special Regulations. The Guidelines are intended to assist the Official Participants in all aspects of the preparation and operation of the Expo.
Laws and Regulations	The Convention, the General Regulations, and Special Regulations; the laws of Japan, government ordinances, ministry ordinances, government notifications, and notices; bylaws, regulations and controls of local governments; and supplementary directives, instructions, guidelines issued by the Organiser.
Commissioner General of the Exhibition	The representative of the Government of Japan for the Expo appointed by the Government of Japan pursuant to Article 12 of the Convention.
Organiser	The Japan Association for the 2025 World Exposition, which was designated by the Minister of Economy, Trade and Industry on the 31st of May, 2019 to carry out tasks relating to the preparation and operation of the Expo, in accordance with the 'Act on Special Measures Necessary for Preparing for and Managing of the International Exposition in 2025', and which was authorised as a public interest incorporated association on the 21st of October, 2019.
Official Participants	The foreign governments and international organisations that have accepted the formal invitation from the Government of Japan to participate in the Expo.
Non-official Participants	Those who were authorised by the Commissioner General of the Exhibition to participate in the Expo outside the sections of the Official Participants.

Concessionaires	Those referred to in Article 35 of the General Regulations, who have been granted by the Organiser rights to engage in commercial activities in the Expo Site.
Participants	Official Participants, Non-official Participants, and Concessionaires.
Expo Site	All areas used and administered by the Organiser as the venue for the operation of the Expo.

2. Introduction

This Guideline pertains to concession facilities and commercial activities that Participants will plan for the Expo. An overview and basic terms of concession facilities and terms and precautions of commercial activities will be provided.

2.1 Purpose of this Guideline

Regulations concerning Official Participants' commercial activities are stipulated in the General Regulations of the Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo"), Special Regulations Concerning the Conditions Under Which Official Participants May Operate Restaurants or Carry Out Sales (Special Regulations No. 9), and Regulations Concerning General Services (Special Regulations No. 10).

To cover necessary matters concerning commercial activities, this Guideline also describes provisions in other regulations and Guidelines, including those concerning sales permits pursuant to the Act on Food Sanitation and regulations on import. For details of such provisions, refer to the regulation or Guideline cited in the respective items.

2.2 Controls and guides

This Guideline provides two types of standards, **Guide** and **Control**, as indices for commercial activities. Alphanumeric codes are used to designate Controls and Guides.

G-00 Guide indicates items that are preferred and describes what the Organiser expects of or proposes to Participants to ensure alignment with the objectives or purposes of the Expo.

C-00 Control indicates items that need to be complied with regardless of their legal enforceability.

2.3 Compliance with laws

C-01 When planning, designing, and constructing commercial stores, Official Participants should comply with relevant laws of Japan and ordinances of Osaka Prefecture and Osaka City.

Additionally, Official Participants should comply with and refer to Guidelines and documents presented by the Organiser, including this Guideline, and, depending on the contents of their plans, other relevant standards as well.

G-01 To engage in commercial activities in the Expo Site, Official Participants should process Japanese-language procedures pursuant to health and sanitation-related legal

systems. Therefore, Official Participants are advised to work with (consign to) Japanese domestic partners who are well-acquainted with Japanese laws and regulations.

3. Basic approach to commercial activities in the Expo Site

3.1 Overview

Concession facilities in the Expo Site serve an extremely important role of expressing the Expo's theme Designing Future Society for Our Lives and the business concept People's Living Lab; A laboratory for a future society.

Therefore, in addition to simply providing dining and shopping services in good quality and appropriate pricing, concession facilities should incorporate essences of the sub-themes of respective countries' Pavilion exhibition concepts and remain appropriate for the Expo.

The Organiser also expects Official Participants' commercial activities within section buildings to be in line with this basic approach and to provide first-rate contents that are unique to the respective countries or international organisations.

3.1.1 Basic information (operation hours)

C-02 Pursuant to the Regulations on Governing Admissions (Special Regulations No. 13), the general operation hours will be 9:00 a.m. to 10:00 p.m., and that for Pavilions will be 9:30 a.m., at the latest, to 9:00 p.m. Business hours for restaurants, facilities for sales of goods, and other commercial facilities accompanying Pavilions can be set within 9:00 a.m. to 9:00 p.m.

3.1.2 Visitor characteristics

The expected number of visitors at the Expo is approximately 28.20 million people, which will likely include approximately 24.70 million domestic visitors and approximately 3.50 million international visitors.

The domestic visitors will likely comprise visitors from the Osaka and Kansai region, accounting for approximately 15.60 million people. The gender breakdown of such visitors is expected to be 48.5% male and 51.5% female.

Further, day visitors are expected to account for 70.5% and overnight visitors 29.5%.

The expected ratios of visitors by age segment are: 8.1% age less than 10, 11.1% age 10–19, 20.5% age 20–29, 13.4% age 30–39, 16.3% age 40–49, 16.8% age 50–59, and 13.8% age 60 and above.

3.2 Basic terms of commercial activities

C-03 The provision of food and souvenirs to visitors in the Expo Site is an indispensable service and serves an important role in enhancing the Expo's effects through the fun of food, beverages, and shopping. Official Participants may, after obtaining approval from the Organiser, operate restaurants that primarily serve their countries' cuisine and services that offer their countries' goods.

3.2.1 Royalties

C-04 The Official Participants should pay the Organiser royalties from the gross revenue (excluding consumption tax) of their commercial activities, calculated at the rates specified below.

- Facilities for food and beverage services

(facilities in the general visitors' areas where tables, chairs, and counters are installed so that general visitors can eat and drink on the spot): 8%

- Facilities for goods/services sales

(commercial facilities in the general visitors' areas other than the above): 10%

3.2.2 Terms of general visitors' areas where commercial activities are permitted

C-05 The indoor area for commercial activities used by an Official Participant and accessible to visitors (area including restaurants and facilities for sales of goods) should not exceed 20% of the total indoor covered area for exhibition. This "20% of the total indoor covered area for exhibition" will be interpreted as follows.

1. The "total covered area for exhibition" refers to indoor locations where general visitors can freely enter and exit and excludes the floor area of the exhibitor's managed areas where general visitors do not enter, such as offices, waiting rooms, and restaurants for staff. (Such managed areas are not subject to royalties.)
2. If tables, chairs, and counters are installed next to restaurants, alike fast food restaurants, the floor area of such areas will also be included in the floor area of the restaurant.

*Provided, however, that areas that do not provide tables, chairs, and counters for general visitors to eat and drink on the spot and only sell food and beverages in takeout form will be categorized as facilities for goods/services sales.

3.2.3 Examples of food and beverage business categories

C-06 Official Participants may, after obtaining approval from the Organiser, operate restaurants that primarily serve cuisine with their national flavours or specialties.

They may operate such restaurants in diverse business categories, including fine dining restaurants, casual restaurants, quick service restaurants, cafes, and buffets.

3.2.4 Goods that can be sold

C-07 Official Participants may sell photos, including slides and postcards with photos; audio and video clips (films, CDs, DVDs, and other electronic media); books; and stamps that are from their countries or pertain to their international organisations.

Official Participants may also sell goods (clothes, goods and accessories, jewellery, household goods, arts and crafts, hobby-related objects, stationery, foods, services, and other such items) that are from their countries or pertain to their international organisations. Some sales of goods require permits and qualifications; consult with the Organiser well when selecting them.

Additionally, Official Participants are advised to work with Japanese partners when selling goods.

Such goods may be replaced with others even in the middle of the Expo. For details on the products and royalties that can be handled on the official EC site, please refer to the Official Online Shop Guidelines for the Osaka-Kansai Expo (tentative title), which will be issued in the future. For reasons such as to secure the safety of visitors and all Participants in the Expo Site, the Organiser may impose restrictions on the sales of some goods going forward.

Note: Customs and consumption tax-related Japanese laws and regulations will apply to all goods imported for sales at the Expo. For details on import procedures, refer to the Guidelines for Customs Procedures.

3.2.5 Types of business that require sales permits

C-08 If Official Participants wish to operate restaurants or sell foods, they shall take note of the following.

When operating a foods operation, if the operation falls under the 32 business types requiring sales permits, which include restaurant operations, it will require a permit from the mayor of Osaka City pursuant to Japanese laws and regulations (Act on Food Sanitation and others).

Among the 32 business types requiring sales permits, the following are the primary business types that Official Participants will likely operate at the Expo Site.

- Restaurant operation
- Snacks manufacturing operation
- Meat sales operation
- Fishery sales operation
- Ice manufacturing operation

Sales permits are granted if concession facilities meet certain criteria during inspections performed after the construction of the sales facilities complete. Further, these sales permits are required not only for areas where tables, chairs, and counters are installed for general visitors' in-store eating and drinking, but also for all areas where foods and beverages are handled (including areas where general visitors enter and exit, and areas managed by the exhibitors). Therefore, receive in advance a screening of drawings pertaining to the concession facilities including both the general visitors' areas and managed areas.

For details on the above sales permits, refer to the Guidelines for Health and Sanitation (Including Food Sanitation), which will be issued going forward.

3.2.6 Types of business that require notifications

C-09 Facilities handling foods that do not fall under the 32 business types requiring sales permits will require notification of operation to the mayor of Osaka City, with the exception of some business types. (The following are examples of such facilities.)

- Dairy product sales operation
- Meat sales operation (handling only packaged products)
- Fishery sales operation (handling only packaged products)
- Ice sales operation
- Fruits and vegetables sales operation
- *Bento* (lunch box) and other foods sales operation

3.2.7 Sales of liquor, salt, and tobacco

C-10 Sales of liquor and salt will require the following procedures, respectively.

G-02 Provided, however, that it will be challenging, under Japanese laws and regulations, for Official Participants to directly sell such items; Official Participants are advised to work with Japanese partners.

C-11 Note that leaves of tobacco, cigarette, cigars and electronic cigarette (including water tobacco and chewing tobacco) may not be sold in the Expo Site.

*Restrictions concerning visitors' drinking in the Expo Site will be separately provided.

1. Time-limited liquor retail license

C-12 When selling retail liquor at temporary operating sales spaces in the Expo Site, Official Participants will be required to apply for a time-limited liquor retail license and receive the license from the tax office in the Osaka Regional Taxation Bureau (tax office at Fukushima, Osaka City).

Additionally, when selling retail liquor in the Expo Site, Official Participants will be required to appoint a liquor sales administrator from among those who received training in liquor sales management within the past three years.

For details on procedures, consult the consultation desk below.

Method of submission	After preparing the application form and attachments, submit them to the destination indicated below.		
Processing fee	Not needed		
Item (for legal entity applicants)		Time-limited liquor sales license	
		Licensed	Other
Application forms	1. Application form for liquor sales license (CC1-5104)	○	○
	2. Following page 1 (status of sales space plot) (CC1-5104-1(1))	○	○
	3. Following page 2 (map of structures) (CC1-5104-1(2))	○	○
	4. Following page 3 (overview of business) (CC1-5104-1(3))	○	○
	5. Following page 6 (activity plan of liquor sales management methods) (CC1-5104-1(6))	○	○
Attachments	6. Pledge pertaining to requirements of liquor sales license (related to Article 10, Items 1 through 11 of	○	○

	the Act on Liquor Tax) (CC1-5104-8)		
	7. Copy of articles of incorporation (for non-Japanese companies, documents that indicate the nature of the non-Japanese company, as defined in Article 129, Paragraph 1, Item 3 of the Act on Commercial Registration, are allowed)	×	○
	8. Copy of contract (copy of permit of usage (operation) for the subject sales space is allowed)	○	○
	9. Certificate of local tax payment (document validating absence of any unpaid taxes and absence of dispositions for delayed taxes within two years)	×	○
	10. Document on how remaining liquor will be handled after the retail sales at the subject sales space, and document ensuring receipt of such liquor by the receiving liquor manufacturer or distributor	×	○
	11. Checklist for license application form (CC1-5104-2(5))	○	○
Other documents	12. Notification on appointment of liquor sales administrator (CC1-7233) and copy of certificate for liquor sales management training	○	○
	13. Report on sales volume of liquor (CC1-5604) *Submit after sales finish.	○	○
	14. Report on implementation of labelling standards for prevention of liquor drinking by persons aged less than 20 years (CC1-3007) *Submit after sales finish.	○	○
Submit to	Tax office at Fukushima, Osaka City 2-12-28 Tamagawa Fukushima-ku, Osaka City 558-8555		
Consultation desk	Liquor supervisor at Higashi Tax Office Osaka National Government Building No. 3, 1-5-63 Otemae Chuo-ku, Osaka City 540-8557 tel: 06-6942-1101		
Application due date	As a general rule, two weeks prior to day the sales space is opened.		

2. Specified salt sales operation (import)

C-13 Participants who wish to sell salt are required to file prior registration applications to the Osaka Director General of Japan Customs pursuant to the Act on Salt

Operations.

For details on procedures, consult the consultation desk indicated below.

Method of submission	After preparing the application form and attachments, submit them to the destination indicated below.
Processing fee	Not needed (Provided, however, that a registered license tax of 150,000 yen needs to be paid in advance.)
Attachments	For legal entity applicants: 1. Articles of incorporation or documents on donation activities 2. Certificate on registered items 3. Pledge (Form No. 13 appended to the rules for the enforcement of the Act on Salt Operations) 4. Receipt for registered license tax (150,000 yen)
Application form	Application form for registration of specified salt sales operation (Form No. 12 appended to the rules for the enforcement of the Act on Salt Operations)
Submit to	Director of examination, Customs Clearance Division, Osaka Customs (responsible for department in charge of special appraisals and tax reduction, exemption, and return) Osaka Port and Harbor Government Office Building 4-10-3 Chikko Minato-ku Osaka City, Osaka Prefecture 552-0021 tel: 06-6576-3361
Consultation desk	Same as destination of submission
Standard time required for processing	Within one month from the month following the month in which the application is received.

3.2.8 Items prohibited from importing

C-14 In Japan, import of the following items are prohibited by the Act on Customs.

1. Narcotics, psychoactive drugs, marijuana, opium, opium poppy, stimulant drugs, opium smoking tools
2. Designated drugs
3. Pistols, rifles, machine guns, canons, and their bullets, cannon balls, and gun components

4. Explosives
5. Gunpowder
6. Designated substances defined in Article 2, Paragraph 3 of the Act on the Prohibition of Chemical Weapons and the Regulation of Specific Chemicals
7. Class I pathogens defined in Article 6, Paragraph 20 of the Act on the Prevention of Infectious Diseases and Medical Care for Patients with Infectious Diseases, and Class II pathogens defined in Article 6, Paragraph 21 of the same act
8. Coins, paper money, bank notes, revenue stamps, postal stamps, and securities that are counterfeited, altered, fabricated, or in counterfeit card-form (including blank card-form)
9. Books, drawings, sculptures, and other items that disturb public order and morals
10. Child pornography
11. Items that violate patent rights, utility model rights, design rights, trademark rights, copyrights, neighbouring rights, layout design exploitation rights, and breeders' rights
12. Items that constitute acts indicated in Article 2, Paragraph 1, Items 1–3, 10, 17, and 18 in the Act on Unfair Competition Prevention

Note: In addition to the above, the import of some items are prohibited pursuant to the Act on Plant Protection and Act on the Prevention of Infectious Diseases in Livestock. Additionally, note that some substances in products sold as legal products, such as herbs, aroma oil, and bath salts, fall under “narcotics” or “designated drugs” and are prohibited from being imported.

3.2.9 Items regulated when importing

C-15 Some freight imported from outside Japan disrupt Japanese industries, economy, health, sanitation, public order, and public morals, and the import of such freight is restricted by respective Japanese laws and regulations in Japan.

The Act on Foreign Exchange and Foreign Trade and other laws and regulations stipulate that the import of freight requires permits, approvals, other dispositions or inspections by government bodies, and clearance of terms and conditions (hereinafter referred to as “Permits and Approvals”). Such restrictions on import are connected to the permission-based import system provided for in the Act on Customs, thereby effecting them.

Therefore, when importing freight that requires Permits and Approvals pursuant to provisions in laws and regulations other than those related to the Act on Customs

(referred to as “other laws and regulations”), the import will not be permitted unless the importer verifies to the Japan Customs receipt of Permits and Approvals pursuant to the other law or regulation and obtains approval during import declarations or import declaration-related inspections by the Japan Customs.

C-16 For details on above 3.2.8 and 3.2.9, refer to the Guidelines for Customs Procedures and Guidelines for Handling of Freight.

All import procedures will be performed under the responsibility of the importers themselves.

Additionally, all applications for import based on the import quota system will also be performed under the responsibility of the importers themselves.

3.2.10 Sales and gifting of exhibits

C-17 Official Participants may sell or transfer their own exhibits and materials used for exhibits under the condition that they hand over the items after the Expo ends. The sales and transference of such items will not be deemed as commercial activities subject to royalties defined in Article 8 of Special Regulations No. 9. In such case, before the handover, Official Participants shall process necessary procedures, pay customs duties and consumption tax, and obtain permission for import pursuant to relevant laws and regulations.

Note that customs duties and consumption tax will be exempted for items that are gifted to local governments and other specified bodies for goodwill and other specified purposes pursuant to relevant laws and regulations. For terms and conditions pertaining to the exemption of customs duties and consumption tax, refer to Guidelines for Customs Procedures.

3.2.11 Commercial activities in areas other than section buildings

C-18 Official Participants may not transfer areas or engage in commercial activities at locations other than section buildings without the approval of the Organiser. Official Participants may engage in commercial activities only in areas where they are authorised by the Organiser to do so. For commercial activities that accompany voluntarily held events, refer to Event Guideline, which will be updated going forward.

3.2.12 Management and management method of sales revenue

C-19 Official Participants shall record, and regularly report to the Organiser, the sales revenue of their commercial activities in the manner specified by the Organiser before given deadlines.

1. Designated payment system

The Official Participants shall use the payment system and payment device designated by the Organiser to handle the sales revenue of their commercial activities. The data registered in this system shall be available to the Organiser on a daily basis.

For information to register, specific steps and costs, refer to the Guidelines for Cashless Payment and Expo 2025 Digital Wallet Services and Guidelines for Payment Procedures (tentative name), which will be issued going forward.

2. Designated financial institutions

The Official Participants will be recommended to use the financial institutions indicated by the Organiser where it concerns their commercial activities.

Official Participants shall obtain confirmation from the Organiser in advance if they wish to use a financial institution other than the financial institution indicated by the Organiser.

For information on financial institutions indicated by the Organiser, refer to Guidelines for Payment Procedures (tentative name), which will be issued by the Organiser going forward.

3.2.13 Pricing and price indication method

C-20 Official Participants shall set price ranges that suit visitors of varying segments. They shall also clearly indicate prices of offered goods and services in Japanese yen and with consumption tax included. For information on labelling method, refer to Universal Service Guidelines.

3.2.14 Response to disasters

G-03 In large-scale disasters such as earthquakes, food will be supplied to evacuees within the Expo Site. Participants handling foods will be asked to cooperate in supplying emergency food.

C-21 For information on response to disasters, refer to the Guidelines for Fire and Disaster Prevention.

4. Operation of commercial activities in the Expo Site

The Expo aims to operate the exposition in a sustainable manner, based on the theme Designing Future Society for Our Lives. The Expo will be held in 2025, which is five years before the SDGs target year of 2030; it will be a good opportunity to accelerate efforts toward the achievement of the SDGs. Moreover, the Expo is expected to not only help achieve the 2030 SDGs targets, but also indicate what is beyond by thinking of the future society in a mid- to long-term perspective. When planning the operation of commercial activities, Official Participants are asked to ensure that such operation takes heed of the Policy for the Sustainable Expo 2025 Osaka, Kansai, Japan and Expo 2025 Green Vision prepared by the Organiser.

In addition, when engaging in commercial activities, Official Participants should comply with the “Code of Sustainable Procurement” and other Guidelines provided for by the Organiser in relation to sustainability, as well as operational standards on recycling, which stipulate restrictions and recommendations in terms of recycling.

4.1.1 Code of Sustainable Procurement

C-22 To enable sustainable operation, the Organiser has prepared the “Code of Sustainable Procurement” (hereinafter referred to as “Procurement Code”), which provides for standards and operational methods that confer sustainability in the procurement process for goods and services.

When engaging in commercial activities, Official Participants should use their effort to understand the contents of the Procurement Code set forth by the Organiser and to comply with them.

<https://www.expo2025.or.jp/en/overview/sustainability/>

4.1.2 Operational standards for resource recycling

The Organiser has prepared the Expo 2025 Green Vision (hereinafter referred to as “Green Vision”), which indicates the basic approach and specific initiatives for achieving carbon neutrality, recycling, and biological diversity.

To achieve the specific initiatives indicated in the Green Vision, Official Participants should engage in commercial activities in compliance with the recycling-related operational standards, which stipulate restrictions and

recommendations on commercial activity operations in terms of recycling in particular.

(Efforts for dishware with a focus on plasticware measures)

- **C-23** When offering restaurant and other full foods services, a general rule, Official Participants should use ceramic, metallic, and other reusable dishware.
- **G-04** For kitchen cars and other situations where disposable containers are often used, Official Participants are asked to contemplate the implementation and operation (use, collection, and cleaning) of plastic and other reusable dishware.
- **C-24** When using one-way dishware, select those that can be composted or otherwise recycled together with the food wastes.
- **C-25** As a general rule, cutlery including forks, spoons, knives, and stir sticks should be reusable. One-way items including straws should be compostable or otherwise recyclable.

(Efforts for beverage containers with a focus on plasticware measures)

- **G-05** When offering beverages to go at food and beverage facilities, use effort to enable the use of bottles that visitors carry with them.
- **G-06** In food and beverage facilities, it would be preferred if water can be served in visitors' own bottles if the visitors request so.
- **C-26** Official Participants should contemplate using non-fossil derived and recyclable materials for beverages served in containers such as PET bottles. Coloured PET bottles and unrecyclable containers should not be used.

(Efforts for containers and packages, promotional giveaways and other distributed objects, and general plastic items with a focus on plasticware measures)

- **G-07** Official Participants are asked to take heed to reduce product containers and packages.
- **C-27** When packaging products in the Expo Site, as a general rule, plastics should not be used.
- **C-28** For shopping bags, comply with the method that the Organiser will separately notify, including charging money for shopping bags.
- **C-29** When distributing fans, do not use plastics; use environmentally-friendly materials such as wood and bamboo. Ensure that the fans are durable and can be

used for a long time.

- **G-08** For fliers, leaflets, and brochures, distribute them in electronic form as much as possible to reduce paper wastes.
- **C-30** Official Participants should not adopt distributed wet towels using fabric that contain petroleum-derived substances. Additionally, Official Participants should adopt distributed wet towels using biomass-derived packaging films.
- **G-09** Official Participants are asked to reduce disposable items as much as possible, regardless of the raw materials used.

(Food loss measures)

- **G-10** Official Participants are asked to use their effort to reduce food loss in reference to exemplary measures that the Organiser will separately provide.
- **C-31** The volume of procured food ingredients should be controlled according to the forecasted number of visitors that the Organiser will notify in advance.
- **G-11** Official Participants are advised to devise procurement methods for food ingredients to reduce food loss.
- **G-12** Official Participants are asked to consider ways to provide menus with foods in portions and sizes that can be comfortably consumed.
- **C-32** Official Participants should call out to visitors to order foods in portions and sizes that can be comfortably consumed.
- **C-33** Take part in schemes that allow easy access to *bentos* (lunch boxes) that may not sell out for those who wish to buy them while taking account of food sanitation.
- **C-34** Official Participants should support schemes that provide to food banks leftover in-date and quality-assured foods that can be used at *kodomo shokudo* (community-based eateries providing food to children for free or affordable prices).

(Resource recycling and others)

- **G-13** Official Participants are asked to use recyclable items as much as possible for decorations in stores and venues.
- **G-14** Official Participants are advised to use their effort to adopt reusable transportation-related items (e.g., returnable containers) when delivering goods.
- **G-15** Official Participants are asked to use their effort to select highly-biodegradable detergents that are neutral or derived from natural raw materials for

use within restaurants in the Expo Site.

- **C-35** Grease traps should be installed by business operators in food and beverage facilities and periodically cleaned.

(Wastes)

- **C-36** Wastes should be sorted according to rules that the Organiser separately stipulates.
- **C-37** Official Participants should comply with the Guidelines for Appropriate Disposal for Garbage.

4.2 Universal design

To materialize the theme Designing Future Society for Our Lives, the Expo will promote the development and operation of an *accessible and inclusive exposition* that is based on universal design.

For this, the Expo will base itself on the basic principle of accessibility and inclusion which upholds *an inclusive society where no one is left behind*. Such society refers to one where diverse people, regardless of their country, region, culture, race, gender, generation, or disability, mutually support each other's human rights and respect; where all can enjoy vivacious lives; and people in varying circumstances and conditions, including any disabilities, are included in a fair manner.

It is important that stores are planned and operated based on an accurate understanding of visitors' characteristics and knowledge of the diverse needs.

4.2.1 Universal design in construction

C-38 Official Participants are to sufficiently understand the contents of the Universal Design Guidelines for Facility Implementation (Revised Version) (GL4-6-1) before planning and designing of the commercial facilities.

4.2.2 Universal design in services

C-39 For details on universal design in services, comply with the operational standards in Universal Service Guidelines for Exhibition, Event and staging, Food and Beverage, and Product Sales.

5. Various applications

5.1 Application method for commercial activities

If Official Participants wish to engage in commercial activities in their own exhibition building, they are to submit the documents indicated below.

1. [Form 1] Application Form for Permission for Commercial Activities in Section Buildings
 - Floor plan for each story
 - Quadrature diagram
2. [Form 2-3] Specifications of Commercial Activities in Section Buildings

The following application forms will be announced going forward. Due dates for submission will be indicated at the time of announcement.

3. Application form for publicity and advertisement activities
4. Application form for free goods and food/beverage samples
5. Application form for merchandise items, menus, and other details

For documents #1 and #2 above, fill in the documents and submit them via the Official Participant Portal by the 30th of April, 2024. Submit the documents even if some of the contents are still being arranged or are based on assumptions. We ask Official Participants to do so in light of time required for coordination in the event the Organiser and related organisation request the Official Participants for additional confirmation or supplementation of the contents in the documents. If the documents cannot be submitted by the planned due date above for special reasons, Official Participants are asked to notify the Organiser on an individual basis.

Official Participants can send inquiries concerning the content of this Guideline or uncertainties concerning procedures to the Organiser using the Queries function in the Official Participant Portal. If you have any trouble using the Official Participant Portal, please contact us by email to participant@expo2025.or.jp.

5.1.1 Screening of application forms

After Official Participants submit documents pursuant to “5. Various applications” in this Guideline, the Organiser will review the documents to confirm that the contents below

meet standards defined in the General Regulations, Special Regulations No. 9, and Guidelines for Commercial Activities by Official Participants and then authorise the Official Participants' commercial activities within the exhibition buildings.

5.1.2 Permission for commercial activities

If commercial activities within exhibition buildings are authorised as a result of the review, the Organiser will notify the applying Participants of the commercial activity authorisation. We will notify results within about two months from the submission of documents in regular cases. Note that during this period, the Organiser and related organisations may request the Official Participants for additional confirmation or supplementation of the contents in the documents.

*Official Participants will be asked to separately submit and apply for details of merchandise items and menus before the start of commercial activities. Necessary forms will be separately provided going forward.

5.1.3 How to fill in [Form 1] Application Form for Permission for Commercial Activities in Section Buildings

Official Participants who wish to engage in commercial activities within the exhibition buildings shall submit documents set forth in this Guideline. Necessary information in the Application Form for Permission for Commercial Activities in Section Buildings should be filled in according to the format provided for in this Guideline. The following information should be filled in for the respective criteria.

In the event there are any changes to the information in applications, Official Participants will re-submit the application form under the condition that they receive consent from the Organiser.

- Receipt: No entry is required. The Organiser will use this field.
- Date: Fill in the date of application.
- Name of Official Participant: Fill in the name (official name) of the Official Participant in the underlined section.
- Name of the Commissioner General of Section: The Commissioner General of Section of the Official Participant himself/herself is to sign in the underlined section (required).
- Name of representative: If a representative of the Commissioner General of Section

is appointed, the representative is to sign (or stamp a seal) in the underlined section.

- Subtheme: Select the subtheme set for the Pavilion exhibition.
- Floor map for each story: Fill in the number of pages of the section buildings' floor maps that will be simultaneously submitted.
- Quadrature diagram: Fill in the number of pages of the section buildings' quadrature diagrams that will be simultaneously submitted.

Make sure that the quadrature diagrams can be used to confirm the entire m² area indicated in "Allocated area" (a) through (e) in Forms 2 and 3.

- Specification: Fill in the number of pages of specifications that will be simultaneously submitted. There are two types of specifications—one for food and beverage facilities and another for sales of goods facilities. If Official Participants wish for both, they are to fill in both forms.

5.1.4 How to fill in [Form 2-3] Specifications of Commercial Activities in Section Buildings

There are two types of commercial activities in section buildings—food and beverage activities and sales of goods activities. Official Participants who wish to engage in commercial activities in the section buildings should fill in and submit forms for either or both, depending on their commercial activity. Provided, however, that the floor area of the visitors' indoor commercial facility divided by the floor area of the visitors' indoor exhibition area shall be **equal to or less than 0.2**. (In this case, the "floor area of the commercial facility" should be the total floor area including the floor area dedicated to food and beverage facilities and the floor area dedicated to the sales of goods facilities. Additionally, in calculating the "floor area of the exhibition area," the floor area for VIP facilities and staff facilities (offices, restrooms) should be excluded from the total floor area.

The following information should be filled in for the respective criteria.

1. [Form 1] Specifications of Commercial Activities in Section Buildings: Common

- Name of Official Participant: Fill in the name (official name) of the Official Participant in the underlined section.
- Name of the Commissioner General of Section: The Commissioner General of Section of the Official Participant himself/herself is to sign in the underlined section (required).

- Preferred business hours: Please set this according to the pavilion opening times (open until 9.30 am at the latest - 9 pm).
- Allocated areas - Please fill in (a) to (e) for 'Visitors areas' and 'Managed areas' respectively.
- Planned number of cash registers: Fill in the number of cash registers that will be used in the food and beverage facilities and sales of goods facilities.
 *The Organiser plans to rent out cash registers for no charge to Pavilions engaging in commercial activities.
- Outsourcing company: If the outsourcing company that will actually operate the food and beverage facilities or sales of goods facilities is decided, indicate the company. If undecided, indicate as such.
 Also indicate whether the outsourcing company holds Japanese sales permits for locations other than the Expo Site.
 Note that the government representative of the Official Participant will bear all responsibility concerning the outsourcing company.

2. [Form 2] Specifications of Commercial Activities in Section Buildings: Food and Beverage Facilities

- Business type: Fill in the type of food and beverage business (e.g., fine dining restaurants, casual restaurants, quick service restaurants, cafes, and buffets).
- Main foods/beverages: Fill in main foods/beverages that will be served in the food and beverage facilities.
- Other notable items: If any special plans for foods/beverages, services, or presentations are being considered, fill them in.

3.[Form 3] Specifications of Commercial Activities in Section Buildings: Sales of Goods Facilities

- Merchandise items: Fill in products that will be offered at the sales of goods facilities, as of plan.
- Other notable items: If any special plans for products, services, or presentations are being considered, fill them in.

Application due date
the 30th of April, 2024

Application Form for Permission for Commercial Activities in Section Buildings

受付欄 / Received			
No.			
Date:	(DD)	(MM),	(YY)

*この欄は記入しないでください。Do not enter here.

Date: (DD) (MM), (YY)

To: Japan Association for the 2025 World Exposition,

We hereby apply to engage in commercial activities within the section buildings in compliance with the Expo's General Regulations, Special Regulations No. 9, and Guidelines and in accordance with the contents of specifications.

公式参加者

Name of Official Participant _____

陳列区域代表

Name of Commissioner General of Section(signature) _____

代理人

Name of Signatory in print and signature(signature or stamp a seal)

パビリオン展示において設定されたサブテーマを選択ください

Please select the sub-themes set for the pavilion exhibition.

<input type="checkbox"/> Saving Lives (いのちを救う)	<input type="checkbox"/> Empowering Lives (いのちに力を与える)	<input type="checkbox"/> Connecting Lives (いのちをつなぐ)
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Submitted documents:

Number of pages

1. 各階平面図 / Floor plans of each story

2. 求積図(展示部分・商業活動部分)

Quadrature diagram(Exhibition area・commercial activity area)

3. 仕様書 / Specifications

[Form 2] Specifications of Commercial Activities in Section Buildings: Food and Beverage Facilities

Application due date
the 30th of April, 2024

Specifications of Commercial Activities in Section Buildings:
Food and Beverage Facilities

公式参加者
Name of Official Participant _____
陳列区域代表
Name of Commissioner General of Section(signature) _____

希望営業時間 Preferred business hours	: to :
業態 type of business	<div><input type="checkbox"/> 高級レストラン / Fine Dining Restaurant</div> <div><input type="checkbox"/> カジュアルレストラン / Casual Restaurant</div> <div><input type="checkbox"/> ファストフード / Quick Service Restaurant</div> <div><input type="checkbox"/> カフェ / café</div> <div><input type="checkbox"/> ビュッフェ / Buffet</div> <div><input type="checkbox"/> その他 / Others()</div>
主要なメニュー Main Menu	<div><div>•</div><div>•</div><div>•</div><div>•</div></div>

<p>Allocated area</p> <p>1) Visitors' area (exhibition space)</p> <p>- Area for commercial activities</p> <p>(a) Food and beverage facilities</p> <p>(b) Sales of goods facilities</p> <p>- (c) Area for exhibits (areas other than (a)(b))</p> <p>2) Managed area</p> <p>- (d) Area for commercial activities (e.g., product warehouse, kitchen)</p> <p>- (e) Area other than (d)</p>	<p>(a) _____ m²</p> <p>(b) _____ m²</p> <p>(c) _____ m²</p> <p>(d) _____ m²</p> <p>(e) _____ m²</p>
<p>POSレジ及び決済端末機予定台数</p> <p>Planned number of POS registers</p>	<p>協会貸与 _____ units</p> <p>Leased by the association</p> <p>*There is a possibility that the planned number of units cannot be provided. If this is the case, we will make separate adjustments.</p>
<p>運営委託業者</p> <p>Outsourcing company</p>	<p>企業名 Company name</p> <p>_____</p> <p>住所 Address</p> <p>_____</p> <p>_____</p> <p>tel _____</p> <p>fax _____</p> <p>email _____</p> <p>担当者 Person in charge</p> <p>_____</p> <p>Scope of outsourcing (All, Only food and beverage facilities, Only sales of goods and service facilities)</p> <p>*When outsourcing operations to multiple outsourcing companies, add rows below as needed, and indicate about the same items as above.</p> <p>*The outsourcing company will bear and pay taxes for the commercial activities in question pursuant to relevant laws and regulations and to Special Regulations No. 9, Article 5, Paragraph 3.</p>

<p>Designated representative for royalty payment (Special Regulations No. 9, Article 5, Paragraph 2)</p>	<p>- If the above outsourcing company will serve the role, indicate "same as above" in the parentheses below. ()</p> <p>- If a party other than the above outsourcing company is designated:</p> <p>企業名 Company name _____</p> <p>住所 Address _____ _____ _____</p> <p>tel _____</p> <p>fax _____</p> <p>email _____</p> <p>担当者 Person in charge _____</p>
<p>日本国の飲食店営業許可の有無 Restaurant business license in Japan</p>	<p>有(Yes) ・ 無(No)</p>

<p>その他特記事項</p> <p>Special Notes</p>	
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- * Apply for details of merchandise items and menus before the start of commercial activities.
(Application forms will be announced at a later date.)
- * Japanese is the preferred language when filling in and submitting this form.

Application due date the 30th of April, 2024

Specifications of Commercial Activities in Section Buildings:
Sales of Goods Facilities

公式参加者
Name of Official Participant _____

陳列区域代表
Name of Commissioner General of Section(signature) _____

希望営業時間 Preferred business hours	: to :
販売予定品目 Planned Sales Items	<div><input type="checkbox"/> 衣料品 / Clothes</div> <div><input type="checkbox"/> 雑貨・アクセサリ / Goods & Accessories</div> <div><input type="checkbox"/> 宝飾品 / Jewelry</div> <div><input type="checkbox"/> 家庭用品 / Household Goods</div> <div><input type="checkbox"/> 美術工芸品 / Arts and Crafts</div> <div><input type="checkbox"/> ホビー / Hobbies</div> <div><input type="checkbox"/> ステーションナリー / Stationary</div> <div><input type="checkbox"/> 食品 / Food</div> <div><input type="checkbox"/> サービス / Services</div> <div><input type="checkbox"/> その他 / Other ()</div>

<p>Allocated area</p> <p>3) Visitors' area (exhibition space)</p> <p>- Area for commercial activities</p> <p>(a) Food and beverage facilities</p> <p>(b) Sales of goods facilities</p> <p>- (c) Area for exhibits (areas other than (a)(b))</p> <p>4) Managed area</p> <p>- (d) Area for commercial activities (e.g., product warehouse, kitchen)</p> <p>- (e) Area other than (d)</p>	<p>(a) _____ m²</p> <p>(b) _____ m²</p> <p>(c) _____ m²</p> <p>(d) _____ m²</p> <p>(e) _____ m²</p>
<p>POS レジ及び決済端末機予定台数</p> <p>Planned number of POS registers</p>	<p>協会貸与 _____ units</p> <p>Leased by the association</p> <p>*There is a possibility that the planned number of units cannot be provided. If this is the case, we will make separate adjustments.</p>
<p>運営委託業者</p> <p>Outsourcing company</p>	<p>企業名 Company name</p> <p>_____</p> <p>住所 Address</p> <p>_____</p> <p>_____</p> <p>tel _____</p> <p>fax _____</p> <p>email _____</p> <p>担当者 Person in charge</p> <p>_____</p> <p>Scope of outsourcing (All, Only food and beverage facilities, Only sales of goods and service facilities)</p> <p>*When outsourcing operations to multiple outsourcing companies, add rows below as needed, and indicate about the same items as above.</p> <p>*The outsourcing company will bear and pay taxes for the commercial activities in question pursuant to relevant laws and regulations and to Special Regulations No. 9, Article 5, Paragraph 3.</p>

<p>Designated representative for royalty payment (Special Regulations No. 9, Article 5, Paragraph 2)</p>	<p>- If the above outsourcing company will serve the role, indicate “same as above” in the parentheses below. ()</p> <p>- If a party other than the above outsourcing company is designated: 企業名 Company name _____ 住所 Address _____ _____ tel _____ fax _____ email _____ 担当者 Person in charge _____</p>
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<p>その他特記事項 Special Notes</p>	
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※ Apply for details of merchandise items and menus before the start of commercial activities.

(Application forms will be announced at a later date.)

Japanese is the preferred language when filling in and submitting this form.

