

GL2-3-1 GL9-6-1 GL11-1-1 Licensing Programme (for Sale of Goods outside the Expo site)

GL9-7-1 Guidelines for displaying Off-licence authorised products at the Official Online Store (Summary version)

## Reference

### Procedures for producing/selling the Officially licensed products and Off-licence authorised products inside and outside the Expo site (Diagrams)

- ① Production flow of officially licensed products
- ② Sales flow of officially licensed products
- ③ Sales flow of Off-licence authorised products

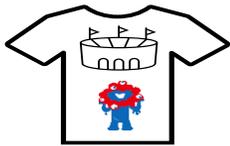
June 2024

Japan Association for the 2025 World Exposition

① Production flow of officially licensed products

Official Participant  
↓ designate  
Manufacturer

Example:  
Manufacture 500 items  
that cost 1,000 yen each.



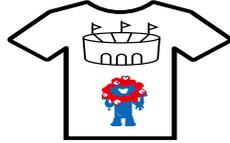
Business plan



Sales plans



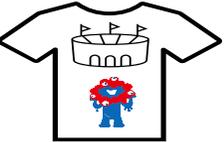
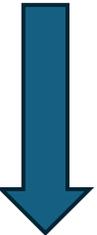
Contract



Produce  
500 items



Sell

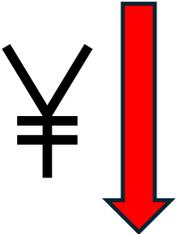


Sold well,  
make 200 more

Apply

MLO  
↑ Commission  
The Organiser

Approve



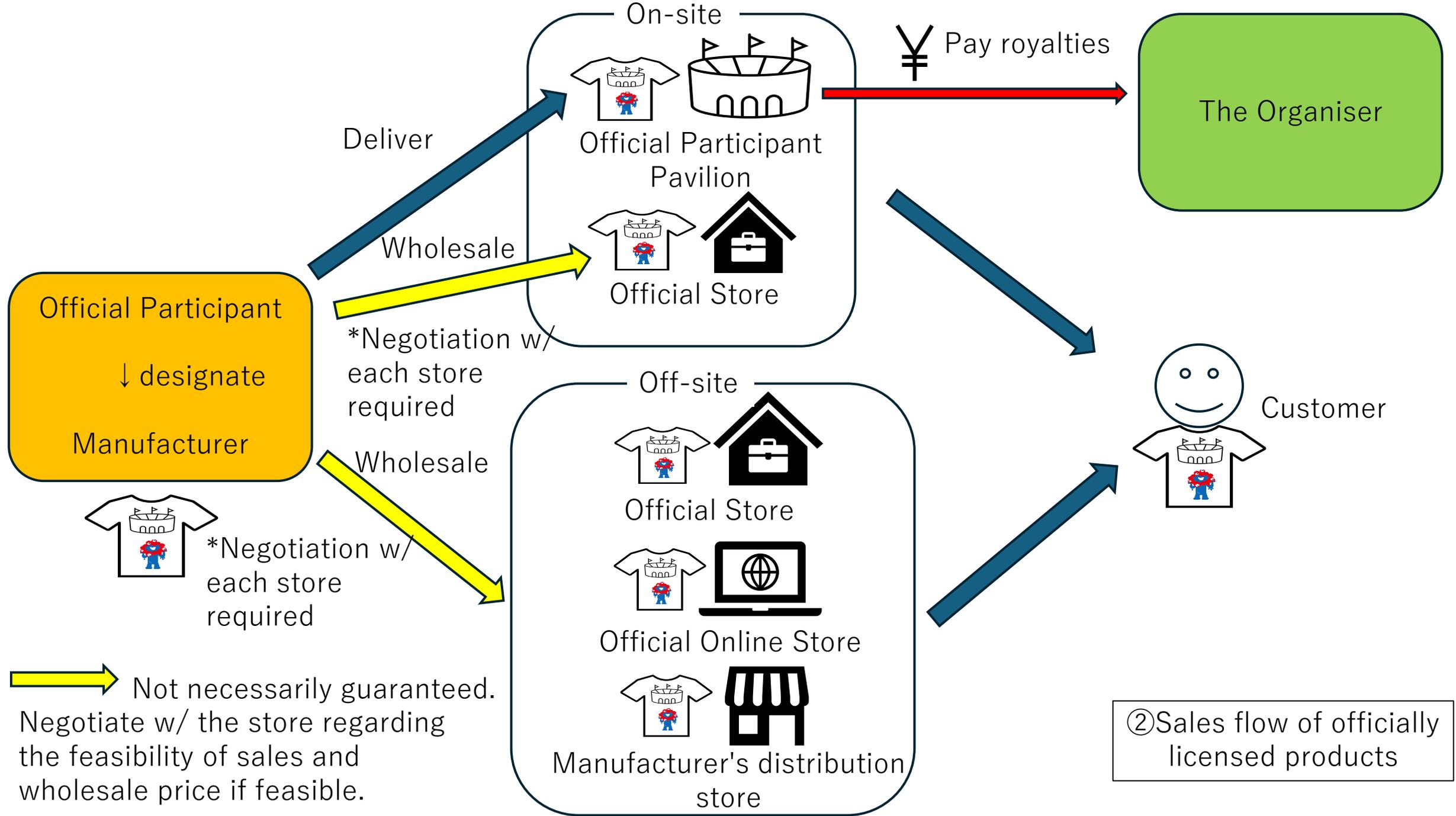
Pay the IP usage license fee

Eg)  $¥1,000 \times 500 \text{ units} \times 6\% = ¥30,000$



Renew contract  
Pay OR

Eg)  $¥1,000 \times 200 \text{ units} \times 8\% = ¥16,000$



→ Not necessarily guaranteed. Negotiate w/ the store regarding the feasibility of sales and wholesale price if feasible.

