



Full Operational Services (FOS) EEN

The United Kingdom (UK) is participating in World Expo 2025, which runs from 13 April 2025 - 13 October 2025 and will take place in Osaka, Kansai, Japan.

His Majesty's Government (HMG) will deliver a self-built UK Pavilion (UKP) at Expo 2025 Osaka. HMG is taking a content-led approach to the UKP with the visitor experience to take precedence over the architecture of the pavilion design itself.

HMG has already procured a contract for International Content Design Services (ICDS), which will deliver the high-level concept for the UKP, along with proposed content and an outstanding visitor experience.

HMG has also recently procured the contract to Design, Build, Maintain and Decommission (DBMD) the UKP which will design and construct a temporary structure to be in situ during Expo and then decommissioned to return the site "as was".

HMG now wish to engage the market for the Full Operational Services (FOS) to support the UK's presence at Expo 2025. This may include, but is not limited to, event management, full retail services provision, full restaurant and hospitality services provision and all the associated specialist and general supporting staffing and services. Several options are being explored including the procurement of one integrated service or procuring services independently through multiple contracts.

- 1. Full Event Management and Related Services-** multiple events will take place before the opening of UKP and at UKP during the Expo including UK National Day, partners and sponsorship events. Events may vary in size and scale.

Services required to support events management may include:

- Events planning – end to end events management service
- Delivery of event production including provision of necessary assets, staging and AV solutions
- Hosting all onsite events, management of event guest list, invitations, ticketing and/or accreditation
- VIP guest management strategy and VIP guest support
- Managing logistics for guest speakers including travel and accommodation
- Event catering for all on site events
- Maintenance and cleaning of the events space and furniture etc
- Managing logistics for guest speakers including travel and accommodation
- Audience acquisition, event promotion, PR, marketing and communications
- Content capture e.g. event photography and videography



- Lighting and sound management
- Event staffing to run on site events

2. Full Retail Service Provision – The UKP will have a retail offering with the potential possibility of an online ordering/ home delivery option.

Services required to support the retail offering may include:

- Merchandise strategy
- Procurement of merchandise and arrangement of physical merchandise displays
- Supply chain, inventory and delivery management
- Online retail strategy and online retail offering including delivery
- Retail staffing

3. Full Restaurant Service Provision – The UKP will have a food and beverage offering showcasing a British menu. Expo 2025 Osaka has requested participants provide food and drink unique to their country.

Services required to support the food and beverage offering may include:

- Menu design
- Food preparation
- Inventory management
- Kitchen cleaning, food and beverage supply chain, inventory, storage and delivery management
- Provision of all cutlery, crockery, glass and tableware etc required to run the restaurant.
- Responsible food disposal strategy for waste
- Restaurant staffing including chefs, bar staff, front of house & service staff

4. General Staffing and Supporting Services - A variety of front of house and back of house staffing roles are required to ensure the smooth running and operation of the UKP. Some staff may need to be bilingual in English and Japanese, however other languages may be requested. General supporting services are also expected to be required.

Services required may include:

- Security staff
- Reception staff
- Pavilion staff management and administration services
- Visitor guides (potentially multi-lingual in Japanese and English)
- Translators
- Porters



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- Staff training support
- HR and payroll
- IT support and the procurement of technical equipment to support staff in their duties at the UKP e.g. laptops, mobiles phones
- Provision of uniform and uniform cleaning services
- Transportation / drivers

HMG will be conducting a series of market engagement activities between September 2023 and March 2024. Market Engagement may take multiple rounds and consist of the following types of engagement.

- Survey/ questionnaires
- 1 to 1 meetings with potential suppliers
- Focus groups / supplier days
- Webinars

Feedback from suppliers via this early engagement will help inform our thinking and shape the future commercial strategy for FOS.

If you are interested in this potential opportunity, DBT would like to engage with you.

Please email your company details, specifying which part of the FOS services your company specialises in including a main point of contact to MajorWorldEventsCommercial@trade.gov.uk

This is Early Market Engagement for a potential opportunity, as such, DBT is not obligated to run a procurement following this activity and is not liable for any costs associated with participating in this Early Engagement.