



Department for
International Trade

Department for International Trade Early Engagement Exercise

Reference: Project_1349

**Title: Expo 2025 Osaka International
Content Design Services**

**Document: Specification of Requirements
and Supplier Profile**

April 2022

1. Introduction

- 1.1. The Department for International Trade (DIT) has published an Early Engagement Notice (EEN) on the gov.uk website Contracts Finder.
- 1.2. The EEN explains that DIT is looking to engage relevant suppliers in discussion in respect of a potential procurement requirement that will support the delivery of a UK presence at the next World Expo: Expo 2025 Osaka. The potential requirement is for International Content Design Services (ICDS).
- 1.3. DIT is undertaking the engagement to understand the market's view of the requirement, the market's view of DIT's approach, the capability of suppliers in the market, as well as innovations in the market DIT should consider. DIT is also seeking to understand cost implications of such services. DIT may use the information learned to further refine its specification, approach and any future procurement.
- 1.4. The EEN explains the process that DIT is following to undertake this engagement; interested suppliers should refer to the EEN at all times during this engagement.
- 1.5. This document details DIT's current specification for these requirements, rationale behind its approach, and suggested supplier profile.
- 1.6. Suppliers wishing to partake in the early engagement must read this document, complete the attached questionnaire, and submit it to DIT by the deadline stated in the EEN.
- 1.7. Suppliers must acknowledge that the requirements in this document are subject to change and are only preliminary.
- 1.8. Suppliers must also acknowledge that the publication of the EEN and the undertaking of the engagement does not commit DIT to running a procurement for these services.
- 1.9. DIT reserves the right to run a different procurement, or no procurement as a result of this engagement.
- 1.10. If DIT chooses to run a procurement (for either these requirements or similar), participation in this early engagement is not a pre-requisite to bid. At the same time, participation in this early engagement shall have no bearing on any future bid a supplier makes for any future procurement and does not guarantee participation.
- 1.11. Engagement in this activity is at the supplier's cost; DIT will not reimburse any costs.

Statement of Requirements

2. Background

- 2.1. World Expos take place every five (5) years and last for six (6) months. The last World Expo, Expo 2020 Dubai, concluded in March 2022, having started in October 2021.
- 2.2. World Expos are organised by a host country which invites other nations, companies, international organisations, the private sector and civil society to participate.
- 2.3. World Expos welcome millions of visitors, challenge countries to showcase their creativity, innovation and skills to build extraordinary pavilions and drive projects that transform the landscape of a city for years to come.
- 2.4. World Expos are multifaceted events where extraordinary visitor experiences, exhibitions, diplomatic and other Government to Government discussions, business meetings, public debates and live shows can all take place at the same time in the same place.
- 2.5. World Expos provide a platform for progress and cooperation aimed at finding solutions to universal challenges that will impact on future generations to come.
- 2.6. Expo 2025 Osaka will take place from **13 April to 13 October 2025** with the theme “Designing Future Society for our lives” and the sub-themes “Saving Lives”, “Connecting Lives” and “Empowering Lives”.
- 2.7. Under the theme, Designing Future Society for Our Lives, Expo 2025 Osaka will focus on treasuring each and every individual life and enriching society by serving as an important milestone on the path toward achieving the United Nations Sustainable Development Goals (SDGs) in 2030. It will be a platform to come together to imagine and experience a new form of society.
- 2.8. The Organisers of Expo 2025 Osaka are expecting 28.2 million visitors over the 6-month event, with 24.7 million of these being Japanese nationals.
- 2.9. The UK will write their own theme statement, highlighting the UK’s particular focuses within the broader Expo theme.
- 2.10. World Expo 2025 Osaka be an important milestone in the UK/Japan relationship following the signing of the Free Trade Agreement in 2020.. With 150 expected participating nations, it will be a major platform to promote an outward looking Global Britain boosting our international reputation as a place to visit and do business, our prosperity and engagement with global partners, catalysing global collaborations and taking stock of progress towards our 2030 milestones for Sustainable Development Goals (SDGs).
- 2.11. Expo 2025 will be an opportunity to showcase the UK as a world class destination for tourism and business – demonstrating the UK’s strengths as a visitor destination and

across industry e.g. healthcare, life sciences, mental health, climate change, artificial intelligence, data science, research, space technology and education. The UK will look to have an engaging, immersive visitor experience, cultural activations, a business programme and culinary delights via a potential food and beverage offering.

- 2.12. Expo 2025 Osaka provides an opportunity to connect with people on the UK Pavilion, virtually and throughout the world. It will also facilitate collaboration and partnership between the UK and other participating nations, creating solutions to global challenges.
- 2.13. At Expo 2025 Osaka, DIT is looking at the possibility of a “content-led” approach to a UK Pavilion (UKP) i.e. content design would be at the forefront of the UK’s presence at the Expo with a pavillion designed to best showcase the chosen content.
- 2.14. The ICDS supplier would be responsible for interpreting the UK’s theme statement into an engaging visitor experience, which informs, entertains and highlights the innovation and expertise of the UK, and achieves key objectives (see 2.15).
- 2.15. The detailed objectives of the UK participating in Expo 2025 Osaka are still to be finalised, however, the intention is to focus on promoting the UK on a global stage, which will:
 - Boost the UK’s global reputation and prosperity through UK participation;
 - Position the UK as a major contributor and thought leader with the ability to address global challenges;
 - Promote the UK’s skills and capabilities in a wide range of sectors;
 - Promote the UK as a place to visit, study, and do business with;
 - Connect UK businesses with opportunities at Expo as well as potential customers and suppliers through a national and international events programme;
 - Generate global engagement in the UK’s tourism, business, cultural and public diplomacy programmes;
 - Future proof exports through showcasing UK expertise as hosts of future world events to learn and hire; and
 - Underline UK commitment to SDG goals and ambitions
 - Drive forward HMG’s trade and investment agenda,

3. High-Level Service Requirements of the ICDS Supplier

3.1. The potential ICDS supplier would be responsible for¹:

- 3.1.1. Creating a content concept that interprets the UK’s Theme Statement in an exciting and engaging manner;

¹ No decision has been made on the final procurement strategy to deliver these services, and therefore, if DIT proceeds, it reserves the right to split these services amongst several contracts or contain them in a single contract. For the purposes of this early engagement, DIT seeks to understand which option is preferable.

- 3.1.2. Producing a representation of the concept in the form of mood boards and customer journey visuals to get buy in from various HMG department's Creative Boards, Directors and Ministers;
- 3.1.3. Developing the concept into a holistic narrative which could include the use of traditional print, exhibits, Artificial Intelligence (AI) & Augmented Reality (AR), and digital media to produce a cohesive visitor journey that appeals to both young and old, tourist and business audiences, and which represents the "Best of the United Kingdom" in 2025;
- 3.1.4. Testing their content in the Japanese market via focus groups or similar to make sure that the visitor experience is fit for purpose;
- 3.1.5. Producing a brief for an executive architect that outlines the technical and physical elements of the content concept that would need to be housed in a UKP building including any creative essentials that need to be displayed in terms of physical build or façade works;
- 3.1.6. Managing the production of exhibits, digital and traditional content through to the install and final fitout of a UKP in Osaka;
- 3.1.7. Contributing to the definition of specifications to procure other suppliers to work on a UKP in Osaka, as well as contributing to the evaluation and appointment of such suppliers.
- 3.1.8. Providing design guidance to an appointed construction supplier to ensure the delivery matches the design intent; and
- 3.1.9. Being part of regular project design and construction meeting and site visits.

4. Deliverables

4.1. Through delivery of the services as stated in section 2 of this potential specification of requirements, the ICDS supplier would need to achieve the deliverables as stated in Table 1 below. Current expectations of timescales for content development are listed below but these are subject to change and will be a topic of discussion with potential suppliers. Some activities may run in parallel.

No.	Deliverable Title	Deliverable Specifics	By which stage of the contract?
1	Narrative Development & Story	<ul style="list-style-type: none">• A document that covers narrative and UK stories where required and what is intended to be shown at Expo	6 months
2	Development of Experience	<ul style="list-style-type: none">• Visitor flow report with considerations of the different audience profiles provided by DIT• Deliver final concept including costs, experiences, assets, technical review overview	6 months
3	Outline Requirement for Architecture/Construction Brief, including technical install requirements	<ul style="list-style-type: none">• Full list of tech and AV hardware required including software and off-the-shelf products to purchase• Full technical brief of how equipment needs to interact with each other including use of cloud and physical servers, internet speeds required etc• Full breakdown of power and cabling requirements• Full breakdown of any specific internal fitout requirements needed to ensure the concept is housed correctly within a building.	6 months
4	Creation of assets and acquisition of items for the experience	<ul style="list-style-type: none">• This will include rich media, dual translation of any written content in Japanese and English and any physical items to be sourced as part of the experience• Any IP licenses and permissions that are needed for any content in the visitor experience	2 years maximum

5	Installation and fit-out of the experience	<ul style="list-style-type: none"> • Oversee installation of equipment. • Set up display of content within the space. • Fit-out of final exhibit. 	2 years maximum
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4.2. There are two key types of pavilions available at Expo 2025 Osaka that may be available to the UK. These are: Type A- Self Build pavilion and Type B – Module Exhibition pavilion.

4.2.1. Type A: Self Build Pavilions : Plot provided to participants for Participants to construct their own Pavilions and decide on the structure and design. 50 plots will be allocated to official participating countries.

4.2.2. Type B: Module Exhibition: Participants will rent modules within organiser-built Pavilions creating exhibition 'stands'. They will be offered to 30 official participating countries. The participants are free to determine the content and design of the exterior of their pavilion and internal spaces.

4.3. Both Type A Self Build pavilion and Type B – Module Exhibition pavilion are available in three sizes, detailed in Table 2 below. At this early stage the supplier should consider all pavilion options available and factor this into any response.

Table 2 – Approximate Pavilion Plot size

Plot Size	Type-A (Self-Build)	Buildable Area (multiple storeys allowed up to 12m)	Type-B (Expo Built)	Buildable Area
Small	900m2	600m2	450m2	300m2
Medium	1750m2	1200m2	900m2	600m2
Large	3500m2	2400m2	1750m2	1200m2

4.4. Please note that not all space will be available for content as the area available will also need to cater for broader needs such as hospitality, staff areas and other necessities. It is therefore estimated for Type B Pavilions we would expect content to take up approximately 50% of the buildable area, whereas for Type A Pavilions we would expect content to occupy approximately 25%. (This is subject to change and can be confirmed once the UK has its Pavilion plot for the Expo)

5. Supplier Profile

- 5.1. It is DIT's current expectation that any successful supplier in a potential procurement would fit the following profile²:

ESSENTIAL
Has designed content or experiences that have been showcased at museums or major events, preferably to an international audience.
Has a track record of delivering large scale conceptual visitor experiences
Has a team with all the capabilities needed to deliver such a prominent project or has the ability to enter into partnerships, joint ventures, or subcontracting arrangements with organisations/specialists who would be essential to the successful delivery of this contract.
Has the ability to operate in both the UK and internationally, namely Japan, at the same time
Has sufficient project management capability
Has demonstrable curation capabilities
Is able to demonstrate an understanding of visitor dynamics in a foreign culture

DESIRABLE
Understands the purpose and audience of World Expos.
Has experience designing content for a Japanese audience.
Has in-house Japanese language services or has the ability to outsource support for Japanese
Is conversant with emerging technologies, as they apply to visitor experiences
Has worked with sponsors who have acquired a package of sponsorship rights to a large-scale visitor experience and who in return have supplied on a value-in-kind basis products, services and/or content which are used and/or form part of the visitor experience

² This is DIT's current thinking based on the information it has. This is not a confirmed profile, and suppliers that do not fit these parameters, but still believe they can deliver the potential contract, are invited to engage with DIT to demonstrate that alternative profiles can be considered, and challenge DIT's thinking.