

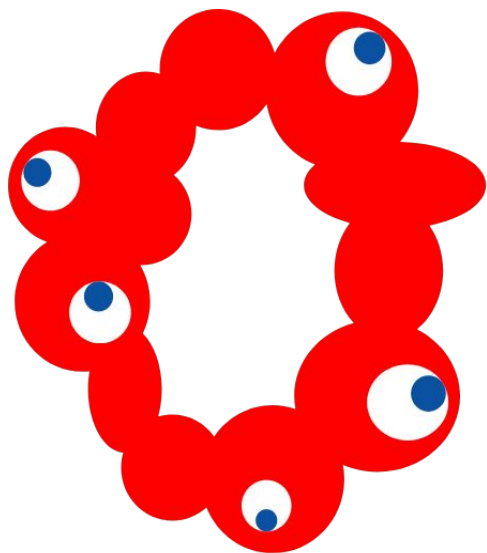


Participation guide for

Smart City Day at Osaka World Expo

30 September 2025

Entire program from 29. Sep - 2. Oct.



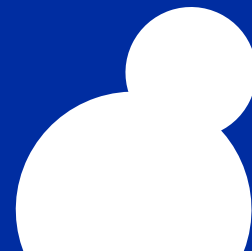
OSAKA, KANSAI, JAPAN

EXPO
2025

World Expo Osaka 2025 will bring together over 28 million visitors and 150 countries to shape the future under the theme "Designing Future Society for Our Lives."

From April to October, Osaka will be the meeting point for the world's top innovators, leaders, and businesses working towards smarter, more sustainable cities.

Alongside the main event, exclusive meetings, networking sessions, and high-level gatherings will open doors to new partnerships and markets. The Nordic Pavilion will spotlight the best in sustainable technology, energy, and urban development.



Smart City Day at Osaka World Expo

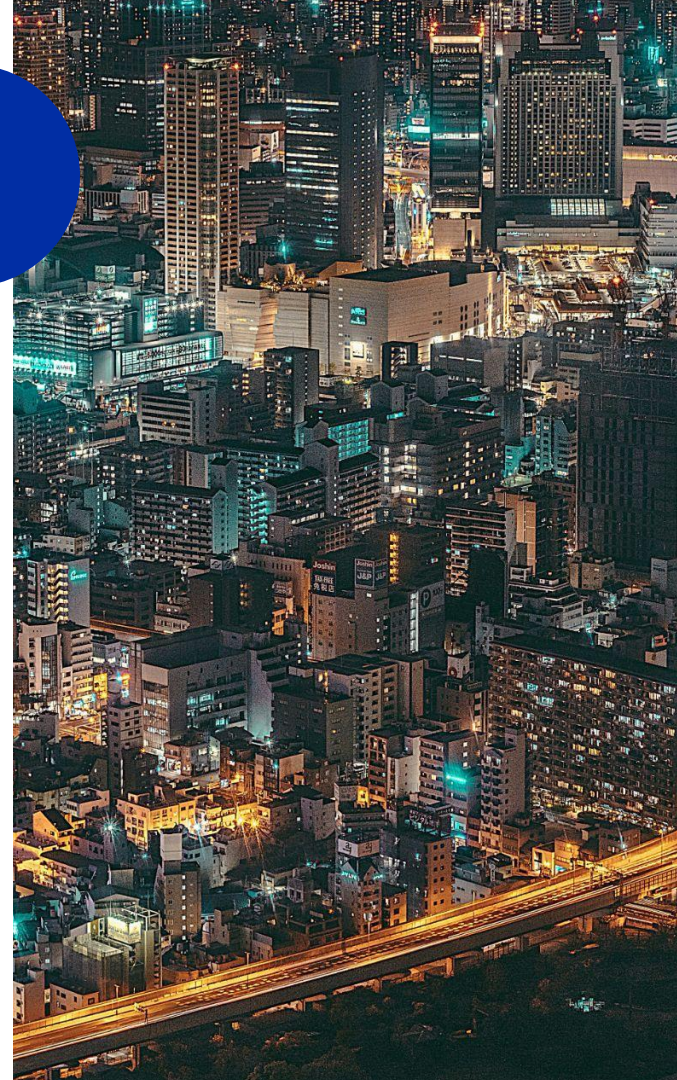
Nordic Pavilion, 30 September 2025

A unique opportunity to learn about the latest developments in the smart city sector and discover opportunities for business and research cooperation between countries.

Explore cutting-edge solutions from energy efficiency and urban resilience to the inspiring use of new technologies in cities.

Finland welcomes international partners to its collaborative environment to innovate, test and deploy technologies and accelerate growth and development.

Our globally successful companies and research organisations will showcase Finnish solutions and innovations at the Smart City event in the Nordic Pavilion.



BUSINESS
FINLAND

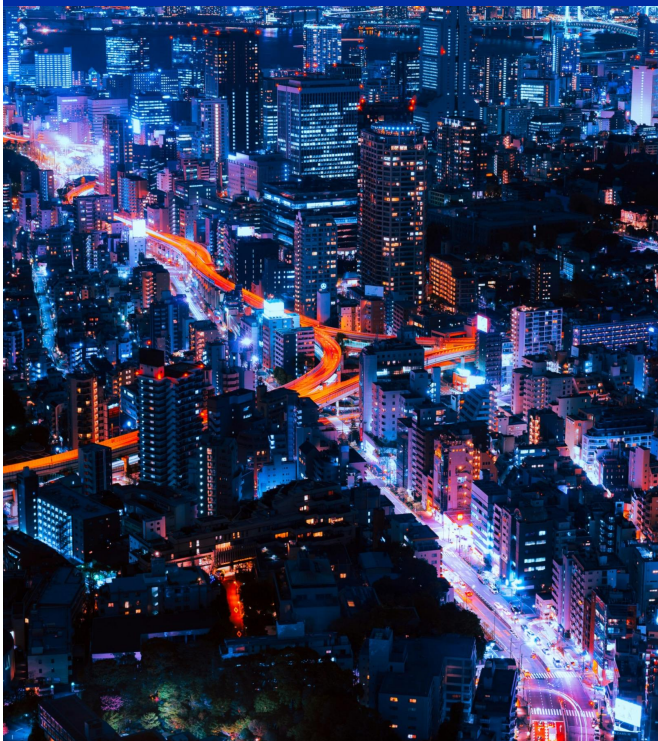
Smart City Day themes

Flexible urban areas & Technological innovations in cities

In Finland, our energy innovations are developed to thrive every day, year after year in harsh, Nordic conditions. The combination of pitch black, freezing winters, and nightless, warm summers guarantee our solutions are tested to work in real-life use and in various conditions with great success.

Ranked as the happiest country in the world, Finland leads the way in developing innovative solutions that foster the well-being and resilience of cities and their communities. This event will delve into state-of-the-art advancements, from energy efficiency and urban sustainability to the transformative application of emerging technologies in urban environments.

In Finland, our infrastructure is built to last. As a progressive Nordic country with a century of human centric, societal and technology innovation under our belt, we are bringing the real smarts – human and decarbonized, supported by data and technology – to the core of the built environment and the development of decarbonisation at an urban scale.



Why participate?

Develop new partnerships with the trailblazers in the Smart City ecosystem.

- 1.** Showcasing your innovations to an influential and distinguished audience.
- 2.** Building relationships with top-tier companies and research organizations from Japan and around the world.

In effect, growing presence and existing reach in the Japanese market.

➡ SALES

➡ MARKET INSIGHTS

➡ BRAND EXPOSURE

➡ NEW PARTNERSHIPS

Invitees from Japan:

1. Business decision makers in energy and technology organizations that can be potential partners or integrators for Finnish companies
2. Companies providing wide range of energy solutions and innovative technologies
3. Japanese public sector and relevant business associations/chambers of commerce

Examples of organizations to be invited:

Mitsubishi Electric, Hitachi, Takenaka Corporation, Sumitomo Corporation, NTT Group, Kansai Electric Power, ENEOS Corporation, Kanadevia Corporation, Tokyo Metropolitan Government, City of Fukuoka, Kyushu Electricity

29. Sep
Afternoon at
the Expo

Additional program **Osaka Expo** **Pavilion tours**

Gain new connections during a curated tour around other EXPO pavilions. You'll get a chance to connect with industry leaders through tailored meetings and gain valuable insights into the future of smart cities.

We'll explore cutting-edge innovations and solutions at key pavilions, such as the Japan Country Pavilion, Sumitomo, NTT, Mitsubishi, and Takenaka Corporation (all to be confirmed).

Stay tuned for more info. You will be informed about the schedules and how to sign-up later.



30. Sep
Main day

Smart City Day at the Osaka Expo

12.00 Set-up

13.00 Opening words

13.15 Keynote: *Smart Energy, Thriving Cities:
Building Resilient and Efficient Urban Systems*

13.35 Keynote: *Future cities in balance: Technology
and well-being*

13.55 Case example of Finnish company in the
Japanese market

14.05 Networking break

14.30 Panel discussion: *Local flexibility and
solutions to enhance well-being*

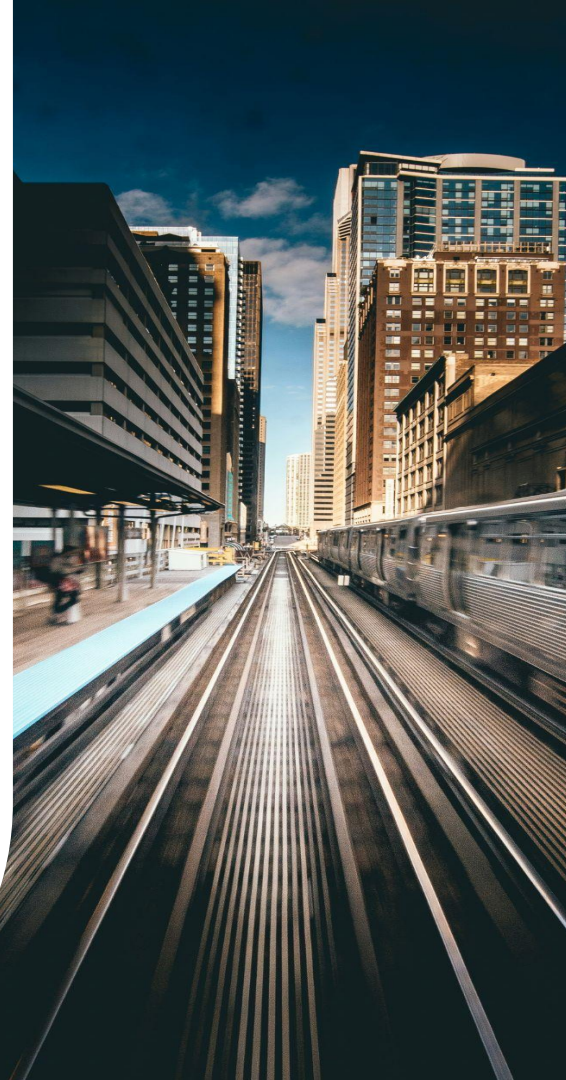
15.15 Case example of Finnish know-how and
ecosystemic work

15.35 Networking break.

16.00 Panel discussion: Smart city
solutions enhancing citizen
experience and engagement

16:40 Closing words, Q&A and
discussion

17.00 Seminar ends -> Networking
cocktails at the rooftop terrace with
food and drinks



**1. Oct
Osaka
day**

Additional program Visit to Osaka

After the seminar day, we will continue our visit in Osaka with tailored and pre-booked business meetings with Japanese companies in the Osaka area.

This is your chance to connect directly with leading Japanese companies shaping the future of smart cities by face-to-face meetings and networking opportunities.

These meetings will take place in central Osaka, not in the Expo area.

Who would you like to meet in Osaka? Please give your input to the Business Finland team what kind of companies you are interested to meet in! A more detailed agenda will be shared later.



**2. Oct
Tokyo
day**

Additional program Visit to Tokyo

This is yet another chance to connect directly with leading Japanese companies shaping the future of smart cities by face-to-face meetings and networking opportunities.

A more accurate program will be published later. You will need to cover your own travel cost between Osaka and Tokyo.

If you have a special interest in visiting a certain company - let the Business Finland team know of your interest.

Get the most out of your visit to Japan by expanding your network and gain more insights.



Nordic Pavilion



Smart City package

Ten packages available at **€4 850** per partner*

- *Participation in the program in the Nordic Pavilion seminar space – 8 slots available.*
- *Table for use on networking breaks with your logo.*
- *Coverage on stage during Main Day seminar on 30. September.*
- *Ability to invite a limited number of key contacts.*
- *Visibility in the joint marketing efforts for the Expo day.*
- *2 Expo entry tickets for Main Day at Expo on 30. September.*
- *Participation in the additional program in Osaka on 1. October and Tokyo on 2. October (details TBC)*
- *Electricity and cleaning services included.*
- *Interpreter services (TBC).*
- *Management and coordination of your participation.*

*Packages are applicable for the Business Finland's Explorer funding.



Current partners at Smart City Day

VTT

TAMPERE.
FINLAND

VILPE®

A long-exposure photograph of a city street at night. The image shows multiple lanes of traffic with prominent red light trails from taillights and white light trails from headlights. In the background, several multi-story buildings are illuminated, with some windows glowing. A street sign is visible on the right side of the frame. The overall scene is a vibrant urban nightscape.

**Contact to
participate
or learn more**

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PULP

Business Finlandin virallinen kumppani