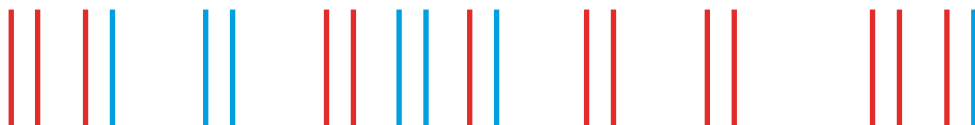
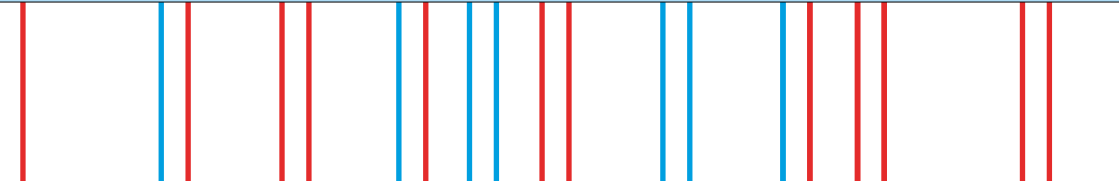
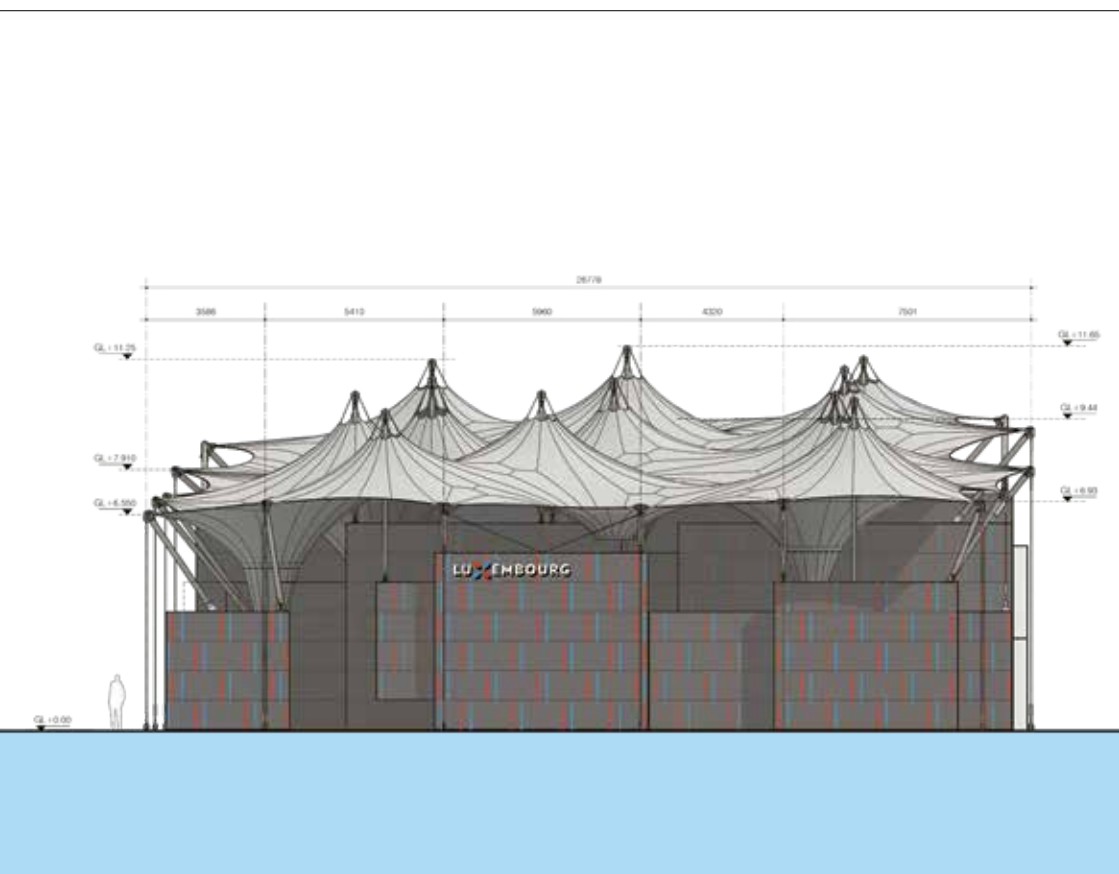
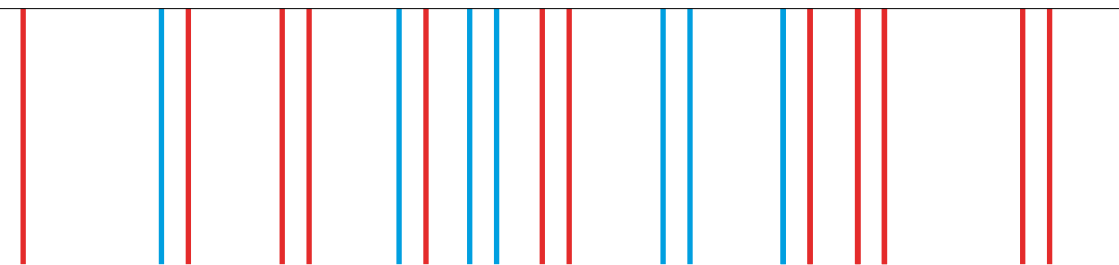
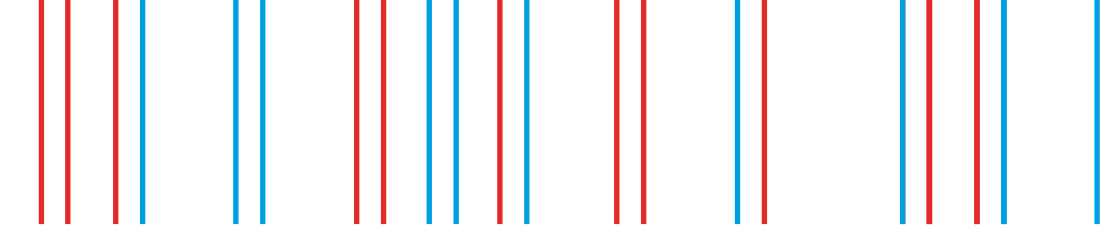


OSAKA

13 APRIL 2025 – 13 OCTOBER 2025
FACTS & FIGURES





EXPO 2025 OSAKA

3

DATES	13 April 2025 – 13 October 2025
DURATION	184 days
LOCATION	Yumeshima, an artificial island in Osaka Bay (Kansai region)
THEME	“Designing Future Society for Our Lives”
SUB-THEMES	“Saving lives”, “Empowering lives”, “Connecting lives”

25th participation of Luxembourg in a World Expo

165 official participants

LUXEMBOURG PAVILION

THEME	“Doki Doki – The Luxembourg Heartbeat” (located in the “Connecting lives” area)
TYPE	Type A (“self-built”)
SURFACE	1 750.90 m ² (plot), 1 120.63 m ² (surface under the membrane), 883 m ² (building structure)
ARCHITECTURE	STDM
SCENOGRAPHY	Jangled Nerves
MINISTER IN CHARGE	Deputy Prime Minister, Minister for Foreign Affairs and Foreign Trade, Xavier Bettel
COMMISSIONER GENERAL	André Hansen

6 volunteers
33 hosts and hostesses

20 students and **13** accompanying staff from EHTL

VISITORS AND VISITS

4

378 866

visitors at the Luxembourg Pavilion

28 MILLION

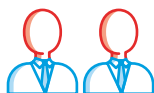
visitors at Expo 2025 Osaka



Nearly 1 000 Luxembourg nationals visited the Pavilion on-site.

The maximum daily capacity of the Pavilion was 2 250 visitors, representing an occupancy rate of more than 95%.

OFFICIAL VISITS AND GROUP VISITS



65

official visits (high dignitaries, ministers, ambassadors, etc.)



95

Luxembourg companies

TOUR OPERATORS



16

groups from Luxembourg

376

visitors

OTHERS (FEDERATIONS, ASSOCIATIONS...)



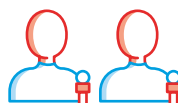
17

groups



19

schools (739 students)



127

journalists

EVENT PROGRAMME

5

6

cultural events
and exhibitions

3

economic missions

7

events
and conferences

13.04.2025

Opening ceremony

Concert by Pueri Cantores & Ritsumeikan Primary School –
“United in Singing”

28.04. – 05.05.2025

“DesignDays@luxembourg.pavilion” with Julie Conrad,
Christophe de la Fontaine, Frank Michels, Georges Zigrand

06.05. – 20.05.2025

Fallen Trees exhibition by Pitt Brandenburger (Crafts)

30.05.2025

Luxembourg Day at Expo 2025 Osaka, featuring
performances by Francesco Tristano, Pascal Schumacher,
Jill Crovisier, Maika Fujii

Multisectorial economic mission organised
by the Chamber of Commerce

11. – 16.07.2025

“Space Days”

14. – 19.07.2025

Sectorial economic missions “Space” and “Tech&Health”,
co-organised by the Chamber of Commerce

17.07.2025

“Circular Economy Conference”

18. – 27.07.2025

“Learning & Playing Week” (interactive workshops blending
science, creativity and culture)

08.08. – 16.08.2025

“Fils Croisés / 交差する糸 (Kōsa suru ito)” –
Exhibition by Aïda Schweitzer (Visual Arts)

28.08. – 03.09.2025

“Cybersecurity Days”

24.09. – 08.10.2025

“O” – Exhibition by Daniel Reuter & Umihara Chikara (Photography)

PARTICIPATORY INITIATIVES

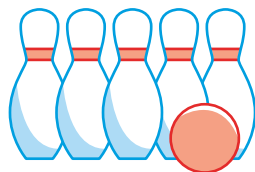
6

“Keelebunn”-Championship

A bowling championship open to the teams from other pavilions was organised at the Luxembourg Pavilion. During the final round on September 25th 2025, eight finalist teams (Australia – 2 teams, Germany, Japan, Monaco, Peru, Switzerland, Uruguay) competed in a knock-out system. At the end, the winner of the “Keelebunn”-Championship was the Japanese team.

Public vote – Best dessert

During the first three months of the Expo, visitors could vote online for their favourite dessert among six creations from the Pavilion’s food court. To choose between the three finalists, a special jury tasted their desserts and selected the winner: “Heart of Joy” by Stéphane Muller.



DISTINCTIONS FOR THE LUXEMBOURG PAVILION

On October 12th 2025, the Luxembourg Pavilion received the **BIE (Bureau International des Expositions) “Sustainability” Award** in the category of self-built pavilions with an exhibition area below 1 500 m².

In May 2025, the “**Nikkei Marketing Journal**” ranked the Pavilion 3rd best pavilion at Expo 2025 Osaka.

In August 2025, the Pavilion received the award “**Best Innovation Exhibitions & Trade Venue2025 – Luxembourg**” from EU Business News.

In the “**Pavilion Satisfaction**” survey conducted with 2 000 visitors (April–May), the Luxembourg Pavilion ranked 9th among foreign pavilions.

VISITOR SURVEY SUMMARY

7

SAMPLE



2 504
respondents

GENERAL IMPACT



83.05 %

satisfied (56.77% very satisfied;
26.28% satisfied)



95.88 %

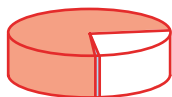
would recommend
the Pavilion to their close ones

**VISIT
LUXEMBOURG**

92.47 %

would consider Luxembourg
as a tourist destination

VISITOR PROFILE



71.32% women;
27.78% men;
0.90% other



47.24 %

aged 45+



95 %

from Japan



93.63 %

tourists

EXPERIENCE HIGHLIGHTS



FAVOURITE MOMENT: Act 3 – Universal Home (**57.25%**). Act 3, with its sensorial immersion, particularly captivated visitors, revealing the power of the storytelling and the scenography.

MOST “DOKI DOKI” MOMENT (EVOKING STRONG EMOTIONS):

Immersive sound and visuals (**67.44%**)

UNDERSTANDING OF CONTENT:

94.88 % found the information easy to understand

CIRCULAR CONCEPT OF THE PAVILION

8

The Pavilion was designed according to the principles of the circular economy (“circular by design”) to allow the reuse of several of its components after dismantling (“designed for disassembly”). On October 12th 2025, the Luxembourg Pavilion’s circular concept was awarded the “Sustainability” prize by the Bureau International des Expositions (BIE) in the category of self-built pavilions with an exhibition area below 1 500 m².

Examples of Pavilion materials/components that will benefit from a second life after Expo 2025 Osaka:

“KEELEBUNN”



The mechanics will be integrated into the sports heritage collection of the Ministry of Sports, with the possibility of being showcased in one of the future exhibitions of the upcoming Sports Museum. The alley itself, along with the pins and balls, will be reused at the “Suzuka Youth Center”, a youth leisure center in Mie Prefecture (Kansai region).

PLANTS



Eleven trees will be replanted by the city of Nantan (Kyoto Prefecture) in the context of the “National Urban Greening Fair”, which will take place from 2025-2026 in Kyoto Tamba. In addition, one tree and ten hedges have been replanted on the site of “Naito House”, the Japanese construction company responsible for building the Luxembourg Pavilion.

AUDIOVISUAL EQUIPMENT



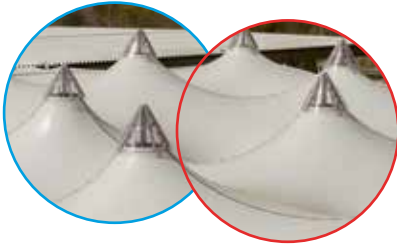
The audiovisual and lighting equipment (AVL) used in the Pavilion came mainly from rentals. 80% of the various AVL elements used consisted of second-hand equipment, respectively will be reused after Expo 2025 Osaka.

FURNITURE FROM THE “VIP” AREAS



The furniture from the VIP spaces will be resold on “Rakuten’s” digital platform through the company “E-unit”.

MEMBRANE



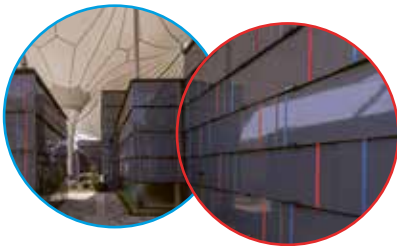
Based on the Pavilion's membrane, the Osaka-based Japanese company "Mondo Design" will create bags and other small leather goods.

CONCRETE FOUNDATION BLOCKS

Nesta Resort Kobe, an amusement park located in the greater Kobe area, will reuse all 220 "megablocks" used for the Pavilion's foundations in a landscape architecture project.



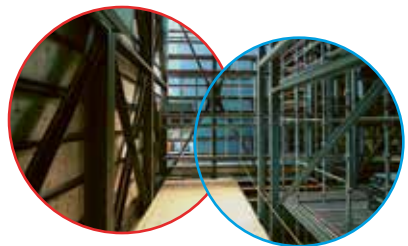
EXTERIOR PANELS



"Shinko Kensetsu", a Kyoto-based Japanese company, will reuse the exterior panels to create formwork for concrete foundations.

STEEL SUPPORTING STRUCTURE

The city of Katano, located in Osaka Prefecture, plans to reuse part of the structure in 2028 for the construction of community spaces and technical facilities on the current site of a middle school.



COMMUNICATION

The strategy, introduced as early as 2022, was built around regular communication through **public relations, social media, the website “expopavilion.lu” and a newsletter.**

It intensified progressively starting from the laying of the foundation stone in January 2024 and reached its peak during the Expo,

which opened its doors on 13 April 2025. Communication efforts targeted both a Luxembourgish and a Japanese audience.

The most successful months from a communication standpoint were April and October 2025, coinciding with the opening and closing months of Expo 2025 Osaka.

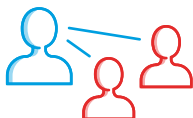


JAPAN

Communication efforts in Japan targeted the operating period of Expo 2025 Osaka.

During the Expo, 127 journalists/media representatives visited the Pavilion, including 114 from Japan and 13 from Luxembourg.

IN 2025, PUBLIC-RELATIONS ACTIVITIES GENERATED



- | 318 media clippings:
 - 126 articles in the print press
 - 149 web publications and 43 TV reports

THEMES COVERED



- | The diversity of the Luxembourg society
- | Circular economy and sustainability (including the architecture of the Pavilion)
- | Gastronomy

MEDIA COVERAGE WAS PREDOMINANTLY POSITIVE OR NEUTRAL.

LUXEMBOURG & INTERNATIONAL (OUTSIDE JAPAN)

FROM JANUARY 2025 UNTIL THE END OF OCTOBER



- | 311 articles or mentions were recorded in the Luxembourg and international press.
- | Most of these publications took the form of in-depth articles in magazines or daily newspapers, also relayed online.
- | Media coverage was predominantly positive or neutral.

SOCIAL MEDIA

12

The Luxembourg Pavilion's digital strategy (Facebook, Instagram, LinkedIn, X/Twitter, YouTube, Google MyBusiness) ensured steadily growing and continuous visibility for the Pavilion.

IN 2024



254 594 VIEWS*

generated by 483 posts/tweets
and 1 132 stories



9 680
followers

BETWEEN JANUARY AND OCTOBER 2025, ACTIVITY INTENSIFIED WITH



1 811
POSTS

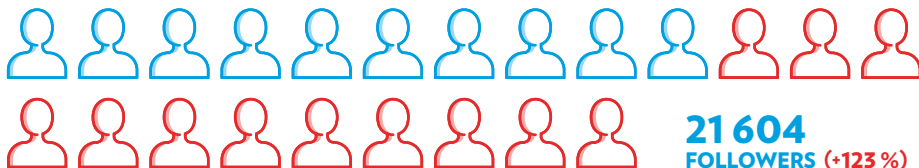


3 252
STORIES



4 406 967
VIEWS*

* potential visibility



A post by the Governor of the Osaka Prefecture, Hiro Yoshimura, showing him enjoying a “Grillwurst” at the Luxembourg Pavilion in August 2025, garnered more than 3.4 million likes on Facebook. On Twitter/X, his tweet on the same topic was shared more than 800 times and generated 306 new followers for the Luxembourg Pavilion.



- | Instagram emerged as the most successful platform (3.96 million views).
- | All results were achieved without sponsored content or paid publications.

“LUXEMBOURG PAVILION” APP

13

The “Luxembourg Pavilion” app, developed by Virtual Rangers, allows users to explore the Luxembourg Pavilion virtually, as well as 3D models of several Luxembourg landmarks created by Artec3D. These 3D models could also be discovered while waiting in line at the Pavilion by scanning QR codes displayed on the walls with a mobile phone.

The collaboration between Virtual Rangers and Artec3D is a perfect example of the expertise and professionalism of Luxembourg companies in digital technologies. The “Luxembourg Pavilion” app is available free of charge on the Apple Store (iOS) and Google Play (Android).

APPLICATION “LUXEMBOURG PAVILION”



376 downloads
on Google Play



21 020
downloads on Apple



21 396
total downloads

DOWNLOADS BY COUNTRY

18 937
Japan

212
Luxembourg

50
United States

33
France

15
Germany

107
others

DISCOVERY OF THE 3D (AUGMENTED REALITY) MODELS OF LUXEMBOURG LANDMARKS

LANDMARKS AVAILABLE

* Artwork created by the artist Serge Ecker



Gëlle Fra



Huelen Zant



Grand Ducal
Palace



Moselle Region



Melusina*



Vianden Castle

524 000

scans of the landmarks inside the Pavilion

182 000

total unique users

SALES

SHOP



- | Across a range of 21 products, 15 289 items were sold.
- | The three most popular products were pins, keychains, and magnets.

GASTRONOMY



- | Daily opening hours: 10:30 to 20:00
- | Queues of 40 to 80 people starting as early as 10:00
- | Regular flow of 25 to 30 customers every 15 to 20 minutes
- | Volume: approx. 1 200 sales per day



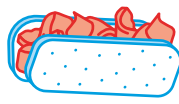
52 000

Grillwurst sold



19 500

Gromperekichelcher
sold



7 800

Brioche
Feierstengsalot sold



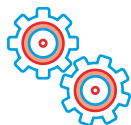
3 700

glasses of wine sold

4 800

glasses of Crémant sold

MEMBRANE ACCESSORIES



1 368

leather goods
pre-ordered



134

pre-orders
from Luxembourg



The GIE Luxembourg@Expo 2025 Osaka is an economic interest group created by the State of the Grand Duchy of Luxembourg and the Chamber of Commerce. Its mission is to plan, build, operate, and dismantle the Luxembourg Pavilion at the World Expo 2025 in Osaka, in close collaboration with various Luxembourg-based institutions and organizations.



|| SPONSOR



|| CONTACT

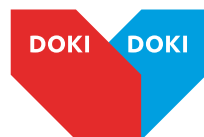
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[luxembourg.expopavilion](https://www.instagram.com/luxembourg.expopavilion)
[f](#) [in](#) [X](#) Luxembourg Expo Pavilion

#luexpo2025osaka



THE LUXEMBOURG HEARTBEAT