



Il Commissario Generale
per Expo 2025 Osaka

Protocol No COMEEXPO2025/U/00738

PUBLIC NOTICE SEEKING SPONSORSHIP FOR THE ITALIAN PAVILION AT EXPO 2025 OSAKA

*** Be a Sponsor of the Italian Pavilion ***

The Commissioner General of Italy for Expo 2025 Osaka (hereinafter, the “Commissioner”), given the institutional tasks assigned to him for the construction of the Italian Pavilion, pursuant to the Decree of the Ministry of Foreign Affairs dated November 2, 2017, no. 192 “Regulation containing general guidelines to regulate the procedures for the selection of the contractor and the execution of the contract to be carried out abroad, and pursuant to Article 1, paragraph 7, of Legislative Decree dated April 18, 2016, no. 50”, invites all interested public and private economic operators to submit proposals for financial sponsorship and/or proposals for a “Value in Kind” contribution related to services and/or supplies within the following product categories:

Technical Sponsorships:

- interior and exterior fixtures and related accessories;
- high performance sustainable systems for the production of electricity also from renewable sources;
- elevators and general lift systems; - finishes/coverings for interiors and exteriors;
- flooring; - bathroom furnishings, sanitary ware, faucets, and bathroom accessories;
- lighting fixtures, lighting systems, decorative lamps;
- security systems and video surveillance;
- systems for building management and supervision and visitor well-being;
- plug&play cooling/heating systems; - landscaping, green roofs and greenery in general, trees and shrubbery;
- design and installation for artistic fountains, water architecture, and water-based microclimate control systems (such as misting, artificial bodies of water, etc.);
- interior and exterior furnishings; - equipment and accessories for shading outdoor areas;
- carpets, tapestries, curtains/technical curtains, and textile products
- digital LED screens, LED walls, computer equipment, telecommunications devices, laser measurement tools, augmented reality systems, and digital wayfinding solutions;
- multimedia equipment (such as directing, video, and multi-projection setups);
- sound systems;
- acoustic systems and sound absorbing materials;



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- paints;
- any other materials necessary for the construction of the Italian Pavilion as specified in Annex 3, Report on the Materials for the Italian Pavilion.

Other Sponsorships:

- graphics and wayfinding;
- production of social walls, data visualization, infographics, and dashboards (both static and interactive);
- design and planning of visitor experience content and the virtual pavilion;
- musical instruments;
- catering;
- food and beverages (both alcoholic and non-alcoholic);
- technical equipment for catering (tableware, plates, glasses, pots, pans, trays, cups, etc.);
- catering equipment (stoves, refrigerators, ovens, blast chillers, freezers, blenders, etc.);
- uniforms for hosts and hostesses;
- accessories for individual shading;
- merchandising, gifts;
- travel agency;
- national and international shipping and transport services;
- car rental;
- insurance coverage;
- simultaneous interpreting service;
- media/communication and publishing activities;
- printing of brochures and other materials;
- stationery.

In order to allow the undersigned Commissioner to evaluate the market response, interested economic operators are invited to send a declaration of interest/letter of intent to participate in the procedure. This is **in no way binding with regard to the sponsorship proposal**.

Sponsorship proposals must include:

- description of the proposing company's sector of activity and motivation for the sponsorship;



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- economic value offered in accordance with one of the following types, specifying methods and timing of disbursement:
 - o cash;
 - o "Value in Kind";
 - o contributions in the combined form of cash/"Value in Kind".

In this regard, let it be immediately clarified that activities carried out by the sponsor exclusively for the sponsor's own benefit or activities that are not expressly approved by the Commissioner cannot be included in the overall value of the sponsorship.

On the basis of the overall economic value of their proposal, sponsors will have access to a number of benefits regarding visibility, communication, co-marking, co-branding, etc. as outlined in Annex 2 of this Notice.

Sponsorship proposals must be sent via registered e-mail (PEC) to exposaka.amministrazione@cert.esteri.it or by regular e-mail to exposaka.amm@esteri.it by December 22, 2023 for technical sponsorships and by January 31, 2024 for other sponsorships, attaching the following documents:

- Participation application (as per the attached template - Annex 1), also stating the absence of grounds for exclusion and possession of the requirements for participation attested by the single proposing entity, or, in the case of multiple proposing entities, by the individual economic operators comprising the group, through a self-certified declaration made by the legal representatives of the proposing companies;
- photocopy of the subscriber's valid identity document.

By participating in this procedure, the Commissioner is authorized to conduct all necessary checks with the competent authorities to verify the truthfulness of the statements made by the proposing entity, especially those concerning possession of the requirements for participation.

The Commissioner guarantees maximum confidentiality in order to protect any commercial and/or industrial property rights of the proposing entity, in accordance with current privacy regulations.

The Commissioner may evaluate and, upon the sponsors' request, customize the benefits to ensure maximum synergy between the sponsor's commercial strategies and the needs of the Italian Pavilion, within the categories as outlined in Annex 2.

The proposals received will be reviewed by the Commissioner, who will negotiate terms, methods, and conditions of sponsorship with the selected economic operators, and then stipulate sponsorship contracts.

The proposals are not binding for the Commissioner, who will assess the degree of interest, compatibility, and alignment with the objectives of Italy's participation in Expo 2025 Osaka and who reserves the right, at his sole discretion, not to consider proposals that are deemed inadequate or incompatible with the institutional role or purpose of the Expo event, or with the objectives of this initiative. In the event of competing proposals, the Commissioner also reserves the right to freely choose the one he considers to be the best.



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Any clarifications regarding this Notice and how to submit proposals may be requested by sending a registered e-mail (PEC) to exposaka.amministrazione@cert.esteri.it or a regular e-mail to exposaka.amm@esteri.it or by calling the following telephone numbers:

(+39) 06-3691-3852 or (+39) 06-3691-5303

by December 15, 2023 for technical sponsorships and by January 24, 2024 for other sponsorships.

Annexes:

1. Application for Participation;
2. Benefit Matrix;
3. Report on Materials for the Italian Pavilion. Rome / Osaka, 10/27/2023

Signed, The Commissioner General
Mario Vattani