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## 100 days until Expo 2025 in Osaka: Koelnmesse organises the German Pavilion

**The World Expo 2025 in Osaka, Japan is getting closer. On 13 April 2025, the Expo will open its doors under the slogan "Designing Future Society for Our Lives." For six months, until 13 October, around 150 participating countries will present innovative solutions to global challenges. More than 28 million visitors are expected, 90 percent of them from Japan.**

An Expo highlight will be the German Pavilion, which was commissioned by the Federal Ministry for Economic Affairs and Climate Action. Organisation and operation of the German Pavilion is in the experienced hands of Koelnmesse GmbH, which is now co-responsible for the fourth Expo participation in this millennium, following the World Expos in Aichi 2005, Shanghai 2010 and Dubai 2020. Gerald Böse, CEO of Koelnmesse: "We have been preparing for this special event since 2022. I am delighted that the Expo with the German Pavilion will be celebrating its grand opening in 100 days. At Koelnmesse, we are proud to contribute our know-how and our extensive Expo experience to this world exhibition." With its "Circular Economy" theme, the German Pavilion will showcase pioneering approaches to sustainable construction and resource conservation. The round buildings made of wood, steel and entirely new building materials are emblematic of sustainability and innovation. They are not only an exhibition space, but also themselves an exhibit of circular construction.

### A strong team in Osaka

As of the beginning of 2025, a team of 100 people is preparing for the opening of the German Pavilion. Koelnmesse organised recruitment of this international team, which covers 15 languages. Gerald Böse: "Our team has demonstrated particular intercultural skills and strong project management in recent years. After all, working with an organiser in a different time zone on the other side of the world can be quite challenging. But that's no problem for us. At Koelnmesse, we have been mastering challenges like this for over 100 years." Pavilion Director Christopher Hecker and part of his team will be moving to Osaka in a few days to coordinate the remaining work. Among other things, they are responsible for the full preparation of the operational processes on site, supporting the pavilion's content design, public relations, and finally operating the pavilion.

All other employees will move to Japan in March, thus bringing the total to 73 women and 27 men, to receive intensive training on the content of the pavilion and their respective tasks before the Expo starts. The aim is clear: to offer all visitors an exciting and unforgettable time in the German Pavilion from the very first day of the Expo. Koelnmesse screened more than 1,000 applications submitted in response to

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Cologne

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the job advertisements for the German Pavilion in an extensive recruitment process. To this end, Koelnmesse pulled together as a whole and supported the Expo team both logistically and with personnel. "I wish the entire team a unique experience full of formative moments and lots of fun," says Gerald Böse.

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Construction of the pavilion is almost complete and the installation of the immersive exhibition will begin shortly. Designed by the agency facts and fiction from Cologne, the exhibition will inspire visitors with innovative technologies and exciting content. Together with GL events Live from Lyon and LAVA Architects from Berlin, an architectural and design concept was developed that combines sustainability and modernity.

### **Koelnmesse has been active in Japan since 2005**

In December 2005, Koelnmesse founded its Japanese subsidiary, which has been responsible for the trade fair business there ever since. The seven employees are looking forward to celebrating the subsidiary's 20th anniversary in 2025. In the meantime, they have built a successful local trade fair business with the three Japanese events ISM Japan, Anuga Select Japan and ORGATEC Japan.

**Press photos:** Use [this link](#) to find current photos of the German Pavilion.

### **About the German Pavilion:**

On behalf of the Federal Ministry for Economic Affairs and Climate Action, Koelnmesse GmbH is responsible for organising and operating the German Pavilion at Expo 2025 in Osaka. The conceptual design, planning and realisation of the German Pavilion are the responsibility of the "German Pavilion Expo 2025 Osaka Consortium" consisting of the companies facts and fiction from Cologne and GL events Live from Lyon with the support of the Japanese office. Facts and fiction is responsible for the content concept as well as the exhibition and media design, while GL events Live and the Japanese office are responsible for construction. Laumann / Scheßl / Weismüller are responsible for supervising construction for the project. The architecture and spatial concept were designed by LAVA Architects from Berlin. The agency VOSS+FISCHER from Frankfurt is responsible for the "Culture Connect" cultural program together with the cultural program curator Mike P. Heisel. The pavilion's restaurant and store are run by 78degrees.

### **About Koelnmesse:**

Koelnmesse employs around 1,100 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 43,100 exhibiting companies from 125 countries and approximately two million visitors from more than 200 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse has celebrated its

100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History | Koelnmesse](#)

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