

Press kit

The Netherlands Pavilion

Expo 2025 Osaka, Kansai, Japan



Netherlands



Welcome! ようこそ!

Let's meet on common ground!

We warmly welcome all journalists from around the world to visit the Netherlands pavilion.

In this press kit, we would like to provide you with some detailed background information about the Netherlands' participation in Expo 2025 Osaka, Kansai, Japan.

Should you have any further questions or requests, please send us an e-mail at: media-nlexpo2025@minbuza.nl

www.NLexpo2025.nl

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OFFICIAL PARTICIPANT

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General information

“Common ground” is the core concept of the Dutch participation at Expo 2025. It is a mindset rooted in collective problem-solving. This approach traces back centuries, born out of the necessity to protect the Netherlands – a country largely below sea level – from the threat of rising waters. Today, we again face challenges, now on a global scale, that we cannot solve alone. The Netherlands invites other countries to work together to share ideas, expertise, and innovations. This theme also celebrates 425 years of Japanese-Dutch relations. It was more than four centuries ago when the Netherlands found common ground with Japan.

The Netherlands Pavilion invites visitors to become active participants in its experience through the use of a personal energy Orb: an interactive device that powers and responds to the pavilion’s installations.

At Expo 2025, our circular pavilion offers an open meeting space where people can share innovative ideas and expertise to spark collaborations. Together, we will explore future ways of living, driven by renewable energy, circularity, life sciences, health, agrifood, horticulture, and digital technologies. Plus, we will discover how art and design can fuel innovation for even smarter solutions.

The Netherlands pavilion is situated in the Saving Lives District of Expo 2025 Osaka, Kansai, Japan, plot S13. It was built by A New Dawn (AND) BV, a consortium consisting of RAU architects, experience design studio Tellart, engineering consultancy DGMR, and construction company Asanuma.



Copyright: AND BV | Zhu Yumeng

Highlights



- Discover the promising world of water: The Netherlands pavilion celebrates our deep relationship with water. It has shaped our landscape and culture in the past. We can employ nature once again to solve today's global challenges. With innovations that will help us move towards a more circular system and contribute to the energy transition.
- The Netherlands pavilion is a fully circular building. It is designed and constructed with the intent of taking it apart, and reusing every single element.
- Miffy was appointed “Kids’ Ambassador” of the Netherlands to Japan for the duration of Expo. She appears at the pavilion, and Miffy-related items are available in the pavilion shop.
- In 2025, the Netherlands celebrates Expo as well as 425 years of Japanese-Dutch relations. This is commemorated through a special exhibition at Osaka Castle as well as the release of a unique banknote.
- Our pavilion is a place designed to inspire people of all ages. Plenty of spots on the outside and inside of the pavilion will impress visitors and serve as the perfect social media photo backdrop. Furthermore, our pavilion features the world’s first AI-generated 360° dome film.



Netherlands

Participation theme: Common ground

The Dutch have a long history of working together. In the fight against water, we learned to put aside our differences to work together towards a common goal. Not only to protect ourselves from the water, but also to learn how to live with the elements. By combining our energy, expertise and ideas, we were able to protect our coastlines. We harnessed the power of wind to reclaim land and we developed a sophisticated water management system. The foundation of the Netherlands we know today lies on this *common ground*, both in terms of landscape and mindset.

More than four centuries ago, the Netherlands created common ground with Japan. We started our collaboration in Hirado, broadening our partnership soon after on the artificial island of Dejima.

Rangaku learning centres were built all over Japan, bridging ideas and expertise that lead to a variety of innovations across sectors. For example, the introduction of western medical science in Japan, and many water management projects that have helped shape the country.

Today, we find our common ground in tackling the global challenges that are impacting the health and wellbeing of our planet. From climate change and food security to ageing societies and global health threats. These are challenges that no country can solve alone. To create healthy and happy societies, we need to work together and unite our perspectives, ideas, and expertise.

Copyright : Frans Lemmens



Netherlands pavilion

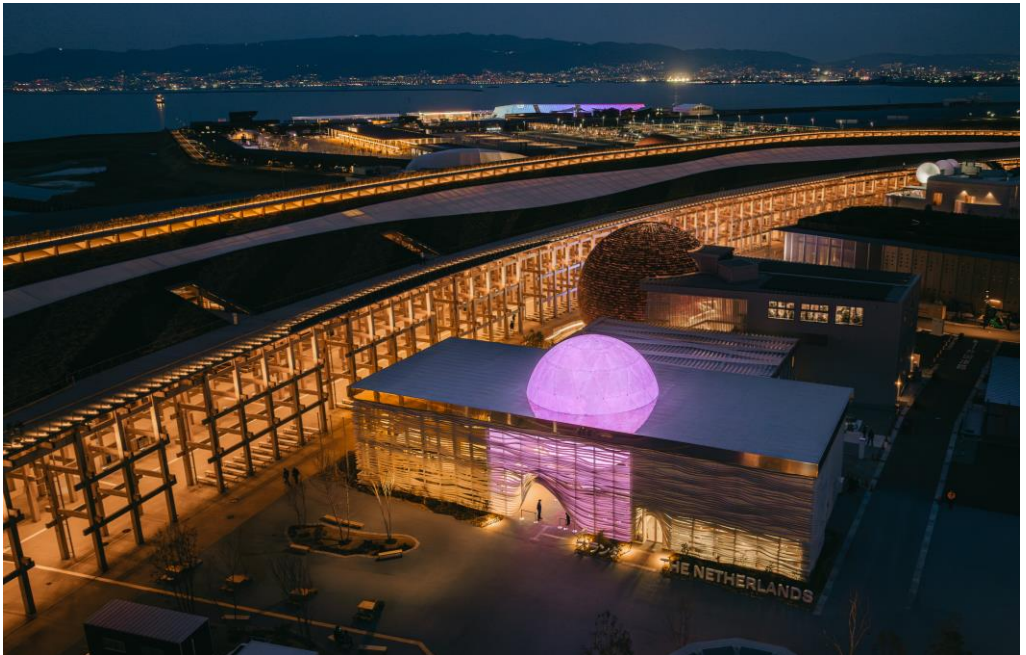


At Expo 2025, The Netherlands invites you onto common ground. Our circular pavilion is an open meeting space where we can share innovative ideas and spark collaborations that will power a new dawn.

Together, we will explore future ways of living, driven by renewable energy, circularity, life sciences, health, agrifood, horticulture, and digital technologies. Plus, we will discover how art and design can fuel innovation for even smarter solutions.

The Netherlands pavilion was designed by RAU, an architecture firm specialized in circular building based in Amsterdam, engineered by DGMR and built by Japanese construction firm, Asanuma Corporation.

The Netherlands pavilion is situated in the Saving Lives District of Expo 2025 Osaka, Kansai, Japan, plot S13.



Copyright: AND BV | Zhu Yumeng

Netherlands pavilion



Energy plays a pivotal role in our lives: it is at the heart of everything we need and do. Today, the world faces two urgent challenges: the scarcity of raw materials and ending our dependency on fossil fuels. Earth is a closed system, where nothing new is added.

Circularity is a system that allows us to make limited resources and materials unlimitedly available. Within this system we make use of regenerative energy sources, such as sun and wind energy, or energy derived from water.

By transitioning to a circular economy, we can create a new dawn. At the Netherlands pavilion, we introduce innovations and technologies that make use of the power of nature. These solutions will have a great impact on our way of life and help us move towards a more circular system. Much like how we harnessed the power of water in the past, we can move forward by making use of nature's elements once again.



Copyright: AND BV | Tellart

Pavilion inspiration

The “Tower of the Sun”, a sculpture designed by Japanese artist Tarō Okamoto (1911–1996) for Expo 1970 Osaka, was a major inspiration to RAU architects. The sculpture features three suns, with the “Golden Mask” at the top of the Tower depicting the future. It is a striking art piece that shows Expo 1970’s belief in progress and optimism for the future.

The sphere that forms the centerpiece of the Netherlands pavilion has the same measurements as Okamoto’s Golden Mask: 10.6m diameter. It symbolizes the power of nature and the never ending energy radiated by the sun that feeds all life on earth.

Materials depot

A pavilion at an Expo is temporary. The Netherlands pavilion, too, must be dismantled after six months. The highest goal in the circular economy is not to discard or remove an existing object. The entire structure – including the main load-bearing construction, facade, and all finishing – is designed to be dismantled. All used elements and materials are connected in such a way that they can be taken apart and reassembled, with all joints and screws visible.

All steel elements have a QR-code that allows for immediate identification. Each element has a specific identity recorded in its Madaster material passport, an online system for circular building. After Expo, the pavilion will be disassembled and stored in shipping containers. It will then be relocated to a new site and given a new purpose.



Copyright:
AND BV | Zhu Yumeng (photo 2)

Repurposing waste materials

The benches in the event space, as well as the tables and counter in the café have been provided by Cooloo, a Dutch company that makes new textiles (available in leather, denim, and cork) by repurposing waste materials. They do this by applying a 2mm layer of the material to foam. The company can create seamless soft or hard furniture in any size or shape. Furthermore, the circular bench in the sphere is made of recycled leather.



Copyright:
Cooloo (photo 1)
AND BV | Zhu Yumeng(photo 2)

Staff clothing

The clothing worn by the staff at the Netherlands pavilion was provided by Schijvens Corporate Fashion, a 161-year-old Dutch family business. The pants and women's tops from the Osaka collection are made from pre-consumer recycled polyamide with a GRS certificate. The men's polo is made from 50% recycled cotton and 50% recycled polyester from the circular collection of Schijvens.

The clothing is manufactured in Schijvens's own factory in Mersin, Turkey. In this factory, employees are paid a "living wage." Additionally, there is a gender balance of 50/50%, and there is no inequality in other conditions between genders.



Circular sneakers

As part of its commitment to realising a circular economy, Asics has developed a new sneaker called NEOCURVE, made from discarded shoes—including dead stock, samples, and unused items that failed to meet in-house quality standards. These sneakers, which would have otherwise been thrown away, are currently available exclusively in Europe.

In alignment with the values of the Netherlands Pavilion, which also promotes a circular economy, NEOCURVE has been chosen as the official footwear for the pavilion's staff. The shoe is also a nice example of "common ground." NEOCURVE is the result of a collaboration between the Japanese Asics company and Fast Feet Grinded, based in the Netherlands, a company that pulverises discarded shoes into raw materials.



Copyright: Asics

Pavilion Facts



- The pavilion consists of two volumes: the event space on one side, and the experience, shop and café on the other, that together support the sphere and the roof. This refers to the “common ground” concept of the pavilion.
- The main structure of the Netherlands pavilion is made of steel and weighs 1620 tons. A polished RVS sheet was placed on top of the roof to allow visitors walking on the Grand Ring that surrounds the Expo site to see a full sphere at all times, simultaneously mirroring reflections on water. Thanks to a mirroring ceiling a full sphere is also visible from the inside.
- The lamellas on the outside of the pavilion represent the flow of water and they measure up to a total of 425 meters to coincide with the 425th anniversary of relations between Japan and the Netherlands. The first Dutch ship “De Liefde” arrived in Japan in the year 1600. These lamellas had to be secured extra tight, also to meet with natural disaster regulations, and are made of fiber reinforced plastic.
- The curtains of the pavilion are designed by Mae Engelgeer and made from rest materials from the Fujiyoshida traditional Japanese weavers. This piece draws inspiration from the region’s rich Kaiki fabric heritage, blending historical craftsmanship with contemporary design.
- The three lanterns in the event space are 1 to 1.5m in diameter and are produced by the last traditional lantern business left in Kyoto: Kojima Shoten. All of the company’s products are finished by hand by craftspeople.
- Furniture in the pavilion is provided by Het Anker, a leading Dutch manufacturer of sofas and chairs. Het Anker reuses items that have been previously used by customers. These are fully refurbished by using textiles made from PET.



Netherlands

Visitors Experience



The Netherlands pavilion celebrates our deep connection with water. Living below sea level has taught us to adapt, transforming challenges into opportunities. By embracing our differences and working together, we've developed smart solutions to live in harmony with water - a mindset we call 'uniting on common ground'.

This approach isn't just about keeping water out; it's about integrating it into our daily lives and unlocking its potential. Today, we come together once more to rethink our relationship with water, harnessing it as a source of clean, renewable energy and a catalyst for a sustainable future. The Pavilion demonstrates how, through collaboration - with each other and with nature - we can overcome our shared challenges.

The Netherlands pavilion's experience was created by Tellart, an experience design studio based in Amsterdam.



Copyright: AND BV | Tellart

Discover the world of water

As visitors enter the Pavilion, they encounter the **Wall Mural**, an introduction to the Pavilion's central theme: the Dutch 'common ground' mindset. This approach emphasizes embracing differences to collaboratively tackle major challenges, such as the Netherlands' historic battle with the sea. Complementing the Mural is the **Water Basin**, an installation that - by transforming chaotic water patterns into synchronized ripples - not only highlights the Netherlands' unique relationship with water, but also reflects the harmony achieved through collaborative effort.



Energy Orb

After reflecting on the common ground mindset, visitors receive their own **Energy Orb**, a personal tool that powers several interactive installations. One of these is the **Water Walls** - interactive murals that explore the deep relationship between the Dutch and water. The walls illustrate how, over time, the Dutch have come to view water not just as a threat to be managed, but as a resource to be embraced. The installation prompts visitors to wonder: how else can the Dutch unlock the potential of water?



Copyright: AND BV | Tellart



A New Dawn

Inside the Pavilion's eye-catching sphere, visitors are immersed in **A New Dawn**, an AI-generated full-dome film that critiques humanity's unsustainable consumption of limited resources. This cinematic experience calls for change and highlights the Netherlands' commitment to a sustainable future through innovations that harness energy from water. As the film concludes, the visitors' Energy Orbs are recharged with a vibrant violet light, symbolizing this renewable and infinite energy source.



Pledge Station

With recharged energy Orbs, visitors enter the final experience of the Pavilion. Central to it are the **Innovation Tracks**, a showcase of innovative technologies being developed in the Netherlands that are contributing to a hopeful and optimistic future, many centering around the generation of energy from water. The experience culminates at the **Pledge Station**, with a *Promise Mirror*, where visitors are invited to put the common ground mindset into practice by collaborating to create a generative artwork. This final act transforms the Pavilion's message into a shared, tangible contribution to our collective future.

Innovations

In our visitor's experience, we present Dutch innovations that we feel will impact the world of tomorrow. These are:



Eco-Runner (*Eco-Runner Team Delft*)

What if a city car could run on water? The Eco-Runner is an ultra-efficient, hydrogen-powered car that maximizes fuel economy, offering a sustainable solution for clean mobility. Designed for innovation and efficiency, this record-breaking vehicle is paving the way for a future where cars run not on fossil fuels, but on the most abundant element on Earth.



Roboat (*AMS Institute & MIT*)

What if inland waterways became highways for smart transport? In and around European cities, where there are vast networks of inland waterways, Roboat is revolutionizing transport with autonomous boats. These self-driving vessels move people and goods, reducing road congestion and emissions. Roboat transforms historic waterways into a modern, efficient, and sustainable transport network.



Wave Energy Conversion (*Weco*)

What if the ocean could power the world? Ocean waves hold immense, untapped energy. Weco's wave energy conversion system turns their motion into electricity. Its floating platform moves with the waves, harnessing horizontal motion to drive a power take-off mechanism. Reliable and predictable, wave energy could make the ocean a key player in the energy transition.

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H2Fuel

What if hydrogen gas could be stored like powder? Extracted from water, hydrogen is a clean fuel, but storing it can be dangerous – until now. H2Fuel unlocks a revolutionary way to store and release hydrogen using a solid powder. Just add ultrapure water and a catalyst to release the hydrogen gas from the salt. A breakthrough for safe, sustainable and circular energy.



Floating Solar Panels (SolarDuck)

What if solar panels could surf? Floating on water instead of taking up land, SolarDuck's solar farms ride the waves while generating clean energy – even in extreme conditions. Their latest project in Tokyo Bay blends Dutch and Japanese expertise to power a greener future, proving that innovation and water can be the perfect match.



Aquathermal Energy (Certhon)

What if water's heat could fuel our farms? By capturing warmth from surface water, Certhon's aquathermal energy technology provides greenhouses with sustainable heating, reducing their reliance on fossil fuels. This smart system keeps crops thriving while maintaining the natural balance of aquatic ecosystems. The key to greener agriculture flows through blue waters.

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North Sea Farm #1 (*North Sea Farmers, Plymouth Marine Laboratory, Deltares, Silvestrum Climate Associates, Simply Blue Group, Algaia, Amazon's Right Now Climate Fund*)

What if farming the ocean could feed the world and heal it too? North Sea Farm #1 transforms open waters into thriving ecosystems by growing seaweed in the spaces between offshore wind turbines. This pioneering farm not only produces a nutrient-rich, sustainable resource for food, packaging, agriculture, and many other markets but also helps capture carbon and boost marine biodiversity.



Cell-Based Fish (*Upstream Foods*)

What if seafood didn't come from the sea? By cultivating fish fat from stem cells, Upstream Foods recreates the taste and texture of seafood - without overfishing or polluting our seas and oceans. No nets, no fish farms, just sustainable, delicious seafood that protects marine life while feeding the future.

Innovations

In our visitor's experience, we present Dutch innovations that we feel will impact the world of tomorrow. These are:



Endless Life® Technology (CooLoo)

What if materials never went to waste? CooLoo's Endless Life® technology transforms waste streams into beautiful, long-lasting interior products and surfaces. By combining residual materials with bio-based binders, they give waste a second life. This innovation reimagines design as a circular, sustainable process that reduces overconsumption of natural resources and lowers carbon emissions.



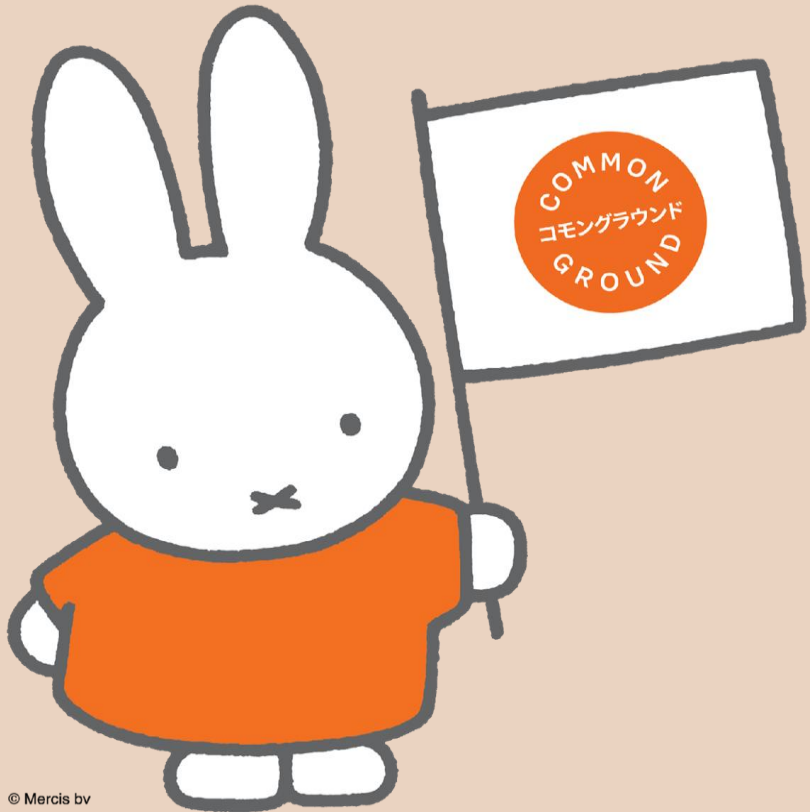
SUNTEX (Pauline van Dongen & Tentech)

What if textiles could harness the sun? SUNTEX is a lightweight, flexible solar textile that blends energy generation with architectural design, turning everyday surfaces into renewable energy sources. By providing cooling, solar power and aesthetics, the material creates comfortable, climate-adaptive spaces. Perfect for façades, tents, and shade cloth, SUNTEX helps cities become resilient and future-proof.

Miffy

Kids ambassador Netherlands Pavilion

The Netherlands participation at Expo has appointed Miffy as “Kids’ Ambassador” to Japan for the duration of the event. She will welcome children as a friend at the pavilion, and join them on their adventure. Miffy (Dutch: Nijntje, pronounced *nine-tyuh*) is a little girl bunny originally introduced in the eponymous children’s book from 1955. She is illustrator-author Dick Bruna’s best known and most popular character, featuring in more than 30 books.



© Mercis bv

Miffy

Kids ambassador Netherlands Pavilion

Miffy at the pavilion

Miffy will join children on their adventure through the pavilion and its experience. She leads the way, strategically placed on children's eye level at various places in the pavilion. Furthermore, miffy acts as a friend, explaining the storyline of the pavilion's experience through simple language and images in a dual-language (English-Japanese) picture booklets.

A total of 14 miffy Booklets will be presented throughout the exhibition.



Copyright: Mercis bv. Render by Tellart

Miffy

Kids ambassador Netherlands Pavilion

Miffy in the pavilion shop

We have joined hands with Mercis BV and Dick Bruna Japan to offer guests at the Netherlands pavilion a range of exclusive miffy items in our shop. These include a miffy plush toy wearing a dress with tulips, another cultural icon of the Netherlands.

Highlight is a plush toy depicting miffy holding the sphere: the immediately recognizable symbol of the Netherlands pavilion.



Shop

The café and shop are operated by Dutch firm Van Der Linde Food, Catering & Events. The shop features unique Dutch icons and items created by renowned Dutch designers. Also food items like stroopwafels and chocolate are available for home consumption.



SUSAN BIJL

Susan Bijl is a Dutch designer who in the year 2000 created the first design and prototype for “The New Shopping Bag.” Her mission was to replace the single-use plastic bag and reduce the waste involved with its use. SUSAN BIJL is a popular brand around the world, and enjoys a strong fanbase in Japan. The Netherlands participation is offering a small range of SUSAN BIJL in its pavilion shop.



© Mercis bv

Miffy

See our separate chapter on miffy at the Netherlands pavilion. Next to the miffy plush items, we offer miffy-themed Delft blue porcelain. Many of the Delft blue miffy products are hand painted, and others are illustrated using a transfer technique, but all items are carefully handmade. Guests of the Netherlands pavilion will find a selection of Royal Delft blue products in the shop, including miffy items.



Maison Neuve Perfume

In 2022, Wibo and Birgitte Schepel, a couple from Delft, revived the perfume originally created by Wibo’s great-great-aunt Agneta van Marken in the late nineteenth century: Maison Neuve. They worked together with master perfumer Wessel-Jan Kos to create “A New Dawn.” This fragrance is again introduced to the world at Expo 2025 Osaka, Kansai, Japan – in its hand-painted Delft blue bottles.

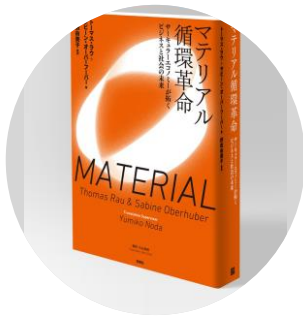
Shop

The café and shop are operated by Dutch firm Van Der Linde Food, Catering & Events. The shop features unique Dutch icons and items created by renowned Dutch designers. Also food items like stroopwafels and chocolate are available for home consumption.



Commemorative Banknote

The Netherlands' participation in Expo commemorate both Osaka Expo and 425 of relations in a unique banknote. One side shows our pavilion, built around the theme "Common Ground": an invitation for countries around the world to work together on the challenges of our time. The reverse side depicts scenes from the Netherlands' long history with Japan. The banknote is printed by Royal Johan Enschedé in Haarlem, the Netherlands. Digital Agency *Wij doen dingen* created an app with special augmented reality features. Users can make the pavilion appear in 3D by scanning their banknote.



Material Matters – Japanese edition

A special edition of *Material Matters* in Japanese, the groundbreaking book by Sabine Oberhuber and Thomas Rau, will be available at the Netherlands pavilion shop during Expo 2025 Osaka. This book explores the circular economy and challenges traditional views on material usage, offering innovative solutions for a more sustainable future. A new chapter about the pavilion's construction has been added on the occasion of Expo. RAU Architects was the firm that designed the Netherlands pavilion.

Café

The café serves typically Dutch dishes and snacks, with many vegetarian options.



Gouda Cheese Tosti

Gouda is a small town in the Dutch province South Holland. Every year, millions of tourists flock to the local markets and shops to try its famous “Gouda cheese.” It is a creamy, slightly sweet, yellow cow’s milk cheese, and has become one of the most popular and produced cheeses worldwide. At the Netherlands pavilion, Gouda cheese is served on its own, to eat just like that. We also serve it on a “tosti”, two slices of bread with grilled cheese. A sauce like ketchup is optional on the side.



Stroopwafels

In recent years, the stroopwafel has made its way around the world, becoming available in chain coffee shops as well as supermarkets. It is a thin, round cookie made from two layers of sweet baked dough held together by a syrup filling. In the Netherlands, stroopwafels have been a food staple since the early nineteenth century. At the Netherlands pavilion, guests can enjoy freshly made stroopwafels, just like they are served at Dutch markets and bakeries.

Café

The café serves typically Dutch dishes and snacks, with many vegetarian options.



Herring Sandwich

Herring fish is a Dutch food staple with a long history. Herring can be enjoyed “as is,” that is holding the fish by the tail and putting it directly in one’s mouth to eat. Raw onion is added for extra flavour. A more comfortable way of enjoying herring is by serving it on a white bread bun. This “broodje haring” is usually served with freshly cut raw onion and some slices of pickled cucumber. For those who dare to try something new, herring is served at the Netherlands pavilion at Expo 2025 Osaka, Kansai, Japan.



Heineken 0.0

Heineken is one of the best known Dutch brands worldwide. The Heineken company owns a large variety of beers, but its most famous is the original lager served in a green bottle with a red star. Heineken launched its first non-alcoholic beer in 2017, naming it “Heineken 0.0.” It has been evaluated positively in terms of taste, allowing beer lovers to enjoy a Heineken at any time of the day. The Netherlands pavilion serves Heineken 0.0 at its pavilion café.

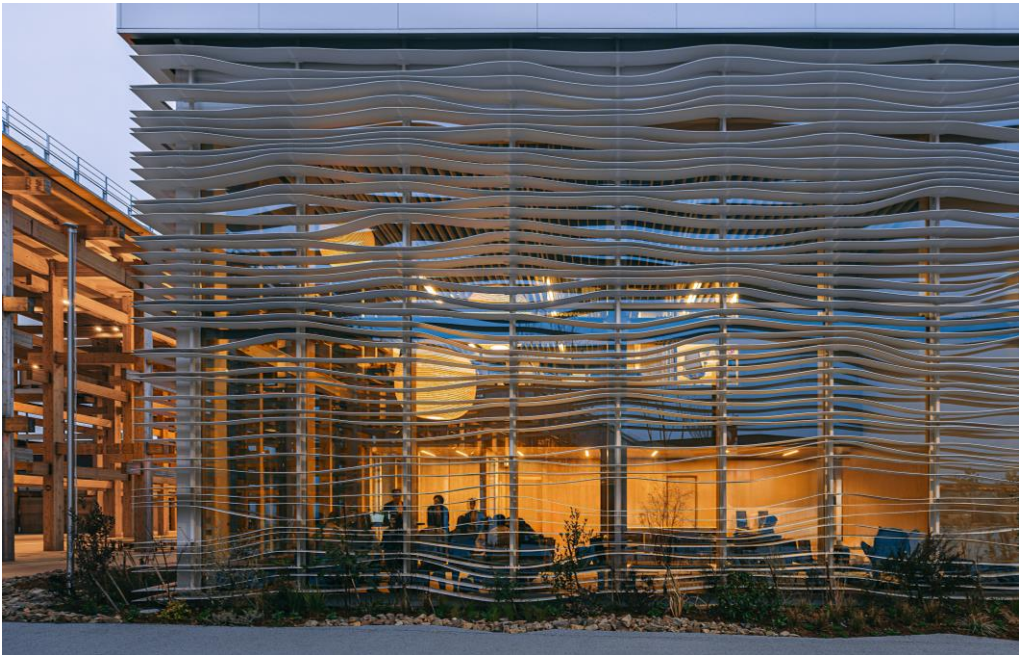
Events

The general theme of Expo 2025 Osaka, Kansai is 'Designing Future Society for Our Lives'. This is an ambition that strikes a chord with the Netherlands. Together with partners across the globe, we are striving to solve the challenges facing our societies today, such as climate change, food insecurity, aging societies, and pandemics.

At Expo 2025, the Netherlands offers solutions across five thematic tracks that will be featured at our pavilion: climate,

health, high-tech and digitalization, food, and culture. On the following pages these themes are explained in more detail.

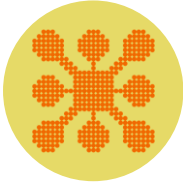
Next to these tracks, visitors are invited to attend public events throughout the six months of Expo, including performances and temporary exhibitions by Dutch artists and musicians.



The event space at the Netherlands pavilion. Copyright: AND BV | Zhu Yumeng

Tracks

Our business programming focuses on five tracks as part of which Dutch companies and organisations are introduced to their Japanese counterparts, fostering new ways of collaboration.



TECH

The Netherlands is a hub of digital innovation, excelling in semiconductor equipment, integrated photonics, and quantum technology. Japan, sharing similar societal challenges, excels in hardware and data collection, while the Netherlands shines in software development and data analysis. This complementary relationship fosters joint ventures in precision agriculture, e-health, and smart cities (15 – 26 May).



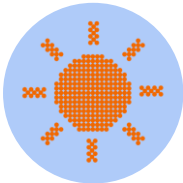
FOOD

With the world population expected to reach nearly 10 billion by 2050, innovative and sustainable solutions are crucial. The Netherlands and Japan have a long-standing and strong connection in agriculture. Our shared vision on sustainable food and compatible innovative strength provide common ground for creative solutions to the many challenges to global food production (5 – 16 June and 31 August – 6 September).



HEALTH

Similar to Japan, the Netherlands faces shared challenges in healthcare, like an aging population and rising healthcare costs. By sharing our best-practices with each other, we can inspire solutions that enhance the quality of life worldwide (20 June – 1 July).



CLIMATE

As climate change brings more disruptions, the urgency for decisive action has never been greater. The Netherlands is committed to finding innovative solutions with global partners, including Japanese industries focused on the energy transition, sustainability, and circular economy. Both nations, vulnerable to rising sea levels, recognize the need for collaborative climate action (15 – 28 September).



CULTURE

In confronting global challenges it is important to highlight technological, economic, and political responses, but these are not enough. We also need to change ways of seeing, thinking, doing, and imagining. This is where culture steps in. In 2025 we also celebrate 425 years of relations between the Netherlands and Japan. (Various programming from 13 April until 13 October 2025).

Public Events

We organise open events for (Expo) visitors at various locations. Please check www.nlexpo2025.com for the latest events.

On Wednesday **21 May** the Netherlands celebrates their **National Day** at Expo!



Exhibition “Re-thinking Innovation”
NL Pavilion Event Space
18 April – 5 May



Exhibition “425 Years of Exchange Between Japan and the Netherlands”
Osaka Castle
9-29 May



Exhibition “Universal Equity”
NL Pavilion Event Space
16 May – 9 June



Exhibition “Bridging Past and Future”
Expo Gallery East
20-25 May



Netherlands National Day
Expo National Day Hall
21 May



Introdans presents UNUM with LAND FES and Sadamatsu-Hamada Ballet Company
Expo National Day Hall
21 May



Exhibition “Bridging Past and Future”
NL Pavilion Event Space
13 June – 28 July



Rotterdam Philharmonic Orchestra
Expo Festival Station
20 June



Baseball star player Rick van den Hurk Keynote
Expo Pop-Up Stage North
27 June



Benjamin Herman Trio & Guests
Expo Pop-Up Stage West
18 September

425 years Japanese–Dutch relations

In 2025 the Netherlands commemorates 425 years of relations with Japan. The relationship between Japan and the Netherlands began in 1600 with the arrival of the Dutch ship *De Liefde* in Kyushu. This partnership led to the establishment of Rangaku learning centers, enabling knowledge exchange and aiding Japan's modernization. For nearly 240 years, the Netherlands was Japan's sole European trading partner.

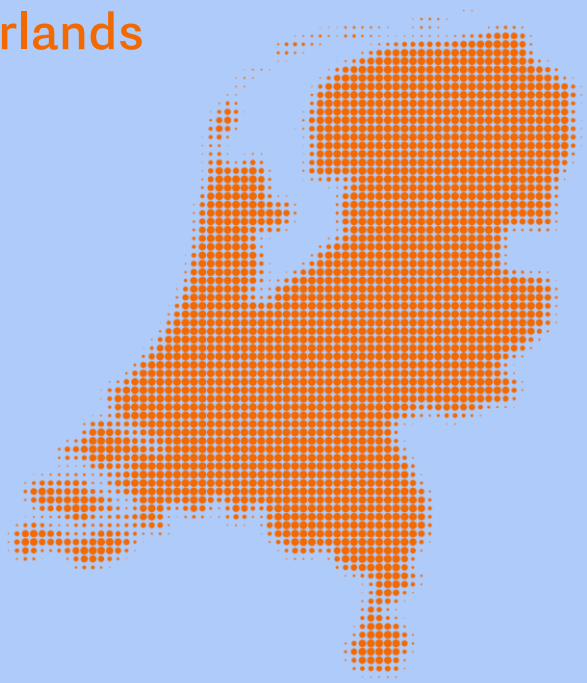
Today, this relationship thrives, with Japan being a key trade, innovation, and cultural partner.

An exhibition about Dutch-Japanese relations in the sixteenth and seventeenth centuries will be on display at Osaka Castle from May 9th to May 29th 2025.



Ships entering Nagasaki Bay on their way to Deshima Island, early 19th century

The Netherlands



Introducing the Netherlands

Solving Global Challenges Together

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic and open to new challenges, the Dutch have created a flourishing and resilient land.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.

For more information, please visit:

www.nlplatform.com

www.holland.com



Traditional and modern windmills near Eemshaven seaport in Groningen

Facts & figures

Official name:
Kingdom of the
Netherlands

Capital:
Amsterdam

Seat of government:
The Hague

Form of government
Parliamentary
democracy (cabinet
of Prime Minister and
Ministers) within a
constitutional
monarchy

Head of State:
His Majesty King
Willem-Alexander,
King of the
Netherlands,
Prince of Orange-
Nassau

Location:
Western Europe
bordering Germany,
Belgium and the
North Sea

Administrative structure:
The kingdom consists of four entities.
The Netherlands and three territories in the
Caribbean: Aruba and Curaçao and St. Maarten.

Special municipalities
The overseas islands of Bonaire, Saba and
St. Eustatius, all three of which are located in the
Caribbean.

Surface area

41,543 km²

Number of inhabitants (2024):

18 million

Monetary Unit:

Euro

Languages:
Dutch, Frisian and on the
overseas islands also
English and Papiaments

GDP per capita
(World Bank, 2024):

57,800 US dollars

Number of provinces:

12

Number of inhabitants
per km² (2024):

533

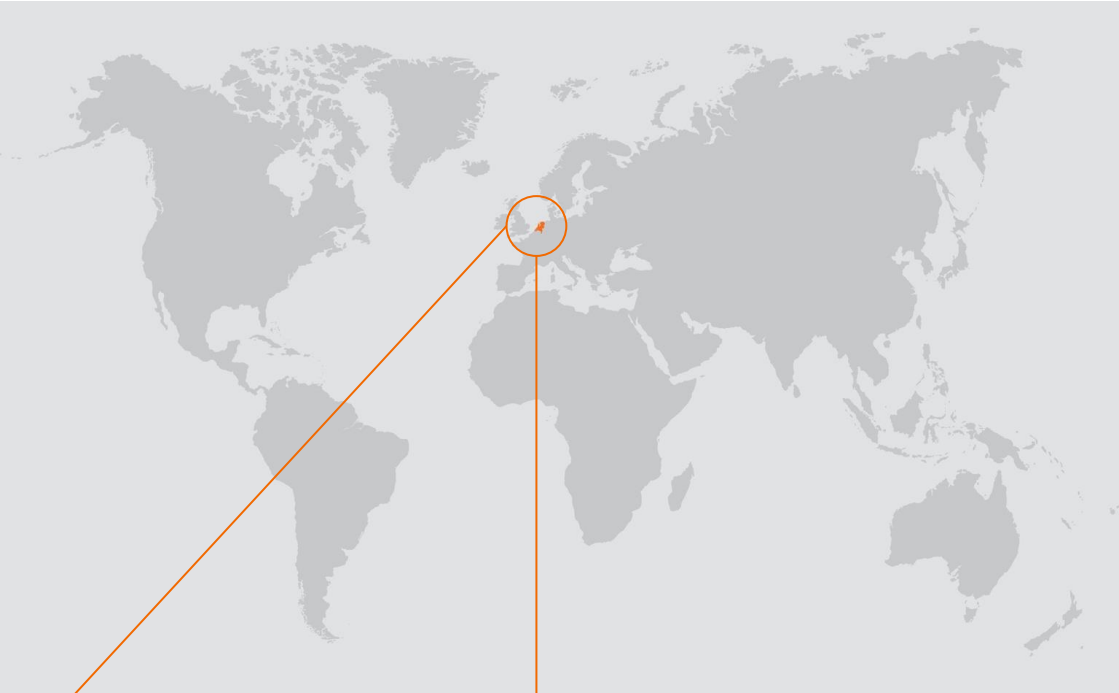
Unemployment rate
(CBS, 2024):

3.7%

English speaking Dutch
people:

90%

The Netherlands



Locations

- 1. Amsterdam (and Airport Schiphol) |
- 2. Arnhem | 3. Assen | 4. Breda |
- 5. 's Hertogenbosch | 6. Eindhoven |
- 7. Enschede | 8. Groningen | 9. Haarlem |
- 10. The Hague | 11. Leeuwarden |
- 12. Lelystad | 13. Maastricht |
- 14. Middelburg | 15. Rotterdam |
- 16. Utrecht | 17. Zwolle |

Worldwide rankings

1st

Largest flower exporter
(Source: OEC, 2022)

3rd

Largest exporter of agricultural products in the world
(Source: WUR/CBS, 2023)

4th

Largest importer of goods in the world, 842.05 billion US dollars
(Source: Statista, 2023)

4th

Largest exporter of goods in the world, 934,57 billion US dollars
(Source: Statista, 2023)

4th

Leading economy worldwide by Foreign Direct Investment (FDI) inward stock, 2,86 trillion US dollars
(Source: Statista, 2023)

6th

Greatest place to live
(Source: World Happiness Report, 2024)

7th

on the Global Innovation Index
(Source: WIPO, 2023)

9th

on the World Competitiveness Ranking
(Source: International Institute for Management Development, 2024)

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