

TERMS OF REFERENCE

Expo 2025 International Consultant

Background

The Association of Southeast Asian Nations (ASEAN) is an inter-governmental organization founded in 1967 to promote peace and stability, sustained economic growth, shared prosperity and social progress. It comprises the ten countries of Southeast Asia and was proclaimed a Community through the “Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together”, signed by the Leaders of ASEAN Member States at the 27th ASEAN Summit in 2015. The ASEAN 2025 calls for the ASEAN Community to work towards building a community that is politically cohesive, economically integrated and socially responsible.

The ASEAN Secretariat (ASEC) is the nerve center of ASEAN. Currently staffed with about 420 people, the mission of ASEC is to initiate, facilitate and coordinate ASEAN stakeholder collaboration in realizing the purposes and principles of ASEAN as reflected in the ASEAN Charter.

The Community Relations Division (CRD) of ASEAN Secretariat is responsible for the implementation of the ASEAN Secretariat’s media and communications strategies to communicate effectively the purposes and principles of ASEAN. In line with this mandate, CRD will lead ASEC’s participation in the World Expo 2025 in Osaka Japan with the aim of leveraging Osaka 2025 Expo to update the global community on the progress of ASEAN community building.

Expo 2025 Osaka, Kansai, Japan (Expo 2025) will be held from April 13 to October 13, 2025 with the theme “Designing Future Society for Our Lives.” It aims to bring together cutting-edge technology and shall be a platform to create and share new ideas to help resolve global issues under three sub-themes: ***Saving Lives, Empowering Lives, Connecting Lives***. It is estimated that around 28 million people might visit Expo2025.

ASEAN Secretariat will participate as an International Organisation. It will occupy a space in a shared pavilion and conduct specific activities during the Expo. ASEC’s participation in Expo 2025 aims to (1) deliver quality participation of ASEAN Secretariat at Expo 2025 in Osaka, Japan; and (2) conduct events that will showcase ASEAN’s contributions to addressing sustainable development issues and highlight ASEAN’s cultural identity.

The ASEAN Secretariat’s participation in Expo 2025 is envisaged to deepen cooperation not only between Japan and ASEAN, but also among ASEAN Member States.

CRD will work with a Japan-based International Consultant who will support ASEC in the design and construction of the pavilion’s exterior, interior and exhibition.

Duties and Responsibilities:

1. Provide support to ASEC in complying with applicable rules and practices of Japan that will have bearing on participation in Expo 2025.
2. Render advice on the design, construction and operation of the ASEC pavilion exterior/interior and exhibition display
3. Liaise with relevant government offices in Osaka/Japan to facilitate construction of the pavilion interior/display
4. Prepare documents needed to obtain permits for construction or access to utilities
5. Identify vendors, suppliers and manpower for construction/installation
6. Produce exhibition content for the pavilion
7. Supervise construction of pavilion exterior/interior and manage scheduling and budgeting
8. Dismantle the pavilion interior and exhibition content and disposal thereof at the end of the Expo

Requirements:

1. company based in Japan, especially in Kansai area;
2. company has person in charge (PIC) who is able to communicate in English;
3. company has prior experience in similar projects for World Expo or other international expositions/events; demonstrable understanding of ASEAN is an advantage. Please provide evidence; portfolio, links, etc.;

Period of Engagement:

January 1, 2024 to December 31, 2025

Activities	2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Finalise design for pavilion structure and content								
2. Construction of Pavilion by vendor								
3. Complete construction of pavilion								
4. Test pavilion								
5. Hand-over of pavilion to ASEAN Secretariat								
6. Provide maintenance support to Pavilion								
7. Egress/close-out: Dismantling of Pavilion								