

# EXPO2025 From Osaka/Kansai Expo to the World!

~How to utilize DOIC as a Satellite Venue~



*DOIC Academic Organizer*

**Open Innovation Office**

**Center for Innovation Management, Institute of Science Tokyo**

*DOIC planning and management office*

**Bunkashihon-soken Co., Ltd.**



# AGENDA

1

**EXPO2025 Osaka/Kansai Expo**

2

**DOIC (Digital Open Innovation Campus)**

Global Ecosystem Development Project by Institute of Science Tokyo (Academic Organizer)  
x Bunkashihon-soken Co., Ltd. (planning & management office)

3

**How to Participate**

4

**Benefits of Participation and Frequently Asked Questions**

5

**Promoting Innovation at Expo Beyond**

6

**About Bunkashihon-soken Co., Ltd. (DOIC Planning & Management office)**

**AGENDA**

**1**

**EXPO2025 Osaka/Kansai Expo**

## 1.1 What is the Osaka/Kansai Expo?

Osaka/Kansai Expo to be held in 2025, expected to draw approximately **28.2 million visitors**.

**The world's largest** "international trade fair" last scheduled to be held in Japan.



(Source) <https://www.expo2025.or.jp/>

Theme	DESIGNING FUTURE SOCIETY FOR OUR LIVES
Topics	Saving Lives Empowering Lives Connecting Lives
Concept	-People's Living Lab- A testing ground for future societies
Holding period	April 13 - October 13, 2025 184 days
Expected Number of visitors	28.2 million visitors
Venue	Yumeshima, Osaka



# The Images of the Expo

What kind of image of the Expo do you have?

Expo is an event that brings people and goods together and gather wisdom from all over the world to address global issues.

Expo also provides **opportunities for new technologies and products to emerge and change the framework of business and society.**

Examples: family restaurants, wireless telephones, electric vehicles, moving sidewalks (Expo 1970 Osaka) IC-chip admission tickets, AED, dry mist (Expo 2005 Aichi)

**One of the few places where Japan can connect with the world and communicate its future**



# Dubai Expo 2020

A record 192 countries participated in the Dubai Expo, the largest number in its history.

In just six months,

**2,777 world leaders**

and a total of 24.1 million people from 178 countries visited.



(Source) [Malaysia Pavilion official website](#)

## Set KPIs

- ① Economic impact
- ② Number of business leader visitors
- ③ Number of contracts
- ④ Number of business visitors, etc.

## Implementation of measures

- Theme Week - 26 weeks
- Designing the schedule with the intention of business matching
- Collaboration with existing trade fairs

# Learning from the Malaysia Pavilion Expo's Economic Impact

They set business KPIs and all ministries and agencies worked together to achieve

**an economic impact of 2 trillion yen,**

**seven times more** than the expected KPI.

It is a valuable place not only for universities, research institutes, government agencies and municipalities, **but also for companies.**

**AGENDA**

**2**

**DOIC**  
**(Digital Open Innovation Campus)**

**by Institute of Science Tokyo (Academic Organizer)**  
**x Bunkashihon-soken Co., Ltd. (planning & management office)**



**DOIC (Digital Open Innovation-Campus) is a global ecosystem building project that aims to create open innovation in industry-academia-government through Expo 2025 Osaka/Kansai (hereinafter referred to as Expo).**

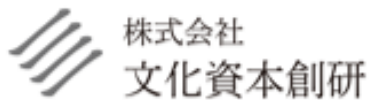
# DOIC



Institute of  
**SCIENCE  
TOKYO**

*Academic Organizer*

**Open Innovation Office,  
Institute of Science Tokyo**



株式会社  
文化資本創研

*Planning and Management Office*

**Bunkashihon-soken Co., Ltd.**

### Positioning of this project

This is not a project for the purpose of the Expo, **but to continue and expand this ecosystem after the Expo period and contribute to solve social issues around the world.**

<b>Name</b>	Digital Open Innovation Campus (DOIC)
<b>Expo Exhibit Space</b>	Participation in "EXPO COMMONS" using digital technology + Implementation of events at the Expo Yumeshima venue, etc.
<b>Concept</b>	Technology co-creation and global dissemination through the "University Alliance" x "Industry-Academia-Government-Private" ecosystem
<b>Participants</b>	Widely recruiting researchers from universities and research institutes around the world, as well as companies, government agencies, and municipalities
<b>Details</b>	<a href="https://www.oi-p.titech.ac.jp/en/expo-2025-project-doic/">https://www.oi-p.titech.ac.jp/en/expo-2025-project-doic/</a>

### Main affiliations of researchers under consideration for participation in the project



DOIC is widely introduced at global industry-academia events.  
Calls for participation from overseas are also launched!



Introduced DOIC to  
**8 of the TOP 20 universities  
in the world**

Oxford University, Yale University,  
Stanford University, Princeton University,  
University of Chicago, Duke University etc.

We will visit the U.S. and Europe at  
least three times before the Expo to  
encourage participation from overseas!



**Dr. Oshima, Vice President of Institute of Science Tokyo, is the first Japanese to be interviewed. Called for participation in DOIC from overseas!**

### DOIC's Track Record to Date ~Various Events~

#### Open Innovation

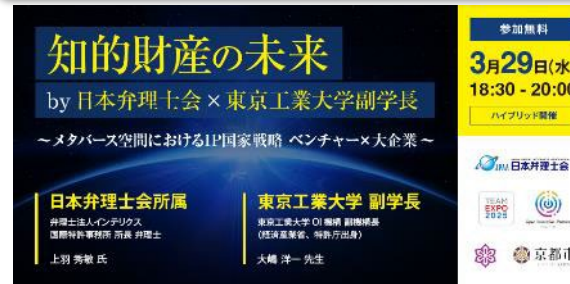


- Collaborated with QUINTBRIDGE (NTT West), DOIC Preparatory Committee

✓ Seminar with Prof. Natori, the Chair of "Japan's largest public open innovation forum"

#### Web 3.0 x Intellectual Property

(Cosponsored by Japan Patent Attorneys Association, Supported by Expo Association)



- Cosponsored by: Japan Patent Attorneys Association, Open Innovation Platform (Tokyo Institute of Technology)
- Supported by: Japan Association for the 2025 World Exposition, Kyoto Prefecture
- Collaborated with: Kyoto City, QUINTBRIDGE (NTT West), DOIC Preparatory Committee
- PR Cooperation by: Osaka Business Development Agency

✓ Largest ever gathering of intellectual experts at Kansai's largest open innovation facility (QUINTBRIDGE)

✓ Cosponsored by the Japan Patent Attorneys Association, an expert in intellectual property

✓ Vice President of Tokyo Institute of Technology (in charge of industry-academia-government collaboration) also spoke at the event

#### Design Management



- Collaborated with: GK Design Group Inc., DOIC Preparatory Committee
- Supported by: Institute for research and Practice of International Cultural Policy, Bunkaseisaku Machidukuri University

✓ The core member of the "Design Management" Declaration (METI) x Professor Emeritus of the University of Kyoto

### How DOIC and the Expo relate to each other

① TEAM EXPO 2025: Participation in the **“Co-Creation Challenge”**, a citizen participation program

② Future Society Showcase Project: Providing a metaverse for **“EXPO COMMONS”, the first digital space ever created for an Expo.**

We are discussing collaboration with participants of the **“Virtual Expo”**, a 3DCG reproduction of the Yumeshima site in the online space created by the Expo Association.



(Source) Japan Association for the International Exposition, 2025 website ["Exhibitor Participation Briefing Materials"](#)

Copyright ©DOIC事務局 All Rights Reserved.

※ This project is registered as a co-creation project under the TEAM EXPO 2025 program, the official program of the Expo.  
 ※ In order to use the official Expo logo, it is necessary for each DOIC participant to individually provide official sponsorship to the Expo Association.

## 2.5 How DOIC and the Expo relate to each other ~Theme Week~

The program during the exhibition consists of Track 1-5.  
 The menu in which DOIC participates falls under Track 3-4.



	Track 1	Track 2	Track 3	Track 4	Track 5
Program organizer	Official participants	Government of Japan Local governments, etc.	Japan Association for the 2025 world Exposition (Agenda 2025) (Theme Project)	TEAM EXPO 2025	Companies participating in the Expo
Location (in the Expo site)	Official Pavilion	Government Hall of Japan Osaka Pavilion EXPO MESSE etc	Studio (under consideration) EXPO MESSE Signature Pavilion	Future Life village	Private Pavilion Future Society Showcase
Outside the Expo	<p style="text-align: center;"><b>Theme Week Connect</b>                      Implementation, attraction and coordination of international conferences                      and other events on a national scale</p>				

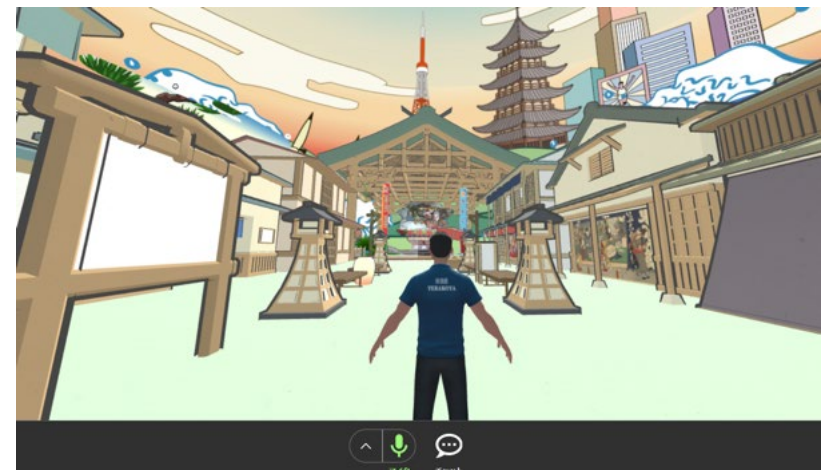
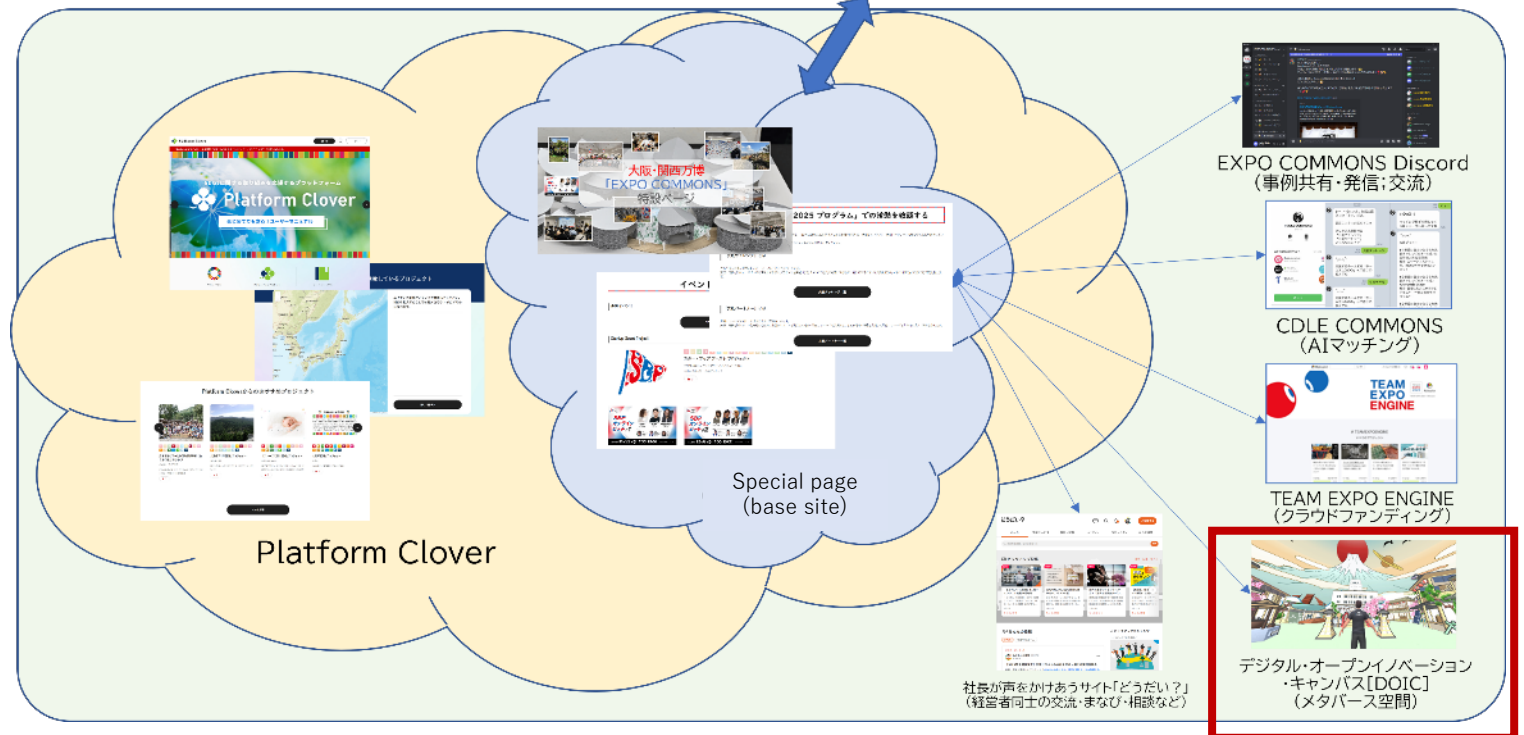
**“The Global Symposium” will be held at the official Expo site.**

# DOIC Metaverse is selected by the Expo Association "EXPO COMMONS"!

The metaverse space produced by DOIC has been adopted by the Expo Association.

Efforts to connect with the world using the Metaverse will begin with the TEAM EXPO MEETING in May 2024 (planned).

Image of a place for "dialogue" and "co-creation" (online)   TEAM EXPOサイト



(Source) Japan Association for the 2025 World Exposition HP, "EXPO COMMONS" special page

**Expo Association "EXPO COMMONS" Adopts DOIC Metaverse**

DOIC will continue to nurture co-creation relationships between industry, academia, and government before, during, and after the Expo, with a view to "Beyond Expo" after the Expo period.

Before the expo (~March 2025)

### Public Events

Hosting a public seminar event to find tips for open innovation in industry-academia-government collaboration

### Member Events

Providing encounters for UNIBRAIN members  
Organize various events

### Exhibitions

Participating in the Expo related exhibitions

Co-creation matching service UNIBRAIN  $\beta$  version (p.36)

During the expo (April 13 - October 13, 2025)

### Real Expo

Participation in Track 3,4

### Virtual Expo

Technology Exhibition in Metaverse Space

After the expo (after October 13, 2025)

### Public Events

Hosting a public seminars to find tips for open innovation in industry-academia-government collaboration

### Member Events

Providing encounters for UNIBRAIN members  
Organize various events

UNIBRAIN complete version

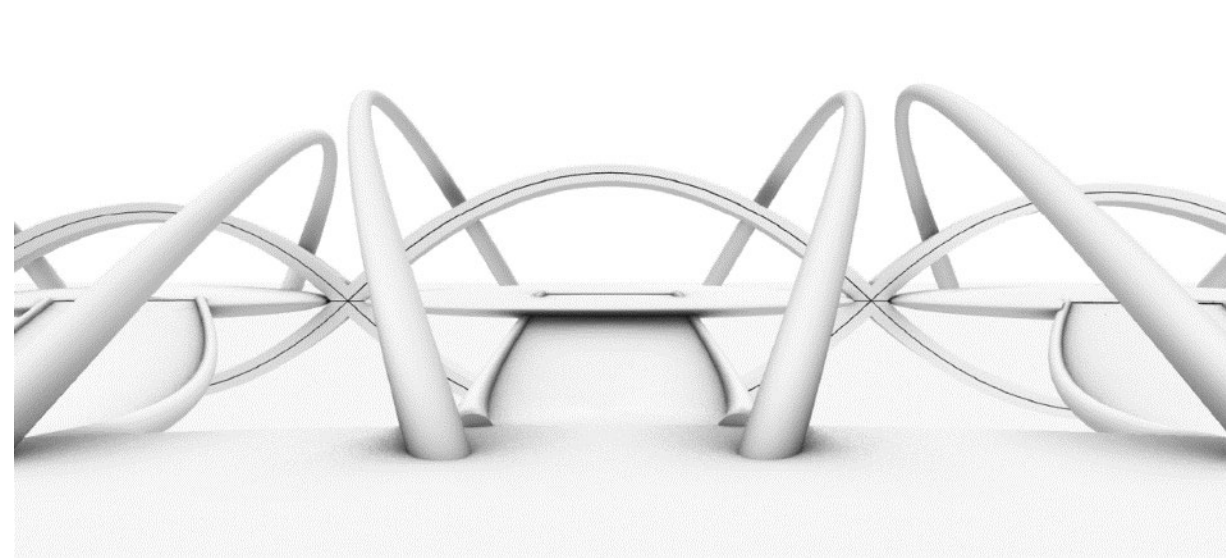
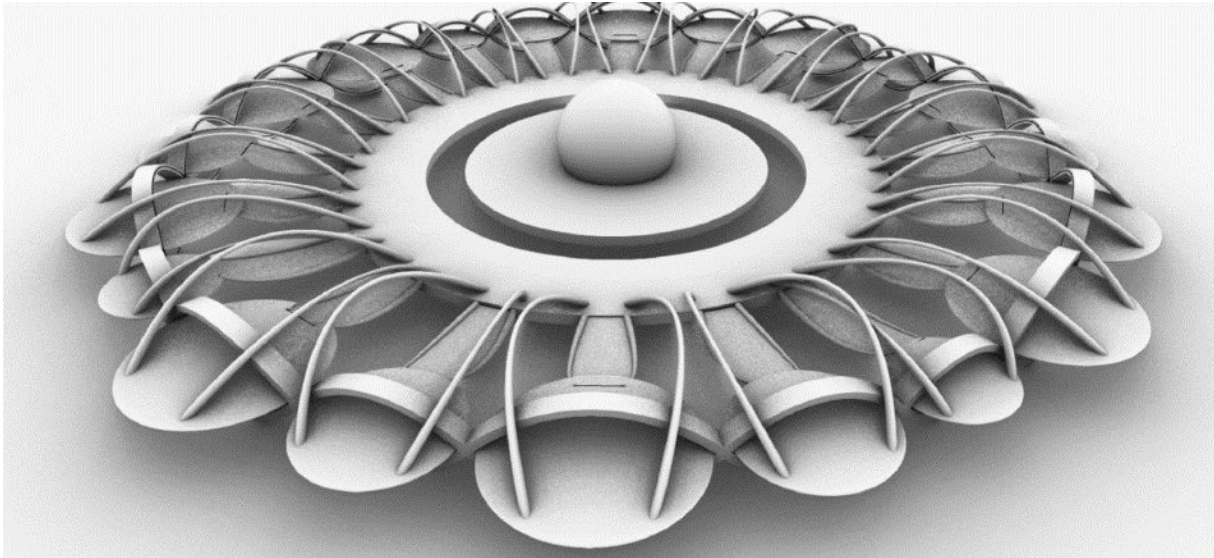
Creating opportunities for co-creation

Co-creation in full swing

Pursuit and expansion of co-creation results

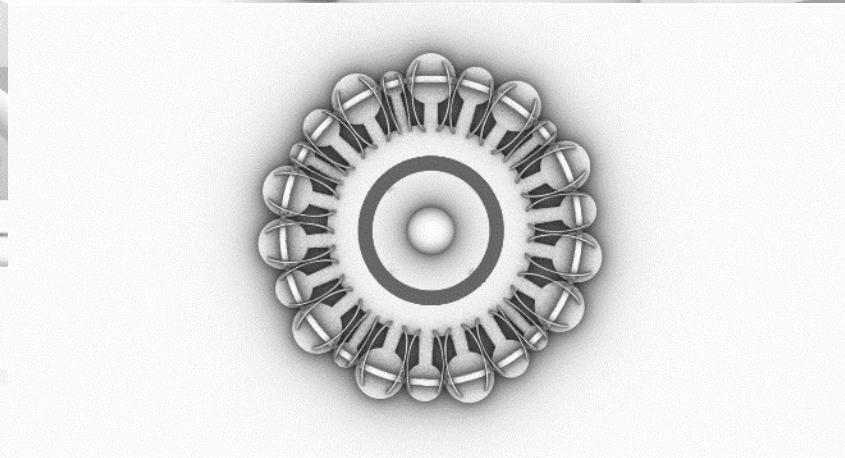
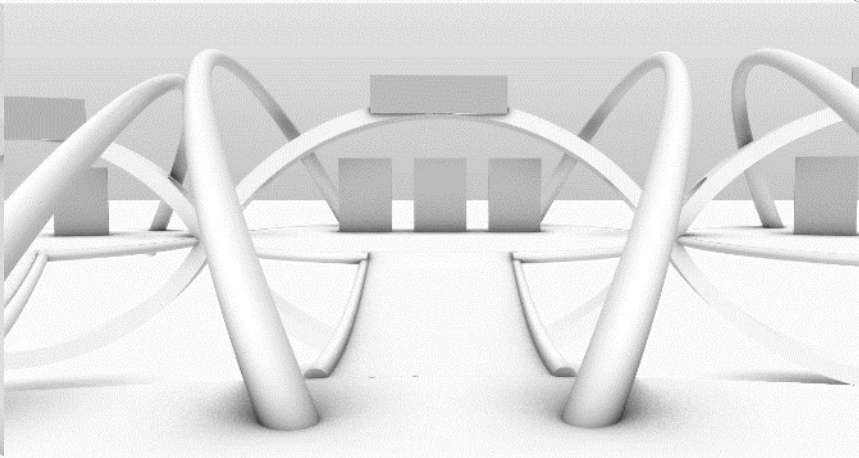
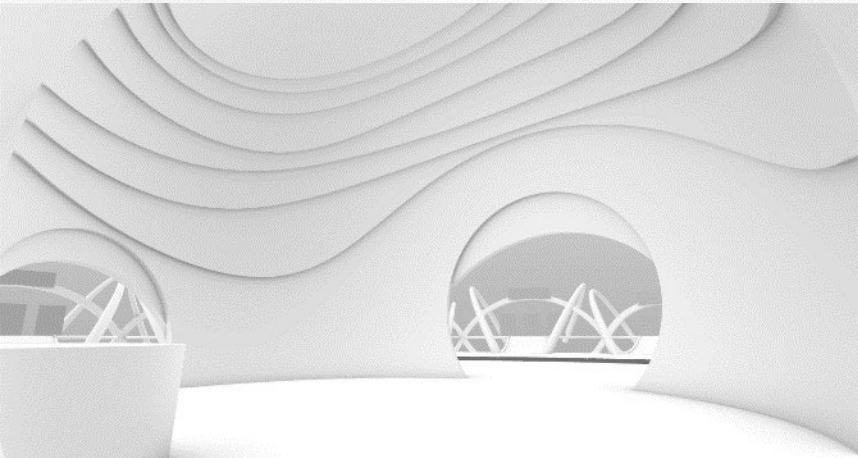
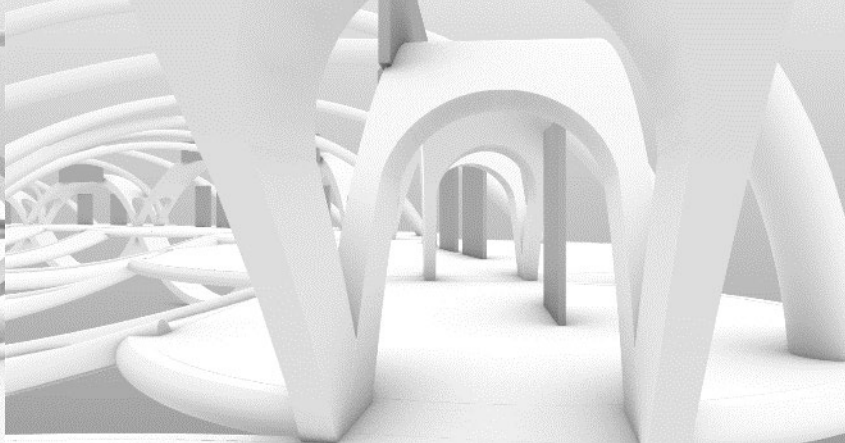
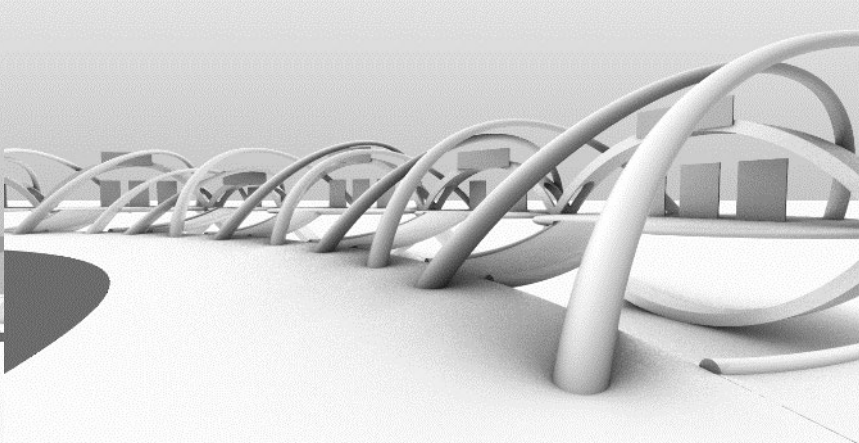
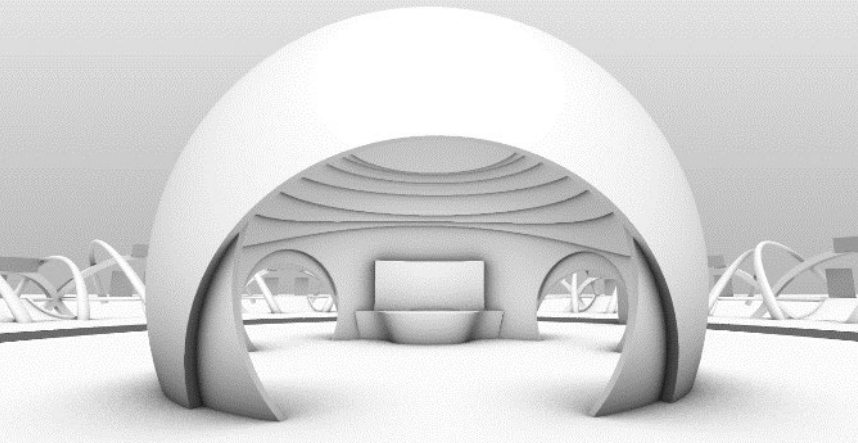
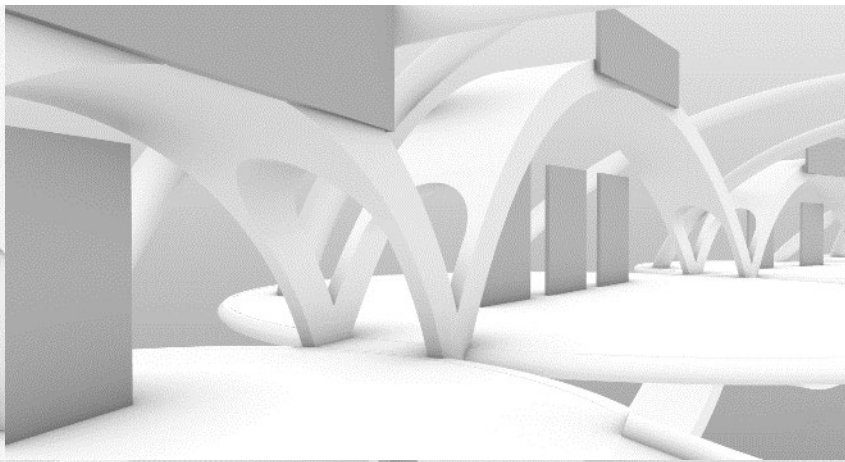
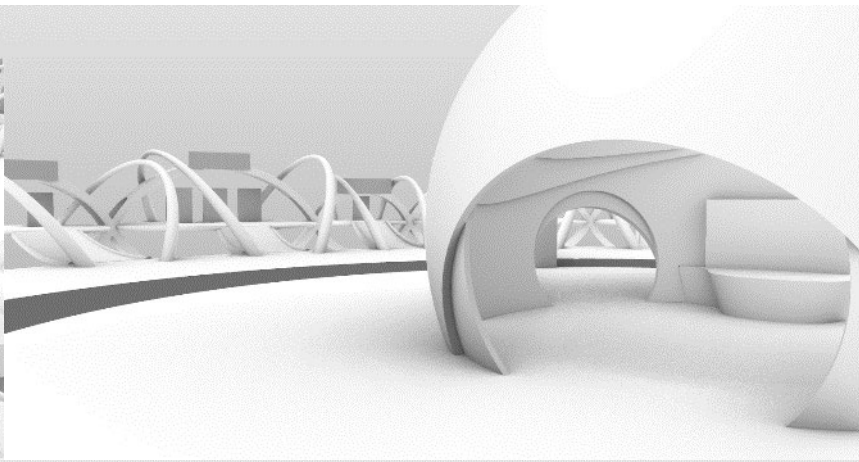
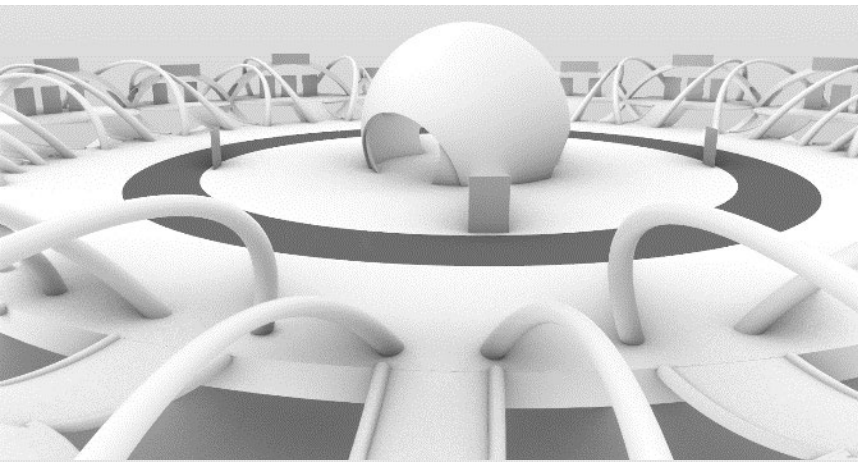


**"DOIC"** program, which utilizes the Metaverse space, etc., started before the opening of the expo!



The latest technologies and products from industry, academia, and government are exhibited in a digital space that is expected to attract visitors from around the world.

**The Metaverse Technology Exhibition Hall will be opened in April 2024 and expanded to serve as a place for innovators to interact with each other before and after the expo.**



Events are held to provide opportunities to meet co-creation partners and deepen ongoing relationships.

### Metaverse Regular Meetups



**Regular meetups are held in the Metaverse space as a place for socializing and exchanging information.**

<Time/frequency>

Approximately once a month after May 2024

<Participants>

Academia, Business, National & Government:  
All

After the Expo...

UNIBRAIN members: All

### Networking and Commemorative Ceremony



**Social events and commemorative ceremonies are also held in real and hybrid.**

<Time/frequency>

Planned immediately before, after, and one year after the Expo.  
Regularly thereafter.

<Participants>

Academia, Business, National & Government:  
All

After the Expo...

UNIBRAIN members: All

### Premium Events



**Premium events are held inviting foreign VIPs, promising startup companies, foreign embassies, university presidents, etc.**

<Time/Frequency>

Planned immediately before, during, and immediately after the Expo.  
3 times in total

<Participants>

Academia, National & Government: Selected  
Sponsors: Platinum, Gold

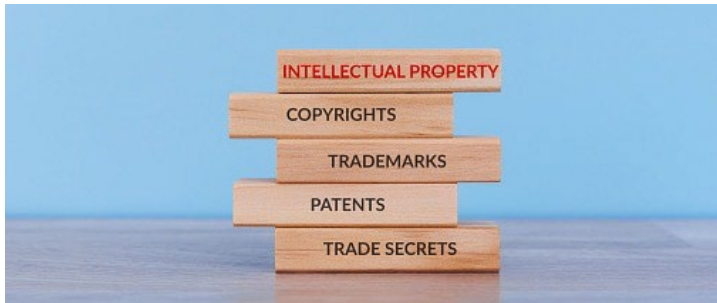
After the Expo...

UNIBRAIN members: Platinum, Standard

Public seminars to find tips for open innovation in industry-academia-government collaboration will be held about once a month starting in May 2024 (hybrid format planned).

● Examples for the themes of the seminars

The change of IP management for new businesses



Supply chain reconstruction arising from recycled plastics and logistics



Economic simulation of metaverse and VR



Healthy aging technology



Economic impact of U.S.-China bipolarization ...a different world on the Internet



Smart city connected to space

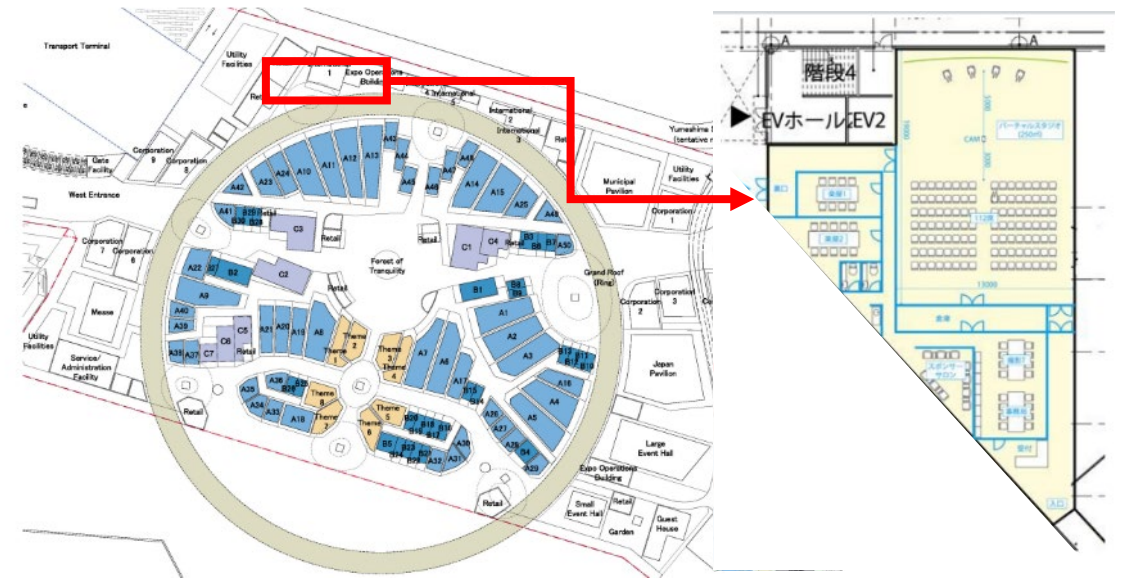


## 2.9 Activities at DOIC (during the session)

Expo 2025, which will begin in April 2025. During the Official Program Theme Week (Track 3), we will discuss and make proposals on "The Future of the Earth and Biodiversity" with diverse global leaders.

### The 1st Adoption in Theme Week (Track 3)

Theme	The Future of the Earth and Biodiversity ~What should we do to leave a planet with abundant and diverse life for the future?~
Contents	Symposium + Dialogue Session
Date	September 20, 2025 (Planned)
Place	Studio at the Expo site (approximately 100 seats)
Format	Hybrid method (planned)
Time	Approx. 4 hours (including loading and unloading)
Scheduled Speakers	Leading universities, companies (including start-ups), and experts from around the world



## Proposed structure of theme week (Track 3) \*Currently tentative

Time	Method	Speakers		Contents
1h	Keynote Speech	University	Chair: Japanese university	Issues for a Sustainable Future
			Expert: Overseas University	Issues from various perspectives and introduction of technologies for the future
1h		Company	Chair: Leading Japanese Company	Examples of cutting-edge initiatives for social implementation
		Student, University, Company	Experts: Leading-edge company from overseas	
0.5h	Panel Discussion		Facilitators from students, Japanese and overseas university and company	Talking about the future of the earth, transcending positions
0.5h	Startup Speeches	Startup	Selected startups from around the world on stage	Introduction of cutting-edge startups that are putting their ideas into practice

**Together with global and domestic speakers,**  
**we will create event content that will lead to the future and disseminate it to the world through the Expo.**

### DOIC will hold an exhibition in conjunction with the Official Program Theme Week.

2025/5/15(Thu) - 5/26(Mon)

Future Communities and  
Mobility Week



**Exhibition Theme: Future  
Society and the Universe**

AI, data, Web 3.0, metaverse, smart cities, robots, future vehicles (EV/FCV, self-driving, MaaS), drones, space, etc.

2025/6/5(Thu) - 6/16(Mon)

Future of Food and Life Week



**Exhibition Theme: Food and  
Agriculture of the Future**

Food tech, agri-tech, sustainable food, food loss, food culture, etc.

2025/6/20(Fri) - 7/1(Tue)

Health and Wellbeing Week



**Exhibition Theme: Well-  
being Society**

<Medicine>  
Genome medicine, regenerative medicine, cell medicine, gene therapy, AI medical technology, etc.  
<Healthcare>  
**Aging**, bioscience, prevention of diseases, advanced testing, nursing care (digital, robotics), mental health

2025/9/17(Wed) - 9/28(Sun)

Future of the Earth and  
Biodiversity Week



**Exhibition Theme:  
Decarbonization and CE**

<Decarbonization>  
Next-generation energy, hydrogen, ammonia, next-generation batteries, carbon capture, energy storage, smart grid, etc.  
<Circular Economy>  
Sustainable plastics, sustainable materials and fibers, sharing economy, PaaS, recovery and recycling, etc.

During the TEAM EXPO 2025 Citizen Participation Program (Track 4), events will be held to promote interaction among participants who are interested in the latest technologies.

### Public Symposium and Grand Social



**Hybrid symposiums and large social gatherings to promote exchanges based on technical research.**

<Time/Frequency>  
During the Expo (Track 4), 4-5 times in total

### University Tour



**Introduce university laboratories and create opportunities for discussions with researchers.**

<Time/Frequency>  
During the Expo (Track 4), 4-5 times in total



**AGENDA**

**3**

**How to Participate**

### How to Participate in DOIC Initiatives

#### DOIC (メタバース)

##### Exhibition

**Academia** University,  
Research Institution  
**Government** Embassy,  
Government Offices

**Exhibit free of charge  
in principle**



##### Exhibition

**Business** General Company

**Exhibit with a fee**



##### Co-operation

**Participate as a sponsor (sponsored program)**

Planning and Management Company (Bunkashihon-soken Co., Ltd.)

**Starting with the opening of the Metaverse Technology Exhibition Hall on April 18, 2025.**

**You can join at any time!**

**AGENDA**

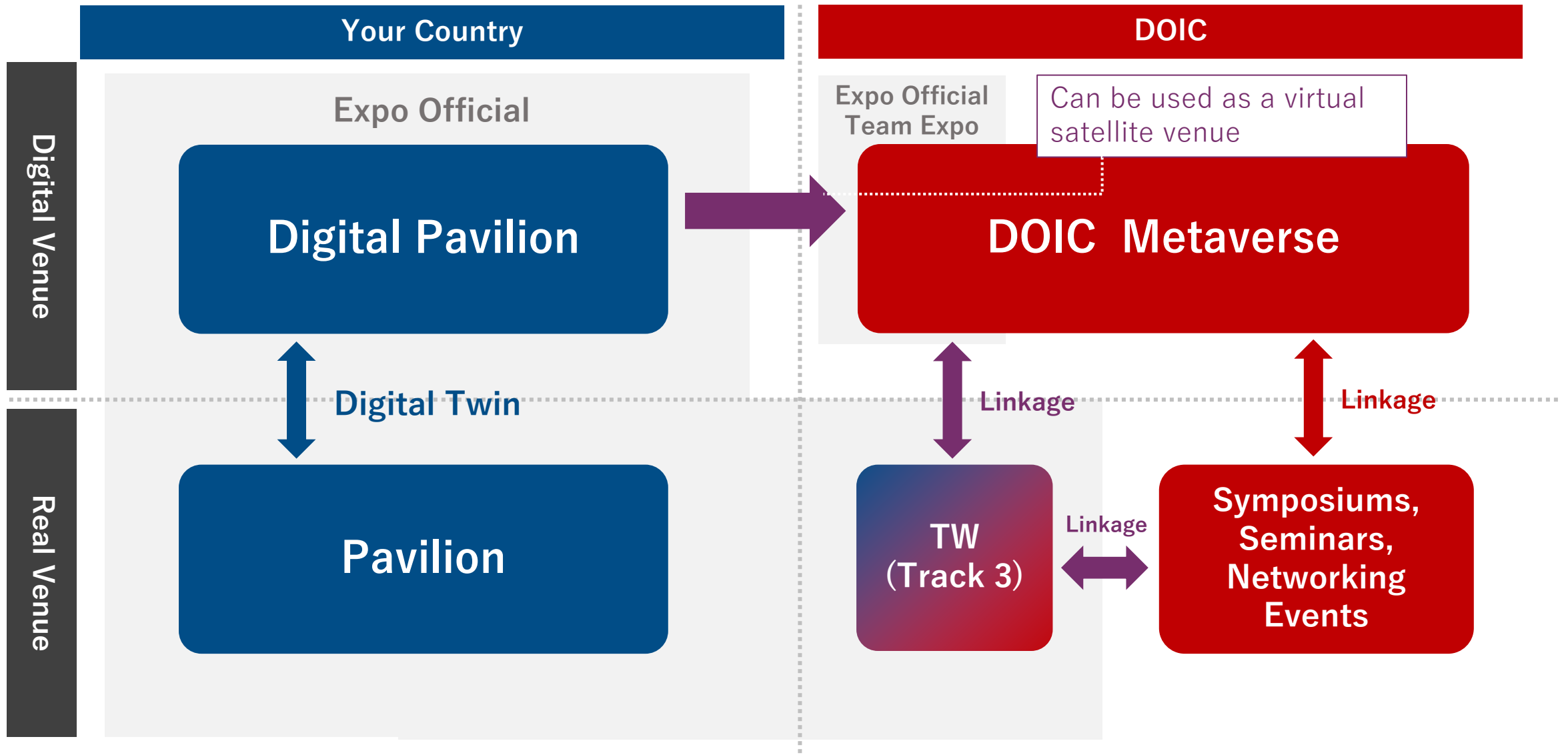
**4**

**How to use “DOIC”**

**as a satellite venue and its benefits**

**For your country and Companies in your country**

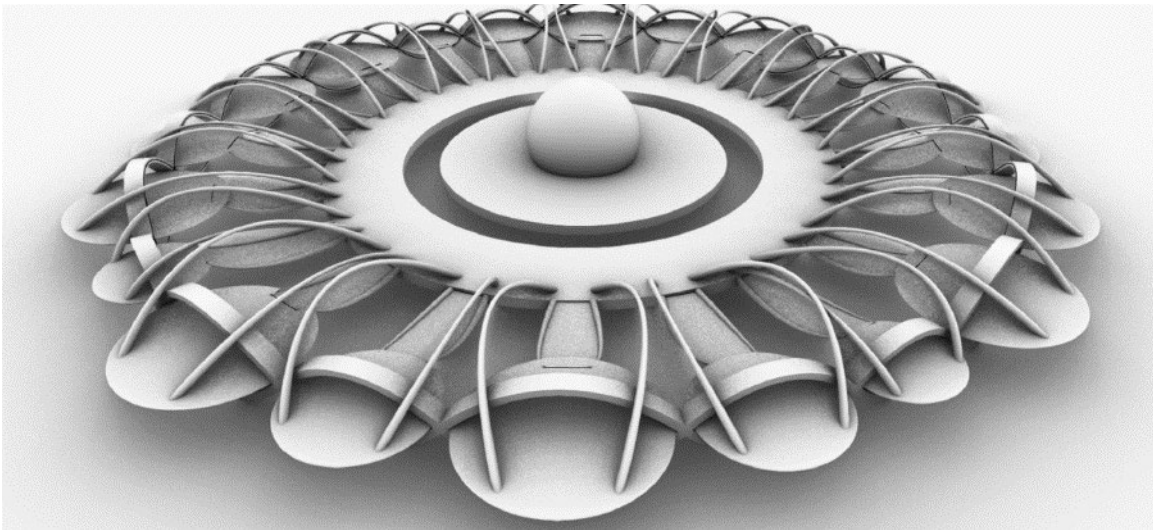
# 4. How to effectively use “DOIC” for your country and companies in your county



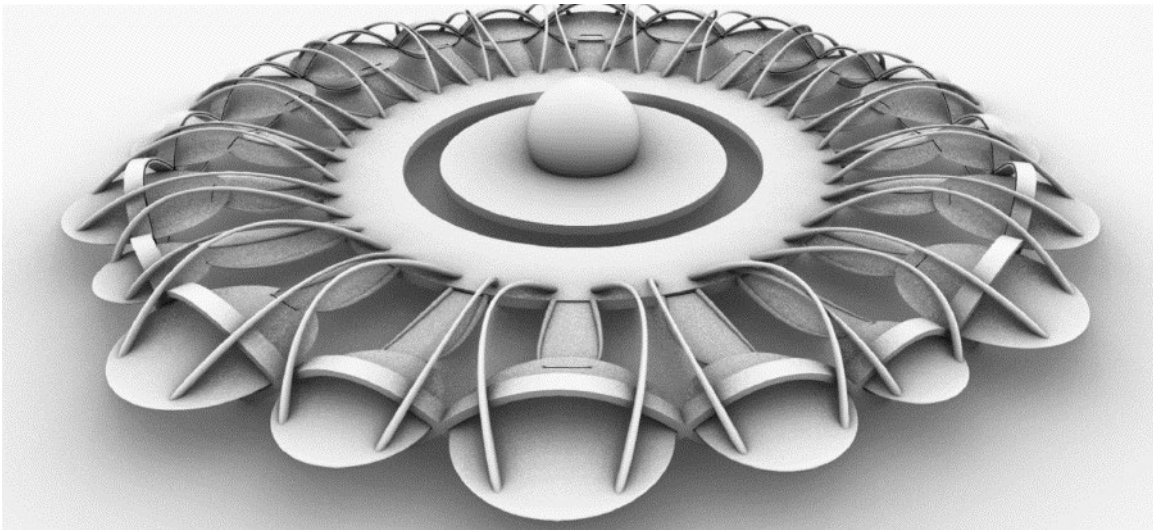
## 4. Benefits for your country and companies (Including Startups) for your country

	What can be done through “DOIC”	Benefits
Your Country	<ul style="list-style-type: none"><li>✓ <b>Virtual satellite venues</b> which are connected to Japanese universities and companies can be set up</li></ul>	<ul style="list-style-type: none"><li>✓ <b>Expandability of virtual space</b> (creation of contact points for companies in your county wishing to be matched with Japanese companies, etc. in “DOIC”)</li></ul>
Companies in your country (Including Startups)	<ul style="list-style-type: none"><li>✓ <b>Technology exhibit alongside Japanese companies and universities</b> at the “DOIC” Metaverse Technology Exhibition Hall, which will open in April 2024.</li><li>✓ <b>Networking with Japanese companies etc.</b> through DOIC networking events to be held regularly from April 2024.</li></ul>	<ul style="list-style-type: none"><li>✓ <b>Make contacts and networking preparation</b> with Japanese companies and universities <b>before the Expo and exhibitions in Japan.</b></li><li>✓ <b>If necessary, DOIC's co-creation coordinator</b> can arrange <b>matchmaking with Japanese companies</b> prior to your arrival in Japan</li></ul>

One world (About 30 screens) of metaverse space can be provided **free of charge** until the end of the Expo period (e.g., Healthy aging week featuring startup in your country)  
(Tentative Application deadline: **May 31, 2024**)



One world (About 30 screens) of metaverse space can be provided for 1 week **free of charge** until the beginning of the Expo period (e.g., Healthy aging week featuring startup in your country)  
(Tentative Application deadline: **July 31, 2024**)



**AGENDA**

**5**

**Promoting Innovation at Expo Beyond**





**Beyond Expo: Looking to the Future**

**Achieving results through open innovation**

**Industry-academia-government co-creation**

**matching service**

From DOIC

# UNIBRAIN

UNIBRAIN is a matching service that supports open innovation through industry-academia-government co-creation, looking to the future after the Expo.

## Uni-Connect



### Uni-Connectで生まれる オープンイノベーション 3.0

説明テキストが入ります説明テキストが入ります説明テキストが入ります説明  
テキストが入ります説明テキストが入ります説明テキストが入ります説明テキ  
ストが入ります説明テキストが入ります説明テキストが入ります説明テキ  
ストが入ります説明テキストが入ります説明テキストが入ります説明テキ  
ストが入ります説明テキストが入ります説明テキストが入ります説明テキ  
ストが入ります

Uni-Connectとは？

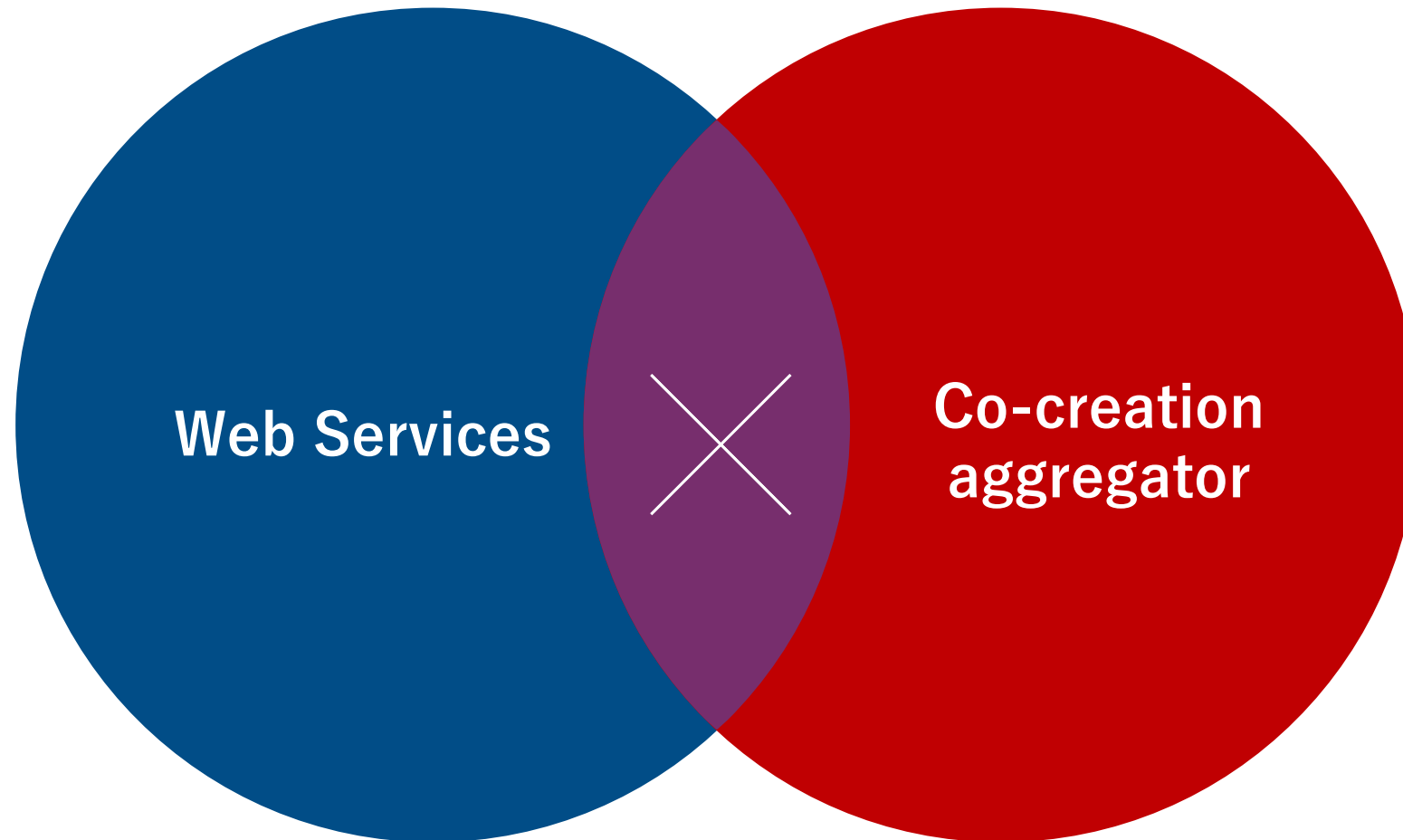
会員登録

UNIBRAIN solves problems that hinder co-creation projects between industry, academia, and government, and realizes international open innovation.

		Conventional type #1	Conventional type #2	Next-generation open innovation (OI 3.0)
Image				
Characteristics	Format	Direct two-party collaboration	Through domestic platforms "Domestic wide-area two-party collaboration (e.g., wide-area ordering and receiving)"	<b>"International heterogeneous and multilayered co-creation including overseas"</b> Centered on a proposal-based matching engine.
	Pattern	one-to-one	Mainly one-to-one	Mainly N-to-N
	Target	Joint research, etc.	Joint Research and <b>"Extension of Existing Business"</b> New Business	In addition to the listed on the left, <b>"new market development type"</b> new business
Problems		Difficult to find a partner	Only filling in the gaps of apparent issues & no overseas connections ↓ <b>Innovation is hard to come by.</b>	It will not work without the following three points (1)Future orientation and understanding of the market (2)Understanding of university and technology with a broad network (3)Reflection of good practices from overseas

**Support can be provided through "Next Generation OI" by taking advantage of the Expo opportunities, etc.**

We provide strong backup for open innovation through a web service that allows free matching between industry, academia, and government + human support by co-creation aggregators.



**AGENDA**

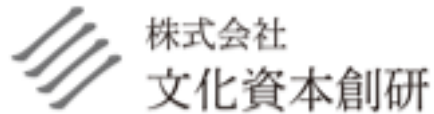
**6**

**About**

**Bunkashihon-soken Co., Ltd.**

(DOIC planning and management office)

**Bunkashihon-soken Co., Ltd. is a consulting firm with the following as its purpose: "To develop world-class companies and local communities through the power of cultural capital."**



### CEO Takatsugu Kobayashi



Certified Public Accountant, Member of the International Association for Cultural Policy Research and Education. Appeared on NHK's "Close-Up Today" as an expert on sustainability management (theme: Greenwash, broadcast on October 24, 2022). Wrote a column on SDGs and decarbonization for Nomura Real Estate Group's "CRE-NAVI". From KPMG AZSA LLC; Languages: Japanese and English.

### Honorary Advisor Jun Ikegami



Professor Emeritus, Kyoto University; Doctor of Economics, Kyoto University. Professor Emeritus of Fukui Prefectural University, Professor Emeritus of Kyoto Tachibana University, and Director of the National Association of Japan Academicians, Recipient of the Order of the Sacred Treasure, Gold Rays with Neck Ribbon and the Academia Award.

#### Background of Establishment

Under the will of Honorary Advisor Jun Ikegami, the company was born with the mission of **“creating a place for industry-academia-government collaboration”**.

<b>Company Name</b>	Bunkashihon-soken Co., Ltd.
<b>Main Members</b>	Director: two people Honorary Advisor: one person Special Advisor: one person Academic Advisory Board Member: two people
<b>Main Locations</b>	Kyoto Head Office: 322 Kawabatamachi, Horikawa Nishiiru, Kizuya-bashi Dori, Shimogyo-ku, Kyoto City, Tokyo Office, Osaka Office, etc.
<b>Main Business</b>	Support for sustainability management through industry-academia collaboration
<b>Website</b>	<a href="https://bunkashihon.jp">https://bunkashihon.jp</a>




**Together with our friends from around the world,  
we will light up the future of the Earth.**

**Through the Osaka/Kansai Expo, we will build a "place for innovation".  
We look forward to your participation!**

**Contact (DOIC planning and management Office)  
Bunkashihon-socket Co., Ltd.**

 **Ryosuke Sawa / Mami Matsunaga / Ayaka Kemmotsu**

 **+81-90-4275-1591 (Direct)**

 **post@bunkashihon.jp**

 **https://bunkashihon.jp**