



Embassy of Italy

Tokyo

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**PUBLIC NOTICE INVITING SPONSORSHIP PROPOSALS FOR THE ITALY
PAVILION AT EXPO YOKOHAMA 2027**

Become a Sponsor of the Italy Pavilion

Expo Yokohama 2027 (hereinafter referred to as *GREEN×EXPO 2027*) is an International Horticultural Exposition under the theme “*Scenery of the Future for Happiness*”, to be held from 19 March to 26 September 2027.

Yokohama provides a particularly favourable setting, as the Expo will take place in a city historically associated with international openness, greenery, trade and innovation. The selected site, featuring an extensive exhibition area, offers opportunities to develop an immersive and high-impact experience, also suitable for corporate presentations and demonstration projects.

With over 10 million visitors expected and a broad, diverse and highly qualified audience, the Expo offers significant brand exposure and tangible opportunities to engage with economic operators, investors, buyers, institutions and leading international stakeholders. By associating its brand with a global event, a sponsor does more than support an exhibition: it becomes part of an international platform for reputation-building, networking and innovation. This represents an exclusive opportunity to enhance visibility, strengthen market positioning and develop business relationships in a highly prestigious setting.

With its thematic focus on nature, sustainable society and co-creation, *GREEN×EXPO 2027* appeals to a wide range of companies beyond the horticultural sector. Particular emphasis is placed on solutions and expertise relating to agriculture, agritech, food, sustainable infrastructure, decarbonisation, technological innovation, the green economy, design and applied technology, as well as solutions for urban well-being in the cities of the future, with cross-sector benefits across numerous value chains.

The Expo is conceived as a meeting place for businesses, institutions, research centres and governments, offering concrete opportunities for networking, business matching, joint ventures, access to new markets and international growth.

Within this framework, the Italy Pavilion will present the theme “*Designing Harmony between Nature, Tradition and Innovation. Through culture, creativity and industry*”, conveying a vision in which nature, tradition and innovation are not opposing elements, but components of a unified, people-centred development model.



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Italy will interpret the Expo's overarching theme through a narrative highlighting intelligent land management, the continuity of agricultural knowledge, advanced research and technologies applied to sustainability. From this perspective, agricultural innovation, including water-efficient systems and resilient crops, will be presented as a means of protecting landscapes, strengthening communities and generating lasting well-being.

The concept of the Italy Pavilion and Garden places water at its centre: as an essential natural resource, a field for technological innovation and a means of international cooperation. The Garden will also become a living, productive vegetable garden, providing a venue for scientific collaboration between Italy and Japan and potentially hosting installations.

For sponsoring companies, this represents an opportunity to become associated with a project of significant symbolic and reputational value, contributing to a narrative of Italy founded on excellence, creativity, industry and the capacity to innovate while respecting the environment and local communities.

The experience of Expo 2025 Osaka has already demonstrated the effectiveness of this model as a platform for business and economic diplomacy, showing how participation in an international exposition can generate tangible opportunities for Italy Pavilion's partners.

The Commissioner General of Section of Italy for Expo Yokohama 2027 (hereinafter referred to as the "Commissioner"), in view of the institutional responsibilities assigned to him for the implementation of the Italy Pavilion, pursuant to Decree No. 192 of the Ministry of Foreign Affairs dated 2 November 2017, as amended by Decree No. 32 of the Ministry of Foreign Affairs dated 17 January 2024, hereby invites all interested public and private economic operators to submit proposals for financial sponsorship (*Cash*) and/or in-kind contributions (*Value in Kind*) involving services and/or supplies in the following categories:

In-Kind Sponsorships

- Bathroom furnishings, sanitary ware, taps and bathroom accessories;
- Indoor and outdoor furniture;
- Equipment and accessories for shading outdoor areas;
- Production control, audio and video equipment and related systems;
- Interior and exterior finishes and cladding;
- Lighting systems, lighting fixtures and decorative lamps;
- Landscaping, gardens and greenery in general, including trees and shrubs;
- Timber and wood products;
- Design and installation of artistic fountains, water architecture and water-based microclimate control systems (misting systems, reflecting pools, etc.);
- Catering services and related equipment;



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- Domestic and international shipping and transport services;
- Building management and control systems and visitor comfort solutions;
- Plug-and-play cooling and heating systems;
- Security and video surveillance systems;
- Carpets, tapestries, curtains, technical blinds and textile products.

Other Sponsorships

- Personal sun-shading accessories;
- Travel agency services;
- Media, communications and publishing activities;
- Stationery supplies;
- Insurance coverage;
- Uniforms for hosts and hostesses;
- Graphic design and wayfinding;
- Merchandising, gifts and promotional items;
- Car rental services;
- Works of art and artistic installations;
- Artistic, cultural and entertainment performances;
- Food products and alcoholic and non-alcoholic beverages;
- Production of social walls, data visualisations, infographics and dashboards (static and interactive);
- Content design and programming;
- Simultaneous interpretation services;
- Printing of brochures and other materials;
- Musical instruments.

Interested economic operators are invited to submit **non-binding** sponsorship proposals.

Sponsorship proposals must specify:

1. The business sector in which the proposing company operates;
2. The subject matter and description of the proposed sponsorship;
3. The economic value of the proposed contribution, according to one of the following categories, specifying the method and timetable of delivery:

(i) Cash: a financial contribution provided in support of project development, organisational activities, communications and/or pavilion construction and fit-out, without any obligation for the sponsor to directly supply goods or services;



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(ii) Value in Kind or In-Kind Sponsorship: the provision of goods and/or services without a direct financial contribution;

(iii) Mixed Cash/Value in Kind Contributions.

In this regard, it is hereby clarified that activities carried out by the sponsor exclusively for its own benefit, or activities not expressly approved by the Commissioner, may not be included in the calculation of the total sponsorship value.

Based on the overall economic value of their proposals, sponsors will be entitled to a range of visibility, communication, co-marketing, co-branding and business facilitation benefits, as detailed in Annex 2 to this Notice, according to the following three sponsorship categories:

SILVER	Up to €49,999.99
GOLD	From €50,000.00 to €199,999.99
DIAMOND	Over €200,000.00

Sponsorship proposals must be submitted by ordinary email to expo2027.yokohama@esteri.it, by the following deadlines:

- 30 October 2026 for in-kind sponsorships;
- 10 January 2027 for other sponsorships.

Sponsorship proposals must be accompanied by:

(i) The Application Form (using the template provided in Annex 1), including declarations confirming the absence of grounds for exclusion and compliance with the eligibility requirements. Such declarations must be submitted by the individual applicant or, in the case of an application submitted jointly by multiple entities, by each of the economic operators comprising the applicant group, through a self-certification declaration signed by the legal representatives of the proposing companies;

(ii) A photocopy of a valid identity document of the signatory or signatories.

By participating in this procedure, applicants authorise the Commissioner to carry out all necessary checks with the competent authorities to verify the accuracy of the declarations submitted, particularly those concerning compliance with the eligibility requirements.



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The Commissioner guarantees the highest level of confidentiality in order to protect any commercial and industrial proprietary rights of the applicants, in accordance with applicable privacy legislation.

At the sponsors' request, the Commissioner may consider and grant alternative arrangements concerning the benefits offered, with a view to ensuring the greatest possible synergies between the sponsors' commercial strategies and the needs of the Italy Pavilion, within the categories listed in Annex 2.

The proposals received will be examined by the Commissioner, who will negotiate the terms, arrangements and conditions of the sponsorships with the selected economic operators and subsequently enter into the relevant sponsorship agreements.

The proposals shall not be binding on the Commissioner, who will assess their relevance, suitability and consistency with the objectives of Italy's participation in Expo Yokohama 2027.

The Commissioner reserves the right, at his sole discretion, not to consider proposals deemed unsuitable or incompatible with the institutional role or objectives of the Expo, or with the purposes of this initiative.

Furthermore, in the event of competing proposals, the Commissioner reserves the right to select, at his sole discretion, the proposal considered most appropriate.

Any requests for **clarification** concerning this Notice and the procedures for submitting sponsorship proposals may be addressed by mail to expo2027.yokohama@esteri.it, or by phone to +39 06 3691 3852. Requests must be submitted by 23 October 2026 for in-kind sponsorships and by 5 January 2027 for other sponsorships.

Annexes

1. Application Form;
2. Sponsorship Benefits Matrix;
3. Draft Sponsorship Agreement.

Tokyo, October 15th, 2026



The Commissioner General

Ambassador Mario Andrea Vattani