

**TERMS OF REFERENCE**  
**CONTRACTING OF OPERATIONAL AND COORDINATION SERVICES FOR A STAND FOR**  
**URUGUAY'S PARTICIPATION IN EXPO OSAKA 2025**

Uruguay XXI opens a call for proposals for the contracting of operational and coordination services for Uruguay's participation in the Osaka World Expo 2025.

In addition to the services requested under this TOR, the selected company must hire a coordinator for the entire duration of the exhibition.

### **1. PREVIOUS EXPERIENCES**

Uruguay will take part in the Osaka World Expo 2025, the upcoming World Exposition organized and regulated by the *Bureau International des Expositions* (BIE). It will be held in the Japanese city of Osaka, in the Kansai region, with a duration of six months, being inaugurated on April 13th and concluding on October 13th, 2025.

Overall, 150 countries and 25 international organizations are expected to participate in this Expo. Besides, it is possible to anticipate that the Expo will receive approximately 28 million visitors.

In this edition, the theme of the Expo will be: "Designing Future Societies for Our Lives". It is intended that participating countries showcase their conceptions and images of the society of the future based on the Sustainable Development Goals (SDGs) 2030, and they must choose from the following sub-themes for the design and presentation of their pavilions: "Saving Lives", "Empowering Lives" and "Connecting Lives".

#### **Uruguay's participation.**

Uruguay's participation will contribute to fostering economic and commercial initiatives with Japan and the Asia-Pacific region.

Uruguay stands out as one of the few countries in the multilateral system that has regularly submitted the Voluntary National Review on Achieving the Sustainable Development Goals (SDG) to each session of the United Nations High-Level Political Forum. This consistency shows the country's commitment to SDGs and contributes to the understanding of its narrative on the progress and institutional and civil society commitment to achieving those goals.

## 2. OBJECTIVES

Uruguay will have a country stand of a total of 68 m<sup>2</sup> located in the CS-2 Pavilion.

The sub-theme chosen by our country will focus on projecting to the world a sustainable international image, capable of constructing global assets related to food production, sustainable management of agricultural production, renewable energies - including green hydrogen -, sustainable tourism, innovation, and digital transformation.

Moreover, this sub-theme refers to ESG indicators due to which Uruguay has been internationally awarded, reinforcing the country's image as a reliable and trustworthy partner, and emphasizing the strength of its institutions and its economy.

Within this conceptual framework, Uruguay will promote its economic, productive, commercial, technological, tourist, and cultural opportunities and advantages, positioning itself as a regional and global hub for a sustainable productive future.

## 3. PROFILE

The selected company and the coordinator must have experience of working in international Expos or trade fairs, preferably representing countries from Latin America. Companies that have worked in Japan and have knowledge of Japanese culture will be particularly valued.

The coordinator must have at least two years of experience in managing large-scale projects. Besides, the coordinator must act as a liaison between various public and private entities, encompassing administrative, commercial, logistical, cultural, and operational aspects.

The coordinator must also have excellent communication, organizational, and teamwork skills.

Additionally, full-time dedication is required.

## 4. REQUIRED SERVICES

- The selected company will be responsible for Uruguay's operation at Expo Osaka 2025 during the 6 months of the expo (from April 13th to October 13th, 2025) in Osaka, Kansai, Japan.

The coordinator that is selected and hired by the company must be working for Uruguay from November 2024 until November 30th, 2025.

- The team that is selected and hired by the company must be available and operational in the city of Osaka, Japan, from March 13th to November 13th, 2025.
- The selected team must have a thorough command of both English and Spanish, both verbal and written. Knowledge of Japanese will be appreciated.
- Interpretation services into Japanese must be provided during authorities' visits, meetings with suppliers, as well as translation services of materials.

## 5. ACTIVITIES TO BE CARRIED OUT

### 5.1. Comprehensive stand operation:

- Coordination with the company that will build the stand (selected by Uruguay) and supervision of the construction and dismantling.
- Availability to travel to Osaka before, coordinate visits, and supervise the construction of the stand prior to the opening.
- Imports management and entry of resources from Uruguay to the Expo.
- Selection and coordination of the team to work on the stand. The selected team must be working on the stand throughout the entire schedule of the Expo.
- Hospitality for strategic visitors, artists, and authorities.
- All sorts of procedures before the Expo's organizers, authorizations, accreditations, etc.
- Work on the creation and implementation of the activities schedule.
- Cooperation with neighboring countries and strategic pavilions in joint activities.
- Search, selection, and coordination of suppliers.
- Management and follow-up of allocated budget.
- Support with tasks related to the virtual Expo.
- Reports on all activities.
- Reports on actors interested in Uruguay, records of visitors, photographs, and work on social media coverage.

The selected company and the stand coordinator will report to the Chief and Project Manager of Expo Uruguay.

### 5.2. Press, public relations, and commercial missions.

- Establish contacts with BIE and the board of directors.
- Press tours.



- Media, journalists, and VIPs attention.
- Coordination with the Expo press center.
- Coordination with the communication agency.
- Content creation for local and international publications.
- Coverage of the Expo opening ceremony, Uruguay's National Day, presidents' visits, commercial visits, Expo closing ceremony, and other events.
- Coordination of commercial missions.
- Collaboration regarding content for social media.
- Management and stock control of merchandising and promotional material.

### 5.3 Tasks related to the event “Uruguay Day”

- Coordination of the celebration of Uruguay’s National Day on June 17th.
- Management of interviews and press releases on important international and local media.
- Call for guests, authorities, press, personalities, and influencers.
- Press releases before and after the event.
- Photography and video coverage with one delivery on the day of the event, intended for use for social media.
- Event decoration, hiring of artist riders, and other necessary suppliers.
- Clipping and return of activities
- Logistics coordination of transportation of guests from Uruguay’s stand and within the Expo.
- Uruguay’s merchandising delivery.
- Coordination of Uruguay’s National Day promotion in the Expo media and international media.
- Protocol coordination with Japan Embassy
- Coordination of the event’s schedule.

## 6. SUBMISSION OF PROPOSALS

Interested companies must submit:

- Economic proposal, references of previous work, working plan with a tentative schedule from November 2024 to November 2025, and a payment method. The economic proposal must include the fees, accommodation, and transportation costs, per diem, insurance, and social expenses. It must also include any other sort of associated expenses incurred by hiring the coordinator of the stand and the working teams in American dollars, regardless of the contract mode. Previously described costs will be the responsibility of the selected company. URUGUAY XXI will not pay any additional costs linked to this



call for proposals and will only pay the amount specified in the submitted proposal.

The contracting of services will be until November 30th, 2025.

## **7. CATEGORIES TO ASSESS**

- Work background, experience organizing Expos or World Fairs: maximum 15 points
- Profiles and experience of the team: maximum 15 points
- Profile and experience of the coordinator: maximum 20 points
- Proposal and work schedule: maximum 15 points
- Economic proposal: maximum 20 points
- Interview with Operating Company and proposed coordinator: maximum 15 points

## **8. DEADLINES**

Interested companies can submit proposals via the following e-mail address:  
[llamadosconsultoria@uruguayxxi.gub.uy](mailto:llamadosconsultoria@uruguayxxi.gub.uy)

Proposals will be received until June 7th, at 5 pm (Uruguayan time).

## **9. RESPONSIBILITIES**

The selected company will be responsible before the collecting entities for the tax and social security obligations inherent to the legal situation arising from the contract. URUGUAY XXI may require the presentation of documents that prove the company as up to date with the compliance of those obligations.

There will not be any labor dependent or subordinate relation between people involved in this service provision to be contracted and URUGUAY XXI. Furthermore, it is hereby noted that URUGUAY XXI will not be accountable for any accident, sickness, or impediment that may affect the selected company's personnel or its subcontractors if there were any, or any other complaints, being stated that the company will assume all responsibility.