

*Press Release*  
*Tokyo, August 2024*

## **MCDecaux, Exclusive Media Partner of the French Pavilion for the Osaka World Expo 2025**



MCDecaux, the Japanese subsidiary of JCDecaux, the number one outdoor advertising company worldwide, (JCDecaux: 85%; Mitsubishi Corporation: 15%) has announced its official partnership with the French Exhibition Company (COFREX) responsible for the French Pavilion at the Osaka World Expo 2025. As the exclusive media partner, MCDecaux will play a crucial role in promoting France for this significant global event. The Presidents of both organizations met at the VivaTech technology conference in May to discuss this strategic collaboration at JCDecaux's booth.

As part of this partnership, MCDecaux will provide nationwide street furniture advertising to highlight campaigns promoting the projects, missions, and values of the French Pavilion to the Japanese audience. On the other hand, JCDecaux, through its Japanese subsidiary, will have the opportunity to inform and discuss about the innovative nature of the company and media assets worldwide, and thus contribute to the promotion of French companies on the international stage.

The theme of the Osaka World Expo 2025, "Designing Future Society for Our Lives", resonates with JCDecaux's aspirations to participate in the construction of cities of the future. JCDecaux's street furniture, service-driven, connected and constantly evolving, aims to blend seamlessly with the environment and to sustainably improve the quality of life in cities, for all citizens in terms of proximity and mobility.

« We are delighted to enter into this partnership with COFREX and to promote French know-how and expertise on our advertising street furniture throughout Japan. The Osaka World Expo will be a key event in 2025, charting the way for the world of tomorrow, more sustainable and inclusive. »

**Malik Roumane, President of MCDecaux**

« Benefiting from MCDecaux's extensive coverage is a real asset for promoting the France Pavilion to the Japanese public. Thanks to this partnership, which has united us since the Dubai World Expo, we'll be able to communicate on a program that showcases our country's highly diverse know-how, both before and during the 6 months of the Expo. »

**Jacques Maire, General Commissioner of the France Pavilion & COFREX President**

#### **About MCDecaux:**

MCDecaux is the Japanese subsidiary of the number one outdoor advertising company worldwide, JCDecaux. (JCDecaux: 85%; Mitsubishi Corporation: 15%). Founded in 2000, the company offers to its customers a network of advertising displays in 43 cities including top 20 (CityScape™), in more than 140 shopping malls of two major retailers in Japan (MallScape®) and in Kansai airports, as well as self-service bicycles. MCDecaux provides unique solutions to offer a range of high-end services to local authorities and are designed to fit into their urban or commercial environment.

[www.mcdecaux.co.jp/en](http://www.mcdecaux.co.jp/en)

#### **About COFREX:**

Founded in January 2018, COFREX SAS, a publicly-owned company, is the first permanent structure dedicated to the preparation, organization and implementation of France's participation in Universal and International Expositions. Its sustainable approach comes from experiences of previous Expos' participations, providing an optimal organization at the lowest cost and minimal impact. This organization is based on a partnership between public and private players, focusing on France's image and attractiveness.

[www.cofrex.fr](http://www.cofrex.fr)

#### **About the France Pavilion at the Osaka World Expo 2025:**

The Osaka World Expo 2025 (Japan) will be held from April 13th to October 13th, 2025, under the theme "Designing the future, imagining tomorrow's life", with three sub-themes: "Saving lives", "Inspiring lives", "Connecting lives". The event will take place on Yumeshima Island, a 155-hectare artificial island in Osaka Bay, designed by architect Sosuke Fujimoto. All the pavilions will be connected by a "roof ring" measuring 615 m in diameter and 2 km in circumference, and divided into three macro-zones: Green world, Pavilion world and Water world. Over 160 countries will be represented, and 28 million visitors are expected to attend the event. The France Pavilion, whose ambition is to showcase French innovation and know-how, will be located in the "Empowering lives" section, close to the Japan Pavilion and the main entrance of the World Expo.

[www.franceosaka2025.fr/en](http://www.franceosaka2025.fr/en)

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