



## Expo 2025 Osaka, Kansai, Japan: Mazars to Sponsor the France Pavilion

**25 April 2023 - Mazars, the international audit, tax and advisory firm, has signed on to sponsor the France Pavilion for Expo 2025 Osaka, Kansai, Japan (“the Expo”), which will be held from 13 April through 13 November 2025.**

Based on an agreement signed with La Compagnie Française des Expositions (COFREX), who is organising and implementing France’s participation in the Expo, Mazars will provide support to France as a sponsor.

Mazars provides COFREX with expertise to support overseas investment in Japan and will form an expert team to handle the specific needs of COFREX for this event in relation to international mobility, tax and other compliance matters.

Under the theme of “Designing Future Society for Our Lives” the Expo will be held in Japan, where Mazars has worked for over 30 years. Since 1992, Mazars in Japan has played a key role in providing services to foreign investors and Japanese companies, especially those with overseas operations. Today, it is recognized as a top professional service firm in Japan. As one integrated team, Mazars in Japan will support COFREX in all aspects of accounting, finance, HR management, regulations, and tax matters, working closely with Mazars in France to fulfill the crucial mission to ensure a success of the France Pavilion at the Expo.

Olivier Lenel, CEO & Chairman of the Management Board of Mazars in France, commented: “I am very proud to contribute to a major event that will be held in Japan. We will take this opportunity to reaffirm our responsibility to contribute to the public good and exert our international partnership for COFREX and the Japan-France friendship.”

Jean-Francois Salzmann, Mazars in Japan Managing Partner, said: “The theme of the Expo 2025 essentially matches Mazars’s commitment to sustainable reform. We are delighted to participate in the Expo in Japan and are determined to dedicate all our efforts for the success.”

Jacques Maire, COFREX Chair and General Commissioner of the France Pavilion at the Expo, commented: “The partnership with the Mazars Group, the new sponsor of the French Pavilion, will bring us many benefits. Full access to its expertise is a great opportunity to ensure, in the very specific Japanese context, a very professional deployment of all the activities of the Pavilion: construction, management and commercial activities. It is a key contribution to the radiance of the Pavilion in Osaka 2025.”

### **About Mazars**

Mazars is an internationally integrated partnership, specialising in audit, accountancy, advisory, tax and legal services\*. Operating in over 95 countries and territories around the world, we draw on the expertise of more than 47,000 professionals – 30,000+ in Mazars’ integrated partnership and 17,000+ via the Mazars North America Alliance – to assist clients of all sizes at every stage in their development.

\*Where permitted under applicable country laws

<http://www.mazars.com> | <http://www.linkedin.com/company/mazars> |

<https://twitter.com/mazarsgroup>



### **About Mazars in Japan**

Mazars in Japan employs more than 200 professionals under the leadership of 15 partners, and provides audit, tax, outsourcing and advisory services to 740 clients. In the 2021/2022 financial year, Mazars in Japan achieved excellent results with year-on-year growth of 20% reaching JPY 2.2bn in fee income. Audit & assurance is actively expanding into the listed company audit market in order to make a genuine contribution to Japanese companies operating globally and to the Japanese financial market.

<https://jpn.mazars.jp/> | <https://www.linkedin.com/company/mazarsjapan>

### **About COFREX**

Founded in January 2018, COFREX SAS, a publicly held French company, is the first permanent entity devoted to planning, organizing and executing France's participation in international exhibitions. Grounded in experience gained from earlier exhibitions, its sustainable approach ensures an optimal and cost-effective organization with a limited environmental impact. It is based on a partnership between public and private players and focuses on promoting the image and attractiveness of France.

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

### **About the France Pavilion of Expo 2025 Osaka**

Expo 2025 Osaka (Japan) will take place from 13 April to 13 October 2025 and revolve around the theme "Designing Future Society for Our Lives" and three sub-themes: "Saving Lives," "Empowering Lives" and "Connecting Lives."

It will be held on Yumeshima Island, an artificial island in Osaka Bay. Over a 155-hectare area whose general architecture has been entrusted to architect Sosuke Fujimoto, all of the pavilions will be connected by a "ring roof" measuring 615 m in diameter and 2 km in circumference on a site divided into three macro-zones: Green World, Pavilion World and Water World.

Over 150 countries will be represented and 28 million visitors are expected to attend. The France Pavilion, whose goal will be to showcase French innovations and know-how, will be in the "Empowering Lives" area near the Japan Pavilion and the main entrance to the World Expo site.

[www.expo2025.or.jp](http://www.expo2025.or.jp)

\*\*\*

### **Contacts at Mazars**

Mina Teramoto, Head of Marketing & Communication, Mazars in Japan  
[mina.teramoto@mazars.jp](mailto:mina.teramoto@mazars.jp) // +81 (0) 80 9890 5672