

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/030676-2022>

Planning

## **UK Pavilion at Expo 2025 Osaka - International Content Design Services (ICDS)**

Department for International Trade

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-030676

Procurement identifier (OCID): ocids-h6vhtk-037da9

Published 31 October 2022, 1:37pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Department for International Trade

Old Admiralty Building

London

SW1A 2BL

#### **Email**

[MajorWorldEventsCommercial@trade.gov.uk](mailto:MajorWorldEventsCommercial@trade.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-for-international-trade>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Central Government

---

**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

UK Pavilion at Expo 2025 Osaka - International Content Design Services (ICDS)

Reference number

Project\_1349

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

His Majesty's Government (HMG), has a potential requirement for the provision of International Content Design Services (ICDS) to support the delivery of the UK Pavilion

(UKP) at Expo 2025 Osaka.

Expo 2025 (“Expo”) will be taking place in Osaka, Japan. Expo will run from 13th April 2025 to 13th October 2025. This Expo is a World Expo, which is a global gathering of nations dedicated to finding solutions to pressing challenges of our time by offering a journey inside a universal theme through engaging and immersive activities. The overarching theme of Expo 2025 is “Designing Future Society for Our Lives”. Expo will welcome visitors from all over the world, allowing countries to build extraordinary pavilions and transform the host city for years to come. The UK is looking to deliver its pavilion with the theme of “See Things Differently – Tomorrow, Today”.

HMG wishes to appoint a supplier to shape the concept, content and visitor experience for the UKP at Expo. HMG is seeking a dedicated, inventive, and inspiring creative supplier that will enable us to interpret the UK’s contribution to the theme to create the most original, inspiring and memorable visitor experience possible.

HMG is targeting early November 2022 for the publication of the Contract Notice (this is subject to change).

The Contract shall be split into two (2) Work Packages, (A) and (B). (A) will be a committed ask for the supplier to deliver upon award of contract. (B) will be a contract option, only commissioned by HMG if needed. HMG may terminate the contract after completion of Work Package (A). The contract term will run for an initial period of thirty-six (36) months, with an option to extend by up to six (6) months. Earliest estimated contract award is March 2023.

The requirement has an estimated total value of £1.44million (including VAT) and this value includes any available contract option(s) (i.e., Work Package (B)).

This competition offers the awarded supplier the chance to be an integral part of the UK’s contribution to ‘Designing Future Society for Our Lives’ at Expo 2025 Osaka. Through participation at Expo 2025, the UKP aims to achieve the following strategic objectives:

- Increase positive perceptions of the UK in Japan and globally;
- Increase visitors to the UK;
- Increase the propensity of people to study in the UK;
- Develop collaborative relationships with other nations in the Asia-Pacific region and globally;
- Support Key UK international policy priorities; and

- Boost UK business in Japan

For further insights into HMG's aspirations for Expo 2025 Osaka - see "Our Vision" - attached to this notice.

This Prior Information Notice (PIN) is issued solely for the purpose of alerting the market to a potential upcoming procurement and it is not a Contract Notice or a commitment to buy. All information contained in this PIN is subject to change.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,200,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79900000 - Miscellaneous business and business-related services
- 79930000 - Specialty design services

#### **II.2.3) Place of performance**

NUTS codes

- JP - Japan
- UK - United Kingdom

Main site or place of performance

Developed anywhere. Content and Designs will be used in Osaka, Japan.

#### **II.2.4) Description of the procurement**

HMG is potentially looking to procure the services of a creative agency to help conceive and bring to life the concept for the UK Pavilion (UKP) at Expo 2025. It will need to align with Expo's theme of "Designing Future Society for Our Lives", the district of "Saving Lives" that the UK's plot has been secured in, and the UK's Theme Statement – "See Things Differently – Tomorrow, Today"

The Supplier will be responsible for interpreting the UK's Theme Statement into an engaging visitor experience, which informs, entertains, and promotes the UK as a world class destination for tourism, education, business and trade. The UK Theme Statement has defined the name of the main exhibition of the proposed UKP: "See Things Differently –Tomorrow, Today". The Supplier must ensure that the theme and sub-theme flow through all proposed concepts, content and visitor experience.

The UKP will be content led, focusing on content and visitor experience as a priority, and used to promote the UK's strengths to the world, including world-class universities, ground-breaking research, high-tech start-ups, creative industries and goods and beverage sectors.

The Supplier must work hand-in-hand with appointed sponsors of the UK Pavilion, who must be fully integrated into the concept and design of what is to be delivered. The UKP must be recognisably British without being over reliant on stereotypes and must engage with the local audience in a way that conveys the UK's messages clearly.

This requirement consists of two Work Packages.

Work Package (A): Narrative/Concept, Visitor Experience, Content Design, and Conceptual Pavilion Design, Costing and Testing

As part of Work Package (A), the Supplier will be expected to deliver the following:

- Narrative / Storyboard / Concept
- Visitor Experience Proposition (Physical – which should be translatable to Virtual)
- Content Design
- Conceptual Pavilion Design
- Cost Plan
- Early Testing – local market testing of ideas in consultation with other stakeholders across HMG as well as Sponsors

Work Package (B): Support & Advisory Services for Full architectural design, visitor experience and content production and implementation, ongoing monitoring and management of live experience.

Work Package (B) is a contract option which may be commissioned to the award supplier. If HMG chooses to commission Work Package (B), it may do so in whole, or in part, and may do so some time after completion of Work Package (A).

Work Package (B) requires the Supplier to work in a supporting role to oversee the implementation of their concepts, proposed content and experience, ensuring the realisation of their design, which may include the following services:

- Support the Full Architectural Design of UKP
- Management / Advisory to construction of UKP
- Production and delivery of content (Fitout & Final Exhibit)
- Oversight and Management of UKP Visitor Experience and Content Production
- Monitoring and management of live experience

#### **II.2.14) Additional information**

HMG is targeting early November 2022 for the publication of the Contract Notice.

At current, it is anticipated that this requirement will be procured through a Restricted Procedure (2-Stage) Procurement.

The estimated total value of this requirement is £1.44m (Incl. VAT) / £1.2m (excl. VAT).

(All information is subject to change).

#### **II.3) Estimated date of publication of contract notice**

9 November 2022

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

Please find attached "Our Vision" for more information on HMG's aspirations for Expo 2025 Osaka