

## The Italian Pavilion at Expo 2025 Osaka shapes the future of Made in Italy together with 24 ORE Group

*From 13 April to 13 October 2025, the Italian Pavilion will be showcased to the world thanks to the collaboration with 24 ORE Group, promoter of initiatives and content dedicated to the growth of Made in Italy for a sustainable, value-driven, and innovative future*

Milan, 20 December 2024 - The **24 ORE Group** has forged a prestigious **partnership** with the **Italian Pavilion at Expo 2025 Osaka**, an agreement formalized by **Federico Silvestri**, General Manager Media & Business of 24 ORE Group, and Ambassador **Mario Andrea Vattani**, Commissioner General for Italy at Expo 2025 Osaka.

The **Osaka World Expo 2025**, running from **13 April to 13 October 2025** and focused on societal development, will offer a unique platform to tackle some of the most pressing global challenges of our time. The **Italian Pavilion** will leverage this opportunity to highlight Italy's excellence across a wide range of sectors - both celebrated and lesser known - while presenting the Country's vision for sustainable and inclusive development. **24 ORE Group** will be media partner of the initiative, promoting the **culture of business excellence, sustainability, and innovation** as key tools to address the challenges of the future.

**Italy's participation**, coordinated by the **section Commissariat General for the Italian participation in Expo 2025 Osaka**, alongside cultural and industrial organizations, will also serve as a **platform for engagement** where stakeholders, including institutional figures, entrepreneurs, scientists, and creatives can share their ideas and spark debates on how to address future global challenges. On this occasion, 24 ORE Group will offer its multimedia information platform to support **Italy's participation in Expo 2025 Osaka**, through multiple initiatives aimed at both the national and international audiences attending the event.

**Il Sole 24 Ore**, in collaboration with **24 ORE Eventi**, will host a series of events dedicated to the most pressing current issues and those of greatest interest to the audience of observers focused on Italy. The aim of the meetings, moderated by Il Sole 24 Ore journalists, will be to bring together the most influential national and international opinion leaders to discuss development issues. From culture and its role as an ambassador of Made in Italy, to the potential of aerospace and the new frontier of

underwater, many areas will be explored to highlight our Country's ability to develop value, technology, and innovation. The spotlight will also be on ***Futurescapes: Italy to the Future***, chronicling the Japanese presence in Italy and defining the outlines of future society, all within a broader international context.

The **Il Sole 24 Ore Radiocor** news agency will produce an **Italy Expo 2025 SPECIAL**, offering in-depth analysis, themed reports, and video interviews. This feature will showcase Italy's participation in the Expo and provide insights into the event's key topics relevant to our Country.

Adding further prominence to the project is the involvement of **Yomiuri Shimbun**, the world's most widely circulated Japanese newspaper, aimed at strengthening the presence of the Italian pavilion at the Osaka Expo on the Asian front as well.

"We are really satisfied with the agreement between the Expo Commissariat and Il Sole 24 Ore, which we signed today in Milan with Federico Silvestri", said Ambassador Vattani. "This partnership is fundamental for us as it allows us to bring to the Italian Pavilion, alongside many of our other strengths, a major pillar of Italian journalism. Il Sole 24 Ore is the perfect partner for telling Italy's story: not only about culture, tourism, fashion, and design, but also, and most importantly, about high tech, research, and innovation. Furthermore, this collaboration on Expo 2025 reinforces to our advantage the bond between Il Sole 24 Ore and Yomiuri Shimbun, the world's most widely circulated newspaper, with a print run of 7 million copies. It represents a golden opportunity to amplify the visibility of Italy and our companies on the global stage."

"We are incredibly honoured to have been chosen by the Commissariat General for Italy at Expo 2025 Osaka, and I extend my gratitude to Ambassador Vattani for this opportunity. We will have the privilege of serving as the informational pillar that will enhance the activities of the Italian Pavilion, linking our Country to an international audience of stakeholders eager to understand how Italian institutions and businesses are navigating the many technological and innovative developments while building the challenges to better address the future", said Federico Silvestri, General Manager Media & Business of 24 ORE Group. "This marks a significant step forward in our path to promote Italy's greatest asset and most iconic global brand: Made in Italy."