



GREATER  
COLOMBIAN IN JAPA

Tender for:

Design, implementation, production of audiovisual content of a physical and digital, immersive and sensory experience in the Colombian Pavilion for Expo Osaka 2025, as well as its technical operation, maintenance, and disassembly. Additionally the installation of furniture and staging for the business areas of the pavilion, such as meeting rooms, offices, and event spaces, explicitly excluding the commercial and transactional areas.

December 9th, 2024

Bogotá, Colombia

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## 1. Introduction and Project Objective

### 1.1. Project Name:

The design of a digital and physical experience and a project of an exhibition of the Colombian Republic Pavilion for EXPO 2025.

### 1.2. Location: Osaka, Kansai, Japan. April 13 to October 13, 2025

- Expected Visitors: Over 28 million visitors.
- Participants:
  - 160 countries
  - Multilateral Organizations
  - Others: Companies, Universities, NGOs, and Foundations

### 1.3. Project Purpose:

The purpose of this project is to build an engaging and informative immersive experience and exhibition that highlights Colombia's rich biodiversity, vibrant culture, and its commitment to environmental sustainability. This exhibition aims to educate and inspire visitors by showcasing the country's natural and human diversity, innovative spirit, and dedication to a sustainable future.

This exhibition's importance is to show Colombia's ability to foster cultural understanding, promote innovation, and raise awareness about the critical need for environmental preservation. By presenting Colombia's unique attributes through an immersive and technologically advanced experience, the exhibition will leave a lasting impression on visitors.

The exhibition will take place as part of a Pavilion that will feature outdoor spaces and shaded indoor areas, offering an exhibition tour with engaging content for the general public. It will showcase our country while aligning with the themes of the Expo and the Pavilion. This will be complemented by a cultural and artistic agenda, a political agenda, and a commercial

agenda, all to be carried out in multipurpose spaces (meeting rooms, auditorium, etc.). Commercial spaces will also be included: a store for Colombian handicrafts, souvenirs, chocolate and coffee.

This project will be developed under the regulations of the city of Osaka, Japan, as well as Expo Osaka 2025, and any applicable regulations in Japan in accordance with the conditions established in this tender.

This document and its annexes contain all the information, specifications and rules that tenders must consider when preparing their proposals. The annexes referred to throughout this document is indicative, not exhaustive, to facilitate the retrieval of information by contestants, but they are not exclusive of the other annexes that make up the integrity of the content of this document.

The annexes are up to date as of the publication of this document; however, the tenderer will have the obligation to respect and/or include any provision or regulation that is updated or included during the development of the work described here by Expo Osaka 2025 or the competent Japanese authorities.

#### 1.4. Expo Osaka Venue:

The site is divided into the following areas:

- Pavilion World  
An area of animation with pavilions and other facilities. This is the area where visitors can enjoy different views from a grand roof (ring) and from the ground.
- Water World  
An area of relaxation using the waterscape. This area will have foodservice facilities arranged on the waterside and will be used as a stage for events on the water.
- Green World  
An area facing the sea to the west of the site. This area will be an open space that can accommodate a large number of people, with such facilities as an outdoor event plaza, a transport terminal and an entrance plaza.

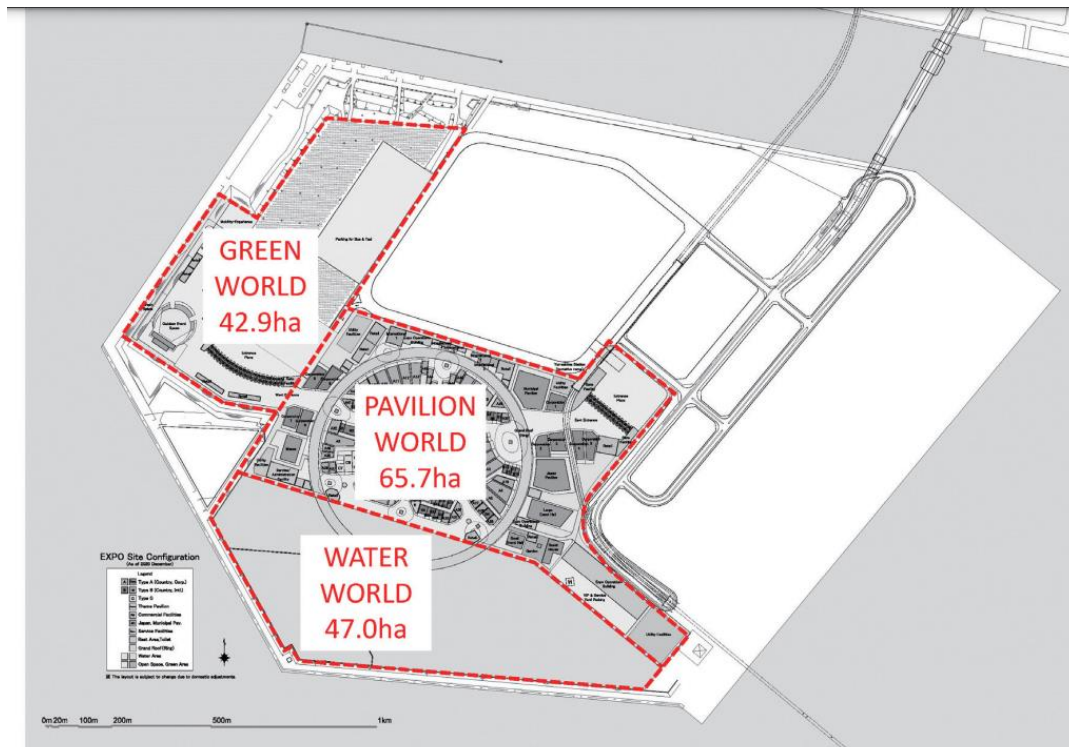
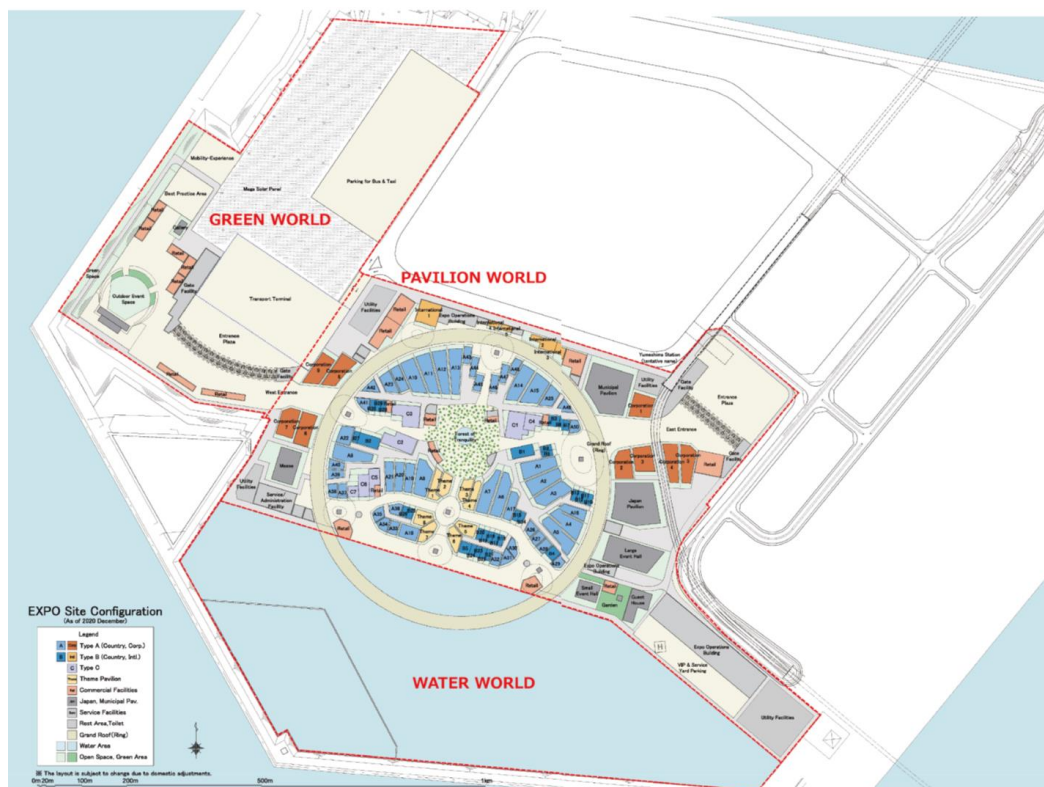
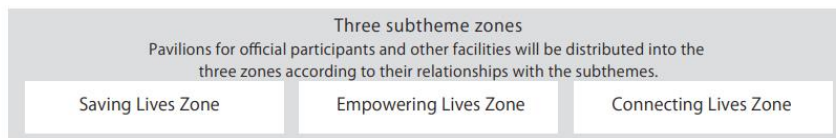


Figure: venue areas

Master Plan scheme:





## Theme and Subthemes of Expo Osaka 2025

With the defined theme for Expo Osaka 2025, it is expected that people will contemplate how they want to live and how they can maximize their potential. This theme also aims to drive cocreation by the international community in designing a sustainable society that supports individuals' ideas about how they want to live. In other words, the Expo will pose a simple question for the first time: "What is the happy way of life?" The Expo takes place at a time when new social challenges are emerging, including widening economic disparities and escalating conflicts, while scientific technologies are evolving, including artificial intelligence and biotechnology, which will bring changes to humanity, such as increased life expectancy. Japanese culture has long been based on the belief that every material, from all living beings to even a stone on the path, has inherent life. The Expo welcomes the consideration of "life," not only for humans but also in a broader sense of the various creations and nature surrounding humans.

Through its three subthemes, it aims to raise awareness of:

- **Saving Lives:** Generating countermeasures to prevent the development of infectious diseases through improved public health, disaster preparedness, risk reduction, and coexistence with nature. The National Government seeks to develop, through health for life, an intensive knowledge system that allows for the revitalization of scientific

research and technological development.

- Empowering Lives: Promoting high quality distance education through the use of ICT; extending a healthy life; and maximizing human potential through the use of AI and robotics.
- Connecting Lives: Promoting the power of collaboration and joint creation, advanced communications enabled by ICT, and the design of a databased society.

(source: Bureau International des Expositions)

## Colombia in Expo Osaka 2025

### Participation objectives

Expos are universally impactful events that, in addition to serving as occasions for dissemination, reflection, and debate on the chosen theme by the organizer, act as a privileged platform for the countries and organizations participating in them. Each Expo provides participants with a unique opportunity to strengthen the image of their countries in the environment in which they are held.

In accordance with the guidelines approved by the Intersectoral Commission for International Exhibitions, Colombia's participation in the Osaka 2025 World Expo is the most relevant international platform of the quinquennium to position Colombia as a leader in the protection of life, humanity, and nature. The objectives are as follows:

- (i) A national project where the National Government, regions, and private sector will be united by a common purpose.
- (ii) A global message to share with the world the vision of "Colombia, country of beauty" through the National Development Plan.
- (iii) Strengthen the image of Colombia as a sustainable, biodiverse, and innovative country and reduce cultural gaps through knowledge and innovation as a point of convergence to collectively address present and future challenges.
- (iv) Strengthen multilateral relations with Japan, Colombia's primary partner in the Asia Pacific region and one of the largest global collaborators in Asia Pacific and beyond, and,
- (v) Consolidate a key market with Japan, enhancing the growth of NME exports, tourism, and attracting foreign investment.

Colombia will proudly be part of the World Pavilion at Expo Osaka 2025, showcasing its unique presence with a Type A: SelfBuild Pavilion. As the only South American country to feature this exclusive pavilion type, Colombia highlights its innovation and commitment to global dialogue. Strategically located in the Empowering Lives zone, Colombia's pavilion neighbors those of Portugal and Switzerland, creating a vibrant hub for cultural and economic exchange.

Additionally, the Pavilion will have permanent information spaces aimed at:



(i) Providing information about Colombia's offerings and opportunities.

(ii) Conducting market intelligence: gathering information to identify market opportunities, characteristics, and needs.

(iii) Measuring the impact of the Pavilion and creating a database of potential tourists, investors, and entrepreneurs.

#### Participation Objectives Summary:

- Share with the world the vision of "Colombia, country of beauty" through the National Development Plan.
- Strengthen the image of Colombia as the country of beauty. A sustainable, biodiverse, and innovative country and reduce cultural gaps through knowledge and innovation as a point of convergence to collectively address present and future challenges.
- Strengthen the relationship with Japan, Colombia's primary partner in the Asia Pacific region and one of the largest global collaborators in Asia Pacific and beyond.
- Consolidate a key market with Japan by enhancing the growth of NME exports, tourism, and attracting foreign investment.

In Colombia, known as the land of beauty, efforts are dedicated to nurturing and conserving a unique form of beauty: one that secures a vibrant future for all life on our planet. Beyond mere aesthetics, Colombia prides itself on its status as one of the world's most biodiverse nations, rich in freshwater resources, and serving as a global provider of oxygen and sustenance, essential for life worldwide.; the beauty that breathes innovation thanks to those ingenious minds that create cutting edge technology that saves lives and makes the world a better place. Colombia is a natural raw diamond that, for thousands of years, has been shaping a unique beauty with the power to give life. Now, in Osaka 2025, Colombia aims to showcase this brilliance to everyone and invites other countries to collaborate in developing innovative approaches to preserve and cultivate this life affirming beauty for the future.

## 2. General Specifications

### 2.1. Purpose

The purpose of the contract referred to in this tender is:

Design, implementation, production of audiovisual content of a physical and digital, immersive and sensory experience in the Colombian Pavilion for Expo Osaka 2025, as well as its technical operation, maintenance, and disassembly. Additionally, the installation of furniture and staging for the business areas of the pavilion, such as meeting rooms, offices, and event spaces, explicitly excluding the commercial and transactional areas.

An immersive experience is a carefully designed environment or activity that fully engages the senses, allowing participants to feel deeply connected to the setting, story, or concept being presented. Through the use of advanced technology, interactive elements, and multisensory features such as sound, visuals, scents, and tactile feedback, immersive experiences create a sense of being physically and emotionally present in a different world or reality. These experiences are designed to

captivate, educate, or entertain, often leaving a lasting impression by blurring the boundaries between the virtual and the real.

## 2.2. Project Scope:

The primary objective of this project is the design, implementation, production of audiovisual content, technical operation, maintenance, and dismantling of an immersive and sensory experience at the Colombian Pavilion for Expo Osaka 2025. This experience should captivate visitors, allowing them to feel and explore Colombia's vast richness through its thermal floors: from the icy peaks of the mountains, traversing the majestic Magdalena River and the Andean highlands, to the enchanting waters of the Pacific and Caribbean seas.

Additionally, the scope includes the design, provision, and installation of furniture and staging for the business areas of the pavilion, such as meeting rooms, offices, and event spaces, explicitly excluding the commercial and transactional areas.

Exhibit and Immersive area: 264,9 mts<sup>2</sup>

Business area: 115,4 mts<sup>2</sup> - Not included in the immersive area but part of the project's scope.

Commercial area: 99,3 mts<sup>2</sup> - Not included in this project scope.

Main theme: Colombia the country of beauty.

## Key Components:

### 1. Immersive Experiential Design:

The exhibition must integrate Colombia's six major tourist regions, showcasing their cultural and natural diversity:

- Greater Colombian Caribbean: A region offering much more than beaches, blending history, culture, and unique landscapes.
- Colombian Pacific: A magical fusion of jungle and sea, abundant in biodiversity and Afrodescendant heritage.
- Western Colombian Andes: Home to coffee covered mountains and vibrant flower valleys, epitomizing tradition and natural beauty.
- Eastern Colombian Andes: Featuring legendary paramos and valleys, brimming with mysticism and natural treasures.
- Colombian Massif: The ancestral origins of water and life, a hub of culture and nature.
- Colombian Amazon Orinoquía: Sacred jungles and plains that symbolize connection with the divine and the biodiverse.

### 2. Sources of Inspiration:

- Colombia as a global water resource leader: Showcasing the richness of rivers, lakes, and seas that unite the regions.

- Global biodiversity: Highlighting the immense variety of ecosystems and species found in Colombia.
- The Six Tourist Regions: Representing the natural, cultural, and sensory richness of Colombia.
- "One Hundred Years of Solitude": An homage to Gabriel García Márquez, integrating magical realism into the design and narrative.

Note: the sources of inspiration are developed in Annex 2. Sources of inspiration.

### 3. Audiovisual Production:

The experience includes the production of professional audiovisual content to enhance the exhibition journey and elevate the immersive narrative of the Colombian Pavilion.

ProColombia may provide relevant audiovisual material, which can be adapted or supplemented to align with the design needs.

The awardee must develop an Audiovisual Exhibition Content Production Plan, including the identification of each element/piece to be produced, the planning and description of the work to be carried out, considering the quantification of the necessary resources, their characterization, and scheduling.

For the delivery of audiovisual material to the contractor, the provisions of Annex 3. Instructions for Delivery of Material

#### 3.1 Audiovisual production

The successful tenderer will be responsible for each of the audiovisual pieces (videos, graphic developments, final art, animations, etc.) that make up the exhibition route and experiences within the Colombian Pavilion, including the management and writing of scripts, storyboards, direction, production, approval of locations, resources, documentation, castings; control and approval of the edition; Control and approval of post-production, programming, design, editing, completion, printing, pre-production, post-production and on-site adjustments of all audiovisual exhibition content.

##### 3.1.1. Audiovisual Production Plan:

The successful tenderer must draw up an Audiovisual Exhibition Content Production Plan, which includes the identification of each of the elements/pieces to be produced, the planning and description of the work to be carried out, providing for the quantification of the necessary means, their characterisation and programming.

This document also includes the human and technical equipment necessary for the execution of all of the above.

The audiovisual productions that are made under the contract indicated in this document will be the property of ProColombia. Therefore, the successful tenderer must obtain from all third parties that it hires (including but not limited to models, actors, performers, musicians, co-producers, editors, writers and, in general, any person who may have a Property Rights over the Audiovisual Work or Filming) the assignments, releases and/or written licenses of the Property Rights necessary to comply with the object of the Contract.

The proposer acknowledges and will acknowledge the contracting party's ownership of all the Property Rights assigned through the Contract, including the Property Rights that have been assigned to the Producer by third parties as part of the production of the audiovisual material commissioned. The audiovisual material must be formally delivered to ProColombia, following the parameters established by the Audiovisual and Photographic Archive Center, CAAF, of ProColombia, in accordance with the cataloguing file models provided by ProColombia. This is in line with the provisions of Annex 3. Instructions for the Delivery of Material.

All audiovisual, cinematographic, video and/or multimedia elements, equipment or components proposed as part of the Visitor Experience must be of professional quality. The Contractor must provide all technical specifications and details related to these elements or components, including the media and formats used in the production, post-production, mastering and presentation/distribution phases. The Contractor must identify who is responsible for each task/activity by providing a list of the key positions and the person appointed to each position.

The Contractor may request authorization from the Contractor to use the existing audiovisual material as a complement to the content necessary for the Visitor Experience.

The Contractor must acquire the necessary visuals and other media elements for all components of the Visitor Experience based on the approved final scripts/storylines.

Image/sound acquisition and film shooting, music recordings, sound arrangements and effects, 2D/3D animation, and graphics are all necessary production elements for post-production.

#### 3.1.2. Production and Filming Completion Report:

The contractor must produce a report that includes a summary of the resources used to execute the production and shooting, equipment, locations, equipment, actors/models, etc.

The contractor must make a report of the final editions of all the audiovisual content produced: A summary report identifying the final editions of all the content produced and a basic technical specifications sheet that includes the name of the file, duration, quality, language, locations, among others.

#### 3.1.3. Submission, Review and Approval Requirements for Audiovisual Content Production and Visitor Experience

The Contractor shall provide all documentation relating to the production of all audiovisual, cinematographic, video and/or multimedia components, including, but not limited to: a complete list of all audiovisual, cinematographic, video and/or multimedia components; all documents provided to resource persons involved in production; and production workbooks that include final scripts, lists of titles and credits, correspondence, releases for performers, performance rights, archival footage, music and effects, program editing lists, production information sheets, and mailing lists.

Presentation of all graphic, photographic, sound, audiovisual material and in general all related content, in accordance

with the parameters established by the Contracting Party according to the aforementioned documents (Annex 3. Instructions for the delivery of audiovisual and photographic material.

All audiovisual materials intended for projection or display within the pavilion must be submitted to ProColombia's Expo Team for review and prior approval. The submission must adhere to the deadlines and format specified in this document. No material shall be displayed or projected within the pavilion without written authorization from ProColombia's Expo Team. Any failure to comply with this requirement may result in the rejection of the material or other contractual consequences.

It is the responsibility of the contractor to provide full access, space, light, power, and any necessary support work reasonably available on site (elevation, fixing, area protection, etc.). Direct suppliers of the Contracting Party and/or other contractors are considered personal to the Contracting Party and shall be included under the insurance and safety responsibility of the main Contractor.

#### 4. Technological and Multisensory Elements:

Creation of interactive installations leveraging augmented reality, immersive projections, and multimedia content.  
Incorporation of sensory elements such as fragrances, ambient sounds, and textures to enrich the visitor experience.

#### 5. Technical Design and Operation:

Implementation of advanced technologies to ensure a seamless and sustainable experience.  
Technical maintenance of audiovisual equipment, lighting systems, and other essential installations throughout the event.

#### 6. Sustainable Installation and Dismantling:

Use of ecofriendly materials and sustainable construction techniques.  
Detailed plans for dismantling the installations, prioritizing reuse and recycling in line with Colombia's sustainability objectives.

Note: For further details on any aspect of this scope, please refer to the annexes or contact the Colombian Pavilion team.

### 2.2. Estimated Start and Completion Times

The project is expected to commence in December 2024, with a detailed planning and design phase. Construction and installation will begin in January 2024 and be completed by mid-March 2025, ensuring ample time for testing and final adjustments before the official opening of Expo Osaka on the 13th of April 2025.

### 2.3. Expected Deliverables:

Architectural Plans: Comprehensive plans detailing space design, visitor flow, and accessibility considerations, including zoning for immersive experiences and business areas. Plans must integrate technical requirements for audiovisual and lighting installations, as well as adaptability for various event configurations.

**Multimedia Content:** Immersive narratives tailored to the pavilion's central themes, incorporating technologies like augmented or virtual reality. Content must include interactive elements for visitor engagement, as well as audiovisual equipment and high-tech solutions specifically designed for business meetings, presentations, and networking sessions within the pavilion's business areas.

**Detailed Audiovisual Production:** High-quality videos, animations, and projections that elevate the visitor journey and align with Colombia's branding. ProColombia supplied materials may be adapted or complemented with new content to suit the pavilion's overarching narrative and sensory experience.

**Furniture and Staging for Business Areas:** The provision, design, and installation of furniture and staging for meeting rooms, offices, and event spaces, excluding commercial and transactional areas. This includes ergonomic furniture, adaptable staging setups for events, and decor that aligns with the pavilion's themes and aesthetic.

**Centralized Control System:** A comprehensive system to monitor and operate all technological aspects of the experience, including lighting, audiovisuals, climate control, and interactive displays, ensuring seamless operation and easy maintenance during the Expo.

**Documentation and User Manuals:** Detailed manuals for the operation and maintenance of the pavilion's experience, including audiovisual systems, interactive displays, and business area functionalities. If needed, training programs must be provided for pavilion staff to ensure efficient operation and management during the Expo.

**Monthly Project Management Reports:** Reports detailing progress in operation, budget execution, and maintenance of the pavilion's experience. These reports must include metrics such as visitor engagement levels, system performance, and identified areas for improvement.

**Sustainability Metrics Reporting:** Inclusion of specific metrics such as the percentage of recycled or reused materials and strategies for minimizing environmental impact, aligning with Expo sustainability goals.

**PostEvent Decommissioning Plan:** A comprehensive plan outlining the sustainable dismantling of the pavilion's experience and business areas. The plan must coordinate with the construction contractor to ensure all areas are restored to their original condition, and it should include recycling and waste disposal strategies that adhere to sustainability standards.

- **Impact Report:**
  - Assessing how the experience contributes to Expo Osaka 2025's objectives while promoting Colombia as a biodiverse, innovative, and sustainable country.
  - Final testing and quality assurance reports for all systems.
  - Incident and response reports as required.
  - Sustainability documentation and compliance with Expo and international environmental standards.
  - Visitors experience analytics to track interactions with installations and gather engagement metrics.
  - Testing and commissioning reports for all physical and digital systems, including stress testing.

- Post event reporting on overall pavilion performance and success metrics, including:

- Interaction with Technology within the Experience

Description: Average number of interactions per visitor with technological elements (touch screens, augmented reality, virtual experiences, etc.) within the tour.

Target: At least 70% of visitors should interact with at least one technological element.

Tenderer Requirement: The tenderer must monitor the level of interaction with technological resources, assessing the success of these integrations and their contribution to an immersive experience.

- Average Dwell Time in the Exhibition Tour

Description: The average time each visitor spends within the pavilion's exhibition tour.

Target: Achieve a minimum dwell time of 20 minutes, indicating that the experience is sufficiently engaging and maintains visitors' attention.

Tenderer Requirement: The tenderer must provide metrics on visitors' dwell time, assessing their level of interest and engagement with the exhibit content.

### 3. Maintenance, and technical operation of the Experience at the Pavilion

#### 3.1. Staff Management and Hiring

The Contractor will be responsible for recruiting, training, managing shifts, and overseeing absenteeism for all staff required for the daily operation of the Colombian Pavilion Experience at Expo Osaka 2025. The Contractor must ensure staff availability from the official handover of the pavilion to its final closure, covering all phases of the Expo.

The Technical Support Staff must be responsible for the operation, maintenance, and troubleshooting of all audiovisual, lighting, and technological equipment used within the pavilion. The Contractor must ensure the presence of at least one fluent English-speaking individual at the pavilion while activities are taking place.

The Contractor will define clear job descriptions for each role, including responsibilities, qualifications, and reporting lines. A flexible shift system must be implemented to ensure coverage for the entire duration of the pavilion's experience operation, including during nighttime hours and for special events.

#### 3.2. Technical and Operational Maintenance

The Contractor is responsible for all technical and operational maintenance services to ensure the uninterrupted operation of the exhibition of the Pavilion. These services include:

- Preventive and Corrective Maintenance: Regular inspections and maintenance of all technological, audiovisual, lighting, electrical, and mechanical systems within the pavilion. The Contractor must create a maintenance schedule that includes periodic checks and rapid response to any technical issues.
- Internal Communication Systems: Installation and management of internal communication systems such as two way radios, wireless microphones, enabling seamless coordination between different teams.
- Continuous Availability of Technical Staff: Trained technical personnel must be present during all operational hours to address any issues related to the functioning of the pavilion's equipment and systems. An emergency response team must be available for urgent technical repairs.

### 3.3. Monitoring and Control Room Operations

The pavilion will feature a centralized control room, which the Contractor must structure, install, and implement. From this control room, the Contractor will monitor and manage all technical and security operations. This control room will include:

Control Systems for Lighting, Water and Sound: Centralized control of lighting, water, sound, and audiovisual equipment, ensuring that all presentations, events, and exhibitions are executed flawlessly.

Technical Staff: A dedicated team of technical staff must be stationed in the control room during all operational hours to oversee and maintain the systems in use.

The Contractor will be responsible for installing, maintaining, and operating the control room equipment and ensuring that all systems are fully functional.

## 4. Technical Specifications

### 4.1. Experience and Exhibition Design:

Floor Plans:

Detailed floor plans must outline the layout of all spaces within the pavilion, including the immersive digital and physical entry experience, the main exhibition areas, the multipurpose meeting room, Boardroom spaces, cultural performance stage. The plans should ensure optimal visitor flow, effective crowd management, and accessibility.

Within the pavilion, it is essential to have a formal office space that serves as a setting for strategic meetings and important discussions, ensuring a professional and private environment. Please refer to the Annex 1. Technical Drawings. Additionally, there should be an open area that allows for a collaborative and dynamic workspace with a minimum of 8 workstations. This open space should facilitate communication and interaction among team members, promoting efficiency and creativity in the daily operations of the pavilion.

The hired personnel will need to work not only in alignment with the design of the Colombian Pavilion's experience and exhibition but also to collaborate and coordinate closely with the pavilion's daily agenda. This involves working with various



teams to ensure that the operation of the pavilion's experience is executed efficiently and in harmony with the pavilion's overall vision. Integrating the staff into the daily planning and execution is crucial for ensuring smooth operations and providing a high quality experience for visitors.

#### Construction of the Experience Details:

Construction details should include specifications for building components, such as walls, floors, ceilings, and fixtures. Emphasis should be placed on the integration of sustainable materials and ecofriendly construction techniques.

Signage is mandatory as part of the overall treatment and design of the interior and exterior façade and must also comply with the Expo 2025 Guidelines and Regulations. The Contractor is required to develop an integrated signage production and design package for submission and approval by the Contracting Party.

#### Materials and Finishes:

The selection of materials and finishes should reflect the themes of "One hundred years of solitude" or "Cien años de soledad," showcasing Colombia's natural beauty, sophistication and richness. Materials must be durable, sustainable, and aesthetically pleasing, contributing to the overall immersive experience.

The Contractor must provide the furniture, furnishings and associated storage for all pavilion and site areas, excluding the commercial and transactional areas. The installation, shipping, handling and storage of the furniture is the responsibility of The Experience Contractor.

It is necessary to consider the projects of other participating countries in Expo Osaka 2025 to maintain the originality of the design and avoid similarity to an existing project.

The Contractor will maintain in perfect working conditions and appearance all those parts that make up the scope of work during the entire period the Colombian Pavilion is open to the public and until the Pavilion's experience dismantling in accordance with the program set by the Contracting Party.

The Contractor must supply pavilion technical operation and maintenance services, always ensuring effective coverage of the pavilion including overnight as necessary. The Contractor must always ensure sufficient operation and maintenance personnel from the day on which commissioning, testing and adjustments.

After the Expo concludes, the Pavilion's Experience must be dismantled. The Contractor must return the Pavilion in the same conditions as it was delivered. The dismantling schedule of the exhibition must be coordinated with the construction contractor to ensure the proper dismantling of the Pavilion.

#### 4.2. Structure:

##### Structural Calculations:

The pavilion's experience should aim to be efficient, technologically advanced, and aligned with sustainable materials and practices.

The proposed solutions, materials, and their arrangement should consider the climatic conditions of Osaka, establishing strategies to ensure the comfort of visitors and staff in both indoor and outdoor spaces.

#### 4.3. Electrical Installations:

- Electrical Distribution Plans:

Plans for the electrical distribution system must specify the requirements for a reliable power supply to all areas of the pavilion, including exhibits, meeting rooms, offices, and performance stages. These specifications must be provided to the construction contractor, who is responsible for the installation and compliance with safety standards for the primary electrical infrastructure.

- Lighting Specifications:

Lighting should be designed to enhance the immersive experience, utilizing a combination of natural and artificial light to create dynamic and engaging environments. Specifications provided by the exhibit contractor must include fixture types, placement, and control systems, ensuring compatibility with the construction contractor's infrastructure.

- Circuit and Load Diagrams:

The exhibit contractor must detail the circuits and loads for all systems specific to the exhibition, such as audiovisual equipment and interactive displays. These diagrams must ensure compatibility with the pavilion's overall infrastructure but do not extend to the general safety compliance of the electrical system, which remains the responsibility of the construction contractor.

#### 4.4. HVAC

Air conditioning and ventilation systems must ensure optimal climate control throughout the pavilion, providing comfort for visitors and protecting sensitive exhibits (e.g., natural flowers). These systems must be designed to enhance the overall exhibition experience. The installation, operation, and compliance with safety standards of the core HVAC infrastructure are the responsibility of the construction contractor. The exhibit contractor must specify only the requirements and placement of systems directly related to the exhibition and business areas to ensure compatibility with the existing infrastructure.

- Equipment Specifications:

Specifications must include the types, sizes, and capacities of HVAC equipment related to the exhibition and business areas. The exhibit contractor is not responsible for the purchase or installation of primary HVAC systems but must ensure that specified equipment is energyefficient and capable of maintaining the desired environmental conditions for the immersive experience and functional business spaces.

#### 4.5. Master Control Room

This room, not accessible to the public, must house all audiovisual and multimedia hardware, including any PC requirements used to operate audiovisual presentations in the Visitor's Experience areas, monitor equipment and operations. This space would also function as the central operations and office space for all maintenance and operations staff that would be responsible for the Visitor's Experience.

#### 4.6. Audiovisual, film, video, and/or multimedia elements

The Contractor must supply and install all equipment required to meet the immersive experience requirements of the Colombian Pavilion. Audiovisual, film, video, and/or multimedia elements proposed as part of the Visitor's Experience areas must integrate the high quality materials provided by ProColombia. If additional content or components are deemed necessary to enhance the experience, the Contractor will be responsible for their development and ensuring they meet the highest quality standards.

#### 4.7. Water Supply and Plumbing Systems

##### Water Distribution Plans:

Water distribution plans must ensure a reliable and efficient supply to all areas of the pavilion that require water, including restrooms, cafes, business areas, and spaces integrated into the exhibition design, while excluding commercial areas. These plans must also account for the specific water needs of any interactive or sensory experiences featured in the pavilion. The responsibility for the installation and compliance with safety standards of the core water distribution system lies with the construction contractor, while the exhibit contractor must specify only the requirements and placement of water systems related to the exhibition and business areas to ensure compatibility with the infrastructure.

- Plumbing Specifications:

Plumbing systems should align with the thematic elements of the pavilion, combining functionality and aesthetic appeal to enhance the overall visitor experience. This includes selecting appropriate materials and finishes for visible fixtures in line with the pavilion's design theme and incorporating sustainable solutions, such as watersaving technologies, wherever possible. The exhibit contractor is responsible for specifying these elements while ensuring they integrate seamlessly with the systems provided by the construction contractor.

##### Network and Flow Diagrams:

Detailed diagrams should outline the entire plumbing network, including water inlets, distribution lines, and drainage systems, ensuring compliance with safety and environmental regulations. The diagrams must also address water flow requirements to support all operational and exhibition areas effectively.

#### 4.8. Provision of Uniforms for contracted staff for the Experience

The staff uniforms must represent, communicate, and be an integral part of the experiential concept. These uniforms should be designed to adapt to the climatic conditions of Osaka as well as the temperature variations caused by the air conditioning inside the pavilions. It is essential that the uniforms provide comfort and sophistication, allowing the staff of the experience to perform their duties efficiently.

### 5. Budget and Schedule

The project schedule imposes an intensity on the design, production, construction of the experience, and dismantling of the experience processes. In this context, the project must reflect the need to optimize time and resources. Not only should the timeframe be considered a project constraint, but also the special requirements for exhibition and operation.

#### 5.1 Detailed Budget:

The budget for this project must reflect a comprehensive breakdown of costs, ensuring transparency and alignment with the scope of work. The contractor is expected to consider all expenses related to the design, implementation, operation, and dismantling of the pavilion's immersive experience and business areas, excluding commercial spaces. Each cost category should be clearly detailed to ensure proper evaluation and allocation of resources.

#### Breakdown of Costs by Category:

**Materials:** Includes all construction materials, finishes, and multimedia equipment required for the immersive experience and the furnishing of business areas, excluding commercial spaces.

**Labor:** Covers architectural and design services, construction and installation crews, as well as coordination with the construction contractor and project management teams.

**Equipment:** Includes audiovisual equipment, lighting systems for the exhibition if needed, and only the specifications and installation of equipment for HVAC and electrical systems related to the immersive experience and business areas.

**Personnel and Human Resources Management:** Costs associated with training, operation, and maintenance of the immersive experience and business areas during the Expo period.

**Other Costs:** Includes insurance, contingency funds, dismantling expenses, and other miscellaneous charges related to the completion and handover of the pavilion.

#### Contract Price:

The Contracting Party's budget for this project is **TWO MILLION ONE HUNDRED FORTY THOUSAND FIVE HUNDRED TWENTY-EIGHT DOLLARS (US\$ 2,140,528)**. This budget is exclusively allocated for the design, implementation, production of audiovisual content (physical and digital), immersive and sensory experience in the Colombian Pavilion for Expo Osaka 2025, as well as its technical operation, maintenance, and disassembly. The specified amount includes the requirement to

have at least one technical operative person dedicated to ensuring the proper functioning of the pavilion's exhibition under professional standards during the pavilion's operating hours, including both Expo general hours and specific pavilion events. It is important to note that the budget excludes the design, decoration, and furnishing of the business areas, which span 115.4 square meters. Tenderers are expected to submit a separate proposal detailing the design, decoration, and furnishing for the business spaces.

The specified budget for the exhibition area includes all provisional sums offered by the tenderers for the execution of works under the contract. All duties, taxes, and other charges payable by the contractor, whether under the contract or for any other reason, must be included in the rates, prices, and the total tender price submitted by the tenderer.

## 5.2 Execution Schedule:

### Timelines for Each Project Phase:

#### Planning and Design Phase:

Start: December 2024

End: January 2024

Activities: Creating multimedia content, developing immersive narratives, securing necessary permits, and finalizing architectural designs and technical specifications.

#### Construction and Installation Phase:

Start: January 2025

End: February 2025

Activities: Coordinating with the construction contractor for infrastructure readiness, installing audiovisual and lighting systems, furnishing business areas, and completing finishing touches for the immersive experience.

#### Testing and Adjustments Phase:

Start: March 2025

End: 1 April 2025

Activities: Conducting comprehensive testing of all systems, ensuring proper integration with pavilion infrastructure, and adjusting components to achieve full operational capability.

#### Preopening Preparations:

Start: 1 April 2025

End: 12 April 2025

Activities: Training pavilion staff, performing final inspections, and completing preparations for the official opening of Expo Osaka 2025.

#### Project Operation and Management:

Start: 13 April 2025

End: 13 October 2025

Pavilion's Experience Dismantling:

Start: 14 October 2025

End: March 2026

Activities: Dismantling the immersive experience and business areas (excluding commercial spaces) and returning spaces to their original condition. This process must be coordinated with the construction contractor to ensure an efficient and sustainable schedule.

Payment Milestones:

1. 30% Upon Approval of the Exhibition Design or Concept

This payment will be made once the exhibition design or concept is submitted and approved by the Expo committee, ensuring alignment with the pavilion's objectives and standards.

2. 30% Upon the end of Installation

This payment will be issued when the contractor finishes the physical installation and assembly of the exhibition and furniture in the pavilion, following the approved plans and schedule.

3. 20% July 2025)

This payment will be made halfway through the Expo, provided that the immersive experience and business area furnishings are fully installed, functional, and operational, as verified and accepted by the Expo committee.

4. 20% Upon Final Dismantling and Closure of the Pavilion

These milestones ensure clear deliverables are met at each stage, aligning payment with project progress and completion.

Compliance:

The tenderer must adhere to all regulations and approval terms imposed by the Expo organization in Osaka regarding access, facilities, construction, safety, and other relevant requirements as outlined in the official Guidelines. The tenderer will be responsible for complying with and implementing any requirements modified or introduced before or after the contract award.

6. Contractual Conditions

6.1. General Contract Conditions:

The contractor shall be responsible for developing and executing the design and implementation of the immersive experience in the exhibition area, as well as the furniture and staging for the business areas of the pavilion, ensuring compliance with the technical, safety, and quality standards established in the terms of reference. Additionally, the contractor must:

- Submit periodic progress reports to the Expo committee, including milestones achieved, required adjustments, and an updated timeline.
- Coordinate with the construction contractor and other suppliers to ensure the technical and functional integration of electrical, lighting, HVAC, and audiovisual systems within their scope of work.
- Manage the necessary authorizations with the Expo authorities and ensure compliance with applicable regulations.
- Provide the necessary training to the pavilion's operational team for the proper use of installed systems and equipment.
- Deliver the immersive experience and furniture fully operational and installed within the timeframes established in the contract.
- Provide technical operation and maintenance.
- The contractor shall be responsible for the complete dismantling of the exhibition and business areas at the end of the contract, excluding the pavilion's commercial areas. This process must ensure that the spaces are returned in the same condition as initially delivered, complying with the cleanliness, safety, and conservation standards outlined in the contractual terms. Fulfillment of this obligation will be verified and validated through a final delivery report signed by the relevant parties.
- The others inherent to the scope of the contract.

Any breach of these obligations will be assessed in accordance with the defined contractual liability clauses.

- Language.

All documentation and production of the materials of the experience and the exhibition project, both graphic and audiovisual, and of any kind subject to the approval of the local authorities, must be submitted in English. This is to facilitate the procedures with the organization of the Expo, as well as with local authorities or third parties. If translation costs are necessary, they should be included in the value of the proposal.

- Contract Duration

The term of the contract shall begin on the day following the execution of the contract. The works of the phases will run until the end of the Experience Dismantling Phase. The exact date must be scheduled with the construction contract. ~~(write the exact date)~~.

- Payment terms.

These payments will be linked to the Contractor's progress on site and should include clear deliverables for each milestone. the milestones are defined in point 5.2 of these document. .

Each progression payment will be subject to inspection and approval by the contracting party, ensuring that the work conforms to the specifications and schedule agreed for the project. The final payment, , will be released once all project deliverables are successfully completed, including experience in dismantling and restoring the site after the conclusion of the Expo.

## 6.2. Requirements for Bidders

- ✓ To construct the experience, bidders must undergo an approval process with the Osaka Fire Department and the Expo organization. This process ensures that only bidders who meet the legal requirements will participate.

Additionally, bidders must review the annexes provided, which include information from the Expo organization outlining the requirements for the design, installation, and operation of Type A pavilions. These documents specify the permits that must be obtained to comply with the development, assembly, and operational standards of the exhibition.

- ✓ The tenderer must demonstrate experience and suitability in contracts with a similar purpose to that of this contracting process (It is necessary to include immersive experience), with a minimum of two (2) certifications of experience of executed contracts that add up to a value greater than or equal to 50% of the budget established in this document. The certification must be signed by the legal representative of the client who certifies the experience, indicating at least: object of the contract, date of subscription and termination, term of execution, value of the contract, general services provided.

Only the experience of contracts executed from 2014 onwards will be considered valid.

For contracts in execution, only the value executed will be considered for the sum of the experience, for these purposes the certification presented must indicate the percentage of execution with cut-off to October of 2024. In the case of associations, the experience requirement can be provided by only one of the members.

- Insurance policies.

The Contractor must submit proof of insurance policies that cover performance, structural risks, and general liability. This includes, but is not limited to, performance security, construction insurance, fire insurance, earthquake insurance, labor insurance, third parties' liability insurance and other necessary coverage to mitigate potential risks associated with the project.

## 6.3. Governing Law

In general, all provisions outlined in the Regulations, Standards, and Official Instructions related to the works of this project, its complementary installations, or the necessary tasks to carry them out will be Japanese Law.

## 6.4. Ownership of Works Rights

The Contracting Party will have exclusive ownership of the works and services of the Contractor:

The Contractor will certify that the works are original and will exclusively assign to the Contracting Party the use of the rights derived from intellectual property, resulting from the works created which qualify as works protected by intellectual property, especially the right to disclose and/or publish, reproduce, distribute, publicly communicate or transform, in whole or in part, the aforementioned works, in any medium or format, whether graphic, phonographic, audiovisual, telematic, electronic, digital, multimedia, or computer.



Such assignment will grant the Contracting Party the authority to undertake or authorize the uses and activities, including but not limited to the following:

Total or partial reproduction by any medium or format, tangible or intangible, including, among others, any electronic based information storage and retrieval system, in its broadest sense, whether optical, magnetic, electronic, or digital.

Projection, exhibition, or transmission by any system or procedure. Storage in a server center, computer, or any equivalent system or equipment.

Public communication or dissemination through any system or format, regardless of the chosen medium, and any other activity that is convenient or necessary to make the work available to the public.

Distribution by transfer, sale, rental, loan, or any legal act, through any format or system. Incorporation into a database, without prejudice to the rights of the database maker and author.

Free or paid transmission by any analog or digital procedure, medium, or Hertzian, cable, or satellite system, both free and paid.

Transformation of the works, including dubbing and subtitling into any language.

The assignment of rights will be carried out exclusively and for the maximum term permitted by applicable laws in force. The assignment will be applicable worldwide. The Contractor will consent to and authorize the Contracting Party to transfer the rights granted in this section to third parties, according to any title recognized by law.

The price for the assignment of the usage rights described in this section is included in the overall financial consideration of the contract previously established.

The Contractor guarantees that the works subject to the contract under these Terms of Reference are free from third party intellectual or industrial property rights and guarantees the peaceful exercise of the assigned intellectual property rights. The Contractor guarantees that it has no current contracts or commitments that encumber or could impair the rights of the Contracting Party, and that it will not enter into any similar contracts or commitments in the future.

The Contractor will ensure that it has the express authorization from the authors of the work to be used under the terms mentioned in these Specifications to make the content available to the public through copies in any system or format for domestic use or in the form of public communication through dissemination.

The Contractor will demonstrate that the assignment of rights is made as broadly as possible according to the law, and its intent is to grant the broadest powers to the Contracting Party to develop and use the works subject to the contract in the

manner it deems most appropriate. Should any doubts arise regarding the interpretation or implementation of the provisions contained in this section, they will be resolved in favor of granting more rights to the Contracting Party.

The Contractor will assign to the Contracting Party all copyright over the mentioned works, without additional remuneration beyond that agreed upon in this contract, for all countries of the world and for the term of protection of such works.

The economic rights acquired by the Contracting Party under this contract include, among others, reproduction, editing, publication, transformation, adaptation, communication, distribution, and, in general, any type of exploitation of the works created, reproduced, or adapted under this contract, including the right to make them available to the public. The Contracting Party may reproduce, communicate, distribute, or exploit such works by any known means.

The audiovisual material must be formally delivered to ProColombia, following the parameters established by the Audiovisual and Photographic Archive Center, CAAF, of ProColombia, in accordance with the cataloguing file models provided by ProColombia. (Anexx 3)

The Contractor must coordinate and control the development of the creative material resulting from this bid and the Contract and all documents forming part of it, ensuring the proper transfer of usage, exploitation, and modification rights by the Contracting Party. The Contracting Party will not be liable for any claims related to copyright or intellectual property rights. The Contractor will indemnify and hold the Contracting Party harmless from any damage, loss, and third party claims based on any intellectual property provided by the Contractor to the Contracting Party under the Contract.

The Contractor must make a report of the final editions of all the audiovisual content produced.

#### 6.5. Prohibited Practices

The Contracting Party requires that tenders, suppliers, the Contractors, sub Contractors, concessionaires, and consultants adhere to the highest standards of ethics during the acquisition and execution of the contract. In following this policy, the Contracting Party:

(a) Defines, for the purposes of this provision, the terms established below as Prohibited Practices:

“Corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of another party improperly.

“Fraudulent practice” means any act or omission, including a misrepresentation, which deceives or attempts to deceive a party to gain a financial or other benefit or to avoid an obligation.

“Coercive practice” means harming or threatening to harm, directly or indirectly, any party or the property of the party to influence the actions of a party improperly; and

“Collusive practice” means an agreement between two or more parties designed to achieve an improper purpose, including influencing the actions of another party improperly.

(b) Will reject a proposal for award if it determines that the supplier, the Contractor, concessionaire, or consultant recommended for award has engaged in prohibited practices in competing for the contract in question.

## 6.6. About the Tender Process

### Eligible tenders

A tender can be a commercial or private entity, government owned entity, or any combination of such entities in the form of a joint venture, consortium, or association (JVCA). In the case of a JVCA:

- a. Unless otherwise specified in the tender documents, all partners shall be jointly and severally liable;
- b. The JVCA must appoint a Representative who shall have the authority to conduct all business on behalf of all JVCA partners during the tender process and, if the Contract is awarded to the JVCA, during the execution of the contract.

A tender, and all parties constituting the tender, must be incorporated, registered, or operating in compliance with the provisions of the laws of Japan, having a license in Japan that allows them to act and provide services as the principal Contractor according to the scope of this Project. This criterion will also apply to all proposed subcontractors for any part of the Contract, including Related Services if such works are to be executed on the Site.

The formation of a joint venture, consortium, or association (JVCA) for this tender is accepted in principle, provided that, in the case of an incorporated JVCA, the lead firm (i.e., the firm holding at least a 51% majority in the JVCA) meets the legal requirements of the local authority and EXPO regulations, including holding the applicable licenses in Japan to act and provide services as the principal Contractor for the Project scope. In the case of an unincorporated JVCA, one of the partners must be an incorporated entity in Japan holding the required licenses to act and provide services as the principal Contractor for the Project scope. In the case of forming a JVCA, any changes in the structure and stakeholders of the JVCA will be subject to the written approval of the Contracting Party after the submission of bids. Such approval may be denied if:

Partners withdraw from the JVCA and the remaining partners do not meet the qualification requirements.

The level of participation of the partners or the structure of the JVCA changes substantially.

The new JVCA is not qualified.

In the opinion of the Contracting Party, a substantial reduction in competition may result; or

A request for a change in the prequalification status of the tender is received from the Contracting Party after the date 10 days before the deadline for bid submission.

The tender, or in the case of a JVCA, the part qualifying as the principal Contractor under Japanese law according to its license, must already be working as a principal Contractor or as part of a JVCA on one of the self built pavilion projects related to the EXPO. The tender, or in the case of a JVCA, the incorporated entity in Japan holding a license in Japan, must be

accredited to work on the EXPO 2025 Osaka site, must already be working as a principal Contractor or as part of a JVCA on one of the self built pavilion projects related to the EXPO and in this context, be contracted with the exhibition installation and interior adjustment of such pavilion. Alternatively, the tender may appoint a subcontractor who meets the requirements of this chapter.

A tender must not have a conflict of interest. All tenders found to be in conflict of interest will be disqualified. A tender may be considered to have a conflict of interest with one or more parties in this tender process if:

They have controlling partners in common; or

Receive or have received any direct or indirect subsidy from any of them; or

Have the same legal representative for the purposes of this bid; or

Have a relationship with each other, directly or through common third parties, which puts them in a position to have access to information about or influence the bid of another tender, or influence the decisions of the Contracting Party regarding this bidding process; or

A tender participates in more than one tender in this bidding process.

Participation by a tenderer in more than one tender will result in the disqualification of all tenders in which it is involved. However, this does not limit the inclusion of the same subcontractor, not otherwise participating as a tender, in more than one tender: or a tender, its affiliates, or its parent organization has participated in the feasibility or design stages of a project, such tender, its affiliates, or its parent organization shall not be eligible to participate in tenders for contracts involving the supply of goods, works, or services, including architectural or engineering services for the project, unless it can be demonstrated that such participation would not constitute a conflict of interest. Such determination must be made prior to the submission of a tender; or a tender participated as a consultant in the preparation of documents or information used for the tender; or a tender or any of its affiliates has been hired, or is proposed to be hired, by the Contracting Party for the supervision of the contract.

No affiliate of the Contracting Party shall be eligible to tender or participate in a tender in any capacity whatsoever unless it can be demonstrated that there is not a significant degree of common ownership, influence, or control amongst the affiliate and the Contracting Party. tenders shall provide such evidence of their continued eligibility satisfactory to the Contracting Party as the Contracting Party shall reasonably request.

## 7. Quality Control and Safety

### 7.1. Quality Plan:

Quality Control Procedures:

**Standards Compliance:** Ensure all construction and design work adheres to industry standards and Expo Osaka 2025 guidelines. This includes the use of certified materials and adherence to best practices in construction and installation.

**Regular Monitoring:** Implement a schedule for regular quality inspections during each phase of the project. This includes periodic reviews of construction progress, design implementation, and material usage.

**Performance Metrics:** Define key performance indicators (KPIs) to measure quality at various stages, including accuracy in design implementation, functionality of installed systems, number of visitors, visitors' satisfaction with the experience and overall aesthetic quality.

**Feedback Mechanisms:** Establish a system for collecting feedback from stakeholders and staff to identify and address any quality issues promptly. This includes monthly regular meetings and review sessions to discuss quality concerns and improvements.

#### Inspection and Testing Protocols:

**Preinstallation Inspections:** Conduct thorough inspections before installation of critical systems.

**Ongoing Testing:** Implement a protocol for testing all systems and components both during and after installation. This includes functionality tests for multimedia equipment, and safety features.

**Final Inspections:** Perform comprehensive final inspections prior to the official opening to ensure all elements of the pavilion meet the required standards and are fully operational.

## 7.2. Safety Plan:

#### Safety and Risk Prevention Measures:

**Risk Assessment:** Conduct regular risk assessments to identify potential hazards and implement preventative measures to mitigate risks. This includes assessing structural integrity, electrical safety, and emergency access routes.

**Health and Safety Compliance:** Ensure compliance with local health and safety regulations and Expo Osaka 2025 safety requirements, including proper handling of materials and equipment.

#### Contingency plan:

The Contractor must have an efficient contingency plan to deal with the breakdown of the equipment or other components of the Pavilion under its responsibility. The Contractor must ensure that replacement parts for essential components are onsite or readily accessible if necessary for repairs.

## 8. Evaluation criteria and Scoring Grid

Maximum Score 100 points.

**Team Composition:** 15 Additional points will be awarded if the creative team from the tenderer includes Colombian professionals or experts in topics related to the country.

| Category                                 | Maximum Score | Insufficient                           | Acceptable                                 | Outstanding                                   |
|--|---------------|--|--|---|
| Design Proposal                          | 35            |  | 5 points: Meets                            |   |
| Understanding the Business and Needs     | 10            | 0 points: Minimal or no creativity     | basic creative expectations                | 10 points: Highly creative                    |
| Innovation in Pavilion Design            | 8             | 0 points: Lacks sustainability         | 4 points: Basic sustainability practices   | 8 points: Exemplary sustainability practices  |
| Circular Construction/Repurposing        | 4             | 0 points: Lacks significant technology | 2 points: Standard technological solutions | 4 points: Cutting-edge technology             |
| Technological and Digital Integration    | 13            | 0 points: No innovation                | 7 points: Standard innovations             | 13 points: Highly innovative                  |
| Physical and Digital Experiences         | 40            |  |  |   |
| Innovation: Originality of the Proposal  | 8             | 0 points: No multimedia elements       | 4 points: Basic multimedia storytelling    | 8 points: Engaging and interactive multimedia |
| Alignment with Sources and Country Brand | 16            | 0 points: Poor maintenance plan        | 8 points: Covers basic operational needs   | 16 points: Exceptional and efficient plan     |
| Digital and Multimedia Storytelling      | 16            | 0 points: Lacks visitor engagement     | 8 points: Adequate engagement              | 16 points: Excellent visitor engagement       |
| Operation and Maintenance                | 15            |  |  |   |
|  |               | 0 points: Poor operational strategy    | 8 points: Functional strategy              | 15 points: Outstanding operational strategy   |
| Operational and Maintenance Plan         | 15            |  |  |   |
| General Evaluation Criteria              | 10            |  |  |   |
| Lowest Economic Proposal                 | 7             | Formula applied                        | Formula applied proportionally             | Formula applied proportionally                |
| Quality Assurance and Quality Control    | 3             | 0 points: No QA/QC measures            | 1.5 points: Basic QA/QC plan               | 3 points: Comprehensive QA/QC plan            |

Description of criteria:

Design Proposal (35 points):

1. Understanding the Business and the Needs of the Contracting Party (10 points):

Evaluates the tenderer's comprehension of Colombia's goals, the pavilion's objectives, and the specific needs for Expo Osaka. This includes how well the proposal aligns with the pavilion's purpose and its ability to create an impactful representation of Colombia.

2. Innovation in Pavilion Design (8 points):

Assesses the creativity and uniqueness of the proposed architectural design, layout, and overall concept. The narrative must explain the approach to physical and experiential design, addressing setup, construction sequence, and challenges.

3. Circular Construction/Repurposing of the Pavilion (4 points):

Focuses on sustainable construction practices and adherence to circular economy principles. Proposals should include strategies for repurposing, recycling, or reusing materials after Expo Osaka.

4. Technological and Digital Integration (13 points):

Evaluates the integration of advanced digital and technological innovations, such as interactive displays, augmented reality (AR), virtual reality (VR), and smart systems. Proposals must emphasize sustainability and robust connectivity in both immersive and business areas.

Physical and Digital Experiences and Audiovisual Content (40 points):

5. Innovation: Originality of the Proposal (8 points):

Assesses the inclusion of creative, interactive, and immersive digital and physical experiences.

6. Alignment with the Sources of Inspiration and Country Brand "Colombia, the Country of Beauty" (16 points):

Evaluates the coherence of the proposal with Colombia's branding. The design must incorporate Colombia's themes of beauty, biodiversity, and innovation while delivering a sophisticated, immersive experience.

7. Digital and Multimedia Storytelling Proposal (16 points):

Focuses on the effective use of digital platforms and multimedia to engage visitors. The proposal should leverage innovative technologies to enhance interactivity and convey Colombia's achievements.

Operation and Maintenance (15 points):

8. Operational and Maintenance Plan (15 points):

Evaluates the practicality and efficiency of the technical operational plan for the pavilion's six-month duration. The plan must cover the maintenance of the pavilion's functionality, aesthetics, and visitor experience throughout the Expo.

General Evaluation Criteria (10 points):

9. Lowest Economic Proposal (7 points):

The tender with the lowest cost, meeting all requirements, receives the highest score. Other proposals are rated proportionally using the formula:

Points for Proposal Being Evaluated = (Maximum Score for Economic Proposal) x (Lowest Price / Price of Proposal Being Evaluated)

10. Quality Assurance and Quality Control (3 points):

Evaluates processes and measures ensuring the pavilion's high standards, including systematic planning (quality assurance) and adherence during execution (quality control).

8.1. Tender Process Timeline

The timeline for the tender process is as follows:

| MILESTONE   | DATE  |
|---|---|
| Tendering Phase   | 6 December 2024 (before 20:00 Japan time)   |
| Submission of Tender Clarifications and Questions.          | 9 - 12 December 2024 (before 20:00 Japan time)  |
| Answers to Questions  | 9 - 12 December 2024 (before 20:00 Japan time)  |
| Tender Submission   | 16 December 2024 (before 20:00 Japan time)  |
| Presentation of Proposal from Tenderers                     | 16 - 18 December 2024 (before 20:00 Japan time) (Tenders will be appointed to present during the day) |
| Tender examination, evaluation, negotiation and comparison: | 19 of December 2024 (before 20:00 Japan time) (Tenders will be appointed to present during the day)   |
| Issuance of Letter of Intent regarding contract award:      | 20 December 2024  |

The Contracting Party may amend the tender process timeline at any time without providing an explanation to the tenderers. A written notification will be issued to all tenderers who have requested the technical documents of the Tender Document from the Contracting Party.



## 8.2 Publication of the Tender

The invitation to tender will be published on the official website of Expo 2025 Osaka. The Invitation to Tenderers published by the Contracting Party at the Expo 2025 Osaka Online Market Place (OMP) is not part of the Tender Document. The tenderer must obtain the Tender Document from the source provided by ProColombia; otherwise, ProColombia is not responsible for the integrity of the Tender Document.

Tenderers are expected to review all instructions, forms, terms, and specifications in the Tender Document. Failure to provide all information or documentation required by the Tender Document may result in rejection of the Tender.

## 8.3 Modification of the Tender Document

The Contracting Party may amend the Tender Document at any time by issuing addenda. Any addendum issued shall become part of the Tender Document and shall be communicated in writing to all those who have requested the technical documents of the Tender Document from the Contracting Party. In order to provide potential tenderers with a reasonable period of time to consider an addendum in the preparation of their tenders, the Contracting Party may, at its discretion, extend the deadline for the submission of tenders if reasonably practicable.

## 8.4 Cost of the tender

The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and the Contracting Party shall not be liable for such costs, regardless of the conduct or outcome of the Tendering Process. Tenderers acknowledge that their participation in any stage of the application process for this Tender Process is at their own risk and cost.

## 8.5 Documents Comprising the Tender Submission

The documents that make up the Tender must be duly stamped for recognition and confirmation of compliance. The Tender shall include the following and shall be submitted in sufficient detail to demonstrate the tenders capability to perform the Contract:

- (a) Completed Letter of Tender and Appendix to Tender as provided.
- (b) Completed Schedules of Tenderer's Qualification Information
- (c) Completed Schedules of Technical Information's;
- (d) Completed Schedules of Additional Information's;
- (e) Documentary evidence to establish the Tenderer's compliance with the applicable eligibility, formal, qualification and technical criteria;

- (f) In the case of a Tender submitted by a JVCA, JVCA agreement indicating at least the parts of the Requirements to be executed by the respective partners;
- (g) Written confirmation authorizing the signatory of the Tender to commit the tenderer;
- (h) Documentary evidence establishing the eligibility of the Goods and Services offered by the tenderer,
- (i) Any other document required in the Tender Documents.

#### 8.6 Currencies of tender

All prices listed must be in [Japanese yen]. The tender price quoted must be valid throughout the period of execution of the works.

#### 8.7 Documents Establishing the Qualifications of the Tenderer

In order to determine its requirements for performing the Contract, the tender shall provide all information requested in this tender. The requirement to submit the tenderer's qualification information shall not apply if the conditions mentioned in the tender are met.

Tenderers may not rely on the experience and ability of their parent companies to meet the minimum qualification requirements. If a Tenderer wishes to claim the experience and capability of its parent company, it must provide an irrevocable guarantee from its parent company. The format of the parent company's guarantee shall be approved by the Contracting Party prior to the submission of tenders and shall specify, at a minimum:

- a) The names of the parties to the parent company's guarantee, including the names of the contracting party, the tenderer and its guarantor.
- b) The name of the Contract for which the warranty is provided.
- c) The validity of the warranty, which must be consistent with the completion or delivery time required under the Contract.
- d) The cumulative limit of the Guarantor's liability under the guarantee, which must not be less than the limit of the Tenderer's liability under the Contract

#### 8.8 Period of validity of tenders

Tenders shall remain valid and binding on tenderers for a period of 30 days, with provision for extension by mutual agreement, from the date fixed for the delivery of tenders to the Contracting Party. The Contracting Party shall have the right to request Tenderers to extend the validity of their tenders if they are not valid and binding for at least 30 days.

#### 8.9 Format and Signing of Tender

The tender will submit its tender by email. For documents exceeding 30 MB of data volume, a link to WeTransfer where the documents are stored must be emailed. The Contracting Party reserves the right to request the physical tender documents at any time during this tender period.

The original and all copies of the tender must be typed or written in indelible ink and signed by a person duly authorized to sign on behalf of the tender. This authorization will consist of a written confirmation and must be attached to the Offer. The name and title of each person signing the authorization must be typed or printed below the signature.

A tender submitted by a JVCA must meet the following requirements:

Unless not required, be signed to be legally binding on all partners.

Any amendments, spacing, deletions, or overwrites will be valid only if signed or initiated by the person signing the Offer.

#### 8.10 Submission of tenders

Tenderers can submit their tenders in digital format to the email addresses listed below. If requested by the Contracting Party, tenderers may submit physical tender documents. Tenderers must send an email with a list of all documents that are part of the Tender Submission and include the number of attachments.

For the purpose of submitting tenders only, the address of the Contracting Party is:

Attention: Colombia Expo Osaka Team

Email addresses: [expoosaka@procolombia.co](mailto:expoosaka@procolombia.co)

#### 8.11 Deadline for submission of tenders

Tenders must be received by the Representative of the Contracting Party at the email address defined in this tender, no later than December 16th, 2024 at 20:00 Osaka time.

The Contracting Party may, at its discretion, extend the deadline for the submission of Tenders by amending the Tender Document, in which case all the rights and obligations of the Contracting Party and the tenderers previously subject to the deadline shall subsequently be subject to the extended deadline.

#### 8.12 Late tenders

The Contracting Party shall not consider any Tender that arrives after the deadline for submission of Tenders under this Tender. Any Tender received after the deadline will be declared late, rejected and a respective email response will be sent to the Tenderer.

#### 8.13 Withdrawal, substitution and modification of tenders

A tenderer may withdraw, substitute, or amend its Tender after submission by sending written notice, duly signed by an authorized representative, and including a copy of the authorization (except that notices of withdrawal do not require copies). The corresponding substitution or modification of the Offer must accompany the written notification. All notices must be:

- Prepared and presented in accordance with this offer (except that recall notices do not require copies), and clearly marked "Withdrawal," "Substitution," or "Modification"; and
- Received by the Contracting Party before the deadline for submission of Proposals, according to this offer.

Tenders whose withdrawal is requested shall be returned unopened to the tenderers (if the originals have been provided). No Tender may be withdrawn, substituted or modified between the deadline for submission of Tenders and the expiry of the Tender validity period specified by the tenderer in the Tender Letter or any extension thereof.

#### 8.14 Tender Opening

Tenders will be opened and reviewed in the presence of the Expo Osaka team, which will carry out the evaluation of tenders, at the time and place mentioned in the invitation to tender. Late tenders will be rejected and returned unopened to tenderers.

#### 8.15 Confidentiality

Information relating to the evaluation of Tenders shall not be disclosed to tenderers or any other person who is not officially interested in such process until information on the Award of the Contract is communicated to all tenderers. Any attempt by a Tenderer to unduly influence the Contracting Party in the evaluation of Tenders or in decisions to award the Contract may result in the rejection of its Tender.

From the time of the opening of the Tender until the time of the award of the Contract, if any Tenderer wishes to contact the Contracting Party about any matter relating to the Tendering process, it must do so in writing.

#### 8.16 Clarification of tenders

To assist in the examination, evaluation and comparison of tenders and the qualification of tenderers, the Contracting Party may, at its discretion, request any tenderer to provide clarification of its Tender, allowing a reasonable time for response. Any clarification submitted by a tenderer that does not respond to a request from the Contracting Party shall not be taken into consideration. The Contracting Party's request for clarification and the response shall be made in writing. No changes to the prices or content of the Tender shall be requested, offered, or permitted, except to confirm the correction of arithmetical errors discovered by the Contracting Party in the evaluation of the Tenders.

If a tenderer fails to provide clarifications of its Tender by the date and time set forth in the Contracting Party's request for clarification, its Tender may be rejected.

#### 8.17 Compliance and rejection of tenders

The determination of the conformity of a Tender by the Contracting Party shall be based on the content of the Tender itself. A substantially compliant Tender is one that meets or exceeds the requirements of the Project Requirements without material deviations, reservations, or omissions.

- "Deviation" is a deviation from the requirements specified in the Tender Document;
- "Reservation" means the establishment of limiting conditions or the withholding of full acceptance of the requirements specified in the Tender Document; and

- "Omission" means the failure to submit some or all of the information or documentation required in the Tender Document.

A material deviation, reservation, or omission is one that, if accepted, could:

- materially affect the scope, quality, or performance of the Requirements as specified in Part 2; or
- limit in any substantial manner, inconsistent with the Tender Document, the Contracting Party's rights or the tenderer's obligations under the proposed Contract; or
- if it is rectified, it would unfairly affect the competitive position of other tenderers submitting substantially compliant Tenders.

The Contracting Party shall examine the technical aspects of the Offer in particular, to confirm that all the requirements of Part 2 have been met without any material deviation, reservation or omission. If a Tender does not substantially comply with the requirements of the Tender Document, it will be rejected by the Contracting Party and may not be subsequently conformed by correction of the material deviation, reservation or omission.

Provided that a Tender is substantially compliant, the Contracting Party may waive any quantifiable nonconformity in the Tender that does not constitute a material deviation, reservation, or omission.

## 9. Tender evaluation and comparison

### 9.1 Preliminary examination

At the time of the opening of the Tenders, the Contracting Party shall proceed to a preliminary examination of the Tender to confirm that all documents and technical documentation requested in this Tender. The documents that make up the Tender Submission have been provided, and to determine the completeness of each document submitted.

The Contracting Party may reject any Tender during the preliminary examination that does not meet the formal and eligibility requirements set forth in this Tender, without further consultation with the Tenderer.

Proposals that are incomplete, inappropriate or contain material deviations or reservations from the terms of the Contract, may, at the absolute discretion of the Contracting Party, be rejected or excluded from further consideration at any time during the evaluation, including after the preliminary examination.

### 9.2 Evaluation of tenders and correction of arithmetic errors

The Contracting Party shall use the criteria and methodologies indicated throughout this tender. No other evaluation criteria or methodology will be allowed.

Provided that the Offer is substantially compliant, the Contracting Party shall correct arithmetical errors as indicated in the Offer. If a tenderer does not accept the correction of errors, its tender will be declared noncompliant.

### 9.3 Evaluation of the Tenderer

The Contracting Party shall determine to its satisfaction whether the successful tenderer has submitted the highest evaluated and substantially compliant Tender meets the qualification criteria specified in this Tender. The determination shall be based on an examination of the documentary evidence of the tenderer's qualifications submitted by the tenderer.

A positive determination shall be a prerequisite for the award of the Contract to the tenderer. A negative determination will result in the disqualification of the Tender, in which case the Contracting Party will proceed to the next highest evaluated Tender to make a similar determination of that tenderer's qualifications to perform satisfactorily.

### 9.4 The Contracting Party's right to accept any tender and to reject any or all offers

The Contracting Party reserves the right to accept or reject any Tender, as well as to cancel the Tender process and reject all Tenders at any time, without incurring any liability to the Tenderers. In the event of cancellation, all Tenders submitted and, in particular, the Tender Guarantees, will be returned to the tenderers without delay.

In the event that the Contracting Party receives only one proposal, and it meets the requirements of the terms of reference, it will be accepted, and the subsequent formalization process will proceed, regardless of the score obtained by the proposer.

## 10. Award of the contract

### 10.1 Award criteria

The Contracting Party shall award the Contract to the Tenderer that has been determined to be eligible and qualified and whose tender has been determined with the highest score in the evaluation of the cumulative analysis of the Technical and Economic proposals and whose Tender is substantially in accordance with the Tender Document, provided that it is further determined that the Tenderer is qualified to perform the Contract satisfactorily.

The Contracting Party reserves the right to conduct negotiations with the Tenderers to establish the award recommendation on the content of their negotiated Tenders.

The Contracting Party reserves the right to conduct negotiations with the Tenderer at any time prior to the signing of the Contract.

## 10.2 Letter of intent

The Contracting Party shall notify the successful tenderer in writing of its intention to accept its tender. The Contracting Party may request the tenderer to extend the validity of its Tender if it has expired before the Award.

The notification to the successful tenderer by issuing the letter of intent shall not constitute a binding contract, but only an expression of the intention of the Contracting Party to award the contract to that tenderer and, where appropriate, to enter into negotiations with the successful tenderer. However, the Contracting Party shall not be obliged to conclude a contract with this tenderer and may decide at any time to terminate negotiations with it.

The Contracting Party shall also notify all other tenderers of the results of the Tender at any time prior to the signing of the contract.

## 10.3 Signing the contract

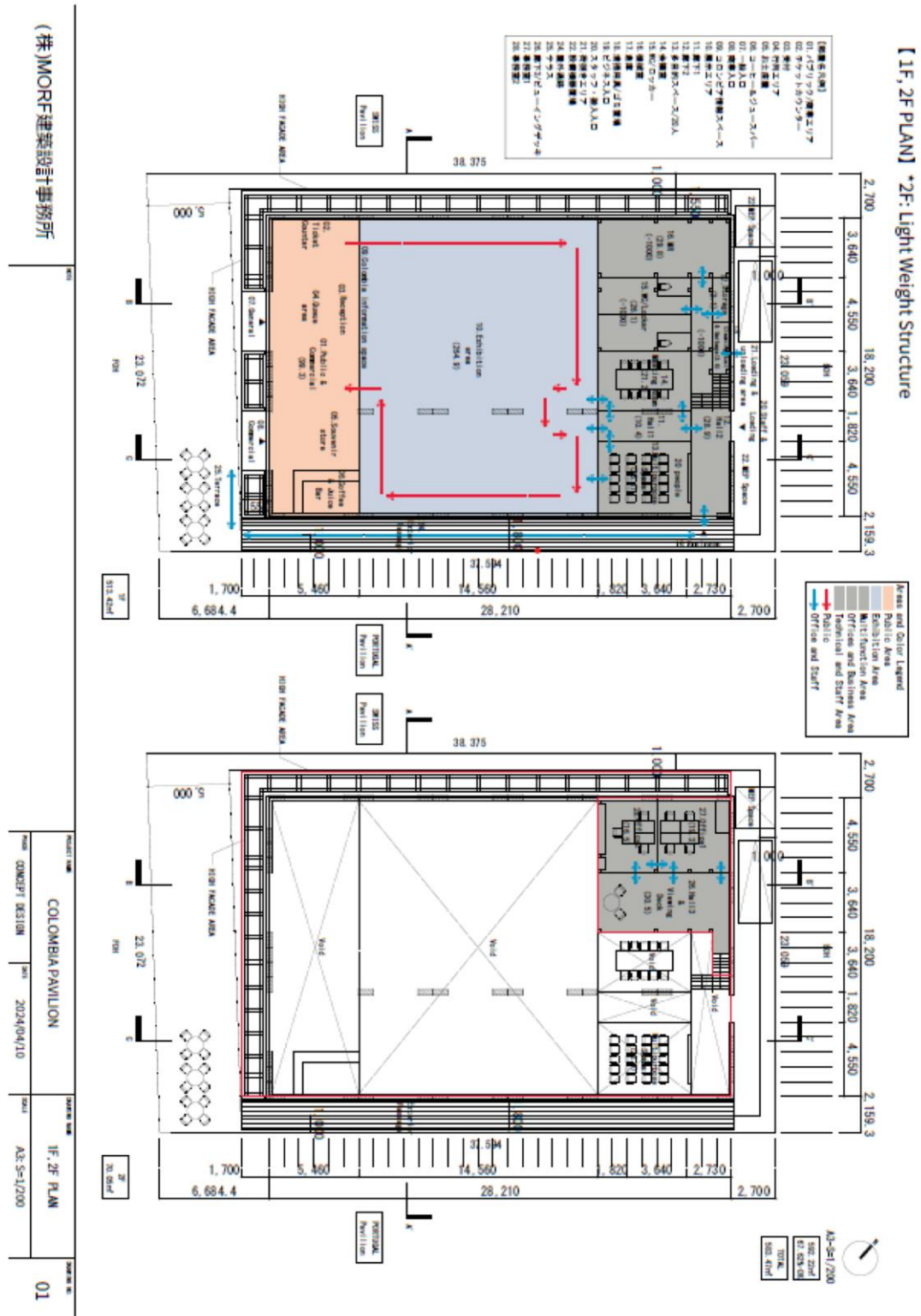
Immediately after the issuance of the Letter of Intent and at the conclusion of negotiations with the selected tenderer, if any, the Contracting Party shall send the selected tenderer the Letter of Acceptance and shall commence coordinating the signing of the Contractual Agreement.

Within 5 business days following receipt of the Letter of Acceptance, the successful tenderer shall sign, date and return it to the Contracting Party.

## 11. Annexes

The annexes are an indivisible part of this document, and an obligatory reference for the development of the Project, and are grouped as follows:

1. Technical Drawings
2. Sources of inspiration
3. Instructions for Delivery of Material.





## 11.2. Sources of Inspiration

Concept for the theme "Breathing beauty into the future":

In Colombia, the country of beauty, we strive to care for and preserve a special kind of beauty: one that ensures a future full of life for everyone on our planet. Beyond aesthetics, we refer to highlighting its beauty as one of the world's richest countries in freshwater resources, acting as the world's lungs by globally supplying oxygen and sustenance; the beauty of ideas that improve the quality of life of our society; the beauty that breathes innovation thanks to those ingenious minds that create cutting edge technology that saves lives and makes the world a better place. Colombia is a natural raw diamond that, for thousands of years, has been shaping a unique beauty with the power to give life. Now, in Osaka 2025, Colombia aims to showcase this brilliance to everyone and invites other countries to collaborate in developing innovative approaches to preserve and cultivate this life affirming beauty for the future.

The chosen design is inspired by a unique and impactful concept that represents Colombia at Expo Osaka 2025. The proposal interprets the Expo's general theme and specifically the theme of "Colombia, country of beauty" in the most innovative, inspiring, sustainable, and memorable way for the visitor exhibition tour.

Source of Inspiration 1: Colombia is a global leader in water resources.

Although 70% of the planet's surface is water, only 2.5% is freshwater, and less than 1% is available for human consumption. Therefore, its conservation and sustainable use are among the greatest challenges for humanity. Colombia is the second country with the most water resources worldwide, making it a global powerhouse of life.

Colombia boasts six snowy mountains and over 48,000 wetlands (including rivers, lakes, lagoons, swamps, reefs, and estuaries, among others). We are the second country with the most species of freshwater fish: a total of 1,595, of which 367 are exclusive to Colombia.

This water wealth not only constitutes a vital source for survival but also a treasure that reflects the diversity and vitality of our country. The abundance of wetlands, rivers, and lakes represents an intricate network of life where flora and fauna coexist in harmony. Inspired by this aquatic biodiversity, the design of our stand for Expo Osaka 2025 can reflect the importance of sustainability, emphasizing the need to preserve these aquatic ecosystems. Additionally, we can incorporate visual and conceptual elements that highlight the beauty and significance of our water heritage, inviting visitors to immerse themselves in the natural richness that characterizes Colombia. The fluidity of water and the vitality of our water resources can become the essence of a design that not only informs but also captivates and educates, conveying a message of environmental responsibility and appreciation for Colombia's water wealth.

Source of Inspiration 2: Colombia Preserves Global Biodiversity

Colombia stands out as the most biodiverse country in the world per square meter, leading in species variety such as butterflies, birds, and orchids. This biodiversity extends across every square kilometer of the country, encompassing 311 types of continental and marine ecosystems, with 53% of the territory covered by various types of forests. Colombia recognizes biological wealth as a unique tool for economic and social development, as well as poverty eradication. Additionally, this biodiversity contributes globally to the supply of environmental goods and services.

Through government policies, Colombia strives to preserve this diversity, ensuring a future full of life for the planet. Measures such as the energy transition, promotion of renewable energies, food sovereignty, and social growth are implemented. This goes beyond highlighting the country's beauty as one of the richest in freshwater resources, playing a crucial role as the

world's lungs by supplying oxygen globally. It is the beauty of ideas that improve the quality of life and the beauty that drives innovation through ingenious minds creating cutting edge technology, saving lives, and improving the world. Colombia is a natural rough diamond that, over thousands of years, has shaped a unique beauty with the power to give life. In Osaka 2025, Colombia seeks to showcase this brilliance to all and invites other countries to collaborate in developing innovative approaches to preserve and cultivate this affirmative beauty of life for the future.

It is a sensory awakening, celebrating the beauty of our rivers, seas, lakes, and waterfalls; our clean air and unexplored lands; our diverse and thriving mountains, plateaus, plains, deserts, and jungles; from a snowy summit to the warm Caribbean Sea shores, from a river with five colors to a sea with seven colors... a beauty that can truly be seen and felt.

In conclusion, the exhibition, and every experience must breathe that nature and the sustainable, innovative, biodiverse, and high quality initiatives that Colombia offers and preserves through its export offerings, investment opportunities, and tourism experiences. Biodiversity and connection with nature thus become the very essence of the design, highlighting Colombia's environmental responsibility and natural wealth at Expo Osaka 2025.

### Source of Inspiration 3: Colombia's Six Tourism Regions and Its Unique Silhouette

The silhouette of Colombia, with its captivating contours, reflects the diversity and richness of the country's culture, geography, and people. This shape, comparable to the multifaceted structure of a diamond, symbolizes Colombia's six major tourism regions, each shining with its own unique brilliance. Drawing inspiration from these regions for the design of the Pavilion at Expo Osaka 2025 showcases Colombia as a diverse and multidimensional destination, capable of connecting and astonishing the world.

#### 1. Caribbean Region

The Caribbean region dazzles with its paradisiacal beaches, crystalclear waters, and vibrant cultural heritage. Destinations such as Cartagena, Santa Marta, and San Andrés invite visitors to enjoy the sea, music, and history. Natural wonders like Tayrona National Natural Park and the "Sea of Seven Colors" highlight the region's unparalleled beauty.

#### 2. Pacific Region

Recognized as one of the planet's most biodiverse areas, the Pacific region features lush rainforests, pristine beaches, and AfroColombian culture. Its waters, where humpback whales can be spotted, and its local communities reflect Colombia's rich natural and cultural heritage. The Utría Cove National Natural Park is a prime example of this stunning biodiversity.

#### 3. Andes Region

The Andes region is Colombia's cultural and economic heartland, with majestic mountains, fertile valleys, and iconic cities such as Bogotá, Medellín, and Cali. It is home to the Coffee Cultural Landscape, a UNESCO World Heritage Site, and traditions ranging from folkloric dances to coffee cultivation. The Andes represent Colombia's historical connection to its land and the majestic beauty of its mountain ranges.

#### 4. Amazon Region

The Colombian Amazon, often referred to as the "lungs of the world," is a haven of biodiversity and untamed nature. With its vast tropical rainforest, majestic rivers like the Amazon, and indigenous communities preserving ancestral knowledge, this region symbolizes Colombia's natural wealth and its commitment to environmental conservation.

#### 5. Orinoquía Region

Known as "the land of the plains," the Orinoquía is a vast expanse of savannahs, mighty rivers, and llanero culture. Destinations like Villavicencio, Caño Cristales, and El Tuparro National Natural Park connect visitors with stunning landscapes and traditions, including the famous cattle herding songs.

## 6. Insular Region

The islands in both the Caribbean and Pacific, such as San Andrés, Providencia, and Santa Catalina, are part of this region. With its Raizal culture, unspoiled beaches, and marine biodiversity, the region is emblematic of Colombia's connection to its seas. Highlights include the Seaflower Biosphere Reserve.

### Connecting the Silhouette to the Regions

Colombia's shape, is sculpted by these six regions, each representing a unique facet of the country. Together, they form a multifaceted nation that blends nature, culture, and development. At Expo Osaka 2025, this geographical and cultural diversity will be the heart of the Pavilion, integrating visual and conceptual elements that celebrate Colombia's roots and its commitment to the future.

The Pavilion's design can use Colombia's fluid silhouette to represent the connection between these regions. Immersive experiences will highlight the richness of each region, inviting visitors to journey from the Andes to the Caribbean beaches, from the Amazon rainforests to the islands of the Caribbean and Pacific. This will deliver a powerful message of sustainability, biodiversity, and inclusivity.

### Source of inspiration 4: One Hundred Years of Solitude by Gabriel Garcia Marquez

To develop the terms of reference for the companies applying to design the visitor experience, it is essential to include a source of inspiration that embodies the rich cultural heritage and narrative depth of Colombia. "One Hundred Years of Solitude," the seminal work by Gabriel García Márquez, serves as a profound source of inspiration. This masterpiece not only captures the essence of Colombian geography and traditions but also weaves a magical realism that resonates with the unique identity of our nation. The narrative's vivid portrayal of Colombian landscapes, from lush jungles to serene rivers, and its intricate depiction of local customs and folklore, provide a rich tapestry from which to draw creative and immersive elements for the pavilion. By channeling the spirit of "One Hundred Years of Solitude," the pavilion will offer visitors an enchanting journey through the heart of Colombia, celebrating its diverse beauty and cultural richness in a creative, authentic and sophisticated way.

Likewise, our artists, such as Fernando Botero, stand out with their voluptuous art and a unique sense of proportion that transcends borders. Iconic writers like Gabriel García Márquez, who captivated the world with his magical realism, should not be forgotten; a magic that will return in 2024 with the release of the Netflix series "One Hundred Years of Solitude." Other renowned artists such as Alejandro Obregón, known for his vibrant and dynamic paintings, and Doris Salcedo, celebrated for her powerful installations and sculptures, further highlight Colombia's rich artistic heritage. Colombia's vibrant musical heritage also plays a significant role in its cultural identity. Renowned musicians like Shakira, with her fusion of Latin rhythms and global pop, Juanes, who blends rock with traditional Colombian sounds, and Carlos Vives, celebrated for his revival of vallenato, all contribute to a rich tapestry of musical talent. Additionally, salsa legends such as Joe Arroyo and the legendary cumbia and porro sounds of bands like Los Gaiteros de San Jacinto showcase the country's diverse and dynamic musical landscape. In the fashion industry, designers such as Silvia Tcherassi and Esteban Cortázar have gained international acclaim, blending traditional Colombian elements with contemporary fashion trends, and adding to the country's rich cultural and creative expression.

### 9.3. Annex 3. Instructions for Delivery of Material

Please refer to the link [https://drive.google.com/drive/folders/1Py4saGKa\\_zhKiBF1ooM95wsGbEyBza0c?usp=drive\\_link](https://drive.google.com/drive/folders/1Py4saGKa_zhKiBF1ooM95wsGbEyBza0c?usp=drive_link)