



# Tech

This document refers specifically to the Tech track of the Netherlands' participation at Expo 2025. Please use this message when speaking to an international audience on behalf of the Netherlands. It is meant for external use and can be copied directly. It should be used as the foundation in your communications on behalf of the Netherlands around this track. Below you will find; a slogan, a summary of this track in a few lines, the proposition of the track, the connection to Common Ground and the full long-read narrative

## Slogan:

Pioneering digital transformation for a sustainable future

## Getting straight to the point:

The Netherlands is keen to collaborate with partners in Japan to create digital solutions that transform modern daily life. From semiconductors and artificial intelligence to quantum computers and 6G, digitalisation is key to transformational change in every sector. Join us in pioneering digital transformation for a sustainable future.

## Proposition of the track:

The journey towards a brighter future is paved with innovation, and digitalisation stands as a beacon of hope in our quest to overcome global challenges. Together, Japan and the Netherlands are on a shared mission, united by our vision and determination to harness the power of technology for the greater good. Our partnership embraces open economies, as we tackle societal hurdles hand in hand. With a human-centric approach to AI and a commitment to key enabling technologies in nano and photonics areas, we pave the way for resilient supply chains, enhanced competitiveness, and solutions to pressing issues. Let us embrace this digital revolution, forging a path towards a sustainable, safe, and inclusive society where possibilities are plentiful and dreams thrive.

## Connection to common ground:

For over four centuries Dutch and Japanese entrepreneurs, scientists and traders have cultivated common ground, bridging expertise and ideas. Today, as global challenges loom large, our collaboration with our longstanding partner is more crucial than ever. Together, we envision a future where cutting-edge technologies empower us to tackle pressing issues like communication, mobility and health. With our combined strengths in hardware, software, and ethical values, we can pioneer efficient solutions that enhance modern daily life while preserving our planet. Expo Osaka 2025 signals as a platform to deepen our partnership, fostering joint ventures that harness the ingenuity of both nations. By embracing our rich history of collaboration and leveraging our distinct strengths, we can pave the way for a more sustainable and inclusive future, where technology serves as a force for good. Let us join hands and embark on this journey together, forging a path towards prosperity and progress.

## Narrative:

Imagine a future where cutting-edge technologies unlock solutions to global challenges, where innovation thrives on shared strengths and complementary expertise, and where international collaboration shapes a responsible, human-centric digital landscape. This vision lies at the heart of the partnership between the Netherlands and Japan, two global leaders in high-tech innovation with a rich history of collaboration.

As societies worldwide transition into digital realms, the demand for advanced solutions across sectors surges exponentially. From cities, agriculture and industry, to healthcare, mobility, and communication. Yet, with this surge comes a plethora of challenges: supply chain intricacies, energy efficiency dilemmas, cybersecurity concerns, and the delicate balance of geopolitical forces. Digitalisation and technology touch every aspect of our lives, driving us to a future where human ingenuity merges with machine intelligence, blurring the lines between reality and the virtual, all while demanding ethical and sustainable choices to navigate this ever-evolving landscape.

The Netherlands is a dynamic hub of digital innovation, where public-private partnerships and cutting-edge technology breeds success. Pioneering the high-tech value chain, the Netherlands stands out for our excellence in semiconductor equipment, integrated photonics, and quantum technology. But innovation isn't just confined to laboratories, it spills into cities, citizens, and society itself. This is thanks to new methodologies like ELSA labs; by engaging civil society in dialogues about Ethical, Legal and Societal Aspects, we're ensuring that technological advancements align with societal values.

But the Dutch spirit of innovation doesn't work in isolation. There's common ground found in our partners in Japan. Just like us, Japan shares similar societal challenges, with a human-centric approach to AI and the role of technology in society.

From semiconductors and photonics and quantum technology to artificial intelligence, digital twinning and next-generation communication technologies, our nations boast unique strengths. For example, in high-tech equipment and advanced chip design for next generation applications. Japan excels in hardware and data collection, while the Netherlands shines in software development and data analysis. This complementary nature creates a productive ground for joint ventures, accelerating progress in crucial fields like precision agriculture, e-health, and smart cities. Our combined expertise, proactive policies, and unwavering commitment to innovation promise a future where technology serves as a force for good.

The upcoming Expo 2025 Osaka Kansai Japan serves as a springboard for deeper partnerships. The Netherlands looks at Japan to partner up for cutting-edge solutions in high-tech systems and materials, nurtured through close collaboration between government, businesses, and research institutions. We invite Japanese partners to explore these innovations and embark on joint ventures that leverage our distinct strengths for mutual benefit.

Our partnership also goes beyond technology. We share a firm belief in the responsible design, development and application of advanced chips and AI, ensuring it serves humanity, and doesn't replace it. We recognise the power of international collaboration in shaping the future of key enabling technologies. Together, we can advocate for responsible development and standardisation around the globe, ensuring these technologies pave the way for a sustainable and inclusive future. Looking ahead, we envision closer collaboration in areas like quantum technology, photonics, artificial intelligence, and next generation communication technologies. Let's join hands to harness new technologies and innovate solutions for the well-being and prosperity of people and the planet.

*Expo 2025 is the upcoming World Expo, held in Osaka from 13 April to 13 October 2025. The communications materials provided are to be used when communicating about the Netherlands participation at Expo 2025.*

For more information visit [www.NLexpo2025.nl](http://www.NLexpo2025.nl)