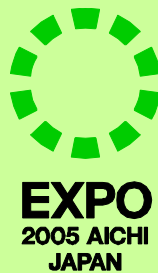


**EXPO2005 GUIDELINES  
FOR  
OFFICIAL PARTICIPANTS**

**GL 9-1-2**

**Guidelines for Commercial Activities by Official  
Participants (Supplement 2)**

**(November 2004)**



**Japan Association for the 2005 World Exposition**

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## Introduction

Regulations governing the commercial activities of official participants are covered by the General Regulations (hereinafter referred to as the “General Regulations”) of the 2005 World Exposition, Aichi, Japan (hereinafter referred to as the “Exhibition”), as well as Special Regulation No. 9 concerning Commercial Activities by Official Participants (hereinafter referred to as “Special Regulation No. 9”). These Guidelines have been created in succession to GL9-1 “Guidelines for Commercial Activities by Official Participants” and GL9-1-1, supplementary guidelines to GL9-1, for the purpose of explaining application formalities that official participants must follow before carrying out commercial activities in accordance with the provisions of the General Regulations and Special Regulation No. 9.

These Guidelines contain samples of application forms required for carrying out commercial activities, and instructions for completing these application forms, including quotation of reference regulations and explanation of documents to be submitted with the applications.

### I. Application Procedures for Commercial Activities

Official participants wishing to carry out commercial activities within their pavilions shall submit the following documents:

1. Application for Permission for Commercial Activities within Pavilion (Section IV of these Guidelines)
2. Specification of Commercial Activities within Pavilion (Section VI of these Guidelines, two types)
3. Floor plan of each floor
4. Mensuration drawing

The above set of documents shall be sent to the address below, no later than November 30, 2004:

Official Participation Group  
c/o Japan Association for the 2005 World Exposition  
1533-1 Ibaragabasama, Nagakute-cho, Aichi 480-1101 Japan

### II. Examination of Application Documents

The Association will examine documents (1 through 4 listed in the preceding section) submitted by official participants to check if the application meets the requirements stipulated in the General Regulations, Special Regulation No. 9 and Guidelines for Commercial Activities by Official Participants regarding the following items. If the requirements are met, the Association will give permission for commercial activities within the pavilion.

1. Category of commercial activities: Pursuant to Articles 5 and 7 of Special Regulation No. 9
2. Types of goods to be dealt with: Pursuant to Article 5 of Special Regulation No. 9
3. The area of space in which commercial activities will be carried out: Pursuant to Article 6 of Special Regulation No. 9

\* The application content shall also be pursuant to the provisions of General Regulations and Guidelines for Commercial Activities by Official Participants.

### III. Permission for Commercial Activities

If, based on the results of the examination described in the preceding section, the Association decides to give permission for commercial activities within the pavilion, it will issue a Permit for Commercial Activities within Pavilion, in the name of the Commissioner General of the Exhibition, to the Commissioner General of Section of the Government of the country concerned. If official participants wish to carry out commercial activities within their pavilions, such permits will be required. A Permit for Commercial Activities within Pavilion will be issued, in general, within two months of submission of application documents.

### IV. Instructions for Completing Application for Permission for Commercial Activities within Pavilion

Official participants wishing to carry out commercial activities within their pavilions shall submit documents stipulated in Section I of these Guidelines. An Application for Permission for Commercial Activities within Pavilion shall be prepared in accordance with the form provided in Section V of these Guidelines. Instructions for completing the application form are given below.

- Received:  
Please do not write in this space, which is for the Association's use.
- Date: Enter date of application.
- Name of Official Participant: Enter official name of participating country on the line.
- Name of Commissioner General of Section:
- Put signature of Commissioner General of Section on the line.
- Name of signatory in print and signature:
- Put signature (or seal) of deputy of Commissioner General of Section on the line.
- Floor plan of each floor: In space under "No. of sheets," enter number of floor plans attached to application form.
- Mensuration drawing: In space under "No. of sheets," enter number of mensuration drawings attached to the application form. The mensuration drawings should specify the respective total areas of exhibition space and space for commercial activities.
- Specification:  
In space under "No. of sheets," enter number of specifications (see Section VI of these Guidelines) attached to the application form. There are two types of specifications: one for restaurants and the other for sales of goods. Official participants wishing to operate restaurants and also sell goods shall prepare both types of specifications.

V. Application for Permission for Commercial Activities Within Pavilion (Form)

申込期限 Deadline
2004 年 11 月 30 日
November 30, 2004

**陳列館内商業活動許可申請書**

**Application for Permission for Commercial Activities within Pavilion**

受 付 欄 / Received
第(No.) _____ 号
Date: _____ 年 _____ 月 _____ 日
(Y) (M) (D)
( この欄は記入しないで下さい。 ) (Do not enter here.)

日付 Date: \_\_\_\_\_ 年(Y) \_\_\_\_\_ 月(M) \_\_\_\_\_ 日(D)

( 財 ) 2 0 0 5 年日本国際博覧会協会  
 会長 豊田 章一郎 宛  
 To: Dr. TOYODA Shoichiro, Chairman  
 Japan Association for the 2005 World Exposition

2 0 0 5 年日本国際博覧会の「一般規則」「第 9 条特別規則」及びガイドラインを遵守し、仕様書に示された内容に沿って陳列館内にて商業活動を行うことを申請する。

We hereby apply for permission for commercial activities that will be carried out within our pavilion in accordance with the attached specification(s) and in compliance with the General Regulations, Special Regulation No. 9 and relevant guidelines.

**公式参加者名**

Name of Official Participant \_\_\_\_\_

**政府代表名**

Name of Commissioner General of Section \_\_\_\_\_

**代理人名**

Name of signatory in print and signature \_\_\_\_\_ 印(Seal)

**提出書類**

Attached documents

頁数 No. of sheets

- |  |       |
|--|-------|
| 1. 各階平面図   | ..... |
| Floor plan of each floor   |       |
| 2. 求積図 ( 展示部分・商業活動部分 )   | ..... |
| Mensuration drawing (Exhibition space/space for commercial activities) |       |
| 3. 仕様書   | ..... |
| Specification  |       |

## VI. Instructions for Completing Specification of Commercial Activities within Pavilion

Official participants wishing to carry out commercial activities within their pavilions shall submit documents stipulated in Section I of these Guidelines. Specifications of Commercial Activities within Pavilion shall be prepared in accordance with the forms provided in Section VII of these Guidelines.

Since commercial activities within pavilions are divided into two categories, “restaurants” and “sales of goods,” there are two types of Specifications of Commercial Activities Within Pavilion. Official participants wishing to carry out commercial activities shall complete and submit either or both types of specifications, depending on the content of commercial activities. It should be noted however that the area of the space for commercial activities shall not exceed 20% of the total area of exhibition space. (In this case, the area of the space for commercial activities is the combined total of the area occupied by food and beverage facilities and the area occupied by sales facilities. The total area of exhibition space is calculated by subtracting the areas occupied by VIP-use facilities and staff-use facilities, such as office and lavatories, from the total site area.)

Instructions for completing the specifications are given below.

### 1. Specification of Commercial Activities within Pavilion [Restaurants]

- Name of Official Participant: Enter official name of participating country on the line.
- Name of Commissioner General of Section:
- Put signature of Commissioner General of Section on the line.
- Category:  
From the five categories listed in the column on the right, circle one restaurant category under which the facility you wish to operate in your pavilion falls. For the definitions of these restaurant categories, refer to the Image Diagram of Food and Beverage Facilities contained in GL9-1 “Guidelines for Commercial Activities by Official Participants” (also attached at the end of these Guidelines).

Major conditions to be met by the restaurant categories are as follows:

High-class restaurant: Basically, dishes on the menu are prepared starting from whole ingredients in kitchen facilities on the premises.

Staff take orders and wait on customers at table.

Theme restaurant: Staff wear national costumes as uniforms.

Basically, dishes on the menu are prepared starting from whole or semi-prepared ingredients in kitchen facilities on the premises.

Staff take orders and wait on customers at table.

Family restaurant: Basically, dishes on the menu are prepared starting from whole or semi-prepared ingredients in kitchen facilities on the premises.

Staff take orders and wait on customers at table.

Buffet: Basically self-service, over the counter

Estimated per-customer unit price is 1,000 yen or more.

The seating area is larger than the staff-only areas.

Fast food shop: Basically self-service, over the counter

The seating area is smaller than the staff-only areas.

Delicatessen: In principle, no cooking on the premises

No kitchen facilities

Basically self-service, over the counter

\* If the Organizer deems the actual operational status as not falling under the restaurant category entered in the specification, the Organizer will change the category to an appropriate one.

- Major items on the menu:
- Enter three major dishes or beverages to be served by the food and beverage facility.
- Area of commercial facility:
- Enter total area occupied by food and beverage facility (including storeroom and kitchen).
- Area of exhibition space: Enter total area of exhibition space within pavilion.
- No. of cash registers: Enter number of cash registers to be used in food and beverage facility.

“Those rented out by Association”: The Association will lend cash registers free of charge to pavilions conducting commercial activities. Official Participants wishing to use cash registers provided free of charge by the Association should enter the desired number of such units in this space.

“Those brought in by Participant”: If Official Participants plan to bring cash registers into their pavilions, enter the number of such units in this space.

- Operation consignee: Enter name of company that will actually operate food and beverage facility. If operation consignee is not yet decided, write “Not yet decided” in this space.
- Special note: Describe plans under consideration, if any, regarding menu, services, decor etc. of food and beverage facility. You are also requested to specify in this space whether or not the operation consignee has a business license or permit valid in Japan.

## 2. Specification of Commercial Activities within Pavilion [Sales of goods]

- Name of Official Participant: Enter official name of participating country on the line.
- Name of Commissioner General of Section:
- Put signature of Commissioner General of Section on the line.
- Merchandise types: Enter maximum of five types of goods to be sold at sales facility.  
“Types of goods” to be entered in this space shall be chosen from 22 categories defined in section “Goods that may be sold” of GL9-1 “Guidelines for Commercial Activities by Official Participants” (also attached at the end of these Guidelines).
- Area of commercial facility:
- Enter total area occupied by food and beverage facility (including storeroom, etc.).
- Area of exhibition space: Enter total area of exhibition space within pavilion.
- No. of cash registers: Enter number of cash registers to be used in sales facility.  
“Those rented out by Association”: Cash registers capable of on-line sales recording that will be provided by the Organizer free of charge  
“Those brought in by Participant”: Cash registers that will be brought in by Official Participants
- Operation consignee: Enter name of company that will actually operate sales facility.  
If operation consignee is not yet decided, write “Not yet decided” in this space.
- Special note: Describe plans under consideration, if any, regarding merchandise, services, decor etc.



VII. Specification of Commercial Activities within Pavilion (Form)

**陳列館内商業活動 仕様書『飲食』**

**Specification of Commercial Activities within Pavilion [Restaurants]**

公式参加者名 \_\_\_\_\_

Name of Official Participant

政府代表名 \_\_\_\_\_

Name of Commissioner General of Section

VII. Specification of Commercial Activities within Pavilion (Form)

飲食施設	種類 / Category	<ul style="list-style-type: none"> <li>・ダイニングレストラン-High-class restaurant</li> <li>・テーマ型レストラン - Theme restaurant</li> <li>・ファミリーレストラン- Family restaurant</li> <li>・ビュッフェ - Buffet</li> <li>・ファーストフード - Fast food shop</li> <li>・デリカテッセン - Delicatessen</li> </ul> <p>1つをえらんで で囲んでください。 * Circle one item.</p>
	主要なメニュー / Major items on menu	<ul style="list-style-type: none"> <li>・ _____</li> <li>・ _____</li> <li>・ _____</li> </ul>
	営業施設面積(バックヤード含む) Area of commercial facility (including staff-only areas) 展示面積 Area of exhibition space	<p>_____ m<sup>2</sup></p> <p>_____ m<sup>2</sup></p>
	金銭登録機予定台数 / No. of cash registers	<p>協会貸与 _____ 台 Units Those rented out by Association</p> <p>持込分 _____ 台 Units Those brought in by Participant</p>
	運営委託業者 / Operation consignee (既決定に場合、右欄にご記入 ください。未定の場合は未定 とご記入ください) (If operation consignee has been decided, enter necessary information on right. If not, write "Not yet decided.")	<p>企業名 _____ Name of company</p> <p>住 所 _____ Address</p> <p>TEL _____</p> <p>FAX _____</p> <p>担当者 _____ Person in charge</p>
	日本国の飲食店営業許可の有無 Japan's business license for restaurants	有 Yes ・ 無 No
	その他特記事項 Special note	

**陳列館内商業活動 仕様書『物販』**

**Specification of Commercial Activities within Pavilion [Sales of Goods]**

公式参加者名 \_\_\_\_\_

Name of Official Participant

政府代表名 \_\_\_\_\_

Name of Commissioner General of Section

物 販 設 施 Sales facility	販売品目 / Merchandise types	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul> <p><b>ガイドライン 9 - 1 第 3 項「販売できる物品（末頁に添付）」から 5 種類以内を選び、番号を記入してください。）</b></p> <p>* Select maximum of five types of goods from “Goods that may be sold” listed in Section 3 of GL9-1 (attached at end of these Guidelines), and enter numbers.</p>
	営業施設面積（バックヤード含む） Area of commercial facility (including staff-only areas) 展示面積 Area of exhibition space	<p>_____ m<sup>2</sup></p> <p>_____ m<sup>2</sup></p>
	金銭登録機予定台数 / No. of cash registers	<p>協会貸与 _____ 台 Units Those rented out by Association</p> <p>持込分 _____ 台 Units Those brought in by Participant</p>
	運営委託業者 / Operation consignee ( 既決定に場合、右欄にご記入 ください。未定の場合は未定 とご記入ください ) (If operation consignee has been decided, enter necessary information on right. If not, write “Not yet decided.”)	<p><b>企業名</b> _____ <b>Name of company</b></p> <p><b>住 所</b> _____ <b>Address</b></p> <p><b>TEL</b> _____</p> <p><b>FAX</b> _____</p> <p><b>担当者</b> _____ <b>Person in charge</b></p>
	その他特記事項 Special note	

**I. Diagram of food and beverage facilities**

	High-Class Restaurant	Theme Restaurant	Family Restaurant	Buffet	Fast Food	Delicatessen
<b>Cooking equipment</b>						
- Cooking equipment installed	⊙	⊙	⊙	⊙	⊙	○
- No cooking equipment	×	×	×	×	×	○
<b>Cooking method</b>						
- Mainly complete cooking from ingredient preparation	⊙	○	○	○	○	○
- Mainly cooking with semi-prepared ingredients	×	○	○	○	○	○
- In principle, no cooking on the premises	×	×	×	×	×	○
- No cooking	×	×	×	×	×	○
<b>Menu variety</b>						
- Varied	○	○	○	○	×	×
- Average	○	○	○	○	○	○
- Limited	×	×	×	×	○	○
<b>Seating arrangement</b>						
- With no table sharing	⊙	○				
- With the possibility of table sharing	×	○	○	○	○	○
- Premised on table sharing	×	×	○	○	○	○
- No seating	×	×	×	×	○	○
<b>Table service</b>						
- Full table service mainly by full-time personnel	⊙	○	○	×	×	×
- Full table service mainly by part-time personnel	×	○	○	×	×	×
- Basically self-service	×	×	×	⊙	⊙	⊙
<b>Dining time</b>						
- Relatively long	⊙	○	○	○	×	×
- Relatively short	×	○	○	○	⊙	⊙
<b>Ambiance</b>						
- Refined	⊙	○			×	×
- Casual	×	○	○	○	⊙	⊙

Theme						
- Considerably elaborate ambience presentation to add elements of amusement and entertainment		◎				
Estimated per-customer unit price (lunch)						
- Around 3,000 yen	○					
- Around 1,000 yen		○	○	○		
- Around 500 yen					○	○

◎,○,× : Extremely important factors that determine restaurant categories;  
items marked ◎ are required for a given category, and those marked ×, not required.

## II. Goods that may be sold

Official participants may sell photographs, slides, postcards, books, stamps, and sound and image recordings (on films, cassettes, compact disks, and other electronic media) from their countries or related to their international organizations. Official participants may also sell up to five types of goods which are truly representative of their country or their international organization.

The interpretation of “types” in the phrase “up to five types of goods” is shown below. As such, official participants are required to choose a maximum of five goods (which are truly representative of their country or their international organization) from the 22 types listed. Official participants are asked to closely consult with the Organizer when deciding these five goods.

Royalties on goods are set at 10%.

	Types
1	Clothing
2	Wearable articles
3	Accessories
4	Cosmetics
5	Sports items
6	Books and stationery
7	Musical items
8	Toys
9	Hobby items
10	Furniture
11	Interior decorations
12	Sleeping equipment
13	Tableware
14	Kitchenware
15	Electrical goods
16	Gardening goods
17	Arts and crafts
18	Jewelry
19	Drinks (take-away)
20	General foods(take-away)
21	Fresh foods (take-away)
22	Other