

An aerial night-time photograph of Berlin, Germany, showing city lights and a dark landscape. Overlaid on the image are several glowing blue lines that form a network of paths and loops, suggesting a futuristic transportation or infrastructure plan. The text 'EXPO 2035 BERLIN' is centered in a large, bold, white sans-serif font.

**EXPO  
2035  
BERLIN**

**EXPO IS ...**



A futuristic digital landscape featuring large, glowing, translucent spheres in shades of blue and purple. The spheres are interconnected by a network of thin, glowing lines, creating a complex, web-like structure. The background is a dark, cloudy sky with a hint of a sunset or sunrise. In the foreground, the silhouettes of several people are visible, standing on a reflective surface that mirrors the glowing spheres and lines. The overall atmosphere is ethereal and high-tech.

**EXPO IS THE WORLD**



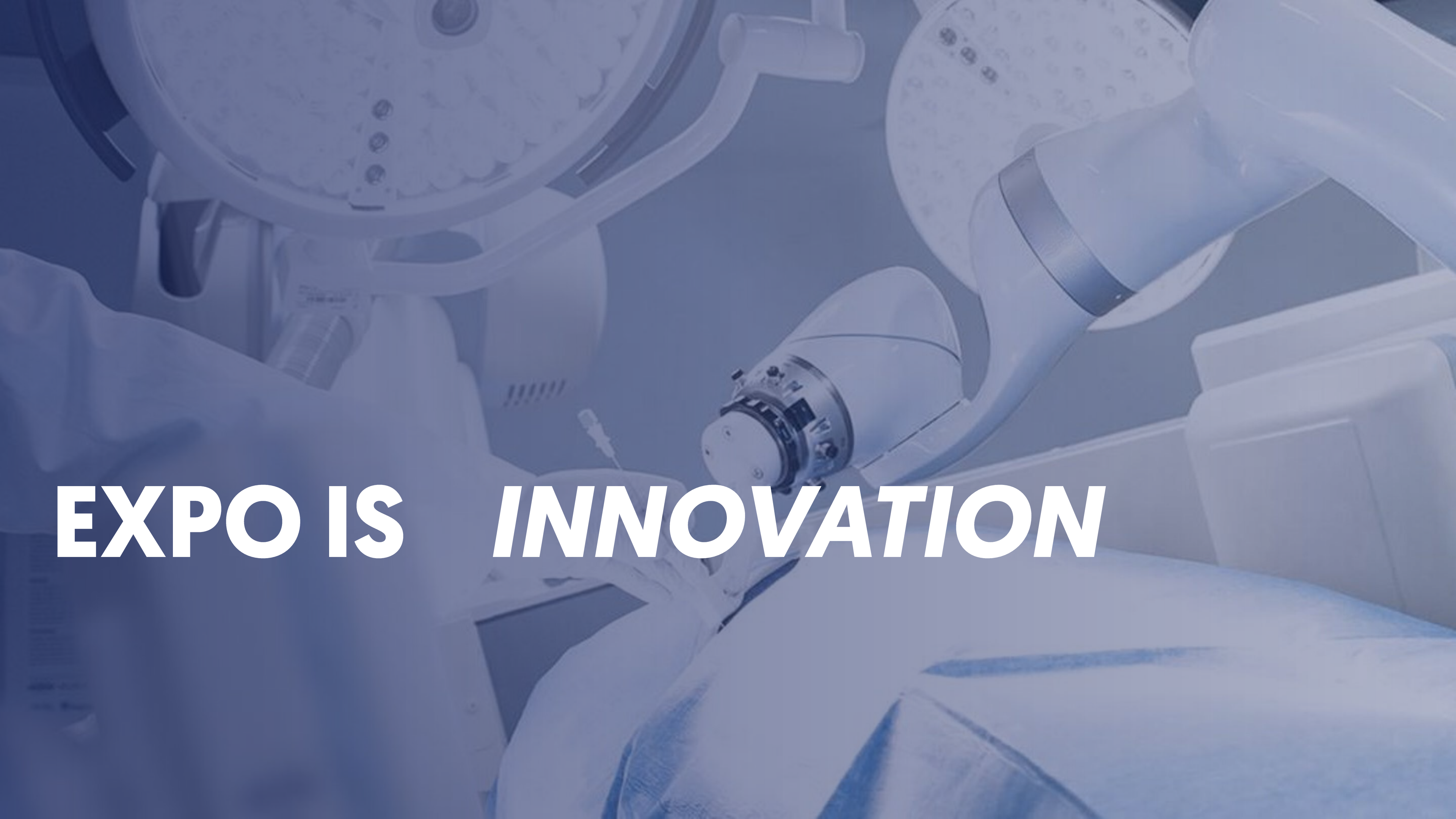
**EXPO IS THE WORLD**  
190 NATIONS – WITHOUT BORDERS

**EXPO IS *FUTURE***

The image depicts a vast, futuristic digital landscape. The sky is filled with large, glowing spheres of light, primarily in shades of blue and purple, with some orange and yellow highlights. These spheres appear to be composed of fine, intersecting lines, creating a complex, web-like structure. The ground is a flat, reflective surface that mirrors the light from the spheres. In the foreground and middle ground, numerous small, dark silhouettes of people are scattered across the landscape, some standing and some walking, providing a sense of scale. In the distance, a city skyline with illuminated buildings is visible through the haze of the digital environment. The overall atmosphere is one of a high-tech, immersive digital world.



**EXPO IS *TECHNOLOGY***



**EXPO IS *INNOVATION***



**EXPO IS NATURE**



**EXPO IS *CULTURE***



**EXPO IS *PERFORMANCE***



**EXPO IS *CELEBRATION***



**EXPO IS *PASSION***



**EXPO IS *FREEDOM***



**EXPO IS *TOGETHER***



**EXPO IS *DEMOCRACY***

An aerial photograph of Berlin, Germany, taken during sunset. The sky is a mix of orange, red, and purple, with the sun low on the horizon. The Spire of the Television Tower (Fernsehturm) is prominent on the right side. In the foreground, the Spandauer Brücke spans the Spandau Lake. The city's buildings are silhouetted against the twilight sky.

**EXPO IS *BERLIN***

An aerial photograph of Berlin, Germany, taken at sunset. The sky is a mix of orange, yellow, and purple, with the sun partially obscured by clouds. The city's skyline is visible, including the prominent television tower (Fernsehturm) on the right. In the foreground, the Spree river flows through the city, with the Spree Bridge (Spreebrücke) crossing it. The overall scene is bathed in the soft, dim light of twilight.

# BERLIN 2035

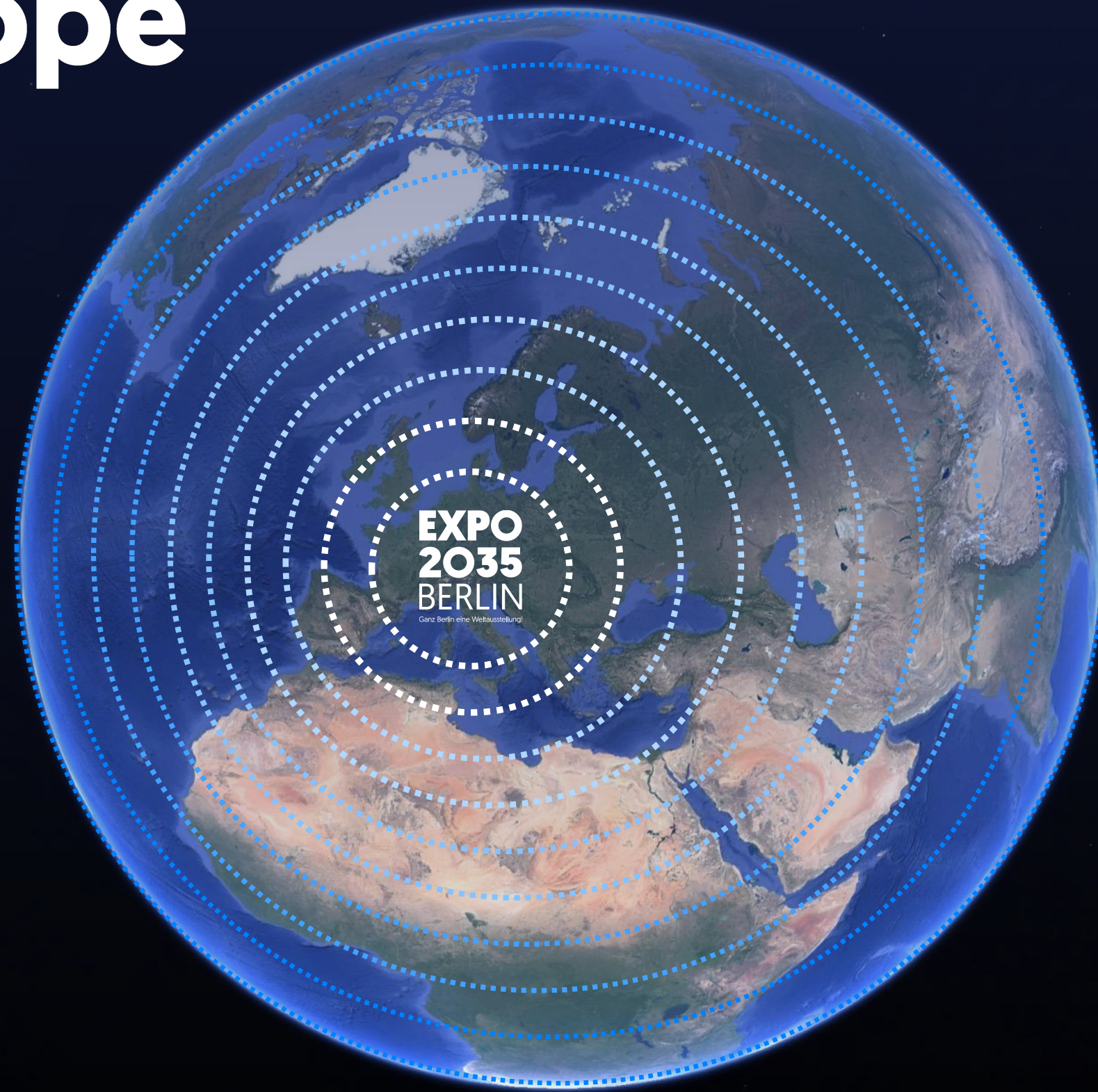
An aerial photograph of Berlin, Germany, taken at sunset. The sky is a mix of orange, yellow, and purple, with the sun partially obscured by clouds. The city's skyline is visible, featuring the prominent TV Tower (Fernsehturm) on the right. In the foreground, the Spree River flows through the city, with the Spree Bridge (Spreebrücke) crossing it. The overall scene is bathed in the soft, golden light of the setting sun.

# **BERLIN 2035**

**THE WHOLE CITY IS THE EXPO**

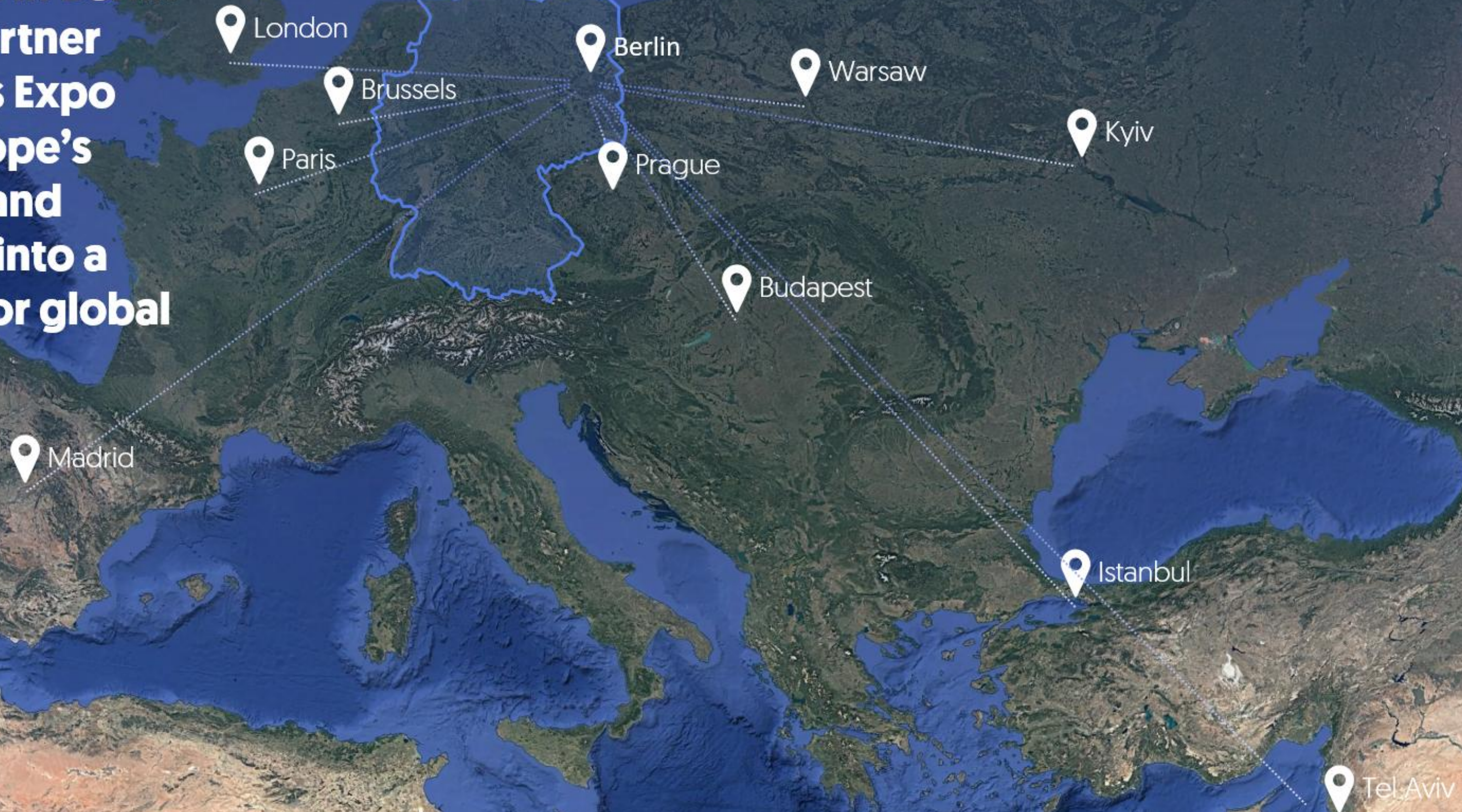
# A Global Hub in the Heart of Europe

**190+ nations,  
100+ languages come  
together in Berlin –  
a living laboratory of  
diversity, exchange, and  
innovation.**



# A Global Hub in the Heart of Europe

**Anchored in Berlin and its partner cities, this Expo turns Europe's strength and diversity into a catalyst for global progress**



# Berlin is the stage – Germany is the host

**From innovation hubs to  
cultural regions, Germany  
in all its facets will  
contribute to shaping the  
EXPO and welcoming the  
world**



# All of Berlin a World EXPO

**Main Venue**

**EXPO Satellites**

**Kiez Labs**

**2035 projects  
for GLOBAL GOALS**



An aerial photograph of Berlin, Germany, taken at sunset. The sky is a mix of orange, yellow, and purple, with the sun low on the horizon behind some clouds. The city's skyline is visible, including the prominent TV Tower (Fernsehturm) on the right. In the foreground, the Spree River flows through the city, with several bridges crossing it. The overall scene is bathed in the soft, warm light of the setting sun.

# **BERLIN 2035**

**THE WHOLE CITY IS THE EXPO**

# Main Venue

*(example TXL urban tech republic)*

## Unity in Diversity

Ideas and Innovations shape the future  
Berlin portrays the world's global challenges  
A Celebration of creativity, progress, and shared potential



# Main Venue

*(example clean tech park)*

## Engaging and Inclusive

Modular, pre-fab pavilions for flexible and sustainable use

Personalized, tech-enhanced experiences

Vibrant exchange across cultures, communities, and generations

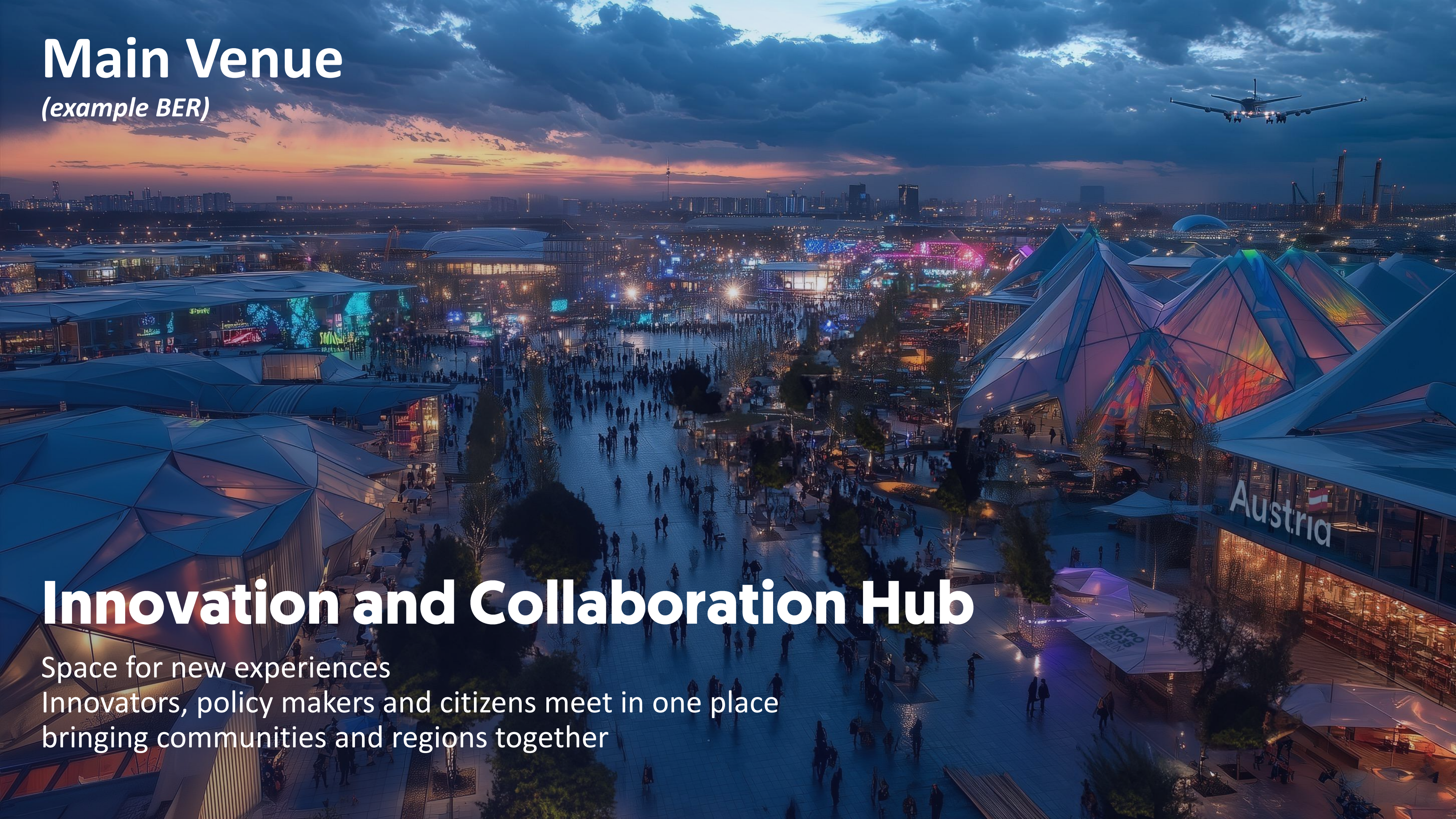
# Main Venue

*(example BER)*

## Innovation and Collaboration Hub

Space for new experiences

Innovators, policy makers and citizens meet in one place  
bringing communities and regions together



# EXPO Satellites

ICC

## Impact Beyond 2035

Fascination and accessibility  
Digital interface for global visibility  
Preparing humanity for the decades ahead



# EXPO Satellites

Tempelhof Airport Building

## Decentralized Strategy

Transformation of existing landmarks

Open space and interaction

Local impact as a key goal for the future



# EXPO Satellites

Former Funkhaus Berlin

## Extending the Main Venue

A living lab to co-create the future  
Shared progress of EXPO and Berlin  
An example of constant change and development



# Kiez Lab

## City as Exhibition

Interactive urban experience  
Kiez neighborhoods take center stage  
Berlin as a living showcase of cultures and innovations



# Kiez Lab

## City as Stage

Berlin as a living EXPO

Empowering communities to share their stories

Blending global dialogue with local participation



# Kiez Lab

## City in Dialogue

A city-wide platform for open conversation  
Connecting communities through dialogue and exchange  
Fostering understanding across cultures and generations



The background of the image is a dark, atmospheric scene with a color palette of deep blues and purples. It features a grid of glowing, semi-transparent lines that create a sense of depth and movement. In the lower portion of the image, there are numerous small, dark silhouettes of people standing on a reflective surface, looking towards the horizon. The overall mood is futuristic and high-tech.

# **EXPO IS IMMEDIATE DEVELOPMENT ACCELERATION**

# EXPO CREATES 100.000 NEW JOBS

EXPO OSAKA 2025





**EXPO BRINGS  
22 BILLION € IN REVENUE**

# EXPO PROMOTES GLOBAL VISIBILITY





**EXPO IS  
THE DECISIVE BOOSTER  
FOR BERLIN IN  
THE NEXT DECADE!**

# EXPO is...



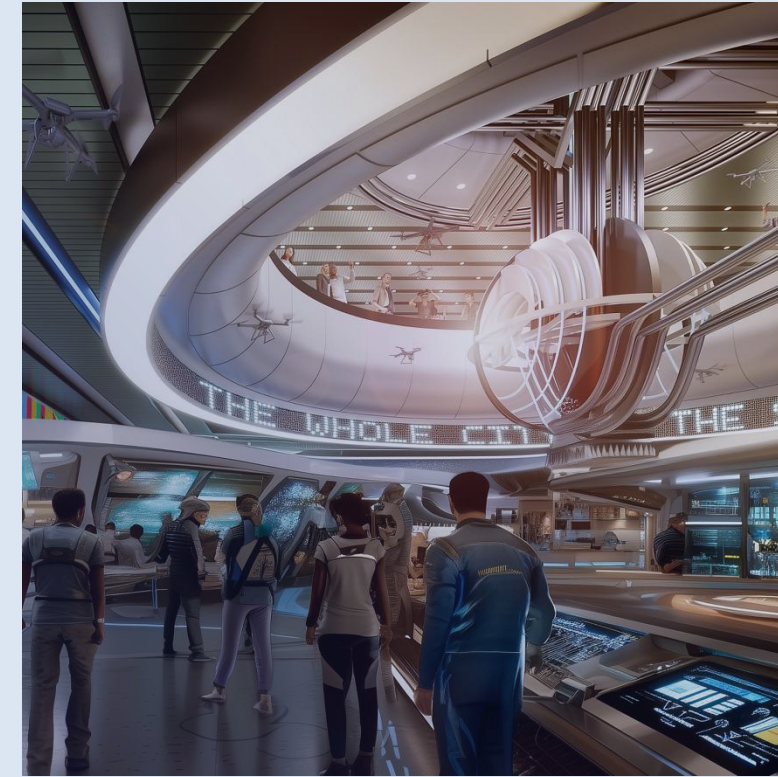
## Self-built Pavilions

average  
~60 Pavilions



## Type B Pavilions

average  
~100 Pavilions



## Thematic Pavilions

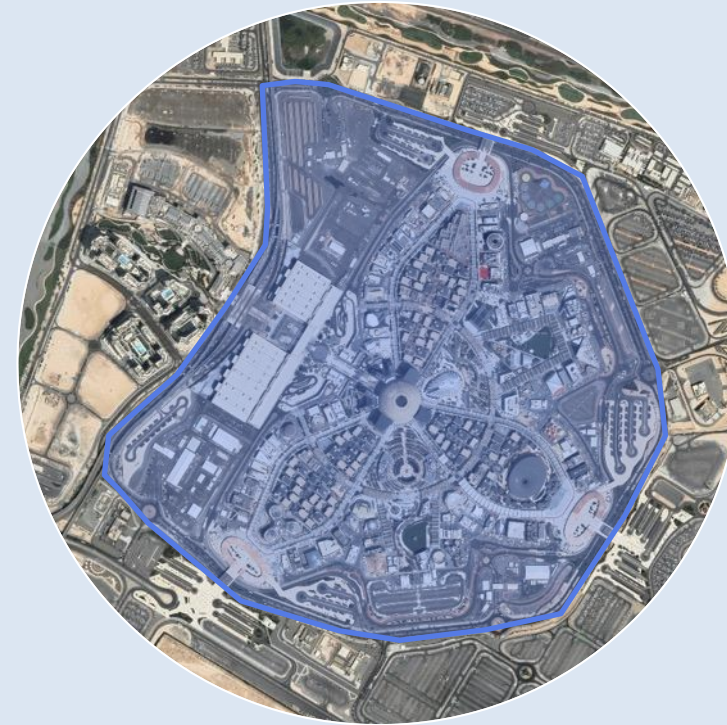
average  
~10 Pavilions



## Core Infrastructure

Main Venue  
Transportation Systems  
Expo Village

# Potential



## EXPO Milan (2015)

**Motto:** Feeding the Planet,  
Energy for Life

**Area:** 200 ha

**Participants:** 147 Countries

**Visitors:** 22,2 Mio.

**Investment:** ca. 2.6 Billion €

**Revenue:** ca. 5 - 10 Billion €  
[City & Country]

## EXPO Dubai (2020)

**Motto:** Connecting Minds,  
Creating the Future

**Area:** 438 ha

**Participants:** 193 Countries

**Visitors:** 25 Mio.

**Investment:** ca. 30 Billion €

**Revenue:** ca. 40 Billion €

## EXPO Osaka (2025)

**Motto:** Designing Future Society  
for Our Lives

**Area:** 155 ha

**Participants:** 158 Countries

**Visitors:** 28 Mio.

**Investment:** ca. 8 Billion €

**Revenue:** est. 30 Billion €

## EXPO Riad (2030)

**Motto:** Foresight for Tomorrow

**Area:** 600 ha

**Participants:** 195 - 197 Countries

**Visitors:** est. 25 - 30 Mio.

**Investment:** tbd

**Revenue:** tbd

# Berlins visionary concept

**Main Venue**

**Booster für  
infrastructure  
and  
development**

**Satellites**

**Acceleration  
of outstanding  
projects**

**Kiez Labs &  
Projects**

**Involvement  
of the entire  
population**

**Global Solution  
Hub**

**Berlin as a  
global  
showcase**

# Finance & Effects Overview

**2.1 Bil €**

Revenue from  
tickets and marketing

**685 Mio  
+ x Bil €**

Additional revenue  
and structural funds

**22 Bil €**

Increase in GDP

**Global  
Visibility**

**Enthusiasm,  
Acceleration,  
Cohesion**

**Preparation  
for large-  
scale events**

# Finance

The core EXPO budget is roughly balanced.  
Infrastructure expenditure for the state of Berlin requires specification.

**EXPO  
2035  
BERLIN**  
Ganz Berlin eine Weltausstellung!

Berlin

Germany

Core

Berlin

Germany

Description	Revenue	€ mio	Expenditure	€ mio
All income and expenditure borne directly by the organizer	Ticket sales	1,000	EXPO venue	1,100
	Sponsorship	200	Administration	240
	Licensing	200	Marketing	250
	Events	50	Content	400
	Building use	200	Other	100
	<b>Total</b>	<b>2,100</b>	<b>2,090</b>	
All revenue and expenditure of the State of Berlin required for hosting the EXPO	Taxes (e.g., hotel)	85	Security	270
	Transportation revenue	350	Infrastructure	?
	Land use after the EXPO	250		
	Federal infrastructure subsidies	?		
<b>Total</b>	<b>685 + ?</b>	<b>270 + ?</b>		
All government revenue and expenditure related to EXPO	€22 billion growth in GDP and associated federal tax revenues over 5 years	5,000	Financial support for infrastructure and operating expenses	4
	<b>Total</b>	<b>5</b>	<b>Total</b>	<b>4,000</b>

The infrastructure is highly concept-dependent  
Reference: Milan: €2.5 billion; Shanghai: €40 billion

# Timeline & Milestones



**EXPO 2035**  
May-October

# The Organisation



\*In Verhandlungen stand September 2025.



EXPO 2035  
Geschäftsführer  
Henning  
Wehmeyer

EXPO 2035  
AR Vorsitzender  
Daniel-Jan  
Girrl

GLOBAL  
GOALS  
Theresa  
Hümmer

GLOBAL  
GOALS  
Christine  
Brummer

GLOBAL  
GOALS  
Dario  
Dill

Dirk  
Geuer

Dr. Hinrich  
Thölken

Evelyne  
de Gruyter

LAVA  
Christian  
Tscheric

Prof. Lutz  
Engelke

Nicole  
Srock.Stanley

Sandor  
Horvath

Christina  
Moser

GRAFT  
Thomas  
Willemitt

Detlef  
Wintzen

Prof. Dr.  
Laura  
Bechthold

Dr.  
Annika  
von  
Mutius

Prof. Dr.  
Tom A. Rösen

Michael  
Geike

Prof. Carlos  
Moreno

Prof. Dr.  
Caroline Heil

Manja  
Schreiner

Edelgard  
Bulmahn

Harald  
Neidhardt

Dr. Leon  
Tsvasman

Prof. Dr.  
Stefan Tewes

Andr.  
Weber

Prof. Dr.  
Jochen A.  
Werner

Nicola  
Bramkamp

Jens de  
Buhr

Brigitte  
Zypries

Prof. Dr.  
Philipp  
Boutellier

Dr. Andreas  
Rickert

Prof. Jutta  
Allmendinger

Antje Trölsch

Dr. Stefan  
Franzke

Carola  
Zarth

Prof. Dr.  
Günter M.  
Ziegler

Prof. Dr.  
Sascha  
Friesike

Prof. Dr.  
Maike  
Sander

Lu Yen  
Roloff

Dr.  
Johanna  
Sprondel

LAVA  
Nikolai  
Zaitsev

GRAFT  
Sebastian  
Gernhardt

An aerial night view of Berlin, Germany, showing city lights and surrounding areas. Overlaid on the image are several glowing blue lines that form a network or map-like structure. In the center, there is a black rectangular box containing white text.

# EXPO 2035 BERLIN

THE WHOLE CITY IS THE EXPO