

The 4th Organic Lifestyle EXPO 2019/OLE was held successfully in Shinjuku.



The 4th “Organic Lifestyle EXPO” held on August 2 (Fri) and 3 (Sat), 2019 was held at Shinjuku NS Building in Shinjuku, Tokyo. Due to the location of the venue, the occupied space has shrunk from last year, but a wide range of exhibitors gathered from fresh vegetables to traditional processed foods such as miso and soy sauce, beverages, natural/organic cosmetics, organic cotton products, and household goods were displayed.

The event drew many visitors with business people on Friday and consumers, among them families with children on who were interested in organic products on Saturday.

◆Exhibition scale

170 companies / producers, distributors and organizations

191 booths

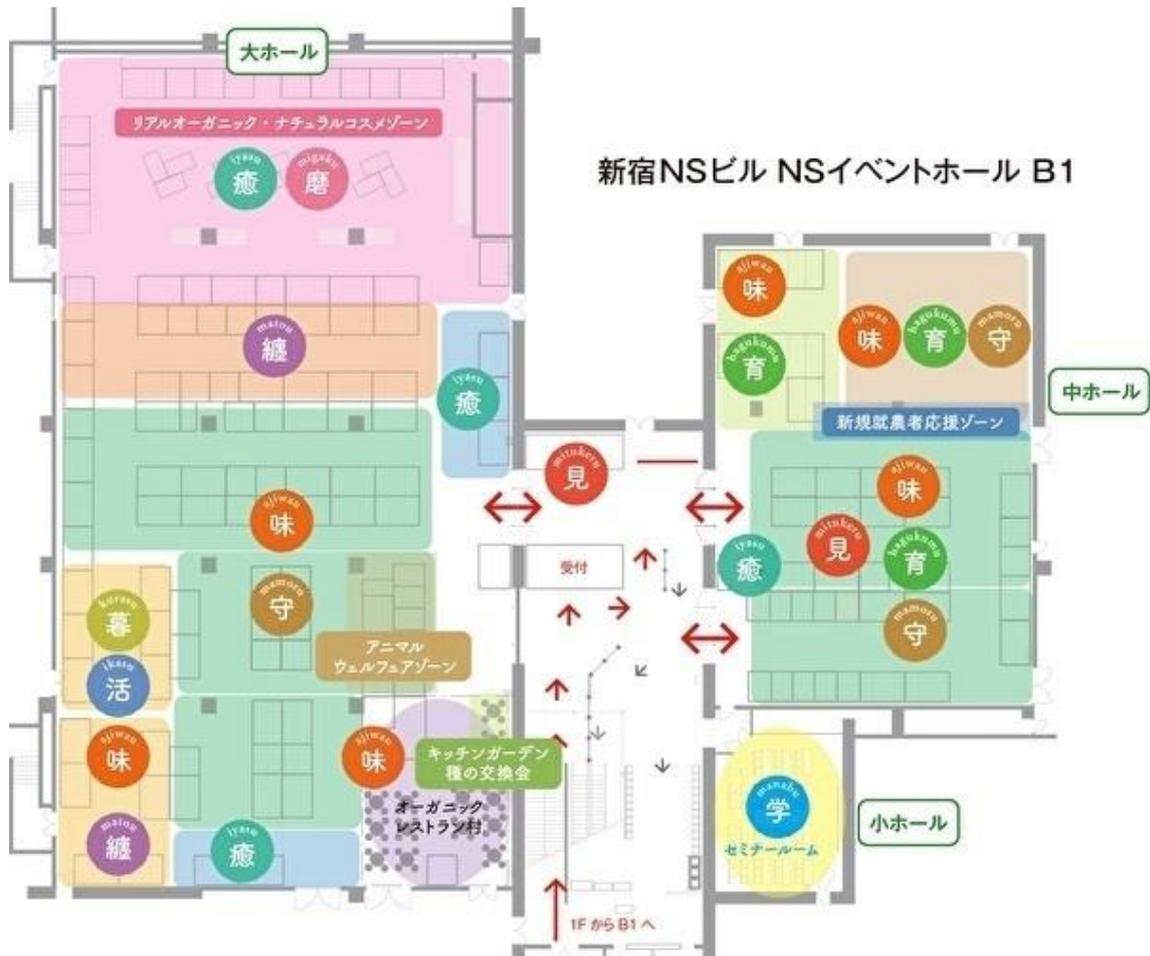
◆Number of official visitors

August 2 (Sat) 8,375 sunny day / intense heat

August 3 (Sunday) 9,910 sunny day/ intense heat

Total 18,285

◆ Venue Map



Based on a 2017 survey, the Ministry of Agriculture, Forestry and Fisheries announced in March this year that the Japanese organic market has reached 185 billion yen, 42% more than in the 2009 estimate (130 billion yen). OLE is now Japan's leading trade fair for natural and organic products, backed by the expanding Japanese organic market.



“SHARE THE LOVE for JAPAN”, sponsored by American Spirit Co, which supports small organic farmers, attracted again many food processors, retailers and consumers. In addition, producers and other organizations from all over the country presented their products and activities, such as in the producer support zone, business base / local government network business negotiations zone, and animal welfare zone.



Many imported processed foods which have already penetrated Japanese life, such as black tea, herbal tea, honey, olive oil and soup, were also introduced with organic JAS certification.



The variety of traditional ingredients such as soy sauce, miso, natto, tofu, mochi and Japanese tea have also increased significantly.



The “Organic Natural Cosmetics Zone”, in which 25 companies participated, attracted the attention of many visitors with decorative decorations such as using natural furniture and organic flowers.



This year there were many visitors in MUTENKAJUTAKU (chemical-free houses) that cooperated with the kitchen garden corner and wooden and bamboo tableware booths.

Seminar program with a wide range of topics

The seminar sessions and presentations (see OFJ website below) on both days were attended by many people. Among the guest speakers were Mr. Tokutaro Nakai, Director General for Environmental Policy at the Ministry of the Environment, and Mr. Charles Boliko, Director of FAO Liaison Office in Japan. Their presentations contributed to increase the awareness for the overall goals of the organic movement beyond safe and healthy food which still has priority for most Japanese consumers.

OLE History and Future

“Organic Lifestyle EXPO” has been held at the Tokyo International Forum from 2016 until 2018, but this year it was held at the Shinjuku NS Building due to problems with exhibition space ahead of the Olympics.

In 2020, when the Olympics will be held, the 5th Organic Lifestyle EXPO will take place at the Tokyo Metropolitan Industrial Trade Center in Hamamatsucho, in central Tokyo for three days, September 17 (Thursday), 18 (Friday), and 19 (Saturday), immediately after the Paralympic Games.

The venue size is 4 floors from the 2nd floor to the 5th floor with a total space of approximately 6,000 square meters. The available space can accommodate about 300 booths, and expect more than 30,000 visitors.

Until now the “Organic Lifestyle EXPO” was held for two days based on the concept of an innovative B2B2C trade fair that involved industry and consumers. This concept meets the requirements of the Japanese market, and the response from exhibitors and visitors was very positive. We will continue with this proven concept and also expect more foreign exhibitors. Information for exhibitors will be available on the official website from September this year.



Image sketch of the venue

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Related information on: www.organicnetwork.biz