



May 2019

4th Organic Lifestyle EXPO Held in Shinjuku on August 2nd (Fri) and 3rd (Saturday)

The 4th Organic Lifestyle EXPO, organized by the Japan Organic Forum Japan, promotes the “Organic 3.0” advocated by IFOAM (International Federation of Organic Agricultural Movements), a leader in global organic agriculture, as the main theme. As a theme, the United Nations advocated efforts in Japan have been progressing well.

A presentation “Aiming for the realization of “Sustainable Development Goals SDGs” will be given on August 2 (Fri), 3 August 2019 at the Shinjuku NS Building Event Hall in Shinjuku. This year’s event will be held on Friday, August 2nd and 3rd Saturday, and will be organized from both business and public perspectives. The 4th Organic Lifestyle EXPO is held again with a B2B2C concept involving business people and general consumers to broaden the base of organics and take root in life.

This year, we will propose a wider range of organic lifestyles and focus on various themes and goals that will lead to the future, such as sustainability and conservation of the global environment, and what will be the goal of the organic lifestyles.

At the venue a wide range of natural and organic products will be presented, ranging from fresh vegetables produced by organic farmers to carefully processed food, imported ingredients, organic and natural cosmetics, environmentally friendly household goods, gardening, and local government initiatives such as by Shimane Prefecture. The scale of the event will be about 150 booths from 147 companies (as of May 20).

OLE will have several theme zones: “New farmer support zone” to support farmers who challenge organic farming, “Kitchengarden / home garden” making a connection to organic farming centering on the species. Animal Welfare and husbandry producers gather in the “Animal Welfare zone”. Attractive organic & natural cosmetics brands from Japan and abroad are supervised by Ms. Kazuko Komatsu in the “Real Organic Natural Cosmetic Zone”. In the “Ethical fashion miscellaneous goods corner” carefully selected ethical brands gathered from all over the world can be seen.



A notable seminar will be held by Mr. Charles Boligot, director of the United Nations Food and Agriculture Organization (FAO), in the “SDG Symposium”, which will be held in the Sky Conference Room on the 30th floor of NS Building on the first day (Friday). The keynote speech 1 on the food problems of SDGs and the role of SDGs will be given, and at Keynote Speech 2, IKEA Japan Ltd. will give a lecture on the role of companies in relation to SDGs.

The panel session with the United Nations Food and Agriculture Organization, the Ministry of the Environment, IFOAM Organics Asia, and IKEA Japan Ltd. will be coordinated by Tomoko Hoshino, Vice President of Environmental Partnership, General Incorporated Association.

Another seminar with the latest information on organic markets in Asia and elsewhere in the world will be held by Ms. Michiko Kamioka of ASEAN-JAPAN CENTRE and Ms. Satoko Miyoshi, Director of IFOAM Organics Asia. Furthermore, in the food service industry that began in February of this year, a seminar to acquire the organic restaurant JAS certification will be held. Another seminar is “Creating a sales department for easy buying organic cosmetics. A new approach of Tokyu Hands with real organic and natural cosmetics labels”. This event is coordinated by natural cosmetics producer Kazuko Komatsu and Tokyu Hands Buyer Mihoko Yamaoka.

On the 3rd (Saturday), with the liberalization of electricity by 2020 dispatching and separation of electricity, we focus on the seminar on “The Diversification of power companies”. The 3rd animal welfare stock raising The Animal Well Fair Summit will also be held.

Some of the theme zones and seminar program names and titles introduced here may be tentative as of May 20, so please check the official site for details.

【Overview of the exhibition】

Name: 4th Organic Lifestyle EXPO

Date: August 2, 2019 (Fri), 3 (Sat), 10:00-17:00

Venue: Shinjuku NS Building Event Hall

Entrance fee: 1,000 yen (tax included) / Industry related person, general

※ Invitation / Free pre-registration (visit registration on the Internet is scheduled to start from the end of May)



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Kisarazu City

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Cooperation: organic, ethical, sustainable related organizations / groups (please refer to the
flyer)

Collaboration: organic, ethical, sustainable news media, organizations (please refer to the flyer)

Official URL: <https://ofj.or.jp>

[Organizer summary]

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