



OLE 2017 – News Release – June 2017

The second “Organic Lifestyle EXPO” follows the success of the first OLE in 2016 with more space and exhibitors.

The second “Organic Lifestyle EXPO” / OLE will be held in Tokyo from July 28 (Friday) to 30 (Sun) at the Tokyo International Forum in central Tokyo, connecting to the contents and themes of OLE 2016. For OLE 2017 the entire hall E has been rented for 29th and 30th with all themes and exhibitors under one roof. Seminars and presentations will held in adjoining rooms.

As anticipated the number of booths and exhibitors has increased by about 25%. The organizers expect continuous growth for OLE 2018 and thereafter with more domestic plus direct foreign exhibitors.

A large variety of foreign products is already exhibited at OLE by Japanese importers, and the next challenge is to attract direct exhibitor. The growing Japanese organic market with a demand for more domestic and imported product – food and non-food, raw materials and ingredients, seeds, fertilizer, animal feed and more – offers a great potential for foreign companies.

In consideration of the requirements of the Japanese market and the needs of the organic movement, OLE is held as a B2B2C event where the general public is welcome. Informed consumers are the key to progress!

On the other hand, Japanese and foreign exhibitor expect tangible results. Therefore, the organizers make much effort to meet these expectations with various B2B programs and activities. On the 28th, we will hold an organic business and buyers’ matchmaking meeting plus a preview at the exhibition hall, and an organic symposium.

Outline Summary

[Name] 2nd Organic Lifestyle EXPO

[Theme] Promote Organic 3.0 ~ Toward realization of sustainable development goals SDGs

[Venue] Tokyo International Forum Exhibition Hall E



[Date] July 28 (Fri), 29 (Sat), 30 (Sun) in 2017

Friday, 28 July

Organic buyers' meeting / Conference rooms

Admission fee: 3,000 yen including tax / Free admission for business and other people with invitations

Organic Forum Symposium / Hall D 7

Admission fee: 1,000 yen tax included / Free admission for business and other people with invitations or pre-registration

Saturday + Sunday, 29-30 July

Exhibition (sales & business matchmaking meeting): 10: 00 ~ 17: 00 (exhibition hall E)

Admission fee 1,000 yen tax included / Free admission for business visitors and general public, with invitation card or pre-registration

Organizer: Organic Forum Japan Inc.

Organizing partners: Food Trust Project · Global Organic Network · LOHAS WORLD

Supported by: Ministry of Agriculture, Forestry and Fisheries

Cooperation: Related associations, organizations and media

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

Themes for Organic Lifestyle EXPO 2017: Organic 3.0 and SDGs

Organic 3.0 and SDGs are the key themes for OLE 2017 which are presented and promoted during, before and after OLE.

- **Theme 1:** Organic 3.0 – by IFOAM (International Federation of Organic Agriculture Movements)

Organic 1.0

Efforts by organic pioneers which started from the end of the 19th century to the beginning of the 20th century.

Organic 2.0

Since the 1970s aiming at expanding the scale of the organic market by spreading global standards, standards and certification globally.



Organic 3.0

Organic 3.0 looks at the next era and items which have not been covered by Organic 2.0 . Particular attention is given to developing countries and small farmers, alternative certification systems, networking between organic farmers and consumers. Other important issues are the environmental and sustainability depletion of natural resources, conservation of global warming and biodiversity, beyond the framework of organic agriculture. This leads to the second theme SDGs.

• **Theme 2:** UN Sustainable Development Goals – SDGs

What is “SDGs”?

Sustainable Development Goals refers to 17 action plans up to 2030 adopted at the United Nations Sustainable Development Summit held in the United Nations in September 2015.

“Overcoming poverty and hunger” - “Realizing healthy living and welfare” - “Independence of women” – “Respect for children’s rights” - “Securing water and sanitation” - “Sustainable energy” - “Sustainable consumption and production” - “Sustainable development of resources “ - ”Protection of terrestrial ecosystems – “Prevention of loss of biodiversity ”

The “2030 Agenda” declared “No one left behind” has the following 17 objectives as global priority issues:

- [Goal 1: No Poverty](#)
- [Goal 2: Zero Hunger](#)
- [Goal 3: Good Health and Well-Being](#)
- [Goal 4: Quality Education](#)
- [Goal 5: Gender Equality](#)
- [Goal 6: Clean Water and Sanitation](#)
- [Goal 7: Affordable and Clean Energy](#)
- [Goal 8: Decent Work and Economic Growth](#)
- [Goal 9: Industry, Innovation and Infrastructure](#)
- [Goal 10: Reduced Inequalities](#)
- [Goal 11: Sustainable Cities and Communities](#)
- [Goal 12: Responsible Consumption and Production](#)
- [Goal 13: Climate Action](#)
- [Goal 14: Life below Water](#)



- [Goal 15: Life on Land](#)
- [Goal 16: Peace, Justice and Strong Institutions](#)
- [Goal 17: Partnerships for the Goals](#)

The above goals have much in common with the aims and content of OLE, and we can expect synergistic development and results.