

Outline of the 2nd Organic Lifestyle EXPO

- Name:** 2nd Organic Lifestyle EXPO
Date: July 29, 2017 (Saturday) and 30 (Sunday), 10:00 to 17:00
 July 28, 2017 (Friday) Organic Buyers Meeting
Venue: Tokyo International Forum Exhibition Hall E
Exhibition scale: Standard booth (W 3 m × D 2 m), about 240 booths
Admission: 1,000 yen including tax / pre-registration free
Target: 30,000 visitors
Organizer: Organic Forum Japan Inc.
Partners: FTP / LOHAS WORLD / GON
Supported by: Japanese ministries, foreign embassies, local governments, domestic and foreign organizations
Cooperation: Related associations, organizations and media
Event planning: Organic Forum Japan Planning Committee
Secretariat: Organic Lifestyle Secretariat
Official website: ofj.or.jp

Venue: Tokyo International Forum



Exhibition Hall E



ACCESS

Train

- 1 minute walk from JR Yurakucho Station
- 5 minutes walk from Tokyo Station

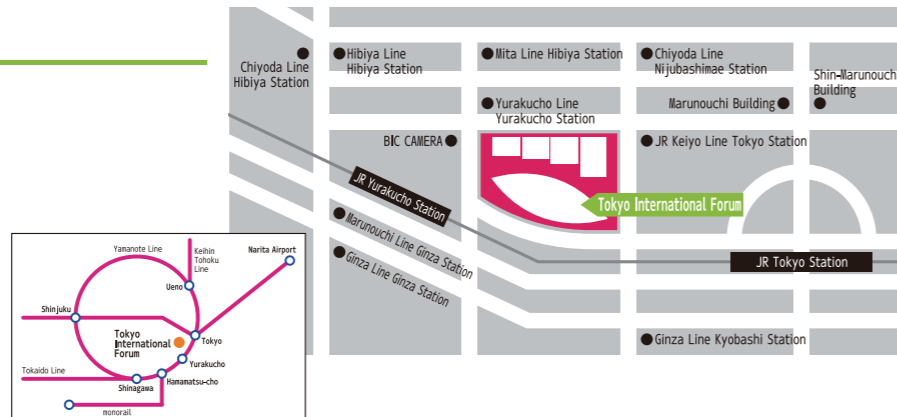
From the airport

Narita Airport:

- 60-90 minutes from Tokyo Station by limousine bus
- By JR Narita Express to Tokyo Station 50-60 minutes

Haneda Airport:

- 23 minutes to Hamamatsucho Station by monorail
- 5 minutes from the Hamamatsu-cho Station to Yurakucho Station



Exhibitor Application & Contact:

Organic Lifestyle EXPO Overseas Secretariat

ABC Enterprises Inc. / Global Organic Network (GON)
 3-15-5-811 Nishishinjuku, Shinjuku-ku Tokyo 160-0023, Japan
 Tel.: +81 (0)3 6304-2207 Fax: +81 (0)3 6304-2415 kuhlmann@organicnetwork.biz

Notes: More and continuously updated information can be found on our web sites.
<http://ofj.or.jp> / www.organicnetwork.biz
 Specific detailed information for exhibitors will be published in the Exhibitor Manual.

2nd Organic Forum Japan



2nd Organic Lifestyle EXPO

29 - 30 July 2017

Organizer : Organic Forum Japan Inc.

A Gateway to the Japanese Organic Market

Japan is a major market for organic products, but since the introduction of Organic JAS in 2001 the progress was rather slow and did not meet the expectations and forecasts by experts.

This has changed in recent years. Activities by various stakeholders in the organic movement, support by central and regional governments, growing interest and demand by consumers and other factors have turned Japan into a very attractive and continuously growing market for natural and organic food and non-food products.

Entering and succeeding in the Japanese market is a rather difficult but worthwhile challenge. Participation in selected trade fairs and finding competent local partners will pave the way to success. - Most Japanese trade fairs are still B2C oriented with a trend to B2B. While this is different from Western countries, it meets the requirements of Japanese exhibitors and visitors (a mixture of business people/buyers and end-consumers).

The basic concept of OLE is B2B2C with mainly business transactions in the hall and a farmers market for consumers. This will attract a large number and wide range of visitors, business people and consumers.

Based on many years of experience in the Japanese organic market and with trade fairs the organizers of Organic Lifestyle EXPO will focus on the above challenge and provide effective support for Japanese and in particular also for first-time and repeat foreign exhibitors.

Our goal is to create a trade show with new concepts in tune with current trends in the global organic movement and in Japan. This event will strive to meet the requirements of consumers and the market. For this purpose the opinions and suggestions of various groups, industries and consumers are integrated in the EXPO and FORUM. Active contribution by many experts and stakeholders will ensure a successful event.



OFFICIAL WEB SITE <http://ofj.or.jp/>

Organizer Team – Background and Concept

Experience and a Wide Network Ensure Good Results.

The Organic Lifestyle EXPO (OLE) is organized by three partners with much experience in the organic movement, marketing and trade fairs and a wide domestic and international network. A committee of experts in various fields provides valuable advice, and the support of governmental and private organizations will further publicize the event.

Organizer Organic Forum Japan Inc.

The partners have regular meetings and share various task with a focus on specific areas.

- **Food Trust Project** : One of the pioneers in the Japanese organic movement, marketing, organizer of many events and seminars. For OLE: Overall management, organizing of presentations and seminars, domestic promotion.
- **LOHAS WORLD** : For many years active in the LOHAS movement. Marketing, organizing events and trade fairs. For OLE: Overall planning, floor management, business matchmaking, domestic promotion.
- **ABC/GON** : Global Organic Network: Many years experience with Japanese and international trade fairs, as representative of NürnbergMesse co-organizer of BioFach Japan from 2001 – 2012. Since then operator of Global Organic Network. For OLE: Overseas promotion, PR activities in Japan and abroad, services for foreign exhibitors, domestic promotion.

Differences between OLE and other trade shows

FOODEX and Supermarket Tradeshow (SMTS) are both large B2B trade shows with limited (FOODEX) or in principle no access (SMTS) for the general public. -- OLE is also business-orientated. However, because the organic movement is rather young and the Japanese market still small compared to conventional products, the organizers and their supporters think that the general public should have access to the event.

At FOODEX and SMTS only food and beverages are exhibited ... with a growing number of domestic and imported natural/organic products, OLE covers in addition to food and beverages a wide range of natural/organic products for daily life. Even at big B2B trade shows like FOODEX and SMTS foreign exhibitors have only limited success in finding Japanese business partners. We know this unfortunate fact from experience and will make substantial efforts for improvement through various support activities and services before, during and after the event.

Based on the current situation, new trends and their own experience with the market and trade shows, the organizers of OLE have developed a concept which takes careful consideration of the Japanese market for both natural and certified organic products and meets the interest and demand of all participants: business people, movements and stakeholders and last but not least end-consumers.

The key word is business, but different from B2B trade shows in Western countries the end-consumers must be integrated (not shut out) because ultimately they decide which products are really wanted and sell well!

Selected Categories (more on the website)

味 Taste Certified organic and vegetables from natural farming, processed food, macrobiotics, ingredients and raw materials

磨 Care Organic & Natural Beauty: Body care, skin care, hair care, oral care

育 Nature Baby & child care products, maternity-related products, toys, educational products Pet care and food / Farming, gardening, seeds, planter, foliage plants

癒 Heal Aromatherapy, self-care and wellness, homeopathy, Ayurveda, essential oils, herbal teas, aromas - Yoga and other exercises & therapies

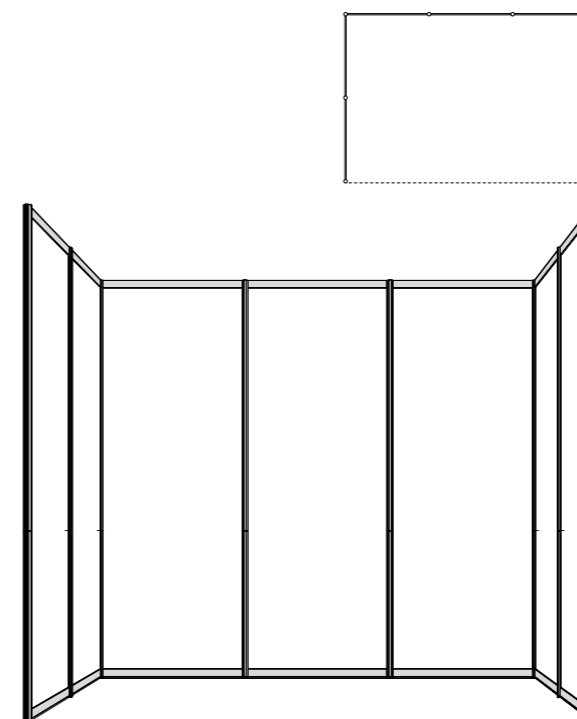
纏 Wear Organic textiles (cotton, hemp, etc.), ethical & miscellaneous goods

暮 Live Building materials and interior, furniture, renovation · DIY · detergents, cleaning and laundry supplies, bedding goods, home appliances (energy-saving, allergy-friendly), insecticides

Booths and Rates

Basic Booth

(3,000 W × 2,000 D × 2,700 H)



■ **Basic Booth: ¥295,000*** /Unit (plus 8% tax)

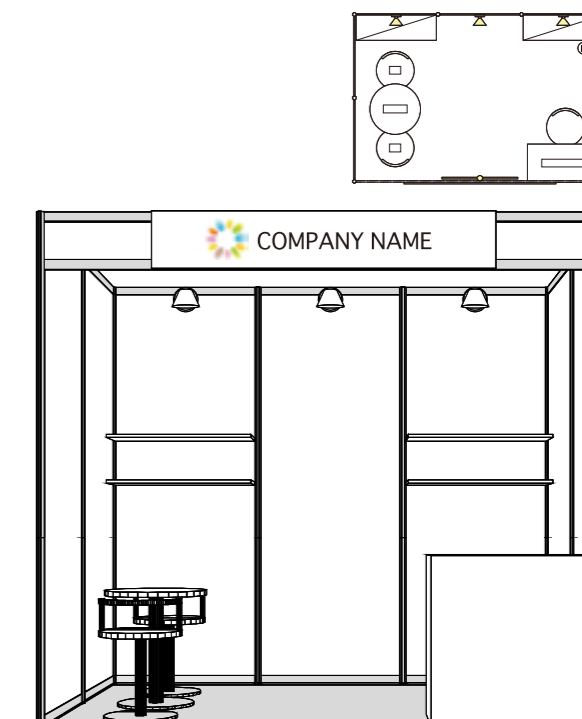
- Space (3m x2m =6㎡) and wall panels
- Small sign with company name, booth number and category

* Lighting fixtures, electrical outlets, electrical construction costs, carpet, fixtures such as a table are optional are charged extra.

Raw Space: In units of 6㎡ depending on availability. Please contact the organizer as soon as possible.

Walk-on Package

(3,000 W × 2,000 D × 2,700 H)



■ **Full Package: ¥460,000*** /Unit (plus 8% tax)

- Space (3mx2m = 6㎡), system panel, fascia with company name, carpet, reception counter and chair, round table with 2 chairs, 4 display shelves, 3 spotlights, 1 power outlet (electric consumption up to 1 KW included)

* In case of cooking, the stand must have a kitchen with water supply and drainage facilities. Extra costs will be quoted by request.

Special Services for overseas exhibitors

Two months prior to the event we start a promotion campaign for foreign exhibitors, introducing their products and invite potential Japanese buyers. Our service package includes the following:

- Advice on products which probably have a good potential in the Japanese market
- Product information placed on GON site (up to 3 items)
- Presenting and explaining products (samples received from exhibitors) to interested Japanese buyers.
- Communication and meetings with potential buyers before OLE
- Arrangements and support for matchmaking meetings at the venue
- Communication, support and reporting before and one month after OLE

Conditions for exhibitors :

- Submit the form for these services and send samples (by 15 March 2017).
- Provide specified product information (text + photos, etc.).
- An interpreter must be at the booth.

■ **Special Service Fee: ¥150,000** (plus 8% tax)

Application Deadline : 15 March 2017