



Successful Start for the 1st "Organic Lifestyle EXPO" Over 190 exhibitors and about 20,000 visitors

The 1st "Organic Lifestyle Expo"/OLE organized by Organic Forum Japan was held on November 18th and 19th Saturday at the International Forum in central Tokyo. With many exhibitors in the hall presenting a wide range of organic, natural and ethical products and organic farmers and small producers offering their products in the outdoor space OLE was a lively and very successful event and the largest of its kind held in Japan this year.

Concept and Content

The "Organic Lifestyle EXPO" was initiated at the "Organic Symposium" which was organized by the Food Trust Project Corporation in April 2015. This event mobilized during two days more than 500 organic stakeholders from all over Japan. In the following months the organizer team (Japan Food Trust Project, LOHAS World and Global Organic Network/GON) supported by advisers and major stakeholders developed a concept based on the following considerations:

- Global organic movement, markets and trends
- Current market situation in Japan and specific needs
- Covering a wide range of products for a healthy and sustainable lifestyle
- Bringing producers, distributors, consumers and other stakeholders together (B2B2C)
- Extensive seminar and event program before and during OLE
- Cooperation with many relevant associations, organizations and groups
- Support from media and sponsors

MAFF Steps up Promotion of Organic Movements, Agriculture and Market

The Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) decided at the end of March 2016 to allocate the total budget for the promotion of the organic movements, agriculture/products and market in the fiscal year 2016/2017 to an alliance of partners who pursue the three goals and targets set by the ministry.

Organic 3.0 as the Key Theme of OLE

From the beginning, throughout the promotion campaign and in seminars OLE emphasized the concept and goals of Organic 3.0 initiated by IFOAM Organics International. These goals and their implementation are corresponding to the current trends in Japan and the



targets set by MAFF.

■ **Exhibitors and visitors appreciated the benefits of B2B2C**

As anticipated by the organizers (Japan Food Trust Project, Lohas World, Global Organic Network/GON), the convenient location in central Tokyo attracted on both days many business people and consumers. Both groups welcomed the B2B2C concept which is suitable for Japan. Visitors also appreciated the wide range of exhibited natural/organic products beyond food and beverages as well as the side program with many seminars and events. These factors in their combination resulted in high satisfaction levels among exhibitors and visitors.

■ **"Stylish Organic" started with Organic Lifestyle EXPO**

The first OLE aimed to present an attractive overview of the organic movement and market with a wide range of products and themes. Food and beverages were still the core, but there was also much more to learn and see. This concept was well received by the exhibitors, visitors and media. The exhibitors made much effort to present their products at nicely decorated stands and explained them to the visitors. This will increase the interest and demand for natural/organic lifestyle products and benefit importers, distributors, retailers and consumers. The seminars with high attendance rates disseminated information about various aspects of the organic movement and values. Education and training on many levels was also an important topic.

Exhibitor Survey and Response

| |
|-------------------------------------|
| 70% satisfied |
| 31% very satisfied |
| 20% planning to exhibit at OLE 2017 |

Note: The results of the visitor survey will be published in the closing report.

Very Successful Side Program

■ Business and general, seminars and events brought together many people.

During the exhibition, 34 general and business seminars and events were held in three venues in the hall, outside the hall and one seminar room on the same floor and the sixth floor. Starting with the seminar on "Organic 3.0" which is the key concept of OLE on the first



day, followed by international seminars on the organic markets in Europe, the US and Asia (with foreign guest speakers) and seminars on organic topics in Japan, practical contents such as organic retailing in Japan. Presentations for organic cotton and textiles, the Ethical fashion show and a picture contest for elementary school pupils attracted many visitors. Because of the great variety and interesting topics all events had a good attendance, and the total number of participants reached a record number of around 2,100 people.

In conclusion: OLE 2016 has shown that even on a weekend a B2B2C trade fair with an interesting side program can be successful and attract many trade visitors and consumers. This gives confidence to the organizers that OLE 2017 will be another success story.

Facts & Figures / Number of visitors and exhibitors and other data:

Visitors

| Day | Weather | Visitors |
|--------------|---------------------------------|----------|
| 18 Nov. Fri. | sunny | 10,202 |
| 19 Nov. Sat. | Morning rainy, Afternoon cloudy | 9,588 |
| Total | | 19,790 |

Exhibitors

Exhibitors: 193 -- Producers · Farmers · Distributors · Services
 · Associations · Organizations · Media
 Number of booths: 180 booths (in the hall and tents outdoors)

Products & Services

| Categories / % | Notes |
|--------------------------------------|--|
| Food and beverages / 43% | Domestic and imported products |
| Cosmetics, body care, wellness / 21% | “ “ |
| Lifestyle / 24% | Textiles, daily necessities, wooden products, interior decoration, misc. |
| Other products & Services / 12% | Seeds, animal welfare, associations, media |



The final figures will be published in the closing report.

At the closing of pre-registration, general consumers had a ratio of 2/3, while business attendees were 1/3. However, at the venue the numbers of general and business visitors were almost equal. It seems that the number of business visitors increased as a result of exhibitors' invitations. Among the trade visitors were distributors and retailers from supermarkets, department stores, various specialty shops, wholesale and trading companies, restaurants and catering services, beauty and health related, fashion and apparel companies, snacks and food producers, farmers, mail order companies, services, information and IT related companies, various electronic and print media and publishers.

The 2nd "Organic Lifestyle EXPO" is scheduled for Saturday, July 29th and Sunday 30th, 2017 in two exhibition halls of the Tokyo International Forum.

The scale will be expanded with new themes and products.

Detailed and continuously updated information: <https://ofj.or.jp/pdf/sokuho2017.pdf>

Press Releases

November 2015

<http://organicnetwork.biz/organic-trade-association-sponsors-first-ever-organic-day-in-japan-%ef%bc%8d-events-to-promote-u-s-organic-brand-a-huge-success/>

April 2016 ff. s. attachments

September 2016

<http://organicnetwork.biz/the-1st-organic-lifestyle-expo-held-in-tokyo-is-on-the-way-to-success/>

https://ofj.or.jp/en/pdf/OLE_pr_sep2016.pdf

Welcome to our Global Organic Network (GON)

<http://www.organicnetwork.biz>

<http://ofj.or.jp/en/> **Organic Lifestyle EXPO**

Please visit and join us!