



International Exhibition specialized in Olive oil  
in the Food Capital of Japan, Osaka

# OLIVE OIL KANSAI

Exhibition Guide



WINE  
COLLECTION  
KANSAI

Concurrent show



Special event



2021  
May 25 Tue. > 27 Thu.

INTEX OSAKA 10:00 - 17:00  
(16:00 on last day)

<https://www.olive-kansai.com>



# Introduction

## About OLIVE OIL KANSAI

Due to the recent large spread of the Novel Coronavirus, home cooking and delivery market are increasing in Japan. For this reason, the demand for olive oil is also increasing.

OLIVE OIL KANSAI was held in 2016 as the first International Exhibition in Japan that is specialized in olive oil and 2021 will see its fourth edition.

So far about 200 companies participated in our exhibition and expanded their business in Japan. OLIVE OIL KANSAI will contribute to the future growth of your business.

## Reviewing the value of Food

The exhibition aims to contribute to the theme - and one of the sub themes - of the 2025 World Expo in Osaka: 'Designing Future Society for our Lives - How to lead a healthy life in a diverse manner'. The theme of the exhibition contributes to the creation of a prosperous and healthy society by proposing new values for extending a healthy life, education and understanding different cultures through 'Food', and by bringing together industry key stakeholders, including producers and distributors.



## Exhibition Outline

**Name** OLIVE OIL KANSAI 2021  
**Date** May 25-27, 2021  
**Hours** 10:00-17:00 (16:00 on last day)  
**Venue** INTEX OSAKA  
**Admission** Free of charge  
(Pre-registration or invitation is required. Professional visitors only)

**Concurrent Shows** WINE COLLECTION KANSAI 2021  
FOOD STYLE Kansai 2021

**Number of exhibitors (expected)** 120  
**Number of visitors (expected)** 35,000 (incl. concurrent shows)  
**Organizer** Osaka International Business Promotion Center (INTEX OSAKA)  
**Special partner** Innovent, Inc.  
**Supporting organization (expected)**

Ministry of Economy, Trade and Industry, Kansai Bureau / Osaka Prefectural Government / Kagawa Prefectural Government \*1 / Nagano Prefectural Government\*2 / Osaka Municipal Government / Osaka Chamber of Commerce& Industry / Japan External Trade Organization(JETRO) Osaka / Embassy of Spain in Japan-ECONOMIC AND COMMERCIAL OFFICE / Embassy of Italy, Tokyo Trade Promotion Section / Embassy of the Republic of Tunisia / Turkish Embassy Commercial Section / Embassy of Greece-The Economic & Commercial Section / Embassy of the Argentine Republic in Japan / The Economic and Trade Mission, Embassy of Israel / Consulate General of Italy, OSAKA / EXTENDA-Trade Promotion Agency of Andalusia / IPEX-Foreign Trade and Investment Institute of Castilla-La Mancha / ProCHILE/ Osaka Convention & Tourism Bureau (OCTB) / OSAKA BUSINESS DEVELOPMENT AGENCY(OBDA) / KANSAI • OSAKA 21st Century Association / Japan Direct Marketing Association\*1 / Japan Food Industrial Association (JFIA)\*1 / JAPAN WINERIES ASSOCIATION\*2

\*1: Only "OLIVE OIL KANSAI" \*2: Only "WINE COLLECTION KANSAI"

## 1 International exhibition specialized in Olive oil

One stop structured International trade fair covering the whole olive oil business bringing together professional buyers. There are many exhibitors from overseas coming from countries such as Italy, Greece, Spain etc. Brings your unique products that are not sold in Japan yet!



## 2 Osaka, the "Food Capital of Japan", you can promote your products directly to the market!

The Kansai region includes the cities of Osaka, Kyoto, Kobe and so on. It is well-known as the epicenter of new food culture and attracts attention in the world as one of the highest food consumption areas. Especially, the place of the exhibition, the city of Osaka has been known for a long time as the 'Food Capital of Japan', gathering a variety of foodstuffs not only from Japan but from all over the world.



## 3 Hybrid exhibition both of online and offline!

We have prepared a new booth, the "Semi-online booth". This booth is for those people for whom it is difficult to visit Japan because of the immigration restrictions. Also, in addition, this will be a big benefit for those who have limited budget.



# Special Events



Professional buyers in Japan!

### Special Buyers Program

The secretariat will recruit professional buyers in advance to provide a business matching service to exhibitors during the show. The exhibitors can have a business talk directly with professional buyers by showing samples.

#### 2019 Result, List of Buyers

Kakiyasu Honten Co., Ltd. / Keihan Department Stores Co., Ltd. / WEST JAPAN RAIL WAY ISETAN LTD. / Sogo & Seibu Co., Ltd. / Tenroku Manji Saketen / TOHO Store Co., Ltd. / Mitsubishi Corporation / Regalo / Yamamuro Co., Ltd.



Speakers not only from Japan but also from overseas

### Special Seminar

The seminar provides you with recent trends in the industry, including those coming as a result from the Covid-19 pandemic. We are planning to realizing a truly hybrid seminar.



#### 2019 Result, List of Seminars (Excerpt)

##### Can olive oil increase customer satisfaction and restaurant value?

Mr. Shigenori Matsumura, The president of Primolio Japan Corp (OLIVE OIL ICHIBA)  
Mr. Akihiro Nakamoto, The owner chef of Italian restaurant "ristorante nakamoto"

##### Sold'Oro International extra virgin olive oils competition

Dr. Marino Giorgetti, Sold'Oro Panel Leader, Technical Manager

##### High quality olive oil from Kagawa Prefecture

Ms. Yumiko Kamei, Local Products Promotion Division, Kagawa Prefectural Government Supervisor

Only for Early bird exhibitors!

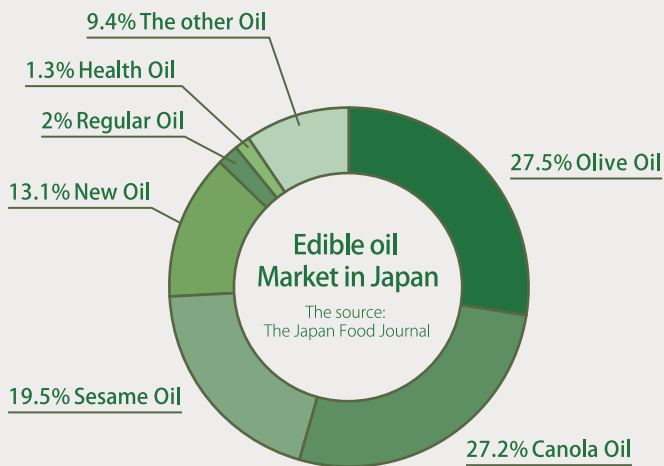
### Online Matching Program

The secretariat will recruit Japanese buyers from our database and by making special announcements through newsletters and the official show web site. We will provide an online business matching service for the exhibitors before the show and this service will be only for Early bird exhibitors.

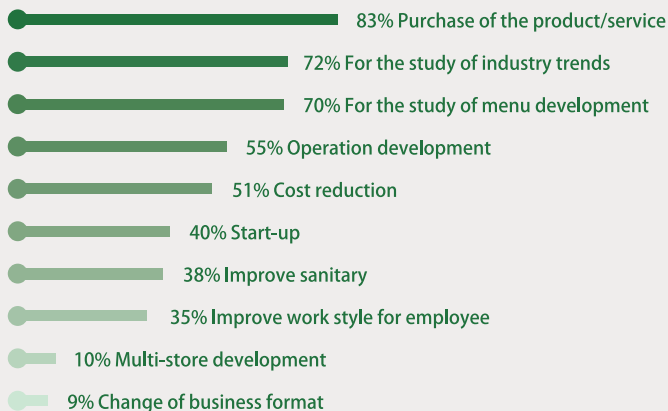


**30,405** people (incl. concurrent event)

### Edible oil Market in Japan (Sep 2018 ~ Mar 2019)

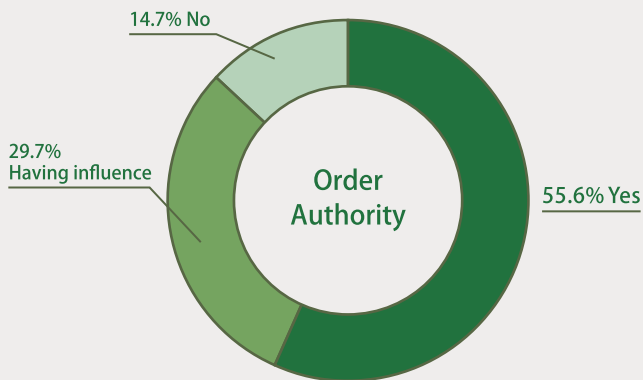


**83%** of visitors mention that their purpose for visiting the show is to purchase



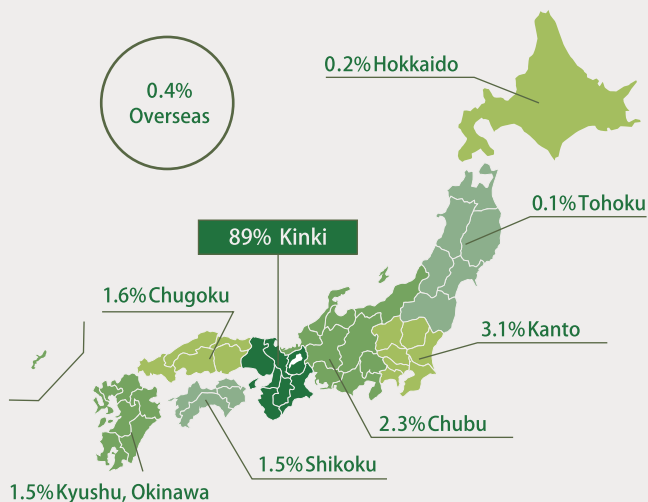
**The chance to have the business meeting with the key person!**

**85.3%** of the visitors are decision makers!



**Direct approach to top management!**

**89.8%** of visitors are from Kinki area!



## 2019 Result Overview

- Exhibition Scale: 58 companies / 59 booths
- Exhibitor's country: Italy, Greece, Spain, Chile, China, Tunisia, Turkey, Japan, Portugal, South Africa

### Exhibitors

|  |   |
|--|---|
| SISHIMITSU & CO., LTD.                   | ENCOMIENDA DE CERVERA                   |
| COLAVITA S.P.A                           | ACEITES MUNOZ                           |
| Embassy of the Republic of Tunisia       | SANTA CATALINA                          |
| EFENDIOGULLARI OLIVE OIL                 | BODEGAS ENTREMONTES                     |
| Persian Palace                           | ACEITES VALDERRAMA                      |
| HOKKAIDO                                 | Kagawa prefecture                       |
| HOKKAIDO WINE Co., Ltd.                  | EXTENDA-AGENCIA ANDALUZA DE             |
| Sol & Agrifood                           | PROMOCION EXTERIOR,S.A.                 |
| aglive                                   | TIERRAS DE TAVARA                       |
| EFENES LLC                               | LivesOlives                             |
| VINARIA Inc.                             | CLADIVM                                 |
| Yamato Co., Ltd.                         | ORIGEN 900                              |
| Mirandavinum Lda.                        | Aceites Maeva                           |
| Yamanashi Prefecture                     | VERDE ESMERALDA OLIVE S.L               |
| PROCHILE TOKYO                           | Wing Ace Corporation                    |
| Sherry- ~ Castillo De Tabernas 0.1       | OIL MILL MONTECROCE - FRANTOIO          |
| Nippon Olive Co., Ltd.                   | MONTECROCE                              |
| HELIS Co., Ltd./ FURUTA Internationalite | OLIVE OIL ICHIBA                        |
| NTK Japan Inc.                           | OLIVA SICULA                            |
| Cho-ko Trading Company                   | Consorzio DOP Monti Iblei               |
| Anatany LLC.                             | "ennea" Exports-Imports of Food &       |
| Aburaya Marukichi                        | Agricultural Products                   |
| OLIVAL (Melgarejo)                       | MyLine Company                          |
| NICHE TRADING CO., LTD                   | BODEGAS ARZUAGA NAVARRO                 |
| Meisterwerk                              | SAN BARTOLOMEO                          |
| Vinolio Inc                              | RIO LARGO OLIVE ESTATE, SOUTH AFRICA    |
| YAMAGUCHI, INC                           | Embassy of Italy, Tokyo Trade Promotion |
| Ok! Olive                                | Section                                 |
| CASTILLA-LA MANCHA REGION SPAIN          | HYOGO PRODUCTS CO., LTD. THE STORY      |
| LOS BARBECHOS S.A.                       | division                                |

### The exhibitors applied for 2020 show

\*2020 edition was canceled for prevention of COVID-19

|                                       |                                       |
|---------------------------------------|---------------------------------------|
| KARYO Co., Ltd.                       | IWAI SESAME OIL Co., Ltd.             |
| Marumi Foods Co.Ltd.                  | Rehoboth Trading                      |
| H-Dining                              | DHILLON TRADERS                       |
| YAMAGUCHI, INC                        | Meisterwerk Holdings                  |
| Societa Agricola Torre Grande SS      | M Co.,Ltd                             |
| Sinesos Gida Sanayi & Ticaret Ltd Sti | Embassy of Israel, Economic and Trade |
| CASTILLA-LA MANCHA REGION SPAIN       | MissionBoso oil and fat Co., Ltd.     |
| Iberia Trading                        | Tsuji Oil Mills Co.,Ltd./UreshinoLab  |
| Le N' or                              | ADAMASA SC(CAMBODIA)CO.,LTD.          |
| VALOR JAPAN, Inc,                     | Marusho Chemical                      |
| La pupilla                            | Coa Inc                               |
| Kagawa prefecture                     | Economic and Commercial Section       |
| Aceites Arredondo, S.L.               | Embassy of the Argentine Republic     |
| Misono                                | EXTENDA-AGENCIA ANDALUZA DE           |
| SHIRATORISENI KOGYO CO.,LTD           | PROMOCION EXTERIOR,S.A.               |

# Booth Packages

Plan  
A

**6m<sup>2</sup>** (3m×2m) **Only space ¥187,000** Tax included (10%)

\*Display & Decoration are not included.



B

**6m<sup>2</sup>** (3m×2m) **¥220,000** Tax included (10%)

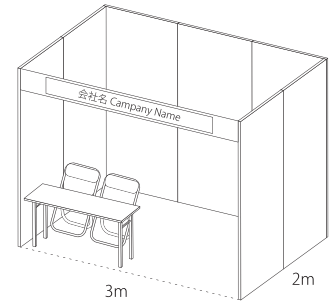
Fascia board

- 1 Table (1800×600)
- 2 Chairs
- Fluorescent tube (40W)
- Partitions
- Carpet
- Power point (500W)\*

\*If over 500W is required, extra fee is charged for electricity installation.

- Fire extinguishers\*

\*Only for oil exhibitor



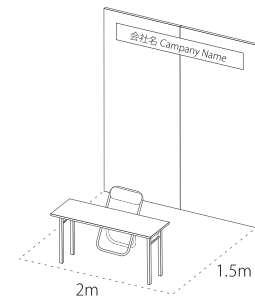
C

**3m<sup>2</sup>** (2m×1.5m) **¥88,000** Tax included (10%)

- Fascia board
- 1 Table (1800×600)
- 1 Chairs
- Fluorescent tube (40W)
- Back partitions
- Fire extinguishers\*

\*Only for oil exhibitor

There is a case to sharing the fire extinguishers with the other exhibitor next to one side.



New!

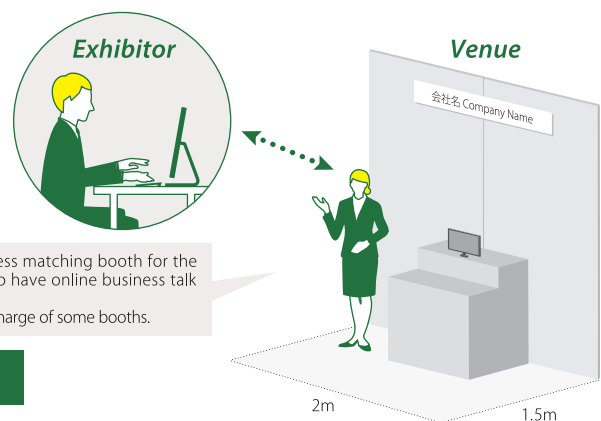
## Semi-Online Special Booth

**3m<sup>2</sup>** (2m×1.5m) **¥132,000** Tax included (10%)

- Fascia board
- Fluorescent tube (40W)
- Back partitions
- LCD Monitor
- Fire extinguishers\*

\*Only for oil exhibitor

There is a case to sharing the fire extinguishers with the other exhibitor next to one side.



There will be business matching booth for the person who want to have online business talk during the fair.  
\*The staff will be in charge of some booths.

### 4 steps to take part of the show with the "New Normal"

1



Our staff will display your products that sent to the venue in advance.  
\*The delivery fee is paid at exhibitor's expense.

2



Turn your phone/PC up so you can hear when someone's calling during the show. Our support team will be at the venue to help the visitors and help the online business meeting go smoothly.

3



The visitor who are interested in your products will contact you by phone or online.

4



Our staff will send back your products after the show.  
\*The delivery fee is paid at exhibitor's expense.

# Who attends the show

## Target Visitors

Retail, Restaurant, Wholesaler,  
Importer, Manufacture,  
Super market, Department store,  
Delivery, Ready-to-eat food



## Exhibits Profile

Domestic and imported edible Olive Oils, Table Olive,  
Olive-made foods, Consumer products made by/ for Olive  
materials. Packaging & bottling, Production supply chain,  
Cultivation, Machinery for extraction/harvesting,  
Agricultural materials & ICT Technology, Research and  
Technology, Service providing, and Olive Oil consortium,  
facilities.

# Schedule



\*Please apply from "Web application form" in official web site. <https://www.olive-kansai.com>

\*Only early applicants will be offered the Online Matching Program.

# Synergistic effect with concurrent show

Concurrent show "FOOD STYLE Kansai 2021" is one of Japan's largest trade shows, specialized in Restaurant & Food Service industry, in which all foods, drinks, services, food machine, sales promotion measures, hygiene products and more for the trade. It is expected to bring more than 35,000 visitors.



## 【Kansai】Gaisyoku Business Week

Target visitor: Restaurant, Hotel, Sushi shop, BBQ, Izakaya, Italian restaurant, Coffee shop, Fast-food restaurant.

## Bento • Kyusyoku • Delivery Food Style

Target visitor: Supermarket, Department store, Delivery, Ready-to-eat food

## Supermarket Food Style

Target visitor: Supermarket, GMS, Online shop, Department store, Organic • Natural shop



## About WINE COLLECTION KANSAI

The second edition of WINE COLLECTION KANSAI will be held as concurrent show of OLIVE OIL KANSAI. The variety of wine will be participated in from not only Japan but also from overseas.



## About OIL FAIR

OIL FAIR will be held as the special exhibiton of OLIVE OIL KANSAI and WINE COLLECTION KANSAI. It is focusing on edible oil market in around the world that is expected to expand in the future.

# Contact

OLIVE OIL KANSAI / WINE COLLECTION KANSAI Secretariat  
Osaka International Business Promotion Center

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<https://www.olive-kansai.com/en>

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