



OliveJapan

INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

2013

OLIVE JAPAN 2013

Olive Market Place and Trade Show & International Extra Virgin Olive Oil Competition

April 27-28, 2013 Tokyo Japan

<http://olivejapan.com/en/>

FOR IMMEDIATE RELEASE

OLIVE OIL SOMMELIER ASSOCIATION OF JAPAN SPONSORS MAJOR EVENT

5 February 2013, Tokyo, Japan - The Olive Oil Sommelier Association of Japan is pleased to announce "OLIVE JAPAN 2013", a comprehensive olive oil trade show, market place and educational forum April 27 - 28, 2013.

"OLIVE JAPAN" is an open-air event that brings olive oil producers and their products together with top Japanese importers, distributors, buyers and consumers. This is an excellent opportunity for producers to meet high net worth Japanese consumers directly at the venue. The trade show and market place is not just for professionals, but is focused on consumers, which is the defining character of this event and the key distinctive feature of OLIVE JAPAN from other major competitions and trade shows.

There are 5 core programs scheduled in OLIVE JAPAN 2013, and the highlight is the 2nd OLIVE JAPAN International Extra Virgin Olive Oil Competition, which is listed in Germany's "World's Best Olive Oil" website as one of the top 18 competitions globally. Another key program is the "Olive Marche" trade show and market place for consumers, which had over 50,000 participants last year. As before, there will be "Talk Show" events throughout the two days with famous Japanese actors, a medical doctor, professors and specialists taking the stage. New this year are an Olive Symposium for consumers and Trade Seminar for the industry.

The Venue, Futako Tamagawa is upscale and enjoys proximity to major parks and the Tama River with its broad, wide-open banks. For a Tokyo suburb, the area also has a high percentage of green spaces such as smaller parks and tree-lined avenues. Because it is an aspirational area, it is the perfect place to host an event that brings olives to the Japanese urban life style, and saw great success at the launch last year. The event Partners with area businesses are committed to develop OLIVE JAPAN into an annual event that will grow with the city. The Tokyo Metro area at large has a population of 34.6 million people.

OLIVE JAPAN can provide international businesses with an ideal opportunity to communicate the potential of the Japanese market and support promotional activities to help these businesses expand their presence in Japan.

For more information, please see the attached and visit the official website <http://olivejapan.com/en/home>
For interviews and inquiries, please contact The Olive Oil Sommelier Association of Japan.

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OLIVE JAPAN 2013 Outline details

1) The 2nd OLIVE JAPAN International Extra Virgin Olive Oil Competition

The OLIVE JAPAN International Extra Virgin Olive Oil Competition is one of the major olive oil competitions in the world, bringing together the highest standards of integrity and professionalism in awarding medals to the best quality oils from around the globe. This is the second year for the competition, and Japan, as the fourth largest importer of olive oil in the world, is the one of the most important markets for producers looking to expand their exports. The judges are invited from key major olive oil production countries and Japan, under recommendation by the Olive Oil Sommelier Association of Japan. (OSAJ)

Last year, a total of 140 entries from around the world and over 18 nations were judged by 13 skilled tasters, according to completely blind test methods and standards adopted by the International Olive Council. These tasters, who were participating by invitation from both overseas and within Japan, including Spain, Italy, Turkey, Israel, Australia and the United States, awarded PREMIER, GOLD, and SILVER awards. The awards were presented by the Olive Ambassador at a ceremony early on the first day of the "OLIVE MARCHE". The Winners were announced via press release immediately after the competition as well as listed on the website of OLIVE JAPAN. In addition, detailed written reviews by the tasters for each entry were provided to the producers, which was the first service for these international competition. This event is closed to the public.

2) Olive Marche – free and open to the public

"OLIVE MARCHE" is the the cornerstone event of OLIVE JAPAN. Exhibitors have direct contact with the consumers and gain precious information on how they respond to their products, talking and tasting together. Producers who have established a licensed importer in Japan are also able to sell their products here. OLIVE MARCHE will take place in the main venue of the GALLERIA / Futako Tamagawa RISE.

3) Stage Events – free and open to the public

At the venue there will also be stage events, such as talk shows by actor/musicians, professional seminars by doctors/professors, retail seminars with olive oil sommeliers, beauty advisors, wine sommeliers and journalists for promoting not only the ones' products, but promoting the olive oil life as a new standard of Quality of Life. Famous Japanese actor, Mr. Junichi Ishida was appointed 2012 Olive Ambassador and he also gave a fascinating Olive Oil Lifestyle talk show on stage. The 2013 program of Stage Events is coming soon.

4) Olive Summit & Symposium – by reservation only

OLIVE JAPAN will also have academic seminars at our first annual symposium by world famous presenters in the industry. Besides those academic seminars, we will also have trade seminars by various producing countries, major producers and distributors for the professional people.

Please check the official website for details. There will be scheduled 2 major programs for professionals and academy.

OLIVE SUMMIT SYMPOSIUM (April 27, Saturday: 10:00 am – 6:00 pm)

- The leading professionals in the olive industry provide seminars.
- Japanese/English translation earphone service will be available
- Programs will be announced in March, 2013
- Tickets will be available at the Olive Oil Sommelier Association of Japan after February, 2013

TRADE SEMINAR (April 28, Sunday: 10:00am – 6:00pm, admission free)

- Companies who are looking for the distributor and importer in Japan make presentation
- Seminar time slots are sold for those producers and exporters would enter into Japanese market.

More information will be released in March, 2013.