

**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/home/>

**FOR IMMEDIATE RELEASE**

**OLIVE OIL SOMMELIER ASSOCIATION OF JAPAN SPONSORS MAJOR EVENT**

18 March 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.

We are pleased to announce that Ms. Karen Michibata, a top fashion model and actress, has been chosen to be the Olive Japan "OLIVE AMBASSADOR" for 2013. Her healthy and active life style embodies a perfect way to support the appreciation of olive oil and influence Japanese consumers in a positive fashion. Ms. Michibata will make a personal appearance at Futako Tamagawa on Saturday, 27 April on the main stage at Olive Japan to present GOLD MEDAL and PREMIER PRIZE winners their awards for top olive oils from the international competition.

We are also pleased to announce the first of nearly 50 exhibitors who have confirmed their stands at Olive Japan OLIVE MARCHE market place olive olives and olive oil the Futako Tamagawa venue. Olive oils from over 15 countries will be sold there along with olive-related home and beauty items, including some of the winning olive oils from the competition. Please see the list at the end of this notice.

The Olive Japan 2013 INTERNATIONAL OLIVE OIL COMPETITION will continue to accept entries until April 5, 2013. To the date, there are over 160 entries from 19 countries, and the organizer anticipates over 250 entries in total.

The Olive Japan TRADE SEMINAR PROGRAM still has some openings for producers and exporters who are interested in developing the Japanese market for their products. Translation into Japanese is included in the the price. This is a critical success factor for producers looking for importers or to just further brand awareness. 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.

**The Olive Oil Sommelier Association of JAPAN (OSAJ)**

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## **OLIVE JAPAN 2013 Outline details**

### **1 ) The Exhibitors at OLIVE MARCHE**

#### Zone A

LA OLEA ROSE (GLOBAL LINK), Biocle (Yakuryo Kaihatsu), Kobayashi Kei, Inoue Seikoen, Olive Oil Select Shop Glancier, Oro del Desierto (Reina), ISCO, Lucero Olive Oil, THE OLIVE OIL SHOP (Shodoshima Healthy Land), I's Life (Nakayoshi Shoji), Furuuchi Kamejiro Shoten, AVILO (Kyudenko), CONDIMENTO MEDITERRANEO (Marujyu), Jus d'olea (Greisia), Kumamoto Buhin, Amakusa City Olive Promotion Committee, Ando Olive Farm/Funaki Farm (Misaki Olive Union), Kunisaki City Olive Promotion Committee, addu mamma, Wine Shop ENOTECA, Yuuki Trading, VENUS 8, Sun Olive (SunRex Chugoku), Turkish Olive Oil Doaru (Serce), Moulin du Caranquet (Nissin-Ex)

#### Zone B

Go Premiere, Clarice Olive (Saitama Fukko), K & M, Nostimia, TERRACE candle, OLIVEE (Calbee), Delicious Croatia (Suzuki Shoten), Nabali Olive (San-Ei Shokai), Olive Beef (Kagawa Regional Products Promotion Committee), Essence of Europe (w-essence), MEIJI, Tama Home, OLIVER'S TABLE (OLIVER MAKI), GOYA (Imai)

#### Zone C

Shodoshima Olive Association, Vins d'Olive, Palestine Olive, Olive Garden, Nikkei BP, Extra Virgin Alliance (EVA), Embassy of Tunisia, The Olive Oil Sommelier Association of JAPAN

As of March 15, 2013

### **2 ) Judges – The 2<sup>nd</sup> OLIVE JAPAN International Extra Virgin Olive Oil Competition**

Maria Elina Buffa, Argentina  
Richard Gawel, Australia  
Leandro Ravetti, Australia  
Fathi Abd Elhadi, Israel  
Antonio Giuseppe Lauro, Italy  
Margaret Edwards, New Zealand  
Agusti Romero, Spain  
Santiago Botas, Spain  
Ahmet Ertur, Turkey  
Deborah Rogers, USA  
Alexandra Kicenik Devarenne, USA  
Liz Tagami, USA  
Zacharenia Siganou, Greece  
Hideaki Shibata, Japan  
Sekiyo Mizuno, Japan  
Nako Umekita, Japan

As of March 15, 2013

More information will be released in April, 2013.