



International Exhibition specialized in wine  
in the Food Capital of Japan, Osaka

# WINE COLLECTION KANSAI

Exhibition Guide



OLIVE OIL  
KANSAI

Concurrent show



Special event



2021  
May 25<sub>Tue.</sub> > 27<sub>Thu.</sub>

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

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



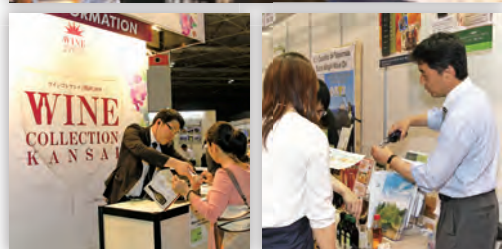
# Introduction

## About WINE COLLECTION KANSAI

In Japan, the consumption of wine has increased 1.6 times compared to 10 years ago, even the total consumption of alcohol is decreasing. Also, the amount of wine imported from Europe has increased recently so the EU-Japan Economic Partnership Agreement(EPA) is likely to have a significant impact. The number of wineries in Japan is also increasing and high quality of Japanese wines have received good ratings at recent international wine competitions. Because of the reasonable price and the good taste, wine is also getting more popular, and wine is easy to buy at supermarkets or convenience stores. WINE COLLECTION 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** WINE COLLECTION 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** OLIVE OIL 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 Wine

One stop structured International trade fair covering the whole wine 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.



## 特別企画 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 RAILWAY 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

Only for Early bird exhibitors!

### Online Matching Program

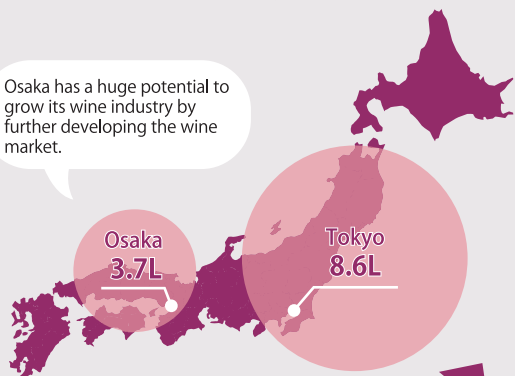
The secretariat will recruit Japanese buyers from our database and by making special announcements through newsletters and the official show web site. We will provide an online business matching service for the exhibitors before the show and this service will be only for Early bird exhibitors.



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

Fruit wine consumption volume per person in Japan (in 2017)

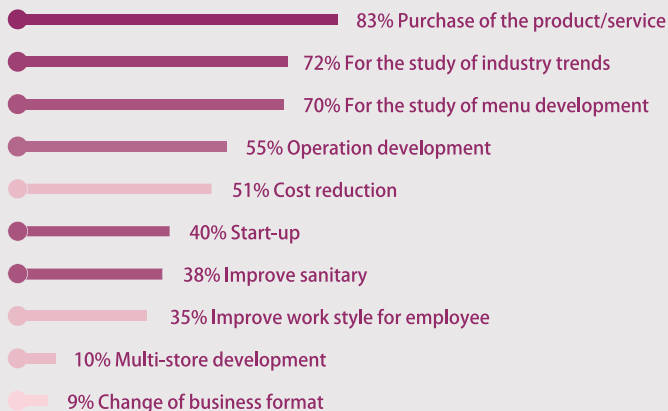
Osaka has a huge potential to grow its wine industry by further developing the wine market.



In the last 10 years, the fruit wine consumption volume increased **1.60%**

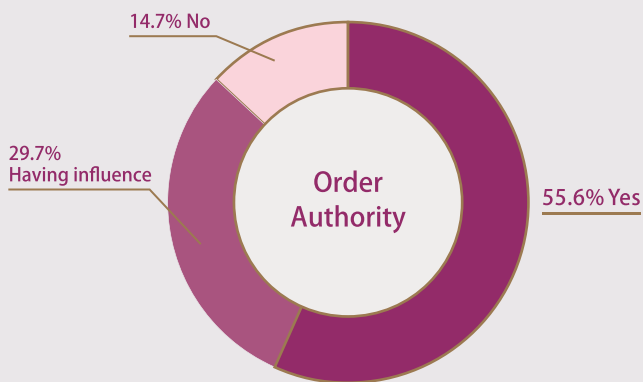
The source: NATIONAL TAX AGENCY JAPAN

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



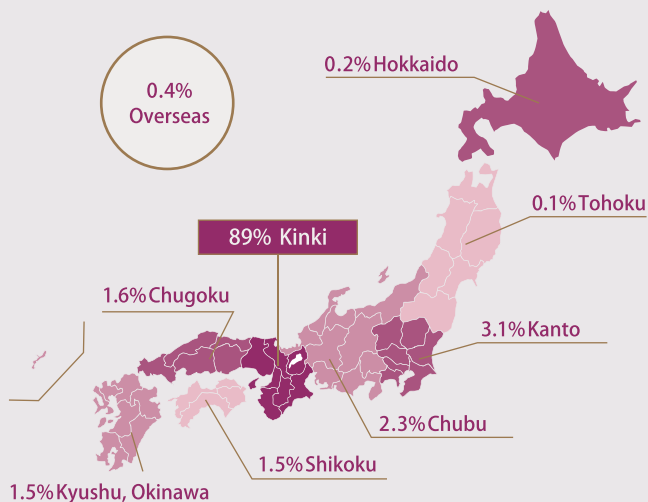
**The chance to have the business meeting with the key person!**

**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
Oki 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
Sinosos 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%)

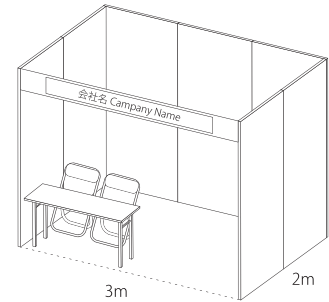
Fascia board

- 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



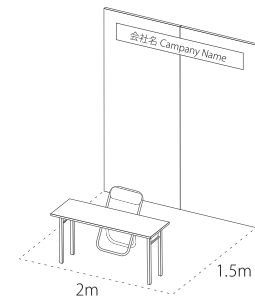
C

**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!

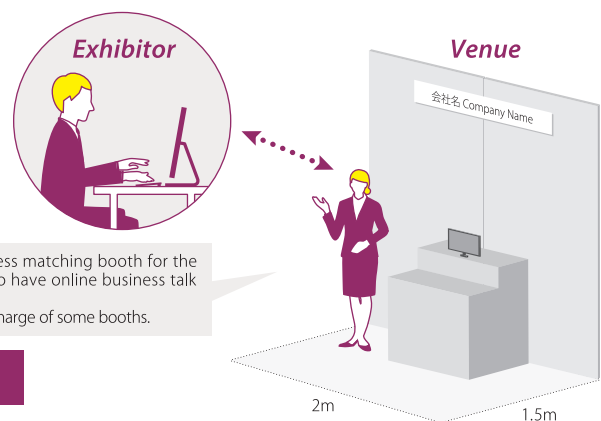
## Semi-Online Special Booth

**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.



### 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 Wine, Consumer products made by/ for Wine materials. Packaging & bottling, Production supply chain, Cultivation, Viticulture, Agricultural materials & ICT Technology, Research and Technology, Service providing, Wine brewing related machinery, Oenology, 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 OLIVE OIL KANSAI

OLIVE OIL KANSAI was held in 2016 as the first International Exhibition in Japan that is specialized in olive oil and it will be fourth edition this time. So far about 200 companies participated in our exhibition and expanded their business.



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

WINE COLLECTION KANSAI