



World O-CHA (Tea) Festival 2025

World O-CHA(Tea)Festival 2025, Shizuoka, Japan

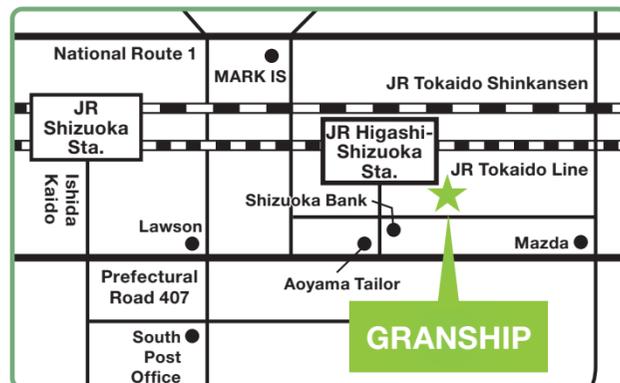
Autumn Festival World O-CHA (Tea) Market Exhibition Application Guide

Dates **23rd Thu.** to **26th Sun.** October 2025

Venue Shizuoka Convention & Arts Center **GRANSHIP**



Access



Shizuoka Convention & Arts Center GRANSHIP

Near the south exit of JR Higashi-Shizuoka Station

- From Tokyo
 - One hour by Tokaido Shinkansen (Hikari) from Tokyo to Shizuoka Station. Transfer to the Tokaido Main Line at JR Shizuoka Station, and it's about a 3-minute ride to Higashi-Shizuoka Station. It's only a 3-minute walk from Higashi-Shizuoka Station.
- From Osaka
 - Two hours by Tokaido Shinkansen (Hikari) from Shin-Osaka to Shizuoka Station. Transfer to the Tokaido Main Line at JR Shizuoka Station, and it's about a 3-minute ride to Higashi-Shizuoka Station. It's only a 3-minute walk from Higashi-Shizuoka Station.



Organizers: The 9th World O-CHA (Tea) Festival Executive Committee

Greetings

World O-CHA (Tea) Festival

The festival was first held in Shizuoka Prefecture in 2001 as Japan's first comprehensive tea exposition, and has been held once every three years since. The 2025 event, the ninth, takes "Bright and brilliant! #MyTeaWorld2025" as its theme and aims to spread the charms of tea to the rest of the world from Shizuoka and to create new demand for tea over the course of two parts: the Spring Festival (19th of April to 21st of May 2025) and the Autumn Festival (23rd to 26th of October 2025).

Autumn Festival

The Autumn Festival, to be held at Shizuoka Convention & Arts Center "GRANSHIP," will run various programs of events in three categories: buying tea, tea experiences, and learning more about tea.

World O-CHA (Tea) Market

One of the main events of the Autumn Festival is the World O-CHA (Tea) Market, a large-scale tea-focused convention with exhibits and sales that draws together exhibitors from across Japan and around the world. As well as general visitors, many tea buyers also attend, offering both BtoB and BtoC opportunities. As with the last event, from one month prior to the festival to one month after, participants will be able to post in online catalogues and book online business meetings. We will be publicizing the event for longer and to a large number of people than ever before, and providing opportunities for business discussions. We sincerely hope that you will consider taking this opportunity to exhibit at our event.

World O-CHA (Tea) Festival 2025 Overview

Organizations

| | |
|-----------------|--|
| ● Organizers | The 9th World O-CHA (Tea) Festival Executive Committee |
| ● Co-organizers | World Green Tea Association |
| ● Sponsors | Ministry of Agriculture, Forestry and Fisheries, Ministry of Economy, Trade and Industry, and other related government ministries; other media; etc. |

Spring Festival

| | |
|-----------|--|
| ● Dates | Around one month from 19th (Sat.) April to 21st (Wed.) May 2025 |
| ● Venues | Tea Museum, Shizuoka, and other areas throughout Shizuoka Prefecture, Tokyo, the Kansai region and elsewhere |
| ● Details | Program of tea-related events, focused on food, experiences, etc., throughout Shizuoka, Tokyo, and the Kansai region |

Autumn Festival

| | |
|-------------------|---|
| ● Dates | 4 days from 23rd (Thu.) to 26th (Sun.) October 2025 |
| ● Venue | GRANSHIP (Shizuoka Convention & Arts Center), Higashishizuoka, Suruga Ward, Shizuoka City |
| ● Past attendance | 118,000 (at the 2022 Autumn Festival) |
| ● Entrance fee | Free (separate fees required for certain aspects) |
| ● Details | <ul style="list-style-type: none"> ● Industry: World O-CHA (Tea) Market, introductions to state-of-the-art production technologies, etc. ● Culture: Tea ceremonies following the different schools of Japanese tea, introductions to international café cultures, etc. ● Arts & Sciences: Introductions to knowledge on the latest tea trends and uses |

Exhibits

Items and services that can be exhibited are detailed in the table below.

| Format | Items/services | Examples |
|----------------------------|--|--|
| Goods sales | Tea | Sales of sencha, matcha, and other teas, free samplings |
| | Tea processed goods | Foods, bottled drinks, daily necessities, etc., that use tea |
| | Teaware, tableware, etc. | Teapots, teacups, vacuum flasks, etc. |
| | Agricultural (tea-related) equipment and materials | Tea production machines, packaging materials, etc. |
| | Other | Agricultural produce, processed items using agricultural produce, confectionary, etc. <small>*Only where exhibited alongside tea and tea-related products</small> |
| Tea serving (fee-charging) | Tea serving | Fee-charging tea serving (Confectionary may be served as a set with tea) |
| Food & drink | Sales of food and drink | General foods and drinks (excl. alcohol) <small>*Please offer at least one tea-related product or service</small> |
| Displays | Tea-related displays | Displays of research results on the subject of tea, etc. |

Items unrelated to tea may not be admitted unless accompanied by tea-related items.
If you are not sure whether the items you want to exhibit are acceptable, please inquire in advance.

Exhibit Category Price List

The fee to exhibit varies by exhibit category. Fee-charging tea serving is not permitted in goods sales/display booths; please check the venue diagram on page four and accompanying notes on page six and apply for your desired category.

| Category | Location | Size (width x depth) | Format | Exhibit fee (incl. tax) |
|----------|-------------------------------------|----------------------|--------------------------|-------------------------|
| M1 | 1F Large Hall —Ocean | 3 x 1.5 m | Goods sales/displays | ¥67,000 |
| M2 | | 3 x 3 m | | ¥121,000 |
| M3 | | | | ¥133,000 |
| M4 | | | | ¥145,000 |
| M5 | | 3F Lobby | Fee-charging tea serving | ¥133,000 |
| S1 | Outdoor space (exhibition tents) | 3.6 x 2.7 m | Goods sales/displays | ¥85,000 |
| S2 | | | Food & drink | ¥110,000 |
| S3 | Food trucks | | Food & drink | ¥77,000 |

Specifications List

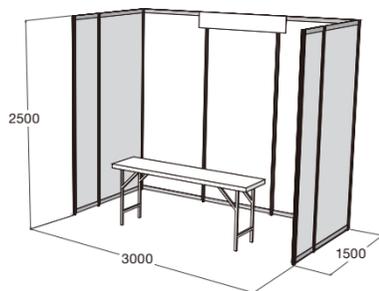
| | M1 | M2-M4 | M5 | S1 | S2 |
|---------------------------------|-------|-------|------|----------------------------|----------------------------|
| System panels | ○ | ○ | ○ | — | — |
| Exhibition tent | — | — | — | ○ | ○ |
| Long tables (180 x 45 cm) | 1 | 1 | 1 | 2 (incl. vinyl tablecloth) | 2 (incl. vinyl tablecloth) |
| Folding chairs | 1 | 2 | 3 | 2 | 2 |
| Company name sign | 1 | 1 | 1 | 1 | 1 |
| Electrical outlet (100 V) | 500 W | 1 kW | 1 kW | 1 kW | 1 kW |
| Fluorescent lamps | 1 | 1 | 1 | — | — |
| Shared sink/handbasin (outside) | — | — | — | — | ○ |

- Even if you will not use the equipment included in the list above, the fee remains the same.
- As standard, electrical outlets will have one single socket. More can be added as an optional extra for a separate charge, but please be aware that this may not be possible depending on total capacity.
- The capacitance of each single-socket outlet may vary depending on the number of exhibits.
- Each corner booth is open on the side of the aisle.
- Each booth does not come with carpet, etc., which can be provided where necessary for an extra charge.
- There are also indoor sinks/handbasins for those exhibiting indoors.

Booth set-ups

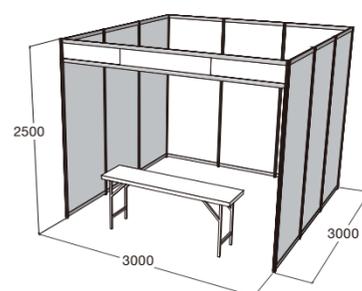
M1

Booth dimensions W3mxD1.5m x H2.5m



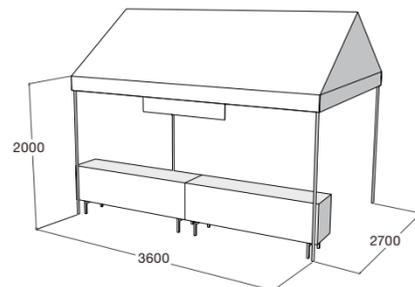
M2-M5

Booth dimensions W3mxD3m x H2.5m



S1 - S2

Booth dimensions W3.6mxD2.7m x H2m *Rear and side curtains provided

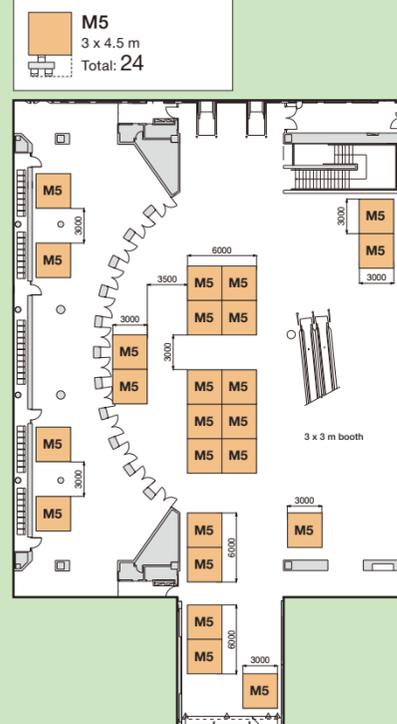


Venue Diagram

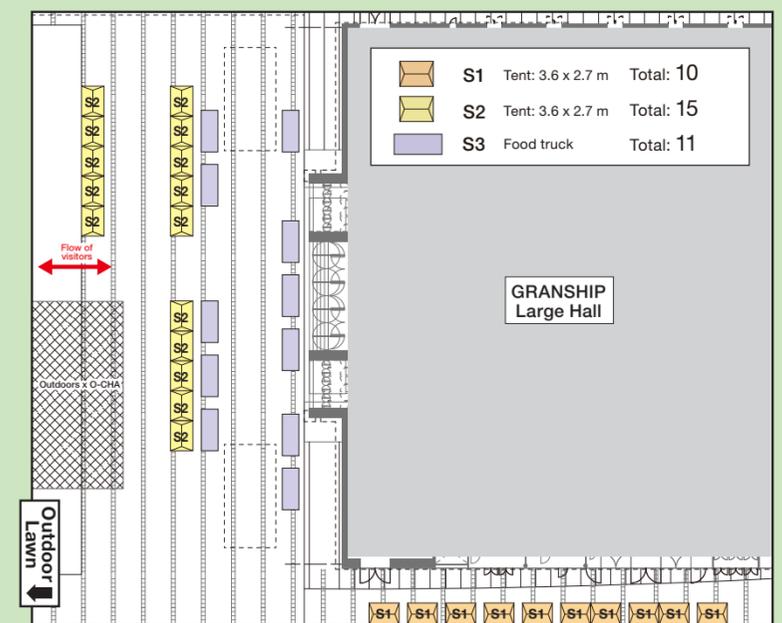
1F Large Hall—Ocean



3F Lobby



Outdoor space (patio area)



*Venue layouts are subject to change

Online Festival

We will establish a dedicated online catalogue site for World O-CHA (Tea) Market exhibitors.

The exhibit fee for the World O-CHA (Tea) Market includes free usage of the dedicated site, so please take advantage of it.

Site operational period 23rd (Tue.) September to 27th (Thu.) November 2025 (scheduled)

Online catalogue

Dedicated site concept

Books business meetings, etc., with the exhibitor

Takes catalogue visitors to exhibitors' e-commerce sites

Click!

Entry form

After the form is completed, the message is sent to the exhibitor. Please decide on a day and time for business negotiations through consultation with the company.

Complete the form and move on to the confirmation screen

Live Sales

This time, as a first for our event, we will be offering live product sales streaming live from the event venue to allow those who cannot make it to the venue during the event period to discover and purchase, in real-time, products and services from exhibitors. Exhibitors will be provided with more details after their places have been confirmed.

Accompanying Notes

- Exhibit fees include consumption tax.
- M3 corner booths have fronts on two sides.
- M4 booths, like M3 booths, have fronts on two sides and are located facing the venue entrance.
- M5 booths can be used to provide tea and/or confectionaries to visitors and charge a fee, but other food and drink cannot be provided for a fee. An area up to 1 m in front of the booth can be used to serve tea.
- If your exhibit is registered in “goods sales/displays” category, you may not charge a fee to visitors to provide food, drink, or other service. If you wish to charge a fee for tea sampling or other tea serving service, you will require an M5 booth; to charge a fee for other food or drink, you will require an S2 booth—please apply accordingly.
- In each category the location of booths will be determined by the event secretariat. Please be aware that we may not always be able to meet your exact wishes. If you want a corner booth, you should apply for either an M3 or M4 booth.
- For sales permits or other required permissions, or for necessary equipment, please contact the public health center in advance.
- The foyer area adjacent to the 3F Lobby will be used for a separate program of events by the organizers.
- The lawn area adjacent to the outdoor patio area will be used for a separate program of events by the organizers.
- We highly recommend that exhibitors offer cashless payments in the venue. For those considering introducing this technology for their exhibit, we will offer guidance at the exhibitor briefing.
- Exhibitors who are able to deal with international transactions (sales to overseas buyers, etc.) will have that information displayed at their booth, so please fill in that section of the application form accordingly.
- For a GRANSHIP facility map, please check the GRANSHIP website.

Application deadline

30th (Fri.) May 2025

Application Process

1. Exhibition application

Please apply online by the deadline via the application form on the official World O-CHA (Tea) Festival 2025 website via the URL below. You can also apply by sending a copy of the completed form as an email attachment or by post or fax.

<https://ocha-festival.jp/news/764>

Application deadline
30th (Fri.) May 2025

2. Exhibit fee

- 1 After the exhibit secretariat finish organizing the exhibits, we will send an invoice for the exhibit fee to the exhibitor's address.
- 2 Please pay the exhibit fee by the date on the invoice. Any bank transfer fees are the responsibility of the applicant.
- 3 After payment, applicants will be confirmed as exhibitors. If payment cannot be confirmed by the designated payment deadline, the application may be cancelled.

3. Exhibitor briefing

Scheduled for late August 2025 (information to be announced after detailed decisions)

At the exhibitor briefing, exhibitor manuals and various forms will be distributed, and explanations given about displays, bringing items in, and other subjects.

Set-up

21st (Tue.) to 22nd (Wed.) October 2025

Event

23rd (Thu.) to 26th (Sun.) October 2025

Inquiries

Inquiries/applications for the World O-CHA (Tea) Market

World O-CHA (Tea) Market 2025 Exhibit Secretariat

FAO Iizuka, Itaya, or Takai, SP Business Division, AAP, Inc., 155 Kamizawa, Kannami-cho, Tagata-gun, Shizuoka Prefecture 419-0122

Fax: +81-(0)55-978-7837 Email: wof@aap-jim.com

Inquiries concerning World O-CHA (Tea) Festival 2025

The 9th World O-CHA (Tea) Festival Executive Committee Secretariat

(within the Tea Promotion Section, Agriculture Office, Economy, Trade and Industry Dept., Shizuoka Prefecture)

Shizuoka O-CHA Plaza, 3F Mizu-no-mori Bldg., 14-1 Minamicho, Suruga Ward, Shizuoka City 422-8067

Fax: +81-(0)54-202-1480 Email: wof@pref.shizuoka.lg.jp

World O-CHA (Tea) Festival 2025
World O-CHA(Tea)Festival 2025,Shizuoka,Japan

Autumn Festival World O-CHA (Tea) Market Exhibition Application Form

| | | | | |
|---|--|------------------------------|-----------------|------------------------------|
| Exhibitor (company/organization name) | | | | |
| Address | | | | |
| Contact telephone no. | | | | |
| Name of representative | Name: _____ | | | |
| | Position: _____ | | | |
| Email address | | | | |
| Application | Exhibit summary: | | | |
| | Exhibit method (please tick all that apply): <input type="checkbox"/> Sales of goods (incl. food & drink samples) <input type="checkbox"/> Fee-charging tea serving <input type="checkbox"/> Food & drink sales <input type="checkbox"/> Displays | | | |
| | Category (please tick all that apply): | | | |
| | Applicant: <input type="checkbox"/> Producer <input type="checkbox"/> Wholesaler <input type="checkbox"/> Retailer <input type="checkbox"/> Restaurateur <input type="checkbox"/> Agricultural (tea-related) equipment/materials manufacturer <input type="checkbox"/> Local authority/tea-related organization <input type="checkbox"/> Educational or research institution <input type="checkbox"/> Foreign business/organization <input type="checkbox"/> Other | | | |
| | Exhibit: <input type="checkbox"/> Tea (sencha, matcha, etc.) <input type="checkbox"/> Tea processed goods (food) <input type="checkbox"/> Tea processed goods (other) <input type="checkbox"/> Other () <input type="checkbox"/> Teaware/tableware <input type="checkbox"/> Agricultural (tea-related) equipment/materials <input type="checkbox"/> Display | | | |
| | Able to deal with international orders: <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| Accreditations held: <input type="checkbox"/> Organic JAS <input type="checkbox"/> USDA Organic <input type="checkbox"/> Kosher certification <input type="checkbox"/> Halal certification <input type="checkbox"/> Other () | | | | |
| | Category | No. of booths desired | Category | No. of booths desired |
| | M1 | booth(s) | S1 | booth(s) |
| | M2 | booth(s) | S2 | booth(s) |
| | M3 | booth(s) | S3 | |
| | M4 | booth(s) | | |
| | M5 | booth(s) | | |
| Remarks/queries | | | | |

● **Address** By fax: +81-(0)55-978-7837

By post: FAO Iizuka, Itaya, or Takai, SP Business Division, AAP, Inc., 155 Kamizawa, Kannami-cho, Tagata-gun, Shizuoka Prefecture 419-0122

● **Online applications via** ▶ <https://ocha-festival.jp/news/764>



*Where there are additional equipment requirements, please contact the exhibit secretariat. We will send a list of additional equipment. Also, after exhibitors have been confirmed, an application form for the online catalogue will be sent. After filling out the required fields, please return this form.

| World O-CHA (Tea) Festival 2025 World O-CHA(Tea)Festival 2025,Shizuoka,Japan | | Sample | | | | | | | | | | | | | | | | | | | | | | |
|---|--|----------|-----------------------|----------|-----------------------|----|----------|----|----------|----|-------------------|----|----------|----|-------------------|----|--|----|----------|--|--|----|----------|--|
| Autumn Festival World O-CHA (Tea) Market Exhibition Application Form | | | | | | | | | | | | | | | | | | | | | | | | |
| Exhibitor (company/organization name) | Shizuoka Tea Shop Co., Ltd. | | | | | | | | | | | | | | | | | | | | | | | |
| Address | | | | | | | | | | | | | | | | | | | | | | | | |
| Contact telephone no. | +81-(0)54-123-4567 | | | | | | | | | | | | | | | | | | | | | | | |
| Name of representative | Name: J. Smith Position: Assistant Director, Sales Promotion Dept. | | | | | | | | | | | | | | | | | | | | | | | |
| Email address | j.smith@email.com | | | | | | | | | | | | | | | | | | | | | | | |
| Application | Exhibit summary: We will sell our sencha tea | | | | | | | | | | | | | | | | | | | | | | | |
| | Exhibit method (please tick all that apply): <input checked="" type="checkbox"/> Sales of goods (incl. food & drink samples) <input type="checkbox"/> Fee-charging tea serving <input type="checkbox"/> Food & drink sales <input type="checkbox"/> Displays | | | | | | | | | | | | | | | | | | | | | | | |
| | Category (please tick all that apply): Applicant: <input type="checkbox"/> Producer <input type="checkbox"/> Wholesaler <input checked="" type="checkbox"/> Retailer <input type="checkbox"/> Restaurateur <input type="checkbox"/> Agricultural (tea-related) equipment/materials manufacturer <input type="checkbox"/> Local authority/tea-related organization <input type="checkbox"/> Educational or research institution <input type="checkbox"/> Foreign business/organization <input type="checkbox"/> Other Exhibit: <input type="checkbox"/> Tea (sencha, matcha, etc.) <input type="checkbox"/> Tea processed goods (food) <input checked="" type="checkbox"/> Tea processed goods (other) <input type="checkbox"/> Other () <input type="checkbox"/> Teaware/tableware <input type="checkbox"/> Agricultural (tea-related) equipment/materials <input type="checkbox"/> Display Able to deal with international orders: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Accreditations held: <input checked="" type="checkbox"/> Organic JAS <input type="checkbox"/> USDA Organic <input type="checkbox"/> Kosher certification <input checked="" type="checkbox"/> Halal certification <input type="checkbox"/> Other () | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th>Category</th> <th>No. of booths desired</th> <th>Category</th> <th>No. of booths desired</th> </tr> </thead> <tbody> <tr> <td>M1</td> <td>booth(s)</td> <td>S1</td> <td>booth(s)</td> </tr> <tr> <td>M2</td> <td>1 booth(s)</td> <td>S2</td> <td>booth(s)</td> </tr> <tr> <td>M3</td> <td>1 booth(s)</td> <td>S3</td> <td></td> </tr> <tr> <td>M4</td> <td>booth(s)</td> <td></td> <td></td> </tr> <tr> <td>M5</td> <td>booth(s)</td> <td></td> <td></td> </tr> </tbody> </table> | Category | No. of booths desired | Category | No. of booths desired | M1 | booth(s) | S1 | booth(s) | M2 | 1 booth(s) | S2 | booth(s) | M3 | 1 booth(s) | S3 | | M4 | booth(s) | | | M5 | booth(s) | |
| Category | No. of booths desired | Category | No. of booths desired | | | | | | | | | | | | | | | | | | | | | |
| M1 | booth(s) | S1 | booth(s) | | | | | | | | | | | | | | | | | | | | | |
| M2 | 1 booth(s) | S2 | booth(s) | | | | | | | | | | | | | | | | | | | | | |
| M3 | 1 booth(s) | S3 | | | | | | | | | | | | | | | | | | | | | | |
| M4 | booth(s) | | | | | | | | | | | | | | | | | | | | | | | |
| M5 | booth(s) | | | | | | | | | | | | | | | | | | | | | | | |
| Remarks/ queries | We would like two connected booths (one corner) with no wall between the two. Please add two extra electrical outlets, with a capacitance of 2,000 W and a green carpet | | | | | | | | | | | | | | | | | | | | | | | |

- **Address** By fax: +81-(0)55-978-7837
By post: **FAO Iizuka, Itaya, or Takai, SP Business Division, AAP, Inc., 155 Kamizawa, Kannami-cho, Tagata-gun, Shizuoka Prefecture 419-0122**
- **Online applications via** ▶ <https://ocha-festival.jp/news/764>



*Where there are additional equipment requirements, please contact the exhibit secretariat. We will send a list of additional equipment. Also, after exhibitors have been confirmed, an application form for the online catalogue will be sent. After filling out the required fields, please return this form.

World O-CHA (Tea) Market Notes

Please ensure that you read these notes carefully and agree with all regulations before applying. Submitting an application will be taken as agreement with these notes.

Application method

Please apply online via the official World O-CHA (Tea) Festival website. Alternatively, you can fill in the required fields of the Exhibit Application Form on page eight send it to the World O-CHA (Tea) Market Exhibit Secretariat (hereafter "exhibit secretariat") as an email attachment, or by post or fax.

Application deadline

Application deadline
30th (Fri.) May 2025

Joint exhibits

Where multiple individuals or organizations wish to share a booth, you must choose a single representative (of the group) and apply under their name. The exhibit fee information and other communication will be between the organizers and the representative.

Exhibitor requirements

There are no restrictions on the country/area of residence of the applicants. However, where the exhibit representative's nationality is something other than Japanese, the representative must have a valid visa for the duration of the event. The representative must be aged 18 or above on the 23rd of October 2025. Representatives cannot be high school students, even if they meet the age criterion above. As a general rule, by agreeing to these notes, the applicants agree to cooperate with the 9th World O-CHA (Tea) Festival.

Exhibit review

Whether exhibits are permitted or not, and the location of the exhibit, will be decided by the organizers.

Exhibit fees

Please transfer the fees associated with the exhibition, based on invoices from the exhibit secretariat, to the designated bank account. Any transfer fees are the responsibility of the applicant. Please be aware that if payment cannot be confirmed by the designated payment deadline, or if the applicant does not reply to communications from the secretariat despite repeated attempts, the organizers may choose to cancel your application.

Withdrawing applications

In principle, applications cannot be withdrawn. Please be aware that after the application deadline has passed, even if an applicant has to withdraw their application, exhibit fees cannot be refunded.

Disclaimer

The organizers cannot bear any responsibility if the event is cancelled due to natural disaster or similar force majeure or for any theft of, or damage to, exhibit items, or man-made disaster during the course of the event.

Other

● Regulations on items for sale

In principle, alcohol sales are not permitted. (For dealing with products not intended for eating or drinking on the premises, such as products to be given as gifts, please receive confirmation from the exhibit secretariat in advance.)

● Product overlap

It may be the case that multiple exhibitors offer the same or similar products.

● Special decorations

Special decoration of booths (tents or indoor spaces) must follow the exhibit secretariat's separate regulations on decorations. More detailed information on decorations will be provided at the exhibitor briefing.

● Exhibit period

Exhibits should, in principle, cover the full four-day duration of the event.

● Exhibitor briefing

To provide more detailed information on exhibits, an exhibitor briefing will be held (scheduled for late August 2025).

● Sales permits

For exhibits involving food sales, exhibitors should consult with the Shizuoka City Public Health Center in advance and apply for a sales permit. Please send a copy of a permit certificate issued by the Shizuoka City Public Health Center to the exhibit secretariat, which **must arrive by Friday 19th of September 2025**. If the arrival of the copy cannot be confirmed by that deadline, the application may be cancelled (only for exhibits requiring a food sales permit). During the event, the original permit, or a copy, should be displayed at the exhibit venue (where a copy is displayed, the original must be available to check at the venue). Should permissions other than food hygiene sales permits be required for exhibits, exhibitors must confirm with, and apply to, the relevant institutions in the same manner as the food sales permits example given above.

● Handling of personal information

Personal information that we receive will only be used for the following: exhibit-related official communication, to provide information about the 9th World O-CHA (Tea) Festival, and to provide information about tea-related events organized by Shizuoka Prefecture or by a third-party contracted by the prefecture.