

Connect through O-CHA (Tea)

世界お茶まつり2019

World O-CHA (Tea) Festival 2019, Shizuoka, Japan

主催 第7回世界お茶まつり実行委員会

World O-CHA (Tea) Festival 2019
Performance Report
The 7th World O-CHA (Tea) Festival Executive Committee



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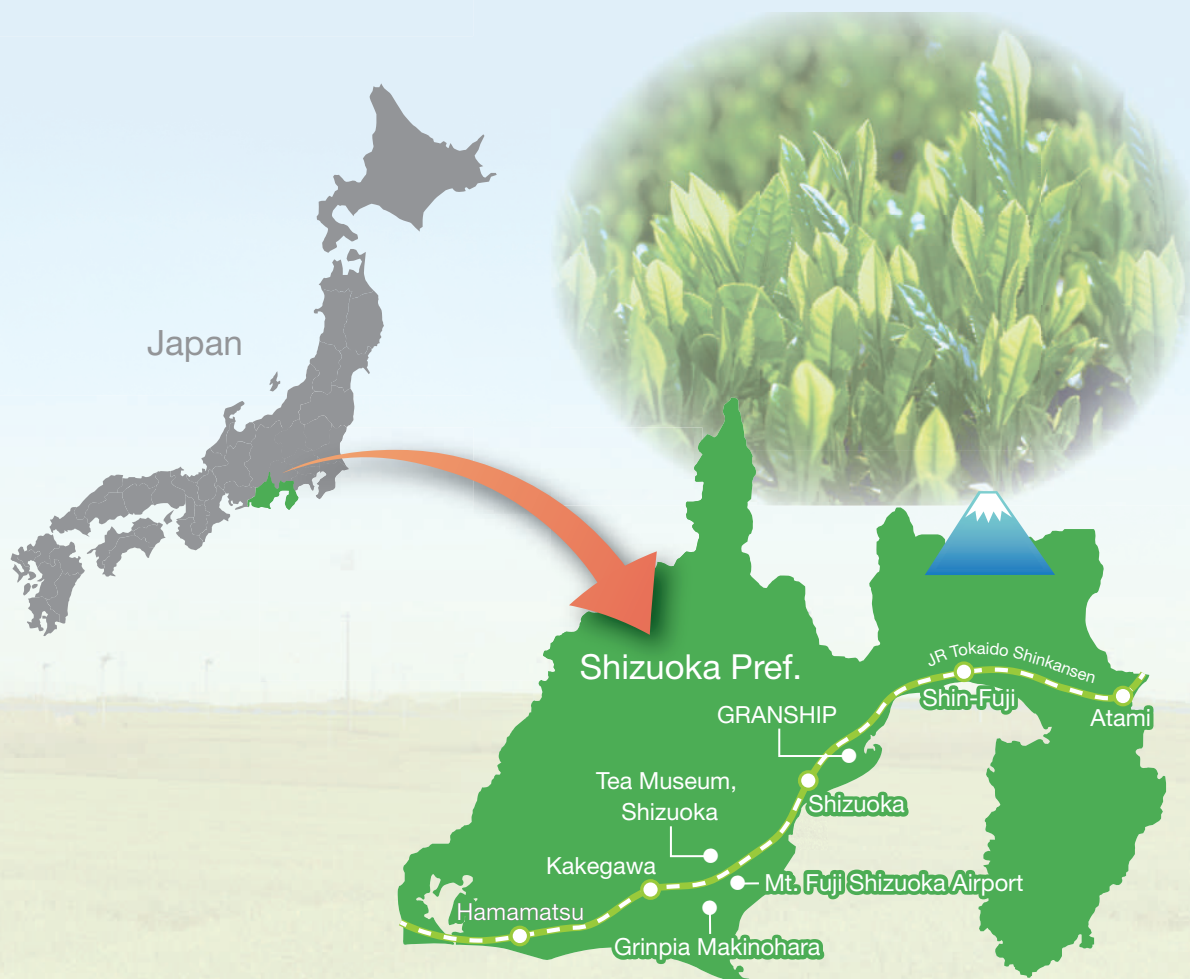
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General Summary



- Public name: World O-CHA (Tea) Festival 2019
- Dates: Spring Festival—10th (Fri.) to 12th (Sun.) May, 2019
Autumn Festival—7th (Thu.) to 10th (Sun.) November, 2019
- Venues: Spring Festival—Tea Museum, Shizuoka; Mt. Fuji Shizuoka Airport;
Grinpia Makinohara, Various Places within the prefecture
Autumn Festival—Shizuoka Convention & Arts Center "GRANSHIP"
- Theme: Connect through O-CHA (Tea)
- Support: Ministry of Agriculture, Forestry and Fisheries; Ministry of Economy,
Trade and Industry; Agency for Cultural Affairs; others



Venue Map, Tea Museum, Shizuoka

Museum (1F & 3F)
9:00–17:00 (last entry 16:30)
Permanent exhibit admission fee
Ages 15 and over: 300 yen

3F
Japanese and Chinese cultural property teaware exhibit
World tea culture experiences
Mt. Fuji Viewing Hall

● **World tea culture experiences** Fee applies
Enjoy teas, tea utensils, and tea leaves from various countries around the world at the museum! See, touch, and taste tea that only the Tea Museum can deliver.

1F
Multi-purpose Hall

● **Seminar on the attraction of tea** (until 16:30) Fee applies
A combined showcase of the attractions of tea. Find out all about the numerous positive attributes of tea.

● **Tea ceremonies from around the world** (until 16:30) Fee applies
Tea aficionados and representatives from tea ceremony-related organizations from both Japan and abroad will serve you tea in a range of international styles.
10th May: Peru/Sri Lanka/Indonesia/Japan
11th May: Peru/Indonesia/Japan
12th May: Peru/Sri Lanka/Japan

Garden

● **Garden walk and Kobori Enshu quiz rally** (until 16:30) (Reception: Courtyard)
Explore the Japanese garden in the museum grounds as you learn about its characteristics and the *kirei-sabi* tea ceremony. Learn about tea culture and win a prize!

● **Dress up in traditional costume and have your photo taken in the tea plantation** (until 16:30)
(Reception: World street teahouse experience area)
Experience wearing traditional costume and capture the moment in a lovely souvenir photo taken in a tea garden.

Information
(until 16:30)

Ask here about:

- Jelly's solve-the-riddles treasure hunt
- Tea plantation walk (booking available on the day)
10th May: 13:30; Fee applies
11th & 12th May: 10:30, 13:30
*Each walk is limited to the first 30 people only
- Bike rental for cycling around the fields Fee applies

World O-CHA (Tea) Market
A huge array of booths where you can sample and buy new season tea from different growing regions of Shizuoka Prefecture, as well as buy tea-related products, and other food and beverages. There are fun entertainment from on-stage performances, too!

Food and beverage/product sales corner
Temporary stage
Food trucks
Counter selling new season tea

Shuttle bus stop

Information
Elevator
Toilets

Outdoors First-come basis

● **Planting a tea plant in a miniature pot experience** (until 16:30)
11th (Sat.) to 12th (Sun.) May Fee applies
Pot your own rooted small tea plant and take it home with you! *Limited to 60 people per day

Outdoors

● **"Evening cool" tea ceremony**
From when the markets close until 18:00
Come to a tea ceremony for adults and enjoy a collaboration of tea and alcohol. Bringing you a lovely moment to enjoy a drink while gazing at the Japanese garden.

Outdoors

● **World street teahouse experience** (until 16:30)
Bringing you authentic road-side teahouse culture, flavors, and atmosphere that form part of the lives of people overseas.

Commercial Facility

● **Learn about hand rolling tea from tea artisans** (until 16:30) Fee applies
Learn how to roll tea by hand from skilled artisans from the Tea Hand-Rolling Preservation Society.

Outdoors First-come basis

● **Try Ochazuke made using local Shizuoka-grown tea**
11:00, 12:30, 14:00
The Nagatanien Ochazuke Van is coming! This collaboration with Hotel Foods is serving *yakitori ochazuke* (rice bowl with grilled chicken and green tea broth) for you to taste. *Limited to 450 people per day (3 times a day)



● Opening Ceremony

Date and time: 10th (Fri.) May, 10:00–10:30

Venue: Japanese Garden, Tea Museum, Shizuoka





Programs at the Tea Museum, Shizuoka



● World O-CHA (Tea) Market

Twenty-nine exhibitors presented, sold, and offered samples of tea and tea-related products, as well as sold food items made using tea. In the new tea sales corner, 15 kinds of season's first flush Shizuoka tea from 10 different areas were sold and samples were offered, and numerous visitors were able to compare tastes and fragrances.



● Stage Events

Twelve groups gave stage performances, adding to the festive mood.



Programs at the Tea Museum, Shizuoka

World Tea Culture Experiences

Together with the permanent world tea exhibitions on the 3rd floor of the Tea Museum, Chinese and Tibetan tea demonstrations were given including serving teas, enabling visitors to "see," "experience" and "taste" the tea. Outdoors, Nepalese chai was provided.



World Tea Party

Tea aficionados, organizations related to the tea industry, and others held seven participatory tea gatherings, introducing the tea customs and ways of enjoying tea of various countries around the world such as Peru, Sri Lanka, and Indonesia. Full-fledged tea ceremony experiences in tearooms and Japanese gardens were also conducted.



Seminars on the Attraction of Tea

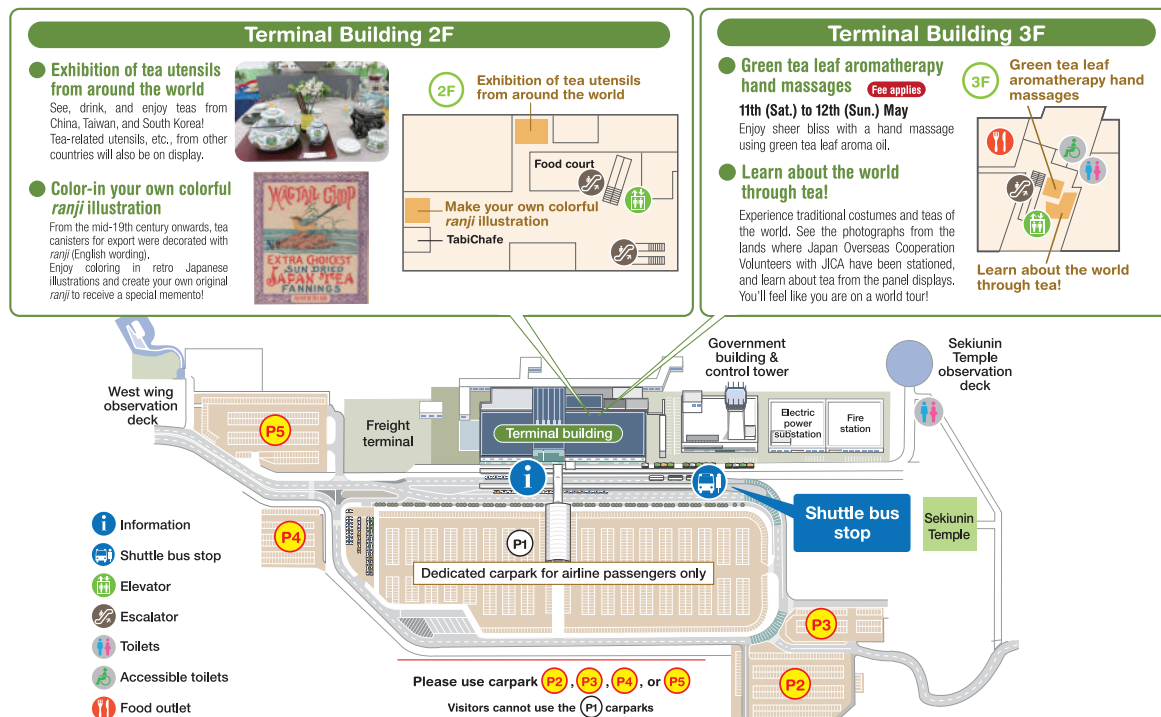
The tea cultures not only of Japan but also of Brazil and China were introduced, and visitors were able to sense the various attractions of tea.





Programs at the Mt. Fuji Shizuoka Airport

Venue Map, Mt. Fuji Shizuoka Airport



Color-in Your Own Colorful *Ranji* Illustration

From the Meiji restoration (mid-19th century) onwards, tea canisters for export were decorated with *ranji* (Western character) label. Visitors enjoyed coloring in these Japanese label illustrations.



Green Tea Leaf Aromatherapy Hand Massages

Hand massages using aroma oil, produced by refining the vapor released when manufacturing tea, brought momentary bliss to visitors.



Programs at the Mt. Fuji Shizuoka Airport

● Exhibition of Tea Utensils from Around the World

Visitors were able to view and taste teas from China, South Korea and Taiwan. Tea utensils from other countries around the world were also exhibited.



● Learn About the World Through Tea!

Visitors could experience the costumes and teas of countries around the world. Through photographs from lands to which Japan Overseas Cooperation Volunteers under JICA have been dispatched, and through exhibitions of panels to teach about tea, visitors could savor the excitement of world travel.





Grinpia Makinohara Programs



Visitors could change into the clothes of a *chamusume* (tea picking maiden) to pick tea, and enjoyed a tour of a tea factory to learn about tea manufacturing processes.

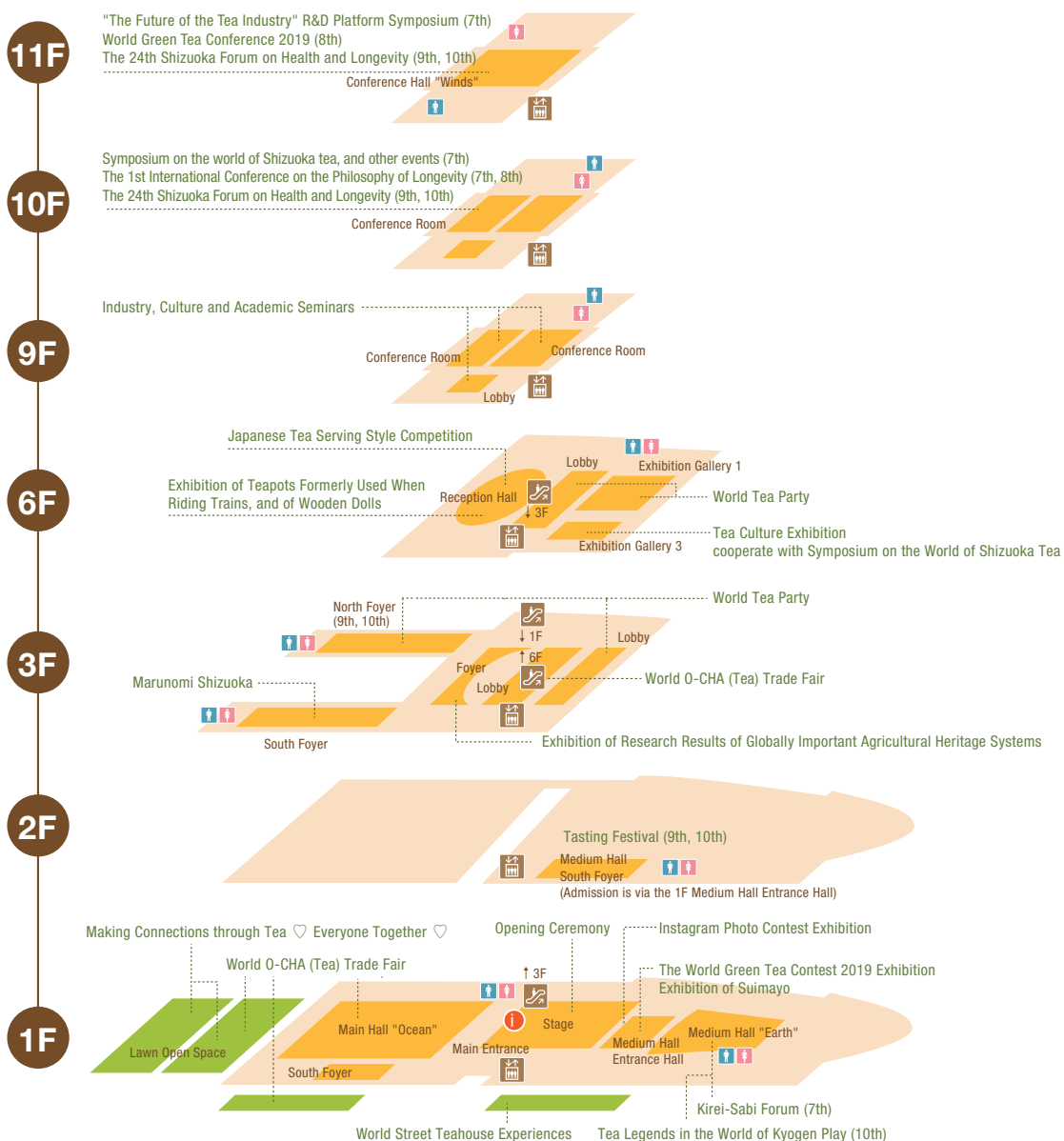


Tea Farm Field Programs

In commemoration of the 150th anniversary of the development of the large Makinohara tea plantation, "Jelly's solve-the-riddles treasure hunt" (quiz rally), tea garden walks, and bike rentals for cycling around the fields were held, enabling visitors to experience history and enjoy the sights of the tea plantations. Within shuttle buses linking the venues, volunteer university students served as tourist guides.



Venue Map, GRANSHIP



● Opening Ceremony

Date and time:
7th (Thu.) November,
10:45–11:05

Venue: 1F entrance

Attendees:
Approx. 200 persons





Autumn Festival

● World O-CHA (Tea) Trade Fair

Venues: 1F Main Hall "Ocean," 3F Lobby, Outdoor Patio

Ninety-one companies presented exhibits from tea producing countries around the world, including China, Sri Lanka, India, and Taiwan as well as Japan, and a wide variety of teas and tea-related merchandise was exhibited, sampled, and sold. The fair also provided opportunities for business negotiations with buyers, information publication and exchanges between exhibitors and visitors.



Autumn Festival

● Tasting Festival

Venue: Medium Hall South Foyer

Certified diligent tea farmers exhibited products in six booths, and their specialty teas were sampled and sold. Visitors voted for their favorite teas from among those sampled.



● Marunomi Shizuoka

Venue: 3F Main Hall South Foyer

Thirteen members of the Shizuoka 100 Mei-cha (Branded Teas) organization, a collective of farmers that produce highly unique teas within Shizuoka Prefecture, provided samples of and sold teas with highly varied tastes and fragrances.





Autumn Festival

● World Tea Party

Venues: 1F Main Hall South Foyer, 3F Lobby, 3F Main Hall North Foyer, 6F Exhibition Gallery

Tea aficionados and organizations related to the tea industry held 21 participatory tea gatherings, introducing the tea customs and various ways of enjoying tea of various countries around the world in addition to Japan.

Names of Tea Events	Organization Names
Tea Party Hosted by High School Students	Tea and Flower Arrangement Club of Shizuoka Prefectural SURUGA-SOGO High School/Tea Ceremony Club of Shizuoka prefectural Shizuoka Agricultural High School/Tea and Flower Arrangement Club of Shizuoka Prefectural High School of Science and Technology
"Colors" TEA PARTY in AUTUMN 2019	Bon Coeur
Tea Service by Fujieda Jr. Tea Doctor Hospitality Teahouse	Tea Commerce & Industry's Association of Fujieda city
The experience of Kufu Tea Ceremony	Japan Chinese-tea Instructor Association
Tea Suited to Your Constitution, According to a Traditional Chinese Medicine Pharmacy	Kumanekodo Pharmacy
Chinese Tea Party	Society for Cultural Exchange in East Asian Tea, Beijing Fushikaden Tea Culture Center
Baisao of Heisei Era: Elegant Mountain Tea	Seiichiro Hagiri
Rare Prime Ceylon Tea —Golden Tips and Silver Tips—	Sri Lanka-Japan Good Will Society
A gift of Tea from India	Lochan Tea Japan
Anytime, Anywhere	Soubou Ogisu
Enjoy the most valuable and expensive Tea in Japan —Yae no Kanade, the Ultimate Brewing Method for Top-quality Hand-rolled Tea—	Gokuchanin
Latest trend in tea in U.K.—tasting 3 teas from U.K.	Asako Steward, Tea Academy Japan
Ming and Qing dynasty tea ceremony.	CHEN Xia, CHEN Jiao
Let's Enjoy Peruvian Tea! —Cat's Claw—	Tomi's International
Sponsored by the 7th World O-CHA (Tea) Festival Executive Committee Let's Learn about Singapore's Tea and Culture!	Coordinator for International Relations, Shizuoka Prefecture Multicultural Affairs Division
Sponsored by the 7th World O-CHA (Tea) Festival Executive Committee Let's Learn about Brazilian Tea and Culture!	Coordinator for International Relations, Shizuoka Prefecture Multicultural Affairs Division
Enjoying a Variety of Thai Teas in Daily Life	Peun Kin Cha (Friends for Drinking Tea)
The Sky Tea Garden	Japan China Tea Promotion Society
Delicious Drops from Mt. Ali, Taiwan	Chiayi County Government, Taiwan
Four Secrets and Charm of Thai Tea	International Tea Industry Association (JP-TH Alliance)
Tea Party in the home of Mt. Fuji	Seven schools of Shizuoka Tea Ceremony Union



Autumn Festival

● Japanese Tea Serving Style Competition

Venues: 6F Reception Hall, 1F Main Hall South Foyer

Ideas for tea serving styles and spaces that would entice people to visit and try drinking Japanese tea were collected for a competition. Winners of the competition set up and operated a temporary tea cafe.

● First Prize

"Challenger Cafe" — Tanabe Design Lab



● First Prize

"Shizuoka Tea x Flower Cafe" — Tomone Sugimoto



● Runner Up

"Bright Green Time...Youth Is Returning" — SEISHO Tean's Challenge by Shizuoka Commercial High School





Autumn Festival

● The World Green Tea Contest 2019: Prize Winning Tea Exhibition

Sponsorship: World Green Tea Association

Exhibitions

Venue: Medium Hall Entrance Hall

Exhibition of prize-winning teas in a contest proposing innovative products that point to the future of green tea.

Awards Ceremony

Venue: Fugetsuro

Twenty-four award winners from various countries received a commemorative plaque from Governor of Shizuoka Prefecture, Heita Kawakatsu, who is the chairman of the World Green Tea Association.



[Result (number of entries and award-winning entries)]

Award Name	The quantity of prize	Japan	China	Taiwan	South Korea	Poland	Austria	Australia	Colombia
Number of entries	103	48	26	3	21	2	1	1	1
Grand Gold Prize	12	3	7	1	1	—	—	—	—
Gold Prize	22	8	7	1	6	—	—	—	—
Package Prize	1	1	—	—	—	—	—	—	—
Frontier Prize	1	—	—	—	1	—	—	—	—
Encouraging Prize	1	1	—	—	—	—	—	—	—
Total	37	13	14	2	8	—	—	—	—

● Exhibition of Teapots Formerly Used When Riding Trains, and of Wooden Dolls

Venue: 6F Reception Hall

An exhibition of teapots formerly sold for drinking tea when riding on steam trains, along with dolls carved from tea plants and dressed like tea-picking women.



Autumn Festival

World Street Teahouse Experiences

Venue: Outdoor South passage

Visitors enjoyed handling actual tea utensils while learning about tea culture and ways of enjoying tea in the replicas of world street teahouse from seven countries.

Exhibiting Country	Menu
Bangladesh	Chai, rusk
Vietnam	Green tea, durian cookies
Iran	Black tea, dates
Malaysia	Milk tea, mango gummies
Myanmar	Milk tea, glutinous rice flavor tea, spring onion cookies
Morocco	Mint tea
Uzbekistan	Lemon green tea, baked sweets



Tea Legends in the World of Kyogen Play

Venue: Medium Hall "Earth"

Tea has been a cherished part of the daily lives of people from long ago. Consequently, it also appears often in Kyogen play programs. Okura-school artists performed Kyogen, a traditional art form with a 700-year-old history that presents quotidian comedy interspersed with singing, dancing and tale-telling.



Instagram Photo Contest Exhibition

Venue: 1F Entrance Hall

The top 27 entries in the Instagram Photo Contest on the theme of "Photographs of people enjoying tea" were exhibited.





Autumn Festival



● World Green Tea Conference 2019

Venue: 11F Conference Hall "Winds"

Looking toward expansion of the world market for green tea, tea experts and researchers from various countries reported the latest information and debated future developments.



Lecturers

- Yoshiyuki Takeda/Former President, Japanese Society of Tea Science and Technology; former Director of Tea Research, National Institute of Vegetable and Tea Science.
- Manuja Peiris/Chief Executive, International Tea Committee, UK (ITC)
- Rona Tison/Executive Vice President of Corporate Relations & PR, ITO EN (North America) INC.
- Katharine P. Burnett/Associate Professor, University of California, Davis; Founding Director, Global Tea Initiative for the Study of Tea Culture and Science
- Shabnam Weber/President, Tea and Herbal Association of Canada



● Symposium on the World of Shizuoka Tea, and Other Events

Venues: 10F Conference Room, etc.

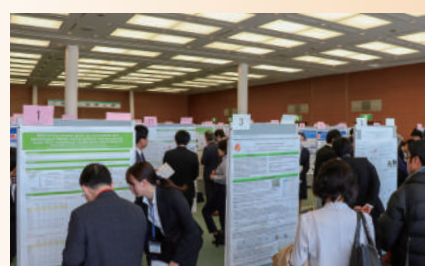
A symposium featuring a discussion of tea from the perspectives of socioeconomics, history, culture and other aspects, along with exhibitions of research results. Exhibitions of tea culture and lifestyles in Japan, China and South Korea were also displayed.



● The 24th Shizuoka Forum on Health and Longevity

Venues: 10F Conference Room, 11F Conference Hall "Winds"

Academic sessions, poster session, citizen's forum and other events on the theme "Health, longevity and tea."



Autumn Festival

● Making Connections through Tea ♡ Everyone Together ♡

Venue: Outdoor Lawn Open Space

Seventy-nine groups exhibited and sold foods using tea and various other items, and carried out stage events.



● Tour of the Vast Tea Plantation to Learn First-hand the Magic of Tea

Tour programs were offered to enable visitors to experience the attractions of "Tea Capital" Shizuoka, including visits to tea farms and tastings to compare teas.





Public Relations

●Exhibit at Food Japan 2018 (Singapore)



●Exhibit at Winter Fancy Food Show 2019 (U.S.)



●PR at the Rugby World Cup 2019 (ECOPA)



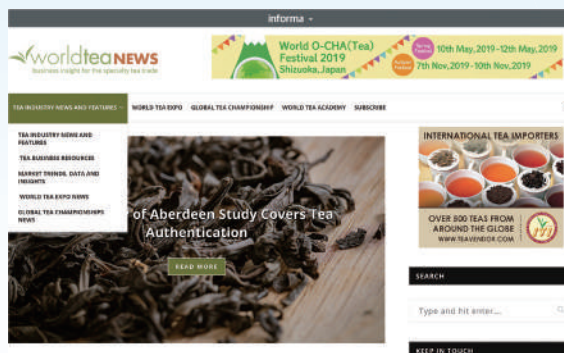
●SNS (Facebook, Instagram)



●Website



●Overseas site banner ad



●Flyer



●Daily program





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