

Following legal reforms, Japan's largest cannabinoid and hemp festival begins a new chapter in November 2025

Approximately 100 companies, groups, and industry leading speakers from Japan and abroad will be present, covering the past and future of cannabinoid

SHIBUYA-KU, TOKYO, JAPAN, October 24, 2025 /EINPresswire.com/ -- Asabis Inc. (Headquarters: Shibuya, Tokyo / President & CEO: Ryota Nakazawa) and GREEN ZONE JAPAN (Representative Director: Yuji Masataka) have announced that the Japan International Hemp Expo 2025 (JIHE 2025) will be held at LUMINE 0 at Shinjuku station from November 14th to 15th, 2025.

This is the largest* international hemp exhibition and conference in Japan.

*As of October 2025, according to CANNABIS INSIGHT

Application for attendance: <https://jihe2025.peatix.com>

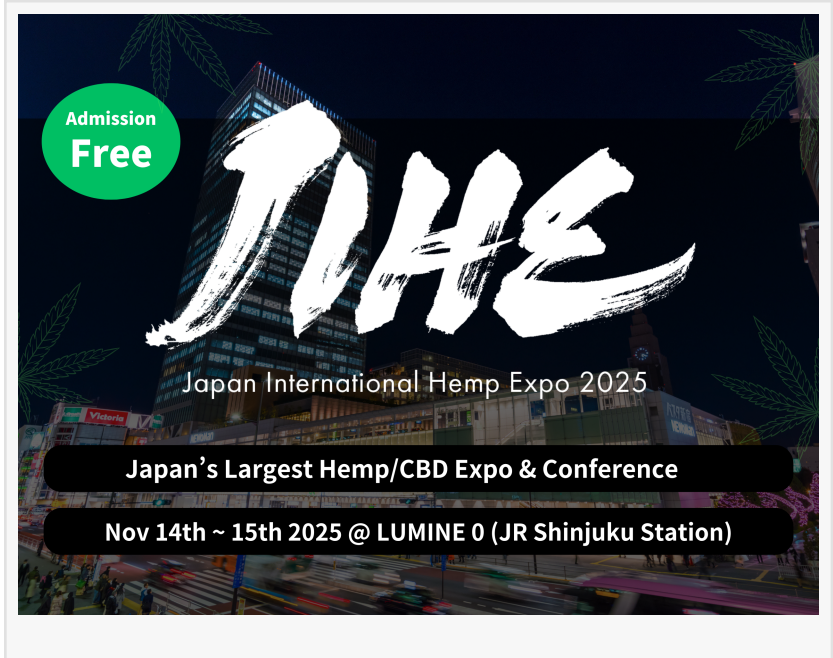
Online Gudebook: <https://jihe.asabis.co.jp/2025>

Japan enters a new “Hemp Era”

2025 can be considered the start of Japan’s “Hemp Era,” as the nation faces a historical turning point following reforms to the Cannabis Control Act. Asabis Inc. has taken this opportunity to hold JIHE to align with this momentous occasion.

JIHE renewed with the establishment of “Hemp Journey” and “JIHE Forum”

This event combines CBD Journey and CannaCon, a conference focused on medical and industrial cannabis use, two events that were first held in 2021 and have welcomed over 7,000 visitors and 300 exhibiting companies and sponsors, attracting attention from various media outlets including TV Tokyo WBS. This Expo aims to utilize the progress these events have made to build the future of the industry.



About JIHE 2025

Three Main Features of the Event

Experience the future of the “Hemp Era”

Approximately 100 companies, brands, and organizations from around the world assemble to offer the opportunity to experience the newest CBD wellness products and cosmetics, hemp building materials, hemp textiles, and various other ways CBD and hemp can be used in the future, as well as direct dialogues about these products and other services.

Two conferences by experts from around the world

Visitors can attend CannaCon for no additional charge to learn about the latest trends in Japan, while JIHE Forum will feature famous experts from overseas and offer advanced knowledge and dialogues for a fee. The conferences will be held simultaneously, offering a place for new possibilities and connections. VIP passes will also be available to help visitors make the most of this opportunity.

“See, Feel, Learn” Special Exhibition

This is a special experiential exhibition held in conjunction with the Cannabis Museum and HEMP HUB, exploring the history and potential of cannabis while discussing its value and future possibilities.

Event Details

JIHE - Japan International Hemp Expo 2025

Dates:

Friday, November 14th, 11:00 A.M. to 6:00 P.M. (meet and greet held from 6:30 P.M.)
Business Day (for companies)

国際ヘンプ博覧会 2025 CannaCon 10月10日 更新版

SPEAKERS

キセキグループ 代表取締役 CEO 山田 航平	Managing Director of Control Union (Thailand) Stephan Moreels	一般社団法人 日本ヘンプ協会 代表取締役 CEO 渡邉 晃通	一般社団法人 日本ヘンプ協会 代表取締役 CEO 黒田 直士	東京エッセンス株式会社 代表取締役 CEO 水越 一樹	株式会社 八幡製薬 代表取締役 九代 俊彦	COO of KCA Laboratories, USA Ryan Bellone	
新健康テクノロジー株式会社 代表取締役 CEO 南川弘之	ダイニング・ラボ 代表取締役 CEO 桂真一郎	ヘンフィケーション 代表取締役 CEO 森田 中子	株式会社 長田 優香	特定非営利活動法人 ワイークライ 代表取締役 泉 翔	株式会社 佐藤 均	株式会社 桐澤 大也	おうめ薬局 管理薬剤師 荒川 快生
日本ヘンプ協会 代表取締役 伊藤 俊彦	日本ヘンプ協会 代表取締役 水野 賢彦	がん患者の妻 逸見 早映	藤岡 かん恵子 加藤 直一	VapeMania - 新彦 長瀬 晶彦	真珠農家 西瀬 結希	一般社団法人 日本ヘンプ協会 代表取締役 三木 直子	一般社団法人 日本ヘンプ協会 代表取締役 正高 佑志

国際ヘンプ博覧会 (JIHE) 2025 オフィシャルスポンサー

2025 11/14 FRI - 15 SAT 開催場所 LUMINE O

Saturday, November 15th, 11:00 A.M.
to 6:00 P.M.
Community Day (for companies and
individuals)

Venue:

Name: LUMINE 0

Address: NeWoMan Shinjuku 5F, 5-24-
55 Sendagaya, Shibuya Ward, Tokyo
151-0051

Entrance Fee: Free (separate fee from
JIHE Forum and networking events)

How to Apply:

Japanese Event Page:

<https://jihe2025.peatix.com>

English Event Page:

<https://lu.ma/6y3ho1d2>

Official Website:

Japanese: <https://jihe.asabis.co.jp>

English: <https://jihe.asabis.co.jp/en>

Organizers:

Asabis Inc.

GREEN ZONE JAPAN

Online Guidebook:

A webpage has been launched to serve
as a guidebook to help visitors enjoy
JIHE 2025 as much as possible. It will
be updated with the latest information
on participating organizations,
sessions, speakers, community events,
and other information.

Japanese: <https://jihe.asabis.co.jp/2025>

English: <https://jihe.asabis>.

Ryota Nakazawa

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Japan International Hemp Expo 2025
JIHE Forum As of Oct 10th

Support / Cooperation: ASIA HEMP ASSOCIATION, TIHTA, JIHE

SPEAKERS

Name	Title
Patrick Atagi	President and CEO of the National Industrial Hemp Council (NIHC), USA
Seth Rosen	CEO of TxCanna LLC, USA
Ryan Bellone	CEO of KCA Laboratories, USA
Morris Beagle	President of WAFBA, USA
Bonita Money	Founder of NDICA-National Diversity and Inclusion Cannabis Alliance, USA
Phumchai Kambhato	President of The International Trade Association (ITTA) Thailand
Somsak Kreschal	Ministry of Public Health, Thailand
Jordan Herring	Founder and CEO of Hoken Valley Genetics Co., Ltd., Thailand
Dyd	Secretary General of Thai Hemp Association (THA) and Asia International Hemp Federation (AIHF), Thailand
Rehan	CEO of Thai Silk Co., Ltd., Thailand
Stephan Morais	Managing Director of Central Lines Thailand Co., Ltd., Thailand
Atiyah	CEO of AgCann Consulting Ltd., Canada
Inran Rashid	Product Development & Implementation Specialist, M&A Legal & Consulting Boutique, Mexico
Mariana Larrea Arias	Founder & Partner of Diversity and Inclusion Cannabis Alliance, USA
Olivia Ewenike	Lawyer of Exenke Law Firm, Germany
Paul Benham	Chairman of The Hemp People Company, Australia
Riccardo Longato	CEO of Clear S.r.l., Italy
Anar Artur	Founder & CEO of Bright Hemp Consulting, Hemp Mongolia, Mongolia Hemp Association, Mongolia
Sergiy Kovalenkov	President of Ukrainian Hemp Building Association, Ukraine
Dr. Patrick Chin	Founder and CEO of Chlorviant Lab, Singapore
Terry Sudo	Chairman of Japan Cannabis Federation (JCF) & CEO of Cannatouch, Japan
Aya Kaetsu	The Representative of HEMP HUB and HSDO, Japan
Tomohiro Nakagawa	CEO of Gresco & VaporMafia, Japan
Kaisei Arakawa	Owner/Pharmacist Managing Pharmacist, Japan
Roger Nakazawa	CEO of Asabis Inc., Japan
Naoko Miki	GREEN ZONE JAPAN, Director & Translator, Japan

JIHE - Japan International Hemp Expo 2025 Official Sponsors: KISEKI, Green Trade Japan, Biosydd, NATURAL

2025 11/14 FRI - 15 SAT

Event Venue: LUMINE 0

REGISTRATION: QR Code



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