

JIHE 2026 — Japan's International Hemp Expo Returns, Now in Omotesando, Tokyo

A two-day B2B exhibition and industry conference for the CBD and hemp sector, held across an entire building at House of OMOTESANDO on November 13–14, 2026.



TOKYO, June 23, 2026 — Asabis Inc., together with co-organizer GREEN ZONE JAPAN (a general incorporated association), today announced **JIHE 2026 / Japan International Hemp Expo**, an international exhibition and industry conference for the CBD and hemp business, to be held on **Friday, November 13 and Saturday, November 14, 2026** at **House of OMOTESANDO** in Tokyo. Free pre-registration is now open. The event is held in association with AIHF (Asia International Hemp Federation).

JIHE 2026 builds on a track record established since August 2021 under its predecessor, the CBD Journey & CannaCon series: a cumulative **7,000-plus visitors** and **300-plus participating companies**. The series has been featured on TV Tokyo's "WBS" and in trade media including the Health Industry Distribution News.

Theme

"Break the Bias, Back to ORIGIN"

After several years in which the industry chased each newly emerging cannabinoid and trend, JIHE 2026 turns its focus back to the origin. From traditions Japan has lived with for some two thousand years — in clothing, food, housing, and everyday tools — to contemporary and future applications such as medicine, CBD, wellness, and sustainability (GX), the many branches of the industry all trace back to a single plant: hemp. In much of the world, hemp was industrialized, then prohibited, and largely forgotten. In Japan it never left daily life: for two thousand years it stayed woven into what people wore, ate, built, and used — and that unbroken intimacy with everyday life is Japan's distinctive contribution to the global hemp story.

For international audiences, it is worth noting how present hemp already is in everyday Japanese life and culture. Hemp (*asa*) remains familiar today in the geometric *asanoha* (hemp-leaf) pattern seen on textiles and on children's kimono, in summer linen clothing, in *shichimi* seven-spice blends, and in the *shimenawa* ropes that decorate homes and doorways at the New Year. Under the banner "**THE OLDEST FUTURE** — the oldest thing is the newest," JIHE 2026 aims to loosen the preconceptions attached not to the plant itself but to the words and images around it — not through argument, but through moments of personal recognition.

A two-day format: Business Day and Community Day

JIHE 2026 is structured around two distinct days to serve both trade and general audiences:

Friday, November 13 — BUSINESS DAY: Centered on exhibition, business matching, and conference sessions for operators, buyers, and media.

Saturday, November 14 — COMMUNITY DAY: Open to general visitors, with product sales available, hands-on experiences, and community networking.

One building, floor by floor: an immersive venue

The setting itself carries meaning. Omotesando is today one of Tokyo's most vibrant avenues, a place where people and culture from across Japan and the world pass through. Choosing this setting to ask where hemp comes from — and where it is heading — is an intentional choice by the organizers.

Rather than a conventional exhibition hall, JIHE 2026 takes over the entire House of OMOTESANDO building, with each floor offering a different experience:

B1F Sky Hall	main exhibition area and stage
1F Lounge	reception and business-meeting space
2F White Hall	the CannaCon conference, with a full working kitchen
Rooftop (RF)	a networking space for attendees

The Omotesando location and single-building format are designed to raise the density of interaction between exhibitors and visitors.

CannaCon: one conference, with international sessions

The conference program runs as a single track, **CannaCon**, the continuation of the predecessor CBD Journey & CannaCon series, covering the business and industry topics shaping the CBD and hemp sector. The program includes sessions by overseas speakers, supported by AI-assisted interpretation tools to help bridge language barriers across an international audience. Speakers and the full program will be announced from July onward via the official website and social channels (#jihe2026).

Organizer comment

"As Japan's hemp and CBD industry matures, the priority is to give companies a real place to do business and to connect across borders. By taking over an entire building in Omotesando and splitting the event into a business day and a community day, JIHE 2026 is built to be a working platform for the industry — for exhibitors, buyers, and partners from Japan and abroad."

— Roger Nakazawa, Representative Director, Asabis Inc.

Fact box

Dates	Friday, November 13 (Business Day) & Saturday, November 14 (Community Day), 2026
Hours	11:00–18:00 (planned)
Venue	House of OMOTESANDO, 5-34-8 Jingumae, Shibuya-ku, Tokyo
Admission	Free, by advance registration
Registration	English luma.com/hpztknzq / Japanese jihe2026.peatix.com
Hashtag	#jihe2026

About JIHE

JIHE (Japan International Hemp Expo) is an international exhibition and conference for the CBD and hemp business, organized by Asabis Inc. and co-organized by GREEN ZONE JAPAN, in association with AIHF. It continues the CBD Journey & CannaCon series that has run since 2021. Official site: jihe.asabis.co.jp/en.

About Asabis Inc.

Asabis Inc. operates media, community, and platform services focused on the CBD and cannabinoid field in Japan, and is the organizer of CBD Journey and JIHE. The company is based in Shibuya-ku, Tokyo, and was established in August 2021.

▼ Press materials: [Fact sheet \(JP/EN\)](#) / [Media Kit \(key visuals & photos\)](#) / [日本語プレスリリース](#)

Figures and names are confirmed; the closing time is provisional. This release contains no medical or efficacy claims and is a B2B event announcement. This release reflects the information available on 23 June 2026. Some details — including opening hours, supporting organisations and the speaker line-up — have since been confirmed or updated. For the latest information, please see <https://jihe.asabis.co.jp/en>

Media Contact

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