

NEW ENERGY Building

2026.9.2 WED, 3 THU, 4 FRI

at P.O. Minami-Aoyama Hall

Call for Entries vol.1

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NEW ENERGY BLDG. is a trade fair featuring about 50 companies showcasing home accessories, art, fashion items, and more.

NEW ENERGY BUILDING

If NEW ENERGY (our other exhibitions) were a city, this exhibition would be a small building nestled in a quiet corner.

A slightly closed environment might be just right for nurturing new culture.

This small community of artists and creators inspires one another, fostering unique ideas and styles. Over time, these ideas will spread, bringing fresh energy to the entire city.

►For NEW ENERGY, click [here](#)



OUTLINE

NEW ENERGY BLDG.

2026.9.2 WED, 3 THU, 4 FRI

	September 2, 10:00 AM - 8:00 PM FRIEND DAY 5:00 PM - 8:00 PM
3 DAYS	September 3, 10:00 AM - 7:00 PM
	September 4, 10:00 AM - 6:00 PM

Venue: P.O. Minami-Aoyama Hall

Exhibitors: 50

Visitors: 1500 (buyers and retail industry professionals)

Organizer: Blue Marble

WEB: <https://new-energy.ooo/2025bldg/>



VENUE

P.O. Minami-Aoyama Hall

〒107-0062 2-5-17 Minami-Aoyama, Minato-ku, Tokyo

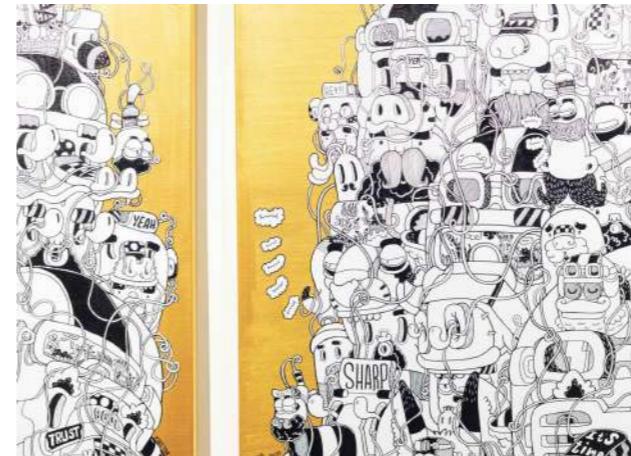
Direct access to major Tokyo areas via multi-line access on three routes: Roppongi, Shibuya, Shinjuku, Otemachi, Nagatacho, Akasaka-mitsuke, Omotesando, Shimbashi, and Shiodome.

- 2-minute walk from Exit 5 of Aoyama-itchome Station (Tokyo Metro Ginza Line, Hanzomon Line / Toei Oedo Line)
- 5-minute walk from Gaienmae Station Exit 4a (Tokyo Metro Ginza Line)



Exhibitor features

The event brings together around 50 brands that are producing more unique and creative products, mainly in the fields of fashion, lifestyle, interior design and art.



Visitor Services

At NEW ENERGY BLDG., we provide drinks and light refreshments so our guests can relax and enjoy themselves. With a drink in hand, we invite you to engage in conversation and networking. We offer a relaxed atmosphere where encounters and discoveries unfold.



Buyer Attraction

To attract buyers, we are running an attractive cashback campaign. This directly attracts active buyers and leads to business negotiations for our exhibitors.

*Details are provided on page 10.



Past Performance (Previous Exhibition)

It was held on 3-5 September last year at Tokyu Plaza Ginza 6F, with 30 exhibitors and approximately 1,400 buyers and retail industry professionals in attendance.



Attendance Record ①

Retail

Actus, ASICS, Asprund, Adastria, Ash P France, Ash Concept, Ava House International, Ambillion, Ikspiari, In Blue, Welcome, Eshikaruya, Estnation, Onward Kashiyama, Culture Convenience Club, Classica, Credits, Cowen, Corazon, Conran Shop Japan, Joyx Corporation, Sukima Department Store, Star Store, Styling Life Holdings, Style Force, Sempre Design, Sogo & Seibu, Tomorrowland, Neal's Yard Remedies, New Jewelry, Nor Corporation, Park Corporation, Patagonia Japan Branch, Pal System Co-operative Union, BEGI, Beams, Bic Camera, Far East Company, Baycrew's, Magstyle, Matsuo International, Mash Beauty Lab, Mash Holdings, United Arrows, Unimatic, Loft, Work Together Rock Together, Weiss Weiss, Wacoal Art Center, One-O, Itoya, Marui, Maruhiro Department Store, Ginza Maggie, Takashimaya, Hankyu Hanshin Department Stores, Isetan Mitsukoshi, Sanyo Shokai, My Room Living, Odakyu Department Store, Matsuya Ginza, Eslite Living Japan, Murakami Art, Daimaru Matsuzakaya Department Store, Tokyu Hands, Tokyu Department Store, Yurindo, Ryohin Keikaku, Look, AKOMEYA TOKYO, BRUNO, caramo, DESIGN WORKS 1965 TOKYO, goen, JR West Japan Fashion Goods, JR East Cross Station, Sato-S2, SHIPS, TSI Holdings, LVMH Fashion Group Japan, Hermès Japon, Agnès b. Japan, Barneys Japan, Melrose, Little League, Pal, Onward Digital Lab, Saint James Japon, Urban Research, Cassina IXC, AXIS, Inobun, On Seven Days, Today's Special, Living House, Cattle Saison, Feel Scene Ginza, Lazy Susan, Neuve A, Phil et Couture, MONOCO, T HOUSE, Sazaby League, Takashimaya, Tobu Department Store, Kintetsu Department Store, Usui Department Store, Izutsuya, Wako, Sanseido Bookstore, Roppongi Tsutaya Bookstore, Book Off Corporation, Felissimo, Marks, Princess Traya, Love and Madness Market, and others

Developers & Urban Development

AEON MALL, NTT Urban Development, Sunshine City, SHIBUYA109 Entertainment, JR East Commercial Development, Sumitomo Realty & Development, New Urban Life Research Institute, Tokyu, Toshin Development, Tokyo Tatemono, Nomura Real Estate Development, PARCO, Hankyu Hanshin Building Management, Mitsui Fudosan, Mitsubishi Corporation Urban Development, Mitsubishi Estate, Mori Building, Mori Trust, LUMINE, JP Building Management, JR East Urban Development, Hankyu Commercial Development, Shibuya Scramble Square, OPA, PARCO Space Systems, Renoveru, and others

Trading Companies & Advertising Agencies

ADK Marketing Solutions, MN Interfashion, S. Isaac's Trading Co., Etoile Kaito, Kamei Proact, Gramarize, Suntory Marketing & Commerce, Shimodima, Stylem Takisada Osaka, Darbon Organic Japan, Daiei Trading, Nomura Duo, Hakuhodo, MARGO, Merukuros, Yagi, Asahi Kasei Advance, ITOCHU Corporation, Unisen, San-ei Corporation, Mitsubishi Corporation Fashion, Odakyu Agency, Dai Nippon Printing, Dentsu, Nippon Shuppan Hanbai, Hakuten, Toyo Tsusho Fashion Express, Toyoshima, Rinbel, goooods, yamato, Enfactory, Transit Creative, magnet, and others

Attendance Record ②

List of Media Outlets

@DIME, @nifty Business, All About NEWS, BEST TIMES, BIGLOBE News, CNET JAPAN, ELLE, Infoseek News, iza!, JBpress (Japan Business Press), NewsCafe, ORICON NEWS, OSDN Magazine, PRESIDENT Online, STRAIGHT PRESS, Techable, WalkerPlus, WMR TOKYO, WWD, UrePia Research Institute, Excite News, Otaku Economic News, ALTERNAT, Saitama Shimbun, Shibuya Economic News, JORDAN NEWS!, Textile News, Senken Shimbun, NicoNico News, Mapion News, Gendai Business, Sankei News, Jiji.com, Asahi Shimbun Digital Magazine &[and], Toyo Keizai Online, Yomiuri Shimbun Online, TV Tokyo, Shochiku, Sekai Bunka Sha, Shoten Kenchiku Sha, and others

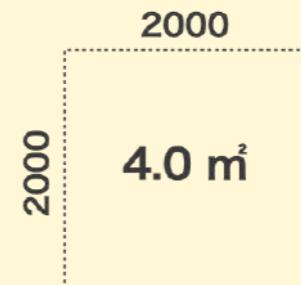
Other companies across a wide range of industries attended

BE AT TOKYO, Culture Convenience Club, CCC Media House, GMO Pepabo, INFAS Publications, J-WAVE, JVC Kenwood Victor Entertainment, TRUNK, Aman Tokyo, Amuse, Ethical Promotion Council, Oisix Ra Daichi, Google, Krontip, Children's Medical Center, Condé Nast Japan, Savannah Consulting, Jack of All Trades, Jupiter Shop Channel, George Creative Company, Super Planning, Starbucks Coffee Japan, Seiko Epson, Saison Museum of Contemporary Art, Tysons & Company, Towel Museum, Netflix, Nomura Duo, Hearst, Harvest Japan, Human Academy, Fuji Television Network, Pernod Ricard Japan, Magazine House, Mizuno, Light Up Shopping Club, La Carpe, Wacoal Holdings, Kao Group Customer Marketing, Saitama Shimbun, Mitsubishi UFJ Research & Consulting, Kami no Shimbun, Jiji Press, Shumei Natural Farming Network, Shueisha, East Japan Railway Company, Organization for Small & Medium Enterprises and Regional Innovation, Japan External Trade Organization, Hakuyosha, Minoya, People Living, Places Living, Hoshino Resorts, Meguro Gajoen, BASE, Haneda Future Research Institute, Pola Art Foundation, ICL, Y's company, Embassy of the Republic of Indonesia, Commercial Section of the Consulate General of the Republic of Indonesia Indonesia Trade Promotion Center, Flanders Trade & Investment, Tokyo Metropolitan Small and Medium Enterprise Support Center, Taito City Industrial Promotion Organization, Taito City Industrial Training Center, Chikyū Tomonokai, and others

BOOTH PLAN

Only space is provided. Exhibitors are requested to bring their own fixtures and fittings (home delivery or hand carry-in only) or we will introduce rental fixture suppliers. The organiser will decide on the location of the exhibition booth.

Booth square metres	Booth Size	Height limit	Exhibition fee (excluding tax)
4.0m²	W2000 D2000	H1700	200,000 yen



- Wall-mounting is not possible.
- Introduction of rental fixtures and fittings suppliers. If fixtures are rented, the fixtures will be set up in the booth before the loading time and will be removed from the booth when it is time to move out. A separate manual will guide you through the process.
- Please contact us if you wish to use fixtures larger than H1700.
- Power supply (electrical outlets) can be applied for as an option.

•Cashback Campaign•

If you invite 8 or more buyers to visit the exhibition, you will receive a cash refund of the exhibition fee of JPY 50,000 (excluding tax).

If you invite five or more buyers to visit the exhibition, you will receive a cash refund of JPY 30,000 (excluding tax).

※If more than one buyer from the same shop and in the same category visits the exhibition, they will be considered as one buyer.

- 1 You are required to submit information on the buyers invited to the event in advance.
- 2 The results of your visit will be checked at the reception desk on the day of your visit.

*Please note that if fewer than five buyers visit the exhibition, no cash refund will be made.

*Method of redemption: money will be transferred on Friday 31 October.

*Mail invitations will be provided here.

Application for Permission to Display Products Containing Flammable Substances

Many cosmetic sundries and fragrances contain flammable substances. Inflammable substances are classified as firearms and dangerous goods under the Fire Services Act and are therefore prohibited in principle from being brought into the venue. However, according to an agreement between the venue and the fire service with jurisdiction, only those products for which proof of the amount of flammable substances contained can be submitted in advance can be exhibited at a minimum (*opening of the product package).

★Please note that SDS (Safety Data Sheets) must be submitted for products containing substances other than animal and vegetable oils.

*SDS is required by the fire service.

*An SDS obtained by the company is required.

*Achievements such as 'sold in department stores' or 'can be handled by air' do not constitute proof.

If products containing flammable substances are exhibited, **fire protection measures (*ABC10 or larger fire extinguishers) must be taken in the booth.**

Please arrange for a fire extinguisher.

【Goods requiring application】

- Goods containing flammable liquids.
 - Fragrances
Perfumes, diffusers, room sprays, etc.
 - Aromatics
Essential oils, aroma oils, aroma mists, etc.
 - Nail polish
Nail polish, nail polish, nail polish remover, etc.
 - Edible oils
Olive oil, salad oil, sesame oil, coconut oil, etc.
 - Others
CBD oil, oil-based paints, lighter oil

- Products containing flammable solids (strictly prohibited to ignite in the venue)
Candles, incense

【Application Deadline】

Friday 7 August

【How to apply / contact details】

After applying to exhibit, please fill in and submit the application form provided.

NEW ENERGY Management Office

Attn: KAWADA

Tel: 080-4008-8918 (weekdays 11-17 hrs)

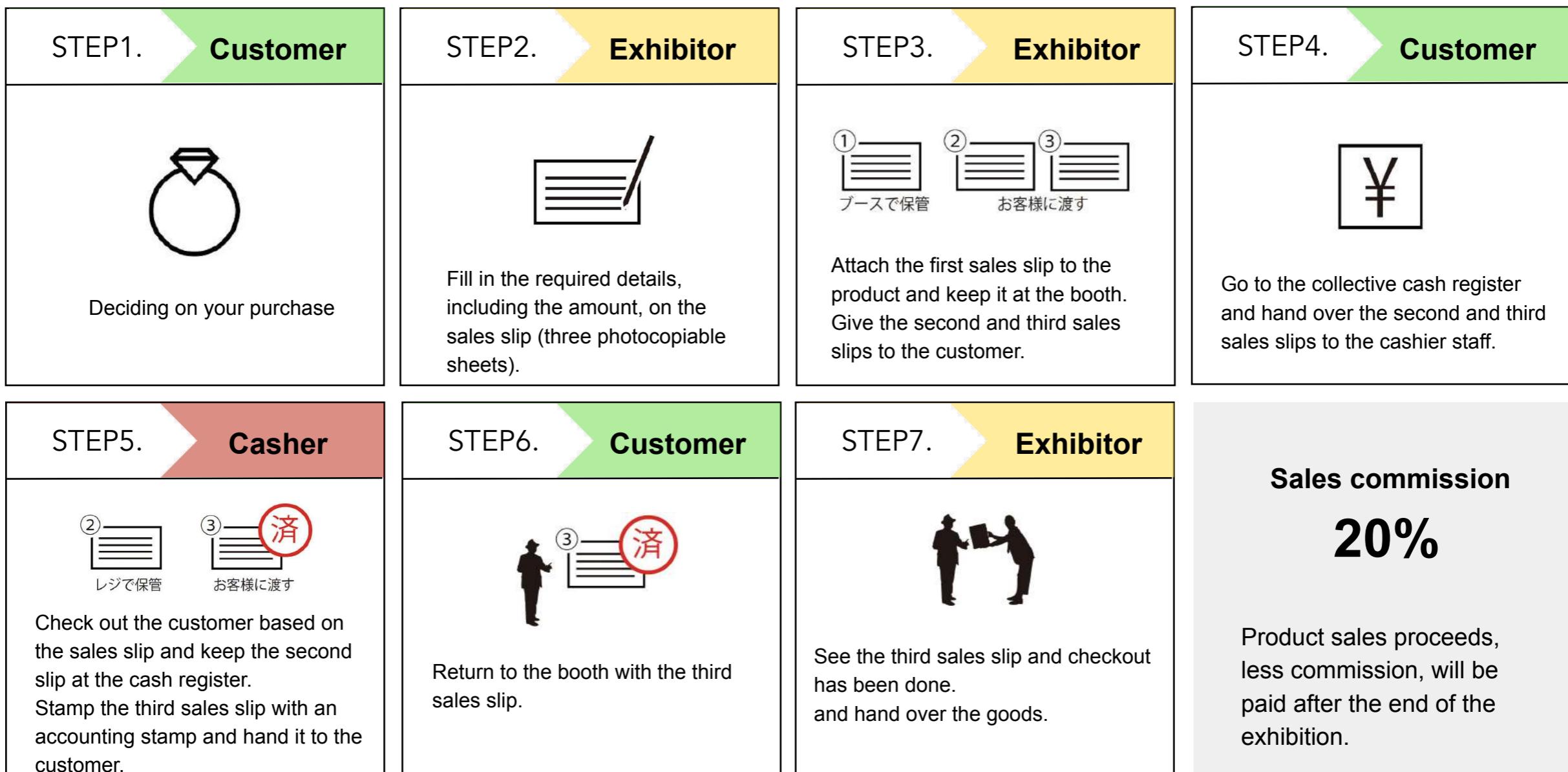
e-mail: event@bluemarble.ooo

Regarding Merchandise Sales

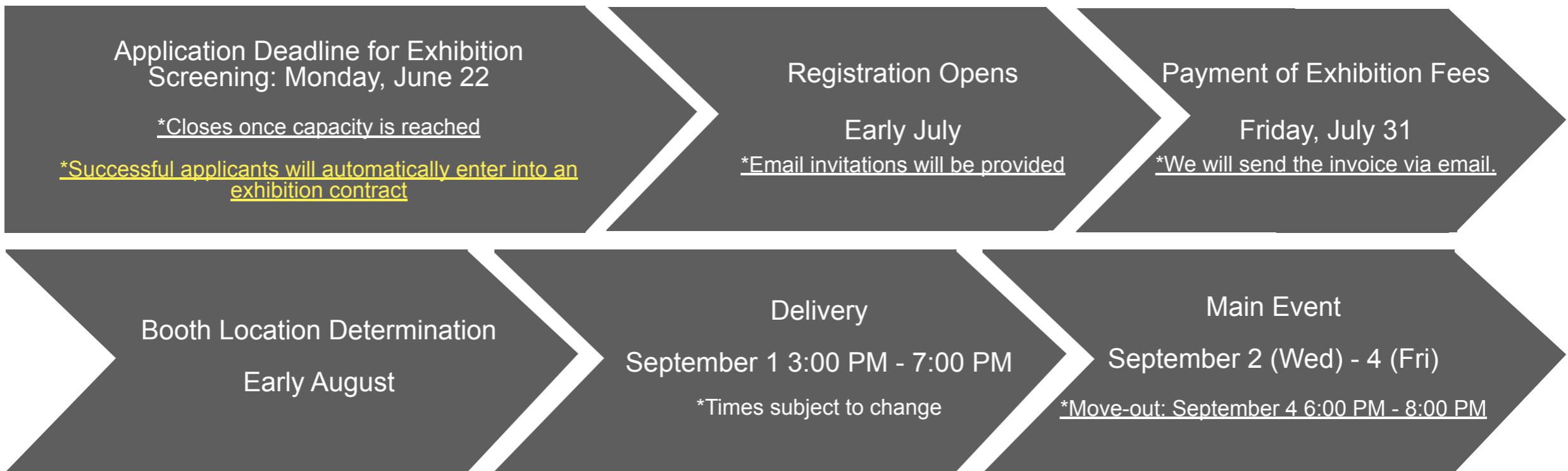
In addition to wholesale, you can also sell directly to buyers or take individual orders.

Checkout will take place at the collective cash register set up in the exhibition hall. Checkout will be carried out according to the sales slip to be filled in at the booth.

(*Please also pay for orders at the cash register. Details will be provided in a separate manual).



How to apply for the exhibition screening process



•How to Entry•

If you wish to exhibit, please apply for the exhibition screening process below.

<https://ws.formzu.net/fgen/S455681406/>



We will be notified of acceptance or rejection by email within three working days of your application.

Successful applicants will be notified by email of their acceptance and exhibition confirmation.

The exhibition contract will be concluded upon receipt of this notification.

Exhibitor enquiries.

NEW ENERGY Steering Office

Phone: 080-4008-8918

(Weekday 11-17:00)

e-mail: event@bluemarble.ooo

Terms and conditions of exhibition

1. Formation of Contract

The contract between the Exhibitor and the Organizer shall be deemed formed upon the Organizer sending the "Approval Notice and Exhibition Confirmation Notice" following the Exhibitor's application for exhibition screening.

2. Payment of Exhibition Fees

The Exhibitor shall complete payment of the exhibition fees by the payment due date specified on the "Invoice". If payment of the exhibition fees is not confirmed by the payment due date, the Organizer may terminate the contract with the Exhibitor.

3. Cancellation of Exhibition Contract and Cancellation Fees

[1] After the exhibition contract is formed, cancellation of the contract at the Exhibitor's request shall not be permitted in principle.

[2] Notwithstanding the preceding paragraph, if the Exhibitor wishes to cancel the exhibition contract due to unavoidable reasons, the Exhibitor shall notify the Organizer in writing, such as by letter or email, clearly stating the reasons.

Cancellation after the Exhibition Contract is concluded shall be permitted subject to payment of a cancellation fee.

- At the time of sending the "Acceptance Notice and Exhibition Confirmation Notice": 100% of the Exhibition Fee

4. Determination of Booth Location and Specifications

Booth location and specifications shall be determined by the Organizer, regardless of the order of applications.

5. Booth Usage

[1] Exhibitors shall not use or construct within space allocated to adjacent booths.

[2] If a complaint arises from an adjacent booth, the organizer shall determine whether operational changes to booth decoration are necessary. If the organizer deems changes necessary, the exhibitor shall promptly modify the decoration.

[3] The organizer reserves the right to restrict or prohibit exhibits deemed problematic at this event due to sound, operation methods, materials, or other reasons. This authority extends to persons, objects, actions, printed materials, and anything else the organizer deems problematic.

6. Prohibition of Subletting, etc.

Exhibitors are prohibited from subletting, selling, exchanging, transferring, or pledging as collateral all or part of the contracted booth space.

7. Management of Exhibits

Exhibitors shall bear full responsibility for managing their exhibits. The organizer shall not be liable for any damages (including theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure events, nor for any damages resulting from theft or loss during the setup, dismantling periods, or the event itself.

8. Installation and Removal of Exhibits

[1] Exhibitors shall deliver and install exhibits at the venue within the dates and times notified by the organizer.

[2] During the event period, exhibitors must obtain the organizer's approval before moving, relocating, or removing exhibits.

[3] Exhibits, decorations, and other items within the booth must be removed and dismantled by the specified date and time. Items not removed by the specified date and time will be removed and disposed of by the organizer. The costs incurred for removal and disposal shall be borne by the exhibitor.

9. Damages

[1] The exhibitor shall be liable for all damages to venue facilities, structures, or persons caused by the exhibitor's or its agent's negligence or other acts.

[2] The exhibitor agrees to indemnify the organizer against all litigation costs, liabilities (including attorneys' fees), necessary expenses, and damages arising from lawsuits caused by violations of the warranty provisions in Article 7 of these regulations.

10. Changes to Event Period and Hours

The Organizer may change the event period and hours due to force majeure, including natural disasters such as earthquakes or fires, major epidemics or pandemics, or other unavoidable circumstances. The Organizer shall not refund any exhibition fees under any circumstances.



Blue Marble

Blue Marble is a Creation Community.

We create a community connected by the diverse language of creation to contribute to the development of society, culture, art, and education.

Our Mission

We contribute to the development of culture and the arts and the improvement of the natural and living environment while creating and supporting highly original creations and opening up and expanding new areas of industry.

Our Business

Event business

- Creation festival "NEW ENERGY (Tokyo, Osaka)"
- Joint exhibition "NEW ENERGY BLDG."
- Food and culture event "SHIKOHINTEN"

Next generation development business

- Student and company matching event "Future Crossing"
- "Taito-ku Asakusa Manufacturing Workshop Incubation Manager"
- "Seibu Gakuen Bunri High School" ART Exploration Class Planning Manager

Media Business/Other

- Online media "Blue Marble"
- Company x creator matching business

Our Values

Philosophy

- Respect for the individual
- Concentric cooperation
- Value creation

Principles of Action

- Safety and security as the cornerstone of everything
- Society's needs as the basis
- Original ideas as the basis

Respect all creations.