

**FTJ** FOOD TABLE in JAPAN 2020

# SHOW REPORT

**SMTS 2020**  
SUPERMARKET TRADE SHOW



**Delicatessen  
Trade Show 2020**

**Date**

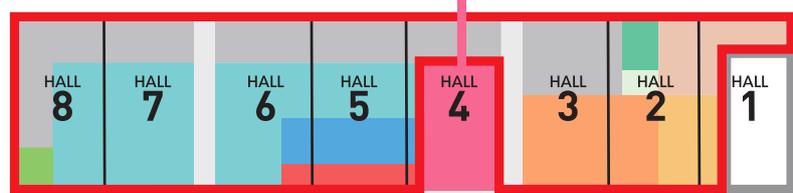
**Feb. 12 (Wed.)  
13 (Thu.)  
14 (Fri.), 2020**

**Venue**

**Makuhari Messe**

Delicatessen Trade Show 2020

GAISHOKU FOOD TABLE



Central Mall

International  
Conference  
Hall

Future Store  
"NOW"

MAKUHARI  
Event Hall

**SMTS 2020**  
SUPERMARKET TRADE SHOW

Esplanade

HALL  
9

HALL  
10

HALL  
11

Kodawari Food Fair 2020

**INDEX**

Figures .....	02
Outline of the Show .....	02
Seminar Stage Program .....	03
Organizer's Project .....	04
Questionnaire Result (Visitor) of SMTS2020 .....	06
Questionnaire Result (Visitor) of DTS2020 .....	08
Questionnaire Result (Exhibitor) of SMTS2020 .....	10
FLOOR MAP Hall 1-3 .....	12
FLOOR MAP Hall 4-6 .....	14
FLOOR MAP Hall 7-8 .....	16
Reception Party .....	16
FLOOR MAP Hall 9-11 .....	18
SMTS2020 Exhibitors List .....	20
DTS2020 Exhibitors List .....	23

The starting point of the food business!  
Under one big theme, 4 trade shows crossing borders in the retail,  
ready meals and food service industries

# FT FOOD TABLE in JAPAN 2020

FOOD TABLE JAPAN was held for the purpose of exchanging information with other participants and exhibitors from different industries, bringing potential partnership, networking and sharing-trend for new business chances. It was consist of Supermarket Trade Show 2020 (SMTS2020), Delicatessen Trade Show 2020 (DTS2020) and two other shows at Makuhari Messe.

**Registered Visitors** (for all 4 shows)

# 80,428

Feb.12 (Wed.)	24,771	Sunny
Feb.13 (Thu.)	30,043	Rain followed by Sun
Feb.14 (Fri.)	25,614	Sun followed by clouds

## Figures



**Exhibitors:** **2,326** companies/organizations  
Overseas Exhibitors: 130 companies, 168 booths from  
19 countries and regions  
**Booths:** **3,577** booths



**Exhibitors:** **65** companies/organizations  
**Booths:** **244** booths

## Outline of the Show

### Supermarket Trade Show

<b>Title:</b>	The 54th Supermarket Trade Show 2020
<b>Abbreviation:</b>	SMTS2020
<b>Date:</b>	February 12(Wed.), 13(Thu.), 14(Fri.), 2020 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
<b>Venue:</b>	Makuhari Messe (Japan)
<b>Admission:</b>	JPY5,000(incl.tax) * Only charged to visitors without invitation tickets
<b>Events:</b>	Speech Sessions, Seminars, Reception Party (Invitational) etc.
<b>Organizer:</b>	National Supermarket Association of Japan
<b>Official Supporters:</b>	Ministry of Economy, Trade and Industry / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labor and Welfare / The Tokyo Chamber of Commerce and Industry / Agricultural Trade Office, The Embassy of the United States of America / Embassy of Italy-Trade Promotion Section / Embassy of Canada / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / New Zealand Trade and Enterprise / French Embassy - Business France Japan Office / Embassy of Belgium / Polish Investment & Trade Agency, Tokyo Office / Embassy of Malaysia in Tokyo / Embassy of the Republic of South Africa / Embassy of Mexico / The Trade Representation of the Russian Federation in Japan / Taiwan Trade Center, Tokyo / Food Marketing Institute Japan
<b>Concurrent Show:</b>	Delicatessen Trade Show 2020 / The 15th Kodawari Food Fair 2020 / The 5th GAISHOKU FOOD TABLE 2020

**Notes for your visit**

Trade Only	Under 18 not allowed to enter	No collecting samples
No Roller Bags	No Photography	No sales to exhibitors

### Delicatessen Trade Show

<b>Title:</b>	Delicatessen Trade Show 2020
<b>Abbreviation:</b>	DTS2020
<b>Date:</b>	February 12(Wed.), 13(Thu.), 14(Fri.), 2020 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
<b>Venue:</b>	4 Hall at Makuhari Messe (Japan)
<b>Admission:</b>	JPY5,000(incl.tax) * Only charged to visitors without invitation tickets
<b>Events:</b>	"Bento and Prepared Meal Awards"-Award ceremony, Reception Party (Invitational) etc.
<b>Organizer:</b>	National Supermarket Association of Japan
<b>Concurrent Show:</b>	The 54th Supermarket Trade Show 2020 / The 15th Kodawari Food Fair 2020 / The 5th GAISHOKU FOOD TABLE 2020

**Notes for your visit**

Trade Only	Under 18 not allowed to enter	No collecting samples
No Roller Bags	No Photography	No sales to exhibitors

# Seminar Stage Program

Hall 8

Seats: 250

Multilingual

Admission free

## February.12(Wed.)

1:00p.m.-2:10p.m. Lecture

**SMTS Speaks**

### Retail Industry in the 100 Years Life-span Era ~Who Wins?~

Kiyoshi Yokoyama

Chairman, National Supermarket Association of Japan  
CEO, ARCS COMPANY, LIMITED



2:40p.m.-3:20p.m. Awards Ceremony

Delicatessen Trade Show 2020 Organizer's Project

### Bento and Prepared Meal Awards Ceremony

**Presenter**

Chairperson, Bento and Prepared Meal Awards Executive committee

Yukio Yamori

Professor, Mukogawa Women's University

Director, Institute for World Health Development

3:50p.m.-4:40p.m. Lecture

### Safe and Secure Stores for Workers

Yasuhiro Shimahara

Secretary-General, National Supermarket Association of Japan

Nobuo Ozawa

Visiting Professor, Aomori Chuo Gakuin University Graduate School  
Researcher, National Supermarket Association of Japan

Motoya Takagi

The National Institute of Occupational Safety and Health (NIOSH)  
Director of Safety Research Area, Director of Construction Safety Research Group

## February.13(Thu.)

10:30a.m.-11:40a.m. Lecture

Supermarket White Paper 2020

### Part 1 Supermarket Industry in 2020

Institutional Changes and Amendments to the Laws surrounding the Industry

Yasuhiro Shimahara

Secretary-General, National Supermarket Association of Japan

The Current Situation of Domestic Consumption and the Impact of Price Display on Consumption

Yoshiyuki Nakazono

Associate Professor, Yokohama City University

Summary of 2019 and Future Outlook

Shigeyuki Niitsu

Professor Emeritus, Takachiho University

11:50a.m.-12:20p.m. Special Lecture

Supermarket White Paper 2020

"Business-academia Cooperation and Contributions to the Local Community" that Supermarket Industry should aim

Shunpei Yaoita Professor, Shukutoku University

12:30p.m.-1:30p.m. Lecture

Supermarket White Paper 2020

Part 2 Effective Marketing Research to Increase the Number of Visitors  
cooperated by Japan Marketing Research Association

Use of Cashless Payment and Changes in Stores Analyzed by GPS

Ryu Kamimoto ipoca Inc.

How to Stay Popular Retail Store

Shuho Nirasawa Shopper-first Inc.

How to See Facts Clearly with POS Data

Yu Toyama INTAGE Inc.

2:00p.m.-3:00p.m. Lecture

Heading toward the End of Labor Shortage

### Thinking of "People" at Supermarket Store Now and in the Next 5, 10 Years

~Improving Productivity in the Era of Hourly Wage JPY 1,500 ~

Rumiko Akanuma

Smile Lab Co., Ltd.

CEO, Part-time job Labor Research Laboratory

3:30p.m.-4:40p.m. Lecture

### Multilingual Support for the Retail Industry toward TOKYO 2020 Olympic and Paralympic

Kenichi Niitsu

Director, Japan Shopping Tourism Organization

## February.14(Fri.)

11:00a.m.-12:00p.m.

Supermarket Examination

### Food Labeling Manager Examination

Part 1 Award Ceremony for High Achievers in Food Labeling Manager Examination in Advanced Level

Part 2 Lecture "Protecting Life — Food Label 2020" Seminar just before the Enforcing the Food Labeling Act

Hiroharu Yamaguchi

Visiting Researcher, National Supermarket Association of Japan  
Food Label Manager Examination Committee Member  
Chairman, Food Label Investigation Committee  
HACCP Examiner

12:30p.m.-1:30p.m.

Supermarket Examination

### Checker Proficiency Examination

Part 1 Award Ceremony for High Achievers in Checker Proficiency Examination in Grade 1 Examination

Part 2 Lecture "Reconsidering Services of Stores to Prevent Customers' Misunderstanding"

Yayoi Tomita

CEO, ACT21 Co., Ltd.  
Checker Proficiency Examination Judge

2:00p.m.-3:00p.m. Panel Discussion

### Attractive Stores are created by Store Managers!

Facilitator Yoshihiro Miura

CEO, Logical Support Co., Ltd.

Panelists Masaru Kurosaki

Store Manager at Shimokitazawa Store, OZEKI Co., Ltd.

Taisuke Mochida

Store Manager at Sakurashinmachi Store, LIFE CORPORATION



Multilingual

English subtitles were available on screen for all the lectures above. The subtitles were produced in real time by the speech recognition and the automatic translation technology in many languages.

# SMTS Organizer's Project

## Future Store "NOW"

Makuhari Event Hall

Future Store "NOW" is the project to share the ideas and the possible solutions discussed by the supermarket industry toward future social environment changes such as aging population with declining birthrate, decrease in population and labor shortage. Supermarkets can be one of the essential elements for vibrant lives and urban development supports in near future in the next 5-10 years.

We hope our project contributes to bring vibrant lives to all the people concerned to supermarket as a part of everyday life. To come closer to reality, we introduced the latest technologies and services focused on "People".

Theme: **VIVID MARCHE**

- Wellness Support
- Smart Communications
- Entertainment

**Future Store "NOW"**  
継続的近未来スーパーマーケット研究



## Hand-Made NIPPON

- Theme zone displaying alcoholic beverages made in Japan

Hall 1

We introduced the "Techniques" and "Sentiments" of the creators who prioritize local regions and focus on quality that respect the traditions of Japan.

**てづくり日本**  
NIPPON



## Food Safety and Sanitation

Hall 2

HACCP will become mandatory for the food industry in Japan from June, 2020. To understand more, this zone was aimed at disseminating information on food safety of supermarkets.

**食の安心・安全対策**



## New product pickup exhibition (focused on Japanese Regional Products)

Esplanade

Among the products exhibited in "SMTS2020 Japanese Regional Product Zone (Hall 9-11)", new products that were focused on "Small portion" and "Timesaving" were picked up and exhibited in the special zone. We provided the information to help visitors explore the halls efficiently.

**新商品ピックアップ展示**  
(地方・地域産品ゾーン限定企画)





## Bento and Prepared Meal Awards お弁当・お惣菜大賞2020

Outstanding lunchboxes that are actually sold in supermarkets, convenience stores, specialty stores were selected by judges of food experts from among lunch boxes, side dishes, salads, cooked buns etc. "Bento and Prepared Meal Awards" is aimed at raising the level of delicatessen section by praising excellent products and increasing employees' motivation.

Hall 8

### Awards Ceremony

February 12 (Wed.) 2020 2:40 p.m.-3:20 p.m. Seminar Stage

#### Bento and Prepared Meal Awards 2020 Ceremony

Presenter Yukio Yamori  
Chairperson, Bento and Prepared Meal Awards Executive committee  
Professor, Mukogawa Women's University  
Director, Institute for World Health Development



4-102

### Display of Award-winning Products / Food Court

Not only to see the award-winning products on display, visitors could also taste them in the specially set up food court. We accepted payment with various electronic money and credit cards.



# Questionnaire Result

## Visitor Visitors with a high consciousness of business meetings

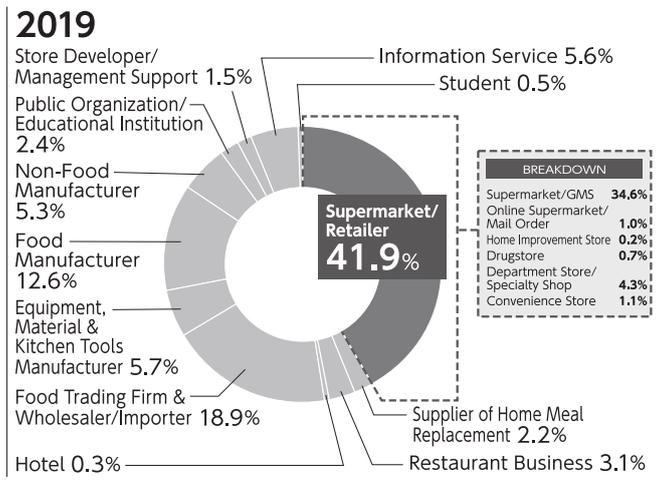
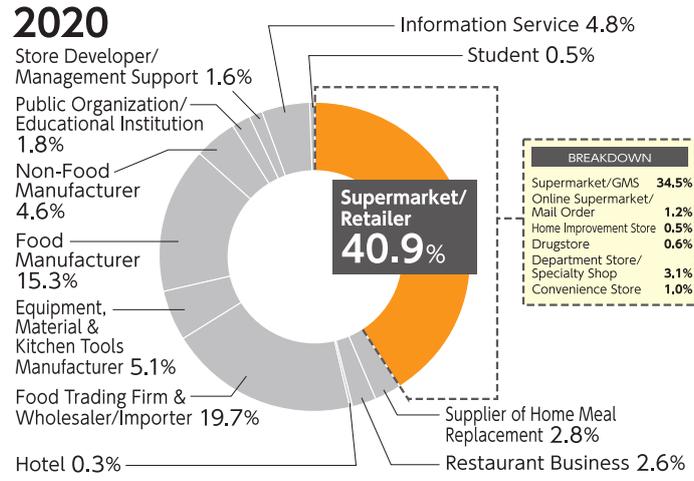


### Questionnaire Outline

- Examination Method** Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
- Examination Period** February 12(Wed.)-14(Fri.), 2020
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 1,501 sheets
- Examination Place** In the venue of Supermarket Trade Show

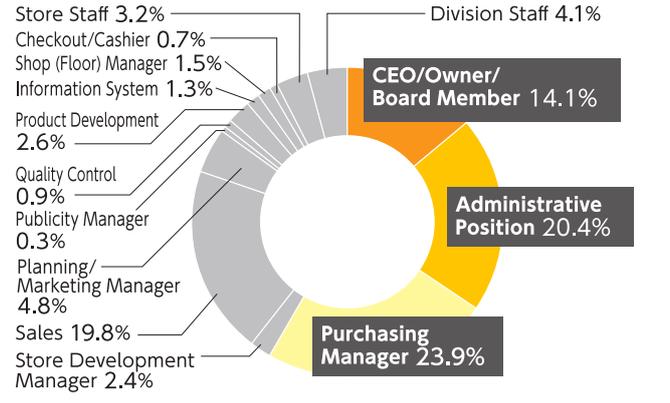
### Industry Q1 Experts in Food related industry

●Please tell us your business category. 1 choice



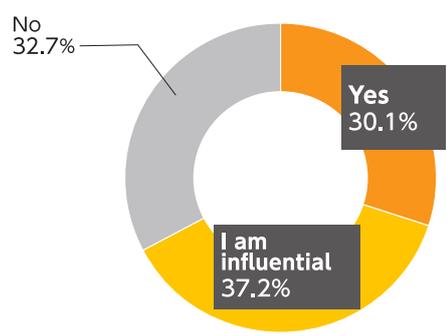
### Job Category Q2 Job title with an authority

●Please tell us your job category. 1 choice  
\*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm

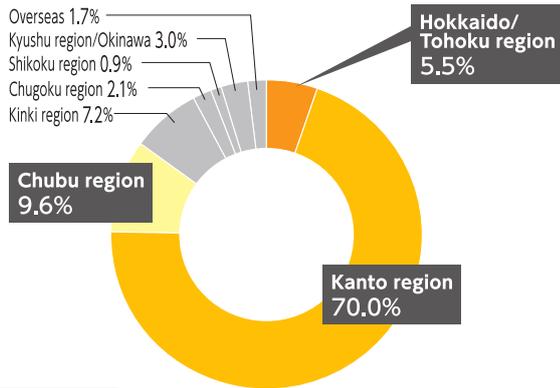


### Decision Maker Q3 More than 65% of the visitors owned the decision authority

●Do you own an authority to make a decision about product purchasing? 1 choice



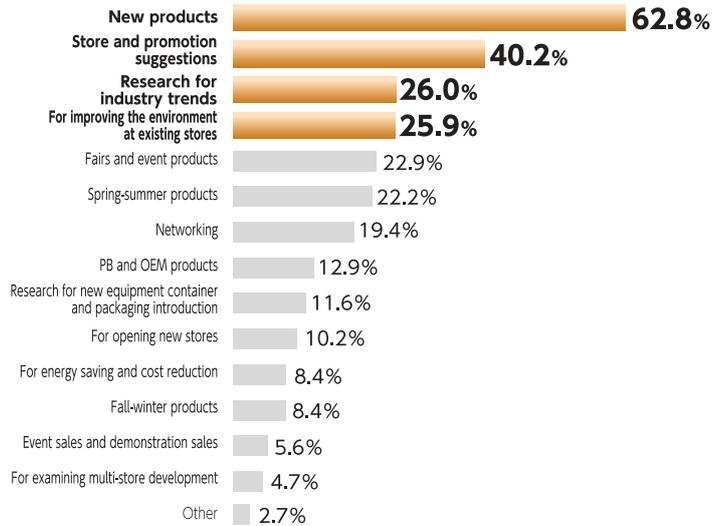
**Place of Work Q4** From all over Japan, especially Tokyo area  
●Where is your office located? 1 choice



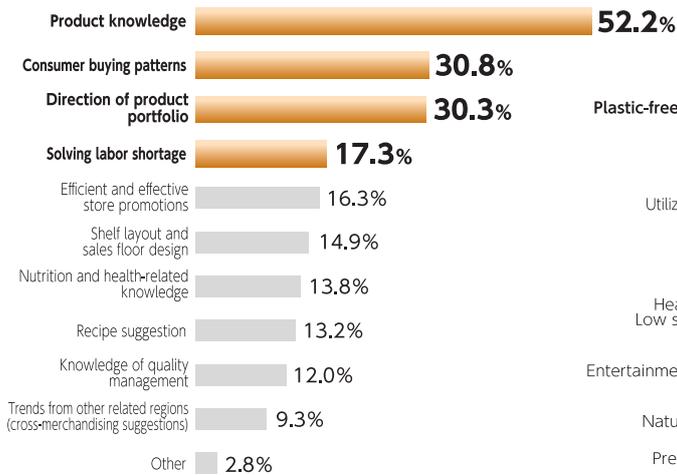
**Overseas Visitors**

<b>Asia</b>	Indonesia, Cambodia, Singapore, Thailand, Turkey, Philippines, Vietnam, Malaysia, Korea, Hong Kong, Taiwan, China (Except for Taiwan, Hong Kong and Macau)
<b>Oceania</b>	Australia, New Zealand
<b>South America</b>	Chile, Brazil, Honduras, Mexico
<b>North America</b>	USA, Canada
<b>Europe</b>	Italy, Ukraine, the Netherlands, Switzerland, Spain, Germany, Finland, France, Belgium

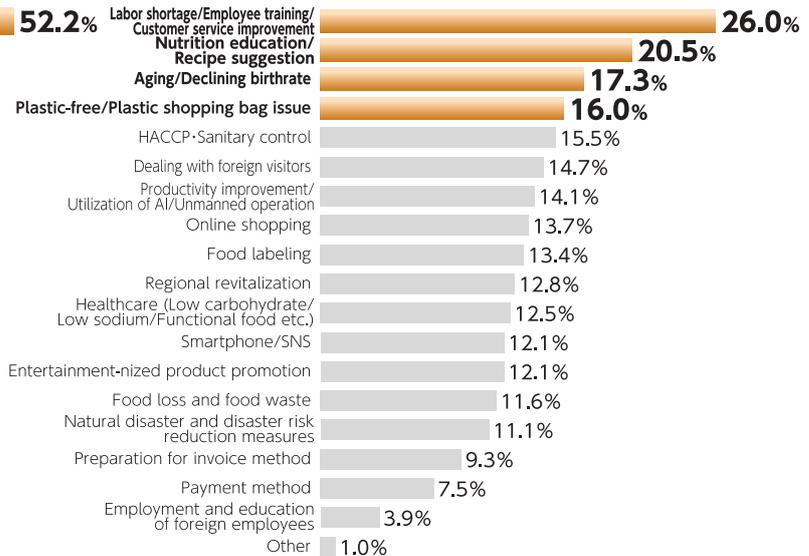
**Purpose Q5** Many seeking new products and promotion suggestions  
●What is the purpose of your visit? Multiple answers



**Theme for Business meetings Q6** Proposal for problem solving is the key opportunity  
●What does your company need? What is the problem your company wants to solve? Multiple answers



**Features Q7** Labor shortage, employee training and customer service improvement are on the rise  
●Please tell us which areas your company will focus on in the future. Multiple answers



**Demand Q8** Market expansion clue: proposals including trends, problem solving and demands  
●Please tell us about the contents you would like to see and expect at the next show. Free answer

- New regional products with the latest trend
- Fresh flowers and vegetables
- Suggestions that provide product knowledge
- More alcoholic vendors
- Simple and delicious dry foods or frozen foods with a long shelf life
- Items specialized for online shops
- Vendors are focused on just their products' merit but I want to know how to display and boost the sales of them in real shops
- Cost-cutting system suitable for small and mid-size shops

# Questionnaire Result

## Visitor Various industries open up convenient and instant food demand



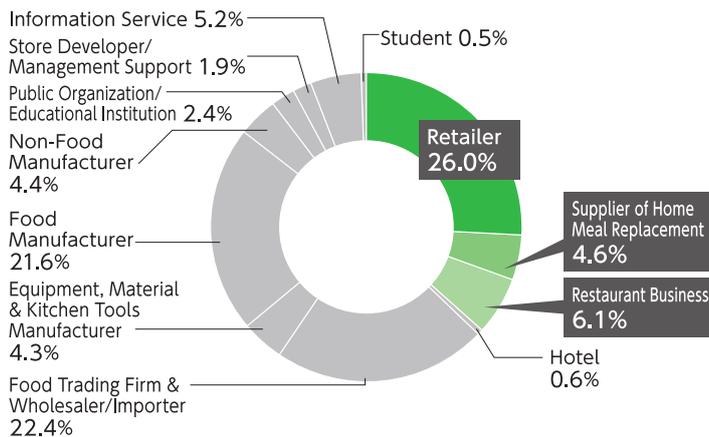
### Delicatessen Trade Show 2020

#### Questionnaire Outline

- Examination Method** Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
- Examination Period** February 12(Wed.)-14(Fri.), 2020
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 452 sheets
- Examination Place** In the venue of Delicatessen Trade Show Exhibition Area

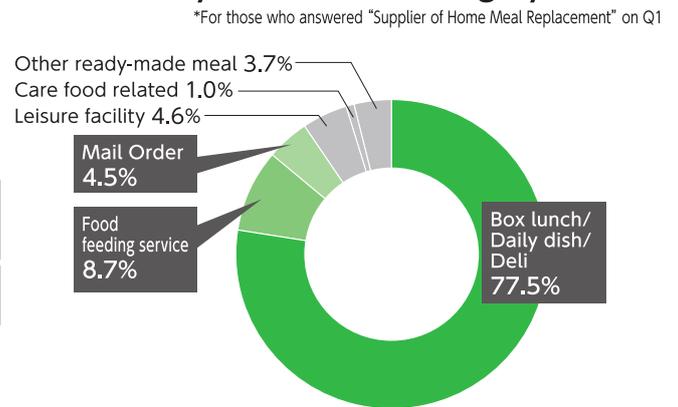
#### Q1 Visitors mainly from food related industries

**Industry** **Q1** Please tell us your business category. **1 choice**



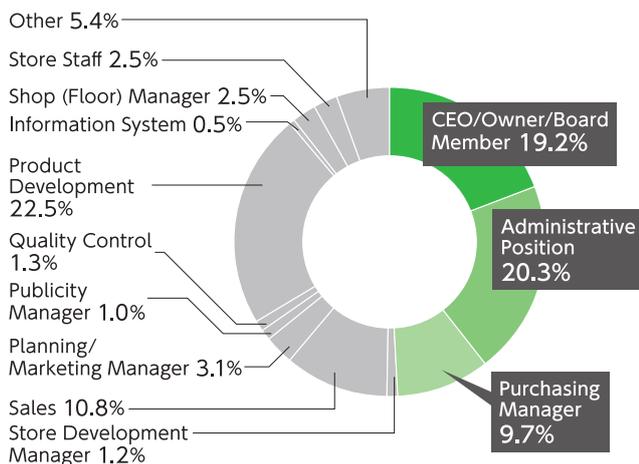
#### Q2 Visitors from delicatessen related industries

**Industry Type of Home Meal Replacement** **Q2** Please tell us more about your business category. **1 choice**



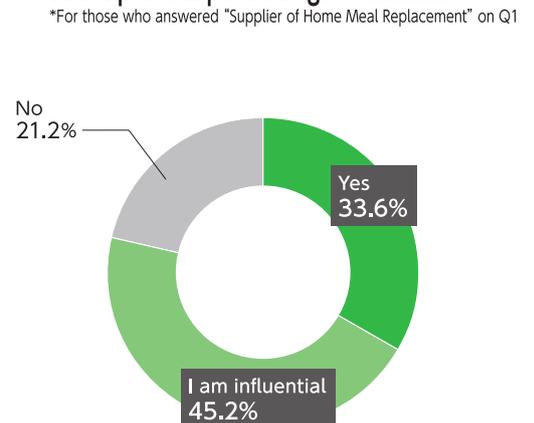
#### Q3 Visitors with an effective business negotiation

**Job Category** **Q3** Please tell us your business category. **1 choice**



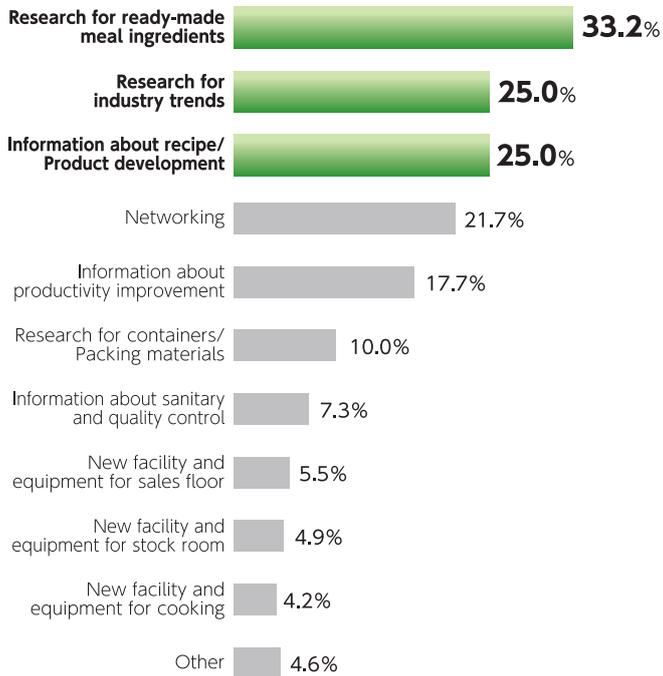
#### Q4 About 80% visitors with decision authority

**Decision Maker** **Q4** Do you own an authority to make a decision about product purchasing? **1 choice**



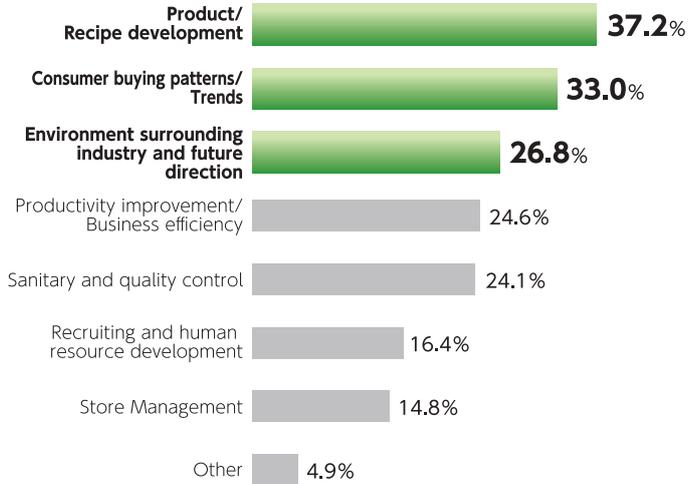
**Purpose Q5** Main interest; strengthening the ready-made meals market

● What is the purpose of your visit? Multiple answers



**Theme for the Future Q6** Spotlight on industry trends such as product development and customer needs

● What does your company need? What is the problem your company wants to solve? Multiple answers



**Demand Q7** Various needs for convenient food, BCP and environmental issue

● Please tell us about contents you would like to see and expect at the next show. Free answer

- Kit products, mainly a meal kit
- Precut vegetables
- Japanese-style food/Good products made in Japan
- Products to solve labor shortage
- More cooking demonstration using steam convection oven
- Suggestions of collaboration menu
- Equipment to tackle with BCP (Business Continuity Plan) policy
- Theme zone of environmental issues
- More container and packaging vendors
- More manufacturers of production facility of prepared food



# Questionnaire Result

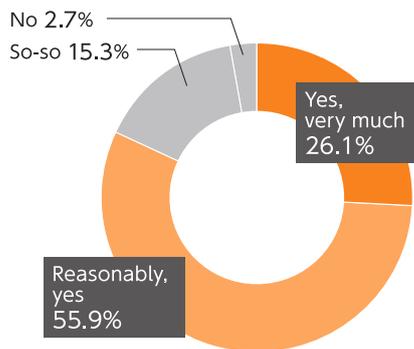
## Exhibitor High Level of Satisfaction



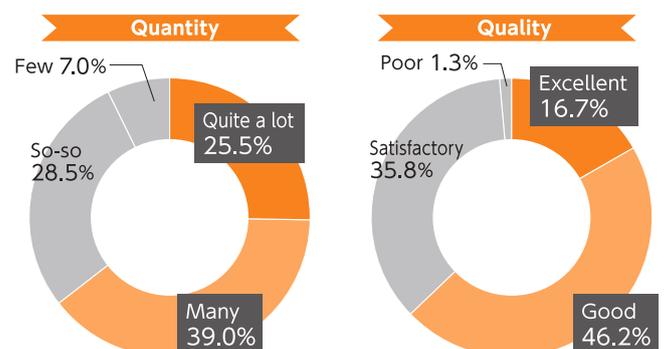
### Questionnaire Outline

**Examination Method** Questionnaire sheets were collected during and after the show by March 4 (Wed.), 2020 from each exhibitor.

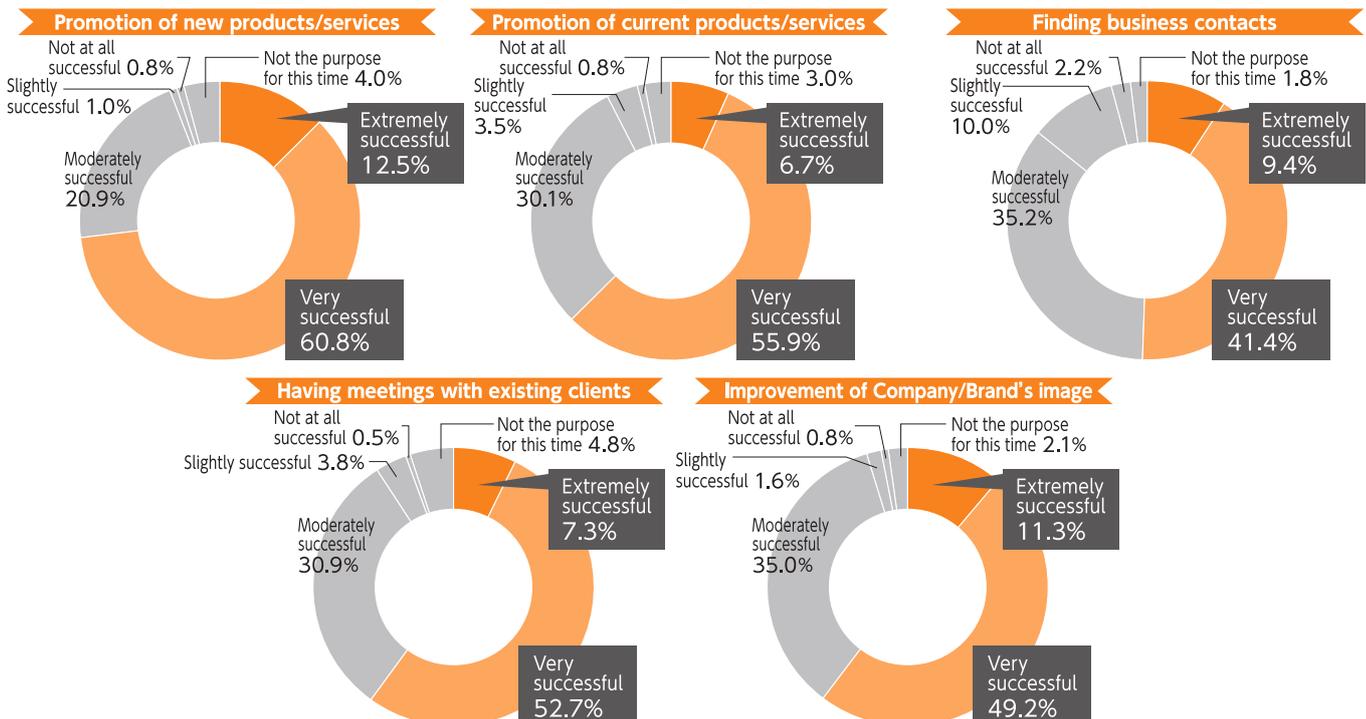
**Satisfaction Q1** **Over 80% of exhibitors are satisfied**  
 ● Are you satisfied with the results of the show? **1 choice**



**Quantity and Quality of Visitors Q2** **High quality visitors**  
 ● How were the quantity and quality of the visitors? **1 choice**



**Achievement Q3** **High self-assessment and achievement in various viewpoints**  
 ● Please tell us the degree of attainment of your exhibit this time. **1 choice**



Business Meetings during the Show

Q4

Figures for the show result

● Specific number of new business appointments and order intake etc. during the exhibition period

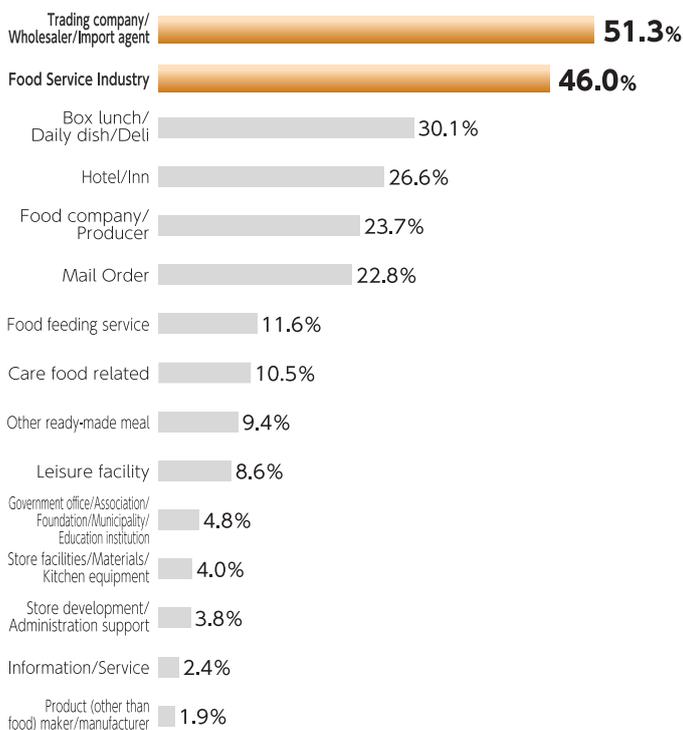
1	<b>Business cards</b>	How many business cards did you get from the visitors?	Average <b>498.4</b>
2	<b>Business meeting</b>	Out of 1, how many had a clear intention in having business meeting at your booth?	Average <b>192.6</b>
3	<b>New meeting</b>	Out of 2, how many NEW business meetings did you have?	Average <b>66.6</b>
4	<b>Appointment acquiring rate</b>	How many appointments did you get? <small>*Appointment total ÷ Concrete business meeting total</small>	Average <b>66.0</b>
5	<b>Order intake rate</b>	How many orders did you get? <small>*Order total ÷ Concrete business meeting total</small>	Average <b>15.0</b>

New Sales Channels

Q5

Sales expansion to sellers is still a key issue

● What business categories would you like to have business meeting with in your future participation of the show? Multiple answers



Outcome

Q6

Effective business negotiations and promotion

● Please comment on the merit of exhibiting other than business meetings. Free answer

- Able to exchange information with existing customers.
- Received several requests and offers for joint development and product collaboration by exchanging information.
- Able to promote brand and product awareness.
- Could obtain objective evaluations from buyers and it helped to review our products for future development.
- Able to appeal to buyers from all over Japan.
- Learned product development from professionals.
- Heard opinions about our new products and the way to promote them.
- Had business meetings with buyers in the business categories we had never met and that broadened our range of product development. Moreover, the teamwork among our staffs improved by joining the show with clear purposes.

Future Improvement

Q8

Improvement for the next participation

● Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance. Free answer

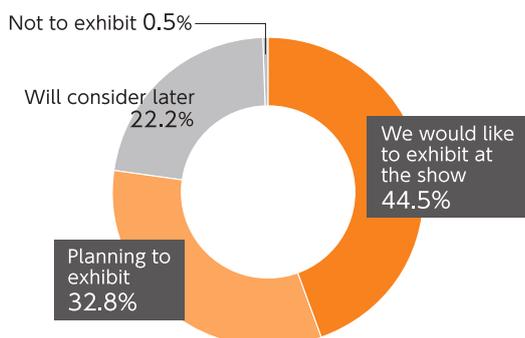
- We regret our lack of preparation for booth decoration. Needed to put more effort into the effective way to show our booth. We will improve the way in answering buyers' questions and comeback to the show.
- Should have prepared more samplings. We will improve the layout in the booth, product display, our brochure and the use of lighting.
- Although our booth was located at the edge of the hall, there was more traffic than expected. Because of that, there were times we couldn't provide sufficient explanation to buyers. Need to find out what kind of response is suitable for each buyer.
- The space in the booth was too small for visitors to move freely. Putting product sample in a paper bag was not a good idea as buyers couldn't see what they received at a glance. Using existing paper bags also weakened appeal.
- Buyers seemed difficult to find which product was our most recommended one. The concept was unclear.
- We planned to win new customers but remained in interacting with existing ones. It was harder than expected to acquire new customers in different business categories.

Plan to Exhibit Next Year

Q7

About 80% exhibitors plan for next participation

● Please indicate your current plan for next Supermarket Trade Show. 1 choice

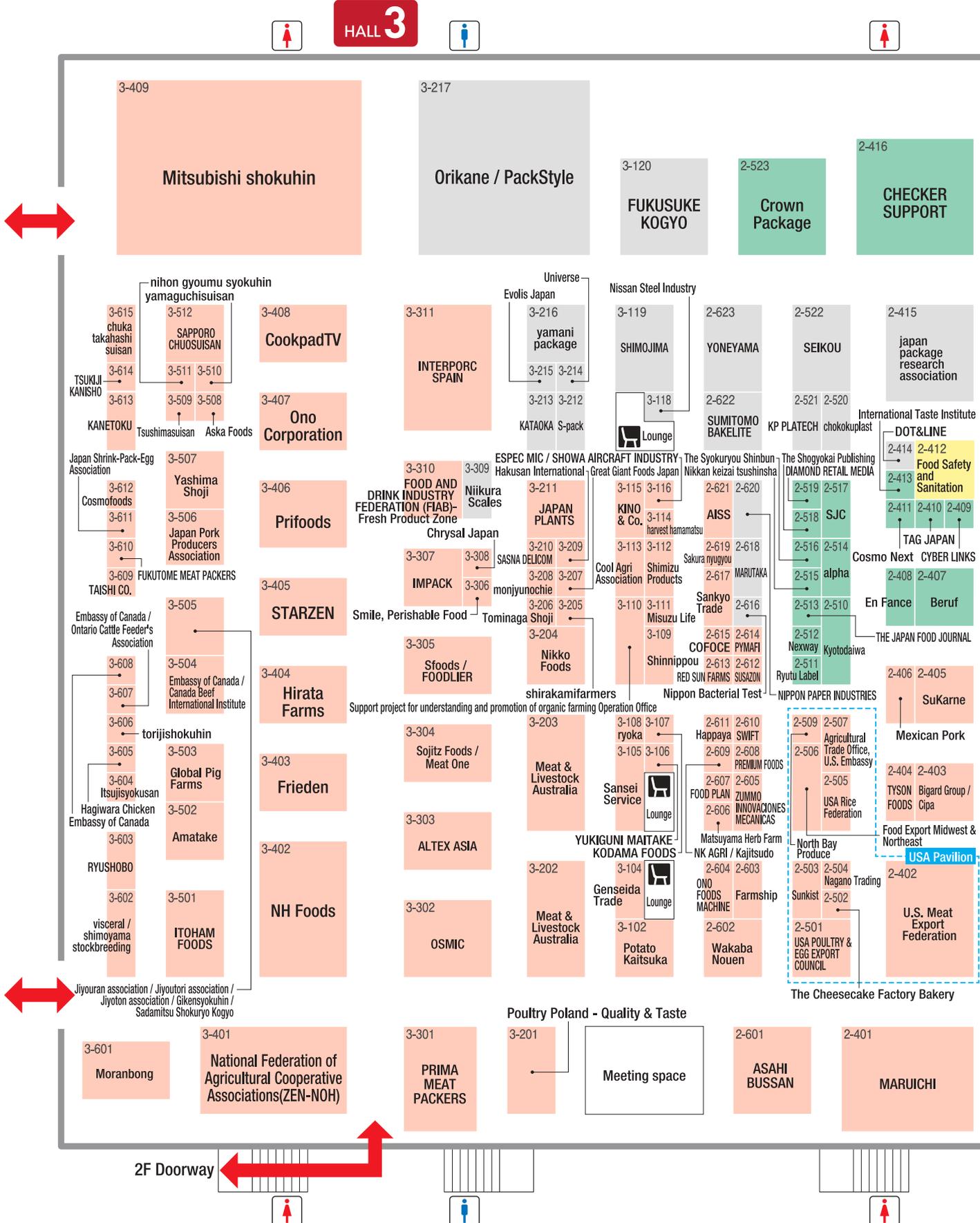


# FLOOR MAP



- Fresh Product
- Confectionery and Sweets
- Organizer's Project
- Soft and Alcoholic Beverage
- Commodities and Sundries
- Lounge

## HALL 3

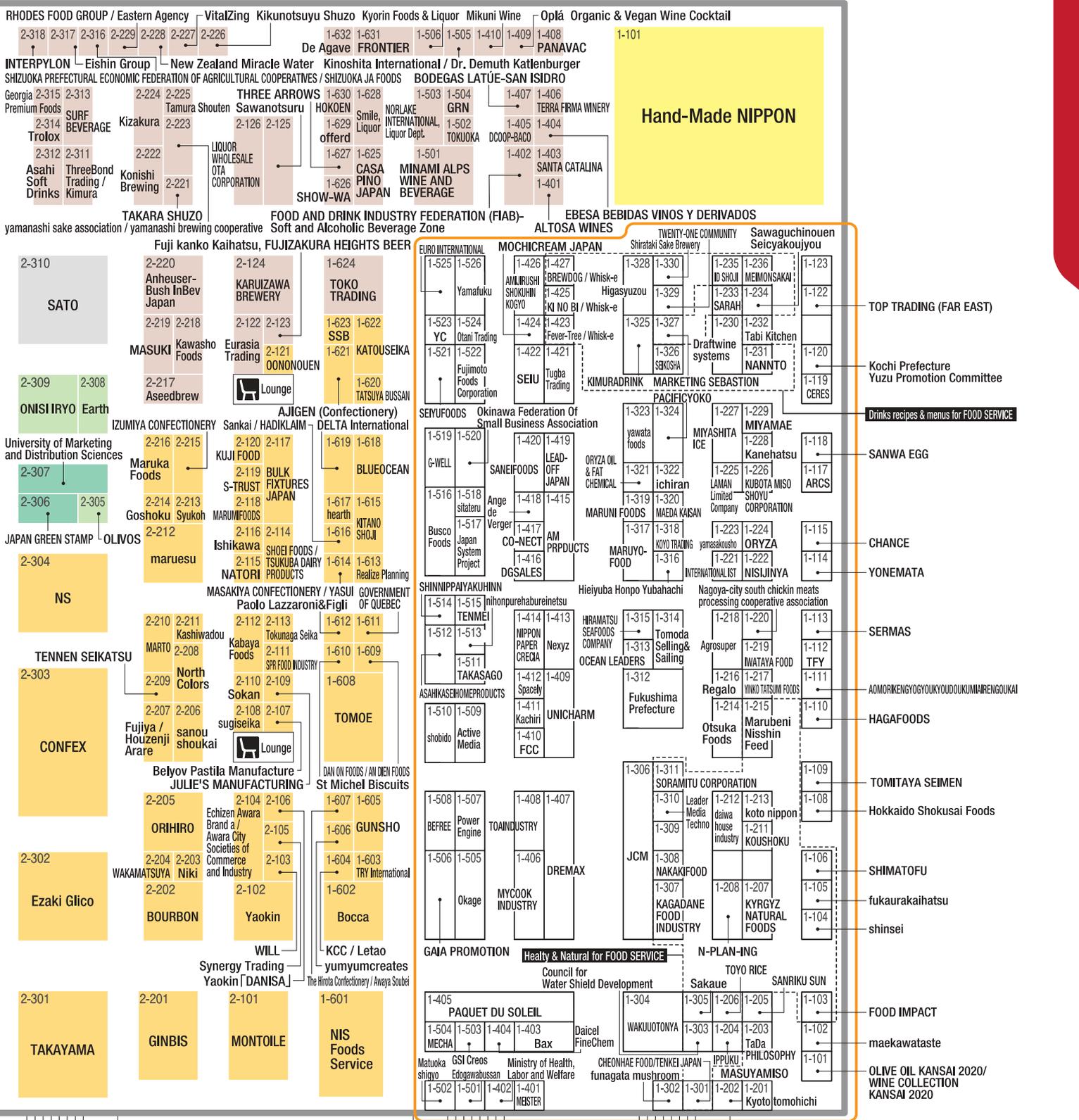


Information and Service

Equipment and Material

HALL 2

HALL 1



GAISHOKU FOOD TABLE

Some exhibitors at Supermarket Trade Show and GAISHOKU FOOD TABLE have the same booth number. Please be careful.

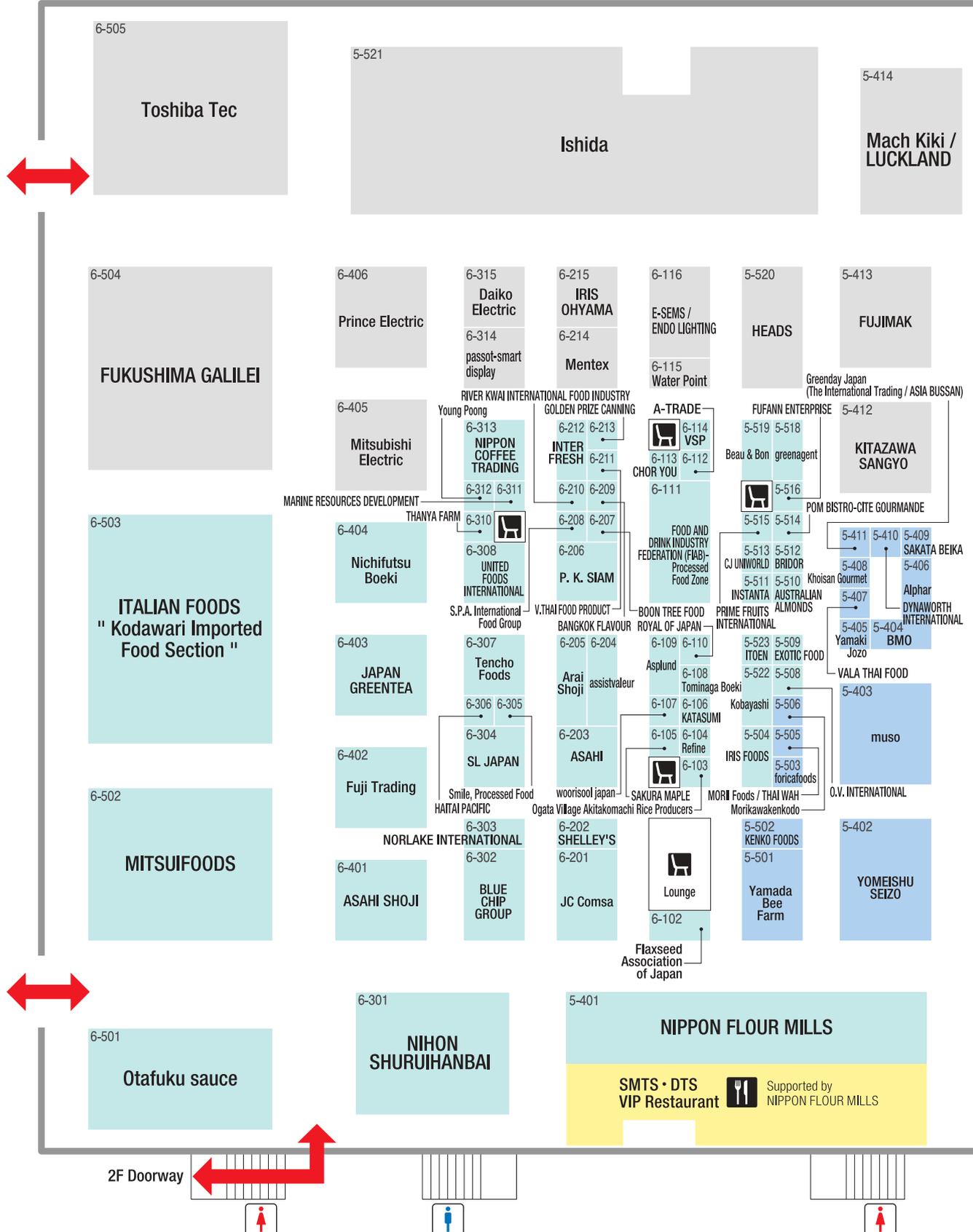
# FLOOR MAP

**SMTS 2020**  
SUPERMARKET TRADE SHOW

Processed Food    Equipment and Material  
Health-care Food

Organizer's Project    Lounge

HALL 6





**HALL 5**



**HALL 4**



4-417

**OKAMURA**

4-203

**Sanden Retail Systems**



5-306 <b>TOKYO FOODS MACHINERY</b>	5-218 <b>Suzumo Machinery</b>	5-117 <b>Nasco</b>	4-614 <b>Nichiwa Electric</b>	4-521 <b>Temma-siki (ECweb pastret)</b>	4-416 <b>Unitel</b>	4-414 <b>Saraya</b>	4-308 <b>Glory trading</b>	4-202 <b>WATANABE FOODMACH</b>	4-103 <b>Livenet</b>
5-305 <b>ASC</b>	5-215 <b>JR EAST GROUP</b>	5-217 <b>Omikenshi</b>	5-116 <b>shikakichi</b>	4-613 <b>Sania Industry</b>	4-519 <b>Winterhalter</b>	4-413 <b>Ahjikan</b>	4-307 <b>PROGRESS DESIGN / CERAMICA CREOPATRA JAPAN / Kawashima Selkon Textiles</b>		
5-304 <b>KELLOGG (JAPAN)</b>	5-212 <b>KAWAKI</b>	5-213 <b>Kobayashi Tsukudani</b>	5-113 <b>marukane</b>	4-612 <b>GSK</b>	4-518 <b>MARUI</b>	4-412 <b>Shirako</b>	4-102 <b>Bento and Prepared Meal Award Winning product display / Food Court</b>		
	5-214 <b>KAWAKI</b>	5-211 <b>Kobayashi Tsukudani</b>	5-114 <b>nomurafoods</b>	4-610 <b>arakaawa Commerce and Industry Association</b>	4-517 <b>MARUI</b>	4-410 <b>Shirako</b>			
5-303 <b>RICE ISLAND</b>	5-210 <b>CHICHIVASU</b>	5-209 <b>Yamamoto Food Industry</b>	5-110 <b>HOLLUS</b>	4-609 <b>Tabisyoku</b>	4-516 <b>ABECHO SHOTEN</b>	4-408 <b>Oaks Heart / Uchibori Jozo</b>			
	5-208 <b>GOGYOFUKU</b>	5-207 <b>Shibazushi</b>	5-109 <b>HOLLUS</b>	4-608 <b>itsumiya</b>	4-515 <b>ABECHO SHOTEN</b>	4-407 <b>Shirako</b>			
	5-206 <b>MAC FOODS</b>	5-205 <b>Fujicco</b>	5-107 <b>YTK</b>	4-607 <b>itsumiya</b>	4-514 <b>MONTEUR</b>	4-406 <b>International Green Service</b>			
5-302 <b>Pasco Shikishima</b>	5-204 <b>MAC FOODS</b>	5-203 <b>Fujicco</b>	5-106 <b>YTK</b>	4-606 <b>IBFox Foods</b>	4-513 <b>MONTEUR</b>	4-405 <b>Saitama European Vegetable Society</b>			
	5-202 <b>NAMISATO</b>	5-201 <b>National Rice Wheat and Barley Improvement Association</b>	5-104 <b>Sinei Foods</b>	4-605 <b>FMI</b>	4-512 <b>MONTEUR</b>	4-404 <b>International Green Service</b>			
	5-102 <b>Shimanaka</b>	5-101 <b>Shimanaka</b>	5-103 <b>MAEDA</b>	4-604 <b>FMI</b>	4-511 <b>MONTEUR</b>	4-403 <b>International Green Service</b>			
			5-105 <b>MAEDA</b>	4-603 <b>IBFox Foods</b>	4-510 <b>MONTEUR</b>	4-402 <b>International Green Service</b>			
			5-106 <b>YTK</b>	4-602 <b>KOKUBU GROUP</b>	4-509 <b>San-Ei Gen F.F.I.</b>	4-401 <b>International Green Service</b>			
			5-107 <b>YTK</b>	4-601 <b>KOKUBU GROUP</b>	4-508 <b>Delica</b>	4-400 <b>International Green Service</b>			
			5-108 <b>HOLLUS</b>	4-502 <b>KOKUBU GROUP</b>	4-507 <b>Okishouten</b>	4-399 <b>International Green Service</b>			
			5-109 <b>HOLLUS</b>	4-501 <b>KOKUBU GROUP</b>	4-506 <b>Okishouten</b>	4-398 <b>International Green Service</b>			
			5-110 <b>HOLLUS</b>	4-500 <b>KOKUBU GROUP</b>	4-505 <b>Okishouten</b>	4-397 <b>International Green Service</b>			
			5-111 <b>nomurafoods</b>	4-499 <b>KOKUBU GROUP</b>	4-504 <b>Okishouten</b>	4-396 <b>International Green Service</b>			
			5-112 <b>nomurafoods</b>	4-498 <b>KOKUBU GROUP</b>	4-503 <b>Okishouten</b>	4-395 <b>International Green Service</b>			
			5-113 <b>marukane</b>	4-497 <b>KOKUBU GROUP</b>	4-502 <b>Okishouten</b>	4-394 <b>International Green Service</b>			
			5-114 <b>nomurafoods</b>	4-496 <b>KOKUBU GROUP</b>	4-501 <b>Okishouten</b>	4-393 <b>International Green Service</b>			
			5-115 <b>nomurafoods</b>	4-495 <b>KOKUBU GROUP</b>	4-500 <b>Okishouten</b>	4-392 <b>International Green Service</b>			
			5-116 <b>shikakichi</b>	4-494 <b>KOKUBU GROUP</b>	4-499 <b>Okishouten</b>	4-391 <b>International Green Service</b>			
			5-117 <b>Nasco</b>	4-493 <b>KOKUBU GROUP</b>	4-498 <b>Okishouten</b>	4-390 <b>International Green Service</b>			
			5-118 <b>Nasco</b>	4-492 <b>KOKUBU GROUP</b>	4-497 <b>Okishouten</b>	4-389 <b>International Green Service</b>			
			5-119 <b>Nasco</b>	4-491 <b>KOKUBU GROUP</b>	4-496 <b>Okishouten</b>	4-388 <b>International Green Service</b>			
			5-120 <b>Nasco</b>	4-490 <b>KOKUBU GROUP</b>	4-495 <b>Okishouten</b>	4-387 <b>International Green Service</b>			
			5-121 <b>Nasco</b>	4-489 <b>KOKUBU GROUP</b>	4-494 <b>Okishouten</b>	4-386 <b>International Green Service</b>			
			5-122 <b>Nasco</b>	4-488 <b>KOKUBU GROUP</b>	4-493 <b>Okishouten</b>	4-385 <b>International Green Service</b>			
			5-123 <b>Nasco</b>	4-487 <b>KOKUBU GROUP</b>	4-492 <b>Okishouten</b>	4-384 <b>International Green Service</b>			
			5-124 <b>Nasco</b>	4-486 <b>KOKUBU GROUP</b>	4-491 <b>Okishouten</b>	4-383 <b>International Green Service</b>			
			5-125 <b>Nasco</b>	4-485 <b>KOKUBU GROUP</b>	4-490 <b>Okishouten</b>	4-382 <b>International Green Service</b>			
			5-126 <b>Nasco</b>	4-484 <b>KOKUBU GROUP</b>	4-489 <b>Okishouten</b>	4-381 <b>International Green Service</b>			
			5-127 <b>Nasco</b>	4-483 <b>KOKUBU GROUP</b>	4-488 <b>Okishouten</b>	4-380 <b>International Green Service</b>			
			5-128 <b>Nasco</b>	4-482 <b>KOKUBU GROUP</b>	4-487 <b>Okishouten</b>	4-379 <b>International Green Service</b>			
			5-129 <b>Nasco</b>	4-481 <b>KOKUBU GROUP</b>	4-486 <b>Okishouten</b>	4-378 <b>International Green Service</b>			
			5-130 <b>Nasco</b>	4-480 <b>KOKUBU GROUP</b>	4-485 <b>Okishouten</b>	4-377 <b>International Green Service</b>			
			5-131 <b>Nasco</b>	4-479 <b>KOKUBU GROUP</b>	4-484 <b>Okishouten</b>	4-376 <b>International Green Service</b>			
			5-132 <b>Nasco</b>	4-478 <b>KOKUBU GROUP</b>	4-483 <b>Okishouten</b>	4-375 <b>International Green Service</b>			
			5-133 <b>Nasco</b>	4-477 <b>KOKUBU GROUP</b>	4-482 <b>Okishouten</b>	4-374 <b>International Green Service</b>			
			5-134 <b>Nasco</b>	4-476 <b>KOKUBU GROUP</b>	4-481 <b>Okishouten</b>	4-373 <b>International Green Service</b>			
			5-135 <b>Nasco</b>	4-475 <b>KOKUBU GROUP</b>	4-480 <b>Okishouten</b>	4-372 <b>International Green Service</b>			
			5-136 <b>Nasco</b>	4-474 <b>KOKUBU GROUP</b>	4-479 <b>Okishouten</b>	4-371 <b>International Green Service</b>			
			5-137 <b>Nasco</b>	4-473 <b>KOKUBU GROUP</b>	4-478 <b>Okishouten</b>	4-370 <b>International Green Service</b>			
			5-138 <b>Nasco</b>	4-472 <b>KOKUBU GROUP</b>	4-477 <b>Okishouten</b>	4-369 <b>International Green Service</b>			
			5-139 <b>Nasco</b>	4-471 <b>KOKUBU GROUP</b>	4-476 <b>Okishouten</b>	4-368 <b>International Green Service</b>			
			5-140 <b>Nasco</b>	4-470 <b>KOKUBU GROUP</b>	4-475 <b>Okishouten</b>	4-367 <b>International Green Service</b>			
			5-141 <b>Nasco</b>	4-469 <b>KOKUBU GROUP</b>	4-474 <b>Okishouten</b>	4-366 <b>International Green Service</b>			
			5-142 <b>Nasco</b>	4-468 <b>KOKUBU GROUP</b>	4-473 <b>Okishouten</b>	4-365 <b>International Green Service</b>			
			5-143 <b>Nasco</b>	4-467 <b>KOKUBU GROUP</b>	4-472 <b>Okishouten</b>	4-364 <b>International Green Service</b>			
			5-144 <b>Nasco</b>	4-466 <b>KOKUBU GROUP</b>	4-471 <b>Okishouten</b>	4-363 <b>International Green Service</b>			
			5-145 <b>Nasco</b>	4-465 <b>KOKUBU GROUP</b>	4-470 <b>Okishouten</b>	4-362 <b>International Green Service</b>			
			5-146 <b>Nasco</b>	4-464 <b>KOKUBU GROUP</b>	4-469 <b>Okishouten</b>	4-361 <b>International Green Service</b>			
			5-147 <b>Nasco</b>	4-463 <b>KOKUBU GROUP</b>	4-468 <b>Okishouten</b>	4-360 <b>International Green Service</b>			
			5-148 <b>Nasco</b>	4-462 <b>KOKUBU GROUP</b>	4-467 <b>Okishouten</b>	4-359 <b>International Green Service</b>			
			5-149 <b>Nasco</b>	4-461 <b>KOKUBU GROUP</b>	4-466 <b>Okishouten</b>	4-358 <b>International Green Service</b>			
			5-150 <b>Nasco</b>	4-460 <b>KOKUBU GROUP</b>	4-465 <b>Okishouten</b>	4-357 <b>International Green Service</b>			
			5-151 <b>Nasco</b>	4-459 <b>KOKUBU GROUP</b>	4-464 <b>Okishouten</b>	4-356 <b>International Green Service</b>			
			5-152 <b>Nasco</b>	4-458 <b>KOKUBU GROUP</b>	4-463 <b>Okishouten</b>	4-355 <b>International Green Service</b>			
			5-153 <b>Nasco</b>	4-457 <b>KOKUBU GROUP</b>	4-462 <b>Okishouten</b>	4-354 <b>International Green Service</b>			
			5-154 <b>Nasco</b>	4-456 <b>KOKUBU GROUP</b>	4-461 <b>Okishouten</b>	4-353 <b>International Green Service</b>			
			5-155 <b>Nasco</b>	4-455 <b>KOKUBU GROUP</b>	4-460 <b>Okishouten</b>	4-352 <b>International Green Service</b>			
			5-156 <b>Nasco</b>	4-454 <b>KOKUBU GROUP</b>	4-459 <b>Okishouten</b>	4-351 <b>International Green Service</b>			
			5-157 <b>Nasco</b>	4-453 <b>KOKUBU GROUP</b>	4-458 <b>Okishouten</b>	4-350 <b>International Green Service</b>			
			5-158 <b>Nasco</b>	4-452 <b>KOKUBU GROUP</b>	4-457 <b>Okishouten</b>	4-349 <b>International Green Service</b>			
			5-159 <b>Nasco</b>	4-451 <b>KOKUBU GROUP</b>	4-456 <b>Okishouten</b>	4-348 <b>International Green Service</b>			
			5-160 <b>Nasco</b>	4-450 <b>KOKUBU GROUP</b>	4-455 <b>Okishouten</b>	4-347 <b>International Green Service</b>			
			5-161 <b>Nasco</b>	4-449 <b>KOKUBU GROUP</b>	4-454 <b>Okishouten</b>	4-346 <b>International Green Service</b>			
			5-162 <b>Nasco</b>	4-448 <b>KOKUBU GROUP</b>	4-453 <b>Okishouten</b>	4-345 <b>International Green Service</b>			
			5-163 <b>Nasco</b>	4-447 <b>KOKUBU GROUP</b>	4-452 <b>Okishouten</b>	4-344 <b>International Green Service</b>			
			5-164 <b>Nasco</b>	4-446 <b>KOKUBU GROUP</b>	4-451 <b>Okishouten</b>	4-343 <b>International Green Service</b>			
			5-165 <b>Nasco</b>	4-445 <b>KOKUBU GROUP</b>	4-450 <b>Okishouten</b>	4-342 <b>International Green Service</b>			
			5-166 <b>Nasco</b>	4-444 <b>KOKUBU GROUP</b>	4-449 <b>Okishouten</b>	4-341 <b>International Green Service</b>			
			5-167 <b>Nasco</b>	4-443 <b>KOKUBU GROUP</b>	4-448 <b>Okishouten</b>	4-340 <b>International Green Service</b>			
			5-168 <b>Nasco</b>	4-442 <b>KOKUBU GROUP</b>	4-447 <b>Okishouten</b>	4-339 <b>International Green Service</b>			
			5-169 <b>Nasco</b>	4-441 <b>KOKUBU GROUP</b>	4-446 <b>Okishouten</b>	4-338 <b>International Green Service</b>			
			5-170 <b>Nasco</b>	4-440 <b>KOKUBU GROUP</b>	4-445 <b>Okishouten</b>	4-337 <b>International Green Service</b>			
			5-171 <b>Nasco</b>	4-439 <b>KOKUBU GROUP</b>	4-444 <b>Okishouten</b>	4-336 <b>International Green Service</b>			
			5-172 <b>Nasco</b>	4-438 <b>KOKUBU GROUP</b>	4-443 <b>Okishouten</b>	4-335 <b>International Green Service</b>			
			5-173 <b>Nasco</b>	4-437 <b>KOKUBU GROUP</b>	4-442 <b>Okishouten</b>	4-334 <b>International Green Service</b>			
			5-174 <b>Nasco</b>	4-436 <b>KOKUBU GROUP</b>	4-441 <b>Okishouten</b>	4-333 <b>International Green Service</b>			
			5-175 <b>Nasco</b>	4-435 <b>KOKUBU GROUP</b>	4-440 <b>Okishouten</b>	4-332 <b>International Green Service</b>			
			5-176 <b>Nasco</b>	4-434 <b>KOKUBU GROUP</b>	4-439 <b>Okishouten</b>	4-331 <b>International Green Service</b>			
			5-177 <b>Nasco</b>	4-433 <b>KOKUBU GROUP</b>	4-438 <b>Okishouten</b>	4-330 <b>International Green Service</b>			
			5-178 <b>Nasco</b>	4-432 <b>KOKUBU GROUP</b>	4-437 <b>Okishouten</b>	4-329 <b>International Green Service</b>			
			5-179 <b>Nasco</b>	4-431 <b>KOKUBU GROUP</b>	4-436 <b>Okishouten</b>	4-328 <b>International Green Service</b>			
			5-180 <b>Nasco</b>	4-430 <b>KOKUBU GROUP</b>	4-435 <b>Okishouten</b>	4-327 <b>International Green Service</b>			
			5-181 <b>Nasco</b>	4-429 <b>KOKUBU GROUP</b>	4-434 <b>Okishouten</b>	4-326 <b>International Green Service</b>			
			5-182 <b>Nasco</b>	4-428 <b>KOKUBU GROUP</b>	4-433 <b>Okishouten</b>	4-325 <b>International Green Service</b>			
			5-183 <b>Nasco</b>	4-427 <b>KOKUBU GROUP</b>	4-432 <b>Okishouten</b>	4-324 <b>International Green Service</b>			
			5-184 <b>Nasco</b>	4-426 <b>KOKUBU GROUP</b>	4-431 <b>Okishouten</b>	4-323 <b>International Green Service</b>			
			5-185 <b>Nasco</b>	4-425 <b>KOKUBU GROUP</b>	4-430 <b>Okishouten</b>	4-322 <b>International Green Service</b>			
			5-186 <b>Nasco</b>	4-424 <b>KOKUBU GROUP</b>	4-429 <b>Okishouten</b>	4-321 <b>International Green Service</b>			
			5-187 <b>Nasco</b>	4-423 <b>KOKUBU GROUP</b>	4-428 <b>Okishouten</b>	4-320 <b>International Green Service</b>			
			5-188 <b>Nasco</b>	4-422 <b>KOKUBU GROUP</b>	4-427 <b>Okishouten</b>	4-319 <b>International Green Service</b>			
			5-189 <b>Nasco</b>	4-421 <b>KOKUBU GROUP</b>	4-426 <b>Okishouten</b>	4-318 <b>International Green Service</b>			
			5-190 <b>Nasco</b>	4-420 <b>KOKUBU GROUP</b>	4-425 <b>Okishouten</b>	4-317 <b>International Green Service</b>			
			5-191 <b>Nasco</b>	4-419 <b>KOKUBU GROUP</b>	4-424 <b>Okishouten</b>	4-316 <b>International Green Service</b>			</

# Reception Party

Theme:

## Italian Food ~ Joy of Life~

- Date** February 13 (Thu.) 5:30 p.m.-  
(Registration started at 5:00 p.m.)
- Venue** Hotel New Otani Room "Tsuru"
- Participants** People from the retail industry, mainly associate members of National Supermarket Association of Japan / Member exhibitors of SMTS / DTS



Organized by **National Supermarket Association of Japan**  
 Cooperated with **ASAHI BREWERIES, LTD.**  
**KOKUBU GROUP CORP.**  
**Konishi Brewing Company**  
**TAKARA SHUZO CO.,LTD**  
**Coca-Cola (Japan) company, Limited.**  
**YOMEISHU SEIZO CO,LTD.**

HALL 8



8-402

TERAOKA SEIKO

Seminar Stage





**HALL 7**



7-213

**Panasonic / Panasonic Commercial Equipment Systems**

7-103

**Fuji Electric**

8-307 <b>REI-TECH</b>	8-217 <b>SUPERMATE</b>	8-121 <b>Nanba</b>	7-423 <b>Flatcraft</b>	7-326 <b>Kawasho Foods</b>	7-212 <b>MARUHANICHIRO</b>
8-306 <b>Nihon Netsugen Systems</b>	8-214 <b>YAMATO</b>	8-117 <b>Aspirants</b>	7-418 7-416 <b>HAMAOTOME</b>	7-321 7-319 <b>OHMORIYA</b>	7-210 7-209 <b>Sanyo ITO SHOKUJIN</b>
8-305 <b>DAIKIN INDUSTRIES</b>	8-215 <b>YAMATO</b>	8-116 8-115 <b>kyowa</b>	7-415 7-414 <b>morisangyou</b>	7-320 7-318 <b>KONBUMORI</b>	7-208 7-207 <b>Nico-Nico Nori</b>
8-304 <b>DG SALES</b>	8-216 <b>TOMATO LAND</b>	8-114 <b>SYOKU NO 3JUMARU</b>	7-413 7-412 <b>Shinsei</b>	7-317 7-314 <b>SHINJYO MISO</b>	
8-303 <b>TAIKO</b>	8-213 <b>Kantec</b>	8-113 <b>SPICE HOUSE</b>	7-410 7-411 <b>SANKO INDUTRY / AGAWA FOODS</b>	7-316 7-314 <b>Yamamotoyama</b>	
8-302 <b>TENKENSOU</b>	8-212 <b>TANAHASHI KOGYO</b>	8-112 8-111 <b>SUMIYA BUNJIRO BREWERY</b>	7-409 7-407 <b>Hachi Foods</b>	7-315 7-310 <b>Mishima Foods</b>	
	8-211 <b>aqualink</b>	8-110 8-109 <b>Kawakami</b>	7-408 7-407 <b>Marutoshi</b>	7-313 7-312 <b>MCC FOOD PRODUCTS</b>	
	8-209 <b>Ooigawachaen</b>	8-108 <b>Haruna Produce</b>	7-406 <b>J-FARM</b>	7-311 7-310 <b>Marui Food</b>	
	8-208 <b>Hishiwa</b>	8-106 8-105 <b>ODANI IDEA KOKUFUN PACKAGE</b>	7-405 7-404 <b>kitii</b>	7-309 7-308 <b>CALM Yamadai</b>	
	8-207 <b>Maruyama Tea Products</b>	8-104 8-103 <b>MANNEN</b>	7-403 <b>youkifood</b>	7-307 7-306 <b>MARUSEI EBARA FOODS SHOJI INDUSTRY</b>	
	8-206 <b>Tokyo Tea Trading</b>	8-102 <b>kinjirushi wasabi international</b>	7-402 <b>youkifood</b>	7-305 <b>MARUSAN-AI</b>	
	8-205 <b>OGAWA COFFEE</b>	8-101 <b>FineFoodsJapan</b>	7-401 <b>youkifood</b>	7-304 7-303 <b>MITAKADOH / PIANTA</b>	
	8-204 <b>Nichifutsu Shoji fuji shokuhin</b>			7-302 <b>nakato</b>	
	8-203 <b>OGAWA COFFEE</b>			7-205 7-203 <b>SSKFOODS</b>	
	8-202 <b>OGAWA COFFEE</b>			7-204 <b>Tamanoi Vinegar</b>	
				7-206 <b>ROHTO Pharmaceutical</b>	
				7-202 <b>Toyo Suisan</b>	
				7-203 <b>Taste &amp; Aroma Strategic Research Institute</b>	
				7-201 <b>TABLELAND</b>	

7-102

**KOKUBU GROUP**

8-301 <b>NIPPON ACCESS</b>	8-201 <b>Kubara Shoyu</b>	8-101 <b>DOSHISHA</b>	7-301 <b>ITOCHU SHOKUJIN</b>	7-201 <b>TOMOSHIA HOLDINGS</b>
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7-101

**KEY COFFEE**



2F Doorway

2F Doorway

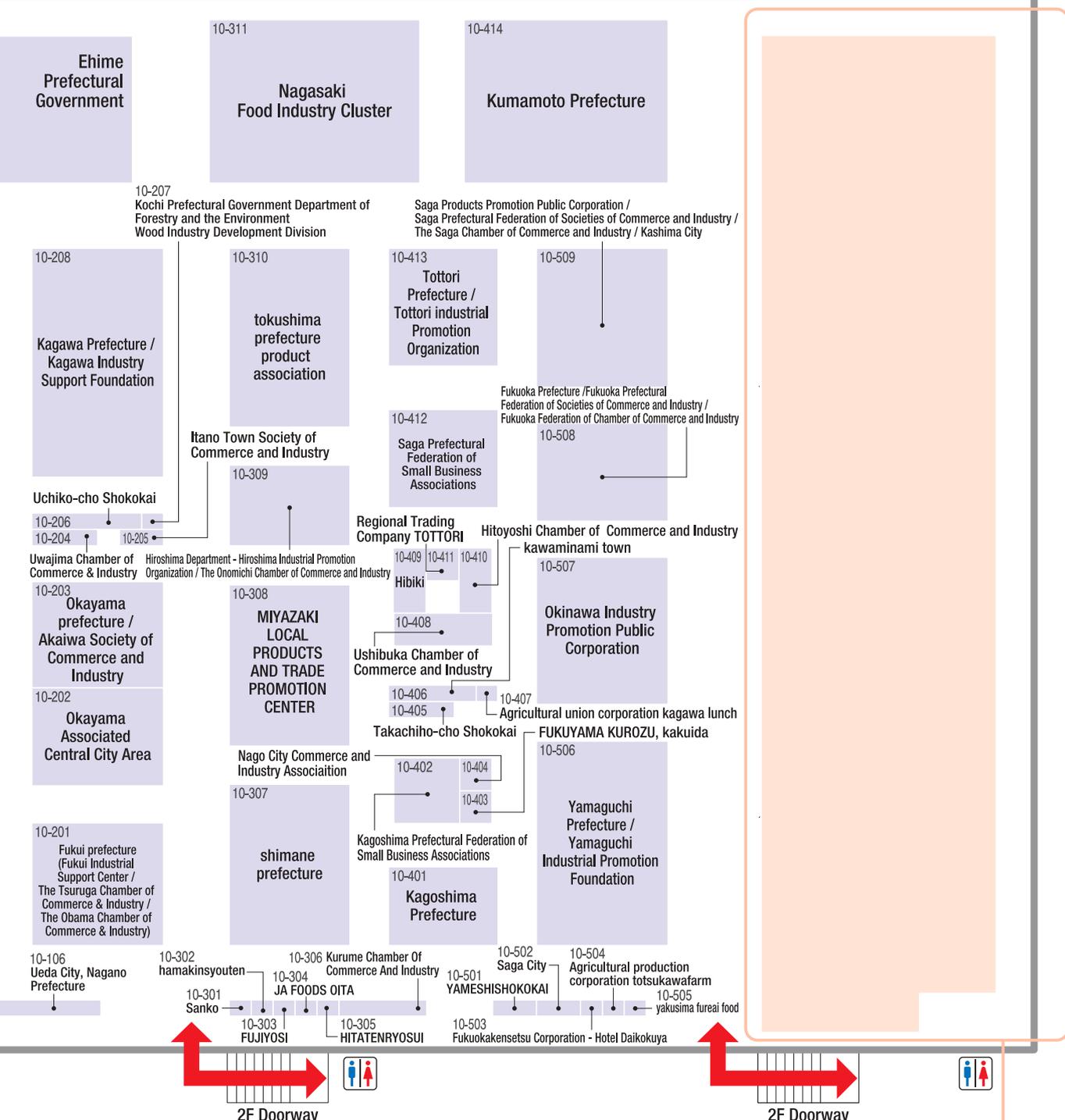




**HALL 10**



**HALL 11**



**15th Kodawari Food Fair 2020**

# List of Exhibitors



\*: Co-exhibitor

Hall 1-8			
<b>A</b>	ACEITES MELGAREJO	6-111*	CHECKER SUPPORT
	ACEITES YBARRA	6-111*	The Cheesecake Factory Bakery
	ACEITUNAS TORRENT	6-111*	CHICHIVASU
	ACESUR	6-111*	chokokuplast
	Agricultural Trade Office, U.S. Embassy	2-507	CHOR YOU
	AISS	2-621	Chrysal Japan
	AJIGEN (Confectionery)	1-621	chuka takahashi suisan
	AJIGEN (Grocery)	7-416	CJ UNIWORLD
	AKO KASEI	7-319	C K International
	Al Khayrat International	2-506*	COFOCE
	alpha	2-514	CONFEX
	Alphar	5-406	CookpadTV
	ALTEX ASIA	3-303	Cool Agri Association
	ALTOSA WINES	1-401	Cosmo Next
	Amatake	3-502	Cosmofoods
	Anheuser-Bush InBev Japan	2-220	COSTA BRAVA MEDITERRANEAN FOODS
	aqualink	8-211	Crown Package
	Arai Shoji	6-205	CYBER LINKS
	arakawa Commerce and Industry Association	4-610	<b>D</b> DAIICHI HOUSOUKI MFG.
	Arcadian Organic & Natural Meat	3-203*	DAIKIN INDUSTRIES
	Arturo Sánchez	3-310*	Daiko Electric
	ASAHI	6-203	DAN ON FOODS / AN DIEN FOODS
	ASAHI BUSSAN	2-601	DCOOP-BACO
	ASAHI SHOJI	6-401	De Agave
	Asahi Soft Drinks	2-312	DELTA International
	ASC	5-305	DG SALES
	Aseedbrew	2-217	DIAMOND RETAIL MEDIA
	Aska Foods	3-508	Don Juan confectionery - FunBar
	Aspirants	8-117	DOSHISHA
	Asplund	6-109	DOT&LINE
	assistvaleur	6-204	Dry Food Association of Japan
	A-TRADE	6-112	DYNAWORTH INTERNATIONAL
	AUSTRALIAN ALMONDS	5-510	<b>E</b> Earth
	Australian Lamb	3-203*	EAT&CO.
	AZABU TAKANO	7-206	EBARA FOODS INDUSTRY
	Azuma Shokuhin	5-115	EBESA BEBIDAS VINOS Y DERIVADOS
<b>B</b>	BANGKOK FLAVOUR	6-209	Echizen Awara Brand a /
	Basse Nuts	1-611*	Awara City Societies of Commerce and Industry
	Beau & Bon	5-519	Eishin Group
	Belyov Pastila Manufacture	2-107	ELPOZO
	Beruf	2-407	Embassy of Canada
	Bigard Group / Cipa	2-403	Embassy of Canada /
	BLUE CHIP GROUP	6-302	Canada Beef International Institute
	BLUEOCEAN	1-618	Embassy of Canada /
	BMO	5-404	Ontario Cattle Feeder's Association
	Bocca	1-602	En Fance
	BODEGAS LATÚE-SAN ISIDRO	1-407	E-SEMS / ENDO LIGHTING
	Bodegas Murviedro	1-402*	ESPEC MIC / SHOWA AIRCRAFT INDUSTRY
	Bodegas Valdeablo	1-402*	ESPUÑA
	BOON TREE FOOD	6-207	Eurasia Trading
	Borthwick Foods	3-202*	Evolis Japan
	BOURBON	2-202	EXOTIC FOOD
	BRIDOR	5-512	Ezaki Glico
	Bridor-Groupe Le Duff	5-514*	<b>F</b> Farmship
	BULK FIXTURES JAPAN	2-117	FASHIONCANDY
	BULL-DOG SAUCE / IKARI SAUCE	7-404	Feysol Nature
<b>C</b>	CALM	7-309	Finca Duernas
	CASA PINO JAPAN	1-625	FineFoodsJapan
			Flatcraft
			Flaxseed Association of Japan
			FOOD AND DRINK INDUSTRY FEDERATION
			(FIAB)-Fresh Product Zone
			FOOD AND DRINK INDUSTRY FEDERATION
			(FIAB)-Processed Food Zone
			FOOD AND DRINK INDUSTRY FEDERATION
			(FIAB)-Soft and Alcoholic Beverage Zone
			Food Export Midwest & Northeast
			FOOD PLAN
			foricafoods
			Frieden
			FRISELVA
			FRONTIER
			FUFANN ENTERPRISE
			Fuji Electric
			Fuji kanko Kaihatsu, FUJIZAKURA HEIGHTS BEER
			fujii shokuhin
			Fuji Trading
			Fujjcco
			FUJIMAK
			Fujiya / Houzenji Arare
			FUKUSHIMA GALILEI
			FUKUSHIMA KATSUO
			FUKUSUKE KOGYO
			FUKUTOME MEAT PACKERS
			Fundokinshoyu
			<b>G</b> Genseida Trade
			Georgia Premium Foods
			GINBIS
			Global Pig Farms
			Glory trading
			GOGYOFUKU
			GOLDEN PRIZE CANNING
			Goshoku
			GOVERNMENT OF QUEBEC
			Great Giant Foods Japan
			greenagent
			Greenday Japan
			(The International Trading / ASIA BUSSAN)
			The Green Gold Olive Oil
			GRN
			GSK
			GUNSHO
			<b>H</b> Hachi Foods
			Hagiwara Chicken
			HAITAI PACIFIC
			HAKUJADASHIN
			Hakusan International
			HAMAOTOME
			Happaya
			HAPPY SHOKUJIN
			Haruna Produce
			harvest hamamatsu
			Haywill Holdings
			HEADS
			hearth
			HEMOSA
			Higashimaru
			HIKARI MISO
			Hirata Farms
			The Hirota Confectionery / Awaya Soubei
			Hishiwa
			HOKOEN
			HOLUS
			Hosai
			<b>I</b> IBFox Foods
			IDEA PACKAGE
			IMACSA
			IMPACT
			Innocent

INSTANTA	5-511	KONBUMORI	7-320	National Rice Wheat and Barley Improvement Association	5-201
INTER FRESH	6-212	Konishi Brewing	2-222	NATORI	2-115
International Taste Institute	2-413	KP PLATECH	2-521	New Zealand Miracle Water	2-228
INTERPORC SPAIN	3-311	Kubara Shoyu	8-201	NEXTRADE	7-322
INTERPYLON	2-318	KUJI FOOD	2-120	Nexway	2-512
IRIS FOODS	5-504	KUKI SANGYO	7-419	NH Foods	3-402
IRIS OHYAMA	6-215	kunitaro	8-202	Nichifutsu Boeki	6-404
Ishida	5-521	Kyorin Foods & Liquor	1-506	Nichifutsu Shoji	8-204
Ishikawa	2-116	Kyotodaiwa	2-510	Nichiwa Electric	4-614
ITALIAN FOODS		kyowa	8-116	Nico-Nico Nori	7-207
" Kodawari Imported Food Section "	6-503	<b>L</b> LIQUOR WHOLESAL OTA CORPORATION	2-126	nihon gyoumu syokuhin	3-511
ITO SHOKUJIN	7-209	LIVE IN COMFORT	8-210	Nihon Netsugen Systems	8-306
ITOCHU SHOKUJIN	7-301	Livenet	4-103	NIHON SHURUIHANBAI	6-301
ITOEEN	5-523	Look's Gourmet Food dba Bar Harbor Foods	2-506*	Niikura Scales	3-309
ITOHAM FOODS	3-501	<b>M</b> MAC FOODS	5-204	Niki	2-203
Itsujisyokusan	3-604	Mach Kiki / LUCKLAND	5-414	Nikkan keizai tsushinsha	2-515
itsumiya	4-608	MAEDA	5-103	Nikko Foods	3-204
IZUMIYA CONFECTIONERY	2-215	MANNEN	8-104	NIPPON ACCESS	8-301
<b>J</b> Jack's Creek	3-203*	MARINE RESOURCES DEVELOPMENT	6-311	Nippon Bacterial Test	2-616
THE JAPAN FOOD JOURNAL	2-513	MARTO	2-210	NIPPON COFFEE TRADING	6-313
JAPAN GREEN STAMP	2-306	maruesu	2-212	NIPPON FLOUR MILLS	5-401
JAPAN GREENTEA	6-403	Maruhachi Muramatsu	8-111	NIPPON PAPER INDUSTRIES	2-620
japan package research association	2-415	MARUHANICHIRO	7-212	NIS Foods Service	1-601
JAPAN PLANTS	3-211	Marui Food	7-311	Nissan Steel Industry	3-118
Japan Pork Producers Association	3-506	MARUICHI	2-401	NK AGRI / Kajitsudo	2-609
Japan Shrink-Pack-Egg Association	3-611	Maruka Foods	2-216	NOEL ALIMENTARIA	3-310*
JC Comsa	6-201	Marukafoods	7-415	nomurafoods	5-114
J-FARM	7-406	marukane	5-113	NORLAKE INTERNATIONAL	6-303
Jiyouran association / Jiyoutori association / Jiyoton association / Gikensyokuhin / Sadamitsu Shokuryo Kogyo	3-505	MARUMIFOODS	2-118	NORLAKE INTERNATIONAL, Liquor Dept.	1-503
Johoku Menko	5-205	MARUSAN-AI	7-305	North Bay Produce	2-509
Jones Dairy Farm	2-402*	MARUSEI SHOJI	7-307	North Colors	2-208
Joypalette	8-119	MARUTAKA	2-618	NS	2-304
JR EAST GROUP	5-215	Marutoshi	7-408	<b>O.V. INTERNATIONAL</b>	5-508
JULIE'S MANUFACTURING	2-109	Maruyama Tea Products	8-207	ODANI KOKUFUN	8-106
<b>K</b> Kabaya Foods	2-112	MASAKIYA CONFECTIONERY / YASUI	1-614	offerd	1-629
kaneta21	7-208	MASUKI	2-219	Ogata Village Akitakomachi Rice Producers	6-103
KANETOKU	3-613	MASUNAGA SHOKUJIN	7-417	OGAWA COFFEE	8-203
KANOUREIKI	8-214	Matsuyama Herb Farm	2-606	OHGIYA SHOKUJIN	5-213
Kantec	8-212	MCC FOOD PRODUCTS	7-313	OHMORIYA	7-321
KARUIZAWA BREWERY	2-124	Mckeown	1-611*	OKAMURA	4-417
Kashiwadou	2-211	Meat & Livestock Australia	3-202, 3-203	Olimega	1-611*
KATAOKA	3-213	Mentex	6-214	OLIVOS	2-305
KATASUMI	6-106	Mexican Pork	2-406	O-Med Extra Virgin Olive Oil	6-111*
KATO brothers honey	7-323	Migasa	6-111*	Omikenshi	5-216
KATOUSEIKA	1-622	Mikuni Wine	1-410	ONISI IRYO	2-309
Kawahara Food	5-217	MINAMI ALPS WINE AND BEVERAGE	1-501	Ono Corporation	3-407
Kawakami	8-110	Mishima Foods	7-315	ONO FOODS MACHINE	2-604
KAWAKI	5-214	Misuzu Life	3-111	OOIGAWACHAEN	8-209
Kawasho Foods	2-218, 7-326	MITAKADOH / PIANTA	7-302	OONONOUEEN	2-121
KCC / Letao	1-604	Mitsubishi Electric	6-405	Oplá Organic & Vegan Wine Cocktail	1-409
KELLOGG (JAPAN)	5-304	Mitsubishi shokuhin	3-409	ORIHIO	2-205
KENKO FOODS	5-502	MITSUIFOODS	6-502	Orikane / PackStyle	3-217
KEY COFFEE	7-101	monjyunochie	3-208	OSMIC	3-302
Khoisan Gourmet	5-408	MONTOILE	2-101	Otafuku sauce	6-501
Kikunotsuyu Shuzo	2-226	Moranbong	3-601	<b>P. K. SIAM</b>	6-206
Kinjirushi wasabi international	8-102	MORII Foods / THAI WAH	5-505	Panasonic /	
KINO & Co.	3-115	Morikawakenkodo	5-506	Panasonic Commercial Equipment Systems	7-213
Kinoshita International / Dr. Demuth Kattenburger	1-505	morisangyou	7-414	PANAVAC	1-408
KITANO SHOJI	1-615	muso	5-403	Paolo Lazzaroni&Figli	1-612
KITAZAWA SANGYO	5-412	<b>N</b> Nagano Trading	2-504	Pasco Shikishima	5-302
kitii	7-403	NAKAMURASHOTEN	7-421	passot - smart display	6-314
Kizakura	2-224	Nakamura	5-108	Patties Foods	3-203*
Kobayashi	5-522	nakato	7-205	POM BISTRO-CITE GOURMANDE	5-514
Kobayashi Tsukudani	5-112	NAMISATO	5-202	Potato Kaitsuka	3-102
KODAMA FOODS	3-107	Nanba	8-121	Potatoes USA / Simplot Japan /	
kokonoe mirin	8-112	Nasco	5-117	Lamb Weston Japan	5-111
KOKUBU GROUP	7-102	National Beef	2-402*	Poultry Poland - Quality & Taste	3-201
		National Federation of Agricultural Cooperative Associations(ZEN-NOH)	3-401	PREMIUM FOODS	2-608
				Prifoods	3-406

PRIMA MEAT PACKERS	3-301	SPICE HOUSE	8-113	TRY International	1-603
PRIME FRUITS INTERNATIONAL	5-515	SPR FOOD INDUSTRY	2-111	TSUKIJI KANISHO	3-614
Prince Electric	6-406	Sriracha	7-422	Tsurugi Town Society of Commerce and Industry	5-207
PROGRESS DESIGN /		SSB	1-623	Tsushimasuisan	3-509
CERAMICA CREOPATRA JAPAN /		SSKFOODS	7-203	TYSON FOODS	2-404
Kawashima Selkon Textiles	4-307	St Michel Biscuits	1-610	U.S. Meat Export Federation	2-402
PYMAFI	2-614	STARZEN	3-405	UCC Ueshima Coffee	4-501
<b>R</b> Ravensworth Agricultural	3-202*	Stockyard	3-203*	Uchibori Vinegar	7-410
Realize Planning	1-613	S-TRUST	2-119	UNITED FOODS INTERNATIONAL	6-308
RED SUN FARMS	2-613	sugiseika	2-108	Universe	3-214
Refine	6-104	SuKarne	2-405	University of Marketing and	
REI-TECH	8-307	SUMITOMO BAKELITE	2-622	Distribution Sciences	2-307
REVE CREATE	7-324	SUMIYA BUNJIRO BREWERY	8-109	US Wine Exports Company	2-506*
RHODES FOOD GROUP / Eastern Agency	2-229	SUN.CREATION	8-118	USA POULTRY & EGG EXPORT COUNCIL	2-501
RICE ISLAND	5-303	Sunkist	2-503	USA Rice Federation	2-505
Rie Sangyou / EURAS / Marukoshi Jyouzou	4-606	SUPERMATE	8-217	<b>V</b> V.THAI FOOD PRODUCT	6-211
RIVER KWAI INTERNATIONAL FOOD INDUSTRY	6-210	Support project for understanding and		VALA THAI FOOD	5-407
ROHTO Pharmaceutical	7-312	promotion of organic farming Operation Office	3-110	visceral / shimoyama stockbreeding	3-602
ROYAL OF JAPAN	6-110	SURF BEVERAGE	2-313	VitalZing	2-227
ryoka	3-108	SUSAZON	2-612	VSP	6-114
RYUSHOBO	3-603	suzuhokamaboko	5-212	<b>W</b> Wakaba Nouen	2-602
Ryutu Label	2-511	Suzumo Machinery	5-218	WAKAMATSUYA	2-204
<b>S</b> S.P.A. International Food Group	6-208	SWIFT	2-610	Wakashou	7-314
SAKATA BEIKA	5-409	Synergy Trading	2-105	WATANABE FOODMACH	4-202
SAKURA MAPLE	6-105	SYOKU NO 3JUMARU	8-115	Water Point	6-115
Sakura nyugyou	2-619	The Syokuryou Shinbun	2-516	WILL	2-103
Sanden Retail Systems	4-203	Syukoh	2-213	Winterhalter Japan	4-519
Sania Industry	4-613	<b>T</b> Tabisyoku	4-609	woorisool japan	6-107
Sankai / HADIKLAIM	1-616	TABLADILLO	3-311*	<b>Y</b> Yamada Bee Farm	5-501
Sankichi	7-325	TABLELAND	7-303	Yamadai	7-308
SANKO INDUTRY /AGAWA FOODS	7-413	TAG JAPAN	2-410	yamaguchisuisan	3-510
Sankyo Trade	2-617	TAIKO	8-303	Yamaki Jozo	5-405
SANKYU FOOD	5-105	TAISHI CO.	3-609	Yamami	5-211
sanou shoukai	2-206	TAKARA SHUZO	2-221	Yamamoto Food Industry	5-209
Sansei Service	3-105	TAKAYAMA	2-301	Yamamotoyama	7-316
SANTA CATALINA	1-403	Takemoto Oil & Fat	7-420	yamanashi sake association /	
Sanyo Trading	7-210	Tamanoi Vinegar	7-204	yamanashi brewing cooperative	2-223
SAPPORO CHUOSUISAN	3-512	Tamura Shouten	2-225	yamani package	3-216
SASNA DELICOM	3-210	TANAHASHI KOGYO	8-114	YAMATO	8-215
SATO	2-310	TANAKA FOODS	7-407	Yamatofoods	8-103
Sawanotsuru	2-125	Tanuk	2-506*	Yaokin	2-102
SEIJO ISHII	5-301	Taste & Aroma Strategic Research Institute	7-310	Yaokin[DANISAJ]	2-106
SEIKOU	2-522	TATSUYA BUSSAN	1-620	Yashima Shoji	3-507
Sfoods / FOODLIER	3-305	TELLO	3-311*	YOMEISHU SEIZO	5-402
SHELLEY'S	6-202	Tencho Foods	6-307	YONEYAMA	2-623
Shibazushi	5-107	TENKENSOUJI	8-302	youkifood	7-401
shikakichi	5-116	TENNEN SEIKATSU	2-209	Young Poong	6-312
Shimanaka	5-101	TERAOKA SEIKO	8-402	YTK	5-106
Shimizu Products	3-112	TERRA FIRMA WINERY	1-406	YUKIGUNI MAITAKE	3-106
SHIMOJIMA	3-119	Teys Australia	3-203*	yumyumcreates	1-606
SHINJOYO MISO	7-317	THANYA FARM	6-310	<b>Z</b> ZUMMO INNOVACIONES MECANICAS	2-605
Shinnippou	3-109	Thomas Foods International	3-203*	<b>Hall 9-11</b>	
Shinsei	7-412	THREE ARROWS	1-627	<b>A</b> Agricultural production corporation totsukawafarm	10-504
shirakamifarmers	3-205	ThreeBond Trading / Kimura	2-311	Agricultural union corporation kagawa lunch	10-407
SHIZUOKA PREFECTURAL ECONOMIC FEDERATION		TODAI	8-120	Akanemaru	9-508
OF AGRICULTURAL COOPERATIVES /		TOKO TRADING	1-624	Akita Federation of Small Business Associations	9-109
SHIZUOKA JA FOODS	2-316	Tokunaga Seika	2-113	Aomori Prefecture	9-205
SHOEI FOODS / TSUKUBA DAIRY PRODUCTS	2-114	TOKUOKA	1-502	Arima hokodo	9-510
The Shogyokai Publishing	2-518	Tokushima Sangyo	7-318	<b>C</b> Chiba Prefectural Government	9-501
Showa Sangyo / Showa Sangyo Group	7-211	TOKYO FOODS MACHINERY	5-306	<b>E</b> Ehime Prefectural Government	10-116
SHOW-WA	1-626	Tokyo Tea Trading	8-205	Ehime Umaimono Hanbai	10-113
Sinei Foods	5-104	TOMATO LAND	8-216	<b>F</b> The Federation of Hokkaido Chamber of	
SJC	2-517	Tominaga Boeki	6-108	Commerce and Industry	9-107
SL JAPAN	6-304	Tominaga Shoji	3-206	Food Valley TOCHIGI Promotion Council	9-502
Small Axe Peppers	2-506*	TOMOE	1-608	FUJIYOSI	10-303
Smile, Perishable Food	3-306	TOMOSHIA HOLDINGS	7-201	Fukui prefecture(Fukui Industrial Support Center /	
Smile, Liquor	1-628	torijishokuhin	3-606	The Tsuruga Chamber of Commerce & Industry /	
Smile, Processed Food	6-305	Toshiba Tec	6-505	The Obama Chamber of Commerce & Industry)	10-201
Sojitz Foods / Meat One	3-304	Toyo Suisan	7-202		
Sokan	2-110	TREX	2-402*		
S-pack	3-212	Trolox	2-314		

Fukuoka Prefecture / Fukuoka Prefectural Federation of Societies of Commerce and Industry / Fukuoka Federation of Chamber of Commerce and Industry	10-508	kawaminami town	10-406	Saga Products Promotion Public Corporation / Saga Prefectural Federation of Societies of Commerce and Industry / The Saga Chamber of Commerce and Industry / Kashima City	10-509
Fukuokakensetsu Corporation- Hotel Daikokuya	10-503	kinokawa-sci	9-506	Sanko	10-301
Fukushima Prefectural Government	9-301	Kochi Prefectural Government Department of Forestry and the Environment Wood Industry Development Division	10-207	SANRIKU TOREATE ICHIBA	9-104
FUKUSHIMAMANTENDO	9-106	Kochi Prefecture	9-409	shimane prefecture	10-307
FUKUYAMA KUROZU, kakuida	10-403	The KOMORO Chamber of Commerce and Industry	9-504	SHIRAHAMA&HIKIGAWA&SUSAMI	
<b>G</b> G7 JAPAN FOOD SERVICE	10-108	Kubotaseika	10-105	SOCIETY OF COMMERCE AND INDUSTRY	9-509
Gifu Prefectural Government	9-513	Kumamoto Prefecture	10-414	Shizuoka Prefecture / Shizuoka Industrial Foundation	9-405
Gomi Shoten "Kodawari Product Section"	9-110	Kurume Chamber Of Commerce And Industry	10-306	Shogawa gorge tourist cooperative	9-403
Gujo Products Promotion Council	9-511	kusatsu-machi Chamber of Commerce	10-102	Sunace	9-402
<b>H</b> Hagiri	9-401	Kyoto Prefecture- kyotanabe commercial and industrial association	10-112	<b>T</b> Takachiho-cho Shokokai	10-405
hamakinsyouten	10-302	<b>M</b> Mie Prefectural Government	10-107	team-chikatsu	10-111
Hanzawa Egg	9-105	minamisannriku of societies of commerce and industry	9-203	Tochigi Aquaculture fishery cooperative	10-101
Hibiki	10-409	Miyagi Prefectural Government	9-204	Tochigi's food brand excavation cooperative	9-404
Hiroshima Department - Hiroshima Industrial Promotion Organization / The Onomichi Chamber of Commerce and Industry	10-309	MIYAZAKI LOCAL PRODUCTS AND TRADE PROMOTION CENTER	10-308	tokushima prefecture product association	10-310
HITATENRYOSUJI	10-305	<b>N</b> NAGANO Prefecture	9-302	The Tokyo Chamber of Commerce and Industry	9-304
Hitoyoshi Chamber of Commerce and Industry	10-410	Nagasaki Food Industry Cluster	10-311	Tokyo Metropolitan Government	10-109
Hokkaido government shiribeshi general subprefectural bureau	9-101	Nago City Commerce and Industry Association	10-404	Tottori Prefecture / Tottori industrial Promotion Organization	10-413
Hyogo	9-408	Niigata Industrial Creation Organization	9-206	<b>U</b> Uchiko-cho Shokokai	10-206
<b>I</b> Ibaraki prefectural government / Tsukuba Bank	9-303	NODOKA	10-103	Ueda City, Nagano Prefecture	10-106
Ichihara Seinikuten	9-102	<b>O</b> The Ojiya Chamber of Commerce & Industry	9-512	Uji Chamber of Commerce and Industry	10-114
Ikeri	9-507	Okayama Associated Central City Area	10-202	Ushibuka Chamber of Commerce and Industry	10-408
The Isehara City Society of commerce and Industry	10-104	Okayama prefecture / Akaiwa Society of Commerce and Industry	10-203	Uwajima Chamber of Commerce & Industry	10-204
Itano Town Society of Commerce and Industry	10-205	Okinawa Industry Promotion Public Corporation	10-507	<b>V</b> vill tabayama society of commerce and Industry	9-505
Iwate Prefecture / iwatekansan	9-201	omagari Chamber of Commerce and Industry	9-108	<b>W</b> Wakayama Prefecture	9-407
<b>J</b> JA FOODS OITA	10-304	<b>R</b> Reconstruction Fisheries Processing Market Recovery Promotion Center	10-115	<b>Y</b> yakusima fureai food	10-505
<b>K</b> Kagawa Prefecture / Kagawa Industry Support Foundation	10-208	Regional Trading Company TOTTORI	10-411	YAMAGATA PREFECTURE / TAKAHATA TOWN / TAKAHATA TOWN SOCIETY OF COMMERCE AND INDUSTRY / TAKAHATA TOWN SYOKUJIN KOUGYO KYOKAI	9-202
Kagoshima Prefectural Federation of Small Business Associations	10-402	<b>S</b> Saga City	10-502	Yamaguchi Prefecture / Yamaguchi Industrial Promotion Foundation	10-506
Kagoshima Prefecture	10-401	Saga Prefectural Federation of Small Business Associations	10-412	YAMANASHI Booth	
Kanagawa Federation of Small Business Association	9-503			(The KOFU Chamber of Commerce & Industry)	9-406
Karaminofoods	10-110			YAMESHISHOKOKAI	10-501
				yukimirai	9-103



## Delicatessen Trade Show 2020

<b>A</b> ABECHO SHOTEN	4-514	Mitsubishi-Rice	4-406	Tokita Seed	4-510
Ahjikan	4-412	MONTEUR	4-511	<b>U</b> Unitel	4-416
AIR WATER	4-403	<b>N</b> nakano mode enterprise	4-504	<b>W</b> Wassamu Town Society of Commerce and Industry	4-507
Aomori Prefectural Government	4-605	National Federation of Fishery Processor's Co-Operative Associations	4-607	<b>Y</b> YAMADAI FOOD	4-305
AUDIO-TECHNICA	4-301	Nishihara Enterprise	4-410	YAMASA	4-306
<b>C</b> CP CHEMICAL	4-101	The Nisshin Oillio Group / WAKOU SHOKUJIN			
Crefort Group	4-601				
<b>D</b> Delica	4-508	<b>O</b> Oaks Heart / Uchibori Jozo	4-411		
<b>F</b> FMI	4-604	Okishouten	4-506		
FUJISEIKI	4-201	<b>P</b> pescarich	4-505		
<b>H</b> Hanamaruki Foods	4-413	<b>R</b> RHEON AUTOMATIC MACHINERY	4-404		
Horokanai-cho Society of Commerce and Industry	4-516	<b>S</b> Saitama European Vegetable Society	4-515		
<b>I</b> International Green Service	4-513	San-Ei Gen F.F.I.	4-509		
Iwaki Chamber of Commerce and Industry	4-408	sankyohikari	4-602		
<b>K</b> K.I.S	4-302	Saraya	4-414		
Kewpie	4-402	SHIRAKO	4-409		
KOKUBU GROUP	4-502	Showa Sangyo	4-407		
<b>M</b> maruhati	4-512	<b>T</b> Takara Shoyu	4-503		
MARUI	4-517	Temma-siki (ECweb pastreet)	4-521		
matsuda food products	4-518	T-Must	4-415		

**Introduction to  
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10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)

**Venue**

**Makuhari Messe (Japan)**

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**Contact**

**Overseas Secretariat (Congrès Inc.)**

***super@congre.co.jp***