

November 29, 2011

New Supermarket Association of Japan
Supermarket Trade Show Secretariat

SUPERMARKET TRADE SHOW will be the biggest ever!!

Overseas Exhibitors: 58 companies from 13 countries with 78 booths

---International food and beverage meet at SMTS for the Japanese supermarket industry---



第46回
スーパーマーケット・トレードショ-2012
SUPERMARKET TRADE SHOW



February 1 (Wed.) – 3 (Fri.) 2012
East Hall 1-6, Tokyo Big Sight

New Supermarket Association of Japan (NSAJ) [Chiyoda-ku, Tokyo / Chairman: Mr. Kiyoshi Yokoyama (CEO of ARCS COMPANY, LIMITED)] organizes “Supermarket Trade Show 2012” [Chairman of the Executive Committee: Mr. Kiyoshi Yokoyama] from February 1 to 3, 2012 at East Hall 1-6, Tokyo Big Sight (51,380sqm), the business-based exhibition for professionals aiming at providing the latest information to the retail industry consists mainly of supermarkets.

All sorts of new and hot products, cost-saving ideas, eco-friendly equipment and display and information systems that fit the times will be gathered under one roof.

1,196 companies, associations and institutions exhibited with 2,552 booths (as of Nov. 24, 2011) will be present in SMTS 2012. This is the biggest ever in size. After last year’s introduction of the new venue layout according to the product category, it became visitor-friendly so that the buyers can find their target booth quickly. You can ask for the categories and the location of the exhibitors at information counters at each doorway and the organizer PR zone set in the galleria in front of East Hall 2. East Hall 5 doorway will be opened to ease the flow of the visitors. Municipalities and regional financial institutions from all over Japan led more than 640 companies that will bring local food products to Tokyo. As organizer’s project, there will be “The 1st Boxed Lunch and Prepared Meal for Supermarkets” (East Hall 1), an award to the stores who succeeded in stimulating the lunch box and prepared meal section in the supermarkets, “FOOD REBIRTH PROJECT - Support for reconstruction from the Great East Japan Earthquake” (East Hall 2&3), the special business meeting area to support suffered areas, “Products we want to buy at the supermarket! 30 selected

foods” (East Hall 2), displaying the 30 attractive food products selected from the consumers’ point of view and the seminars targeted to professionals will also be conducted.

Overseas exhibitors are **58 companies from 13 countries with 78 booths**, including various products in the pavilions of the Embassy of the United States, Embassy of Brazil and Embassy of the Republic of Poland. One of the main attractions is the USA Pavilion, that will be set up following the official endorsement by the U.S. Department of Agriculture FAS Trade Services Staff-Washington, DC and the US Agricultural Trade Office-Tokyo, Japan. 25 companies will join the pavilion. The ample space is prepared for you to enjoy the tasting of juicy beef, pork and chicken from the U.S.. You can also taste the newly introduced wine ice-cream with rich aroma, unusual flavor mint such as chai tea and coffee, quality olive oil, fresh papaya from Hawaii and cheeses from California. You will be fascinated by the wide variety of their products. Embassy of Brazil will bring the soft drink made with the guarana extract that is the sponsor drink of the Brazilian National Football Team, the fragrant Brazilian coffee and the chicken for deep fry that is made to suit Japanese people’s taste. The top in EU regarding exporting agricultural products, Poland will introduce the healthy vegetable chips and the elegant fruit wine. There will be many more companies from all over the world such as France, Germany, Spain, Italy, Australia, Sri Lanka, Thailand, Korea, China and Taiwan.

We are pleased to introduce the concurrent show; **“The 7th Kodawari Food Fair 2012” <East Hall 3>** (featuring manufacturers divided by the prefecture) organized by Japan Food Industry Center.

Organizer— New Supermarket Association of Japan (NSAJ)

NSAJ is a benevolent corporation that has a close relationship with the Ministry of Economy, Industry and Trade. It has 438 regular members (about 7,500 supermarkets and other retail companies all over Japan) and 695 supporting members (manufacturers, wholesalers and other related companies)*. Half of all supermarkets in Japan are the members of NSAJ, whose total revenue comes to 9.2 trillion JPY. It is the biggest food related supermarket association in Japan.

*The numbers of present members are as April 2011.

Outline

- ◆ Title: 46th Supermarket Trade Show 2012
- ◆ Period: February 1 (Wed.)-3 (Fri.), 2012
- ◆ Time: 10:00-17:00 (February 3 Fri.: 10:00-16:00)
- ◆ Venue: Tokyo International Exhibition Center (Tokyo Big Sight), East Hall
- ◆ Theme: “CREATE” Nippon---Tips for retail trade are here!
- ◆ Organizer: New Supermarket Association of Japan (NSAJ)
- ◆ Overseas Secretariat Office: Space Media Japan Co., Ltd.

◆ **Executive Committee**

Chairman of the Executive Committee – Mr. Kiyoshi Yokoyama (CEO of Arcs Company, Limited)

Vice Chairman—Mr. Masashi Mishina (CEO of Ichiyama Mart, Inc)

Vice Chairman—Mr. Masayasu Oota (Vice President of Hokushin-Shoji Co.,Ltd)

Vice Chairman—Mr. Hideki Kogarimai (Representative Director & CEO)

Regular member (Retail): 47 companies

Supporting member: 34 companies

Adviser: 5 companies and associations

◆ **Official Support**

Ministry of Economy, Trade Industry (METI), Ministry of Agriculture, Forestry and Fisheries, Ministry of Health, Labor and Welfare, Tokyo Chamber of Commerce and Industry, U.S. Agricultural Trade Office, American Embassy, Tokyo, Japan, Embassy of the Argentine Republic, Australian Embassy, Tokyo, Marketing Office, French Embassy in Japan, Embassy of Spain, Economic and Commercial Office, Royal Thai Embassy Tokyo, Japan (Office of Agricultural Affairs), Embassy of Sri Lanka, Japan, Embassy of the Republic of Korea in Japan, The Embassy of The Republic of Turkey, Office of the Commercial Department, Embassy of The Republic of Poland in Japan, Embassy of Brazil in Tokyo, The Italian Chamber of Commerce in Japan, Polish Chamber of Commerce and Industry in Japan, Taiwan Trade Center Tokyo, Food Marketing Institute Japan (Partially Expected)

◆ **Supporters**

All Japan Supermarket Association, Japan Consulting Institute for the Betterment of Retail-Business, The Energy Conservation Center, Japan, Japan Food Industry Center, Organization of Food-Marketing Structure Improvement, The Foodstuffs Foundation of Agricultural and Commercial Interchange Association, National Meat Fair Trade Conference, National Celco Group Headquarters, National Chamber of Agriculture, Japan Dairy Council/Shop System Study Society, The Danish Agricultural Council Japan Office, Japanese Material Handling Society, Japan Processed Foods Wholesalers Association, Japan Canners Association, Japan Retailers Association, Japan Chicken Association, Japan Meat Information Service Center, Japan Council of Shopping Centers, Japan Supermarkets Association, Japan Consumer Co-operative Union, Japan Specialty Store Association, Japan Meal Replacement Association, Japan Chain Stores Association, Japan Association of Chain Drug Stores, Japan Food Service Equipment Association, Japan DIY Industry Association, Japan Agricultural Standards Association, Japan Department Stores Association, Japan Food Service Association, Japan Franchise Association, Japan Packaging Institute, Japan Voluntary Chain Association, Nihon Rangyo Kyokai Association, Japan Frozen Food Association, Marketing & Research Institute for Agricultural Cooperatives, Rural Culture Association, The Distribution Economics Institute of Japan, The Distribution System Research Institute, The Institute of Marketing & Distribution Research

◆ **Collaborators**

The Environmental News, The Air-conditioning Times, Monthly Gekiryu, Monthly Demand Creation, Monthly 2020 VALUE CREATOR, Gekkan Ryutsu & Computer, Retail Economic Journal, Kokusai Shogyo, Weekly Shogyo Keizai, Shuhan-News, Shokuhin Keizai Shinbun,

Shokuhin Sangyo Shinbun, Monthly Food Retailing, The Japan Food News, The Shokuryo Jokai Shinbun, Food News, The Suisan Times, The Senken Shinbun, Chain Store Age, Teiinshokuryo Shinbun, Nikkan Shokuhin Tsushin, Nikkei Restaurants, Nihon Shokuryo Shinbun, The Japan Agricultural News, Press The Nokei Shimbun, Food Voice, Fisheries & Foods News, Ryutsu Journal, Ryutsu Voice, Frozen Food Times, Reito Shokuhin Shinbun

◆ **Concurrent Show**

The 7th Kodawari Food Fair 2012

Organized by Japan Food Industry Center

- ◆ Admission: JPY 5,000 *Trade only, under 18 not allowed to enter, only charged to visitors without an invitation ticket.
- ◆ Estimated Visitors: 80,000 Visitors (A total during the show)

Organizer's Project

“The 1st Boxed Lunch and Prepared Meal for Supermarkets” Zone (East Hall 1)

An award to the stores who succeeded in stimulating the lunch box and prepared meal section in the supermarkets. Prize-winning products and proposals for business plan will be introduced. The awards ceremony will be conducted at the seminar stage on February 1 (Wed.).

“FOOD REBIRTH PROJECT - Support for reconstruction from the Great East Japan Earthquake” Zone (East Hall 2&3)

This is the special business meeting area to support suffered areas. Products developed by big-name chefs using ingredients of the areas will be displayed. (CAFE COMPANY CO. will support the operation of the business meeting area.) Please witness the challenge of the suffered areas to recover and consider to join the circle of supporters by introducing their products.

“Products we want to buy at the supermarket! 30 selected foods” Zone (East Hall 2)

100 judges including dieticians, chefs and the consuming public chose 30 attractive food products displayed on-site from the consumers' point of view. These products will be especially displayed in the organizer's area.

Organizer PR Zone (Galleria)

● **Information of New Supermarket Association of Japan**

Introduction of the activities of the association, invitation to the association as a regular member or supporting member and general information of exhibitions.

● **Introduction of Retail Management Program of Cornell University**

Information on the program “Theory and practice of management of food retail industry“, providing in collaboration with Cornell University, USA. 2012 program is available now.

●**Introduction of FMI Japan**

Information on the activities of Food Marketing Institute, whose headquarter is based in USA.
Invitation to become a member.

●**Introduction of authorities concerned**

Information on the activities of Ministry of Economy, Trade and Industry, Ministry of Agriculture, Forestry and Fisheries, Health, Labor and Welfare Ministry and The National Tax Agency etc..

●**Introduction of Retailers.jp**

Information on the portal site that distributes the latest retail industry related information through the email magazine and the website. About 80,000 people in the distribution industry have registered as a member. <http://www.retailers.jp/>

●**Introduction of “Buyers’ Guide”**

Information on the combined service with free paper and website that work as a bridge between manufacturers who want to deliver information of food and buyers who want to obtain information on food. Copies of “Buyers’ Guide” will be distributed free of charge on-site.
<http://www.buyersguide.jp/>

●**Introduction of collaborating overseas trade shows**

Information on the collaborating overseas trade shows such as TUTTOFOOD MILANO WORLD FOOD EXHIBITION (Italy) and FMI (USA) etc..

Business Matching Meeting (East Hall 4: Venue of the Business Matching Meeting)

●February 1 (Wed.) – 3 (Fri.), 2012

“Business Matching of Finest Japanese Foods” Organized by: New Supermarket Association of Japan

●February 3 (Fri.), 2012

THE Business Talk! Discovery of Shi-Go-To The 8th Commercial version
Organized by: The Tokyo Chamber of Commerce and Industry

Speaks • Keynote Lecture • Special Lecture (East Hall 6: Seminar Stage)

Max 350 people, free of charge, pre-registration not needed

*Please note this lineup may change without prior notice.

*All the seminars are conducted in Japanese except the keynote lecture by Mr. Edward W. McLaughlin.

February 1 (Wed.), 2012

<10:20-11:35> Speaks

SMTS Speaks The New Start

Mr. Kiyoshi Yokoyama [Chairman of New Supermarket Association of Japan, CEO of ARCS COMPANY, LIMITED]

<11:50-13:20>Keynote Lecture

How retailers grow in these recession period

Speaker: Mr. Edward W. McLaughlin [Director, Food Industry Management Program Cornell University]

<Speech is in English with the simultaneous Japanese interpretation>

February 2 (Thu.), 2012

<10:30-12:00> Special Lecture

The roll of Supermarkets in modern elderly society

Speaker: Mr. Satoshi Shimizutani [Senior Research Fellow, Institute for International Policy Studies (IIPS)]

Reception Party (Conference Tower: Reception Hall)

February 2 (Thu.), 2010 18:00- at Reception Hall (Supported by ASAHI BREWERIES, LTD., KOKUBU&CO.,LTD, Konishi Brewing. Ltd., TAKARA SHUZO CO.,LTD, Coca-Cola (Japan) Company. Ltd., YOMEISHU SEIZO CO.,LTD.).

This is the party in which those who work in the retail industry mainly consists of supermarkets will get together. Attendees are invited regular members of New Supermarket Association of Japan (NSAJ), guests and journalists etc. The special collaborating project ---Yamaguchi "Shoku (Food)" Collection--- will take place. You can find gems from Yamaguchi Prefecture such as local dishes and introduction of attractive sightseeing spots.

*If journalists would like to attend the party, please come directly to the registration desk in front of the reception hall.

About SMTS Organizer

New Supermarket Association of Japan (NSAJ)

URL: <http://www.super.or.jp/>

Sakurai Bldg. 4F, 3-19-8, Uchi-Kanda, Chiyoda-ku, Tokyo 101-0047

Tel: +81-3-3255-4825 / Fax: +81-3-3255-4826

Founded in 1958 (approved as a legal incorporated association in 1963 and changed its name from Japan Self-Service Association)

Chairman: Mr. Kiyoshi Yokoyama (CEO of ARCS COMPANY, LIMITED)

Scale: Regular Member-438 companies (about 7,500 stores. Sum of regular members' sales volume: about 9.2 trillion yen), Supporting Member-695 companies (as of November 2011)

Business Functions: Research, analysis and PR of supermarkets / Counseling, guidance, diagnosis and educational training / Publishing printed materials such as PR magazine / Organization of exhibitions / Business Matching

* Half of all supermarkets in Japan are the members of NSAJ. It is the biggest food related supermarket association in Japan.

About Press Room

Please register as "PRESS" at Press Room.

Cloak and exhibitors' news release data will be available. Please ask at Press Room.

For inquiries about this press release:

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For inquiries about the show:

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