

February 4, 2011

New Supermarket Association of Japan
Supermarket Trade Show Secretariat

SUPERMARKET TRADE SHOW will be the biggest ever!!

Overseas Exhibitors: 56 companies from 15 countries with 62 booths

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



第45回
スーパーマーケット・トレードショー-2011
SUPERMARKET TRADE SHOW



February 8 (Tue.) – 10 (Thu.) 2011
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 2011**” [Chairman of the Executive Committee: Mr. Kiyoshi Yokoyama] from February 8 to 10, 2011 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.

1,127 companies, associations and institutions exhibited with 2,402 booths. This is the biggest ever in size. Municipalities and regional financial institutions from all over Japan led more than 530 companies that will bring local food products to Tokyo. As organizer’s project, there will be “Digital Signage” Zone, where you will see the electronic advertisement as new suggestions of promotion tool, “Rediscovery of Japanese Traditional Vegetables” Zone, where you will see variety of traditional vegetables from all over Japan and you can obtain advices on how to buy them, and “Tourism & Regional Food” Zone, which highlights the efforts of local revitalization by liaising “food” and “tourism”.

Overseas exhibitors are 56 companies from 15 countries with 62 booths, including various products in the pavilions of the Embassy of the United States, IGAPE (Galician Institute for Economic Promotion), Embassy of Brazil and Embassy of the Republic of Poland.

We are pleased to introduce following concurrent shows; ” **The Chiiki Shigen Selection 2011**”

<East Hall 6> organized by Small & Medium Enterprises and Regional Innovation, JAPAN, "The 9th Store Development Show 2011" < East Hall 5> organized by Home Center Institute, "The 6th Kodawari Food Fair 2011" <East Hall 3> (featuring manufacturers divided by the prefecture) organized by Japan Food Industry Center.

Organizer – New Supermarket Association of Japan

NSAJ is a benevolent corporation that has a close relationship with the Ministry of Economy, Industry and Trade. It has about 411 regular members (about 8,000 supermarkets and other retail companies all over Japan) and 693 supporting members (manufacturers, wholesalers and other related companies)*. Half of all supermarkets in Japan are members of NSAJ, whose total revenue comes 11 trillion JPY. It is the biggest food related supermarket association in Japan.

*The number of present member are as November 2011.

Outline

- ◆ Title: 45th Supermarket Trade Show 2011
- ◆ Period: February 8 (Tue)-10 (Thu), 2011
- ◆ Time: 10:00-17:00 (February 10 Thu: 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 (89 members)**

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)

◆ **Official Support**

Ministry of Economy, Trade Industry (METI), Ministry of Agriculture, Forestry and Fisheries, Ministry of Health, Labour and Welfare, Organization for Small & Medium Enterprises and Regional Innovation, JAPAN, Tokyo Chamber of Commerce and industry, U.S. Agricultural Trade Office, American Embassy, Tokyo, Japan, Embassy of the Argentine Republic, Embassy of Italy, Commercial Office, Embassy Of India, Tokyo, Australian Embassy, Tokyo, Marketing Office, Embassy of Spain, Economic and Commercial Office, 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

◆ **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 Food Retailing, Monthly 2020 VALUE CREATOR, Gekkan Ryutsu & Computer, Retail Economic Journal, Kokusai Shogyo, Convenience Store News, Shuhan-News, Shogyo Keizai, Shogyo Shisetsu, Shokuhin Keizai Shinbun, Shokuhin Sangyo Shinbun, The Japan Food News, The Shokuryo Jokai Shinbun, Food News, The Suisan Times, The Senken Shinbun, Chain Store Age, Teinshokuryo 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 News, Ryutsu Voice, Frozen Food Times, Reito Shokuhin Shinbun

◆ **Concurrent Shows**

The Chiiki Shigen Selection 2011

Organized by Organization for Small & Medium Enterprises and Regional Innovation, JAPAN

The 9th Store Development Show 2011

Organized by Home Center Institute

The 6th Kodawari Food Fair 2011

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

Digital Signage Zone (East Hall 5)

The zone that proposes you the electronic advertisement as a new promotion tool. You will see practical samples suggested by hardware manufacturers and content development manufacturers. Seminars for distribution industry will be held at the seminar stage within the zone for 3 days (24 seats only. No pre-registration needed. Conducted only in Japanese.).

*14:00-15:30, February 9 (Wed.) "Case examples and wise uses of the digital signage in the distribution industry" by Mr. Yasuji Eguchi [Member of board of directors' meeting, Digital Signage Consortium] is planned.

Rediscovery of Japanese Traditional Vegetables Zone (East Hall 2)

--- Indigenous vegetables with unique characters are the precious art of nature. Conserve! Protect! Encourage people to know and eat the treasure of the region!---

You can see a variety of local vegetables from Aizu, Ryukyu, Yamagata, Edo and Iyo in this zone. Advices on business negotiations how to buy them is available here. Easy recipe for home cooking and a cooking show by a famous chef will also be featured.

Tourism & Regional Food Zone (East Hall 2)

This zone introduces you approaches toward creating tourist flows by aligning the discovery of attractive regional ingredients and local revitalization. You will also find the case example of the development of souvenirs in Kumamoto, the new stop of a bullet train in Kyushu from March, the cooperation project with "Jimopla" by Kadokawa Marketing and many other forefront case examples from Uji in Kyoto and Aizu in Fukushima, that are easily applicable to the occasions of event planning.

Organizer PR Zone (East Hall 2)

●Information of New Supermarket Association of Japan

Publication of the new association name and the new association logo, introduction of the activities of the association, invitation to the association as an regular member or supporting member and general information of exhibitions.

●Announcement of statistical research introduction

Announcement of statistical research of supermarkets jointly conducted by 3 associations (New Supermarket Association of Japan, All Japan Supermarket Association and Japan Supermarket Association) since May 2010.

●Retail Management Program of Cornell University introduction

Information on the program "Theory and practice of management of food retail industry", providing in collaboration with Cornell University, USA. 2011 program is available now.

●FMI Japan

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

●Concerned authorities introduction

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

● **Retailers.jp introduction**

Information on the email magazine with about 60,000 registered members and the website. The portal site distributes the latest retail industry related information. <http://www.retailers.jp/>

● **“Buyers’ Guide” introduction**

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. “Buyers’ Guide” will be the official guidebook of SMTS after merging the conventional guidebook and “Buyers’ Guide”. Copies of “Buyers’ Guide” will be distributed free of charge on-site. <http://www.buyersguide.jp/>

● **Dry Food Association of Japan introduction**

Information on the activities of Dry Food Association of Japan and how to be a member.

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

● February 8 (Tue.), 2011

“Business Matching Meeting for overseas suppliers” Organized by: New Supermarket Association of Japan

● February 9 (Wed.), 2011

“Chiiki Shigen Selection Business Meeting” Organized by: Small & Medium Enterprises and Regional Innovation

● February 10 (Thu.), 2011

THE Business Talk! Discovery of Shi-Go-To The 7th Commercial version

Business Meeting @Supermarket Trade Show 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.

February 8 (Tue.), 2011

<10:20-11:35> Speaks

SMTS Speaks Can supermarkets survive!?

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

<11:50-13:20>Keynote Lecture

Regions’ power in Japan to overcome deflation!

Speaker: Mr. Kosuke Motani [Area Support Section, Regional Development Group, Development Bank of Japan / Chairman of Area Management Assistance Network, NPO ComPus]

February 9 (Wed.), 2011

<10:25-11:40> Special Lecture

Sweets made with regional ingredients

Speaker: Mr. Hironobu Tsujiguchi [Owner Chef of Mont St. Clair]

Seminar Stage Program (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.

●February 8 (Tue.), 2011

<13:35-15:05>Panel Discussion

“Standard crates will change the logistics of supermarkets!”

Coordinator: Mr. Shigeyuki Nemoto [Professor of Faculty of Commerce, Takushoku University]

Panelists: Mr. Takehide Nishimura [Senior Manager of Logistics Division, Mammy Mart Corporation]

Mr. Kunio Ito [Manager of Kinki Area Logistics Division, LIFE CORPORATION]

Mr. Hideki Murai [Logistics Manager of System Logistics Division, Operation Office, UNY Co.,Ltd.]

Mr. Zenta Senoo [Assistant Director of Logistics Policy Division, Commercial Distribution Group, Commerce and Information Policy Bureau, Ministry of Economy, Trade Industry]

<15:20-16:20>Talk Show

“Fast to slow”---Lifestyle Trend in food and fashion---

Coordinator: Mr. Masahiro Kubo [Editor in Chief of SENKEN h Senken Shimbun Co., Ltd. and Bureau Chief in Paris]

Guest: Mr. Giacomo Mario Valentini [CEO and Designer of Orobianco], Ms. Miri Okada [Tea Sommelier, Cooking Instructor, Designer, Corporate Manager of Tea Shop “A.C. PEACH’S” and Accessory Company “Trollbeads Japan Co., Ltd.”]

●February 9 (Wed.), 2011

<12:00-12:45>

“You don’t see the reason why the customer didn’t buy, by only looking at POS data!”

Now is the time to visualize the causal data (purchasing factor) of consumers

Speaker: Mr. Kenichi Sato [Board Member and Logistics Senior Consultant of Luke19 Co.,Ltd.]

<13:00-13:45>

“Responding point to elder or demented customers”

---The key to quality improvement of services in the aging society with fewer children---

Speaker: Ms. Shoko Kobayashi [Commissioner of Liaison Council of National Universal Service / Cooperating Instructor of Japan Consulting Institute for the Betterment of Retail-Businesses]

<14:00-15:00>

“The challenge to the new business”---Business within the station and local revitalization---

Speaker: Ms. Yumiko Kamada [Manager of Local Revitalization Division, Business Creation Office, East Japan Railway Company]

<15:15-16:00>

“Let’s re-examine the basic action of checkers!”---The ungraceful action and beautiful action---

Speaker: Ms. Yayoi Tomita [CEO of ACT 21 Co., Ltd. / Guest instructor of New Supermarket Association of Japan]

<16:05-16:35>

Awarding ceremony for the first-class successful applicant for the 30th Checker Skill Examination

●February 10 (Thu.), 2011

<10:15-11:15>

“Logistics BMS that innovates the management of supermarkets”

Part 1 “The work restructuring and logistics BMS in UNY Co.,Ltd.”

Speaker: Mr. Yoshitaka Kakuta [Operating Officer and System Logistics Manager of UNY Co.,Ltd.]

Part 2 “The informatization strategy and logistics BMS in CGC Group”

Speaker: Mr. Hideki Horiuchi [Team Leader of System Team, CGC Japan Co.,Ltd.]

<11:30-12:30>

Food labeling, food safety and security-Learning the point of food labeling for protecting the life

Speaker: Mr. Hiroharu Yamaguchi [Guest instructor of New Supermarket Association of Japan / Certified Food Labeling Censor / Commissioner of JAS Specifications at Ministry of Agriculture, Forestry and Fisheries of Japan / HACCP Judge / Researcher of Research and Development System Registration Research Institute Across Ministries, Sophistication Business in Ministry of Agriculture, Forestry and Fisheries of Japan / Researcher of Institute of Production and Research of Functional Agricultural Produce / Senior Partner of Application Nutrition Food Laboratory Corporation]

<12:45-13:45>

“Deployment of collaboration sales floor and customer retention strategy!”

Speaker: Mr. Shigeyuki Niitsu [Director of Marketing Universal Institute / Commissioner of Takachiho University and Professor of Graduate School of Takachiho University / Guest Professor of New Supermarket Association of Japan]

<14:00-15:30> **Panel Discussion**

“Front lines of Best Store Manager”---Challenge, communication and collaboration---

Coordinator: Ms. Yuka Kanehara [Director and Chief Researcher of Izumiya Research Institute / Representative of Business Enterprise Research Study Group]

Panelists: Winners of the 3rd Best Store Manager Award, Mr. Hajime Amari [Store Manager of Tamaho Store, Ichiyamamart Corporation], Mr. Toshio Kuribayashi [Store Manager of Ueda Chuo Store, Tsuruya Corporation]

[What is the Best Store Manager?]

Choosing brilliant store managers to honor and conduct panel discussion to improve position of supermarkets by focusing on store managers of supermarket to raise their status.

Reception Party (Conference Tower: Reception Hall)

February 9 (Wed.), 2010 18:00- at Reception Hall (Supported by KOKUBU&CO.,LTD, Konishi Brewing. 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 will be regular members of New Supermarket Association of Japan (NSAJ), exhibitors of SMTS, guests and journalists.

*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-410 companies (about 7,500 stores. Sum of regular members' sales volume: about 11.1 trillion yen), Supporting Member-695 companies

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:

SUPERMARKET TRADE SHOW FOREIGN PRESS CENTER

rJp Marketing Communications Co.,Ltd.

1-1-6 1F Matsugaya Taito-ku, Tokyo 111-0036 Japan

TEL: +81- 50-3797-7621 (IP) FAX: +81-3-5830-7214

EMAIL: nsaj@rjp.ne.jp