

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.

Theme: ViViD MARCHE

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 will introduce the latest technologies and services focused on "people".

3 main zones are:

- Wellness support
- Smart Communications
- Entertainment

Hand-Made NIPPON - Theme zone displaying alcoholic beverages made in Japan Hall 1

We will introduce the "techniques" and "sentiments" of the creators who prioritize local regions and focus on quality that respect the traditions of Japan.

Food Safety and Sanitation Hall 2

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

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

Among the products exhibited in "SMTS 2020 Japanese Regional Product Zone (Hall 9-11)", new products that are focused on "Small portion" and "Timesaving" will be picked up and exhibited in the special zone. We will provide the information to help visitors explore the halls efficiently.

Bento (Lunchbox) and Prepared Meal Awards Seminar Stage Hall 4

Outstanding lunchboxes that are sold in supermarkets, convenience stores, specialty stores are awarded on Seminar Stage.

"Bento and Prepared Meal Awards" is aimed at raising the level of the Delicatessen section by praising excellent products and increasing employee's motivation. The award winning lunchboxes will be on display at the Food Court in Hall 4 and you can buy and taste some of them.

