

Hall 8

# Seminar Stage Program

Seats: 250

\*No pre-registration needed. Please come directly to the venue.  
\*Contents may be changed without prior notice.

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 Yukio Yamori

Chairperson, Bento and Prepared Meal Awards Executive committee  
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 (JNIOSH)  
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 AssociationUse 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 are available on screen for the lectures with this icon. The subtitles are produced in real time by the speech recognition and the automatic translation technology in your language. Install app "UD Talk" from App store or Google Play onto your device. See the following website for how to use. <https://udtalk.jp/smts2020/>