

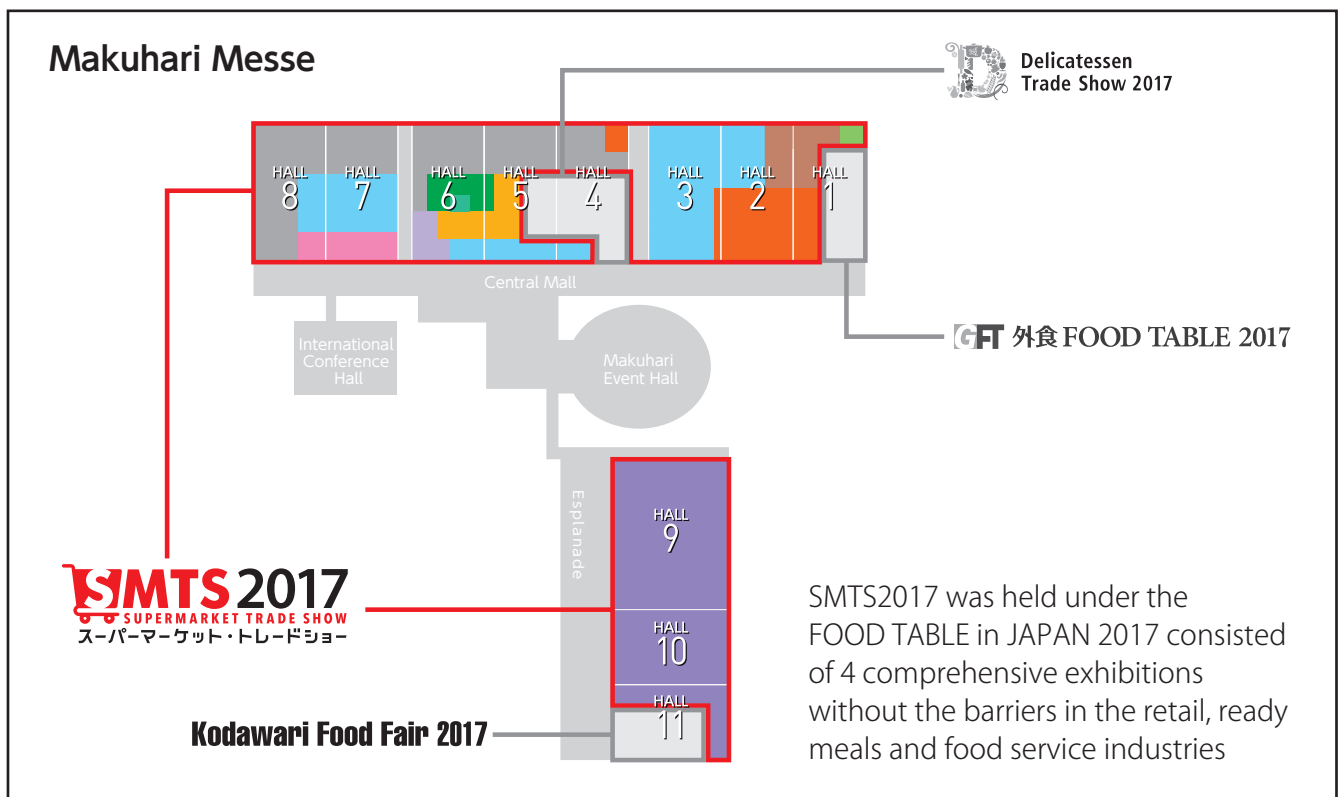
FT FOOD TABLE in JAPAN 2017

SMTS 2017
SUPERMARKET TRADE SHOW
 スーパーマーケット・トレードショー

SHOW REPORT

February
15(Wed.), 16(Thu.), 17(Fri.), 2017
Makuhari Messe

The venue was changed to Makuhari Messe for SUPERMARKET TRADE SHOW 2017.



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Outline of the Show

Title: The 51st SUPERMARKET TRADE SHOW 2017
Abbreviation: SMTS2017
Date: February 15(Wed.), 16(Thu.), 17(Fri.), 2017 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
Venue: Makuhari Messe
Admission: JPY5,000(incl.tax)  Trade only  Under 18 not allowed to enter  No Photo  No Roller Bags (Check in at pay cloakroom)
 * Only charged to visitors without invitation tickets
Number of Visitors in SMTS 2016: 90,518 (Trade only. Incl. concurrent shows)
Events: Speech Sessions, Seminars, Reception Party etc.
Organizer: New Supermarket Association of Japan
Official Supporters: Ministry of Economy, Trade and Industry / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labour and Welfare / The Tokyo Chamber of Commerce and Industry / U.S. Agricultural Trade Office, The Embassy of the United States of America / Embassy of Italy, Tokyo Trade Promotion Office / INDONESIA TRADE PROMOTION CENTER / Embassy of Canada / IE Singapore / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / Embassy of the Republic of Poland, Trade and Investment Promotion Section / aicep Portugal Global / Taiwan Trade Center, Tokyo / Food Marketing Institute Japan
Concurrent Show: **FOOD TABLE in JAPAN 2017** (event title for whole shows)
The 12th Kodawari Food Fair 2017 (Organizer: Japan Food Industry Association)
Delicatessen Trade Show 2017 (Organizer: Delicatessen Trade Show Executive Committee)
GAISYOKU FOOD TABLE 2017 (Organizer: GAISYOKU FOOD TABLE Executive Committee)

Figures of SMTS2017

Registered Visitors **86,768**

Exhibitors **2,054** companies/organizations

Date	Weather	Number of Visitors
Feb. 15 (Wed.)	Sunny	29,639
Feb. 16(Thu.)	Sunny	30,271
Feb. 17 (Fri.)	Cloudy (Strong Wind)	26,858
TOTAL		86,768

Booths **3,340** booths

Overseas Exhibitors: 146 companies, 171 booths from 15 countries and regions

Special Exhibition

Future Store "NOW"



第51回 | スーパーマーケット・トレードショー2017 特別企画展
Future Store "NOW"
 継続的・近未来スーパーマーケット研究

From consumers and retailers' point of view, supermarket industry of near future has been studied continuously based on mid-long terms focusing on the theme "Issues to be solved now corresponding to near future situation". The solutions were offered through the exhibition booths, seminars and exhibit panels.

Future Store "NOW" Seminar Stage Special Conference

February 15 (Wed.) 12:30 p.m. - 1:30 p.m.

Near-Future strategy in the age without a model
 ~ From "products" to "services" and then to "consumers" ~

Mr. Akira Otsuka

Consortium for Future Store "NOW" Facilitator
 (Cornell University RMPJ Program Director)

*Other seminars were also held besides it.

Featured Display

What do consumers seek for the next 10 years?

Based on the questionnaire and statistical data from consumers and retailers, changes in consumer insight in the coming decade are forecasted. The issues and solutions for the retail industry in the near future were offered through this special exhibition booth.



Study of supermarket industry in the near future

What are the ideal supermarkets in the near future based on consumer insights? This special exhibition focused and introduced a specific selling area and places of supermarkets.



Organizer's Project

New Product Display- Japanese Regional Product

Venue : Esplanade

In this new project of SMTS2017, more than 300 new Japanese regional products were displayed at the special display area. It helped buyers find products they were interested in efficiently.



Products we want to buy at the supermarket ! “30 attractive food products 2017”



30 attractive food products from the consumer's perspective were selected from the entries through the document and the tasting inspection by judges comprising the managerial dietitian recommended by the organizer, culinary researchers and other professionals. The latest Japan trends seem to prefer health-conscious and convenient products.

9th “Best Store Manager Award”

What is “Best Store Manager Award”

Brilliant store managers were chosen to honor and conduct panel discussion. This is to improve position of supermarkets by focusing on store managers to raise their status. 2 excellent store managers were awarded in the 9th award this time.

Award Ceremony

Date : February 16 (Thu.) In the reception party

Venue : Hotel New Otani Room “Tsuru”

Panel Discussion

The successful store is determined by the store manager

~The importance of conception, scheme and action~

Date : February 16 (Thu.) 3:00 p.m.-4:15 p.m.

Venue : Hall 1 SMTS Stage



Award Winners

Mr. Koichi Yamazaki

HANKYU OASIS Co.LTD

Store manager of Minoofunaba Store

Mr. Tokunori Koyama

Mammy Mart Corporation

Store manager of Seisen ichiba TOP Kawagoe Store



Invitation Program for Hosted Buyers

This program invites 10 overseas buyers such as importers, retailers and restaurateurs from Singapore, Malaysia and Indonesia.

February 15 (Wed.) Day 1

● **Visit tour to Exhibitor Booth (Free Business Meeting)**

February 16 (Thu.) Day 2

● **Business Matching Meeting with exhibitors**

16 suppliers in the field of confectionery, tea, seasonings, processed food, fresh products and alcoholic beverage were participated and 60 meetings were performed.



Questionnaire Result **Visitor**

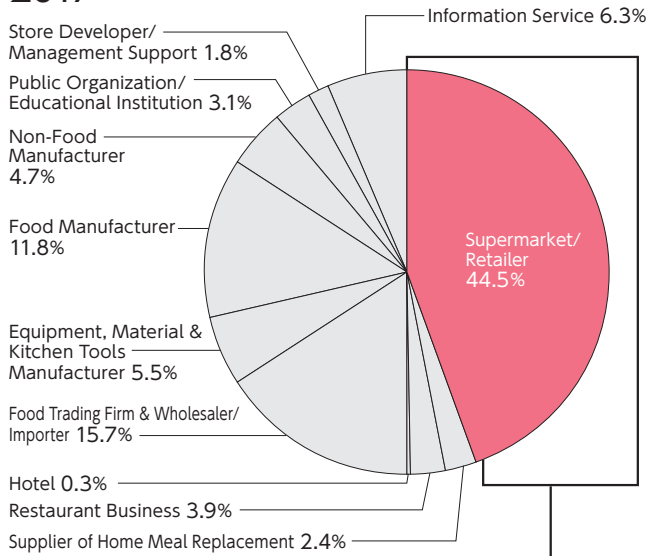
Questionnaire Outline

- 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 15 (Wed.) - 17 (Fri.), 2017
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 1,529 sheets (1,529 of them were valid)
- Examination Place** In the venue of Supermarket Trade Show

Q1 Please tell us your business category.

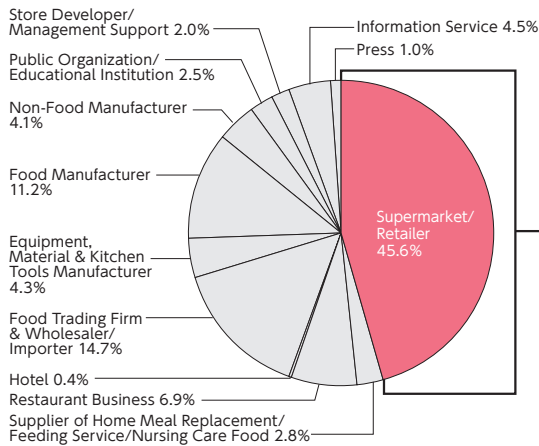
1 choice

2017



BREAKDOWN	
Supermarket/GMS	33.8%
Online Supermarket/Mail Order	3.7%
Home Improvement Store	0.3%
Drugstore	1.6%
Department Store/Specialty Shop	3.9%
Convenience Store	1.2%

2016

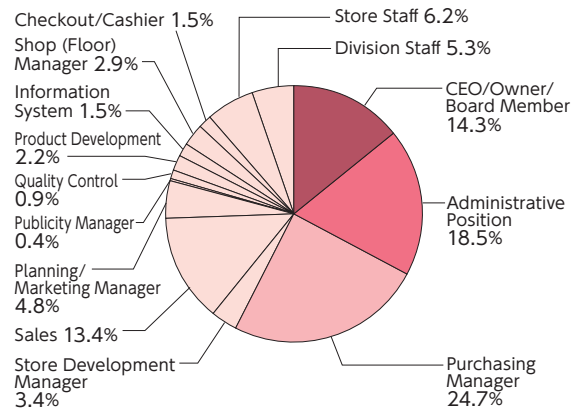


BREAKDOWN	
Supermarket/GMS	34.5%
Online Supermarket/Mail Order	3.3%
Home Improvement Store	0.3%
Drugstore	1.0%
Department Store/Specialty Shop	4.6%
Convenience Store	1.9%

Q2 Please tell us your job category.

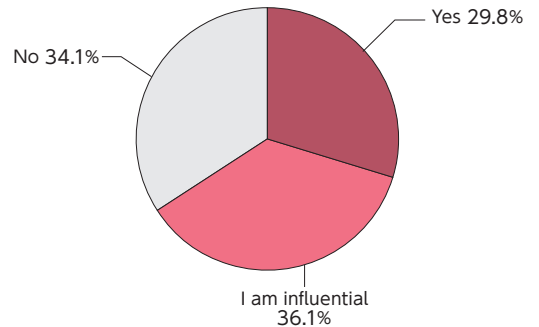
1 choice

*Tallied the number of visitors from supermarket, retailer, wholesaler, trading firm



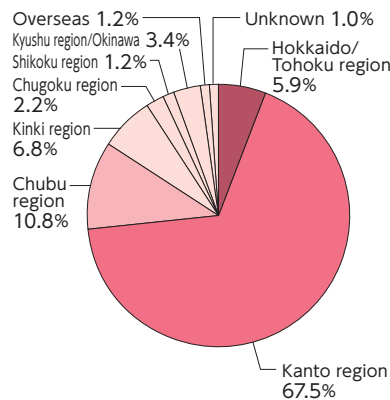
Q3 Do you own an authority to make a decision about product purchasing?

1 choice



Q4 Where is your office located?

1 choice



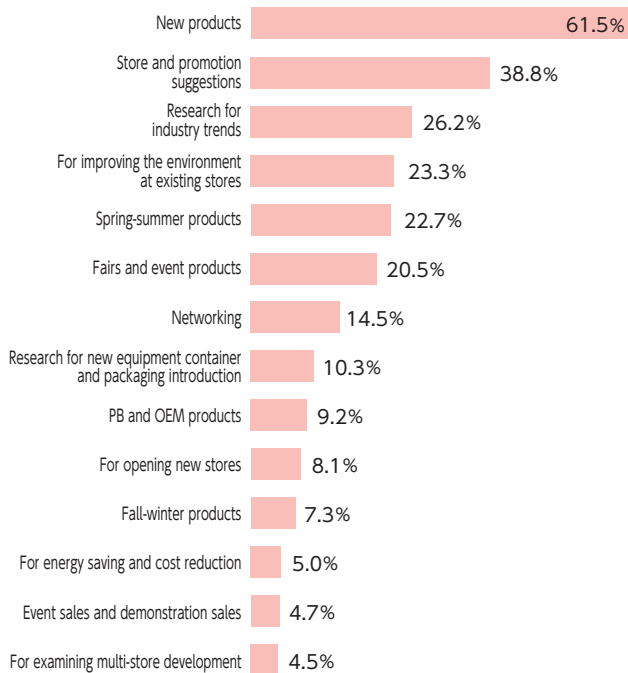
Overseas Visitors

Asia	Argentina
UAE	Canada
Indonesia	Chili
Uzbekistan	Brazil
Korea	Mexico
Cambodia	Oceania
Saudi Arabia	Australia
Singapore	Other than Oceania and several regions
Thailand	New Zealand
Taiwan	Europe
China (except Hong Kong and Macau)	Austria
China	UK
Bangladesh	Croatia
Philippines	Sweden
Vietnam	Spain
Hong Kong	Czech
Macau	Germany
Malaysia	Turkey
Myanmar	Hungary
Africa	South Africa
South Africa	France
North and South America	Belgium
USA	Poland
	Latvia

Q5

Multiple answers

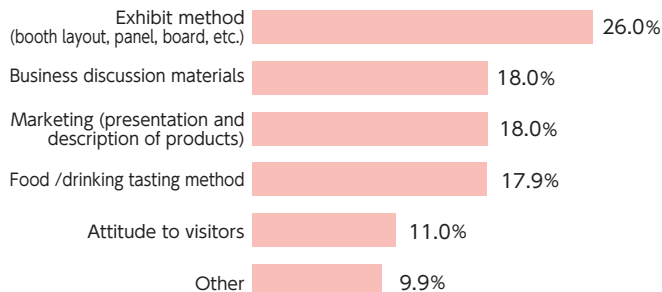
What is the purpose of your visit?



Q6

Multiple answers

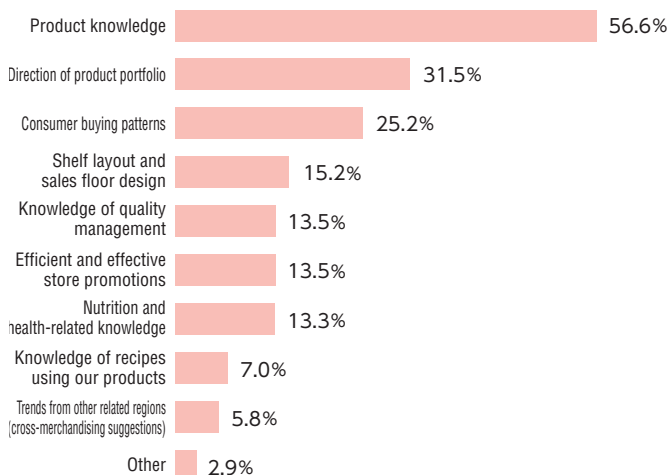
What do you think the exhibitors should improve?



Q7

Multiple answers

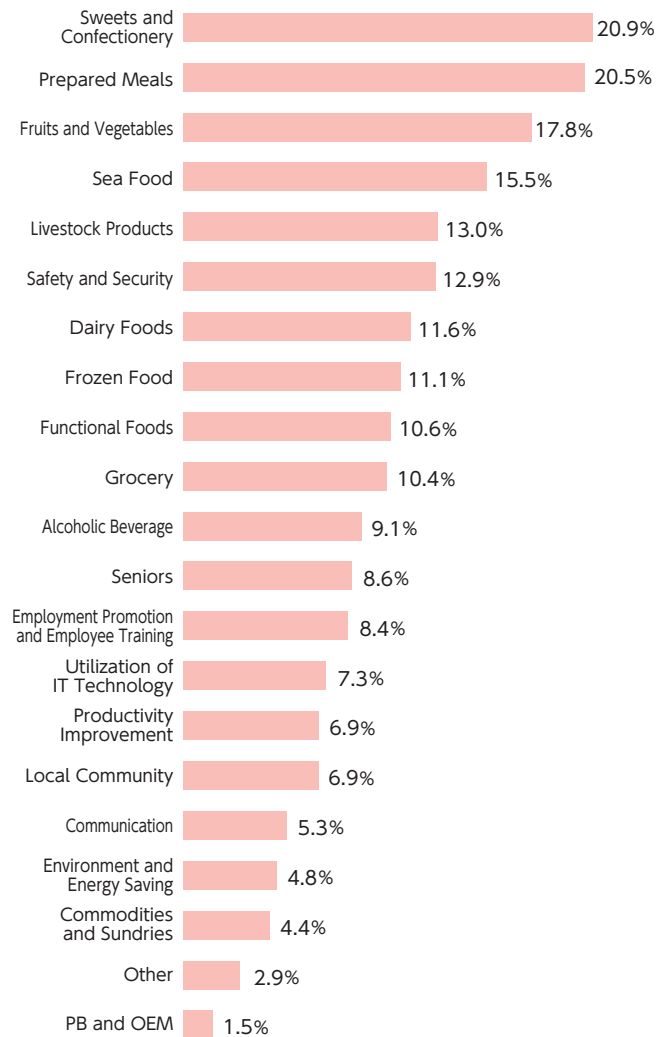
What does your company need?
What is the problem your company wants to solve?



Q8

Multiple answers

Please tell us which areas your company will focus on in the future.



Q9

Free answer

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

Products and Seminars You Will Want to See

- Fresh products (Especially vegetables, fruits and seafoods)
- Prepared meals and processed products
- Ingredients for professional use
- Local special products
- Confectionery manufacturer and sweets (ice cream and soft-serve ice cream)
- A collective booth of multifunctional food only
- Display area collecting demanded products
- New products and new exhibitors
- Salt-reduced, low-sugar and low-fat products
- Organic products
- Allergen free products
- Products for seniors
- Exhibitors who are interested in overseas expansion
- OEM and PB
- Food industry trends and foods
- Cash register (Semi-self)
- Halal foods
- Equipment
- Business efficiency suggestion
- Facility maintenance

<Seminars>

- How to make a product package
- Promotion ideas
- Cooking demonstration
- Trend foodstuffs and materials

Questionnaire Result Exhibitor

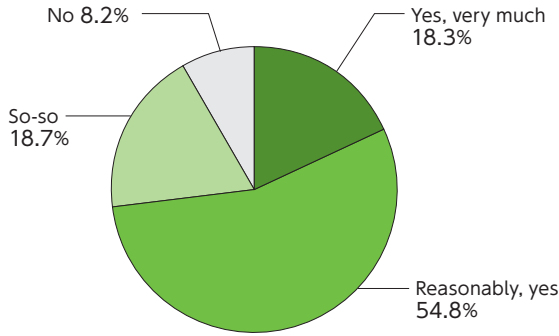
Questionnaire Outline

Examination Method Questionnaire sheets were collected during and after the show by March 7 (Tue.), 2017 from each exhibitor.

Q1

1 choice

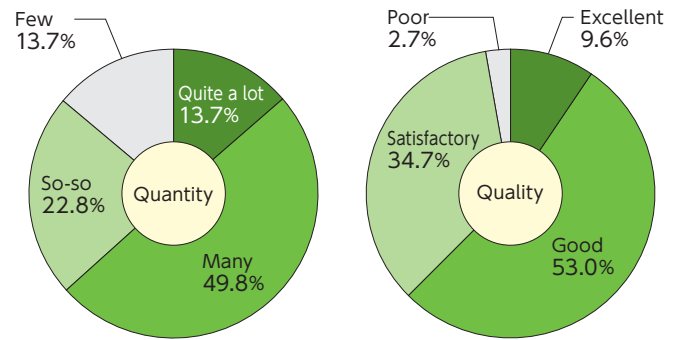
Are you satisfied with the results of the show?



Q2

1 choice

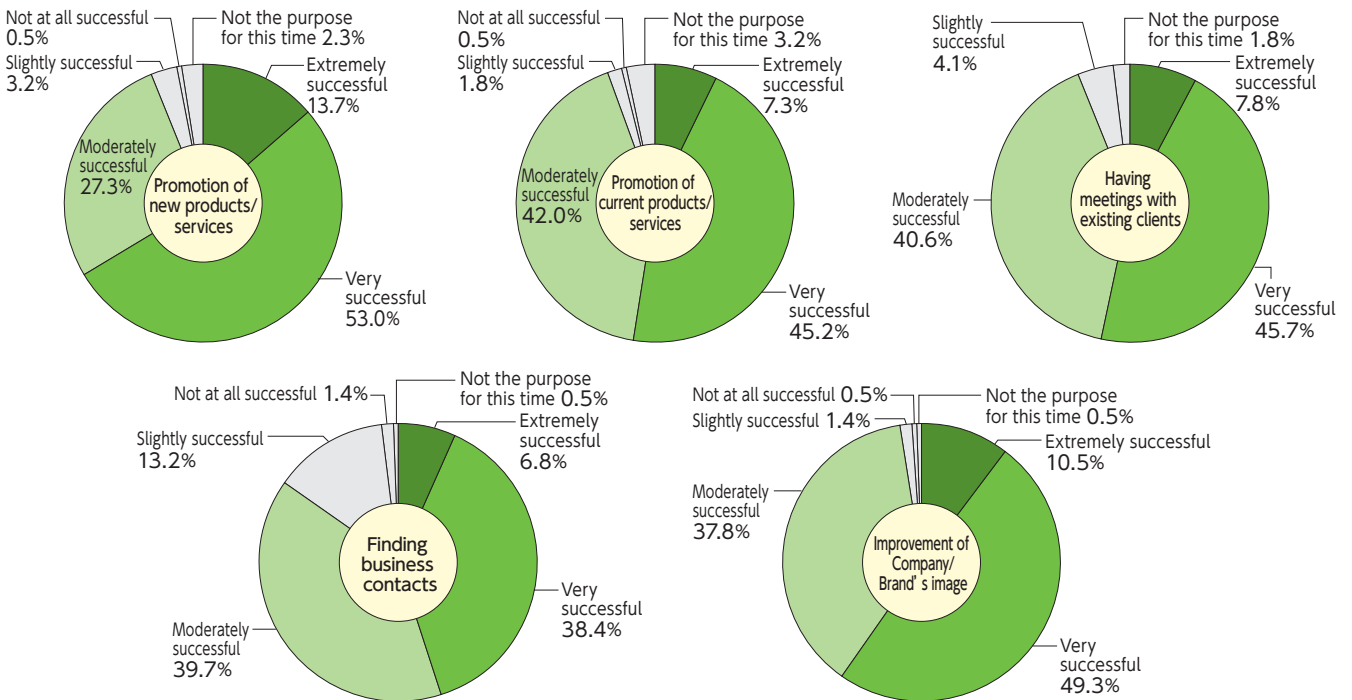
How were the quantity and quality of the visitors?



Q3

1 choice

Please tell us the degree of attainment of your exhibit this time.



Q4

① How many business cards did you get from the visitors?

Business cards
Average **671**

② Out of ①, how many had a clear intention in having business meeting at your booth?

Business meeting
Average **253**

③ Out of ②, how many NEW business meetings did you have?

New meeting
Average **71**

④ How many appointments did you get?

Appointment acquiring rate
28.6%

*Appointment total ÷ Concrete business meeting total

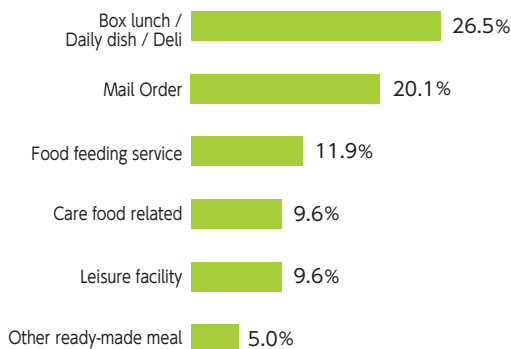
⑤ How many orders did you get?

Order intake rate
7.9%

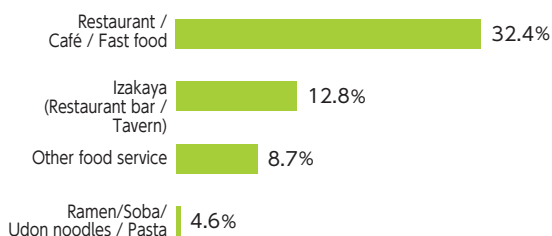
*Order total ÷ Concrete business meeting total

Q5 What business categories would you like to have business meeting with in your future participation of the show?
Multiple answers

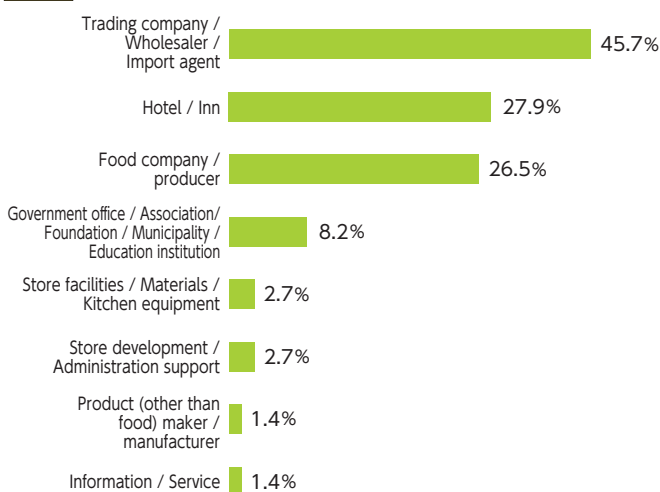
Ready-made Meal Industr



Food Service Industry



Other



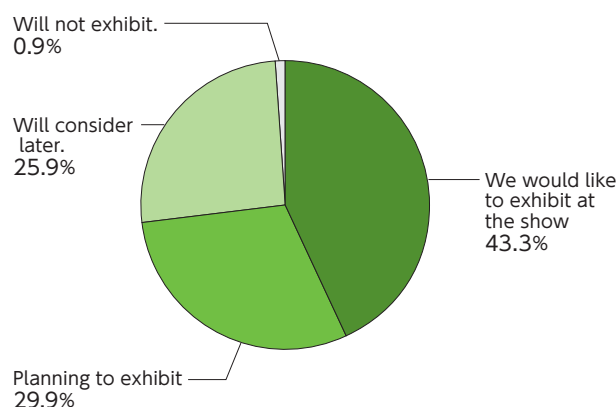
Q6 Please comment on the merit of exhibiting other than business meetings.
Free answer

- Exchanging information with visitors and other exhibitors. Deepening the fellowship among producers in the same prefecture.
- Had a chance to expand the range of business by introducing products to buyers in different industries.
- Meeting buyers in different industries such as grocery, drug store and convenience store.
- Getting motivated by seeing various aspects of trends, products and efforts for the promotion and knowing the future prospects. Could have meeting with not only buyers but also other exhibitors.
- Obtained information by test marketing of new products.
- SMTS is the most excellent exhibition for producers who have little experience in displaying their products as they can learn the way of promotions, suggestions and products package etc.
- Participation in SMTS is important to unity within the company and to educate employees. Studying contents for exhibition is directly related to large inventory of our products and services.
- Could have business meetings with overseas buyers.
- It was possible to promote both new and existing products through organizer's project.

Q7 Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance.
Free answer

- Although we focused on volume-sales sellers this time, we also would like to target at restaurant industry next time.
- Visitor will be bored unless new products are presented.
- We have to announce our clients about our booth location due to the large venue.
- We received many offers to export our new products to overseas but we couldn't accept them because of the lack of preparations. We will consider them in the future.
- We need to expand the exhibiting booths to make a business meeting section for securing enough time for meeting.
- We couldn't narrow down the exhibition theme.
- How to promote our products. How to collect visitors. (booths decoration, how to display products and how to present.)
- We couldn't catch up our operations due to many food tasting menus.
- Changing from Tokyo Big Sight to Makuhari Messe, number of visitors by day of the week and time zone became different. We will plan the exhibit based on this data.

Q8 Please indicate your current plan for next Supermarket Trade Show.
1 choice



FLOOR MAP

HALL 1-3

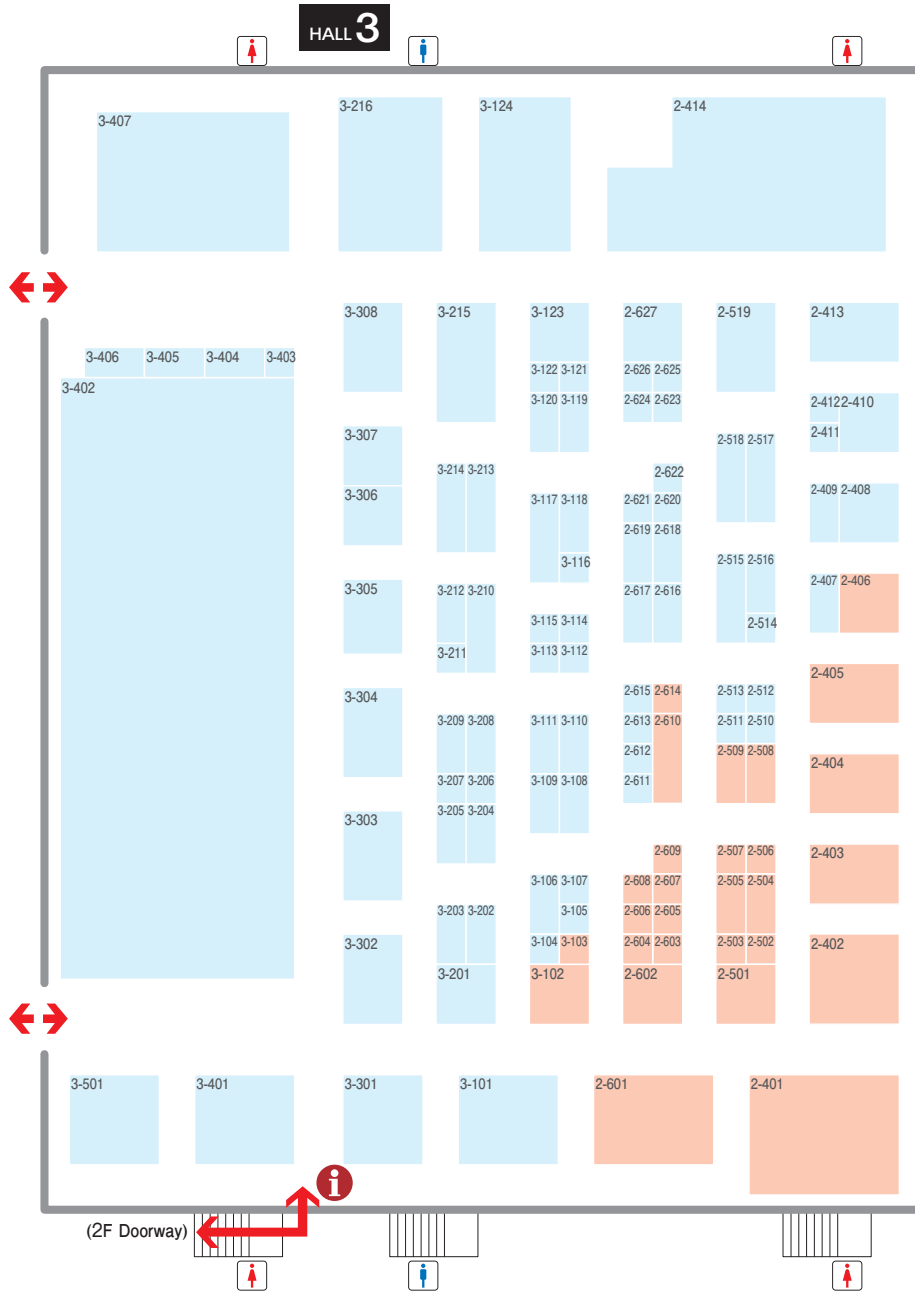
Exhibitor List

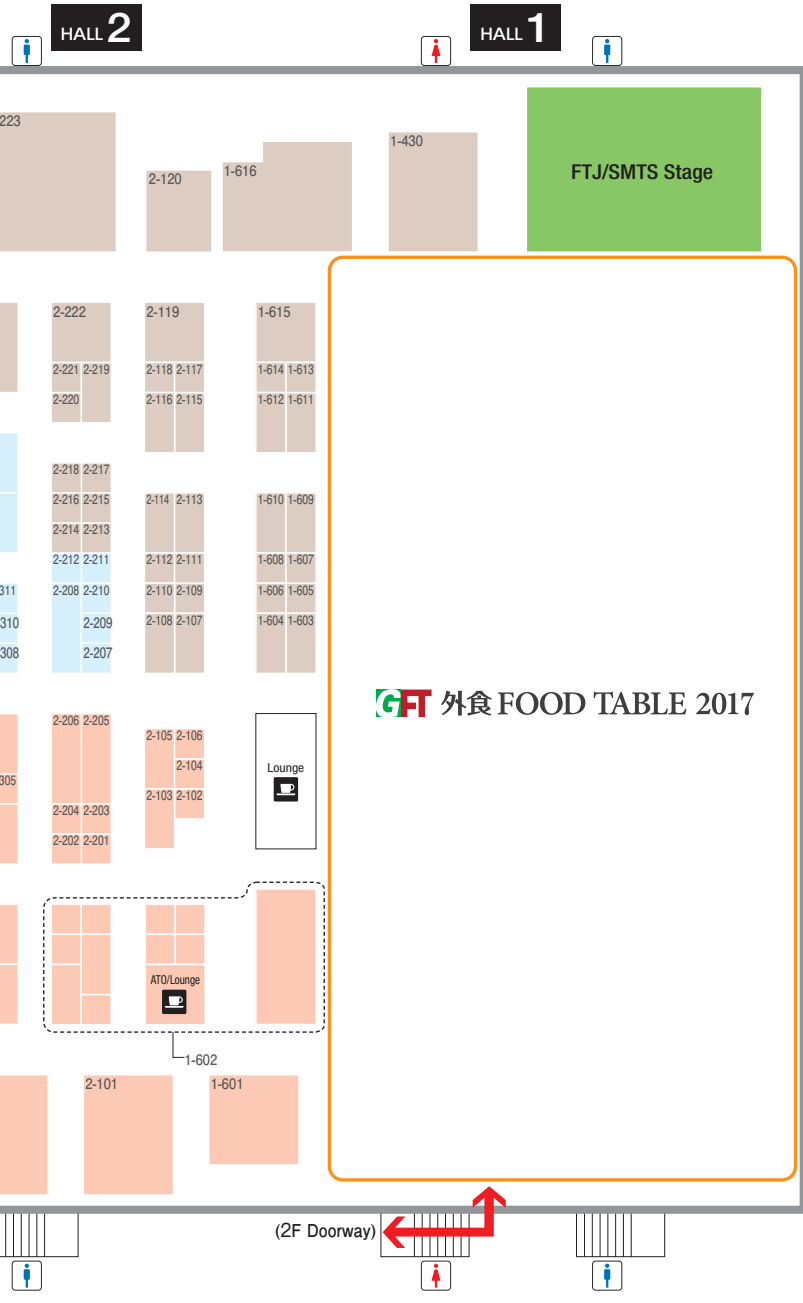
Fresh Product

ALTEX ASIA K.K.	2-405
AMATAKE co.,ltd	2-302
ANZCO Foods Japan Ltd	2-206
Association of Hokkaido Chikuren farm co-op Society	2-104
Cosmofoods co.ltd	2-614
Dr.Vegetable Japan co.,ltd.	2-603
Ehime Umaimono Hanbai co.,ltd	2-203
FRIW DEN CO.,LTD	2-404
Fujisawa Shoji Co., Ltd.	2-507
Genseida Trade Co.,Ltd.	2-201
Hagiwarachickencenter	2-306
Happaya CO.,Ltd	2-604
HIRANO WORKS CO.,LTD.	2-106
HIRATA FARMS CO.LTD	2-403
IMPACK CORPORATION	2-402
Inc Farmind	2-601
INTERNOB CO.,LTD.	2-103
ITOHAM FOODS INC.	2-303
JA ZEN-NOH MEAT FOODS CO.,LTD.	2-101
Jiyouran association/Jiyoutori association/ Jiyoton association/Gikensyokuhin co.,ltd./	
Sadamitsu food industry ltd.	2-307
KANEYA Co.,Ltd.	2-105
Kodama-Foods Co.,ltd	2-609
Marine Stewardship Council	2-502
MARU co.,ltd.	2-305
Marukome co.,ltd.	2-506
Meat and Livestock Australia	2-401
AUSTRALIAN LAMB CO. Pty Ltd	
BINDAREE BEEF GROUP	
FLETCHER INTERNATIONAL	
HAYWILL HOLDINGS Pty Ltd	
MEAT TENDER Pty Ltd	
MIDFIELD INTERNATIONAL	
NH FOODS	
PRIMO SMALL GOODS	
TENDER PLUS JAPAN Ltd	
TEYS CARGILL AUSTRALIA	
THOMAS FOODS INTERNATIONAL	
MEIKA CORPORATION	2-608
NIPPON ACCESS.INC	2-301
ONO FOODS MACHINE co.,ltd	2-505
Prima Meat Packers, Ltd.	2-304
Royal Greenland Japan Ltd.	2-610
Ryoka Co., Ltd.	2-202
RYUSHOBO CO., LTD	2-205
S Food inc.	2-406
Salad club.inc	3-102
Sankyo Trade Corporation	2-508
SAPPORO CHUOSUISAN CO.,LTD	2-501
SASNA DELICOM CO.,LTD.	2-606
SHIMOYAMA CHIKUSAN CO.LTD	2-607
STARZEN CO.,LTD./Prifoods CO.,LTD.	1-601
The Plant Breeding Institute Co., Ltd./	
HOUSE FOODS GROUP INC./MITSUI & CO., LTD.	2-503
Unicharm Corporation	3-103
USA Pavilion	1-602
California Milk Advisory Board	
Green Valley Olive	
Guillard Chocolate Company	
Nagano Trading Co., Ltd.	
North Bay Produce, Inc.	
PERSIAN PALACE CO., LTD.	
Sunkist Growers	

The Hawaii Papaya Industry Association	
Tillamook Country Smoker, Inc.	
U.S. Agricultural Trade Office, U.S. Embassy, Tokyo	
U.S. Meat Export Federation	
USA Poultry & Egg Export Council	
VISCERAL CO.,LTD	2-605
Vitec Vegetable Factory co.,ltd.	2-504
Wakabanouen co,ltd	2-602
Yamamoto Corp.	2-102
YUKIGUNI MAITAKE Co.,Ltd.	2-204
Zuihosya	2-509
Processed Food	
Asahi Shouzi Co., Ltd.	3-302
ASC co.,LTD.	3-208
AssistValeur Inc	2-515
AZABU TAKANO co.,ltd.	3-304
BAHARU CORPORATION	3-405
COSTA D' ORO S.P.A.	2-618
CROSS-ON CO.LTD.,	3-105
Daito Seito Co.,Ltd.	3-211
DKSH Japan K.K./COOTAMUNDRA OILSEEDS PTY.LTD	2-621
EBARAFOODS.co	3-122
Embassy of Canada	3-206
Fresh pasta atelier Ltd.	2-211
FuFann Enterprise Co., Ltd.	2-617
FUJI TRADING CO., LTD.	3-301

Fundokin shoyu co.,LTD.	3-203
G7JAPAN FOOD SERVICE CO.,LTD.	3-111
GOGYOFUKU CO.,LTD.	3-106
GOYA	2-208
Hakata Salt Co., Ltd.	2-310
HIGASHIMARU CO.,LTD	2-611
Ichimaru Co.,Ltd.	2-613
IMAI GROUP	2-212
IRIS FOODS INC.	3-123
ITOCHU-SHOKUJIN Co,Ltd	3-216
JAPONIX co.,ltd.	3-202
Kabaya Foods Corporation/ OHAYO DAIRY PRODUCTS CO., LTD.	3-307
Kanematsu Corporation	3-201
Kaneta-Tsuwan	3-212
Karaminofoods Co.,Ltd.	2-518
Kawahara Foods Co., Ltd.	3-112
KEY COFFEE INC	3-124
KITII Corporation	2-615
KOBAYASHI TSUKUDANI CO.,LTD	3-110
KOKUBU GROUP CORP.	3-402
KOUSYO co.,ltd.	3-108
Kubarasyoyu co.ltd.	3-305
KUCUKBAY OIL INDUSTRY INC. (ORKIDE OILS)	3-406
LUCKY HOLDER FROZEN FOOD CO., LTD	2-207
Macfoods.co.,ltd	3-209
Maeda Co., Ltd/Okamoto Seimen Co., Ltd./	





SUPERMARKET TRADE SHOW

- Fresh Product
- Processed Food
- Soft and Alcoholic Beverage

- i Information Counter
- Lounge

Suzukiseikatonnya	2-209
SUZUSHO LTD.	3-207
TABISYOKU Co.,Ltd.	2-308
Taihei Co., Ltd./Japan Print Co., Ltd.	2-517
TAKAHATATOWN/TAKAHATATOWN SYOKUJIN KOUGYO KYOUKAI/	
TAKAHATATOWN SOCIETY OF COMMERCE AND INDUSTRY	2-627
TAMEK DIS TICARET ANONIM SIRKETI	3-404
TANABE INTERNATIONAL Co.,Ltd.	2-625
TECHNICAL SERVE CO.,LTD.	2-510
TERA Association/Matsuda Food Products Inc./	
Nara Shogaku Co., Ltd./Plecia Co.,Ltd./	
Fuji Shokai Co., Ltd./TransShut Co., Ltd.	2-519
TOKUSHIMA indstral Company	2-412
Toyo Suisan Kaisha.Ltd.	3-501
Tsukiji Banyu Co.ltd	2-616
Uotunesyouten	2-513
WALTZ Co.,Ltd	2-619
Yamadai Corp.	3-121
Yamamoto Shokuhin Kogyo KK	3-119
Yamatofoods	2-512
YOUKI FOOD CO.,LTD	3-213

Soft and Alcoholic Beverage	
Alcotrade Trust Inc.	2-116
ASAHI BREWERIES, LTD.	1-616
ASAHI SOFT DRINKS CO., LTD.	2-120
ASAMA KOUGEN BAKUSHU ltd.	2-112
BMO Co., Ltd	1-611
BODEGAS SAN DIONISIO S.COOP.	2-214
BODEGAS VERDUGUEZ	2-218
BODEGAS Y VINEDOS EL SOLEADO S.L.	2-216
CASAPINO Co.,LTD	1-612
CORETEC INC./Cultivate Japan Co.,Ltd.	1-606
DGB (PTY) LTD.	1-607
DOMINIO DE PUNCTUM SPANISH ORGANIC &	
BIODYNAMIC WINES	2-215
Euriasiatrading co.,ltd	2-114
FUKUOKA SAKE MAKERS ASSOCIATION	2-119
FUKUSHIMA JI BEER	2-110
HARUNA co.,ltd.	1-604
ITO EN, LTD./Chichiyasu Company	1-603
J. GARCIA CARRION - DON SIMON	1-605
Japan Brewers Association	2-113
Karuzawa Brewery ltd.	2-108
Kinoshita International Co.,Ltd.	2-118
Kizakura Co.,Ltd	2-219
Konishi Brewing Company	2-222
KYORIN FOODS&LIQUOR CO.,LTD	1-613
Maruki Winery Co., Ltd	2-109
Netloc co.,ltd	2-221
NIHON SHURUIHANBAI CO.,LTD.	2-223
PANAVAC CORPORATION	1-608
Sasaki Co., Ltd	1-430
SAWANOTSURU CO.,LTD.	2-107
SMILE CORP.	1-614
SURF BEVERAGE, INC.	1-609
TAKARA SHUZO CO.,LTD	2-220
Taste and Aroma Strategic Reserch Institute inc. /	
SOUGOU SHOUKEN co.,ltd	2-115
TOKO TRADING CO.,LTD	1-610
TOKUOKA co.,ltd	1-615
TWENTY-ONE COMMUNITY CO.LTD	2-117
Yamato wine Co., Ltd.	2-111
YOMEISHU SEIZO CO.,LTD.	2-314
VINICOLA DE CASTILLA	2-213
ZAGARRON BODEGAS	2-217

Kanekomiso Japan Corporation	3-117
MAEDA KAISAN CO.,LTD	3-107
Marketing Sevastian Inc	3-403
Maruha Nichiro Corporation	3-306
MARUKA co.,ltd.	3-118
MARUMAN CO.,LTD	3-115
MAS CHOICES CORPORATION LTD.	2-620
MASCOT FOODS CO.,LTD	3-204
MCC FOOD PRODUCTS CO., LTD	3-113
Mishima Foods Co.,Ltd.	2-514
MITSUIFOODS CO.,LTD	2-414
Miyazaki Agricultural Industry co., ltd.	2-622
NAKAMURA SHOTEN Co.,Ltd	2-511
NATORI Co.,Ltd.	2-411
NICHIFUTSU BOEKI	2-409
NIPPON COFFEE TRADING CO., LTD.	2-312
NIS Foods Service Corporation	3-214
NISHIKI FOODS Co.,LTD	3-308
NORLAKE INTERNATIONAL CO.,LTD	3-210
OGASAWARA MILLING FLOUR co.,ltd.	2-623
Ohashichinmido co.,ltd.	3-109
OKAWA REIZO co., Ltd.	3-114
OKABE Co.,Ltd.	2-311
Otafuku Sauce Co., Ltd.	3-407
OVERSEAS CO., LTD.	3-215
Pasco Shikishima Corporation	3-401
PIETRO co.,ltd	2-407

POLAND	3-101
AGENCJA RYNKU ROLNEGO	
AGRAM SA	
AGUS	
BAKALLAND S.A.	
BerryGroup	
LACTIMA	
POKOJ COOPERATIVE	
PRIMART MAREK LUKASIEWICZ	
Trade and Investment Promotion Section, Embassy of the Republic of Poland	
WPPH ELENA IMPORT-EXPORT FRANCISZEK SIEGIEN	
RIKEN VITAMIN co.,ltd.	3-205
Ryoen Co., Ltd.	2-210
Sakura Syokuhin Kogyo Co., Ltd.	2-624
SANKO INDUSTRY CO.,LTD	3-104
SANYU FOODS CO.,LTD	3-303
SEIJO ISHII CO.,LTD	2-309
SHELLEY'S	2-516
Shimanaka co.,ltd	2-313
Showa Sangyo Co., Ltd./Showa Sangyo Group	2-413
SHOW-WA Inc.	3-116
Sinei Foods Co.,Ltd.	2-408
SL JAPAN CO., LTD.	3-120
SSKFOODS	2-410
Sumiya Bunjiro Brewery Co.,Ltd.	2-612
SUNITA TRADING CO.,LTD.	2-626

FLOOR MAP

HALL 4-6



Exhibitor List

Equipment and Material	
Endo Lighting Corp. /	
E-SEMS=Endo Service for Energy Management System	5-310
Fujimak Corporation	5-209
FUJITSU Limited	6-304
GSK.co.,ltd.	6-504
IRIS OHYAMA INC.	6-212
Ishida Co., Ltd.	5-311
JAPAN SEIKO GLASS co.,ltd	6-501
Jpra Co., Ltd	5-414
KANOUREIKI CO.	6-402
KATAOKA MFG CO., LTD.	5-122
KAWAJUN Co.,ltd	4-109
KOBAYASHI & CO.,LTD.	5-123
KYOWA CLEAN CO.,LTD.	6-503
MACH/LUCKLAND	5-511
Mitsubishi Electric Corporation	6-120
Nanba co.,ltd.	4-604
NASCO Nakamura Sangyo CO.,LTD.	4-605
Nichiwa Electric Corporation	5-207
NIPPON BACTERIAL TEST Co., Ltd.	5-120
Nissan Steel Industry Co., Ltd.	6-502
OKAMURA CORPORATION	4-409
OKAMURA ELECTRIC CORPORATION	5-119

ORIKANE co.,ltd./PACK STYLE co.,ltd.	4-408
SEIKOU CO.,LTD	5-208
SHARP CORPORATION	5-121
TOMATO LAND CO.,Ltd.	6-401
Toshiba Lighting & Technology Corporation	6-403
TOSHIBA TEC CORPORATION	6-305
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YOKOTA TOHOKU	5-124
Information and Service	
Beruf Corp.	6-303
BRYCEN CO., LTD.	6-115
CARBON OFFSET FORUM	5-510
Checker Support co.,ltd.	6-301
CROWN-PACKAGE CO.,LTD	6-302
DIAMOND RETAIL MEDIA CO.,LTD.	6-108
FAMILY JOY co.,ltd.	6-211
GAIA PROMOTION	6-119
International Taste & Quality Institute (ITQi)	6-110
ITOCHU INTERACTIVE	6-118
Makuta amenity co.,ltd.	6-116
Nikkan Keizai Tsushin Co., Ltd.	5-504
QUEBEC GOVERNMENT	6-113
Ryutu Label	6-107

SHOGYOKAI. PUBLISHING	6-105
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TANAHASHI KOGYO CO.,LTD.	6-112
The Japan Food Journal	5-503
The Syokuryou Shinbun	5-506
University of Marketing and Distribution Sciences	5-508
WebSpace	6-117
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Mitsubishi Shokuhin	4-110
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UCC Ueshima Coffee Co., Ltd.	4-401
Confectionery and Sweets	
ABEKO-SEIKA CO.,LTD.	6-103
Aryzta Food Solutions Japan Co., LTD.	6-106
Barley Factory Co., Ltd	5-509
BOURBON	5-304
CONFEX CO.,LTD	6-201
Daikokuya Foods Co., Ltd.	5-412
DELTA International.Co.,Ltd	6-202
EIWA Confectionery Co.,LTD.	6-204



SUPERMARKET TRADE SHOW

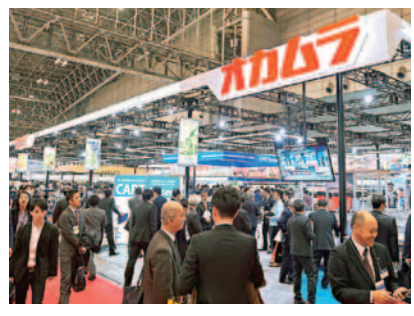
- Fresh Product
- Confectionery and Sweets
- Information and Service
- Commodities and Sundries
- Equipment and Material
- Future Store "NOW"

- Organizer's Project
- i Information Counter
- Lounge

ELLEDI SPA	5-405
FUJIYA INC. / HOUZENJI ARARE INC.	5-502
GINBIS CO.,LTD.	6-101
GLICO Group	
[EZAKI GLICO CO., LTD. / ICREO CO., LTD.]	5-401
GUNSHO	6-206
Higanoseika co., Ltd.	5-413
Hinodeya-seika sangilyou co.,ltd.	5-507
ITOKE CO.,LTD	6-207
Kashiwadou.Co.,Ltd	6-102
Kuji Food Company	5-407
MARUESU Corporation	6-203
MARUKAICORPORATION co.,ltd.	5-408
Masakiya Confectionery Co., Ltd./Yasui Co., Ltd.	5-404
MITSUYA co.,LTD	5-307
MONTOILE CO.,LTD/MARUBENI CORPORATION	5-308
NIKI AND CO.,LTD.	5-309
NS co.,ltd	5-501
ORIHICO.co.,ltd	5-409
ROOTS TRADING CO.,LTD.	6-109
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Seiki co., ltd.	5-410
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TSUKUBA DAIRY PRODUCTS	6-205

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TAKAYAMA CO., LTD	5-303
TOMOE CORPORATION	5-402
Touyouseika Co., Ltd.	5-505
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Yaokin.co.,ltd.	5-306
ZIPCORPORATION	5-305
Commodities and Sundries	
Heart Co., Ltd.	6-111
Nikken Stationery .co.Ltd.	6-209
QINGDAO HUAHONGXING PLASTIC CO., LTD.	6-208
Suzhou SPK Aluminium Foil Co., Ltd.	6-210
Future Store "NOW"	
CYBERLINKS CO.,LTD.	FSN-08
FURUSATO GLOBAL PRODUCER	FSN-06
i GRID SOLUTIONS Inc.	FSN-01
INTAGE Inc.	FSN-05
Kyodo Printing Co., Ltd/ S-cubism Inc. /	
GMO Financial Gate, Inc.	FSN-03
Nousouken Corporation.	FSN-07
Panasonic System Networks Co., Ltd.	FSN-02

Payment Technology Co. Ltd.	FSN-09
seven net inc.	FSN-04



FLOOR MAP

HALL 7-8

SUPERMARKET TRADE SHOW

- Processed Food
- Health-care Food
- Equipment and Material

- i Information Counter
- Lounge



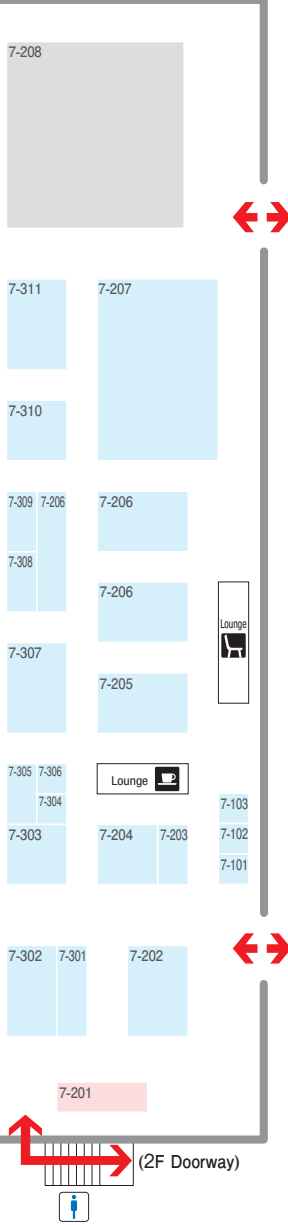
Exhibitor List

Equipment and Material	
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FRICON	8-212
Fuji Electric Co.,LTD	7-208
FUKUSHIMA INDUSTRIES CORP.	8-402
FUKUSUKE KOGYO co.,ltd.	7-416
FURUKAWA MFG.CO.,LTD	7-418
I JANG INDUSTRIAL CO., LTD.	8-113
IDA co.,Ltd.	8-213
KAISUIMAREN co.,ltd.	7-515
KANTEC CORPORATION	8-214
Kukan co.ltd	8-215
Livenet.co.,Ltd	7-415
Mizushima mfg.co.,ltd	7-419
ORWAK Japan co.,ltd	8-112
Panasonic Corporation /	
Panasonic Commercial Equipment System Co., Ltd.	7-417
PRINCE ELECTRIC co.,ltd	8-303
PROGRESS DESIGN Co., Ltd./Personal Contact Co., Ltd./	
CERAMICA CREOPATRA JAPAN/	
Kawashima Selkon Textiles Co., Ltd./NAPPER INC.	8-304
REI-TECH co.,ltd.	8-302
Sanden Retail System co.,ltd.	8-216
Sanyo-Gravure Co.,Ltd.	7-614

SUN.CREATION inc.	8-211
TAIKO co.,ltd	7-615
TENKENSOU co.,ltd.	7-517
TERAOKA SEIKO CO.,LTD	8-401
TODAI CO.,LTD	7-420
TOKYO FOODS MACHINERY CO.,LTD	8-115
Processed Food	
Ajigen co.,ltd	7-204
Ako kasei	8-203
AZUMA NATTO FOODS CO., LTD	7-608
CHINA Pavilion	7-205
Processed Food	
HEBEI LIYUAN FOODS CO.,LTD	
QINGDAO SHUANG SHENG FOODS CO., LTD	
RONGCHENG RUIXIANG FOODS CO., LTD.	
Sea Regal Foodstuffs (Tianjin)Co.,Ltd.	
Taian Taishan Asia Food Co.,Ltd	
Tianjin QianNa Agricultural Products Ind.	
FINE CO., LTD.	7-606
FUJI FOOD SERVICE CO.,Ltd.	7-102
FUJISHOKUJIN COMPANY	7-613
Fujiyasu Brewing Co.,LTD.	7-511
Gass Co.,Ltd.	7-401
GOLDEN BRIDGE FOODS MANUFACTURING	7-101
HAMAOTOME CORPORATION	8-110

HIKARI MISO Co.,Ltd.	7-309
Imaoka co.,ltd	7-612
INDONESIAN TRADE PROMOTION CENTER	7-307
CHALON CO.,LTD.	
NANYANG TRADING INC.	
PACIFIC TRADING	
PT. SUMBER INTI PANGAN	
SARIRAYA CO.,LTD.	
UNITIED GOURMET CO.,LTD	
ISESOU.CO.,LTD	8-208
Ishikawa co.,ltd.	7-506
JAPAN GREENTEA CO., LTD.	7-604
JAPAN-SPAIN CHAMBER OF COMMERCE	
ALVISA ALCOHOL GROUP	
BODEGA DEHESA DE LUNA	
BODEGAS MONT MARÇAL	
BODEGAS NAJERILLA	
BRAVOLEUM - HACIENDA EL PALO	
EXTREM IBERICO	
MONTEALBO S.A.T.	
PALACIO DE LOS OLIVOS	
KANETOKU CORPORATION	7-610
KATO brothers honey co.,ltd.	7-305
Kawaki Co., Ltd.	8-111
Kitamaebune no kawamoto co.,ltd.	7-507

HALL 7



Reception Party

Date : February 16 (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 New Supermarket
Association of Japan / Exhibitors of SMTS



Special Plan

Canada 150

-Quality is in our nature La qualite' est dans notre nature-

Organized by New 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.

Collaborated with Embassy of Canada
Cooperated with AOHATA Corporation / Suntory Spirits Limited / Nippon Flour Mills Co., Ltd.

YOUNG POONG Co., Ltd.	
Korea Agro-Fisheries & Food Trade Corp./	
KOREAN FOOD	7-311
GOSEI CORPORATION CO.,LTD.	
HITOSHINA TRADING CO.,LTD	
ILHWA JAPAN CO.,LTD.	
LOTTE LIQUOR JAPAN CO.,LTD.	
NS HomeShopping Co.,Ltd	
ORION Corp.Japan Branch	
SAMJIN CORPORATION	
SANKI.,CO.,LTD.	
KOREAN FOOD (ChungNam Province)	7-310
AGRICULTURAL SEORIM FARM CO.,LTD. /	
daehan trading co.,ltd /	
geumsan ginseng cooperaive /	
GWANGCHEON SAMWON FOOD /	
NOKCHAWON CO.,LTD / Songwon Food	
Koto Kyouyo co.,LTD	8-209
Kozen Honten Co.,Ltd	8-202
Kuki Sangyo Co., Ltd.	7-609
Kunitaro Co.,Ltd.	7-308
KYUJUN MEICHA	7-414
Mannan Life co.,Ltd	7-611
MANNEN Co.,Ltd.	7-510
Marufuku Seicha Co.,LTD	7-607
MARUHACHISEIKA	8-205
Marukome co.,ltd.	7-504
MARUSAN-AI CO.,Ltd	7-413
Marushichi Tea Processor Co.,Ltd	8-105
masunagashokuhinkabusikikaisha	8-207
MITAKADO co.,ltd./Sanou Syoukai Co.,Ltd.	7-202
Mitake Food Manufacturing co.,ltd	8-104
miyazima kazuaki	7-509
MURASE Inc.	7-304
MUSO co.,ltd	8-301
NAGAKURASEIBAKU co.,ltd	7-306
NAMISATO CO.,LTD.	7-605
NICO-NICO NORI INC.	7-303
ODANI KOKUFUN Co.,LTD	8-206
OHGIYA SHOKUHIN co.,LTD	7-508
Okisu ltd.	7-402
Rice Island , Inc.	7-411
Sakurai Foods Co., Ltd	7-403
SANYO TRADING CO.,LTD	7-512
Shinsei Co., Ltd	7-412
SMILE CORP.	8-108
SPANISH FOOD AND DRINK INDUSTRY FEDERATION (FIAB)	7-302
ANGEL CAMACHO ALIMENTACIÓN, S.L.	

EMBUTIDOS GOIKOA	
FINI SWEETS	
Plaza del Sol	
RAFAEL SALGADO	
SSB Co.,Ltd	8-109
Suzuhiro Co.,Ltd.	8-204
Suzuichisuisan co.,ltd.	8-106
TAKEMOTO OIL&FAT Co.,Ltd.	7-513
TATSUYA BUSSAN	7-505
Thailand Kitchen of the World!	7-206
3 SEASONS FRUIT INDUSTRY CO., LTD.	
AMPOL FOOD PROCESSING LTD.	
CAPITAL TRADING CO., LTD.	
CITY FOOD COMPANY LIMITED	
GREENDAY GLOBAL CO.,LTD	
MAJESTIC FOOD INDUSTRY CO.,LTD.	
PANTAINORASINGH MANUFACTURER CO.,LTD.	
ROSCART COMPANY	
SRINANAPORN MARKETING CO.,LTD	
Taste Nirvana Int'l	
THAI BEST SUPPLIES TRADING CO.,LTD.	
THAITAN FOODS INTERNATIONAL CO., LTD.	
THEPPADUNGORN COCONUT CO.,LTD.	
TIPCO FOODS PCL.	
TOTAL FOOD (THAILAND) CO., LTD.	
WIDE FAITH FOODS CO., LTD.	
Valox Co.,Ltd.	8-107
WAKASHOU Co.,Ltd.	7-514
WOORISOOL • JAPAN co.,ltd	7-103
YONECHIKU LTD.	8-210

Health-care Food	
ASAHI GROUP FOODS.LTD	7-409
HISHIWAEN CO.,LTD	7-407
INTER FRESH CO.,LTD.	7-602
KAITO BROTHERS Co.,LTD	7-503
KOKUBU GROUP CORP. Health-care Food Zone	8-201
M&N Corporation	7-404
Organic Agriculture Product	7-201
SATO PHARMACEUTICAL CO.,LTD	7-601
SOKENSHA co., ltd	7-502
THAI AGRI FOODS PUBLIC COMPANY LIMITED	7-406
Tree of Life Co.,Ltd	7-408
TROPICANA OIL CO.,LTD.	7-405
Ujie clean service co.,ltd.	8-102
VOLCANO co., ltd.	7-501
Yamada Bee Company, Inc.	7-603
YOMEISHU SEIZO CO.,LTD.	8-103
ZENYAKUNO CO.,LTD.	8-101

Kobayashi.co.,ltd	7-203
Korea Agro-Fisheries & Food Trade Corp.	7-207
Bokumjari Co.,Ltd.	
BS GLOBAL KOREA CO.,LTD.	
BSJ Co., Ltd.	
CHEONHAE FOOD	
Choga Co.,Ltd	
CHUNG YANG FOODS CO., LTD.	
Daeheung Co.,Ltd.	
DAIONE FOOD CO.,LTD.	
Decoria Confectionery Co., Ltd.	
Dong-Bang Food Oil Co., Ltd.	
Farming corporation sungjin	
FNBO CO.,LTD.	
GOLDENCITRON	
HAITAI PACIFIC CORP.	
J&E CORPORATION	
JAEWON GLOBAL NET	
JEKISS CO., LTD.	
Kangsood Co.,Ltd.	
KKO SHAEM FOOD CO.,LTD.	
NFOOD CO., LTD.	
ONGANE JAPAN Co., Ltd.	
Organic Korea Co Ltd.	
SAONGWON CO., LTD.	

FLOOR MAP

HALL 9-11

HALL 9



Exhibitor List

Japanese Regional Product		Gujo local products association	9-501	KitagawaVillage Yuzu Kingdom Co.,Ltd	9-509
"Ehida"project	M-06	Higashihiroshima industry-university-		Kochi Prefecture	9-406
Akanemaru Corporation	M-09	finance-government Collaboration		Kochi Prefecture- Deep Seawater	9-405
Aokikouetsudou co.,ltd	M-11	Promotion Conference	9-507	KOTOBUKI showten.Inc.	M-20
Aomori Prefecture	10-301	HIROSHIMA INDUSTRIAL PROMOTION		KUBOTASEIKA Co.,Ltd	M-21
Arima Hokodo	9-706	ORGANIZATION	9-514	Kumamoto Prefecture	9-201
Asagiri Yogurton Pork Sales & Marketing Cooperative.	M-22	Hyogo Foods Promotion Council	9-704	Kyoto Prefecture- The Chamber of Commerce and	
BASILUR TEA JAPAN co.,ltd.	M-07	Ibaraki prefectural government /		Industry of Kyotanabe-city	9-707
Biwako Visitors Bureau Public Interest		Tsukuba Bank Ltd.	10-101	Marushin co.ltd.	9-603
Incorporated Association	M-02	ITALIAN FOODS CO., LTD. " Kodawari Imported		Mie Prefectural Government	9-511
Central Federation of Societies of		Food Section"	9-104	Miekita Agricultural Cooperatives	9-607
Commerce and Industry.	9-301	ITOKEN CO., LTD	9-705	MIHORI	M-05
Chiba Prefecture	9-703	Iwaki City, Fukushima Prefecture	10-102	Minakamimachishokokai	10-303
Ehime Prefecture	9-404	Iwate Industry Promotion Center	10-202	Mission co.ltd	M-08
FOOD ACTION NIPPON	9-510	JA Mikkabi Local Specialty Center	9-709	Miyagi Prefecture	10-201
Food Valley TOCHIGI Promotion Council	10-103	JF Rausu gyogyou kyoudou kumiai	M-19	Miyazaki Prefecture/MIYAZAKI LOCAL PRODUCTS	
Fujinokuni Shizuoka Yumekaido [Shizuoka Bank/		JR EAST GROUP	9-512	AND TRADE PROMOTION CENTER	9-102
Shizuoka Industrial Foundation / Shizuoka Prefecture]	9-711	Kagawa Prefecture/Kagawa Industry		Nagano Pref/Nagano Small and	
Fukui Prefecture/Fukui City / Fukui Industrial Support Center	9-701	Support Foundation	9-304	Medium Enterprise Support Center	10-104
Fukuoka Prefectural Federation of Societies of		Kagoshima Prefecture	9-205	Nagasaki Food Industry Cluster	9-202
Commerce and Industry	9-203	KANKIKU MEIJO CO.,LTD	M-13	NANTO CO.ltd	9-502
FUKUYAMA KUROZU CO.,LTD.	9-506	Kasuya Town Society of Commerce and industry	9-508	Niigata Industrial Creation Organization	10-204
Gifu Prefectural Government	9-401	KIKUCHI Society of Commerce & Industry-		Nishiuo marketing co.,ltd	M-14
Gomi Shoten "Kodawari Product Section"	9-103	Kumamoto Prefecture	M-01	NK AGRI Co.,Ltd.	M-12

HALL 10



HALL 11



Business Matching Meeting Venue (Pre-registration only)

10-204

10-309

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Kodawari Food Fair 2017

M-15

M-16

M-17

M-18 M-19 M-20 M-21 M-22



(2F Doorway)

SUPERMARKET TRADE SHOW

Japanese Regional Product

Organizer's Project

Information Counter

Lounge

NorthEast 6P.CCI.Unitedness./Miyagi P.CCI.Unitedness.	10-308	of Commerce and Industry	10-203
Obama City	9-602	THE JAPAN CHAMBER OF COMMERCE & INDUSTRY	9-515
Ogawa Food Industrial Co.,Ltd	M-10	The Omagari Chamber of Commerce and Industry	M-17
Ohicho Commerce and industry association	9-606	The Tokyo Chamber of Commerce and Industry	M-15
Okayama Prefecture	9-302	Tokushima Prefecture	9-403
Okinawa Prefecture	9-101	Tokyo	10-306
Okinawachurakikaku	9-503	Tokyo Federation of Commerce and Industry	10-304
Oma Town	10-302	TOMOSHIA HOLDINGS CO.,LTD. / Asahi Shokuhin Co., Ltd./Kanakan Inc. / Marudaihoruichi Co., Ltd.	9-513
Ozu City	9-601	Tottori Prefecture / Tottori Industrial Promotion Organization	9-303
Re DESIGN Project	9-504	Uji Chamber of Commerce and Industry	9-710
Saga Prefectural Government	9-204	Wakayama Kishukan(Wakayama prefecture)	9-516
Sanukibussan CO.,Ltd	M-04	Wide area administration association of Amami islands	9-505
Sendai City Industrial Promotion Organization	M-16	Yamaguchi Prefecture / Yamaguchi Industrial Promotion Foundation	9-306
Shimane Prefecture	9-305	YAMANASHI Booth The KOFU chamber of commerce & industry	9-702
Shinei Suisan Co.,Ltd	10-305	YAWATAHAMA CITY	M-03
SHINETSU MYOJO co,ltd	9-708	Yonezawasi koyousouzousuisin kyougikai	10-307
Shinshu-nakano	9-402		
Shirahama Society of Commerce and Industry / Hikigawa Society of Commerce and Industry / Susami Society of Commerce and Industry	9-605		
SHOKU-LAB.tokachi	M-18		
TakahamaChamber of Commerce and Industry	9-604		
Team-Chikatsu.Com	10-309		
The Federation of Hokkaido Chamber			



Introduction to the next edition

BUSINESS MEETING-BASED EXHIBITION FOR PROFESSIONALS IN RETAIL INDUSTRY

FOOD TABLE in JAPAN 2018

Date Feb 14 (Web.)-16 (Fri.), 2018

Venue MAKUHARI MESSE

super@smj.co.jp

To book your booth Contact Overseas Secretariat (Space Media Japan Co.,Ltd.)

INQUIRY

Organizer: New Supermarket Association of Japan