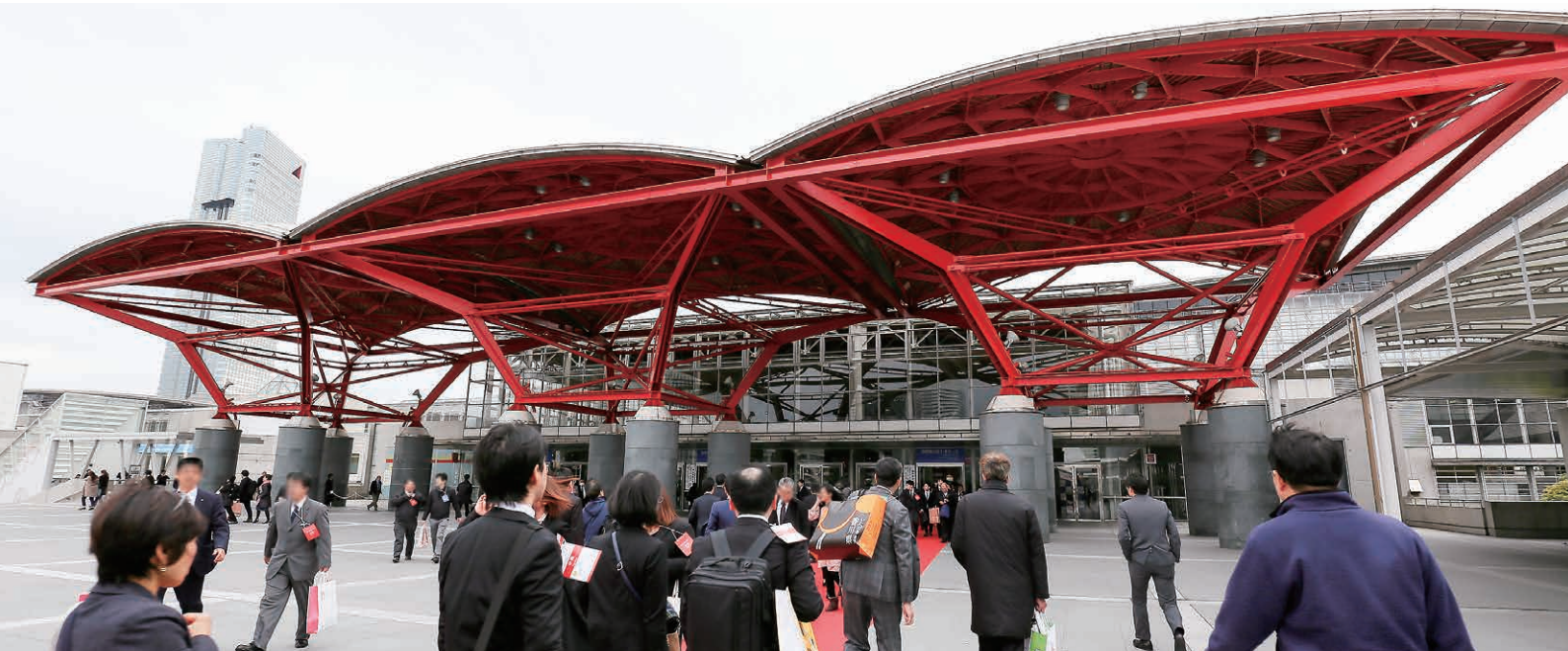


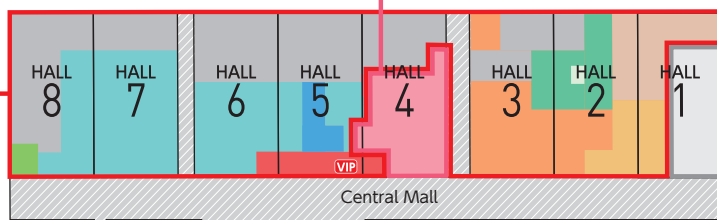


SHOW REPORT

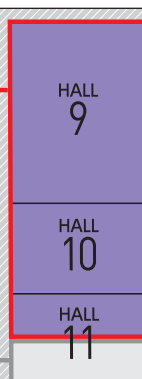
February 14(Wed.), 15(Thu.), 16(Fri.), 2018



Makuhari Messe



GAISHOKU FOOD TABLE



Kodawari Food Fair 2018

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Outline of the Show

Title : The 52nd SUPERMARKET TRADE SHOW 2018
Abbreviation : SMTS2018
Date : February 14(Wed.), 15(Thu.), 16(Fri.), 2018 (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)
 * Only charged to visitors without invitation tickets

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, Embassy of the United States of America / Embassy of Italy Trade Promotion Section / Embassy of Canada / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / Embassy of Belgium / Embassy of the Republic of Poland, Trade and Investment Promotion Section / Embassy of Malaysia, Tokyo / Economic Division, Embassy of the Republic of South Africa / Trade Commission of Mexico - PROMEXICO JAPAN / Taiwan Trade Center, Tokyo / Food Marketing Institute Japan

Concurrent Show : The 13th Kodawari Food Fair 2018 (Organizer: Japan Food Industry Association)
 Delicatessen Trade Show 2018 (Organizer: Delicatessen Trade Show Executive Committee)
 GAISHOKU FOOD TABLE 2018 (Organizer: Gaishoku Food Table Executive Committee)



Figures of SMTS2018

Exhibitors **2,197** companies/organizations

Booths **3,457** booths Overseas Exhibitors: 145 companies, 157 booths from 14 companies and regions

Registered Visitors **88,121** (for all 4 shows)

Date	Weather	Number of Visitors
Feb.14 (Wed.)	Sunny	28,164
Feb.15 (Thu.)	Sunny	31,842
Feb.16 (Fri.)	Cloudy	28,115
TOTAL		88,121



Delicatessen Trade Show 2018

Outline of the Show

Title : Delicatessen Trade Show 2018
Abbreviation : DTS2018
Date : February 14(Wed.), 15(Thu.), 16(Fri.), 2018 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)
Venue : Hall 4, 5 at Makuhari Messe
Organizer : Delicatessen Trade Show Executive Committee
Admission : JPY5,000(incl.tax)
 * Only charged to visitors without invitation tickets

Events : "Bento and Prepared Meal Awards"-Award ceremony & Panel discussion, Deep-fried Pork Tasting Stand, Reception Party etc.

Concurrent Show : The 52nd Supermarket Trade Show 2018 (Organizer: New Supermarket Association of Japan)
 The 13th Kodawari Food Fair 2018 (Organizer: Japan Food Industry Association)
 GAISHOKU FOOD TABLE 2018 (Organizer: Gaishoku Food Table Executive Committee)



Figures of DTS2018

Exhibitors **88** companies/organizations

Booths **251** booths

Seminar Stage Program (Multilingual)

Admission free

Hall 8 Seats: 250

Cooperated with JR East Water Business Co.,Ltd
COCA-COLA(JAPAN)COMPANY,LIMITED

Feb.14(Wed.)

10:10am-11:20am SMTS Speaks Multilingual

Technological Singularity and Shangri-La, the Ideal Place

Speaker Kiyoshi Yokoyama
Chairman, New Supermarket Association of Japan
CEO, ARCS COMPANY, LIMITED



11:30am-12:40pm The 60th Anniversary Seminar of New Supermarket Association of Japan Multilingual

Local Supermarkets are full of Tips!

- Activities to improve productivity in supermarkets and actual conditions of service enhancement from the viewpoint of company survey and corporate data -

Speaker Tomohiro Kaminishi
Deputy General Manager, Sales Promotion Dept., Teikoku Databank, Ltd.



2:00pm-3:00pm Delicatessen Trade Show 2018 Organizer's Project Multilingual

Bento and Prepared Meal Awards Part 2

Panel Discussion | "Case Study of Product Development"
(Panel discussion by award winners)

Facilitator Hirochika Mochizuki
President & Representative Director, MAT Consulting Co., Ltd.
(Former President & Representative Director, Shizutetsu Store)

Panelists Keisuke Matsuo
Executive Managing Director, Yurakuchori Shokuhin Co., Ltd.

Tetsuya Watanabe
Board Director, Manufacturing Management Chief, Yurakuchori Shokuhin Co., Ltd.

Toshifumi Tanaka
Executive officer, Okayama Factory Manager, Yurakuchori Shokuhin Co., Ltd.

Satoshi Kawamura
Prepared Meal Division Manager, Tosayamada Shopping Center Co., Ltd.

Kumiko Satake
Prepared Meal Division Sub-Manager, Tosayamada Shopping Center Co., Ltd.

Feb.15(Thu.)

10:30am-11:30am Lecture Multilingual

KUZEFUKU & Co. and its Product Development Initiatives

Speaker Yasukazu Yamada
Director, MD Development/
Sales Planning, St. Cousair Co., Ltd.

11:40am-12:50pm Lecture Multilingual

Supermarket White Paper 2018 Part 1

Systems and Law Revision surrounding the Industry

Speaker Yasuhiro Shimahara
Secretary-General, New Supermarket Association of Japan

Supermarket from the Perspective of Statistics and Data

Speaker Naoto Nagase
Chief Researcher, New Supermarket Association of Japan

Consumption in Japan through Macro / Micro Data

Speaker Yoshiyuki Nakazono
Associate Professor, Yokohama City University

Actual Condition of Product Purchase Choice seen from Consumer Survey

Speaker Ryuichi Sugiyama
Managing Executive Officer, Bell Marketing Service, Inc.

1:00pm-2:10pm Lecture Multilingual

Supermarket White Paper 2018 Part 2

Consumers devoting themselves to Social Networking Service and Communication Marketing

Speaker Yoshiki Shigeeda
Deputy Director, Social Media Dept., Gaiax Co., Ltd.



Emotional Value expected to Supermarkets

Speaker Hiroyuki Fujiwara
Chief Researcher, Nippon Research Institute



Future Outlook and Summary of Sessions

Speaker Shigeyuki Niitsu
Professor, Takachiho University Graduate School



3:40pm-4:40pm 10th "Best Store Manager Award" Discussion Multilingual

Attraction of a Store is created by a Store Manager!

10th "Best Store Manager Award" Winners

Speaker Kenji Toda
Food Shop Manager, youme Food Department, LECT, IZUMI Co., Ltd.

Hideki Matsushima
Ex-Shop Manager of Hitachinaka Sasano Store, FOOD SQUARE, KASUMI CO., LTD.

Facilitator Yoshihiro Miura
Representative, Logical Support Co., Ltd.

"Best Store Manager Award"

Choosing brilliant store managers to honor in the aim of improving position of supermarkets by focusing on store managers to raise their status.

Supermarket White Paper 2018 published by New Supermarket Association of Japan (in Japanese only)

The booklet contains the trend in the industry and its background as well as topics such as consumers' attitudes and key points to note.



Feb.16(Fri.)

10:30am-11:30am Discussion Multilingual

Productivity Improvement in Fresh Product Category (Using Latest Cloud Service-SUMAKURA)

- Implementation of BMS and Abolition of Handwritten Slips, realizing Defective Product Analysis in Fruits and Vegetables -

Panelists Shuhei Yamaguchi
Sales Management Information System Manager, TOKYU STORE CHAIN CO., LTD.

Masato Sakamoto
Vice - Director, Solution Division 2
The Distribution Systems Research Institute

Coordinator Yutaka Shinohara
Information System Advisor,
Japan Supermarkets Association

Universal Language Support for Seminar Stage Program



Multilingual English subtitles were provided on screen for all the above lectures. The subtitles were produced in real time by the speech recognition and the automatic translation technology by using the free application "UDTalk". You can use it for diversity communication in conversation with your friends. Nearly 30 languages other than English are available on this application.

Organizer's Project

Concierge desk for Overseas Buyers

Especially optimized for overseas buyers, we provided the following service during the show:

- Introduction of the exhibitors who are ready to export
- Free-of-charge interpreter service
- Free-of-charge import/export business consulting service
- Free Wi-Fi service

The comment from one of the VIP buyers:



Mr. Steven Cua

President, Philippine Amalgamated Supermarkets Association (PAGASA)

This was my first visit to SMTS and I was especially impressed by the regional food products in Hall 9-11. There was a clear flavor of Japan from different parts of Japan. I recommend that you have an interpreter with you to communicate with the exhibitors.

*He participated the press conference of SMTS held in December 2017 in Manila and was invited to visit the show.



Booth No.
1-145



In this area, visitors were welcomed by the products of craftsmen who value Japanese tradition. Visitors indulged in the art of crafts and their passion for regional diet, food culture and history of Japan by tasting craft sake and beer.



Booth No.
2-320

Future Store "NOW" is a continuous and medium- to long-term project aiming at providing information on near future supermarkets examined from the viewpoints of ordinary citizens and retailers.

FSN 2017 Theme **Getting close, Being there**
Region's lifeline supporting rich diet

Sales Floor Corner

Fresh produce section sample in near future supermarkets was displayed which can accommodate the change of consumer's buying behavior.



Organizer's Project



Bento and Prepared Meal Awards 2018

The 7th "Bento and Prepared Meal Awards" aimed at raising the level of the Delicatessen section by praising excellent products and increasing employee's motivation. As organizer's project, award-winning products were specially displayed and introduced. Also, the award ceremony and panel discussions were held on February 14 (Wed.) on seminar stage in Hall 8.

Awards Ceremony / Panel Discussion

February 14 (Wed.), 2018 1:10p.m.-3:00p.m.
Seminar Stage in Hall 8

Part 1 1:10a.m.-1:50p.m.

Awards Ceremony

Presenter

Yukio Yamori

Bento and Prepared Meal Awards executive committee
Professor, Mukogawa Women's University/
Director, Institute for World Health Development

Part 2 2:00p.m.-3:00p.m.

Case Study of Product Development <Panel discussion>

Facilitator

Hirochika Mochizuki

President & Representative Director, MAT Consulting Co., Ltd.
(Former President & Representative Director, Shizutetsu Store)

Panelist

Keisuke Matsuo

Executive Managing Director, Yurakuchori Shokuhin Co., Ltd.

Tetsuya Watanbe

Board Director, Manufacturing Management Chief, Yurakuchori Shokuhin Co., Ltd.

Toshifumi Tanaka

Executive officer, Okayama Factory Manager, Yurakuchori Shokuhin Co., Ltd.

Satoshi Kawamura

Prepared Meal Division Manager, Tosayamada Shopping Center Co., Ltd.

Kumiko Satake

Prepared Meal Division Sub-Manager, Tosayamada Shopping Center Co., Ltd.

Award-winning Products

Section	Business Category	Products	Company
Lunch Box	Supermarket	Natural red sea bream with yuzu rice lunch box	Yurakuchori Shokuhin Co., Ltd.
	Convenience store, Specialty Store	Seasonal vegetables lunch box	DAY-NITE, Inc.
Side dish	Supermarket	Yuzu flavor fish cake stew for summer season	Yurakuchori Shokuhin Co., Ltd.
Salad	Supermarket	Organic quinoa salad with 13items	SEIJO ISHII CO., LTD.
Noodle	Supermarket	A new sense! Asian Pho without soup	Fujicito co., Ltd.
Bowl	Supermarket	Sakura Shrimp bowl	Shizutetsu Store
Rice ball	Supermarket	Plam-vineger flavored red turnip in rice ball	CHUBU FOODS
	Convenience store, Specialty Store	Edamame and salt kelp in glutinous rice ball	Lawson, Inc.
Sushi	Supermarket	Selected regional tasty sushi combination	Tosayamada Shopping Center
Cooked bun	Supermarket	Sweet bean bun with a hint of orange	Shizutetsu Store
Sweets	Supermarket	Rice cake covered with anko, matcha and cream	Daikyo Plaza Co.,Ltd.
Event	Supermarket	Potluck side dishes for premium Friday	UJIE Delica Co., Ltd.
	Convenience store, Specialty Store	Sushi box celebrating the Star Festival	Himawari Shokuhin Co., Ltd.
Sales floor	Supermarket	Special event "Side dish election"	SUMMIT, INC.

Display of award-winning products / Food Court

Booth No.
4-103

Not only to see the award-winning products on display, visitors could also test them in the specially set up food court.



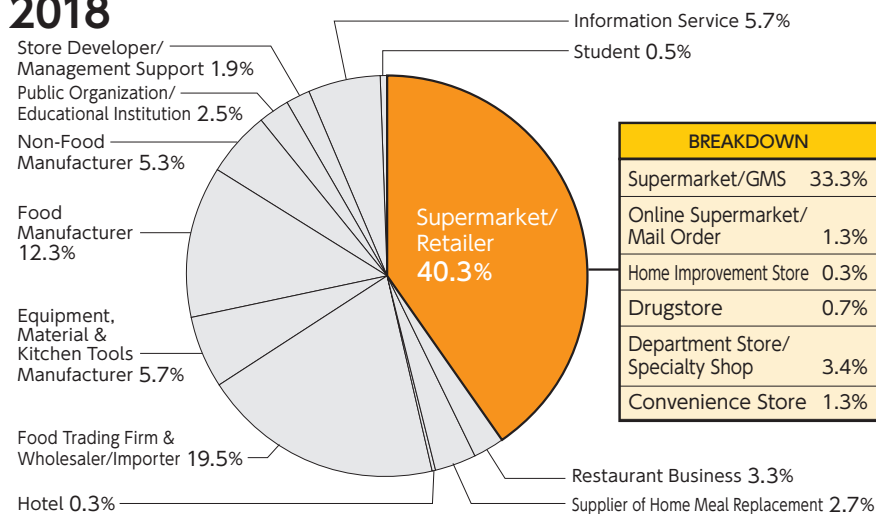
Questionnaire Result

Questionnaire Outline

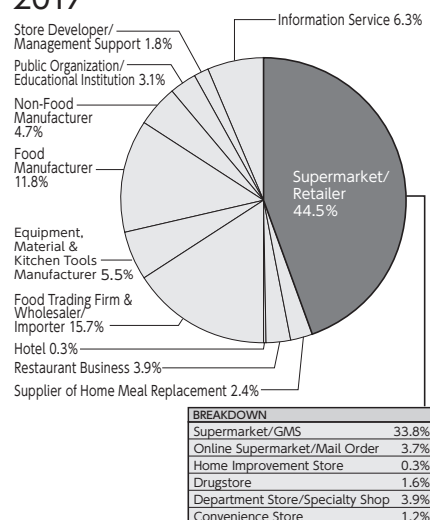
- Examination Method** Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
- Examination Period** February 14 (Wed.) - 16 (Fri.), 2018
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 1,510 sheets (1,510 of them were valid)
- Examination Place** In the venue of Supermarket Trade Show

Q1 Please tell us your business category.

2018

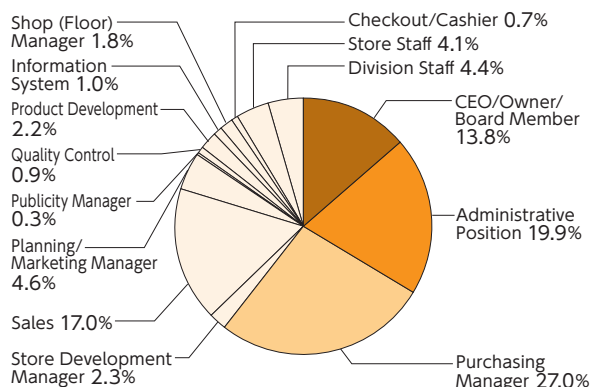


2017

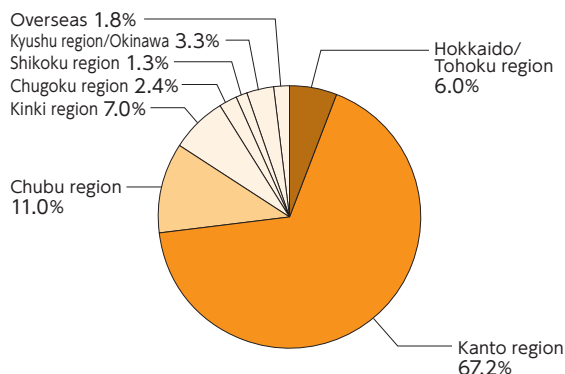


Q2 Please tell us your job category.

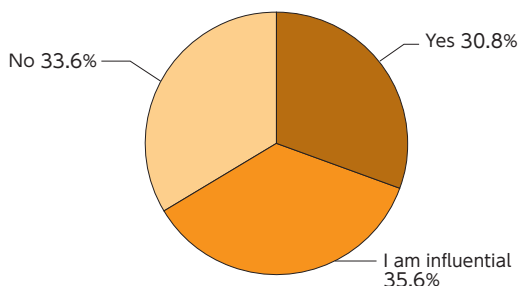
*Tallied the number of visitors from supermarket, retailer, wholesaler, trading firm



Q4 Where is your office located?



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



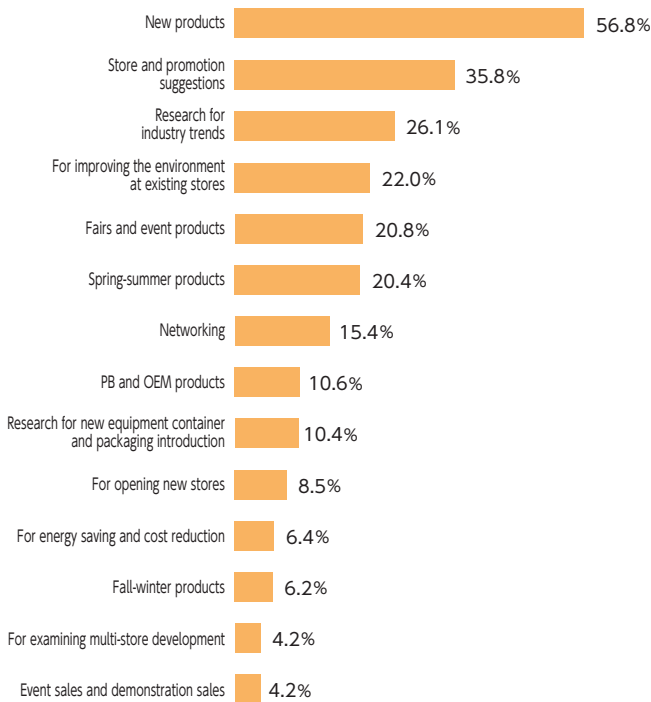
Overseas Visitors

Asia	North and South America	Europe
India	USA	Italy
Indonesia	Canada	Austria
Korea	Brazil	Netherlands
Singapore		Spain
Thailand		Denmark
Taiwan	Oceania	Germany
China (Except Hong Kong and Macau)	Australia	France
Philippines	New Zealand	Belgium
Brunei Darussalam		Russia
Vietnam		
Hong Kong		
Malaysia		

Visitor

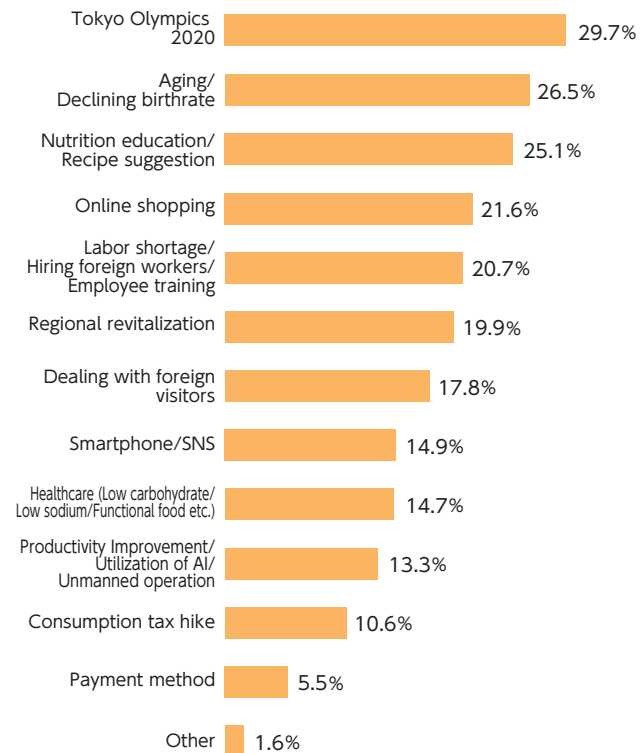
Q5 What is the purpose of your visit?

Multiple answers



Q7 Please tell us which areas your company will focus on in the future.

Multiple answers



Q6 What does your company need? What is the problem your company wants to solve?

Multiple answers



Q8 Please tell us about the contents you would like to see and expect at the next show.

Free answer

- Organic, JAS certified products and value-added products
- Halal and vegetarian food to prepare for Tokyo Olympics
- Examples of cross-merchandising method
- Seminars and displays about healthcare products for seniors
- Too many booths to visit. Better to divide into two exhibitions and hold them on different days
- Lactic acid bacteria products focused on healthcare
- Understanding and tracking of the industry trend
- Theme zone of products for health and beauty
- Health functional vegetables and their factories
- More health-conscious products
- Expanding of Japanese regional zone
- Background and features of producing Japanese regional products

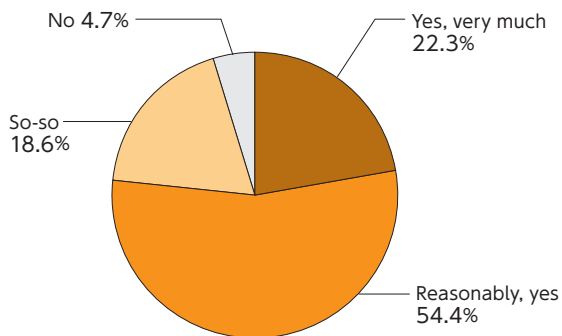
Questionnaire Result

Questionnaire Outline

Examination Method Questionnaire sheets were collected during and after the show by March 7 (Wed.), 2018 from each exhibitor.

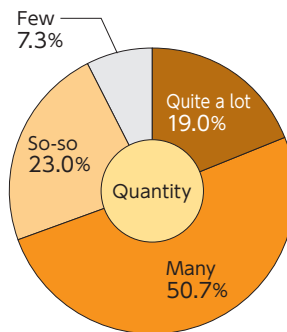
Q1 Are you satisfied with the results of the show?

1 choice



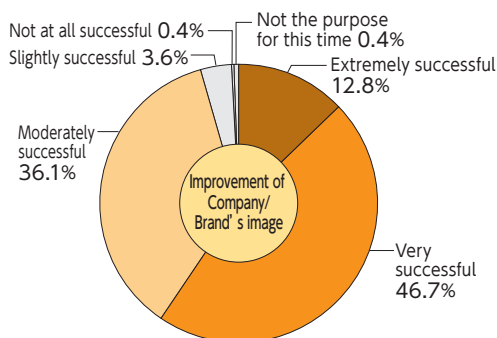
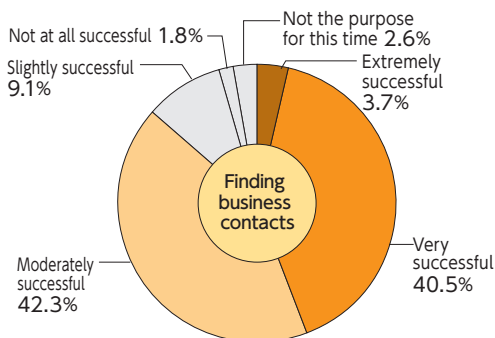
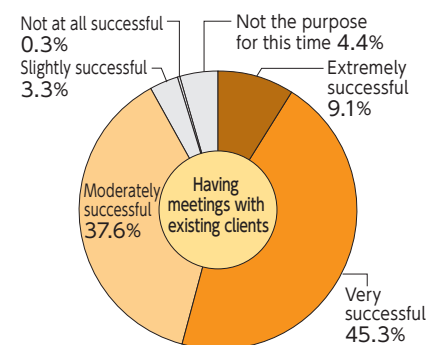
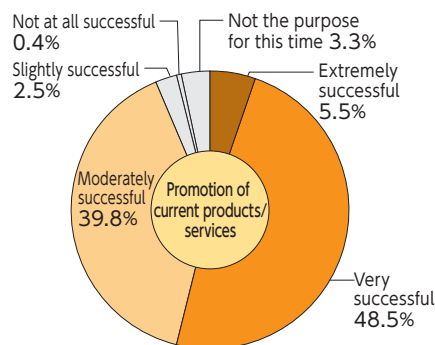
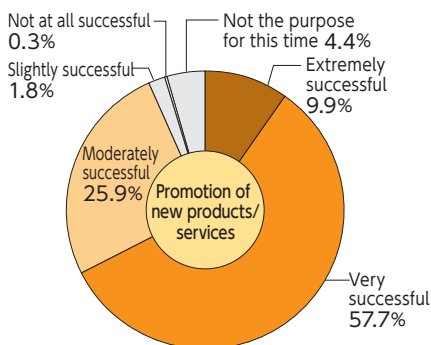
Q2 How were the quantity and quality of the visitors?

1 choice



Q3 Please tell us the degree of attainment of your exhibit this time.

1 choice



Q4 ① How many business cards did you get from the visitors?

Business cards Average **582**

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

Business meeting Average **167**

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

New meeting Average **68**

④ How many appointments did you get?

Appointment acquiring rate **60.3%**

*Appointment total ÷ Concrete business meeting total

⑤ How many orders did you get?

Order intake rate **10.2%**

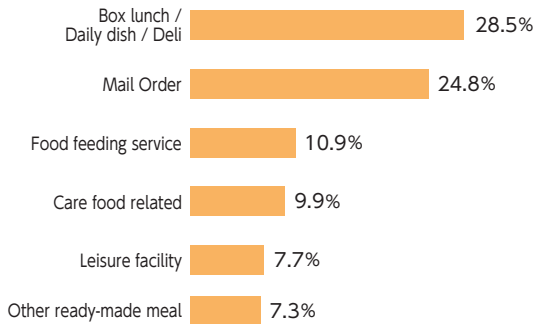
*Order total ÷ Concrete business meeting total

Exhibitor

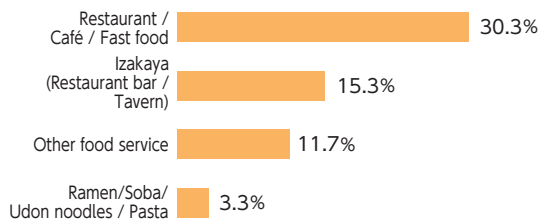
Q 5 What business categories would you like to have business meeting with in your future participation of the show?

Multiple answers

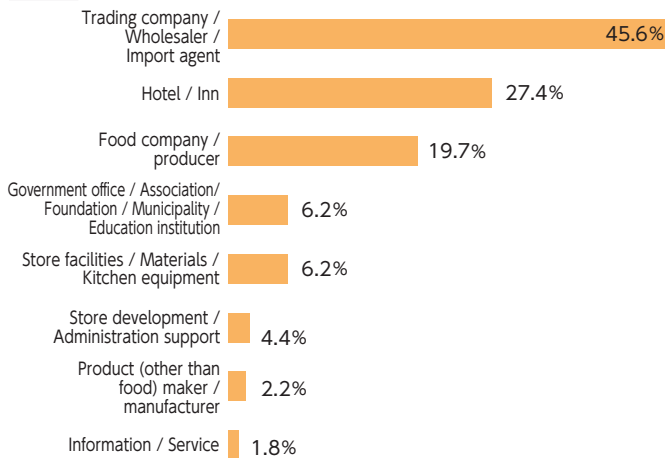
Ready-made Meal Industry



Food Service Industry



Other



Q 6 Please comment on the merit of exhibiting other than business meetings.

Free answer

- Had a chance to expand the range of business in different industries
- Exchanging information about products with visitors and other exhibitors
- Maintaining business contacts
- Succeeded in image boost of our company
- Promotion of new products
- Met retailers from all over Japan at SMTS
- Tasting collaboration with other exhibitors
- Opportunity to meet decision makers in product purchasing

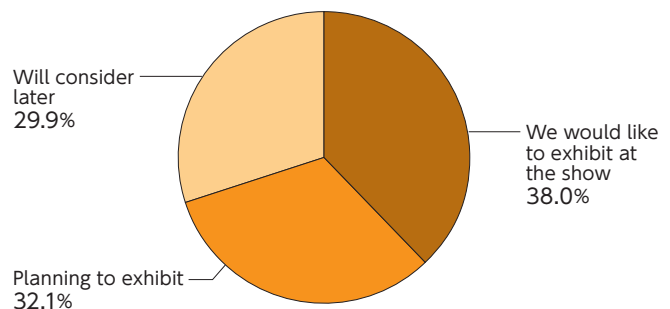
Q 7 Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance.

Free answer

- Preparation and the way of explaining our company and product information
- How to acquire new business contacts
- Necessity of preparing professional-use products as well as consumer-use
- Preparation of product price lists
- Ability to attract visitors by showing displays
- Shortage of tasting samples
- Necessity of product improvement by observing competitors

Q 8 Please indicate your current plan for next Supermarket Trade Show.

1 choice



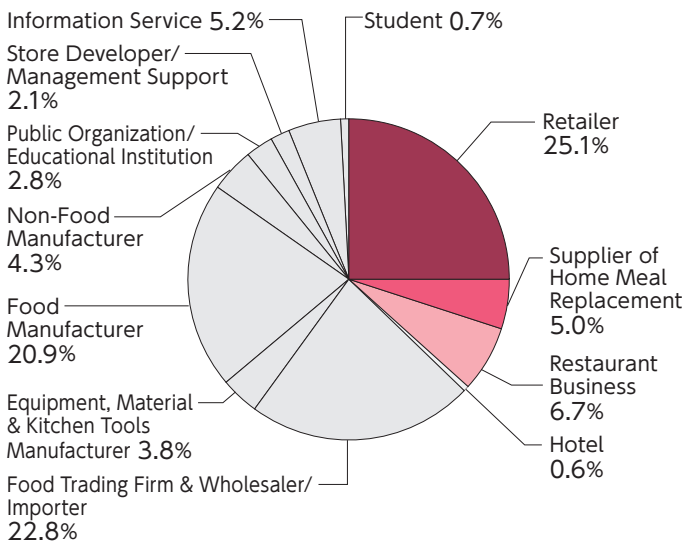


Questionnaire Result

Questionnaire Outline

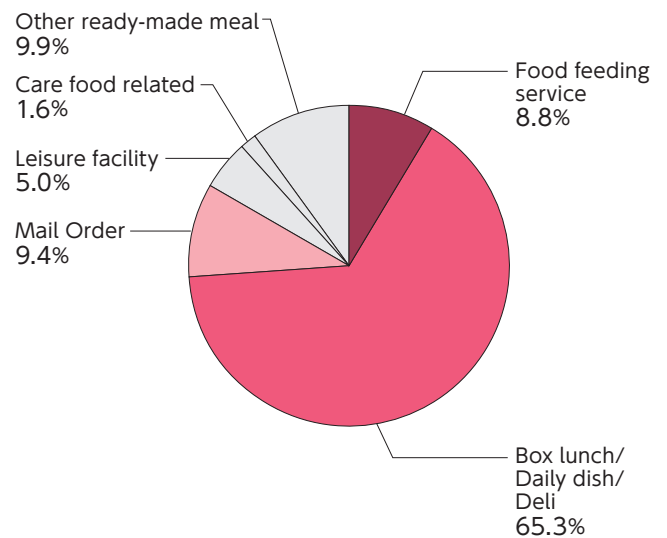
- Examination Method** Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
- Examination Period** February 14(Wed.)-16 (Fri.), 2018
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 451 sheets (451 of them were valid)
- Examination Place** In the venue of Delicatessen Trade Show Exhibition Area

Q1 Please tell us your business category 1 choice



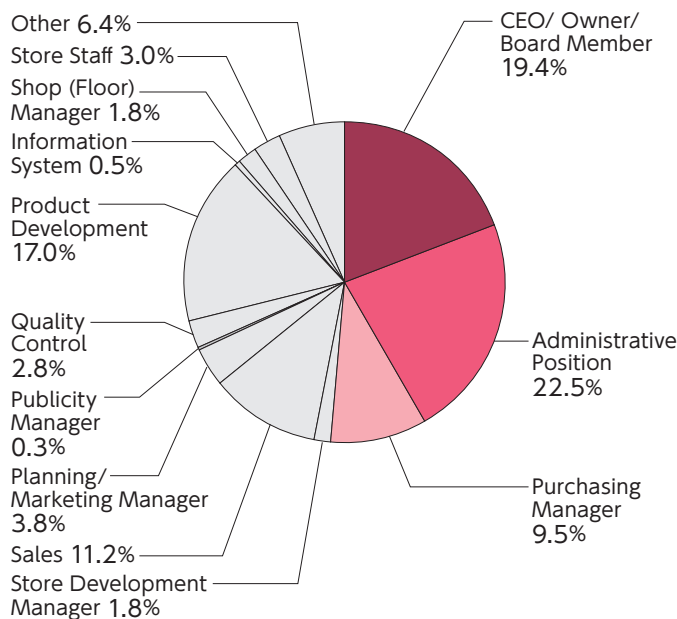
Q2 Please tell us more about your business category 1 choice

*For those who answered "Supplier of Home Meal Replacement" on Q1



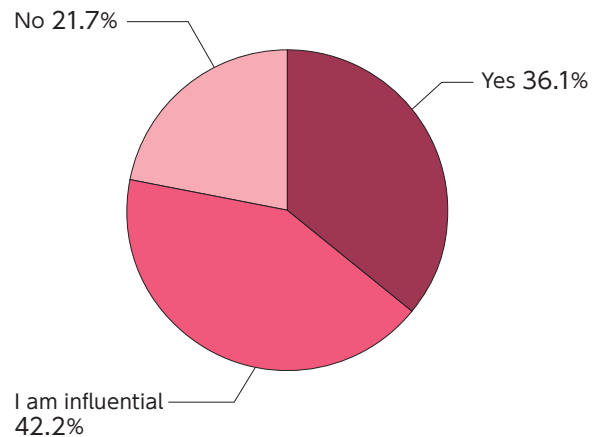
Q3 Please tell us your job category 1 choice

*For those who answered "Supplier of Home Meal Replacement" on Q1



Q4 Do you own an authority to make a decision about product purchasing? 1 choice

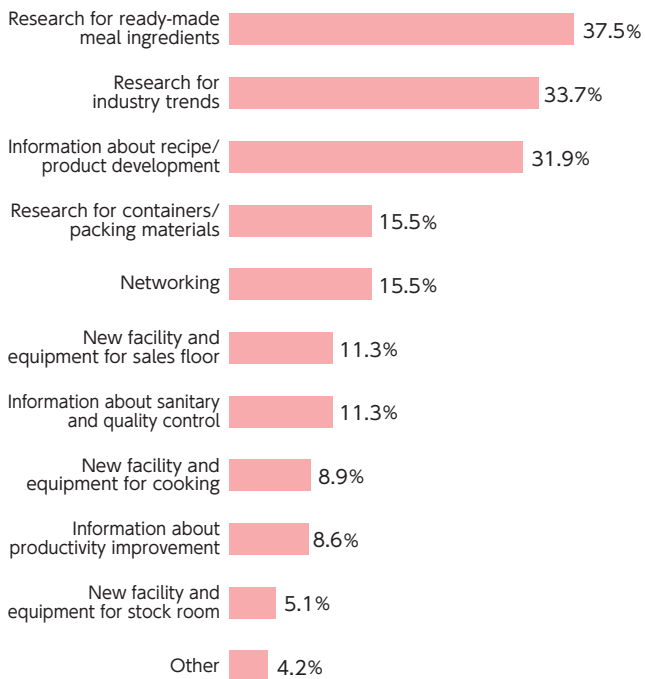
*For those who answered "Supplier of Home Meal Replacement" on Q1



Visitor

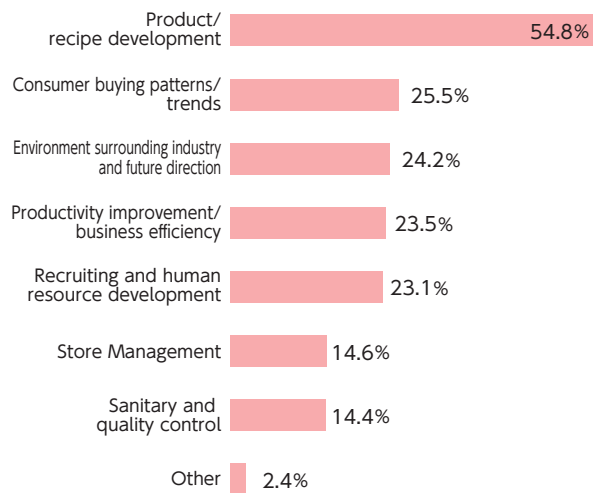
Q5 What is the purpose of your visit?

Multiple answers



Q6 What does your company need? What is the problem your company wants to solve?

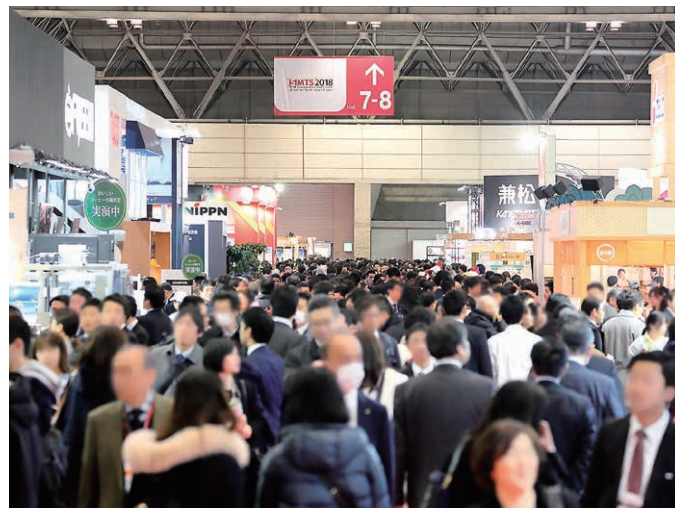
Multiple answers



Q7 Please tell us about contents you would like to see and expect at the next show.

Free answer

- Seminars about product development
- Suggestion for manpower saving and productivity improvement by AI and IoT
- Trend in containers for new recipes
- Information about food trend and regional products trend
- Facility, equipment and containers for overseas expansion
- Information about processed food from overseas
- Easy to cook products for part-time employees
- Support system and products for manpower shortage
- Gluten-free products
- More Frozen products
- Information about organic vegetables/salads
- More bread related products
- Ingredients for hospital food development
- Food tasting and demonstration

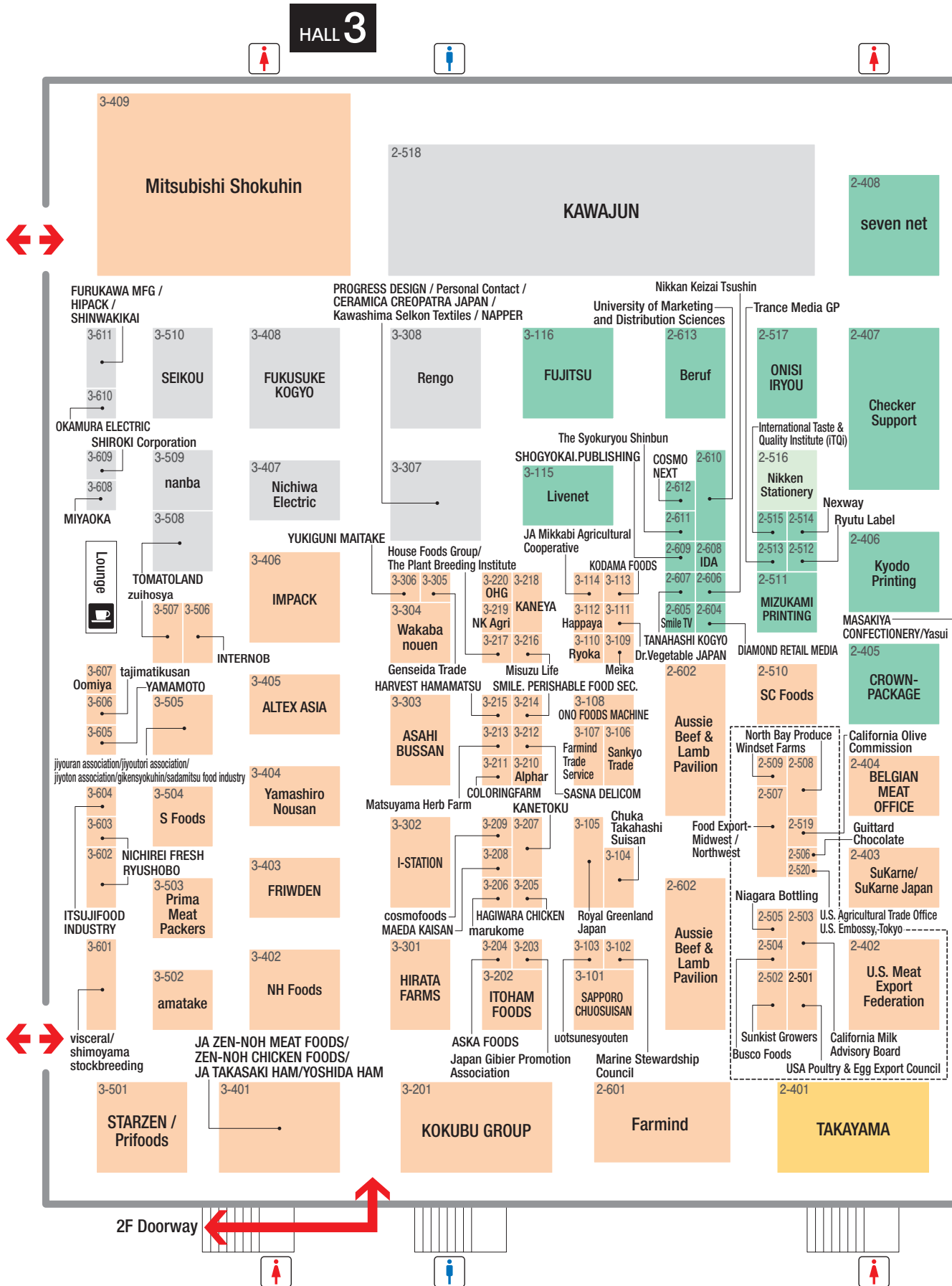


FLOOR MAP

HALL 1-3

SMTS 2018
 SUPERMARKET TRADE SHOW
 スーパーマーケット・トレードショー

- Fresh Product
- Confectionery and Sweets
- Soft and Alcoholic Beverage
- Commodities and Sundries

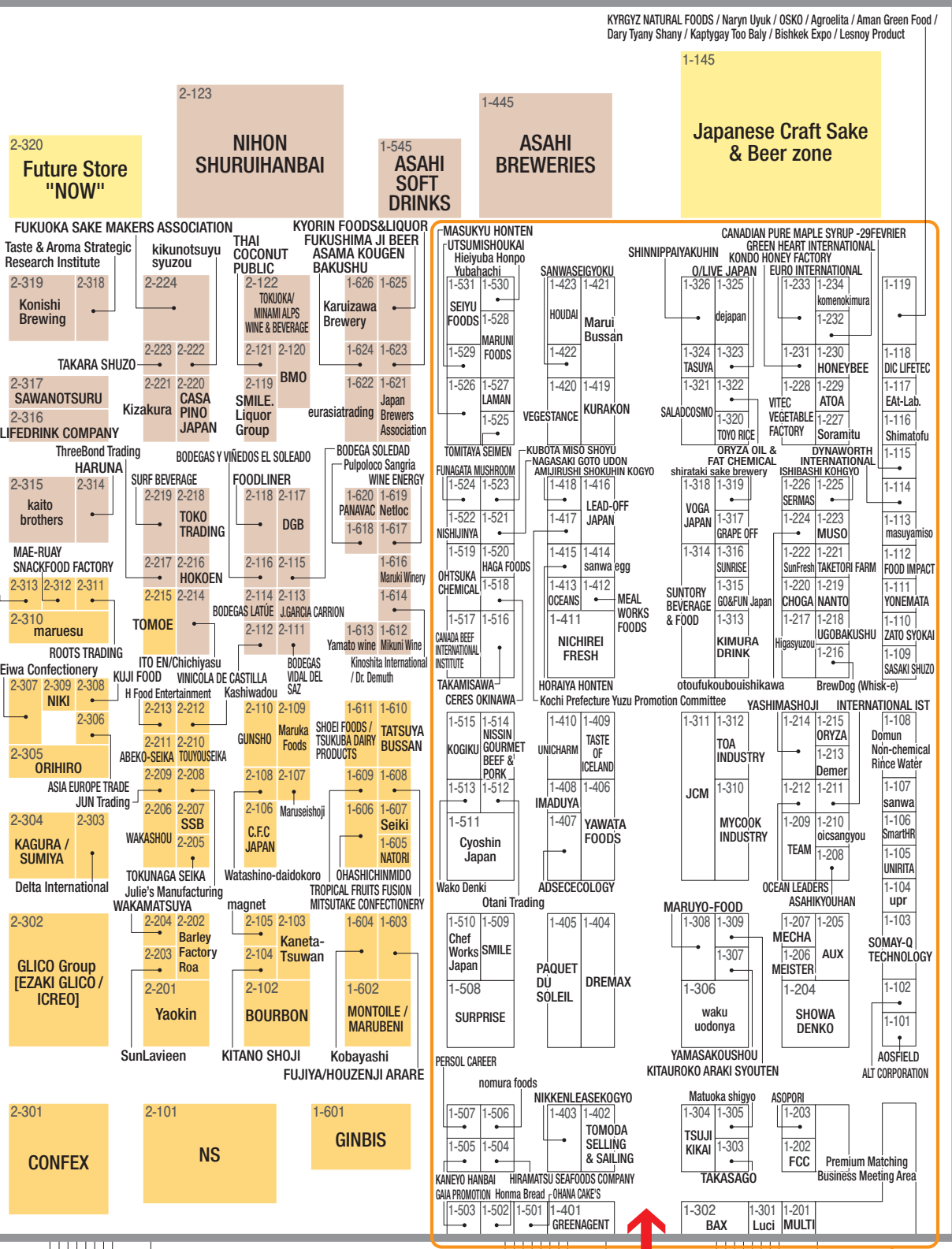


Information and Service
Equipment and Material

Organizer's Project
Lounge

HALL 2

HALL 1



2F Doorway

GAISHOKU FOOD TABLE

FLOOR MAP

HALL 4-6

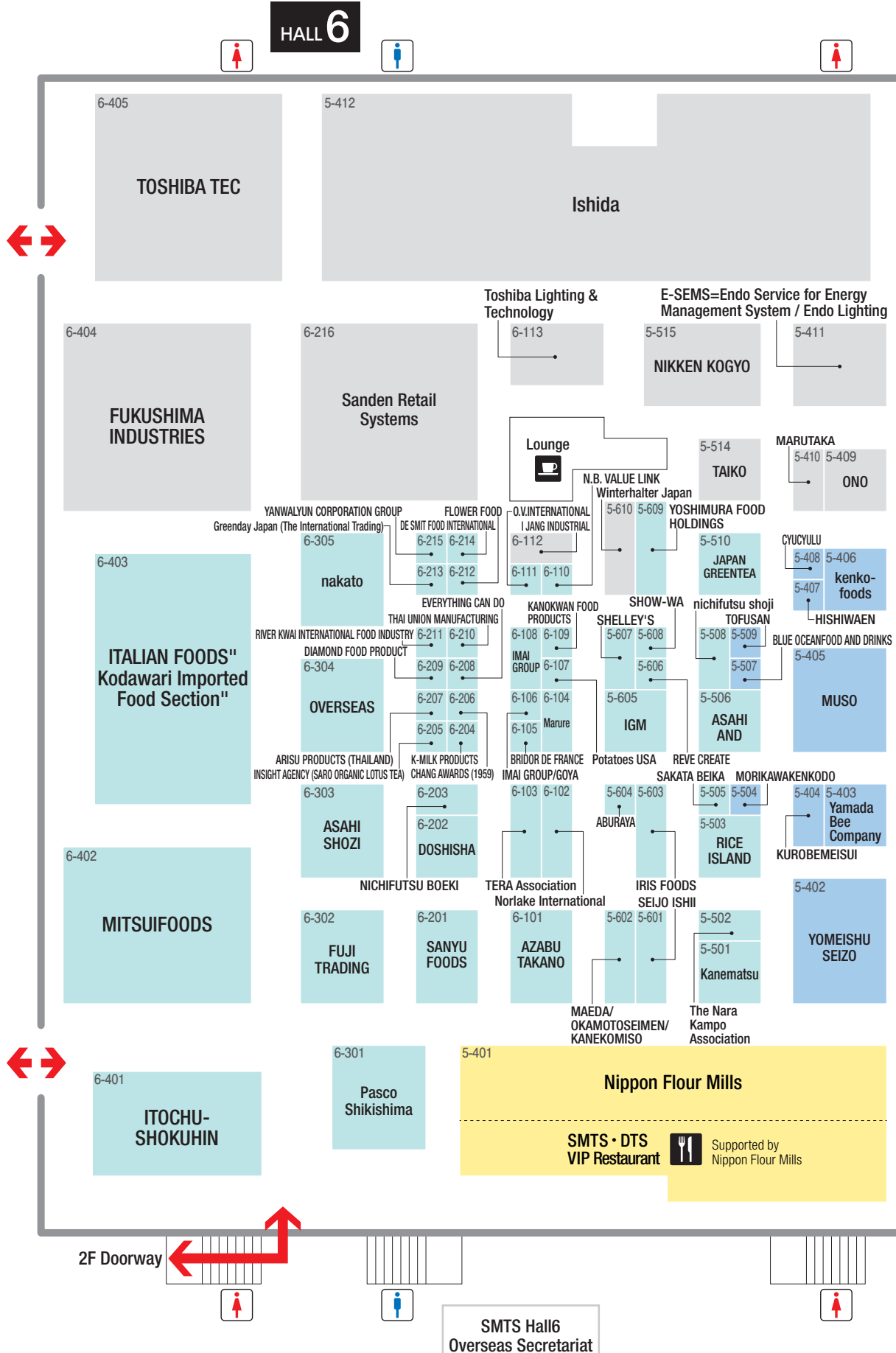


- Processed Food
- Health-care Food

Equipment and Material




HALL 6



2F Doorway

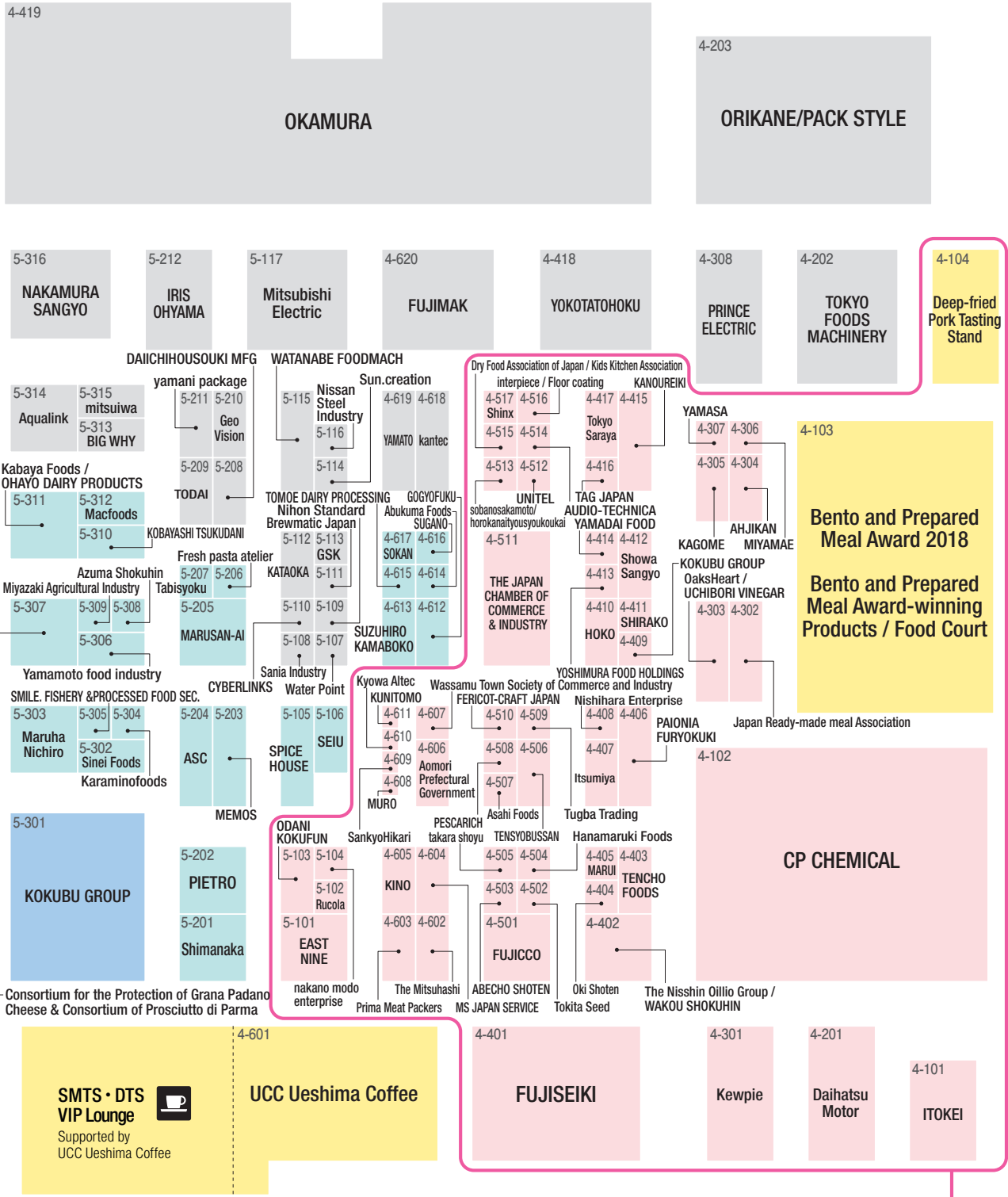
SMTS Hall6
Overseas Secretariat

 Organizer's Project

 Lounge

HALL 5

HALL 4

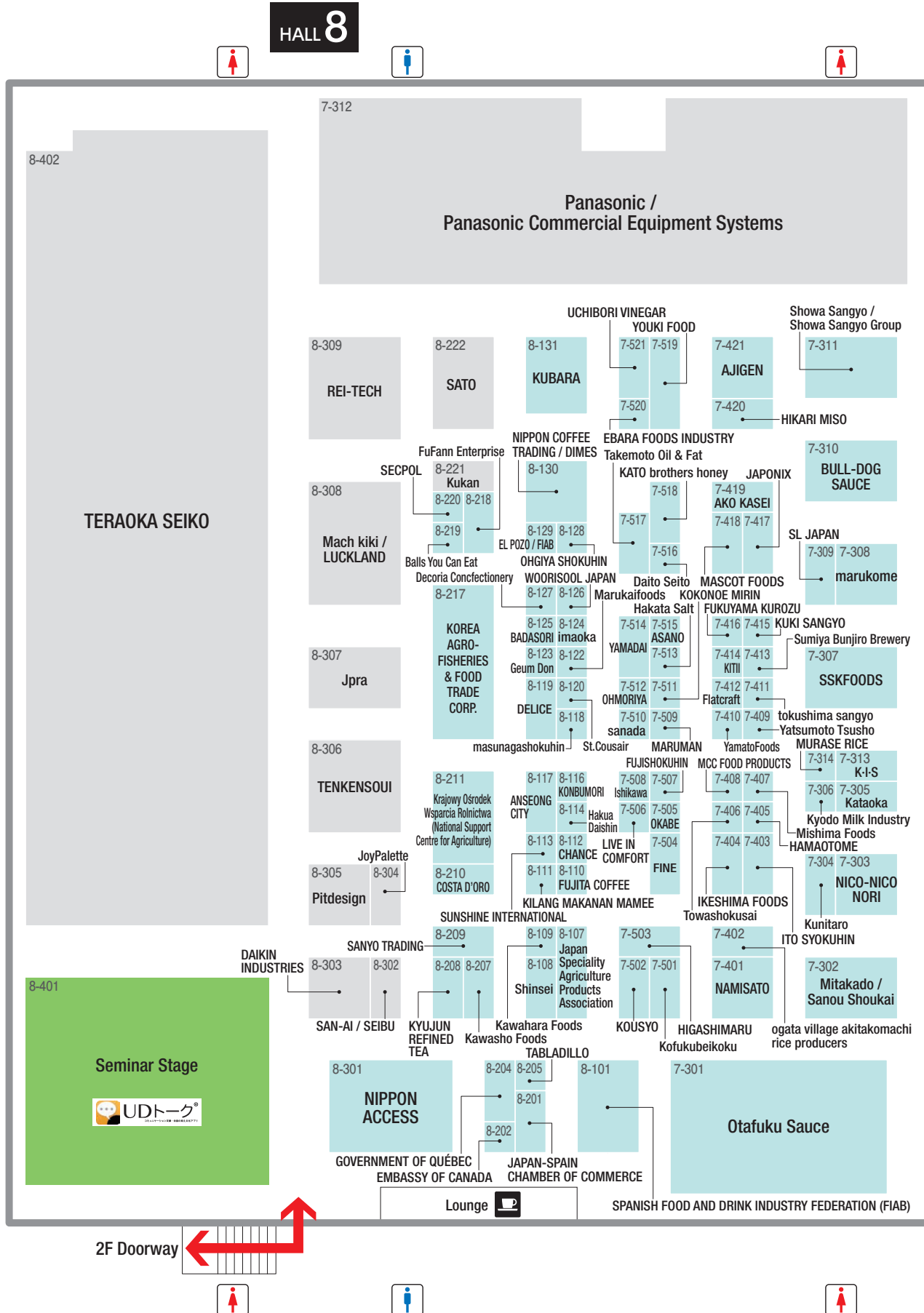


Delicatessen Trade Show 2018

FLOOR MAP

HALL 7-8

HALL 8



Reception Party

Date February 15 (Thu.) 5:30 p.m.-
(Registration started at 5:00 p.m.)

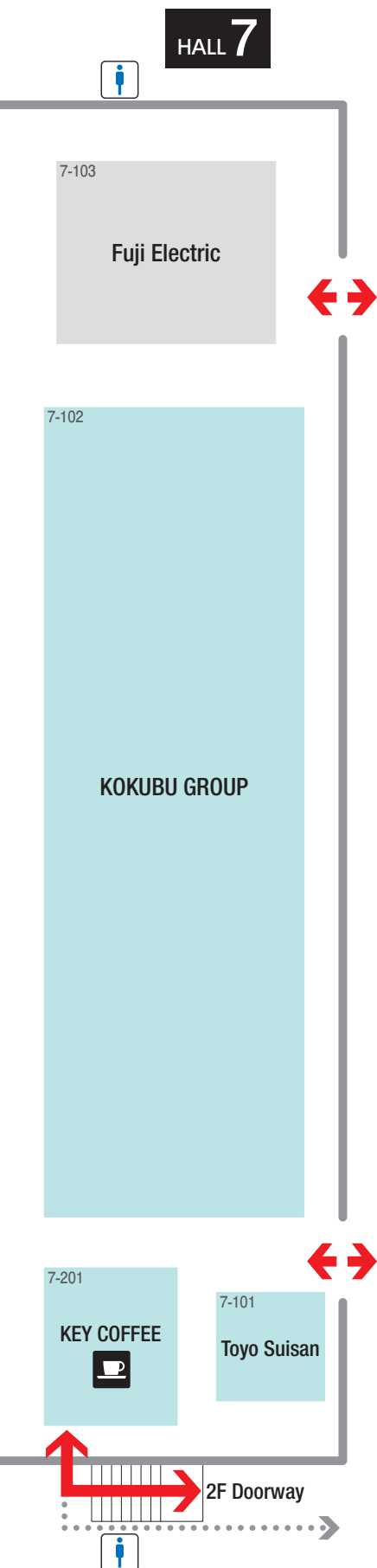
Venue Hotel New Otani Room“ Tsuru”

Participants People from the retail industry,
mainly associate members of New Supermarket
Association of Japan / Exhibitors of SMTS / DTS



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.



FLOOR MAP

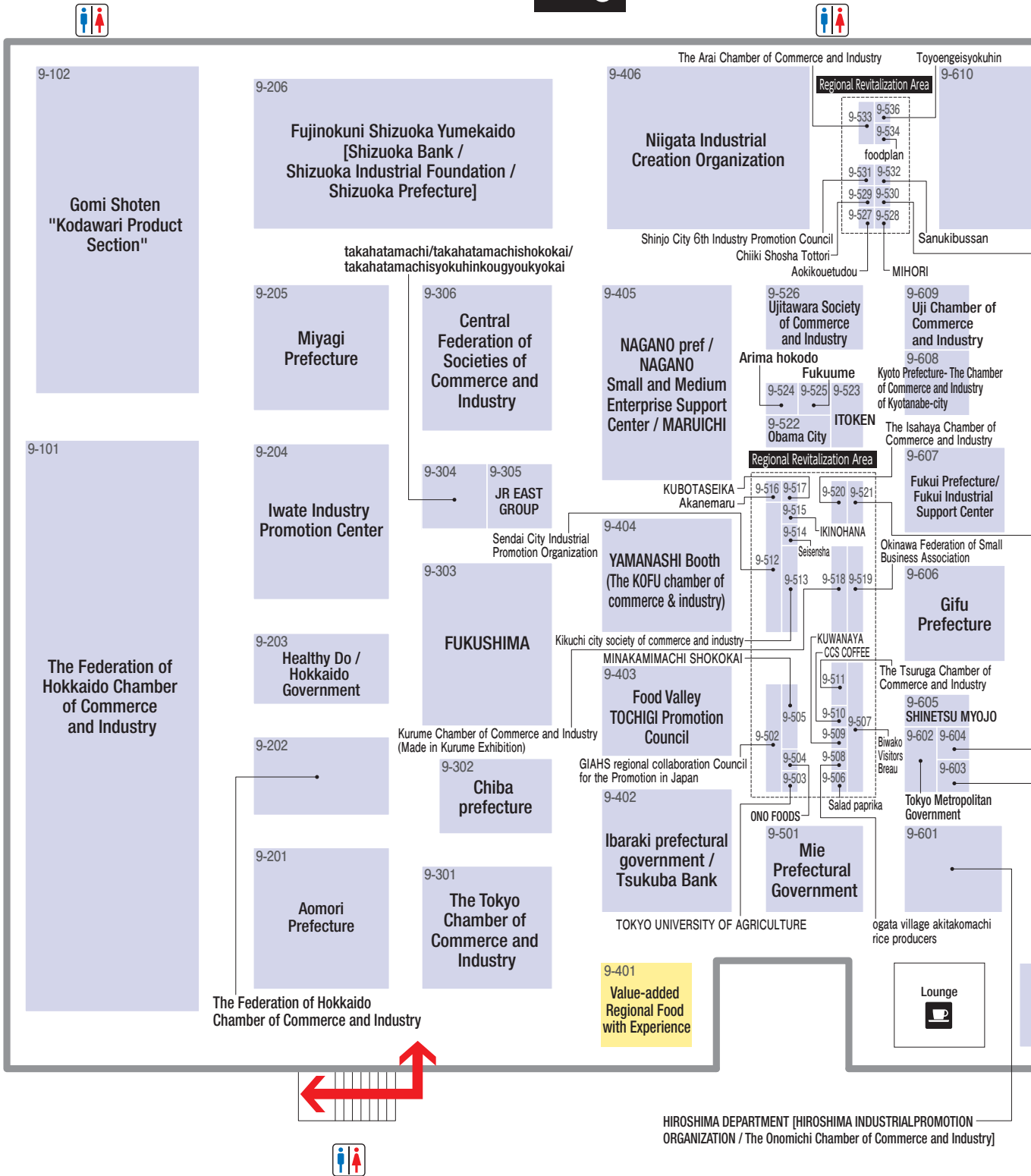
HALL 9-11




Japanese Regional Product



HALL 9



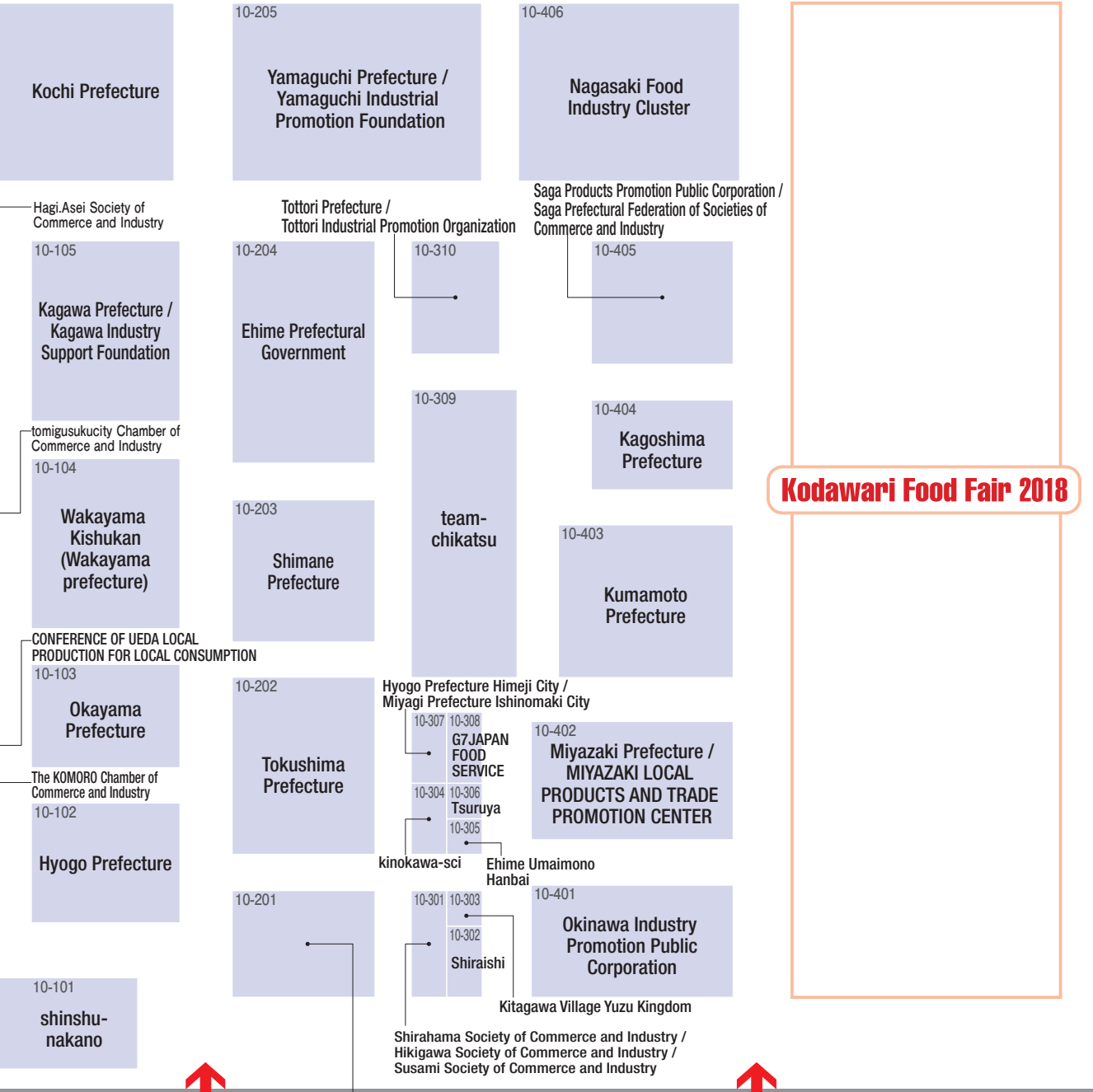
HIROSHIMA DEPARTMENT [HIROSHIMA INDUSTRIAL PROMOTION ORGANIZATION / The Onomichi Chamber of Commerce and Industry]

 Organizer's Project

 Lounge

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Kodawari Food Fair 2018

Fukuoka Prefectural Federation of Societies of Commerce and Industry



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Delicatessen Trade Show 2018

Delicatessen Trade Show

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Introduction to the next edition

BUSINESS MEETING-BASED EXHIBITION FOR PROFESSIONALS IN RETAIL INDUSTRY

FOOD TABLE in JAPAN 2019

Date Feb 13 (Wed.)-15 (Fri.), 2019

Venue MAKUHARI MESSE

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

super@smj.co.jp



ORGANIZER – New Supermarket Association of Japan(NSAJ)

*The association name will be changed to
"National Supermarket Association of Japan(NSAJ)" from September 1st, 2018

NSAJ is a benevolent corporation that has a close relationship with the administrative organ. Speaking of unique points, its regular members are about 6,000 leading supermarkets all over Japan and the main buyers for SMTS.

Outline

310 regular members (supermarkets)*
906 supporting members (manufactures, wholesalers banks, universities, municipalities and other related companies)*
In total: 1,216 members

*The numbers of present members are as of March, 2018

Purpose of the Association

To aim for healthy development and diffusion of supermarket companies and to make supermarket industry reliability

Business Activities

For revitalizing the industry, we develop our businesses focusing mainly on member support in various fields.

- Public Relations and Publishing
Exchanging information with government bodies and industries/Publishing/WEB site/Journals/FAX communications
- Education, Training, and Member Support
National convention/Certification of supermarket qualifications (S-Ken)/Cornel University Retail Management Program of Japan/University lectures/Inspection tours in overseas/Liquor sales management training
- Establishment of Industry Statistics
Sales trends/Market outlook/Annual survey "Whitepaper on supermarket"
- Business Matching
Supporting local small and medium-sized enterprises through financial institutions and government bodies and regional promotion
- Exhibition
The organizer of Supermarket Trade Show/Delicatessen Trade Show