

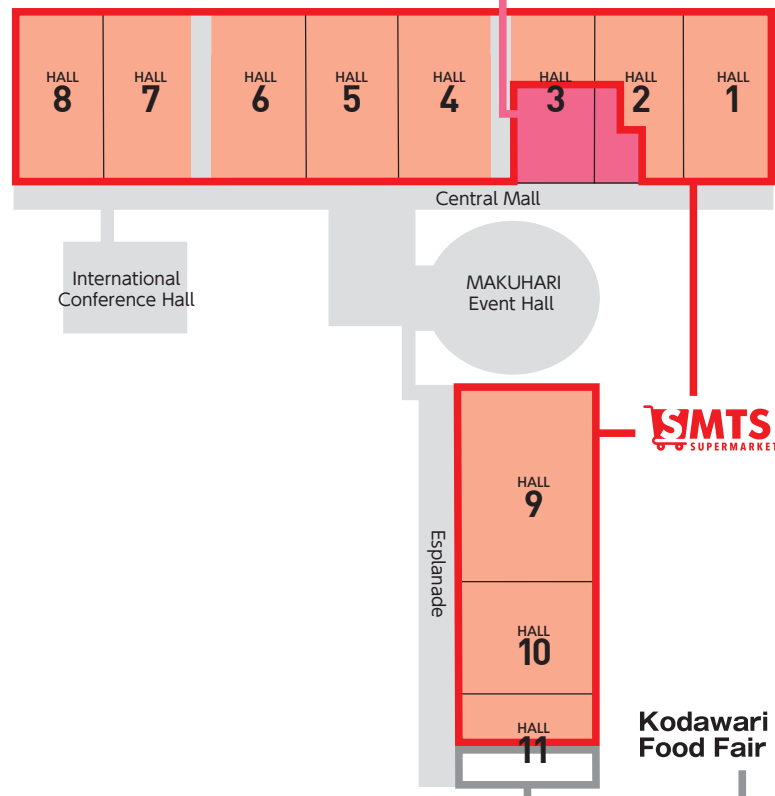
SHOW REPORT

Date Feb. 16 (Wed.) 17 (Thu.) 18 (Fri.), 2022

Venue Makuhari Messe



 Delicatessen Trade Show 2022



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Introduction

The 56th Supermarket Trade Show 2022 and 9th Delicatessen Trade Show 2022 were held as the trade shows that support new lifestyles. We, the organizer, exhibitors and visitors, worked together to take safety measures and strived to provide a safe business negotiation environment. The tradeshow contributed to the building of abundant regional communities in Japan through the efforts of the visitors from throughout the country.

Registered Visitors (for all 3 shows)

42,885

Feb.16 (Wed.)	14,894	Sunny
Feb.17 (Thu.)	14,594	Sunny
Feb.18 (Fri.)	13,397	Sunny

► Figures



Exhibitors: 1,652 companies/organizations
Overseas Exhibitors: 69 companies, 70 booths from 6 countries and regions
Booths: 2,976 booths



Delicatessen Trade Show 2022






Exhibitors: 38 companies/organizations
Booths: 221 booths

► Outline of the Show

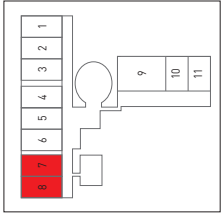
■ Supermarket Trade Show

Title:	The 56th Supermarket Trade Show 2022		
Abbreviation:	SMTS2022		
Date:	February 16(Wed.), 17(Thu.), 18(Fri.), 2022 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)		
Venue:	Makuhari Messe (Japan)		
Admission:	Admission by invitation only		
Events:	Online Seminars etc.		
Organizer:	National 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 / Japan External Trade Organization (JETRO) / Agricultural Trade Office, The Embassy of the United States of America / Welsh Government (UK) / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / Business France / THE EMBASSY OF BRAZIL / Food Marketing Institute Japan		
Concurrent Show:	Delicatessen Trade Show 2022 / The 17th Kodawari Food Fair 2022		As of January 31, 2022

■ Delicatessen Trade Show

Title:	Delicatessen Trade Show 2022		
Abbreviation:	DTS2022		
Date:	February 16(Wed.), 17(Thu.), 18(Fri.), 2022 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)		
Venue:	2-3 Hall at Makuhari Messe (Japan)		
Admission:	Admission by invitation only		
Events:	"Bento and Prepared Meal Awards"-Award ceremony etc.		
Organizer:	National Supermarket Association of Japan		
Concurrent Show:	The 56th Supermarket Trade Show 2022 / The 17th Kodawari Food Fair 2022		As of January 31, 2022

FLOOR MAP (HALL 7-8)



ISMITS 2022
SUPERMARKET TRADE SHOW

- Processed Food
- Information and Service
- Equipment and Material
- Commodities and Sundries

HALL 8

HALL 7

Lounge



List of Exhibitors



*:Co-exhibitor

Hall 1-8			
808FACTORY	2-308	CHUBO ICHIBA	4-423
ACTA / AC System Service	8-308	Chuo Kagaku	2-319
Agricultural Trade Office, U.S. Embassy	2-105	CONFEX	2-214
AISS	2-416	Cookie TimeJapan	2-115
AJIGEN	2-209	Cosmofoods	1-107
AKOKASEI	6-212	CPG Export Connect	2-104*
ALTEX ASIA	2-410	THE CREO	3-202
amatake	2-102	Crown Package	3-120
Anti Oxidant Foods	4-411	Daffodil Foods	1-309*
Aqualink	4-202	DAH CHONG HONG JAPAN	5-506
Arai Shoji	7-104*	DAIHARU	2-414
Asahi And(Grocery)	4-304	DAIICHIKOSHO	8-304
Asahi And(Ice Cream)	1-413	DAIKIN INDUSTRIES	8-305
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ASC	7-206	DELSOLE	8-209
ASHE	7-316	DELTA International	1-410
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Barti Rum	1-309*	Eat & Fun Health Association	5-402
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Blue Chip	5-212	EMBASSY OF BRASIL	7-104
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BRIDOR	6-208	F.Faiges	7-212
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Calon Wen Dairy Produce	1-309*	FinefoodsJapan	6-218
Canada Beef International Instittuets	2-301	First Step Japan	4-406
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		happy shokuhin	5-108
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		Innovation	5-205
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		Ishikawa	1-511
		ishimatsu shoji / yamasa suisan / hidamari farm / office eru / nakajaisaku syouten / minouyaarare seizouhonpo	4-419
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		ITO SHOKUJIN	7-301
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		itsujifood industry	1-405
		Itsumiya	2-409

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FUJISEIKI	3-302	The Nisshin Oillio Group / WAKOU SHOKUJIN	2-503	takasago	3-113
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SMTS Organizer's Project

Hall 4,5,6



As health values diversify, so do food trends. Therefore, we have established a new "Food Trend Zone," which has been expanded to include trends other than health in the Care Foods Zone. This year, the following two themes will be set up to introduce the latest trend information and products to visitors.

"Beauty & Health × Food": Products that help create a beautiful and healthy mind and body

- Diet (Low-carb, Low-calorie)
- Body building (High-protein, High-nutrition, Low-fat)
- Beauty (Beauty, Anti-aging, Super food)
- Health oriented foods (Low-salt, Low-glycemic foods, Allergy-free)
- Mental health care (Relax, Stress-free, Guilt-free)
- Functional foods and beverages (Food for specified health use, Foods with functional claims, Food with nutrient function claims)
- Health-care foods (Supplements, Health foods, Foods for elders who need nursing care, Quasi-drug)

Exhibitor

Eat & Fun Health Association / FINE JAPAN / Flaxseed Association of Japan / JAPAN CAVIAR / Morikawakenkodo / Omikenshi / RAISE WORLD / Value chain construction promotion business for domestic organic agricultural products Operation Office / Yamada Bee Company / YOMEISHU SEIZO

(Alphabetical Order)

"Sustainability × Food": Products that take sustainability into consideration

- Plant-based foods
- Vegetarian, Vegan, Halal
- Organic foods, Natural foods
- Sustainability
- Environmental label, Certificated label
- SDGs
- Food loss, Recycle, Upcycle

Exhibitor

Brahim's Food Japan / Dry Food Association of Japan / First Step Japan / JALUX / MAGPACK / Mecha / Harmony / Marumasa Foods / MNH / HOLUS / MOMIKI / MUSO / Nansei Shokudo / Nippon Steel Trading ATRIA Finland / Otsuka Foods / Sakurai Foods / Sanko / Sambazon / Sendai City Industrial Promotion Organization / TERVIS / T-REX COMPANY / USOUQ

(Alphabetical Order)

Hall 1



Hand-Made NIPPON

- Theme zone displaying alcoholic beverages made in Japan -

Craft beer, shochu, sake, and Japanese wine will be introduced, along with the thoughts and skills that go into making each product.

Exhibition



Hall 4

食の安心・安全対策

Food safety and security measures

Information about hygiene in supermarkets.

Exhibition

SMTS•DTS Online Seminar

Seminar

SMTS Speaks

"Offensive and defensive defense measures"

Speaker Kiyoshi Yokoyama

Chairman, National Supermarket Association of Japan /
CEO, ARCS COMPANY, LIMITED

Supermarket White Paper 2022

- Institutional Changes and Amendments to the Laws Surrounding the Industry
- Domestic Economy and Consumption Trends in the Corona Disaster
- Study of Global Retail Distribution Market Trends in the Corona Disaster Using Data and Case Studies
- Examples of Marketing DX Practices in the Food Distribution Domain
- Mass Merchandiser Strategy Required During and After Corona

GX in the Distribution/Retail Industry

- What is GX Required to Achieve Carbon Neutrality? -
- GX Management Required in the Distribution/Retail Industry
- GX Solutions Required by the Distribution/Retail industry

Domestic and Overseas Plant-Based Markets - Marketing Success Stories and Future Projections -

Organic Agricultural and Processed Products as High Value-Added Products and Making Sales Spaces

Action of "Karushio," a Delicious Low-Sodium Diet to Extend Healthy Life Expectancy

- From the Era of "Secretly Low-Sodium" to the Era of "Clearly Low-Sodium"-

Business Matching @ SMTS2022

Business matching meetings between domestic buyers, mainly retailers, and SMTS exhibitors were held. We introduced some online business matching meetings taking measures against infectious diseases and this time.



Awards Ceremony

Delicatessen Trade Show 2022 Organizer's Project
Bento and Prepared Meal Awards

Live streaming from
2:45pm to 3:10pm
on Feb.16 (Wed.)

Discussion

Supermarket

Good Action Initiatives

- Supporting Supermarkets That are Loved by the Locals and Walk with the Community-

- Case Studies**
- SUPER SANSHI
 - Toyo
 - FRIEND FOOD
 - Hokuno
 - MARUTO Group Holdings

Live streaming from
11:25am to 12:55pm
on Feb.16 (Wed.)

Disaster Preparedness Meals Making "Usual" meals into "What If" meals Phase Free Proposal for "Meals"

Law Concerning the Promotion of Resource Recycling of Plastics

Seminar & Discussion

Supermarket SDGs Management and Practice

- Socially Responsible (CSR/SDGs) Management in Retailing
- CSR and SDGs Activities of Own Company (Own Store): Policies and Specific Examples
- Discussion

JETRO Food Export Online Meeting (SMTS)

Online business meeting hosted by Japan External Trade Organization (JETRO). Overseas buyers from Southeast Asia, U.S., South America, Europe, and other countries participated online.

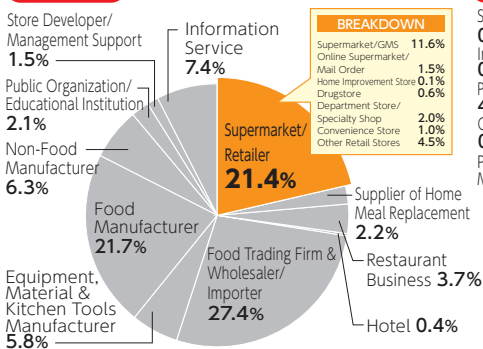


Questionnaire Outline

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 16(Wed.)-18(Fri.), 2022
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	1,571 sheets
Examination Place	In the venue of Supermarket Trade Show

Q1 Industry

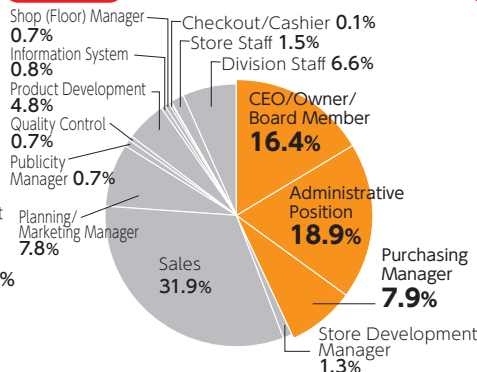
Please tell us your business category. **1 choice**



Q2 Job Category

Please tell us your job category. **1 choice**

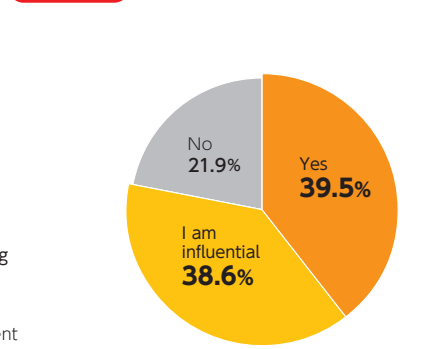
*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm



Q3 Decision Maker

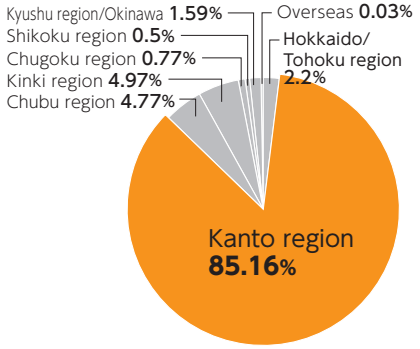
Do you own an authority to make a decision about product purchasing? **1 choice**

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



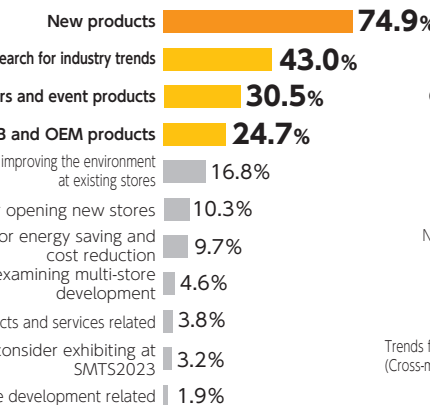
Q4 Place of Work

Where is your office located? **1 choice**



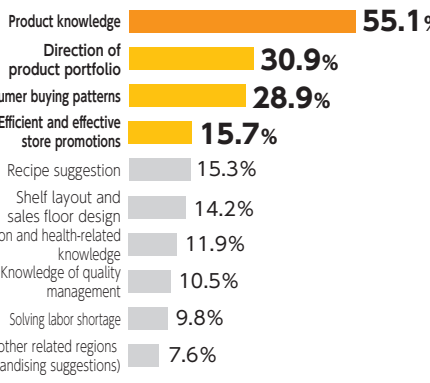
Q5 Purpose

What is the purpose of your visit? **Multiple answers**



Q6 Theme for Business meeting

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



Q7 Demand

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

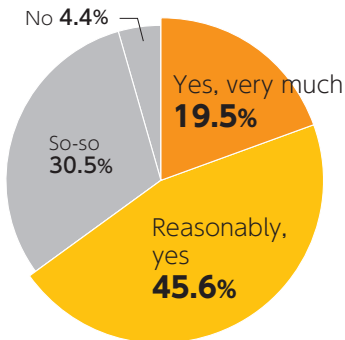
- Marriage of alcoholic beverages and food
- Booths by SM/GMS
- Decarbonization, environmentally friendly equipment and facilities
- Non-alcoholic products (beer, wine, etc.)
- Latest trends and new products
- Domestic logistics, joint distribution
- Frozen foods, local frozen foods
- Trends in overseas products and retail distribution
- Package design
- Food loss prevention and SDGs related
- Products for overseas export
- Food hygiene
- Insect-derived protein products
- Corona control
- Health-conscious trend

Questionnaire Outline

Examination Method Questionnaire sheets were collected after the show by March 15 (Tue.), 2022 from each exhibitor.

Q1 Satisfaction

Are you satisfied with the results of the show? **1 choice**



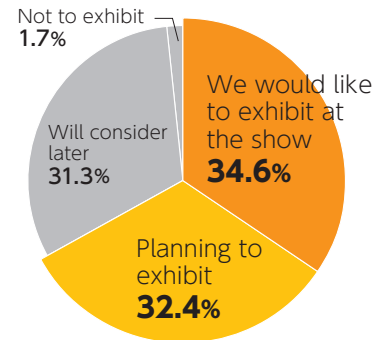
Q2 Quantity and Quality of Visitors

How were the quality of the visitors? **1 choice**



Q3 Plan to Exhibit Next Year

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



Q4 Business Meetings during the Show

Specific number of new business appointments and order intake etc. during the exhibition period

①	Business cards	How many business cards did you get from the visitors?	Average 322.5
②	Business meeting	Out of ①, how many had a clear intention in having business meeting at your booth?	Average 111.5
③	New meeting	Out of ②, how many NEW business meetings did you have?	Average 55.7
④	Appointment acquiring rate	How many appointments did you get? *Appointment total ÷ Concrete business meeting total	Average 32.1
⑤	Order intake rate	How many orders did you get? *Order total ÷ Concrete business meeting total	Average 7.3

Q5 Outcome

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

- The exhibition was attended by executives from major retailers, so we were able to promote our concept to them.
- We were able to make many contacts with major supermarkets and food service companies with strong brands. It is important to talk with buyers by actually holding the product in own hands, and products are nurtured together with buyers.
- It is an efficient opportunity because it allows us to meet and confer with clients all over Japan.
- I learned about supermarket retailers that I did not yet know about.
- I think it will create an opportunity to develop new products.
- It was a great opportunity for us to learn that the response from visitors was unexpectedly positive despite the online exhibition style.
- One of the major advantages of the exhibition, other than business negotiations, is that competitors' exhibits can be viewed at the same time, allowing visitors to grasp the trends and tendencies of the year.
- Exhibitors also interacted with each other and were able to gather information on new raw materials and other topics.
- Interaction with other companies. Especially with those who were not able to meet easily under Corona.
- The PR methods of other companies at the exhibition and their booth construction were useful reference materials for the future.
- Large-scale sampling was conducted to promote the brand and products.

Q6 Future Improvement

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

- Effect of offering tastings. Depends on the Corona environment, but there are few cases of people picking up the food. Considering whether to postpone the tasting for the next year.
- Considering the situation, we did not conduct a tasting, which inevitably made us weak when it came to getting people to remember our products.
- It was unfortunate that some booths were unmanned immediately before the show and as a result, product explanations and detailed communication were not possible.
- Attendee selection with a limited number of participants.
- How to display exhibits to appeal to visitors.
- Product awareness is low and product branding and marketing is needed.
- Since multiple divisions exhibited, issues arose in the distribution of business cards and methods of approach.
- Since we did not sufficiently inform our existing buyers, we need to strengthen our efforts to inform them through direct mail and other means.
- It is difficult to communicate with customers due to the mask + splash prevention sheet.
- Selection of exhibited items based on target customers.
- It is difficult to make visitors who have never met us before understand what our company is about in a short period when they see our booth.



Bento and Prepared Meal Awards

お弁当・お惣菜大賞2022

Outstanding lunchboxes that are sold in supermarkets, convenience stores, specialty stores were awarded. "Bento and Prepared Meal Awards" was aimed at raising the level of the Delicatessen section by praising excellent products and increasing employee's motivation.

International Conference Room
International Conference Hall

Awards Ceremony

Bento and Prepared Meal Awards 2022 Ceremony

February 16(Wed.) 2022 2:25 p.m.-3:10 p.m.

Hall 3

Display of Award-winning Products / Food Court

Not only to see the award-winning products on display, visitors could also taste them in the specially set up food court. We accepted payment with various electronic money and credit cards.

Hall 3

食べくらべ体験STAND

Food Comparison STAND

At this stand, visitors can taste and experience delicatessen-related menu proposals to in-store cooking and sales. The following three themes were offered on different days (3 days).

Feb.16 (Wed.)

Taste changing suggestion of gyoza (dumplings) by changing the sauce or seasoning

Feb.17 (Thu.)

Teppan cooking menu suggestion: Egg stir-fry with different ingredients and sauces

Feb.18 (Fri.)

Tasting alternative foods such as plant-based (sustainable) foods



Free distribution at the venue!

惣菜デリ最前線2022

Souzai (daily dish) Delhi Forefront 2022

This is a booklet about bento and delicatessen to introduce products that have won the Bento and Prepared Meal Awards 2022, information on advanced case studies from the sales front, industry trends and developments, and information on the DTS2022 special sponsor's initiatives, solutions, and products. and distributed free of charge to visitors on the venue.

▶ Delicatessen Study

To meet the need to provide information on delicatessen, we held "Delicatessen Study", a study session on delicatessen, not only on the days of the Delicatessen Trade Show, but also throughout the year to propose menu items that sell and share issues.



**Delicatessen
Trade Show 2022**

Visitor

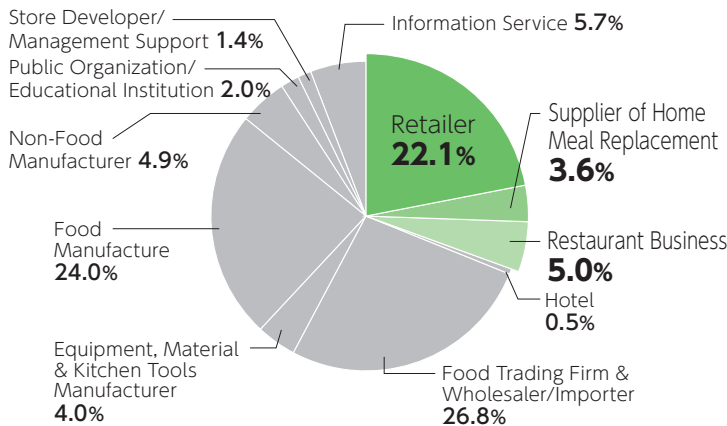
Questionnaire Outline

- 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 16(Wed.)-18(Fri.), 2022
- Examination Object** Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 396 sheets
- Examination Place** In the venue of Delicatessen Trade Show Exhibition Area

Q1

Industry

Please tell us your business category. **1 choice**

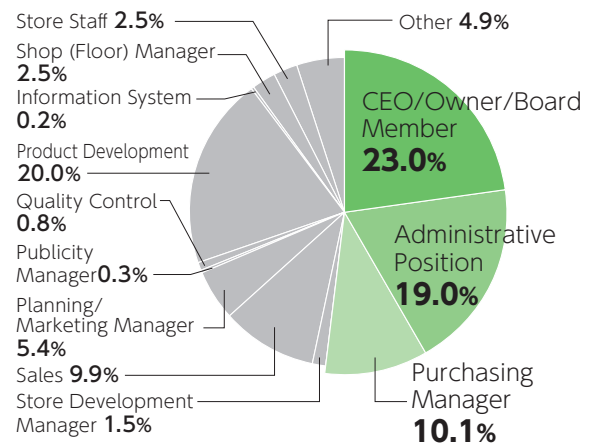


Q2

Job Category

Please tell us your business category. **1 choice**

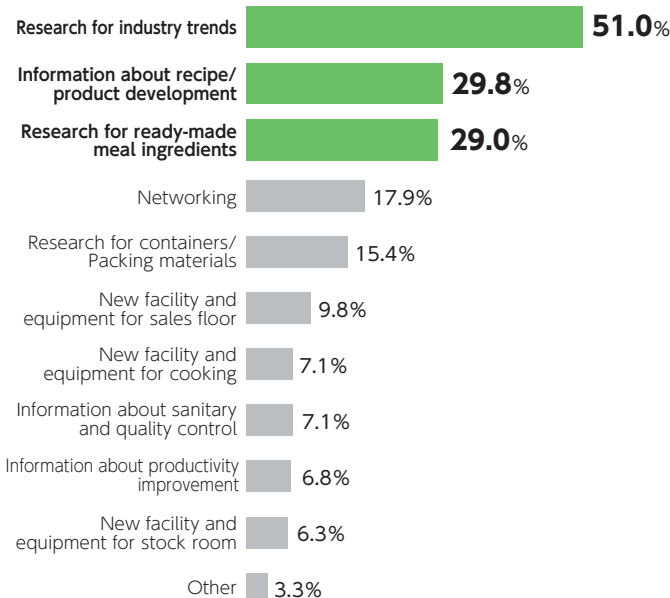
*For those who answered "Supplier of Home Meal Replacement" on Q1



Q3

Purpose

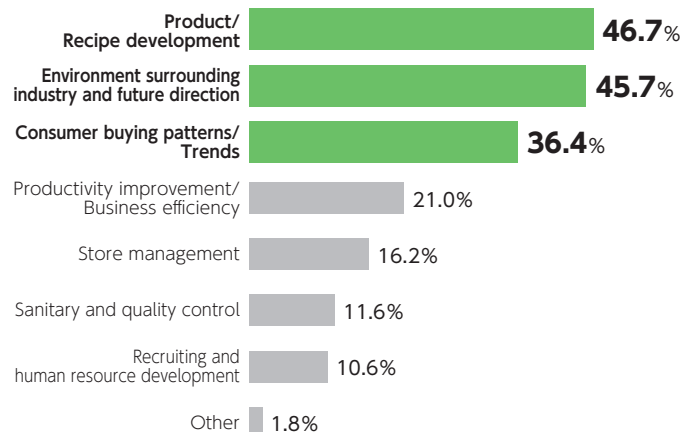
What is the purpose of your visit? **Multiple answers**



Q4

Theme for the Future

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



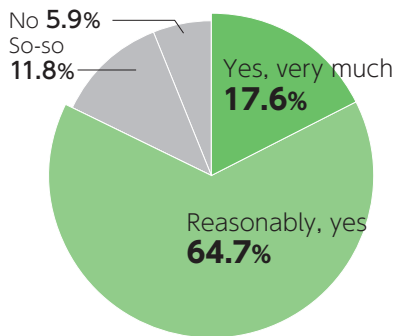


Questionnaire Outline

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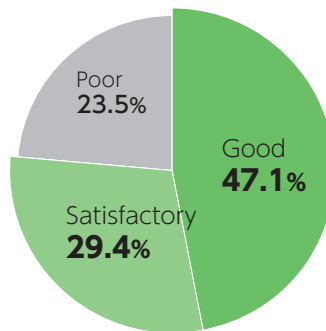
Q1
Satisfaction

Are you satisfied with the results of the show? **1 choice**



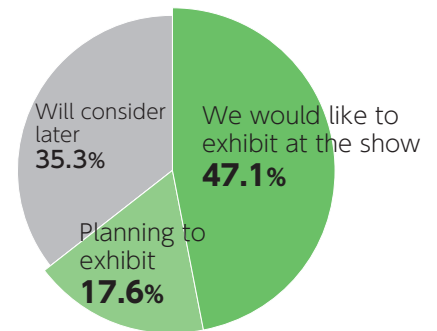
Q2
Quantity and Quality of Visitors

How were the quality of the visitors? **1 choice**



Q3
Plan to Exhibit Next Year

Please indicate your current plan for next Delicatessen Trade Show. **1 choice**



Q4
Outcome

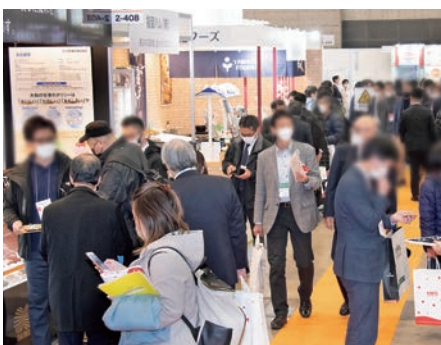
Please comment on the merit of exhibiting other than business meetings. **Free answer**

- I was able to learn about the efforts of other companies.
- We were able to have connections with other manufacturers and exchange information.
- Increased trust from existing clients and exhibitors.
- We could gather market needs and opinions on the proposed theme.
- It was helpful to hear the real voices of the customers and their needs in terms of cargo shape and usage.

Q5
Future Improvement

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

- The number of business cards and business negotiations is low compared to the number of visitors because it is not located on a main street.
- Cooking is required, and the cost of water and electric facilities is high.
- The challenge is to acquire new clients.
- The number of booths will be considered in the future, as the number of tasting has decreased compared to the past.
- Because of the large number of items exhibited, it was not clear what we wanted to approach.



Introduction
to the
next edition

SIMTS 2023[®]
SUPERMARKET TRADE SHOW

 **18th** | **Kodawari
Food Fair 2023**



**Delicatessen
Trade Show 2023**

Date

Feb. 15 (Wed.) – 17 (Fri.), 2023

10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)

Venue

Makuhari Messe (Japan)

To book your booth

Contact

Overseas Secretariat (Congrès Inc.)

super@congre.co.jp

**SUSTAINABLE
DEVELOPMENT GOALS**

Our exhibitions are committed to SDGs and will be held
in consideration of food loss and the environment.