

SMTS 2024[®] SUPERMARKET TRADE SHOW

EXHIBITION GUIDE



Date

February 14(Wed.) - 16(Fri.), 2024

10:00a.m. - 5:00p.m. (Closes at 4:00p.m. on Feb. 16)

Venue

Makuhari Messe

[Official Website] <http://www.smts.jp/en/index.html>

Organizer:



National Supermarket Association of Japan

What is SUPERMARKET TRADE SHOW?

SUPERMARKET TRADE SHOW offers the latest information to food distribution industry focusing on supermarkets. It gives you an opportunity to meet leaders from the retail, wholesale, ready meal and food service industry, and to find new partnerships, new networks and new trends for helping your business. This is the 58th edition.

OUTLINE

Exhibition Name: **SUPERMARKET TRADE SHOW 2024** (Abbreviation: **SMTS2024**)

Date: February 14 (Wed.) - 16(Fri.), 2024
10:00am-5:00pm *Closes at 4:00pm on Feb.16

Organizer: National Supermarket Association of Japan

Venue: Makuhari Messe

Admission: Pre-registration required

Concurrent Show: Online Seminars, Reception Party (planned)

Official Supporters (planned)
Ministry of Economy, Trade and Industry / Ministry of Health, Labour and Welfare / Consumer Affairs Agency / The Tokyo Chamber of Commerce and Industry / Japan External Trade Organization (JETRO) / U.S. Agricultural Trade Office, The Embassy of the United States of America / Food Marketing Institute Japan, and others

Notes for your visit



Trade Only



Under 18 not allowed to enter



No collecting samples



No Roller Bags

* Please use the paid cloakroom



No sales to exhibitors

Organizer - National Supermarket Association of Japan (NSAJ)

NSAJ is a benevolent association that has close relationships with the administrative organs. Speaking of unique points, its regular members are about 10,000 leading supermarkets all over Japan and the main buyers for SMTS. It has about 300 regular members and about 1000 supporting members (manufacturers, wholesalers and other related companies).*

*The numbers of present members are as of March 2023.



Why Exhibit at SMTS?

Scale of Exhibition

The latest store facilities, materials and information services are displayed as well as food and local products of Japan and overseas. It is one of the largest scale exhibitions in Japan organized by the retail distribution industry association.

<In SMTS2023>

Trade Visitors

62,525

*Incl. concurrent shows

Exhibitors

2,046

companies/organizations

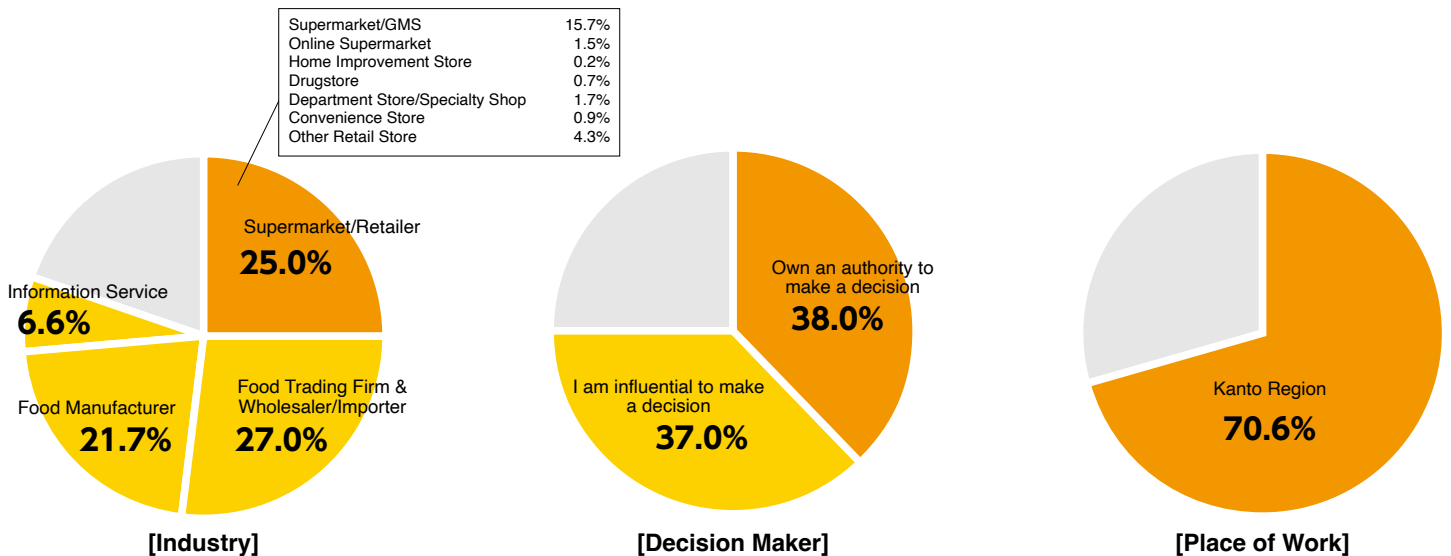
95 overseas exhibitors with 104 booths from 16 countries/regions

Booths

3,271

Quality of Visitors

We invite a large number of retailers including supermarkets and food distributors. Visitors are retailers VIP (CEO, owner and board member) and buyers who have the decision authority.



*Excerpts from SMTS/DTS2023 Show Report

Business Meetings during the Show

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

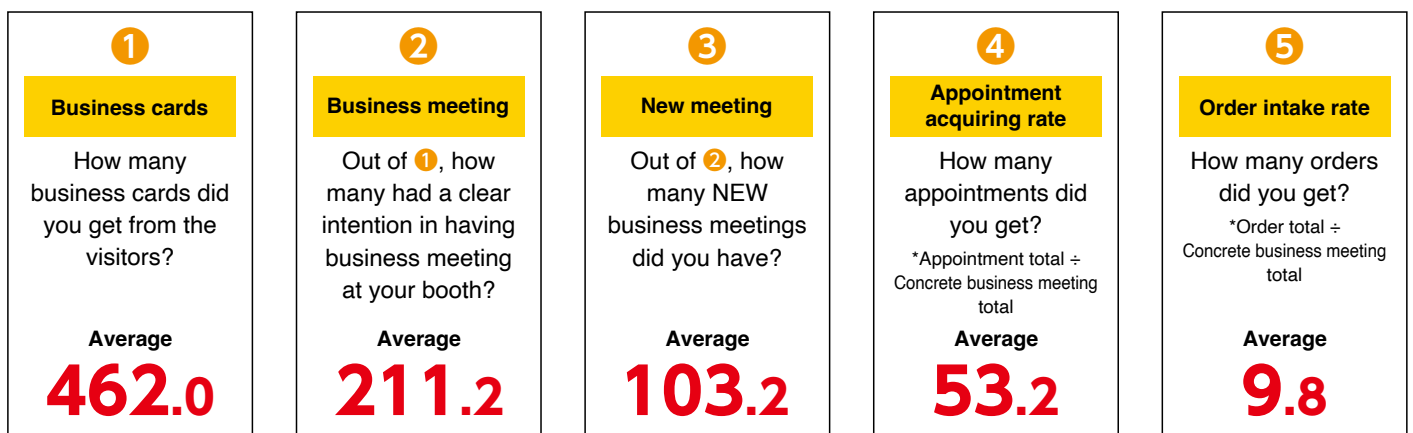


EXHIBIT ZONE

Soft and Alcoholic Beverage Zone

- Water (Mineral water)
- Soft drinks
- Beer / Beer flavored sparkling alcohol / Other sparkling alcohol
- Liquor
- Wine/ Imported liqueur
- Sake / Shochu / Miscellaneous alcoholic beverages
- Non-alcoholic beverages and Others

Confectionery and Sweets Zone

- Confectionery
- Delicacies
- Desserts / Raw sweets
- Japanese sweets
- Material for confectionery and Others

*For iced and frozen desserts, please exhibit at "Frozen x Food" as Food Trend Zone.

Japanese Regional Product Zone

- Japanese regional product

Fresh Product Zone

- Vegetables, Fruits, Flowers (vegetables, fruits, flowers, processed vegetables / fruits)
- Stock farm products (meat, processed meat)
- Marine products (raw foods, processed marine products)
- Eggs and others

Processed Food Zone

- Daily foods
- Seasoning / Spice / Stock
- Flour
- Cooking oil
- Canned / Bottled foods
- Instant foods / Pre-packed foods / Convenient foods
- Dried foods
- Rice
- Bread / Noodles
- Luxury foods (tea, coffee etc.) and others

*For prepared meal, please exhibit at "Delicatessen Trade Show 2024" as a concurrent show.

*For frozen products, please exhibit at "Frozen x Food" as Food Trend Zone.

Store Development and Sales Promotion Zone

- Store DX
- Data utilization / Customer attraction support and sales / Promotion
- Online supermarket / Delivery
- Point service
- Improved store operations / Operational efficiency / Productivity
- Temporary staffing / Education / Recruitment
- Newspapers / Magazines / Books / Web media

Equipment and Material Zone

- Shop fitting / Construction
- Wrapping / Binding devices
- Food fabricating equipment / Cooking devices for professional-use
- Refrigerated / Freezing devices
- Display showcases
- Other in-store devices and equipment
- Uniforms
- Distribution / Storage / Logistics / Devices for quality control
- Shop outdoor facilities
- Security related devices
- Environment / Hygiene related devices / Equipment
- POS register / Cashless
- Daily goods / Sundries / Nonfood articles

Special Project



This zone features three food trend themes with the newly added "Inbound x Food".

new+ "Inbound x Food"

The number of foreign tourists visiting Japan is rapidly recovering, and it is predicted that it will exceed the 2019 level by Expo 2025 Osaka, Kansai, Japan. Among the so-called inbound demands, the interest in the "food" sector is very high, and it is expected to continue to expand in the future.

In the newly established "Inbound x Food" zone, we aim to contribute to the expansion of inbound consumption and the improvement of sales and profits in the retail, food service, and restaurant industries by providing buyers with food, information, and services related to the inbound demand in the food sector, such as meals and souvenirs purchased during foreign tourists' stay in Japan.

"Inbound x Food"

Food, information and services related to inbound

- Japanese cuisine related products (sushi, tempura, udon, soba, etc.)
- Popular Japanese menu items among foreigners (ramen, curry, yakiniku (Japanese barbecue), konamon (food made with flour, grains and beans), etc.)
- Souvenirs, luxury goods, confectioneries, sweets related products
- Seasonings (soy sauce, miso, dashi, sauce, etc.), fermentation related products
- Japanese culture related products, character goods
- Vegan, vegetarian, halal related products
- Products for affluent foreign customers
- Inbound services such as store layout proposals, sales promotion tools, logistics and transportation, etc. and others

"Frozen x Food"

Foods, equipment, technology and services related to frozen

- Frozen prepared meals / Cooked frozen foods / Frozen meal kits / Frozen box lunch
- Frozen noodles / Frozen snacks / Frozen rice / Frozen bread
- Frozen ice cream / Frozen desserts / Frozen sweets / Ice
- Frozen ingredients (fruits & vegetables, stock farm, fisheries, mixed products)
- Private Brand (PB) frozen foods
- Frozen foods prepared under the supervision of famous chefs and restaurants
- Frozen meals of local and regional products
- Refrigeration-related equipment and technology (Freezers (home-use and business-use), frozen showcases, frozen vending machines, microwave ovens, ovens, freezing machines, thawing equipment, etc.)
- Information, services related to frozen, and others

"Sustainability x Food"

Sustainable products

- Plant-based foods / Alternative foods
- Organic foods/ Natural foods
- Sustainability
- Environmental label / Certificated label
- SDGs
- Food loss / Recycle / Upcycle



Online services throughout the year

Retail Trend

The Product Search system provided by SMTS has been renewed as "Retail Trend," a year-round online service. SMTS Exhibitors will be able to register their products and services and will be used in conjunction with SMTS (real) to help exhibitors expand their business opportunities online. (There is a limit to the number of products and services that can be registered.) The contents for the overseas market will be expanded in the future.

Official Website <https://www.retail-trend.jp/>

*In Japanese Only

Supporting new opportunities
in the retail distribution and food industry

Retail Trend



Hand-Made NIPPON (In Soft and Alcoholic Beverage Zone)



Hand-Made NIPPON

Theme zone displaying alcoholic beverages made in Japan



Sake breweries selected from all over Japan will be introduced in pursuit of Japan Quality based on the concept of "Life with Sake", which is to showcase the "skills" and "passion" of sake brewers who are particular about the regions and quality of their sake.

APPLICATION GUIDE

Exhibitor Badge

- 5 exhibitor badges per booth will be issued.
- Details will be announced in October 2023.
- Please note that the information may be subject to change depending on the situation.

Determination of Booth Location

The organizer will do the layout of the booth location carefully considering the following aspects in the order of the arrival of the application form.

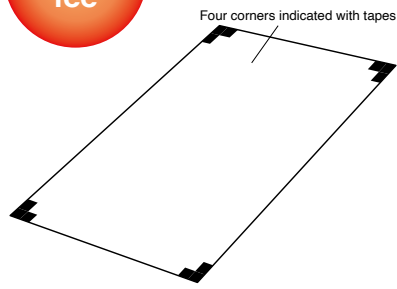
- Member or Non-member of NSAJ
- Number and configuration of exhibiting booths
- Difficulty level of product move-in, move-out and booth build-up
- Past record of exhibiting
- Exhibit zone
- Exhibit items

Schedule to Exhibit

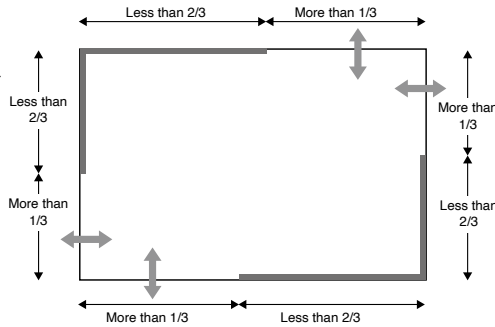
2023	June	Start to accept applications
	August	Pay exhibit fee Application Deadline
	October	Announcement of floor layout Exhibitors consider options for booth display
	December	Start to distribute invitation tickets
2024	January	Final Check Schedule / booth management
	February	Exhibition open



4 booths or over
¥396,000 (JPY)



per booth (1 booth minimum size: 3m x 3m)



*There is no need to open one third on the part along the neighboring booths as 2.7m height system wall panels will be installed by the organizer.

- 1 booth minimum size: 3m x 3m (9sqm), 4 or more booths application only.
- Four corners of the raw space will be indicated with tapes on the floor. However, the adjacent booths may be placed depending on the floor layout situation. In that case, system wall panels will be installed.
- **Wall panels, carpets or any other fittings are not included.**
- Exhibitors need a minimal decoration on their booths to keep the unified aesthetic appearance of the show. **One third or more per one side must be open with an access aisle.** Overseas Secretariat can introduce an official contractor if needed.
- Up to two co-exhibitors per one booth can be registered on printed materials and the website.
- Height limit of booth decoration is 2,700mm. However, if constructions are to be built more than 1,000mm inside the booth from its four boundaries, the height limit is 3,600mm for "Space Only Booth".



Space fee + Stand construction and fittings

*In case you provide food / drink tasting, installing sink / wash basin is necessary based on the guidance of Local Health Center. Exhibitors must bear the cost of the installation fee.

Package A
¥535,150 (JPY)



Including:

- **Booth Fittings**
- System Walls (H2.7m / White)
- Needle Punch Carpet (Gray) – 1 sheet / booth
- Company Name Board with booth number
- Dust Bin – 1 piece / booth
- Spotlight (100W) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 1 piece / booth
- Electrical Consumption Fee – 1kW / booth

Services

- Primary Electrical Work – 1kW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

*Only one company name board will be provided even if you have multiple booths or a corner booth.

Package B
¥571,450 (JPY)



Including:

- **Booth Fittings**
- System Walls (H2.7m / White)
- Needle Punch Carpet (Red, Green, Blue, Orange or Gray) – 1 sheet / booth
- Company Name Board with booth number
- Terraced Table with a white table cloth – 1 piece / booth
- Catalogue Stand (12 shelves) – 1 piece / booth
- Bar stool – 1 stool / booth
- Dust Bin – 1 piece / booth
- Spotlight (100W) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 1 piece / booth
- Electrical Consumption Fee – 1kW / booth

Services

- Primary Electrical Work – 1kW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

*Only one company name board will be provided even if you have multiple booths or a corner booth.

Package C
¥598,400 (JPY)



Including:

- **Booth Fittings**
- System Walls (H2.7 / White)
- Needle Punch Carpet (Red, Green, Blue, Orange or Gray) – 1 sheet / booth
- Company Name Board with booth number
- Shelf – 3 shelves / booth
- Cubicle with Curtains – 1 piece / booth
- Reception Counter – 1 piece / booth
- Catalogue Stand (12 shelves) – 1 piece / booth
- Multipurpose Box with casters and key (depth 0.6m) – 1 piece / booth
- Dust Bin – 1 piece / booth
- Spotlight (100W) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 1 piece / booth
- Electrical Consumption Fee – 1kW / booth

Services

- Primary Electrical Work – 1kW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

*Only one company name board will be provided even if you have multiple booths or a corner booth.

EXHIBIT ZONE

All the exhibitor booths will be located according to their product category. Please choose only one category of your products (multiple choices prohibited) from below and indicate it in the application form when applying. The organizer will consult the information given for the floor layout.

Inbound x Food

Processed Food Zone

Fresh Product Zone

Sustainability x Food

Confectionery and Sweets Zone

Store Development and Sales Promotion Zone

Frozen x Food

Soft and Alcoholic Beverage Zone

Equipment and Material Zone

After the submission of the Exhibitor Application, the Exhibitor is not permitted to withdraw or cancel all or part of an exhibit except when such cancellation is due to unavoidable circumstances; provided, however, that the Organizer accepts such cancellation, in its sole discretion. On the part of the Exhibitor, the Exhibitor shall notify the Organizer of such action in writing and pay the prescribed cancellation fee.

<Cancellation Fee> On or before August 9, 2023: 30% of exhibition fee
On and after August 10, 2023: 100% of exhibition fee

APPLICATION DEADLINE

August 9, 2023

*If the booths sell out before the deadline, the application will be finished.