Organizer's Project

SMTS Hall 4&5

食のトレンドゾーン Food Trends Zone

This zone features three food trend themes to introduce the latest information and products. This year, "Inbound × Food" as the hottest topic will be added newly, setting up seminars and PR corner.

new "Inbound × Food" - Food, information and services related to inbound -

The number of foreigners visiting Japan is recovering at a rapid pace. We contribute to the expansion of inbound consumption and increase profits by providing products, information, and services related to inbound demand in the "food" field, such as meals and souvenir purchases during foreign tourists' stay.

- Japanese cuisine related products (sushi, tempura, udon, soba, etc.)
- Popular Japanese menu items among foreigners (ramen, curry, yakiniku (Japanese barbeque), 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

Exhibitor: BOMPEX JAPAN / Daiso Industries / JALUX / Japan Shopping Tourism Organization / Net Stars / The PlantEat / YOMEISHU SEIZO (Alphabetical Order)

"Sustainability × Food" - Sustainable products -

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

Exhibitor: AXIS / Beau & Bon / COCONO Natural / Coplac / Daiharu / DGSALES / Dry Food Association of Japan / Earth and Water / Ecoinno Japan / First Step Japan / GUTEN / MAPLE3 / Flower Food / GREAT GIANT FOODS JAPAN / Iwasaki / Japan Farm Products / Jinmon / Katsuragi City Chamber of Commerce and Industry / Kunitaro / Kyodokumiai Kumamotomeisankai / Marumasa Food / MUSO / SakuraFoods / SANKO / Souseiagari / Spread / University of Marketing and Distribution Sciences / Water-based Flexographic Printing Advancement Council / YAMAKI JOZO / Yamauchihonten (Alphabetical Order)

"Frozen × Food" - Foods, equipment, technology and services related to frozen-

- Frozen prepared meals / Cooked frozen foods / Frozen meal kits
- Frozen noodles / Frozen snacks / Frozen rice / Frozen bread
- 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, and others related to freezing

Exhibitor: ajinochinaya / Akitahainaya / Aomori Prefectural Government / arcane / ARTISAN / ASC / Atomgiken / Beef Marek / BREDOR / Busco Foods / Caleta Bay / Chuo Kagaku / Drobimex / EATBFOODS / European Beef on Asian Markets / gold star / Gonohe Suisan / Gourmet Selection / GREEN FARM / Higa Industries / hongkongjapan / Hot Dog / IM.Food Style Frozen food / Jelly Beans / Karaminofoods / Katsu Mi Japan / Kawamitsu Shouji / KINJIRUSHI SALES (FROZEN) / Kyodo Printing / KYOGEN / M&N Corporation / Mandrillus / Marino / MaruhaNichiro / Maruni Foods / MARUJOO / Promotion Hokkaido of Food Development and Distribution / Matsuo / MISUZU LIFE / Mokicbrody / Nakasato Seika / NATIONAL POULTRY COUNCIL - CHAMBER OF COMMERCE / NERO / Nichinou / Seki / Nikkan Keizai Tsushinsha / Noridane / Noriake International / P.D.Drobex / PETOKOTO / PIZZAREVO / Poultry with a European passport / Rakuten Farm / SAONGWONWON / ELSS BRIDGE / SENYUFOODS / Senko Farm / Sevens / sisenshokuhin / SKYTEN / sunfressai / SUPERDROB CPF, POLAND / TAISEI / technicanild / tohzaisangyoboeki / TSUKIJI KANISHO / Will / Yamaya Communications / YANAGAWA FROZEN FOODS / Zaklad Drobiarski w Stasinie / Zakladly Mięsne Jozan (Alphabetical Order)

SMTS Hall 1

てづくり日本 NIPPON お酒のあるくらし

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.

SMTS Hall 2

Future Store "NOW" 継続的近未来スーパーマーケット研究

The Council will hold regular meetings to discuss issues and countermeasures in the retail industry, as well as subcommittees to further explore and verify the content of discussions, and present the content and results of each meeting.

DTS Hall 3

Bento and Prepared Meal Awards お弁当・お惣菜大賞2024

Bento (Lunchbox) and Prepared Meal Awards

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

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.
This stand is to taste "Gratin rice" with a demonstration, using the steamer oven installed in the back yard.

3 types of Gratin rice
- Chicken Gratin rice with Tomato Sauce
- Porcini-scented Gratin rice
- Omelet curry Gratin rice

The next edition
BUSINESS MEETING-BASED EXHIBITION FOR PROFESSIONALS IN RETAIL INDUSTRY

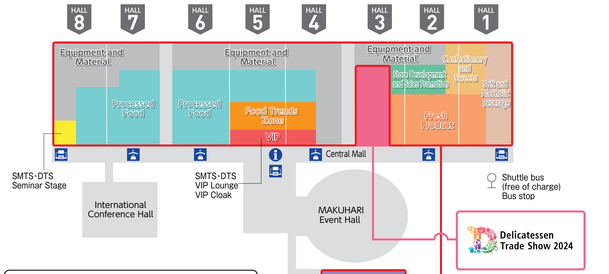
SMTS 2025 SUPERMARKET TRADE SHOW | Delicatessen Trade Show 2025 | 20th Kodawari Food Fair 2025

Date Feb 12 (Wed.) ~ 14 (Fri.), 2025 | Venue MAKUHARI MESSE | To book your booth Contact Overseas Secretariat (Congrès Inc.) super@congre.co.jp

FloorMAP

SMTS 2024 SUPERMARKET TRADE SHOW — Organizer: National Supermarket Association of Japan
19th Kodawari Food Fair 2024 — Organizer: Japan Food Industry Association
Delicatessen Trade Show 2024 — Organizer: National Supermarket Association of Japan

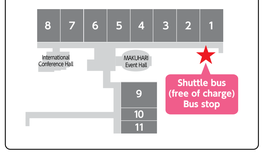
Date Feb.14(wed.)15(Thu.)16(Fri.),2024 10:00a.m.-5:00p.m.(Closes at 4:00p.m. on the last day)
Venue MAKUHARI MESSE

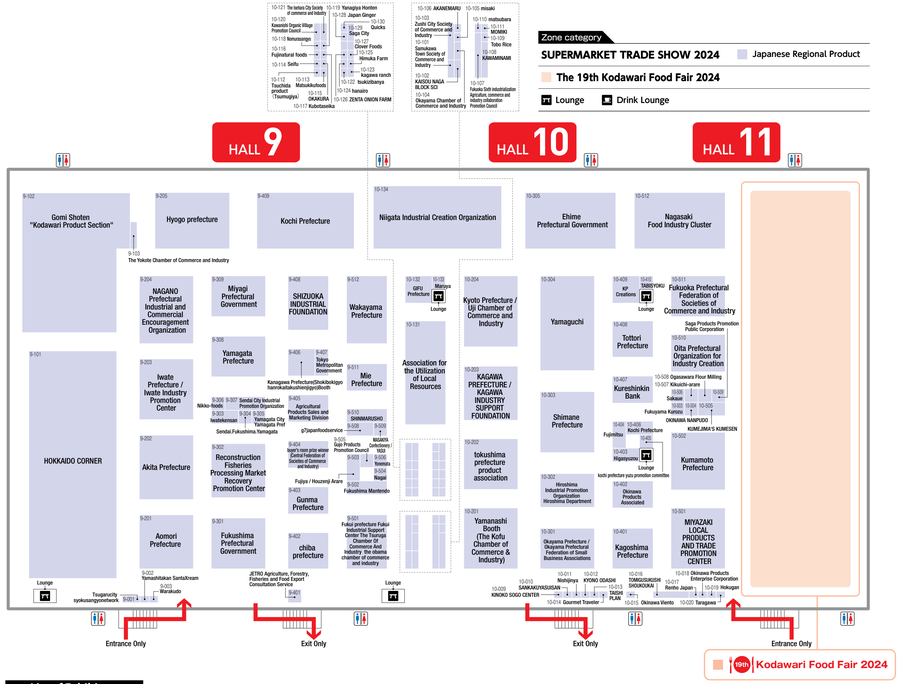


Please use the FREE SHUTTLE BUS to Makuhari Hongo on your way home!

Shuttle buses to Makuhari Hongo Station (JR/Keisei) will be available every 6 minutes.

・Ride time is approximately 10 minutes.
・The last bus departs at 6:00 p.m. (5:00 p.m. on Feb.16)





Zone category
- SUPERMARKET TRADE SHOW 2024
- The 19th Kodawari Food Fair 2024
- Lounge
- Drink Lounge
- Japanese Regional Product

List of Exhibitors

- Agricultural Products Sales and Marketing Division 9-405
- AKANEMARU 10-106
- Akita Prefecture 9-202
- Aomori Prefecture 9-201
- Association for the Utilization of Local Resources 10-131
- buyer's room prize winner(Central Federation of Societies of Commerce and Industry) 9-404
- chiba prefecture 9-402
- Clover Foods 10-127
- Ehime Prefectural Government 10-305
- Fujimitsu 10-404
- Fujinatural foods 10-116
- Fujiya / Houzenji Arare 9-503
- Fukui prefecture Fukui Industrial Support Center The Tsuruga Chamber Of Commerce And Industry the obama chamber of commerce and industry 9-501
- Fukuoka Prefectural Federation of Societies of Commerce and Industry 10-511
- Fukuoka Sixth Industrialization Agriculture, commerce and industry collaboration Promotion Council 10-107
- Fukushima Mantendo 9-502
- Fukushima Prefectural Government 9-301
- Fukuyama Kurozu 10-503
- g7japanfoodservice 9-508
- GIFU Prefecture 10-132
- Gomi Shoten "Kodawari Product Section" 9-102
- Gourmet Traveler 10-014
- Gujo Products Promotion Council 9-505
- Gunma Prefecture 9-403
- Hanairo 10-124
- Higaryuzou 10-403
- Himuka Farm 10-125
- Hiroshima Industrial Promotion Organization 9-406
- Hiroshima Department 10-302
- HOKKAIDO CORNER 9-101
- Hokugan 10-019
- Hyogo prefecture 9-205
- Iwate Prefecture / Iwate Industry Promotion Center 9-203
- Iwatekensan 9-303
- Japan Ginger 10-128
- JETRO Agriculture, Forestry, Fisheries and Food Export Consultation Service 9-401
- KAGAWA PREFECTURE / KAGAWA INDUSTRY SUPPORT FOUNDATION 10-203
- kagawa ranch 10-123
- Kagoshima Prefecture 10-401
- KAISOU NAGA BLOCK SCI 10-102
- Kanagawa Prefecture Kaibokigyo hannokaitakushienjigyo(Booth 9-406
- KAWAMITSU 10-108
- Kawanishi Organic Village Promotion Council 10-120
- Kikuichi-sake 10-507
- KINOKO SOGO CENTER 10-009
- Niigata Industrial Creation Organization 9-409,10-406
- kochi prefecture yuzu promotion committee 10-405
- KP Creations 10-409
- Kubotaseika 10-117
- Kumamoto Prefecture 10-502
- KUMEJIMA'S KUMESEN 10-505
- Kureshinkin Bank 10-407
- KYONO ODASHI 10-012
- Kyoto Prefecture / Uji Chamber of Commerce and Industry 10-204
- Maruya 10-128
- MASAKIYA Confectionery / YASUI 9-509
- matsubara 10-110
- Matsukikufoods 10-113
- Mie Prefecture 9-511
- miraki 10-105
- Miyagi Prefectural Government 9-309
- MIYAZAKI LOCAL PRODUCTS AND TRADE PROMOTION CENTER 10-501
- MOMIKI 10-111
- Nagai 10-108
- NAGANO Prefectural Industrial and Commercial Encouragement Organization 9-204
- Nagasaki Food Industry Cluster 10-512
- Niigata Industrial Creation Organization 10-134
- Nikko-foods 9-306
- Nohjiriya 10-011
- Nomurasangyo 10-118
- Ogasawara Flour Milling 10-508
- Olta Prefectural Organization for Industry Creation 10-510
- OKAKURA 10-115
- Okayama Chamber of Commerce and Industry 10-104
- Okayama Prefecture / Okayama Prefectural Federation of Small Business Associations 10-301
- OKINAWA NANPUDO 10-504
- Okinawa Products Associated 10-402
- Okinawa Products Enterprise Corporation 10-018
- Okinawa Viento 10-015
- Quicks 10-130
- Reconstruction Fisheries Processing Market Recovery Promotion Center 9-302
- Rentho Japan 10-017
- Saga City 10-129
- Saga Products Promotion Public Corporation 10-509
- Sakuai 10-506
- Samukawa Town Society of Commerce and Industry 10-101
- SANKAKUYASUISAN 10-010
- Sefu 10-114
- Sendai City Industrial Promotion Organization 9-307
- Sendai-Fukushima,Yamagata 9-304
- Shimane Prefecture 10-303
- SHINMARUSHO 9-510
- SHIZUOKA INDUSTRIAL FOUNDATION 9-408
- TABISYOKU 10-410
- TAISHI PLAN 10-013
- Tarageawa 10-020
- The Ishara City Society of commerce and Industry 10-121
- The Yokote Chamber of Commerce and Industry 9-103
- Tobo Rice 10-108
- tokushima prefecture product association 10-202
- Tokyo Metropolitan Government 9-407
- TOMIGUSUKUSHISHOUKOUKAI 10-016
- Tottori Prefecture 10-408
- Tsuchda product (Tsumugiya) 10-112
- Tsugaruyaki syokusaingyonetwork 9-001
- tsukibanya 10-122
- Wakayama Prefecture 9-512
- Warakudo 9-003
- Yamagata City Yamagata Pref 9-305
- Yamagata Prefecture 9-308
- Yamaguchi 10-304
- Yamanashi Booth(The Kofu Chamber of Commerce & Industry) 10-201
- Yamashitakan SantaXmeam 9-002
- Yanagiya Honten 10-119
- Yonemura 9-506
- ZENTA ONION FARM 10-126
- Zushi City Society of Commerce and Industry 10-103

As of January 15, 2024

SUPERMARKET TRADE SHOW 2024

Zone category

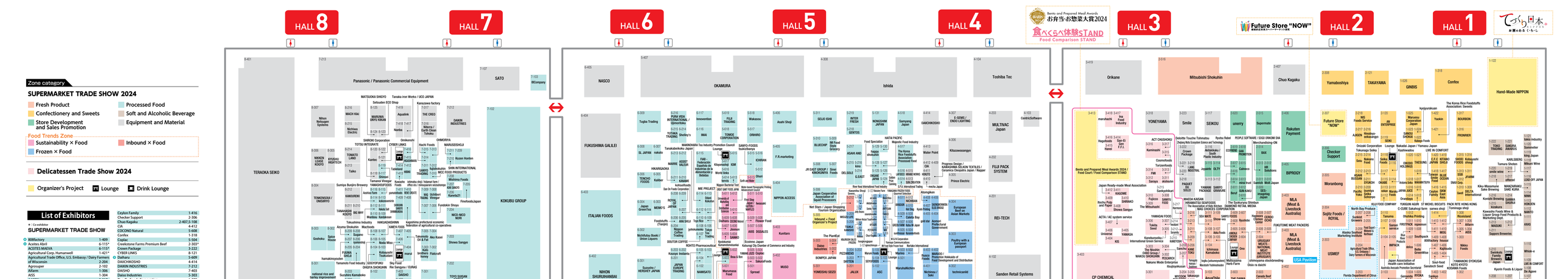
- Fresh Product
- Confectionery and Sweets
- Store Development and Sales Promotion
- Processed Food
- Soft and Alcoholic Beverage
- Equipment and Material

Food Trends Zone

- Sustainability × Food
- Frozen × Food
- Inbound × Food

Delicatessen Trade Show 2024

Organizer's Project | Lounge | Drink Lounge


HALL 8
HALL 7
HALL 6
HALL 5
HALL 4
HALL 3
HALL 2
HALL 1
Bento and Prepared Meal Awards
お弁当・お惣菜大賞2024
食べるこの体験STAND
Food Comparison STAND
Future Store "NOW"
Delicatessen Trade Show 2024
Exit Only
Entrance Only
Close
VIP Only
SMTS・DTS seminar stage
Supported by KEY COFFEE
SMTS・DTS VIP Lounge
VIP Cloakroom
Supported by UCC Ueshima Coffee
SMTS・DTS VIP Restaurant
Supported by NIPPN
SMTS・DTS VIP Chinese Restaurant
Supported by EAT & CO.
Panasonic / Panasonic Commercial Equipment
SATO
KEY COFFEE
NASCO
OKAMURA
Ishida
Toshiba Tec
GINBIS
Orikane
Mitsubishi Shokuhin
Chuo Kagaku
Yamaobshiya
TAKAYAMA
Confex
Hand-Made NIPPON
TERAOKA SEIKO
KOKUBU GROUP
FUKUSHIMA GALILEI
ITALIAN FOODS
NIHON SHURUHANBAI
ITOCHI-SHOKUHIN
MITSUI FOODS
NIPPN
UCC UESHIMA COFFEE
EAT & FOODS
Otafuku Sauce
Sanden Retail Systems
REI-TECH
FULI PACK SYSTEM
MULTIVAC Japan
YONEYAMA
SEIKOU
umery
Supermuk
Rakuten Payment
BIPROGY
MLA (Meat & Livestock Australia)
Checker Support
Moranbong
Sojitz Foods / ROYAL
USMEF
PRIMA MEAT PACKERS
NH Foods
STARZEN
Prifoods
FUJISEIKI
ATOM
foodnia
Tokyo Ham
Kyoto Foods & Liquor
Kyoto Foods & Liquor
Kyoto Foods & Liquor