

# **SMTS** 2025<sup>®</sup>

**SUPERMARKET TRADE SHOW**

## **EXHIBITION GUIDE**



**Date**

**February 12(Wed.) - 14(Fri.), 2025**

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

**Venue**

**Makuhari Messe**

Organizer:



**National Supermarket Association of Japan**

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

## 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 59th edition.

### OUTLINE

Exhibition Name: **SUPERMARKET TRADE SHOW 2025** (Abbreviation: **SMTS2025**)

Date: February 12 (Wed.) - 14(Fri.), 2025  
10:00am-5:00pm \*Closes at 4:00pm on the last day

Organizer: National Supermarket Association of Japan

Venue: Makuhari Messe

Admission: Pre-registration required

Concurrent Show: Seminar Stage, Reception Party

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 2024.



# 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 SMTS2024>

### Trade Visitors

**75,858**

\*Incl. concurrent shows

\*Including multi-day visitors

### Exhibitors

**2,190**

companies/organizations

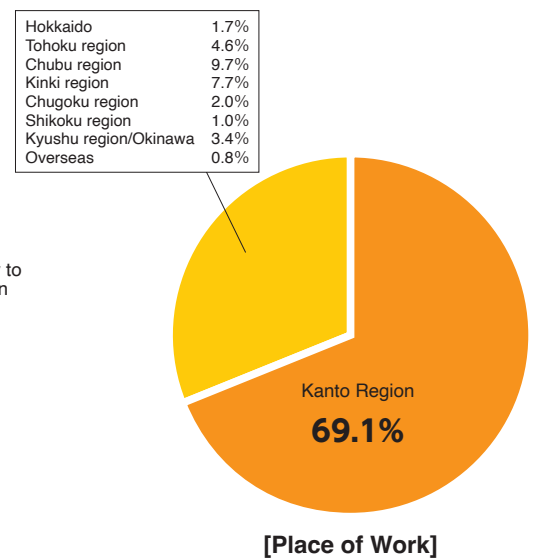
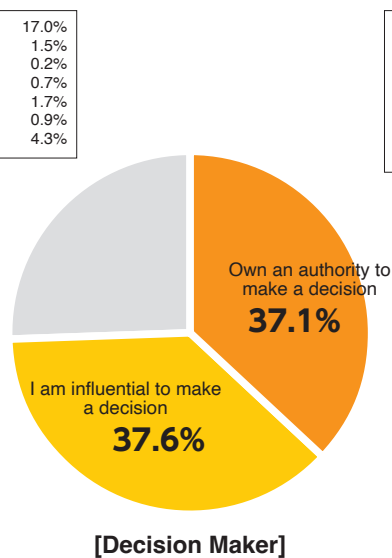
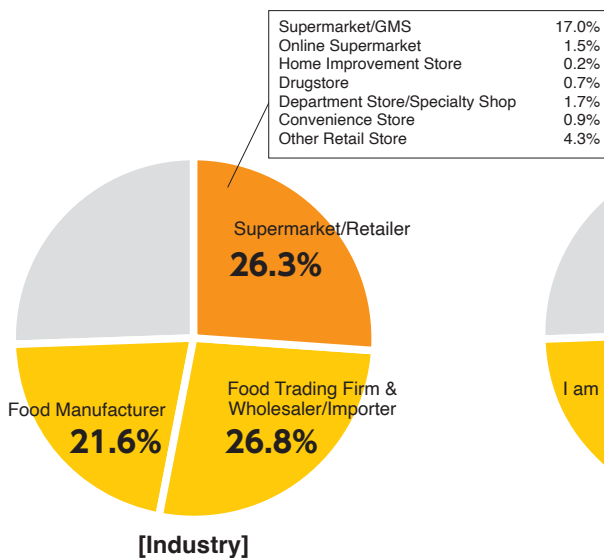
93 overseas exhibitors with 126 booths from 13 countries/regions

### Booths

**3,521**

## Quality of Visitors

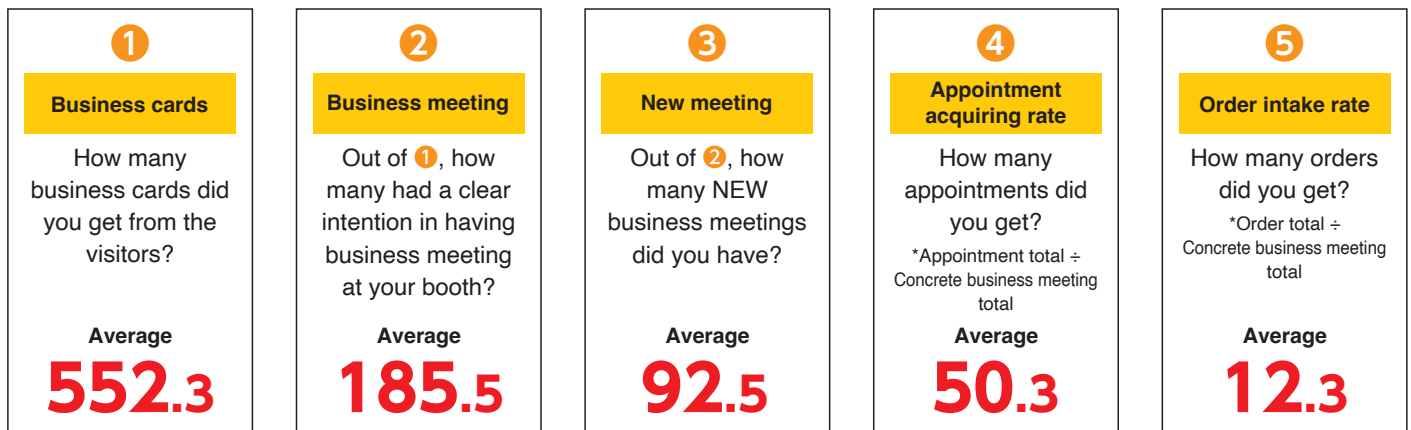
We invite a large number of retailers including supermarkets and food distributors. Visitors are retailers VIP (CEO, owner and board member) and buyers who have the decision authority.



\*Excerpts from SMTS/DTS2024 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 Trends Zone.

## 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
- Organic Foods / Natural foods, SDGs

\*For prepared meal, please exhibit at "Delicatessen Trade Show 2025" as a concurrent show.

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

## Food Trends Zone \*Details on P.5



- Time efficiency x Food
- Protein x Food
- Inbound x Food
- Frozen x Food

## 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

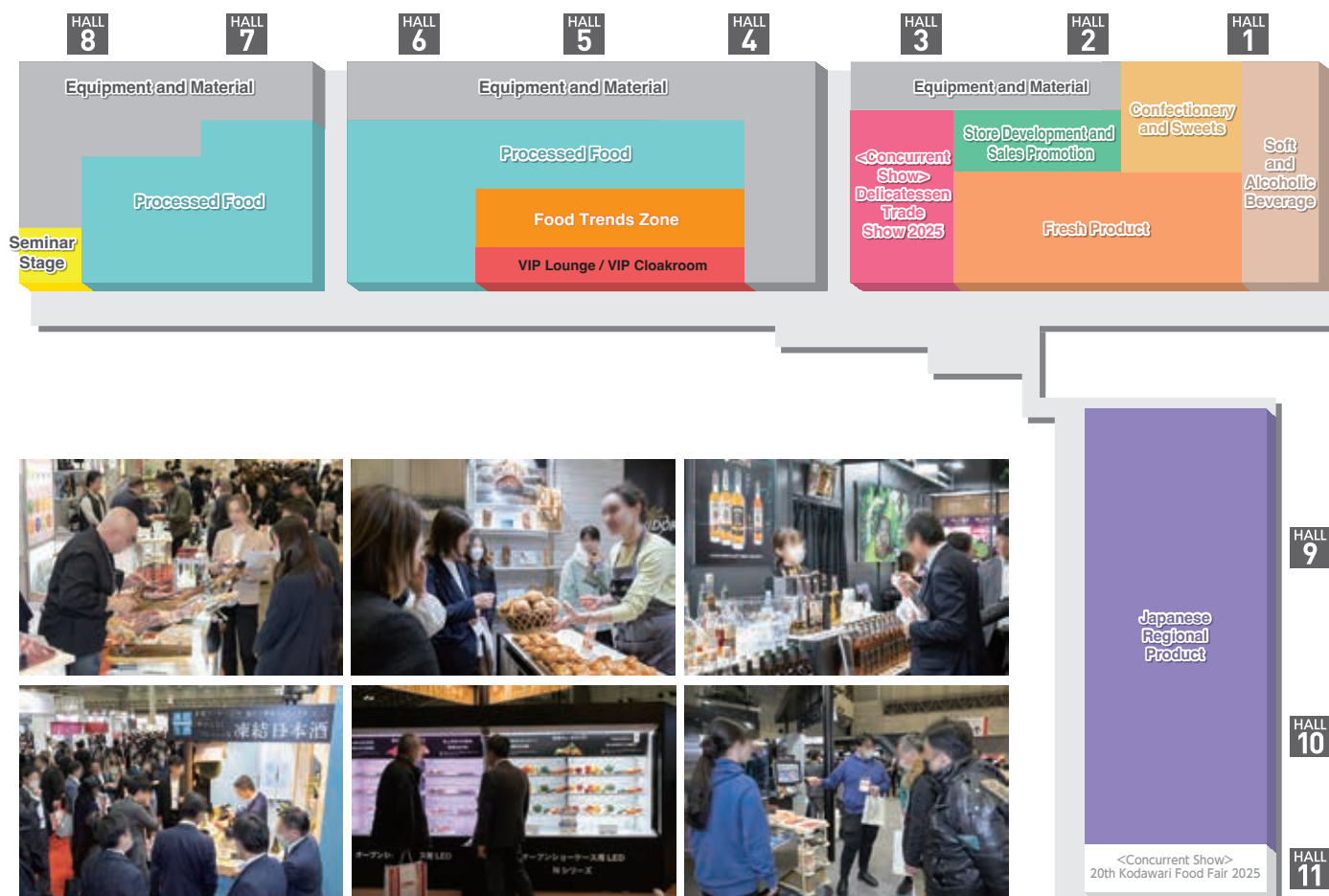
## Equipment and Material Zone

- 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
- 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

## Japanese Regional Product Zone

- Japanese regional product

## Zone Layout (planned) \*It may differ from actual layout.





## Food Trends Zone

This zone focuses on four food trends with the newly added themes of "Time efficiency x Food" and "Protein x Food".

new+

### "Time efficiency x Food"

Food, information technology and services related to time efficiency

The time efficiency mindset, in which people want to use their time efficiently, is spreading, especially among young people. In addition, the demand for simplicity and shortened cooking times, while taking into consideration the nutritional value and health of food, is expected to increase for today's busy people. The "time efficiency x Food" zone will offer products, information, technologies, and services to realize a "time efficiency" in terms of food and cooking, while enjoying a full meal, and will make proposals that lead to a rich dining experience.

- Products specialized for time efficiency (retort pouch, freeze-dried, seasonings, etc.)
- Meal kits and microwaving products
- Semi-cooked products (processed vegetables, processed fruits, etc.)
- Short cooking time items (microwave cookers, kitchen utensils, etc.)
- Recipe proposal and video creation service
- Sales floor proposals, and services to improve the efficiency of settlement and payment
- Internet supermarkets, quick commerce, other information, technology, services, etc.

new+

### "Protein x Food"

Food, information technology and services related to protein

Protein is an essential nutrient for the body, and in recent years, there has been a growing awareness of the need for its intake for purposes such as training, dieting, and beauty. Additionally, protein intake is considered important for preventing frailty in older adults, and this market is expanding further. In the "Protein x Food" zone, we will provide new products, information, technologies, and services related to protein, as well as disseminate information on health proposals and health support in supermarkets.

- Products fortified / Enriched with protein
- Products designed for convenient protein intake
- Products focusing on the nutritional value, absorption, and quality of protein
- Products related to plant-based protein
- Products related to alternative protein
- Other products, information, and services related to protein

### "Inbound x Food"

Food, information and services related to inbound

This is a zone that gathers food, information, technology, and services related to inbound demand in the food sector, such as meals, souvenir purchases, and experiences of Japanese food culture, which have increased rapidly due to the resolution of the COVID-19 pandemic and the depreciation of the yen, among other factors, among foreign tourists visiting Japan.

- 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

This is a zone that gathers the latest food, information, technology, and services related to frozen foods, as demand and shelf space in supermarkets continue to expand due to changes in lifestyle and technological innovations.

- 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 (frozen showcases, frozen vending machines, freezing machines, etc.)
- Information, services related to frozen, and others

## APPLICATION GUIDE

### Exhibitor Badge

・5 exhibitor badges per booth will be issued. ・Details will be announced in October 2024.

### 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

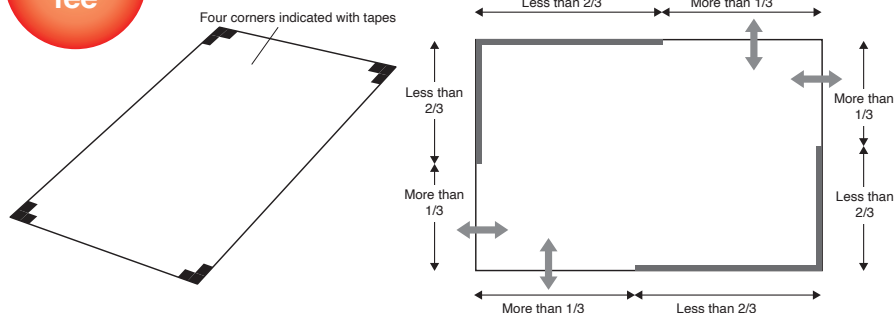
2024	June	Start to accept applications
	August	Pay exhibit fee / Application Deadline
	October	Announcement of floor layout / Exhibitors consider options for booth display
	December	Start to distribute invitation tickets
2025	January	Creating a list of expected visitors / Checking the delivery schedule for ordered items Final confirmation of operation and decoration / Creating a staff list
	February	Exhibition open

## Space fee

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".

## Package fee

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.

Time efficiency x Food

Frozen x Food

Fresh Product Zone

Equipment and Material Zone

Protein x Food

Soft and Alcoholic Beverage Zone

Processed Food Zone

Inbound x Food

Confectionery and Sweets Zone

Store Development and Sales Promotion 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, 2024: 30% of exhibition fee  
On and after August 10, 2024: 100% of exhibition fee

**APPLICATION DEADLINE**

**August 9, 2024**

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