

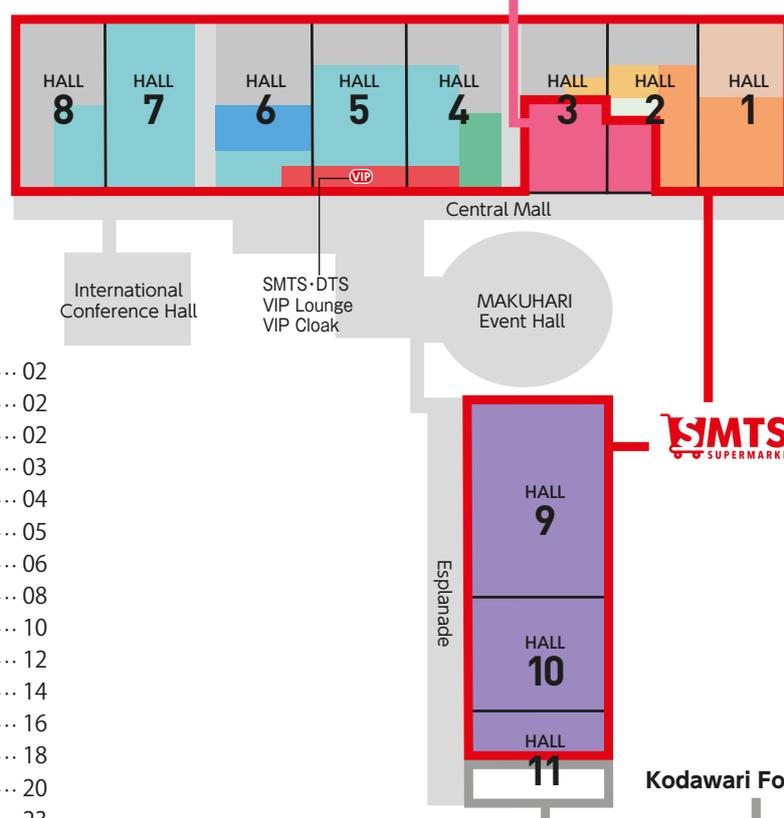
SHOW REPORT



Delicatessen
Trade Show 2021

Date Feb. 17 (wed.) 18 (Thu.) 19 (Fri.), 2021

Venue Makuhari Messe



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Introduction

The 55th Supermarket Trade Show 2021 and Delicatessen Trade Show 2021 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. Moreover, at the commemorable 55th anniversary of SMTS, 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)

26,385

Feb.17 (Wed.)	11,194	Sunny
Feb.18 (Thu.)	8,240	Sunny
Feb.19 (Fri.)	6,951	Sunny

Figures



SMTS 2021[®]

55th SUPERMARKET TRADE SHOW



Delicatessen Trade Show 2021

Exhibitors: 1,308 companies/organizations
 Overseas Exhibitors: 54 companies, 44 booths from 7 countries and regions
Booths: 2,261 booths

Exhibitors: 41 companies/organizations
Booths: 181 booths

Outline of the Show

▶ Supermarket Trade Show

Title:	The 55th Supermarket Trade Show 2021		
Abbreviation:	SMTS2021		
Date:	February 17(Wed.), 18(Thu.), 19(Fri.), 2021 (for 3 days) 10:00a.m.-5:00p.m. (10:00a.m.-4:00p.m. on the last day)		
Venue:	Makuhari Messe (Japan)	Trade Only	Under 18 not allowed to enter
Admission:	Admission by invitation only	No Roller Bags	No sales to exhibitors
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, Labor 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 / Embassy of Italy - Trade Promotion Section / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / Business France / Food Marketing Institute Japan		

Concurrent Show: Delicatessen Trade Show 2021 / The 16th Kodawari Food Fair 2021 As of February 10, 2021

▶ Delicatessen Trade Show

Title:	Delicatessen Trade Show 2021		
Abbreviation:	DTS2021		
Date:	February 17(Wed.), 18(Thu.), 19(Fri.), 2021 (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)	Trade Only	Under 18 not allowed to enter
Admission:	Admission by invitation only	No Roller Bags	No sales to exhibitors
Events:	"Bento and Prepared Meal Awards"-Award ceremony etc.		
Organizer:	National Supermarket Association of Japan		
Concurrent Show:	The 55th Supermarket Trade Show 2021 / The 16th Kodawari Food Fair 2021 As of February 10, 2021		

SMTS•DTS Online Seminar

To accommodate the new normal, all seminars were held as a webinar.
It was distributed from Feb.17 to Feb.28.
(Only the awards ceremony was live streamed. Other seminars were prerecorded.)
All 9 programs were distributed and watched by a total of 1,924 views.

Seminar

55th Anniversary SMTS Speaks

“Supermarkets in the World with COVID-19”

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



Supermarket White Paper 2021

● Institutional Changes and Amendments to the Laws Surrounding the Industry

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

● The Current Situation of Domestic Consumption

Speaker Yoshiyuki Nakazono Visiting Associate Professor, Yokohama City University

● Introducing the DX Implementation Cases at Supermarket stores

Speaker Yuichiro Mori General Manager, Corporate Planning Division, CCC MARKETING HOLDINGS

● Summary of 2020 and Future Outlook

Speaker Shigeyuki Niitsu Professor Emeritus, Takachiho University

Sustainable Future - Decipher from the Latest Food Trends in the World -

Speaker Ryosuke Tanaka Japan Country Manager, Innova Market Insights

What are the Consumption Behaviors / Dishes /

Menus that Have Changed and Become Established Due to COVID-19

- Interests and Purchasing Data Shows What is Required for Supermarket -

Speaker Issui Kodama Associate Manager, Shokumirai Kenkyushitsu, Marketing Division II, Nihon Shokken Holdings Co.,Ltd.

Is It All Right? Fire Protection Plan for Your Store

Speaker Norio Kodera Department Manager, Security Service Division I, Sohgo Security Services Co., Ltd.

Occupational Safety Measures in Food Related Companies - The Necessity and Practical Point -

Speaker Yasuo Yamazaki Chief Consultant, Tokyo Division Manager, Director, Central Japan Industries Association (ChuSanRen)

Awards Ceremony

Live streaming on Feb.17 (Wed.) 2:00p.m.-2:45p.m.

Delicatessen Trade Show 2021 Organizer's Project Bento and Prepared Meal Awards

Presenter Terumi Kobata
Judging Committee, Bento and Prepared Meal Awards
Executive Committee CEO, Shoku Sports Inc.

LIVE Seminar

Live streaming on Feb.17 (Wed.) 11:30a.m.-1:00p.m.

Supermarket

Good Action Initiatives

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

Speaker Regional Cooperation Center of Shukutoku University,
Green Store Co., Ltd. Super Sanko Co., Ltd.
PARIYA Co., Ltd. FRIENDFOOD Co., Ltd.

Panel Seminar

Challenges and Future of Local Products

Part 1 Famous Local Specialties and Sales Floors

Facilitator Akira Ushijima
Representative, Tsunagu Network, Inc.

Panelists Noriko Hakuta
Representative, Ryohin Koubou

Sakana Nakazawa
Executive Director, Furusato Hagi Food cooperative

Part 2 The Key to a Successful Selling is from 3D to 2D :
The Beauty of a Bird's-Eye View

Speaker Shin Nakamura
Industrial Food Producer, Story Teller Chef,
Representative Director, kitchen N Corporation

SMTS Organizer's Project

Hall 1 Hand-Made NIPPON - Theme zone displaying alcoholic beverages made in Japan -



We introduced the "Techniques" and "Sentiments" of the creators who prioritize local regions and focus on quality that respect the traditions of Japan.

We recruited companies from all over Japan who pursued "Japan Quality" and provided business meeting opportunities.

Also, a concierge function was installed to follow up with both visitors and exhibitors.



Hall 2 Food Safety and Sanitation

食の安心・安全対策

This zone was aimed at disseminating information on food safety of supermarkets.



"Exhibitor List" and "Product Search"

Exhibitors' company profile and products/services were uploaded on the official website.

We provided the information to help visitors visit each exhibitor efficiently.

The information will be available till the end of November 2021.

For details ▶ Available in Japanese only



Convention Hall
International Conference Hall

Business Matching @ SMTS2021

Pre-entry system

Business matching meetings (Pre-designated by buyers) between domestic buyers, mainly retailers, and exhibitors were held.

We took measures against infectious diseases such as installing acrylic boards and introducing some online business matching meetings this time.

Date February 17 (Wed.) - 19 (Fri.), 2021 Pre-entry system

Organizer National Supermarket Association of Japan /
The Tokyo Chamber of Commerce and Industry

The number of buyers 46 companies, 65 booths

The number of suppliers 134 companies / 237 entry companies

Total number of business meetings 320 meetings (including 71 online meetings)



Face-to-face business meeting



Online business meeting



Bento and Prepared Meal Awards お弁当・お惣菜大賞2021

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

February 17 (Wed.) 2021 2:00 p.m.-2:45 p.m.

Bento and Prepared Meal Awards 2021 Ceremony

Greetings, General Comments
Online

Yukio Yamori

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

Presenter

Terumi Kobata

Judge, Bento and Prepared Meal Awards Executive committee
President, shoku sports Inc.



3-302

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.





SMTS 2021[®] Visitor

SUPERMARKET TRADE SHOW

▶ Many high-quality and selected visitors although the number of visitors decreased

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 17(Wed.)-19(Fri.), 2021
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	1,540 sheets
Examination Place	In the venue of Supermarket Trade Show

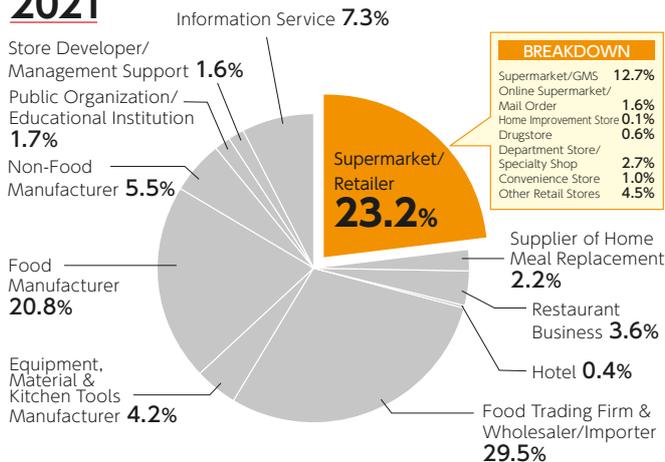
Q1

Industry

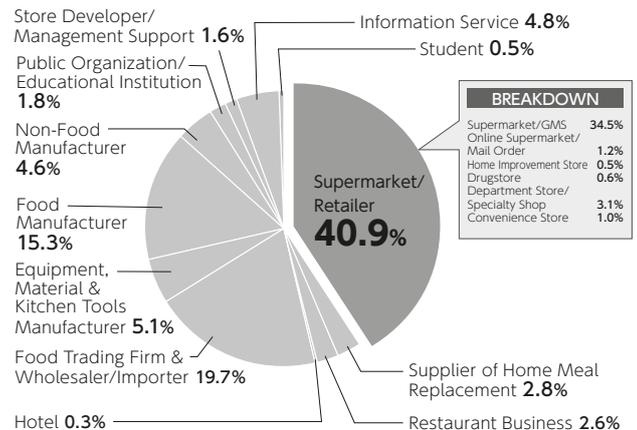
Significant change in the percentage of visitor categories

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

2021



2020



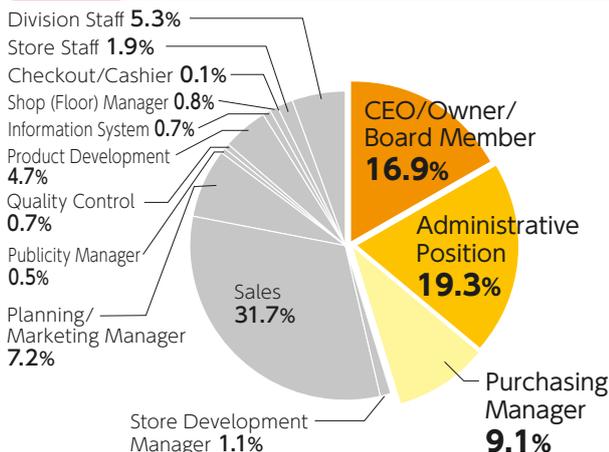
Q2

Job Category

Job title with an authority

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

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



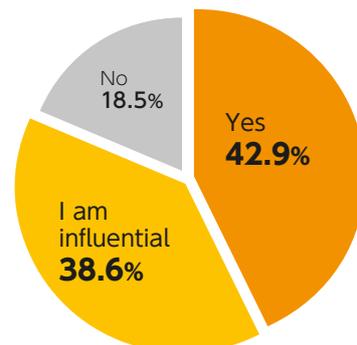
Q3

Decision Maker

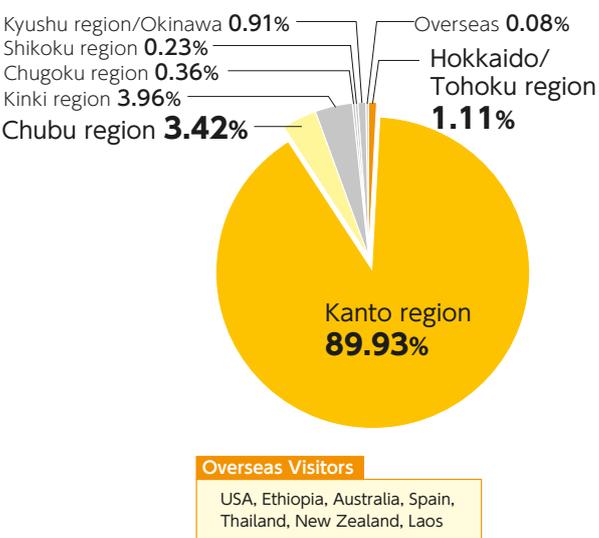
More than 80% of the visitors owned the decision authority (last year 65%)

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

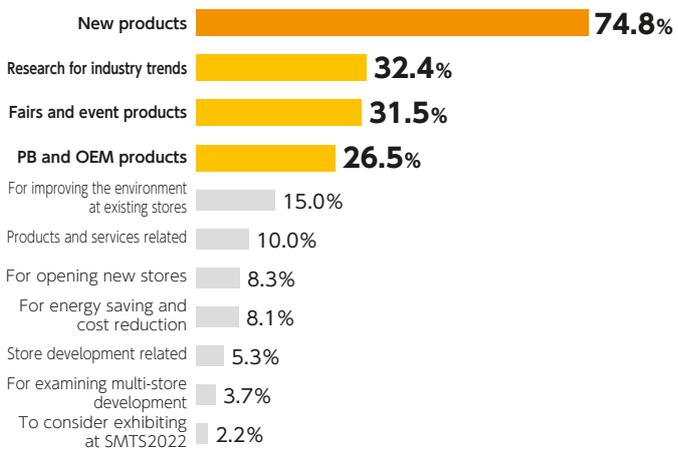
*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm



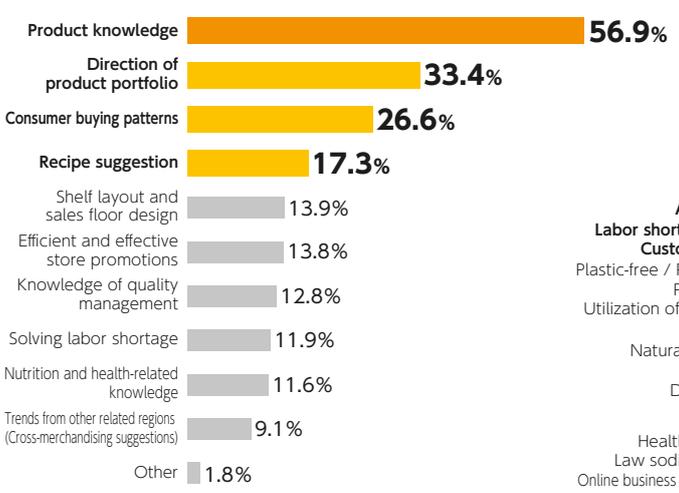
Q4
Place of Work
Most visitors are from Kanto area due to the traveling restriction
▶ Where is your office located? 1 choice



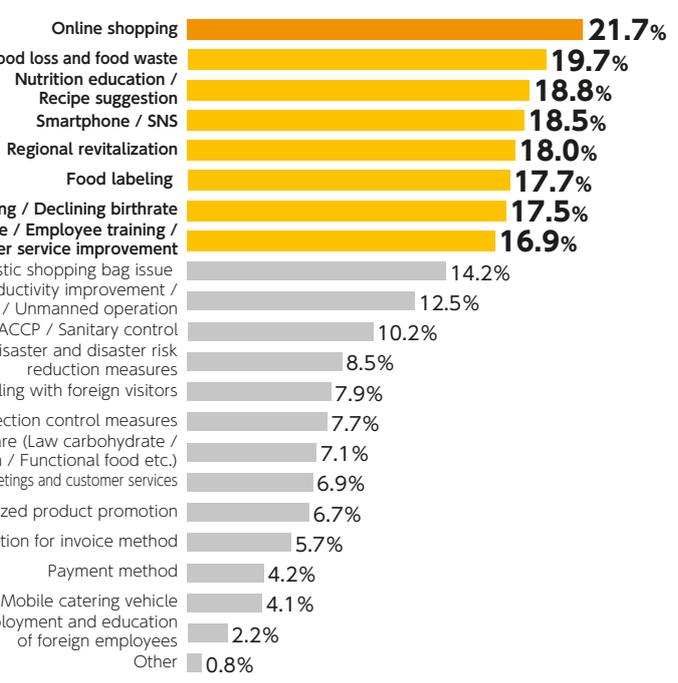
Q5
Purpose
Many seeking new products
▶ What is the purpose of your visit? Multiple answers



Q6
Theme for Business meeting
Proposal for problem solving is the key opportunity
▶ What does your company need? What is the problem your company wants to solve? Multiple answers



Q7
Features
Attention is focused on "Online shopping" and "Food loss and food waste"
▶ Please tell us which areas your company will focus on in the future. Multiple answers



Q8
Demand
Trends and needs are diversified and subdivided along with the times
▶ Please tell us about the contents you would like to see and expect at the next show. Free answer

- AI
- Products and services needed under COVID-19 situation
- Movement toward HACCP
- New products from other countries
- SDGs related display
- New perspectives and measures for regional products
- Expansion of online sales support tools
- Future sales floor forecast
- Health foods
- Enhancement of introduction about import and Japanese wines



**Delicatessen
Trade Show 2021**

Visitor

▶ Visitors came for trend survey and gathering information in ready-meal industry

Questionnaire Outline

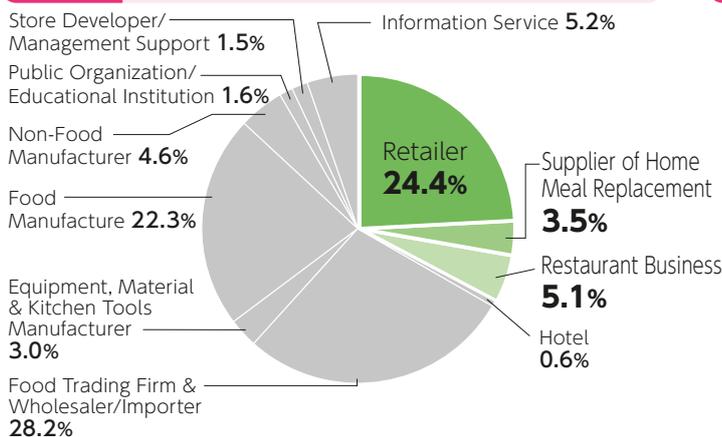
Examination Method	Questionnaire sheets were made by the organizer. Visitors filled it in at the counter and the response sheets were collected on the spot.
Examination Period	February 17(Wed.)-19(Fri.), 2021
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	306 sheets
Examination Place	In the venue of Delicatessen Trade Show Exhibition Area

Q1

Industry

Visitors mainly from food related industries

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



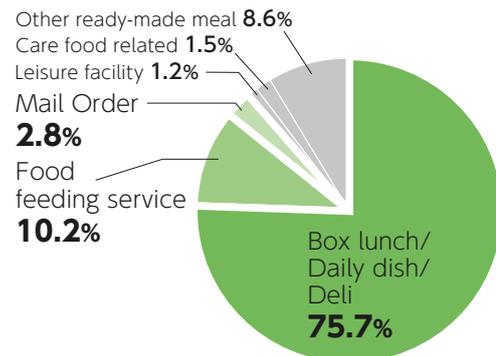
Q2

Industry Type of Home Meal Replacement

More than 70% of the Visitors from delicatessen related industries

▶ Please tell us more about your business category

*For those who answered "Supplier of Home Meal Replacement" on Q1 **1 choice**



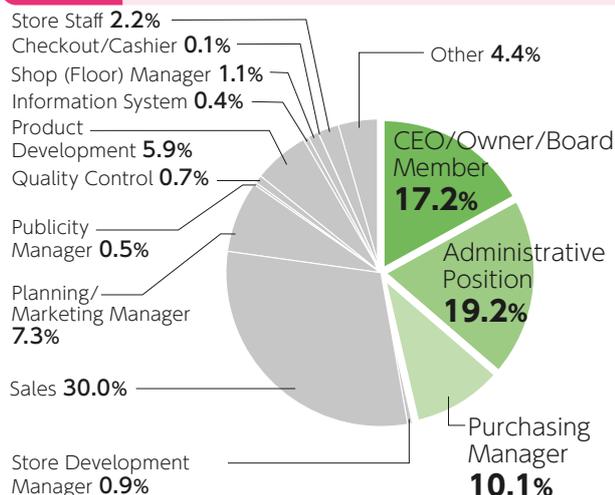
Q3

Job Category

Rapid increase of visits of Sales/Store Development Manager

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

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



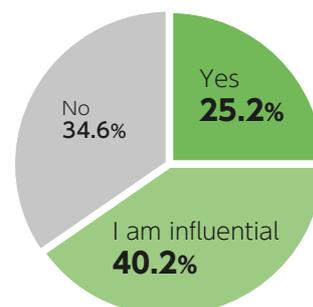
Q4

Decision Maker

About 60% visitors with decision authority

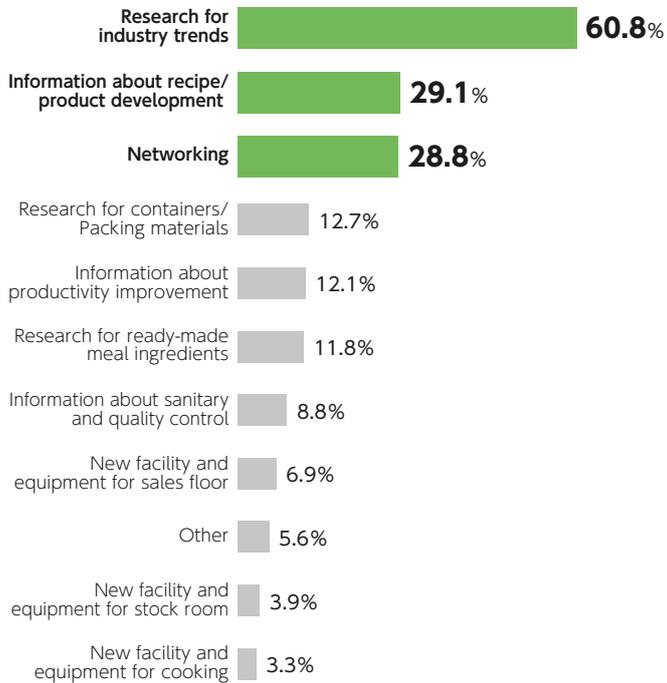
▶ Do you own an authority to make a decision about product purchasing? **1 choice**

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



Q5
Purpose

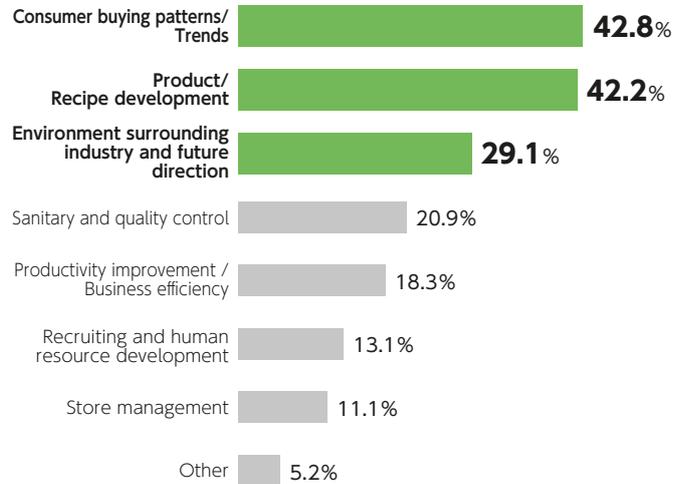
Growing interests in the industry trends under COVID-19 circumstance

▶ What is the purpose of your visit? Multiple answers

Q6

Theme for the Future

Rapid increase of visits with the purpose of trend survey and gathering information

▶ What does your company need? What is the problem your company wants to solve? Multiple answersQ7
Demand

Diversified needs; COVID-19, SDGs, subscription...New keywords arose

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

- A project specializing in COVID-19
- An environment where COVID-19 settles down and tasting can be conducted safely
- Hybrid exhibition (both online and offline)
- Products in line with trends
- SDGs related
- Booths with common topics
- Centralized management and subscriptions
- More ready-made meal manufacturers
- Collaborated products with restaurant menus
- Environment-friendly store management
- More container and packaging material manufacturers
- Practical examples at sales floors in retail stores
- Signage related venture companies
- Exhibition area focusing on hygiene management
- Local products
- Exhibit scale same as before COVID-19





Exhibitor

▶ Although the number of visitors decreased, it directly led to influential business meetings with visitors who have the approving authority

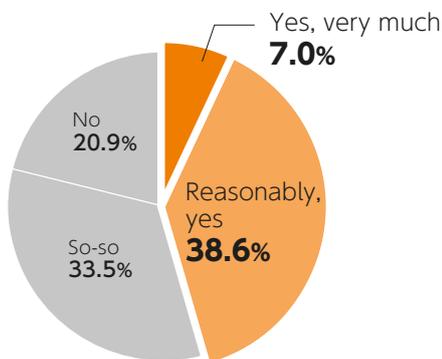
Questionnaire Outline

Examination Method Questionnaire sheets were collected after the show by March 15 (Mon.), 2021 from each exhibitor.

Q1 Satisfaction

About half of exhibitors are satisfied

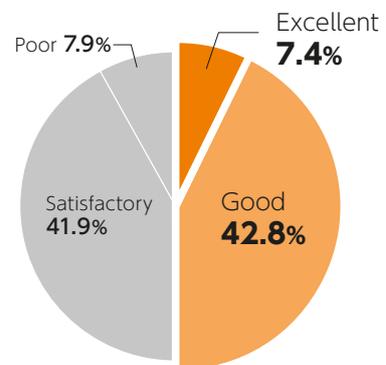
▶ Are you satisfied with the results of the show? **1 choice**



Q2 Quantity and Quality of Visitors

High quality visitors

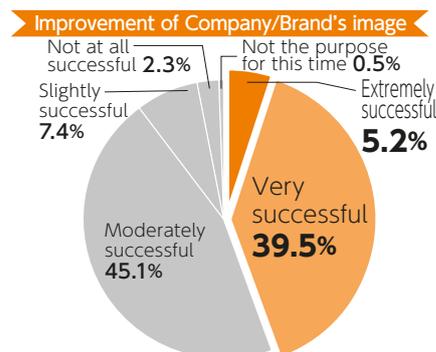
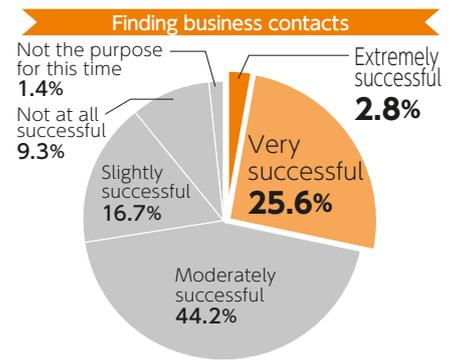
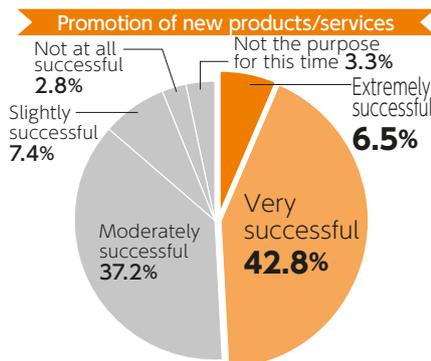
▶ How were the quality of the visitors? **1 choice**



Q3 Achievement

Even with less contact opportunities, it was effectively used as a place for PR

▶ Please tell us the degree of attainment of your exhibit this time. **1 choice**



Q4

Business Meetings during the Show

Figures for the show result

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

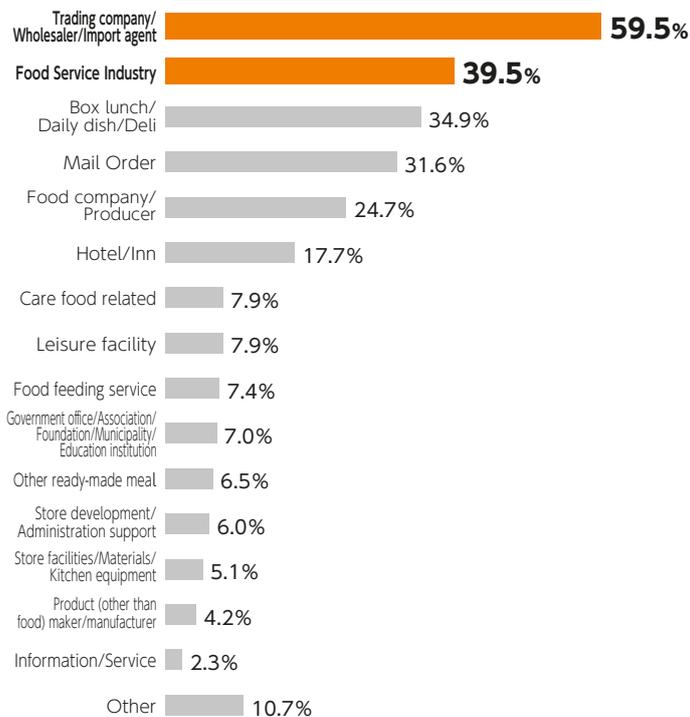
1	Business cards	How many business cards did you get from the visitors?	Average 245.2
2	Business meeting	Out of 1, how many had a clear intention in having business meeting at your booth?	Average 99.8
3	New meeting	Out of 2, how many NEW business meetings did you have?	Average 87.4
4	Appointment acquiring rate	How many appointments did you get? *Appointment total ÷ Concrete business meeting total	Average 20.9
5	Order intake rate	How many orders did you get? *Order total ÷ Concrete business meeting total	Average 3.3

Q5

New Sales Channels

Sales expansion to sellers is still a key issue

► What business categories would you like to have business meeting with in your future participation of the show? Multiple answers

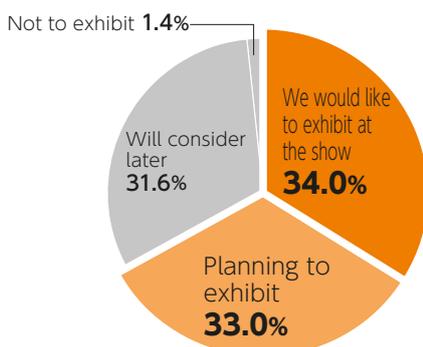


Q7

Plan to Exhibit Next Year

About 70% exhibitors plan for next participation

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



Q6

Outcome

Achievements and opportunities obtained precisely because of face-to-face communications

► Please comment on the merit of exhibiting at real business meetings under a state of emergency. Free answer

- Since visitors can actually pick up the product on their hands, the chances to have business meetings is higher than online meetings which visitors just look at the products photo and info on the website.
- Having a face-to-face conversation is smoother than online. It's also easy for buyers to ask questions. We could appeal our products' good points by showing them on site.
- We could catch real opinions and needs of buyers by talking to them for real and caught their feelings through their expression on their faces and conversations. Face-to-face meeting is very important.
- It was the best that we could show actual products to buyers in reality. We could get real comments from buyers so we can improve the products.
- Could have an appointment with a business partner in a new genre.
- Having business meetings with new clients.
- Meeting face-to-face allows us to know buyers' personality and to pick up visitors' needs from chatting. It is valuable for future business meetings. Some buyers are still uncomfortable with having online meetings, so real meetings are meaningful.
- Could meet companies that we couldn't make appointments over the phone in the past. We could also approach different category of companies normally we have no contact with.
- The high quality of the visitors made it possible to have high-density business negotiations.

Q8

Future Improvement

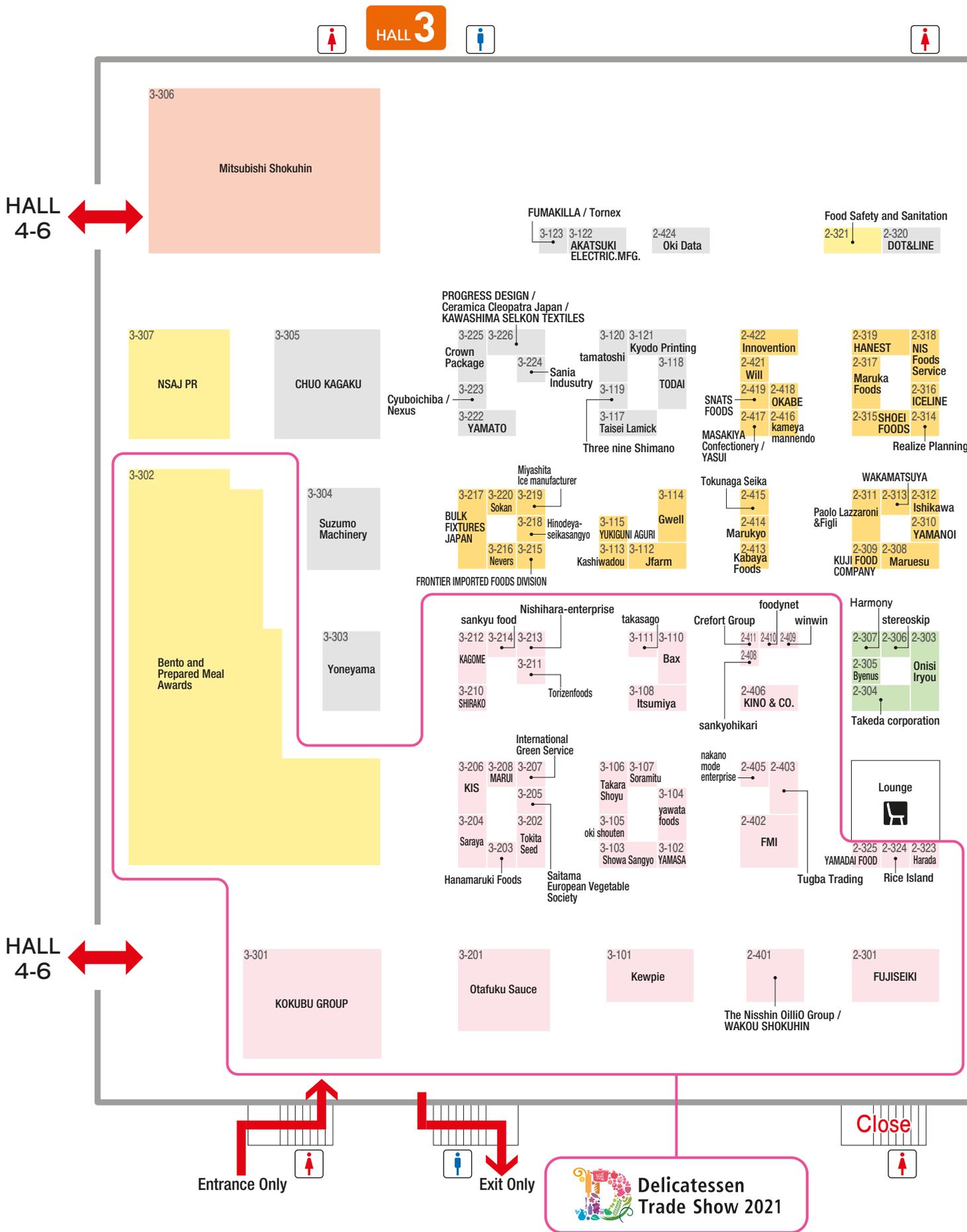
Improvement for the next participation

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

- There are some points that we can devise by using examples from other companies such as POP and video production.
- Proposals and guidance methods to new and potential customers under these emergency situations.
- It is necessary to operate the booth consciously in order not to miss the opportunity to meet visitors. Also needed to think about the efficiency and easy-to-understand method such as tasting methods and proposal materials.
- Couldn't establish measures for attracting buyers of target companies.
- Booth design and way of having business meetings
- Since the opportunity to provide tastings decreased, it was necessary to create a booth that could attract buyers even without sample tastings.
- As we focused on introducing our business without displaying specific products, we couldn't get visitors' big interests.
- Displayed too many products. Needed to narrow down the products we want to introduce.
- We should have displayed products by purpose (concept) for visitors.
- Needed to think about the schedule after the show to follow up visitors.

FLOOR MAP

FLOOR MAP [HALL 1-3]





HALL 2



HALL 1



Winterhalter Japan

2-120
2-119
2-118
2-117
MATSUOKA SHIGYO
Atomgiken Nanba

1-421
1-420
Kawasho Foods
Yamanashi Sake and Shochu Makers Cooperative

1-116
Hand-Made NIPPON

2-214
JALUX
2-213
Nikko Foods

2-116
euglena

Lounge
Supported by UCC Ueshima Coffee

Show-wa
1-317
1-318
1-316
MASUKI
KONISHI BREWING
1-315
Shirayuri winery
1-314
ITOEN
1-312
ThreeBond Trading / kimura
1-313
GRN

1-115
SURF BEVERAGE
1-114
PANAVAC

2-112
2-113
2-111
ONO FOODS MACHINE
ALTEX ASIA
Great Giant Foods Japan

kawakamiyakuinshouji
1-418
1-417
higasyuzou trolox
1-416
1-415
EISHIN GROUP
Sansei Service
Alberta Agriculture Industries
1-320
1-311
CANADA PORK
1-310
Canada Beef International Institute

1-206
TOKO TRADING
1-205
KARUIZAWA BREWERY

1-113
1-112
1-111
1-110
Mikuni Wine
Hokoan
LEAD-OFF JAPAN
ECLOR ENTREPRISE

2-211
2-209
2-208
2-207
ESPEC MIC
AGC
kaiyuu
Chrysal Japan
sheena orchids

Harvest Hamamatsu
2-109
2-108
2-107
uotsunesyouten
Hosai
chance
1-413
1-412
1-410
Happaya
Shinnippou 808FACTORY
1-411
TOMINAGA SHOJI
1-409
1-408
SASNA DELICOM
FUKUTOME MEAT PACKERS
1-309
1-308
1-307
Akiakane
JBS Seara Japan
1-303
ORITZ CORPORATION
Yamamoto
1-305
1-304
Kagoshima prefectural economic federation of agricultural co-operatives Fresh Product

1-204
Japan Pork Producers Association
1-203
AMATAKE
1-202
ITOHAM FOODS

1-109
1-108
1-107
1-106
NINKI
FRONTIER LIQUOR DIVISION
21Community
Shonantrading

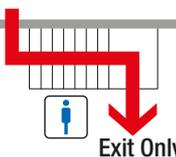
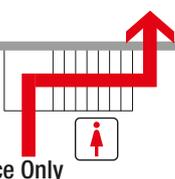
2-204
2-205
2-203
2-202
Obuchi Sengyo Dan
ASAHI KYOUHAN
IMPACK
MAEDA KAISAN
2-105
2-103
KANETOKU
SAPPORO CHUOUSUISAN

Business Administration Secretariat for organic agricultural product value chain construction promotion
1-406
1-404
Tsukiji Kanisho
Food Export Midwest & Northeast
1-405
HANEI
1-403
Aqua Chile
1-402
OREGON HAZELNUTS FARMS
Agricultural Trade Office, U.S. Embassy
U.S. Meat Export Federation

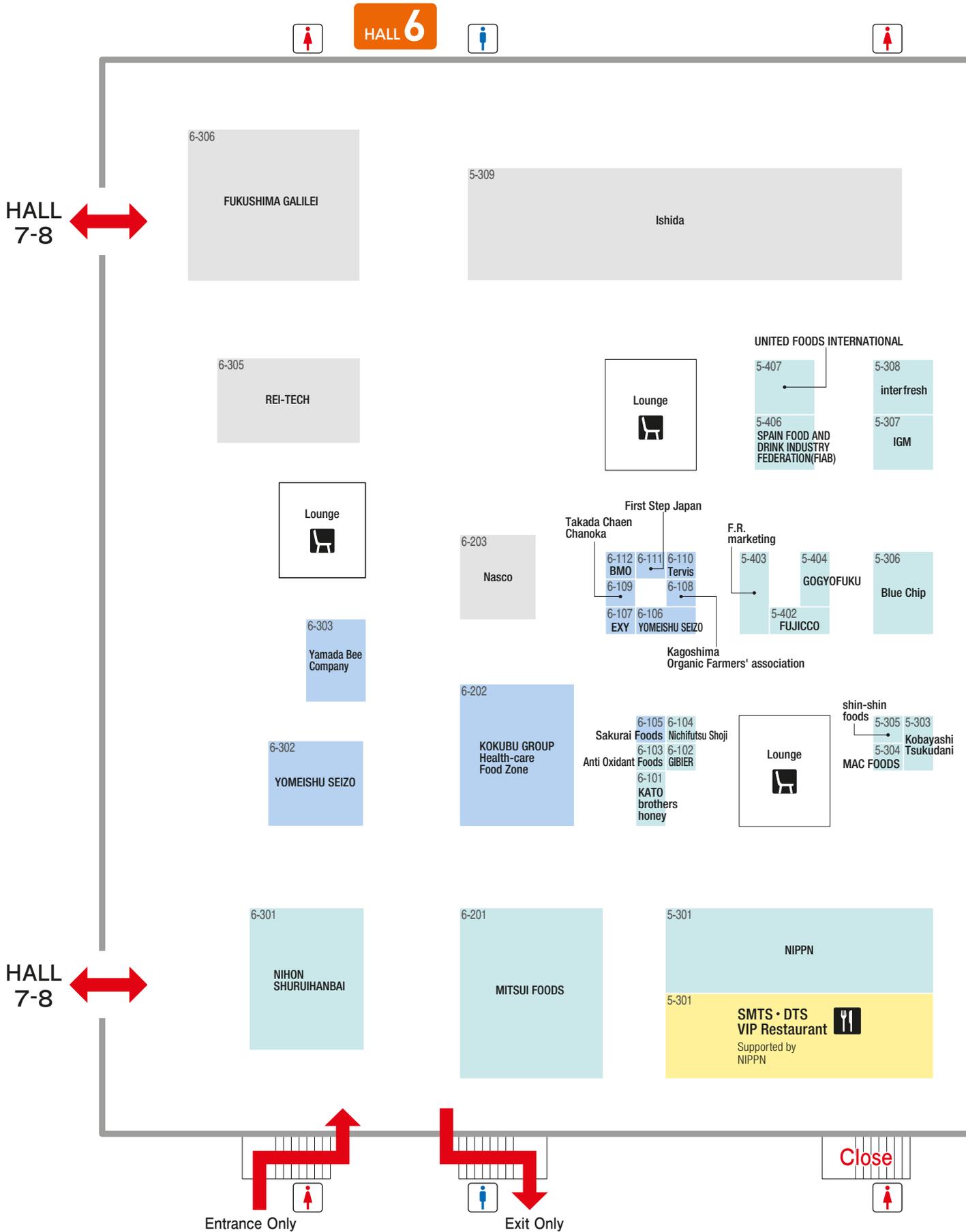
1-201
STARZEN
1-105
1-104
1-103
1-102
Japan Shrink-Pack-Egg Association
Itsujifood industry
Shimoyama Chikusan
Sakaue
Cerdo Ocho

2-101
Meat & Livestock Australia
1-301
NH Foods

Close



FLOOR MAP

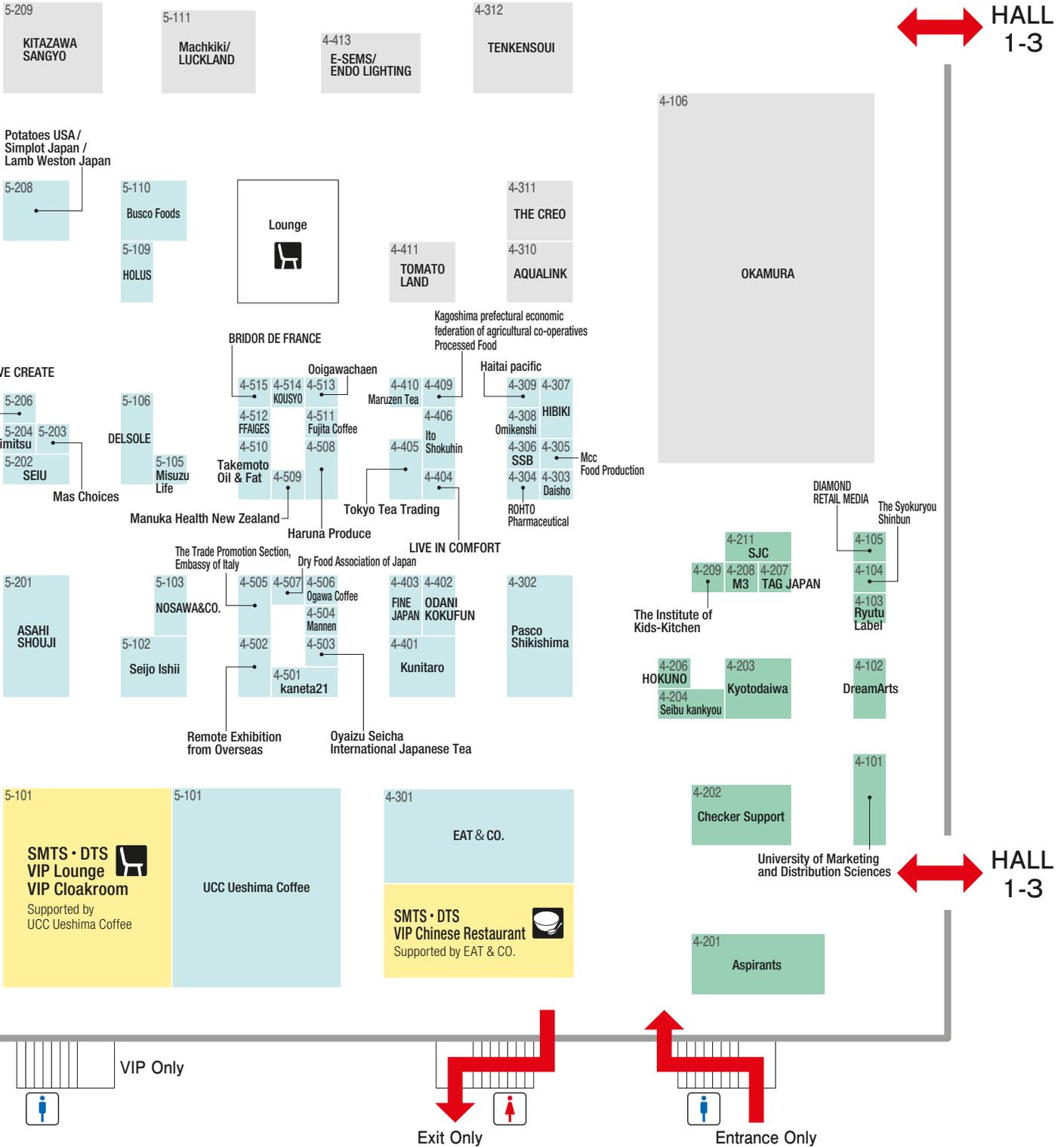




HALL 5

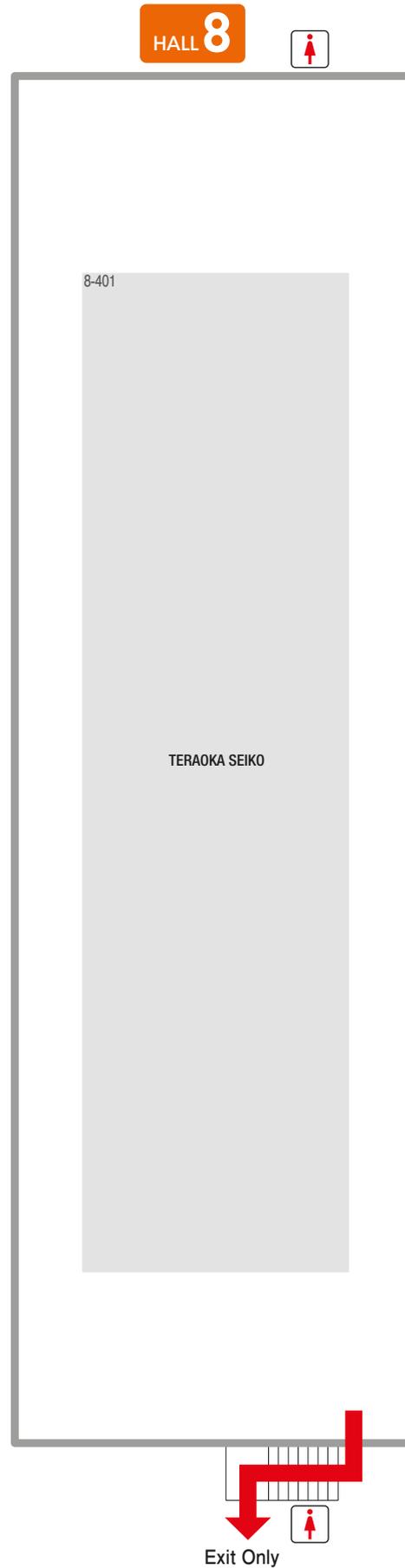


HALL 4



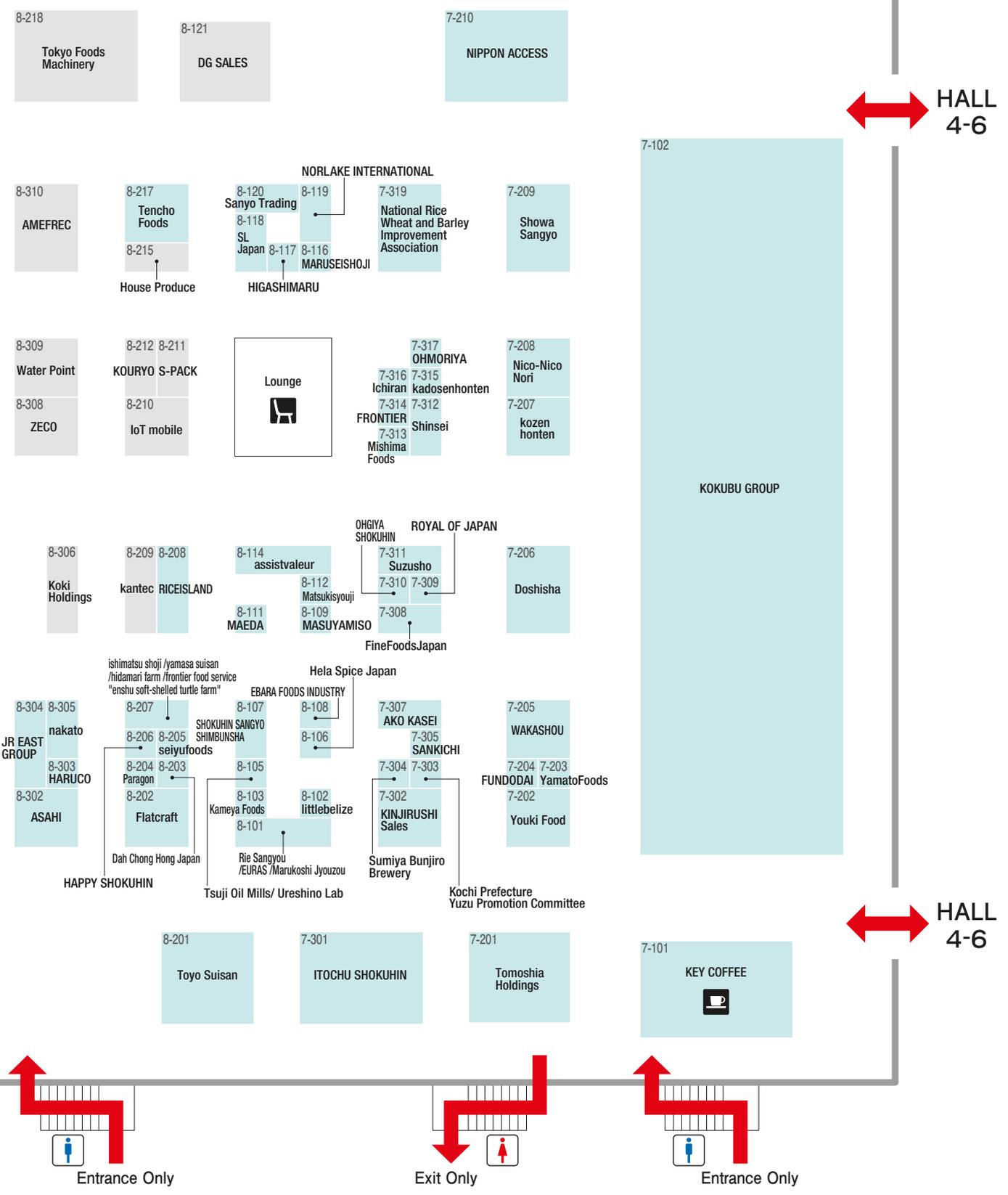
FLOOR MAP

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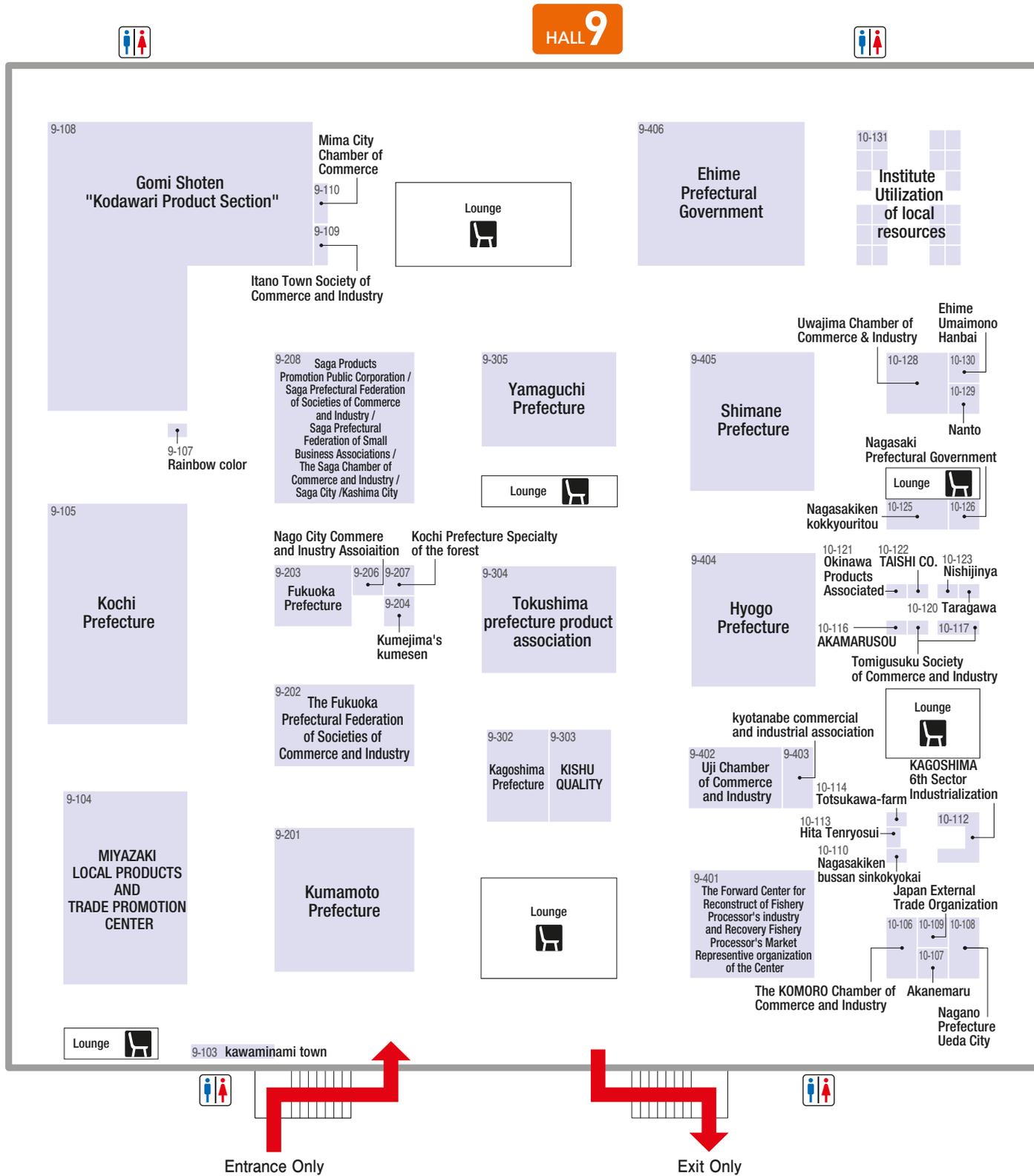


HALL 7



FLOOR MAP

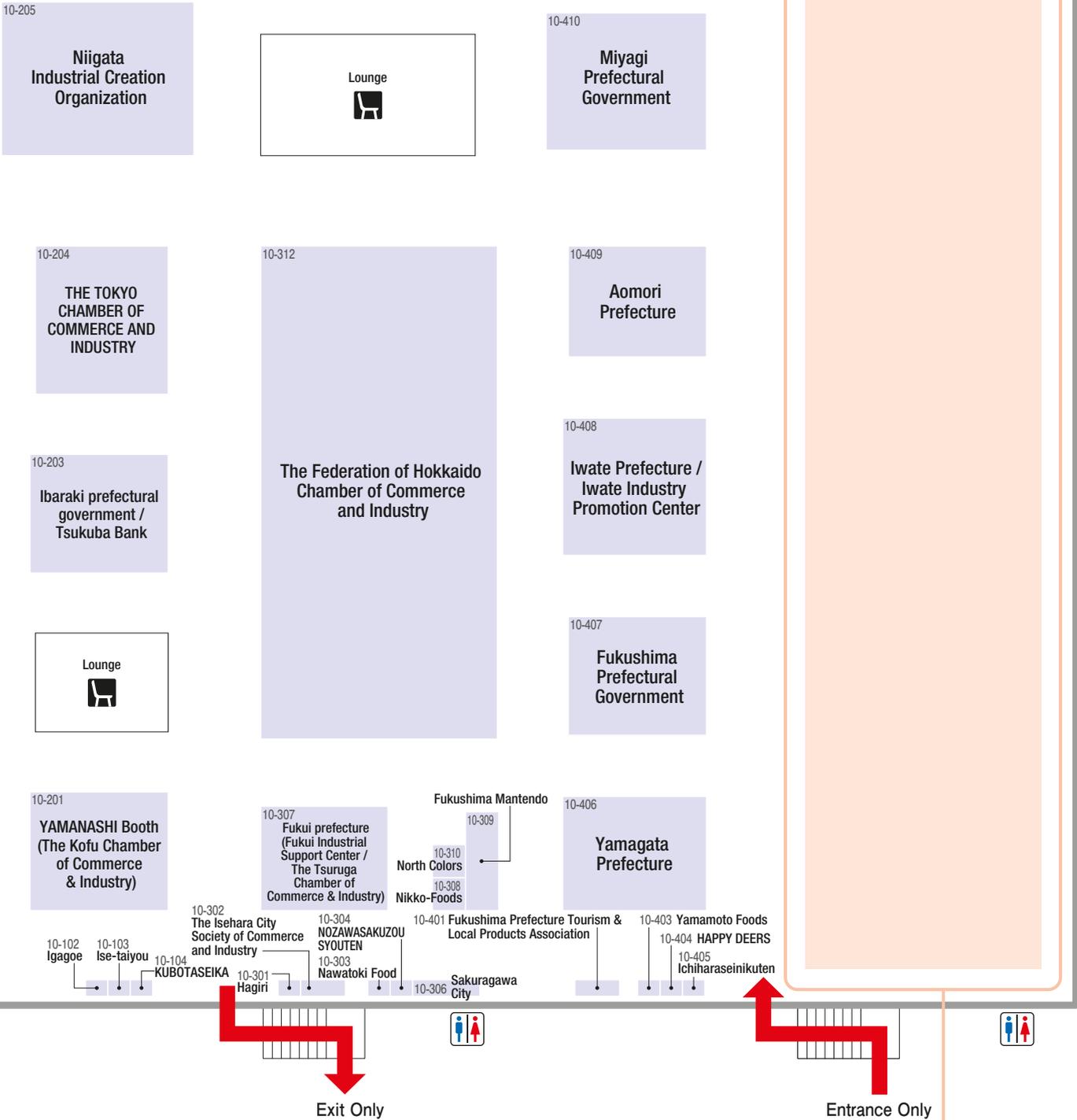
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SIMTS 2022
SUPERMARKET TRADE SHOW



**Delicatessen
Trade Show 2022**

17th | **Kodawari
Food Fair 2022**

Date

Feb 16 (Wed.) – 18 (Fri.), 2022

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