



第46回 BUSINESS MEETING-BASED EXHIBITION FOR PROFESSIONALS IN RETAIL INDUSTRY  
スーパーマーケット・トレードショー-2012  
SUPERMARKET TRADE SHOW

SHOW REPORT

創ニッポン  
スーパーマーケットが創る  
ニッポンの暮らし

Tips for retail trade  
are here!



<http://www.smts.jp>

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Organizer :



一般社団法人

新日本スーパーマーケット協会

New Supermarket Association of Japan

# Outline of the Show

**Title** 46th Supermarket Trade Show 2012

**Date** February 1 (Wed.) – 3 (Fri.), 2012 (for 3 days) 10:00 - 17:00 (Until 16:00 on the last day)

**Venue** Tokyo International Exhibition Center (Tokyo Big Sight) All of East Halls (1-6)

**Organizer** New Supermarket Association of Japan

**Overseas Secretariat** Space Media Japan Co., Ltd.

**Official Supporters** Ministry of Economy, Trade Industry, Ministry of Agriculture, Forestry and Fisheries, Ministry of Health, Labour and Welfare, Tokyo Chamber of Commerce and Industry, U.S. Agricultural Trade Office, American Embassy, Tokyo, Japan, Australian Embassy Marketing Office, French Embassy in Japan, Embassy of Spain, Economic and Commercial Office Tokyo, Royal Thai Embassy Tokyo, Japan (Office of Agricultural Affairs), Embassy of Sri Lanka, Japan, Embassy of the Republic of Korea in Japan, The Embassy of The Republic of Turkey, Office of the Commercial Department, Embassy of The Republic of Poland in Japan, Embassy of Brazil in Tokyo, The Italian Chamber of Commerce in Japan, Polish Chamber of Commerce and Industry in Japan, Taiwan Trade Center Tokyo, Food Marketing Institute Japan

**Supporters** Japan Consulting Institute for the Betterment of Retail-Business, Japan Food Industry Center, Organization of Food-Marketing Structure Improvement, The Foodstuffs Foundation of Agricultural and Commercial Interchange Association, National Meat Fair Trade Conference, National Celco Group Headquarters, National Chamber of Agriculture, Japan Dairy Council/Digital Signage Consortium, The Danish Agricultural Council Japan Office, Japanese Material Handling Society, Japan Processed Foods Wholesalers Association, Japan Canners Association, Japan Retailers Association, Japan Chicken Association, Japan Meat Information Service Center, Japan Council of Shopping Centers, Japan Consumer Co-operative Union, Japan Specialty Store Association, Japan Meal Replacement Association, Japan Chain Stores Association, Japan Association of Chain Drug Stores, Japan Food Service Equipment Association, Japan DIY Industry Association, Japan Agricultural Standards Association, Japan Department Stores Association, Japan Food Service Association, Japan Franchise Association, Japan Packaging Institute, Japan Voluntary Chain Association, Nihon Rangyo Kyokai Association, Japan Frozen Food Association, Marketing & Research Institute for Agricultural Cooperatives, Rural Culture Association, The Distribution Economics Institute of Japan, The Distribution Systems Research Institute, The Institute of Marketing & Distribution Research

**Collaborators** The Environmental News, The Air-conditioning Times, Monthly Gekiryu, Monthly Demand Creation, Monthly Food Retailing, Monthly 2020 VALUE CREATOR, Gekkan Ryutsu & Computer, Retail Economic Journal, Kokusai Shogyo, Weekly Shogyo Keizai, Shuhan-News, Shokuhin Keizai Shinbun, Shokuhin Sangyo Shinbun, Monthly Food Retailing, The Japan Food News, The Shokuryo Jokai Shinbun, Food News, The SUISAN-KEIZAI, The Suisan Times, The Senken Shinbun, Chain Store Age, Teinshokuryo Shinbun, Market News Service, Nikkan Shokuhin Tsushin, Nikkei Restaurants, Nihon Shokuryo Shinbun, The Japan Agricultural News, Press The Nokei Shinbun, Food Voice, Fisheries & Foods News, Ryutsu Journal, Ryutsu Voice, Frozen Food Times, Reito Shokuhin Shinbun

**Exhibitors** 1,295 companies and institutions, 2,552 booths  
Overseas Exhibitors: 57 companies, 77 booths, 13 countries and regions  
(Australia, Brazil, China, France, Germany, Italy, Korea, Poland, Spain, Sri Lanka, Taiwan, Thailand, USA)

**Admission** JPY 5,000 \*Only charged to visitors without an invitation ticket.



**Events** Keynote Lecture, Special Lecture, Reception Party and Seminars

**Concurrent Show** The 7th Kodawari Food Fair 2012 Organized by Japan Food Industry Center [160 companies and institutions, 139 booths from 32 prefectural and city governments] Tokyo Big Sight East Hall 3



# Opening Ceremony “Good Design Booth Award 2011” Awards Ceremony

**Time** February 1 (Wed.), 2012 9:20-10:00

**Venue** Seminar Stage, East Hall 6

**Attendees**

**Guests**

**Mr. Atsushi Toyonaga**  
Ministry of Economy, Trade and Industry  
Director-General for Commerce and Distribution Policy

**Mr. Hisao Harihara**  
Ministry of Agriculture, Forestry and Fisheries  
Director-General of Food Industry Affairs Bureau

**Keynote Lecture Speaker**

**Mr. Edward W. McLaughlin**  
Professor of Applied Economics and Management Dept. and Director of Food Industry Management Program  
Cornell University

**Exhibitor Representatives**

**Mr. Ikuo Kabashima**  
Governor of Kumamoto Prefecture

**Mr. Kanbei Kokubu**  
KOKUBU&CO.,LTD. CEO

**Mr. Katsunori Nakanishi**  
Shizuoka Bank, Ltd.  
President and CEO

**Mr. Yasuhiro Shibata**  
Panasonic Corporation Eco Solutions Company Sanyo Electronics  
President and Representative Director

**Mr. Kanji Nakano**  
Mitsubishi Shokuhin Co.,Ltd  
Chairman and Executive Director

**“Good Design Booth Award 2011” Awards GRAND PRIX-Winning Exhibitors**

**Mr. Hiroshi Inubushi**  
Toshiba TEC Corporation  
Director, Executive Operating Officer, Assistant to the President,  
and executive director of Operations of System Solution

**Mr. Takashi Matsukawa**  
Nihon Shurui Hanbai Co.,Ltd  
President and Representative Director

**Organizer Representatives**

**Mr. Kiyoshi Yokoyama**  
SMTS 2012 Executive Committee, Chairman /  
New Supermarket Association of Japan, Chairman

**Mr. Masashi Mishina**  
SMTS 2012 Executive Committee, Vice-Chairman /  
New Supermarket Association of Japan, Executive Director

**Mr. Masayasu Oota**  
SMTS 2012 Executive Committee, Vice-Chairman /  
New Supermarket Association of Japan, Executive Director

**Mr. Hideki Kogarimai**  
SMTS 2012 Executive Committee, Vice-Chairman /  
New Supermarket Association of Japan, Board Member

**Mr. Tokutaro Masui**  
New Supermarket Association of Japan, Vice-Chairman

**Mr. Kyuzo Saito**  
Japan Food Industry Center, Chairman

Company and institution names are as of February 1, 2012.



Ribbon-Cutting



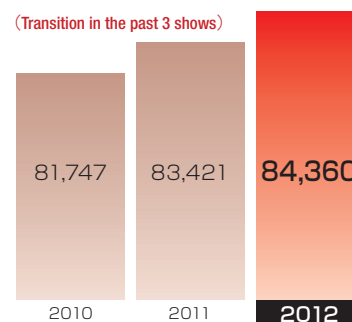
Greeting from Yokoyama Chairman

## Figures of SMTS 2012

**Visitors**

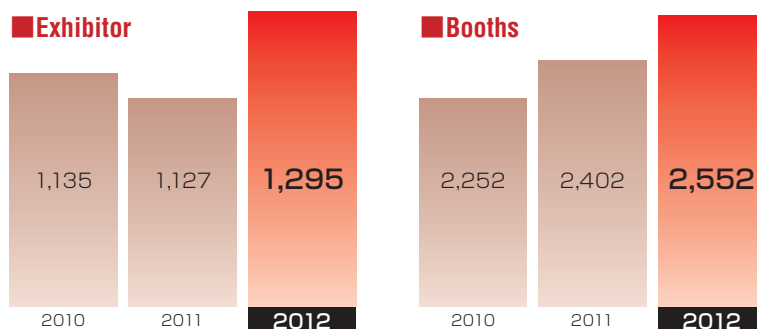
Date/Day	Weather	No. of visitors in 2012	No. of visitors in 2011
Feb. 1 Wed.	Clear, and cloudy later	27,404	26,037
Feb. 2 Thu.	Sunny	31,284	31,270
Feb. 3 Fri.	Sunny	25,672	26,114
<b>Total</b>		<b>84,360</b>	<b>83,421</b>

(Transition in the past 3 shows)

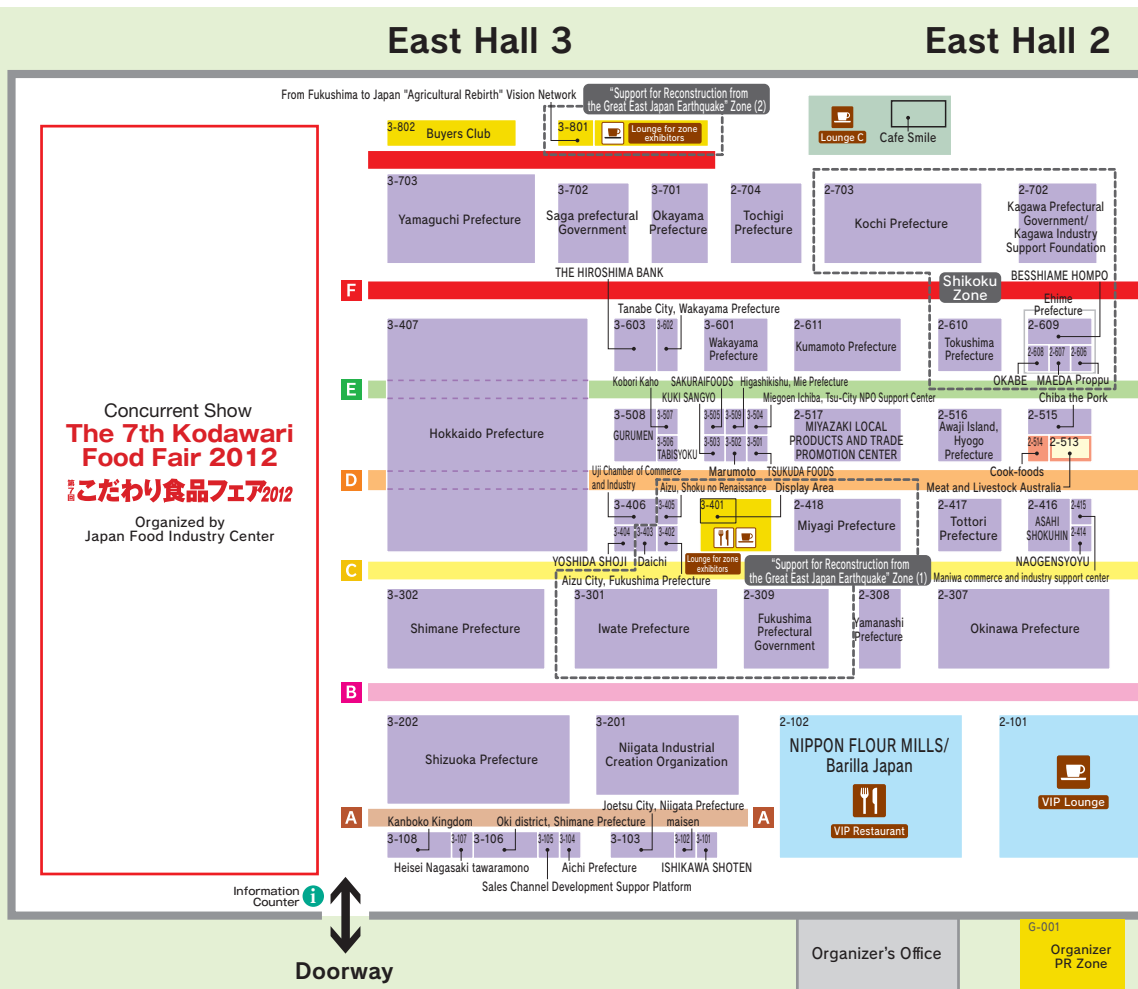


**Exhibitors and Booths**

(Transition in the past 3 shows)



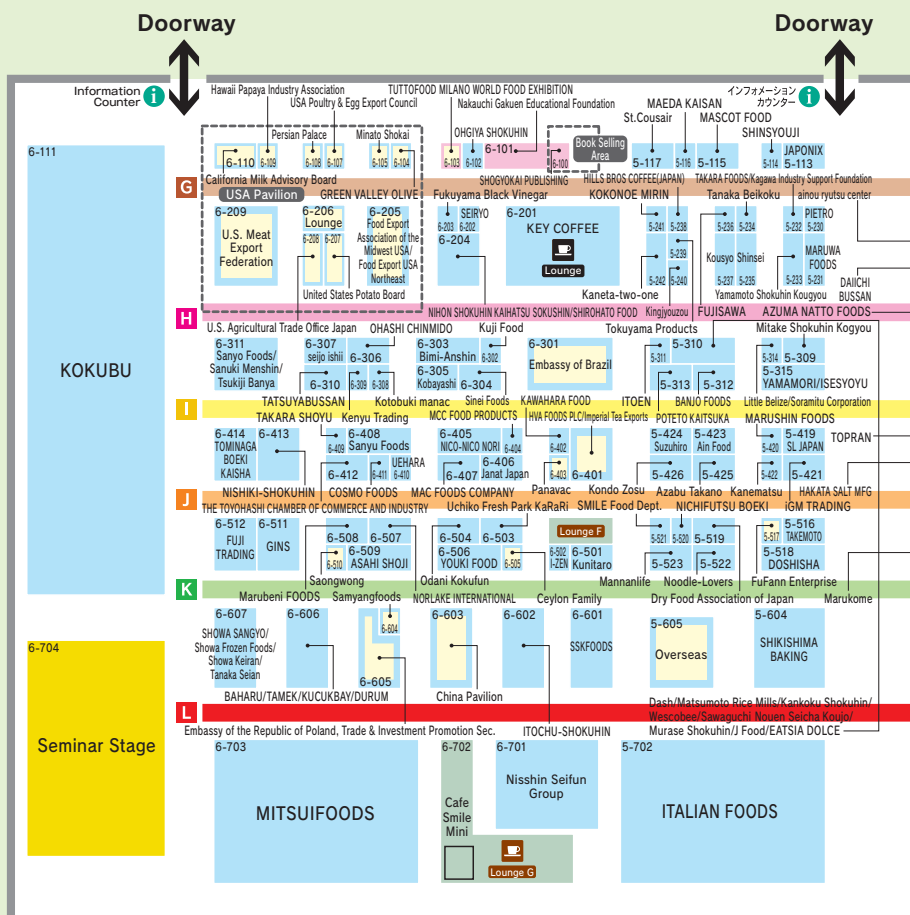
# Floor Map



Floor layout was zoned according to product categories.

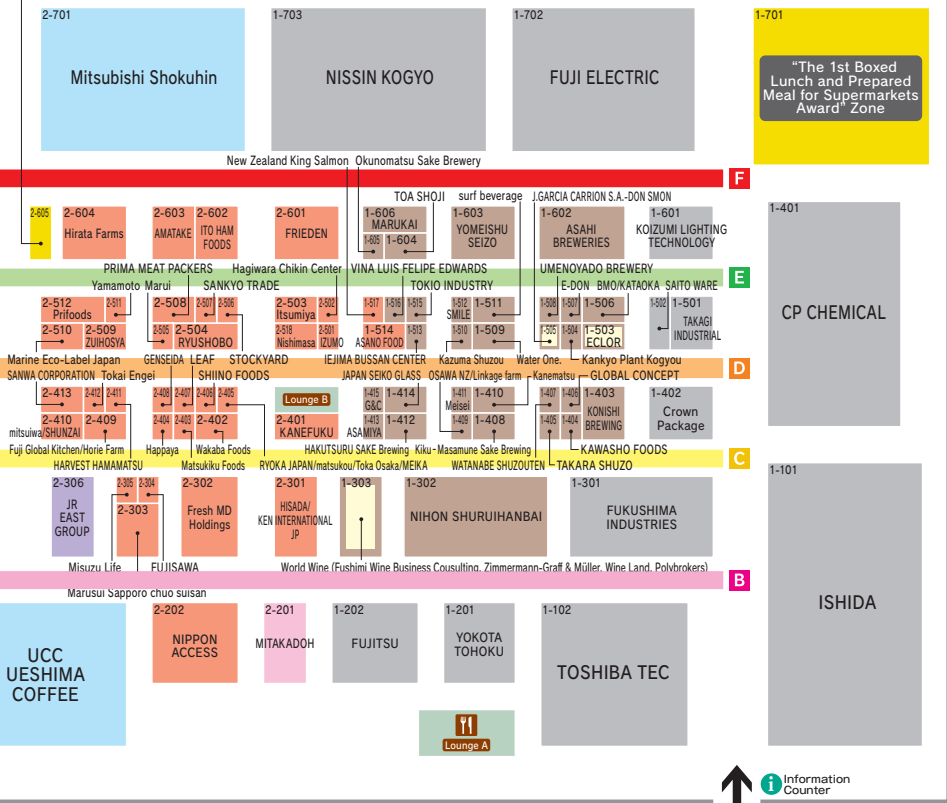


\*Each color corresponds to the category on the floor map.  
 \*The carpet color of each gangway is different.



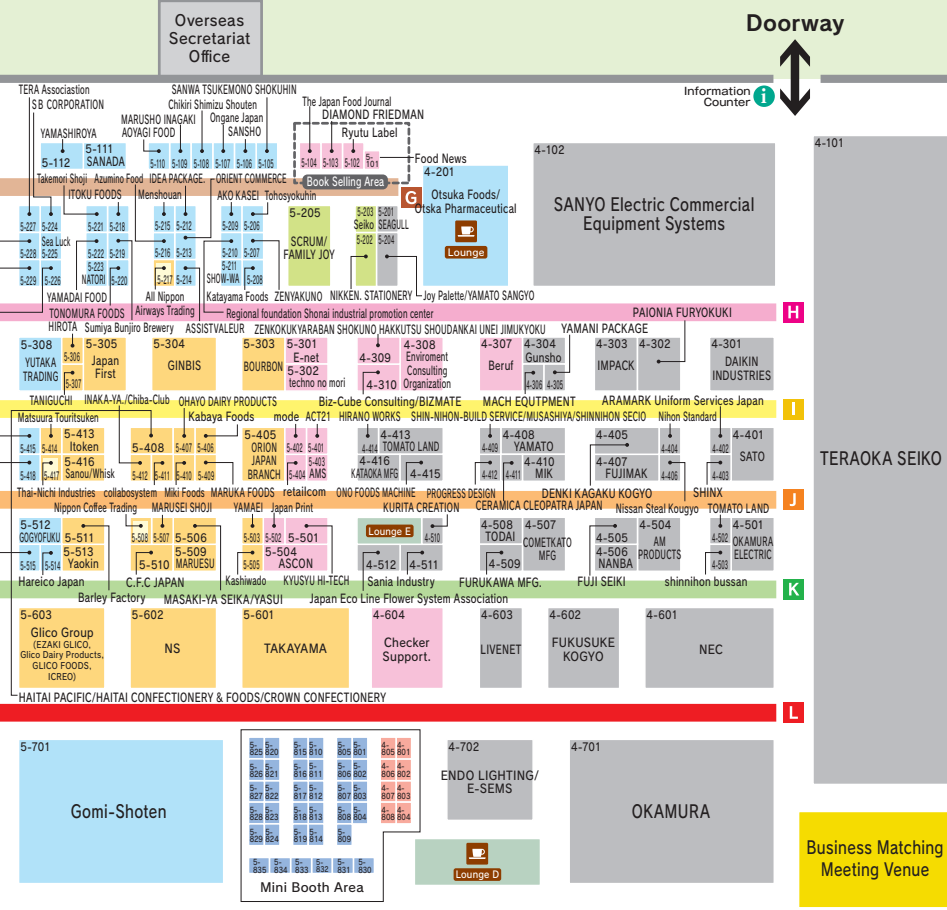
# East Hall 1

Products we want to buy at the supermarket! 30 selected foods



## Information Counter

The staffs introduced the categories and location of exhibitors that the visitor was looking for at each doorway.



## Equipment and Material/Information and Service

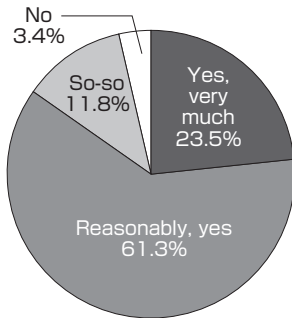
- 4-801 SHIN NIHON CHEMICAL ORNAMENT, MFG
  - 4-802 POB/Sheadream®
  - 4-803 Eco Green
  - 4-804 Hamanetsu
  - 4-805 Showa Plastic
  - 4-806 MEIWA
  - 4-807 MS&Consulting
  - 4-808 Mitsubishi Electric
- Food and Non Food
- 5-801 Kohsei foods
  - 5-802 Polymer-shoukou
  - 5-803 Nakamorieite
  - 5-804 Atelier de Fromage
  - 5-805 ES/EX, INC
  - 5-806 YAMAMURO
  - 5-807 Choga
  - 5-808 Nogikumaihougin taradake daihyou
  - 5-809 Fuji Ham/Hiyama Chikusan
  - 5-810 Shokuhin Kikaku
  - 5-811 UCHIBORI VINEGAR
  - 5-812 Taiyo bokujyo
  - 5-813 KOKANDO
  - 5-814 CHUNOU FOODS
  - 5-815 MarumitsuSunyo
  - 5-816 Kitagawa Seika
  - 5-817 Cha Cha
  - 5-818 Hisan Kyushu
  - 5-819 YAMAMOTOSHUZO
  - 5-820 GLOBAL
  - 5-821 TOMOE DAIRY PROCESSING
  - 5-822 CHITOSE GROUP
  - 5-823 Tonami Shoyu
  - 5-824 NIHON MARINE
  - 5-825 KODAMA FOODS
  - 5-826 Saitou Coffee/RITA TRADING
  - 5-827 Nakamura Gyogyoubu
  - 5-828 MUROMACHI SHUZO
  - 5-829 Daishousuisan
  - 5-830 AIGAE Marine Products
  - 5-831 Hirose Shouten
  - 5-832 Fukuda Farm Winery
  - 5-833 Netloc
  - 5-834 Tenchou Shokuhin Kougyou
  - 5-835 Katagi koukaen

# East Hall 4

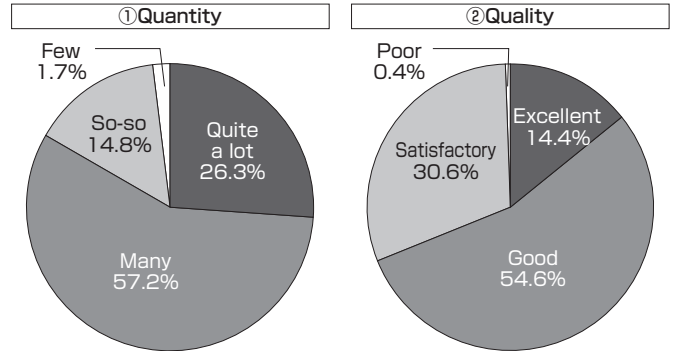
### Questionnaire Outline

**Examination Method** Questionnaire sheets were collected during and after the show by February 9 (Thu.), 2012 from each exhibitor. (Response rate: 74%)

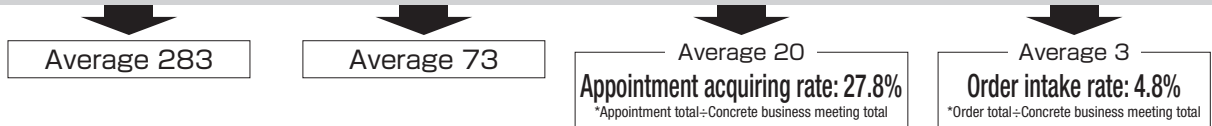
**Q 1** Are you satisfied with the results of the show? 1 choice



**Q 2** How were the quantity and quality of the visitors? 1 choice



**Q 3** ①How many business cards and questionnaires did you get from the visitors? ②Out of ①, how many had a clear intention in having business meeting at your booth? ③How many appointments did you get? ④How many orders did you get? Free Answer



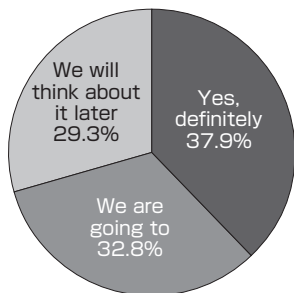
### Merits of exhibiting during the show

- **Improvement of visibility and image of manufacturers and products**
  - Our product was selected for the "Products we want to buy at the supermarket! 30 selected foods" and we were interviewed by the press. This increased the visitors to our booth and improved our rate of recognition.
  - We were able to communicate to a large number of people about our company, brand message and efforts in the distribution industry. We were also able to open up new routes.
  - There were many visitors and we were able to exchange business cards with many people. We could have many conversations with people that will lead to new business deals.
- **About retailers and buyers**
  - We could introduce many products other than items already handled to existing clients.
  - We could carry out a site survey on products to be launched in the future. We could listen to comments straight from the mouths of many buyers.
  - We could see many products from other companies which have become a reference for us. We received various pieces of advice about the content of our products from buyers.
  - The event was visited by high quality buyers so we were happy that we could conduct business discussions smoothly.
  - At the Reception party, the president of Company A introduced us to the president of Company B so we could make an appointment for a business discussion.
- **Interaction and information exchange in the same trade**
  - We received business discussion proposals from exhibitors and we discovered companies with which there are possibilities to partner up.
  - We could confirm trends in our competitors, as well as trends in the retail industry. This has become a reference to us for our products and exhibition methods.
- **Communication opportunity with clients**
  - We could look toward strengthening communication with our existing customers and also make new target shops.
  - We were able to be visited by a great many customers who are usually difficult to meet and exchange greetings with.
- **Others**
  - We could obtain information on food such as about ingredients.
  - We could see up close the methods other companies are using to sell their products. Good place to sharpen the sales sense of our employees.

**Q 4** Please write about any agendas to be examined come up during the show. Free Answer

- We should have examined an exhibition method which can easily catch the eyes of visitors and devise further schemes such as decorating the side walls of our booth.
- It was necessary to consider a little more systematically about the volume and method of the distribution of our sample foods and brochures.
- We would have liked to build a wide space for business discussions in our booth and then further proceed with negotiations with our customers.
- It took time to bring things in as we used a non-official forwarder.
- There is room to improve methods of advance announcements to suppliers.
- We were not in time with the development of our new product and we were not able to carry out focused PR.

**Q5** Do you intend to take part in Supermarket Trade Show 2013 at the moment? 1 choice



**Q6** Please write about your ideas for a theme of seminar or organizer's project. Free Answer

- Projects linked with purchases such as the "Products we want to buy at the supermarket! 30 selected foods" and collaboration projects that go beyond categories
- Dietary education
- About food labeling, nutritional displays and food additives
- About the reduction of CO2 of supermarkets in the future/environmental problems, the course of action on eco-friendly initiatives and food radioactivity countermeasures
- Matching business meetings including domestic and overseas
- About current market trends in the distribution industry and the latest consumer trends
- About TPP problems, overseas distribution and the food situation
- About in-store prepared meals
- Product appeal enhancement and sales strength improvement seminars for exhibitors, how to proceed with product development, planning, marketing and price setting, etc.
- Themes relating to the promotion of the agricultural/fishing industries and future visions

**Q7** Please write about what you expect and hope for SMTS. Free Answer

- **About projects for exhibition**
  - We would like a space to exhibit like an application-based "New Product Section"
  - We would like the "Products we want to buy at the supermarket! 30 selected foods" to continue. It would be better if the space is larger and the product information can be more easily shared
  - We would like to see collaborative projects taking place between manufacturers
- **About the opening season and the venue**
  - The opening season overlapped with the beginning of the month and the Setsubun holiday, so we would like the next event to be shifted away from these
  - Zoning by product category is extremely convenient for visitors, so we would like it to continue
  - The doorway signs should be easier to see from far away
  - We would like the information signs of the zones of each category to be easier to understand
- **About the organizer's operation**
  - We would like more dispatch counters of the home delivery service, as long lines formed at the end of the event.

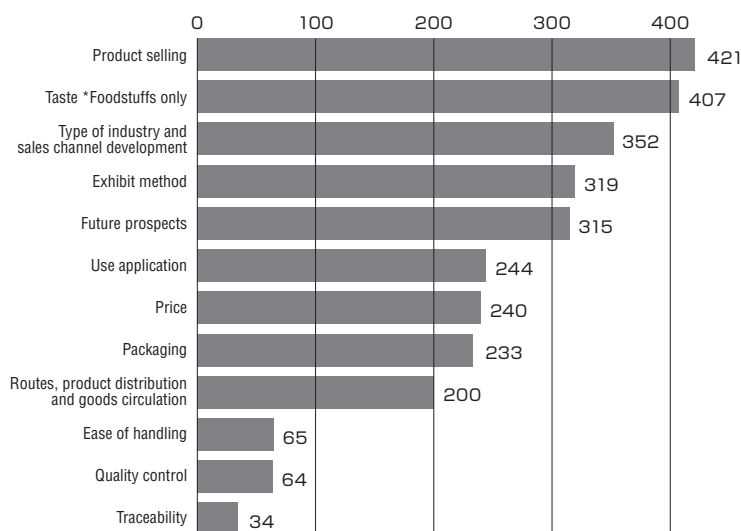
### Advice and Consultations by Product Consultants

During the event, a total of 57 Product Consultants walked around the venue and gave out various pieces of advice to exhibitors.

These Product Consultants handed out advice to a total of 2,894 exhibitors over a 3 day period.



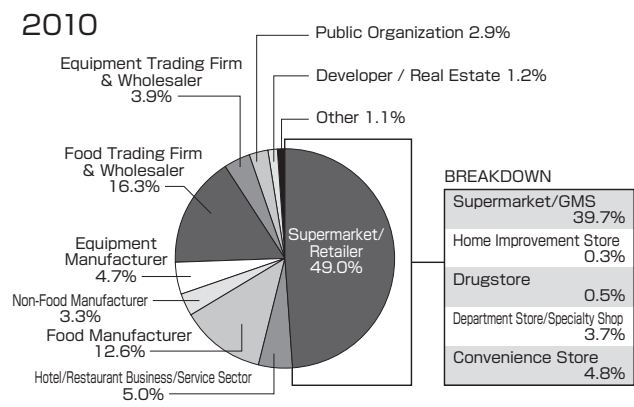
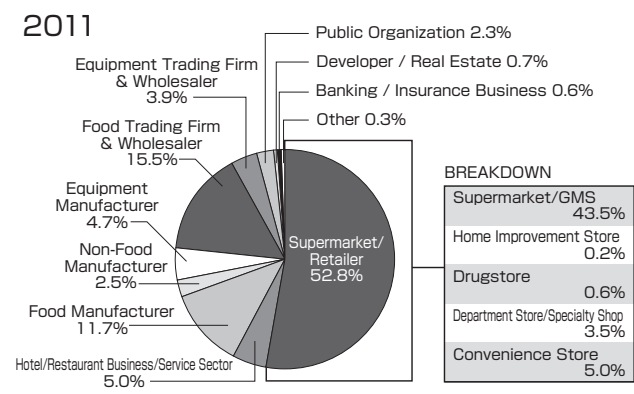
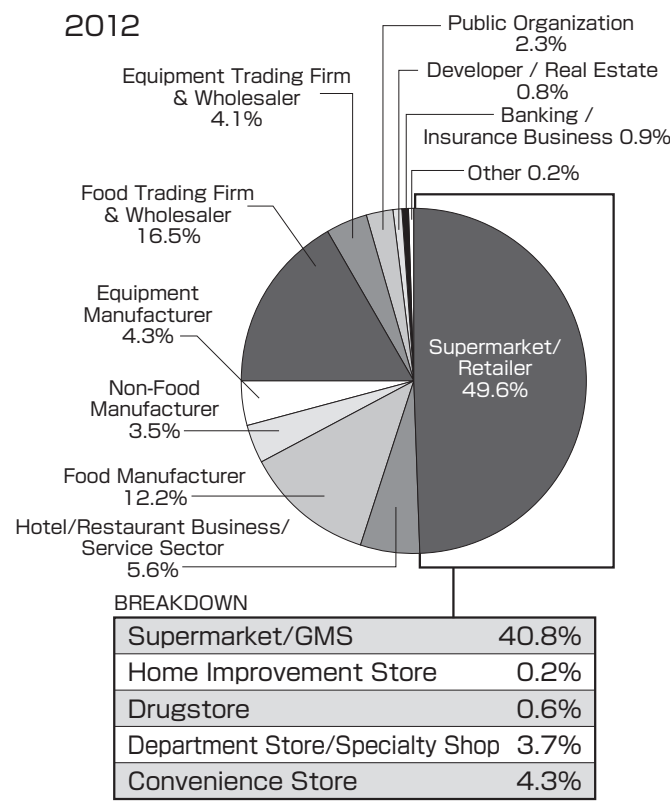
Number of Advice and Consultation Matters by Area



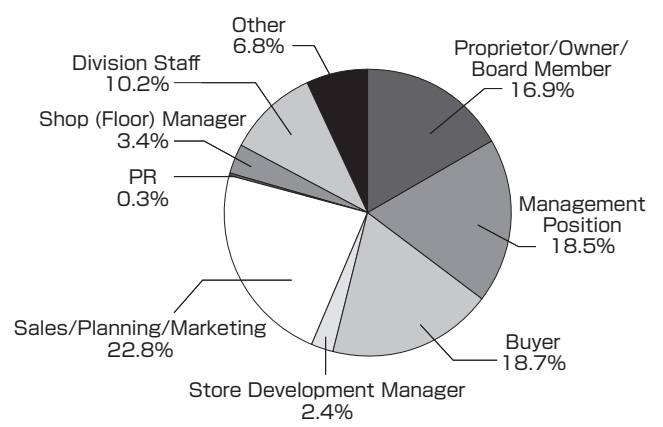
## Questionnaire Outline

- Examination Method** Questionnaire sheets were made by the organizer. Visitors filled it in at a designated area and the response sheets were collected on the spot.
- Examination Period** February 1 (Wed.) - 3 (Fri.), 2012
- Examination Time** About 11:00 - 16:00
- Examination Object** Supermarket/retailer related visitors (buyers)
- Collection** 724 sheets (724 of them were valid)
- Examination Place** Supermarket Trade Show BUYERS CLUB (3-802) Questionnaire Counter  
Note: Questions 1 to 4 are the results of counting registered visitors data

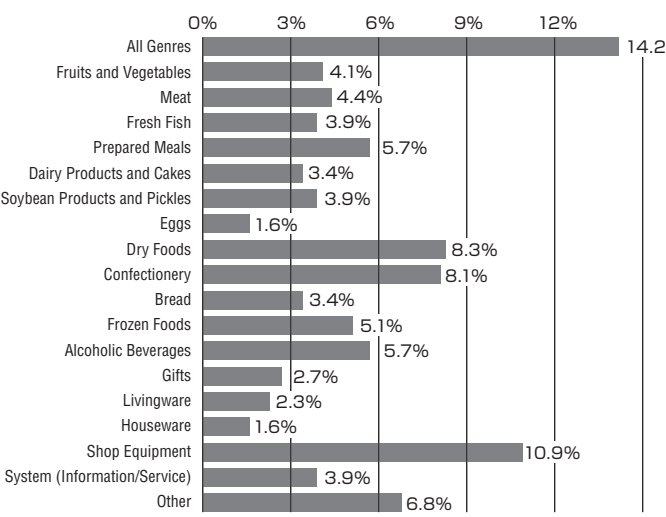
**Q 1 Please tell us your business category. (Transition in the past 3 shows)**



**Q 2 Please tell us your job category.**  
\*Tallied the number of visitors from supermarket, retailer, wholesaler, trading firm



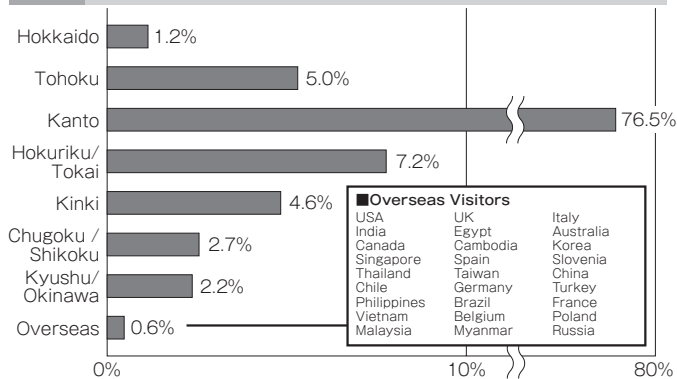
**Q 3 What product category are you in charge of?**



Questionnaire Result (Visitor)

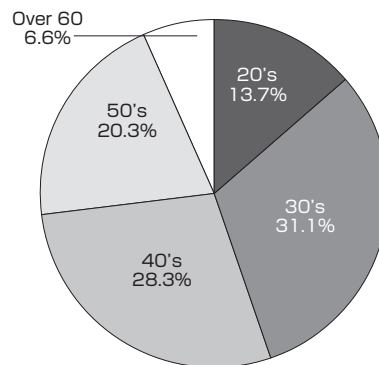


## Q4 Where is your office located?



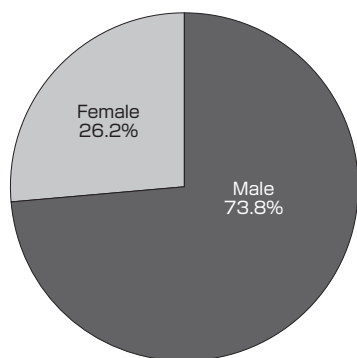
## Q5 Please tell us your age group.

1 choice



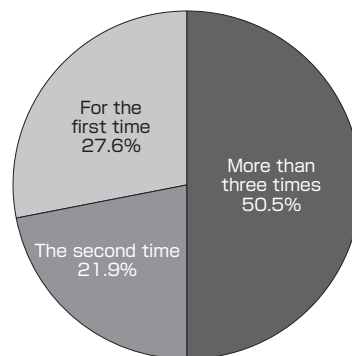
## Q6 Please tell us your gender.

1 choice



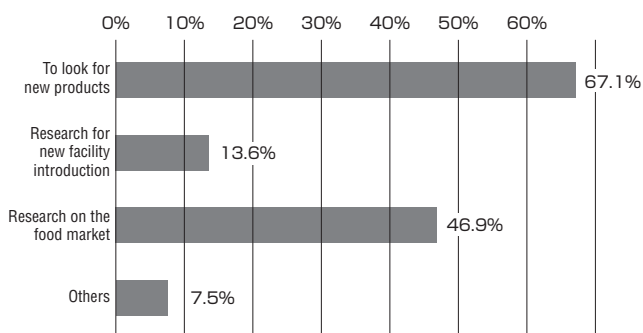
## Q7 How many times have you visited the show?

1 choice



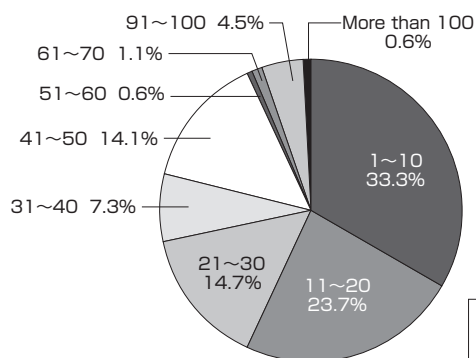
## Q8 What is the purpose of your visit?

Multiple answer



## Q9 How many company (booth) did you see / are you going to see?

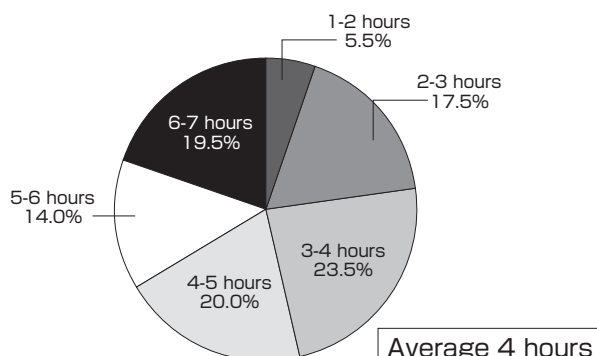
1 choice



Average 28 companies (booths)

## Q10 How long did you stay / are you going to stay at the show?

1 choice

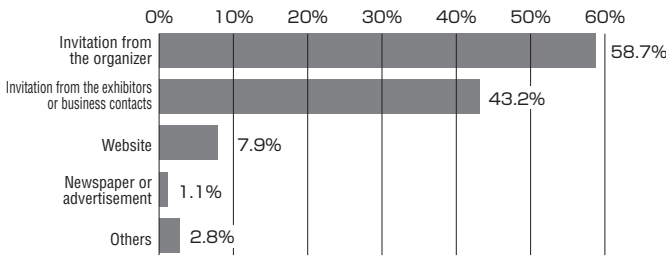


## Q11 What interested you the most in the show?

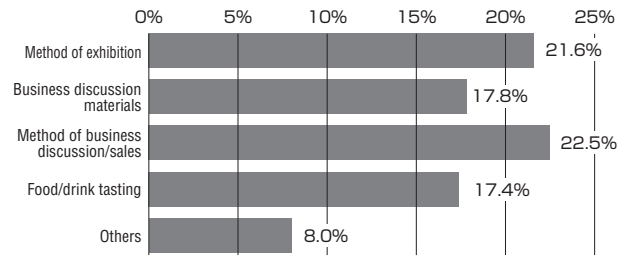
Free answer

- Local and regional products
- Demonstrations
- Electronic shelf labels/POP
- Packaging and materials
- Cold storage/refrigeration and showcases
- POS/register systems
- Support for reconstruction from the Great East Japan Earthquake Zone
- "Products we want to buy at the supermarket! 30 selected foods"
- Confectionary/sweets
- Alcohol and beverage
- Dressed meat
- The 1st "Boxed Lunch and Prepared Meal for Supermarkets" Award

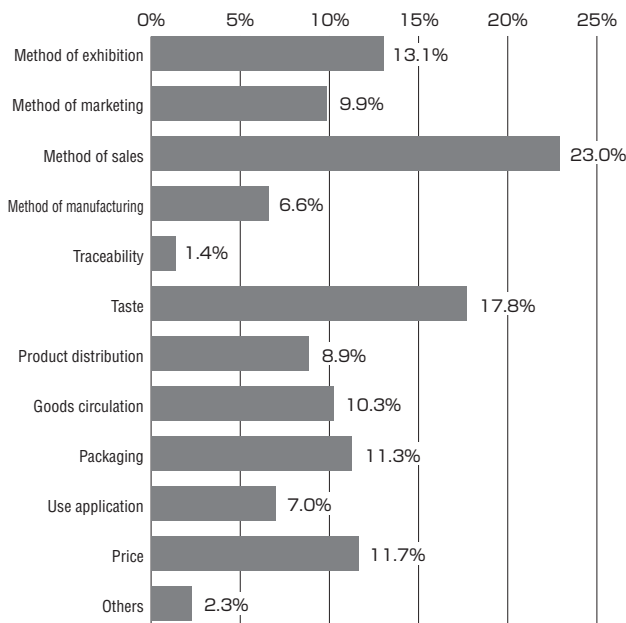
## Q12 How did you know about the show? Multiple answer



## Q13 What do you think the exhibitors should improve? Multiple answer



## Q14 Consultations from exhibitors and content of advice Multiple answer



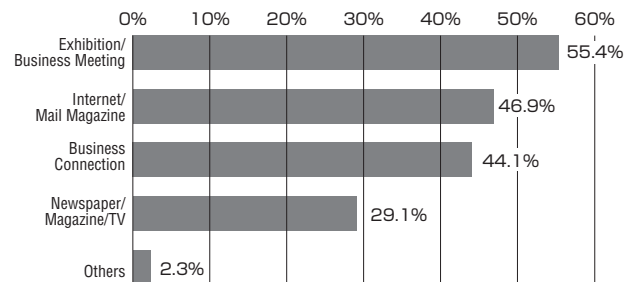
## Q15 Expectations for future SMTS Free answer (Desire for an increase in exhibit categories and concurrent seminars, etc.)

- **About exhibit categories, exhibition method and exhibit products**
  - We would like a booth where we can try out each company's PB
  - Displays and explanations of products for business
  - We hope there are detailed explanations about selling prices, cooking methods and products
  - We would like to see clear displays about differences with products of other companies
  - Proposals of each price line
  - It would be good if there was a booth of all prefectures in Japan
  - An exhibit method in which it is possible to make comparisons with the same type of products
  - We hope a frozen sweets corner is made
  - We want an increase in the fish, dressed meat and fruit/vegetables corners
  - An increase in the types of alcohol
  - We would like the booths to be brighter
  - Regional vegetables
  - We would like to see regionally produced products split by chilled and room temperature items
  - Exhibitions relating to sales place proposals and promotions
- **About seminars**
  - Seminars for buyers
  - Seminars relating to marketing
  - Seminars on energy conservation
  - Seminars aimed at small/medium sized businesses and regional firms
  - Seminars for employees
  - Seminars toward the sixth-order industrialization of regional agricultural products

## Q16 The biggest challenges to be solved Free answer

- **Products**
  - Expansion in the handling of regional products and increase in the amount of distribution
  - Discovery of differentiated profitable products
  - Discovery of standard products
  - Product development
  - Product knowledge
  - Expiration date
  - Introduction of new products
  - Balance of product quality and price
- **Operations**
  - Joint use of decrease in costs and energy conservation
  - Point card related matters/home delivery services
  - Marketing activities
  - Strategies for an increase in customers
  - Business/work efficiency increase and loss improvements
  - Timing of introduction of new systems
  - Development of new suppliers
  - Improvement in service techniques
  - Distribution and stock control
- **Sales Floor**
  - Flyer enhancements
  - Cross expansion of alcohol and foods
  - Food proposal methods
  - New category developments
  - Display methods
  - Departure from a layout/an old standard selection of items that have become the standard/Sales floor proposals
- **Environment**
  - Future trends in chlorofluorocarbon
  - Energy conservation and the introduction of new equipment and machines
- **Others**
  - Reductions in costs
  - The shift to seniors
  - Increase in sales and profits
  - Sales methods
  - Increase in the number of customers
  - Knowledge as new shop owners
  - Human resource development

## Q17 How do you acquire necessary information? Multiple answer



# Speaks, Keynote Lecture, Special Lecture

- Venue** Seminar Stage, East Hall 6
- Admission** Free of charge
- Capacity** 370 persons
- Supporters** JR East Water Business Co.,Ltd / Coca-Cola (Japan) Company, Limited
- Turnout** Total 3,123 attendees for 3 days \*Speaks, Keynote Lecture, Special Lecture and all the other specialized seminars included

**Speaks** ●February 1 (Wed.) 10:20 - 11:35



## SMTS Speaks – The New Start -

**Mr. Kiyoshi Yokoyama**  
Chairman of New Supermarket Association of Japan  
CEO of ARCS COMPANY, LIMITED



**Keynote Lecture** ●February 1 (Wed.) 11:50 - 13:20



## How retailers grow in these recession period

The competitive growth strategy learned from the U.S. retail companies

Speech was in English with the simultaneous Japanese interpretation

Speaker: **Mr. Edward W. McLaughlin**  
Professor of Applied Economics and Management Dept.  
and Director of Food Industry Management Program  
Cornell University

**Special Lecture** ●February 2 (Thu.) 10:30 - 12:00



## The roll of Supermarkets in modern elderly society

The data analysis of the food trend of middle-aged people

Speaker: **Mr. Satoshi Shimizutani**  
Senior Research Fellow, Institute for International Policy Studies (IIPS)

# Overseas Pavilions

There were overseas pavilions exhibited at SMTS 2012 as follows.

## USA Pavilion

(6-104~6-110, 6-205~6-209)

SMTS has been approved as the endorsed show by the U.S. Department of Agriculture FAS Trade Services Staff-Washington, DC and the US Agricultural Trade Office-Tokyo, Japan.

Special services were provided to the exhibitors such as a special shell scheme stand, exhibitor directory, maximum exposure to the media and a shared storage / hand washing space and more.

**Number of Exhibitors** 25 companies, 28 booths



Pavilion Sign



USA Exhibitor Directory



## Embassy of Brazil

(6-301)

**Number of Exhibitors** 7 companies, 8 booths



## Embassy of the Republic of Poland, Trade & Investment Promotion Section

(6-605)

**Number of Exhibitors** 2 companies, 5 booths



## China Pavilion

(6-603)

**Number of Exhibitors** 6 companies, 6 booths

# Organizer's Project



Products we want to buy at the supermarket! 30 selected foods (2-605)

30 attractive food products were chosen from the consumers' point of view among the products exhibited at the 46th Supermarket Trade Show 2012. These products were displayed both in the organizer's zone and at each exhibitor's booth.



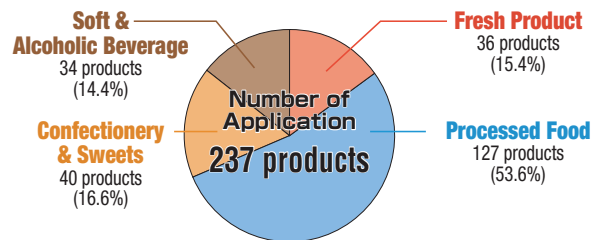
The judge interviews the awardee

**Application** Application Period: October 4 to December 9, 2011

Examination Target: Food products displayed at the 46th Supermarket Trade Show 2012 and showed in the official guidebook "Buyers' Guide".

**Outline of the Examination** Judges: A total of 100 people from consuming publics, dieticians and cuisine professionals  
Method: Point-addition scoring system  
Criteria: Taste, design, understanding of trend, price setup, suitable scene to taste, and product concept

**Breakdown of Categories**



10,000 copies of the guide of the awarded products with recommended recipes developed by dieticians and cuisine professionals have been sent to buyers throughout Japan after the show.

## Awarded Products (Company name in the order of the Japanese syllabary)

<p><b>Kurumin</b> Itoken Corporation ■ Pancake with walnuts and rice cake filling</p>	<p><b>Karatsuki Yaki Almond</b> Kobayashi corporation ■ Roasted in-shell almonds</p>	<p><b>Naoshichi no Sato Ponzu Shouyu</b> NAOSHICHI NO SATO. ■ Soy sauce with juice of Naoshichi (specialty citrus from Sukumo region)</p>	<p><b>Shio Mame</b> Miyano Shokuhin Kogyosho ■ Peas boiled in salted water</p>
<p><b>Fruit Vinegar Zakuro no Su</b> UCHIBORI VINEGAR, INC. ■ Fruit vinegar made from pomegranate</p>	<p><b>Shinise no Aji Tsuyu</b> Sasacho Jozo ■ Seasoning soy sauce</p>	<p><b>Majime Millet Biscuit</b> Nomura Irimame Kakouten ■ Salted biscuits, popular in Kochi Prefecture</p>	<p><b>Ajitsuke Ponzu Yuzu Kimiga Inaito Komaru yagisawashouten</b> ■ Soy sauce with juice of Yuzu (citrus)</p>
<p><b>Kishu Nanko Ume Okazu Ume</b> Umeka Honpo ■ Traditional Japanese apricot paste from Kishu (Wakayama Prefecture)</p>	<p><b>Kongari Yaita Hoshi Imo</b> Sanou Co.,Ltd. ■ Roasted dried sweet potato slices</p>	<p><b>Sendai Sankaku Natto</b> BANZAI-NATTO Co.,Ltd ■ Traditional Japanese fermented soybeans in triangle package</p>	<p><b>Satsuma Sparkling Yuzudon</b> YAMAMOTOSHUZO CO.,LTD. ■ Sparkling Shouchu (distilled spirit) with Yuzu (citrus) flavored from Satsuma (Kagoshima Prefecture)</p>
<p><b>Choi Tabe Curry (Chu-kara) 4 sachets</b> EZAKI GLICO CO.,LTD. ■ Curry paste in a small sachet to take out</p>	<p><b>Tosa Binchoutan Baisen Coffee Drip Pack (5 sachets)</b> Shimanto Cerrado Coffee ■ Char-grilled ground coffee beans from Tosa (Kochi Prefecture)</p>	<p><b>Yudeta Pasta ni Mazerudake Spadore Ebi Tomato Cream</b> PIETRO Co.,Ltd. ■ Sauce for Spaghetti</p>	<p><b>Yamamori Thai Dance Thai Curry Chicken Green</b> YAMAMORI INC. ■ Boil-in-bag Thai green curry</p>
<p><b>Kaneta Brand Yaki Shio Saba</b> Kaneta-two-one ■ Salted grilled mackerel flake</p>	<p><b>Renjidechinsuru Karaageko (Kogashi Shouyu Fumi)</b> SHOWA SANGYO CO.,LTD ■ Powder to cook fried chicken in a microwave</p>	<p><b>Bimi-Anshin Kokusan Kinako Daizu</b> Bimi-Anshin ■ Domestic soybeans coated with soybean flour</p>	<p><b>Lotus The Origin Caramelised Biscuit</b> YUTAKA TRADING COMPANY LIMITED ■ Caramel and cinnamon flavored biscuit</p>
<p><b>Miyagikensan Otsubu Mitsuori 90g</b> Kawaguchi Natto ■ Traditional Japanese fermented soybeans from Miyagi Prefecture</p>	<p><b>Haikara Cake Hachimitsu</b> SUEHIRO Co., Ltd. ■ Honey flavored sponge cake</p>	<p><b>Tomoe Hokkaido Sakepon</b> Fukuyama Iyozo co., LTD. ■ Salmon flavored soy sauce with juice of Yuzu (citrus) from Hokkaido Prefecture</p>	<p><b>Herb no Megumi Sparkling 250ml</b> YOMEISHU SEIZO CO.,LTD. ■ Sparkling liqueur with herbal extract</p>
<p><b>Kensho Wafu Tamanegi Sauce</b> Kensho ■ Japanese-style onion sauce</p>	<p><b>Madama Oliva Green Castelvetroano Olives seijo ishii</b> ■ Olives from Italy</p>	<p><b>Mascot Indo no Aji Butter Chicken Curry Paste</b> MASCOT FOODS CO.,LTD ■ Mild butter chicken curry paste</p>	
<p><b>Shouga no Curry</b> Kochiken Tokusanpin Hanbai ■ Curry with chunky ginger</p>	<p><b>Prickeezu Gekikara</b> Chikami Miltec Inc. ■ Hot sauce made from prik kee noo (green pepper), native to Thailand</p>	<p><b>Ajitsuke Aragiri Wasabi</b> Marui Co.,Ltd. ■ Coarsely-chopped Wasabi (horseradish)</p>	

Judges examine the products



## The 1st “Boxed Lunch and Prepared Meal for Supermarkets” Award

(1-701)

An award to the stores who succeeded in activating the lunch box and prepared meal section in the supermarkets. The awards ceremony was held on the seminar stage on February 1 (Wed.). At the booth, awarded products and sales proposals by supporting companies were introduced.

### 【Application Period & Method】

- Jury's Grand Prix  
From September 1, 2011 and onward
- ▶①Send the application form to 1,200 supermarkets throughout Japan
- ②Applications from recommended manufacturers
- ③Open recruitment on website
- General Consumer's Grand Prix  
From November 1, 2011 and onward
- ▶Open recruitment on website

### 【Number of Application】

A total of 36,421 entries

### 【Award Category<8 categories in total>】

Bento (Cooked Rice)/Prepared Meal/Salad/Noodle/  
Bowl Dish / Rice Ball, Sushi / Prepared Bread /  
Sales Floor

### 【Examination Method】

- ①Selection by the jury...Point-addition scoring system
- ②Selection by general consumers...Voting on the website

### 【Criteria】

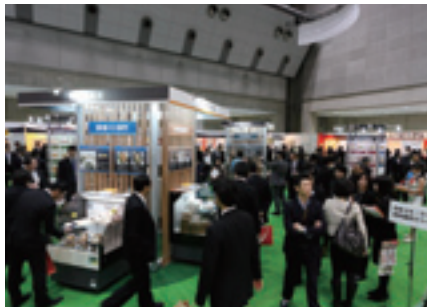
- <1st Selection> Affordability / Volume / Color / Setout / Nutrient balance
- <2nd Selection> Color balance / Setout / Ingredient, Nutrient balance / Balance of staple and accompanying dish / Balance of cooking method / Affordability / Ease to carry around / Ease of consumption / Container, packaging / Originality / Total satisfaction

### 【About Awarding】

The 1st and the 2nd prize in Jury's Selection, The 1st and the 2nd prize in General Consumer's Selection were awarded in each category. Furthermore, as organizer's special prizes, Good Use of Regional Ingredients Prize, High-value added Prize and Specialty Shop & Convenience Store Prize were created. (43 awards in total)



Awarded products displayed



Awardees on stage



## 食のREBIRTHプロジェクト 東日本大震災復興支援コーナー

FOOD REBIRTH PROJECT—  
Support for Reconstruction from the Great East Japan Earthquake Zone  
(3-401.3-801)

The special business meeting lounges were set up next to the booths of suffered areas by the earthquake and the tsunami. (CAFE COMPANY CO. supported the operation.)

Products developed by big-name chefs using ingredients of the areas and the video footage showing the footsteps since the earthquake were displayed.



Iwate Prefecture



Miyagi Prefecture



Fukushima Prefecture

# Business Matching Meeting

Domestic/overseas buyers of supermarkets and department stores had business meetings with domestic suppliers, following the pre-set schedule. The program was well received by the buyers as they could talk directly to the suppliers, not only walking around and seeing the booths.

**Venue** Business Matching Meeting Venue, East Hall 4

February 1 (Wed.) – 3 (Fri.)

## Business Matching of Finest Japanese Foods

Organized by JTB Western Japan, Corp. Co-organized by New Supermarket Association of Japan

Buyers 10

Suppliers 27

Meetings in total 108

February 3 (Fri.)

## The Shodan! Shi.Go.To. Discovery The 8th Commercial Version Business Meeting @Supermarket Trade Show

Organized by the Tokyo Chamber of Commerce and Industry

Buyers 29

Suppliers 68

Meetings in total 126



# Reception Party

**Date** February 2 (Thu.) 18:00- (Registration started at 17:30)

**Venue** Reception Hall in Conference Tower 1F at Tokyo Big Sight

**Participants** People from the retail industry, mainly associate members of New Supermarket Association of Japan / Exhibitors of SMTS

Supported by



Special Collaborating Project

## Yamaguchi "Shoku (Food)" Collection 2012

Promotion of products and tourism of Yamaguchi Prefecture

■ Co-organized by Yamaguchi Prefecture

■ Supported by Yamaguchi Industry Promotion Foundation, Council for Demand Expansion for Farm and Marine Products of Yamaguchi (Zen-Noh Yamaguchi and Yamaguchi Fisheries

Cooperative), Federation of Societies of Commerce and Industry of Yamaguchi, Yamaguchi Product Association, Liaison Council for Attraction of Enterprises Promotion, Shimonoseki City, Ube City, Yamaguchi City, Nagato City, Shunan City

# Good Design Booth Award 2012

Booths that were excellent in concept, style and visitor service were selected and 1 exhibitor in each category was awarded as follows.

**Judges**

Associate members\* in SMTS 2012 Executive Committee

\*Associate members and product consultants of New Supermarket Association of Japan

**Target booths**

All of SMTS exhibitors



Processed Food Zone

# KOKUBU&CO., LTD.

East Hall 4[6-111]

The concept of exhibition was shown clearly in Processed Food Zone with the comprehensive presentation. The design of the decoration is very appropriate for SMTS as it well reflects the business policy and company image.

## Award of each zone



Japanese Regional Product Zone

**Yamaguchi Prefecture**

East Hall 3[3-703]



Soft and Alcoholic Beverage Zone

**ASAHI BREWERIES, LTD.**

East Hall 1[1-602]



Equipment and Material Zone

**TERAOKA SEIKO CO., LTD.**

East Hall 4[4-101]



Fresh Product Zone

**Hirata Farms Co., Ltd**

East Hall 2[2-604]



Clothing, Commodities and HBC Zone

**SCRUM Corporation / FAMILY JOY CO. LTD**

East Hall 5[5-205]



Information and Service Zone

**Checker Support.**

East Hall 4[4-604]



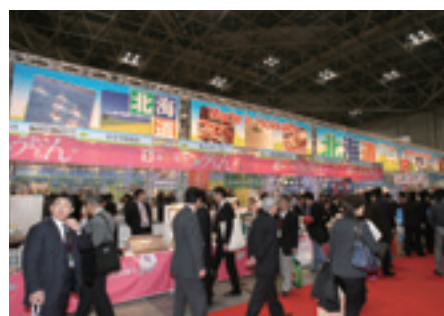
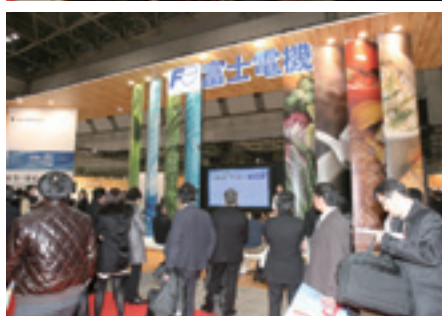
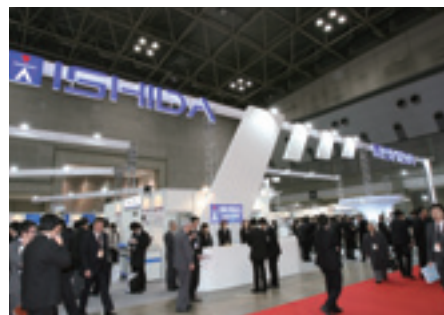
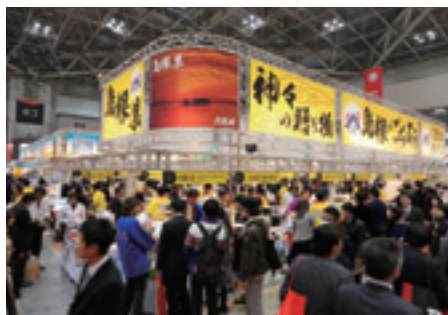
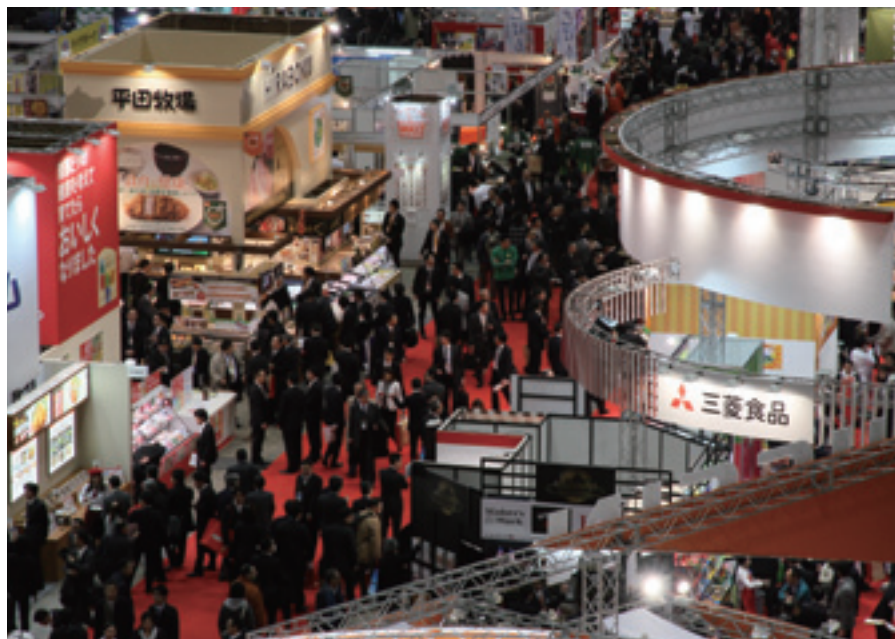
Confectionery and Sweets Zone

**Glico Group**

East Hall 5[5-603]

Company and institution names are as of February 1, 2012.

# Pictures of the show





## THE NEXT SHOW INFORMATION



### 第47回 スーパーマーケット・トレードショ-2013 SUPERMARKET TRADE SHOW

**Date** February 13 (Wed.) - 15 (Fri.), 2013  
10:00 - 17:00 (Until 16:00 on the last day)

**Venue** Tokyo International Exhibition Center (Tokyo Big Sight)  
All of East Halls (1-6)

**Organizer** New Supermarket Association of Japan



一般社団法人  
**新日本スーパーマーケット協会**  
New Supermarket Association of Japan

**Organizer** : New Supermarket Association of Japan

**Overseas Secretariat** : Space Media Japan Co., Ltd.

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