



第47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-2013
SUPERMARKET TRADE SHOW

SHOW REPORT

創 ニッポン
スーパーマーケットが創る
 ニッポンのくらし

To build up affluent local community



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





East Hall 1-6, Tokyo Big Sight

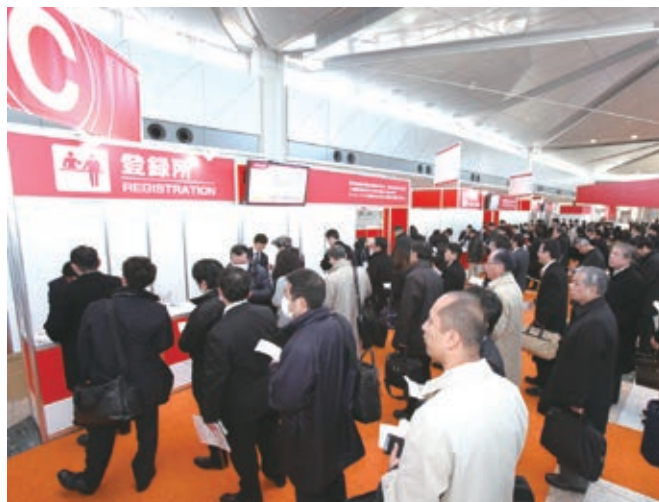
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Outline of the Show

Title	47th Supermarket Trade Show 2013
Theme	"Sou" Nippon, To build up affluent local community
Venue	Tokyo International Exhibition Center (Tokyo Big Sight), East Hall
Date	February 13 (Wed.)-15 (Fri.), 2013 (for 3 days) 10:00 - 17:00 (Until 16:00 on the last day)
Organizer	New Supermarket Association of Japan
Overseas Secretariat	Space Media Japan Co., Ltd.
Official Supporters	Ministry of Economy, Trade and Industry/ Ministry of Agriculture, Forestry and Fisheries/ Ministry of Health, Labour and Welfare/ The Tokyo Chamber of Commerce and Industry/ U.S. Agricultural Trade Office, Embassy of the United States of America/ Embassy of the Republic of Guatemala in Japan/ Economic and Commercial Office, Embassy of Spain/ Turkish Embassy, Office of the Commercial Councillor/ Embassy of the Republic of Poland in Tokyo/ Embassy of the Federal Republic of Germany in Japan/ Embassy of Hungary/ Embassy of Brazil/ Taiwan Trade Center, Tokyo/ Food Marketing Institute Japan
Supporters <small>(in the order of the Japanese syllabary)</small>	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 Cannery 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 <small>(in the order of the Japanese syllabary)</small>	The Environmental News/ K.K.Kyodo 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/ Teiishokuryo Shinbun/ Market News Service/ Nikkan Shokuhin Tsushin/ Nikkei Restaurants/ Nihon Shokuryo Shinbun/ The Japan Agricultural News/ Press The Nokei Shimbun/ Food Navigation/ Food Voice/ Fisheries & Foods News/ Ryutsu Journal/ Ryutsu Voice/ Frozen Food Times/ Reito Shokuhin Shinbun
Exhibitors	1,370 companies and institutions, 2,625 booths Overseas Exhibitors: 64 companies, 78 booths, 14 countries and regions (Australia, Belgium, Brazil, China, Germany, Guatemala, Hungary, Korea, Poland, Russia, Spain, Taiwan, Turkey, USA)
Admission	JPY5,000 *Only charged to visitors without an invitation ticket  Trade Only  Under 18 not allowed to enter  No Photo  No Roller Bags
Events	Keynote Lecture, Special Lecture, Reception Party and Seminars
Concurrent Show	The 8th Kodawari Food Fair 2013 Organized by Japan Food Industry Center [149 companies and institutions, 122 booths from 30 prefectural and city governments] Tokyo Big Sight East Hall 3



Opening Ceremony

The 3rd "Good Design Booth Award 2012" Awards Ceremony

Time February 13 (Wed.), 2013 9:20-10:00

Venue Seminar Stage, East Hall 6



Ribbon-Cutting

Attendees from the left

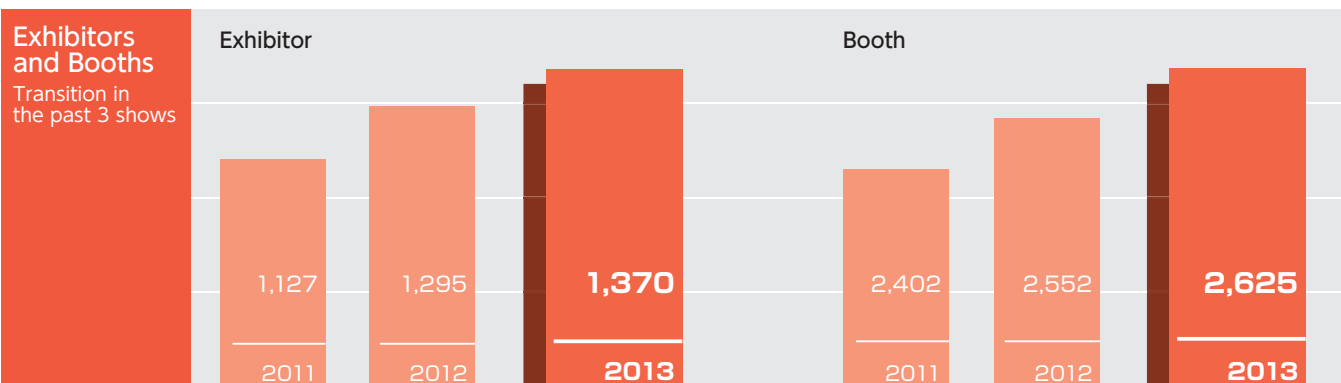
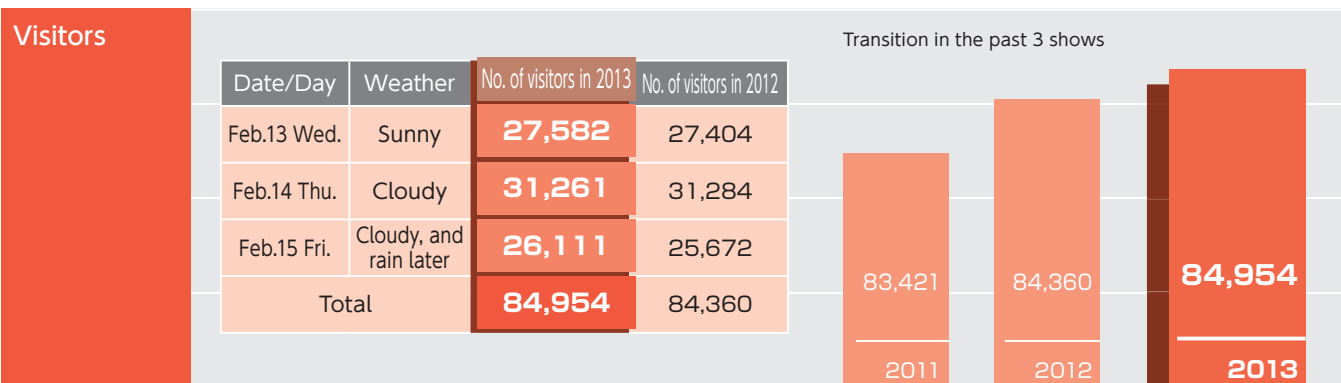
Exhibitor	Mr. Shuji Karashima NISSIN KOGYO CO.,LTD., President
Exhibitor	Mr. Michihiro Kitazawa Fuji Electric Co., Ltd., President and Representative Director
Organizer	Mr. Kyuzo Saito Japan Food Industry Center, Chairman
Organizer	Mr. Hideki Kogirimai SMTS 2013 Executive Committee, Vice-Chairman / New Supermarket Association of Japan, Board Member
Organizer	Mr. Nobuyasu Oota SMTS 2013 Executive Committee, Vice-Chairman / New Supermarket Association of Japan, Executive Director

Organizer	Mr. Masatsugu Mishina SMTS 2013 Executive Committee, Vice-Chairman / New Supermarket Association of Japan, Executive Director
Organizer	Mr. Kiyoshi Yokoyama SMTS 2013 Executive Committee, Chairman / New Supermarket Association of Japan, Chairman
Guest	Mr. Yoshitsugu Minagawa Ministry of Agriculture, Forestry and Fisheries, Vice-Minister
Guest	Mr. Ichiro Hao Ministry of Economy, Trade and Industry, Commerce and Information Policy Bureau, Commerce, Distribution and Industrial Safety Policy Group, Deputy Director-General

Guest	Mr. Nobutsugu Shimizu The federation of industry for national life and consumer's association, Chairman
Guest	Ms. Ikumi Yoshimatsu Miss International 2012
Exhibitor	Mr. Masanao Ozaki Governor of Kochi Prefecture
Exhibitor	Mr. Kanbei Kokubu KOKUBU&CO.,LTD. CEO
Exhibitor	Mr. Tatsushi Ueshima UCC UESHIMA COFFEE CO., LTD, Chairman and Executive Director

Company and institution names are as of February 13, 2013

Figures of SMTS 2013



Floor Map

Food and Non Food

2D-12 Yamanagimiso
 2D-13 Marusho Jozozo
 2D-14 Planning Eme
 2D-15 TORAYA
 2D-16 Dewa of Society of Commerce and Industry
 2D-17 Sumiya Bunjiro Brewery
 3D-01 Nogukimihougin taradake
 3D-02 DainichiFoods
 3D-03 SAKURAJIMA
 3D-04 KOTOKYOTO
 3D-05 Iwazumi (Iwazumi Industrial & Development co.,LTD)

3D-01	3D-02	3D-03	3D-04	3D-05
16	17	18	19	20
04	01	16	13	
03	05	15	12	

Food and Non Food

4J-12 Itsuji Shokusan
 4J-13 HAKATA SALT MFG.
 4J-14 Nyuto-Seika
 4J-15 Kitagawa Seika
 4J-16 ABEKO-SEIKA
 4J-19 HISAYA
 4J-20 Nakamortel
 4J-21 Cha Cha
 4J-22 Seiki

Equipment and Material/ Information and Service

4J-17 BARAENSHOKUBUTSUJO
 4J-18 AKATORI KENKYUSHO

4J-17	4J-18	4J-19	4J-20	4J-21	4J-22
16	17	18	19	20	21
22	23	24	25	26	27

Food and Non Food

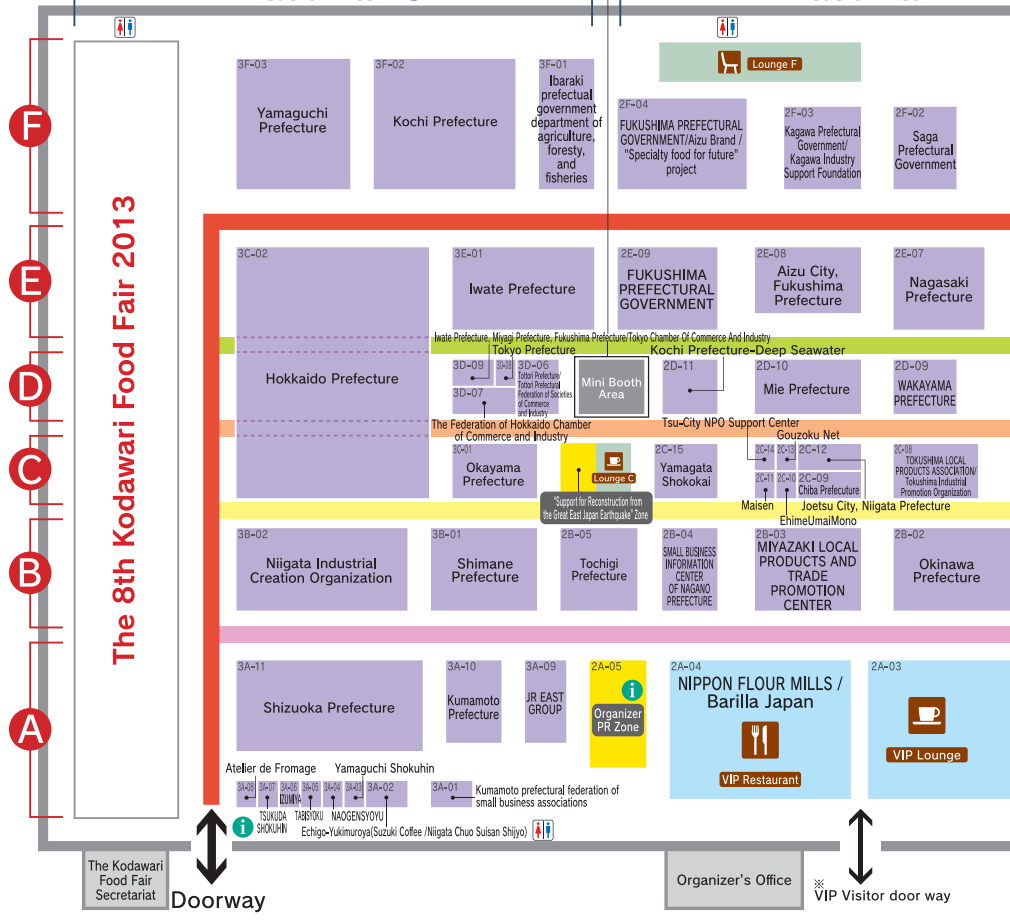
5I-17 Tomoe Daily Processing
 5I-18 NIKKO INTERNATIONAL
 5I-19 Nakamura Gyogyoubu
 5I-20 Shizennouhou Hanbai
 5I-21 Marusaen
 5I-22 HAMOICHI
 5J-28 SANWATSUSYO,
 5J-29 YAMATO FOODS
 5J-30 Yanagiyayokuhin
 5J-31 ECO-LIFE CORPORATION
 5J-32 Royal Yuki
 5J-33 Yoshida shoji
 6I-01 SHONAN OLIVE
 6I-02 KODAMA FOODS
 6I-03 KOBE HAKARA FOODS
 6I-04 Toyohashi Yojun
 6I-05 CHITOSE GROUP
 6I-06 Taiyo bokujyo
 6J-01 MEMOS
 6J-02 HAS-NIHON TRADING
 6J-03 cosana
 6J-04 WAKOU SHOKAI
 6J-05 SHINDO SHIGEHARU SHOTEN
 6J-06 YAMAMURO

5I-17	5I-18	5I-19	5I-20	5I-21	5I-22
16	17	18	19	20	21
02	03	04	05	06	07
08	09	10	11	12	13

The 8th Kodawari Food Fair 2013

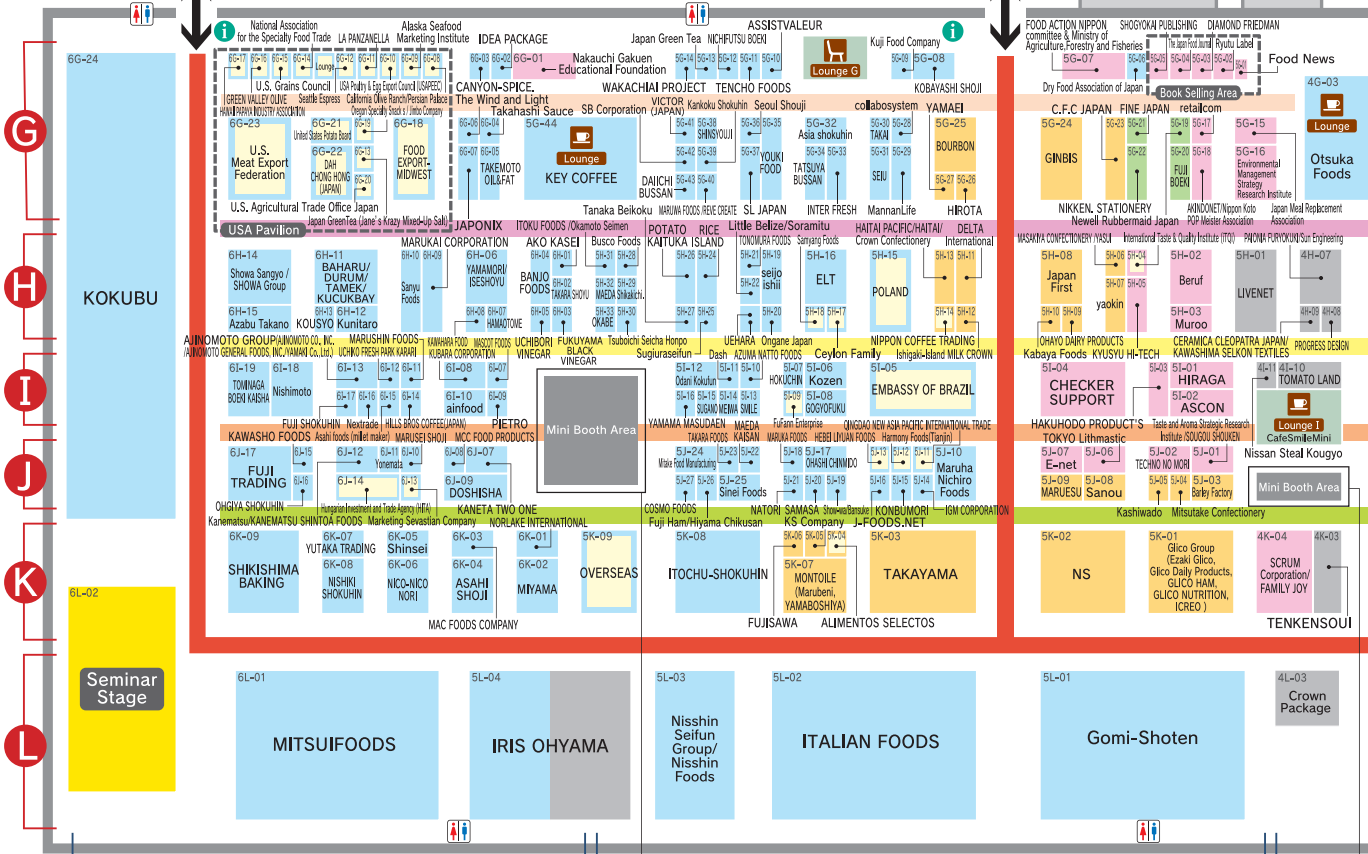
East Hall 3

East Hall 2



Doorway

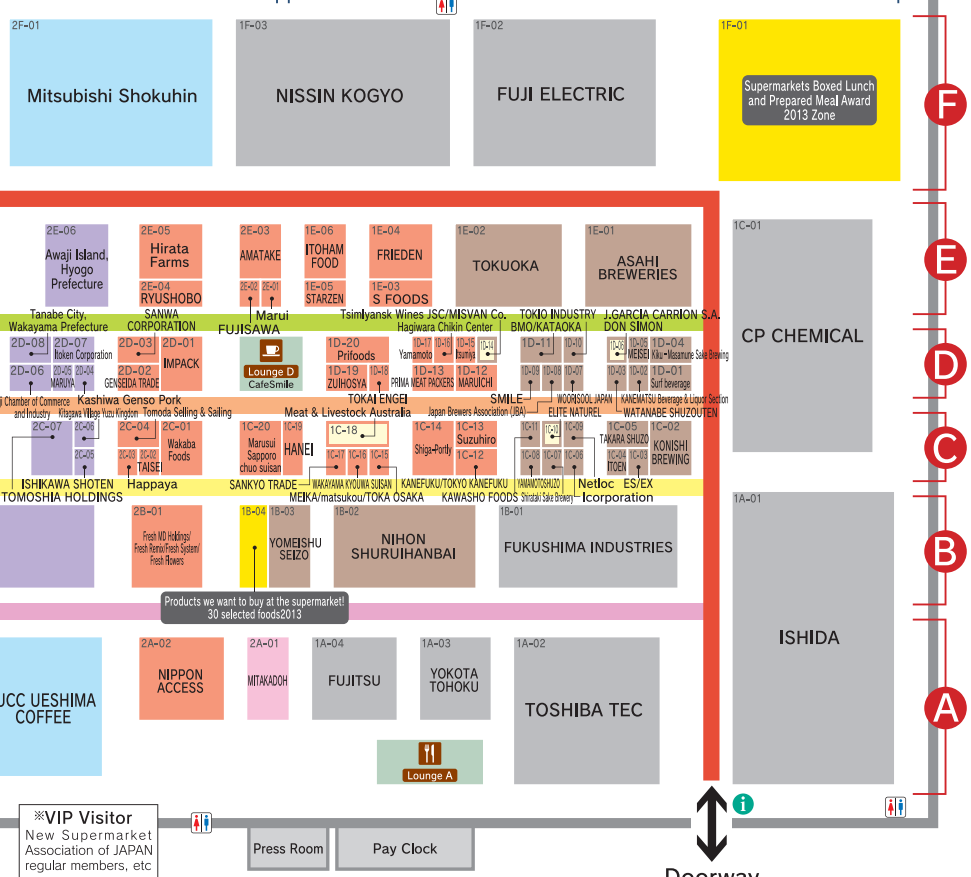
Doorway



East Hall 6

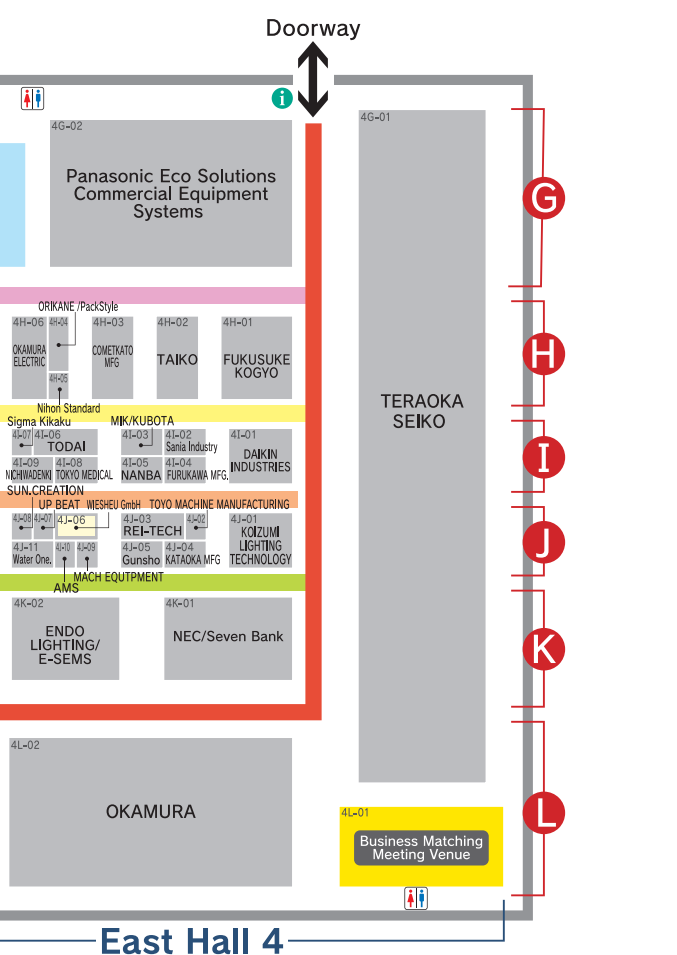
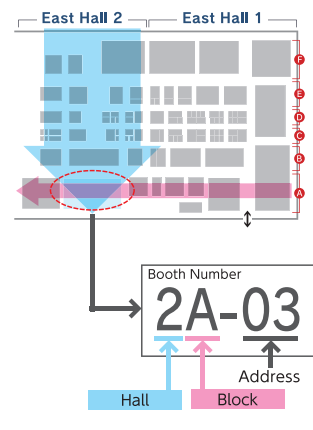
East Hall 5

East Hall 1

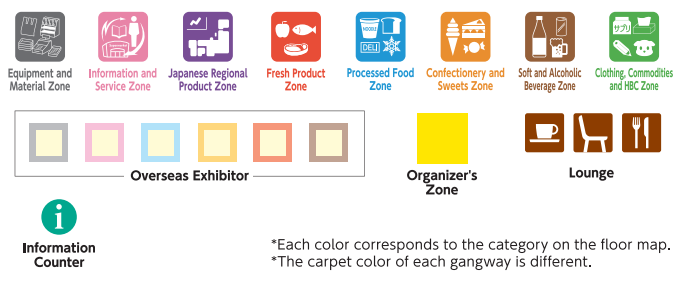


Booth Number Explanation

From this time, we made it easier to find the targeted booth by making the booth number consisting of the hall number and the block number.



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.

VIP Visitor Doorway

For the first time, it was set up especially for VIP visitors such as the regular members of New Supermarket Association of Japan.



Information Counter

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

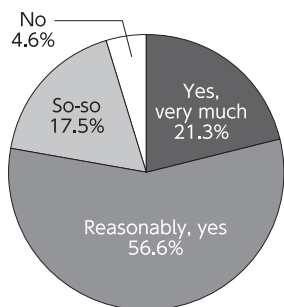


East Hall 4

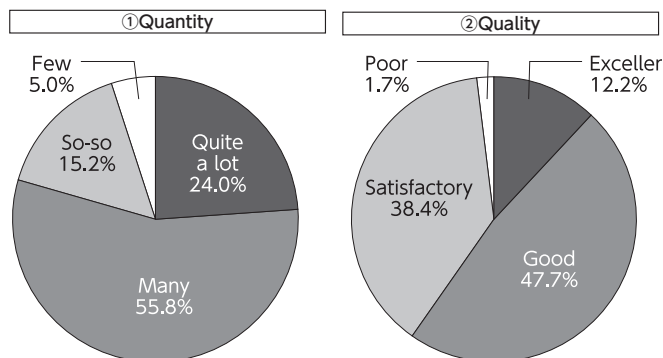
Questionnaire Outline

Examination Method Questionnaire sheets were collected during and after the show by February 21 (Thu.), 2013 from each exhibitor. (Response rate: 72%)

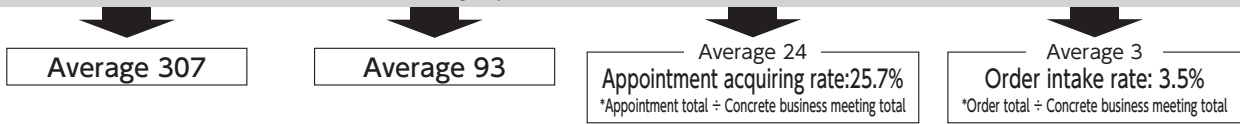
Q1 Are you satisfied with the results of the show? **1 choice**



Q2 How were the quantity and quality of the visitors? **1 choice**



Q3 ① How many business cards did you get from the visitors? ② Out of ①, how many had a clear intention in having business meeting at your booth? ③ How many appointments did you get? ④ How many orders did you get? **Free Answer**



Merits of exhibiting during the show

● Improvement of image of manufacturers and products

- We were able to appeal our "corporate value" and "employee ability" to VIP clients.
- Recognition of our corporate, products and brand was enhanced.
- We were able not only to present our products themselves but also to propose sales floor and corner.
- Our product was selected for the "Products we want to buy at the supermarket! 30 selected foods", and this prize gave us effective promotional tool for future sales.
- We were able to promote prefectural-produced products in the Tokyo metropolitan area.

● Information exchange

- Information from distributors' stand point on target setting, development location and market methods were gathered.
- Exhibiting in the show helped us to collect market condition and competitive situation.
- We were able to learn useful reference such as how the other exhibitors displayed their booths.
- A lot of information and sales development cases of regionally-produced products were gathered.
- We were able to learn PR methods including display and naming of products.

● Interaction and information exchange in the same trade

- We were able to have opportunity to exchange information for new product development. We shared idea of providing raw material and developing new product.
- We were able to exchange information with exhibitors from other municipalities.
- We found a product in exhibitors' booths that could be adopted for our product development. It was a good future reference for us.

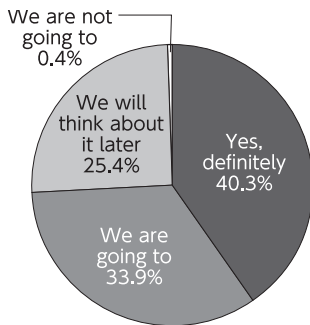
● Visitors

- By meeting visitors with various background, we were able to learn and extend our knowledge.
- We were able to gain good feedback from visitors for setting up presentation space where food samples were handed out.
- We were able to meet a new person of our existing client.
- We were able to meet existing client whom we have not seen for a long time.
- We were able to have opportunity to meet people working in industries we usually do not have contact with.

Q4 Please write about any agendas to be examined come up during the show. **Free Answer**

- The inquiries about OEM were larger than expected. To correspond effectively to this kind of consultation is our agenda for future.
- We learned that it is more effective to limit the number of products to specific ones that we want to sell than displaying a lot of them.
- Lacking efficient number of staffs working in the booth resulted in less number of meetings.
- It is necessary to simplify presenting contents by narrowing exhibiting products and targets.
- We need to make more efforts to make clients listen to us to enhance their understanding of products.

Q5 Do you intend to take part in Supermarket Trade Show 2014 at the moment? **1 choice**



Q6 Please write about what you expect and hope for SMTS. **Free Answer**

● About the organizer's operation

- We can expect more visitors if the last day of the show opens until 17:00.
- It would be convenient for both visitors and exhibitors if the system to take data from name cards by using bar code is made available.

● About projects for exhibition

- We would like clients to recognize the importance of non-food for increasing overall sales.
- We expect to have various kinds of presentation stages and creation of export expansion opportunity (overseas appealing).

● Visitor promotion

- We expect increasing number in new visitors than in repeat visitors.
- We would like organizer to appeal more actively so that retail industry-wide visitors to visit.

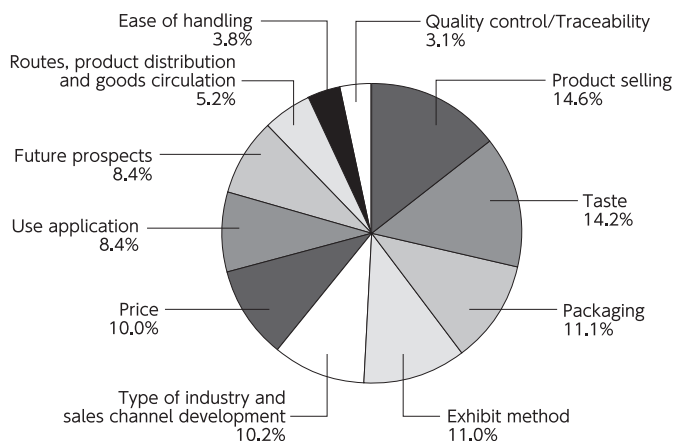


Advice and Consultations by Product Consultants

During 3 days of the event, a total of 67 Product Consultants walked around the venue and gave out various pieces of advice to exhibitors. Many of the advice or consultation were related to product selling, taste and packaging.



Advice and Consultation Matters by Area

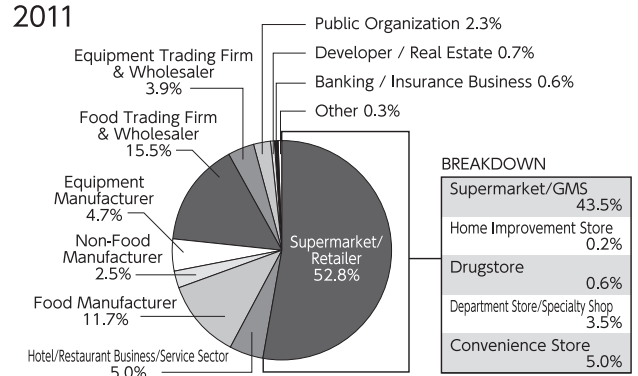
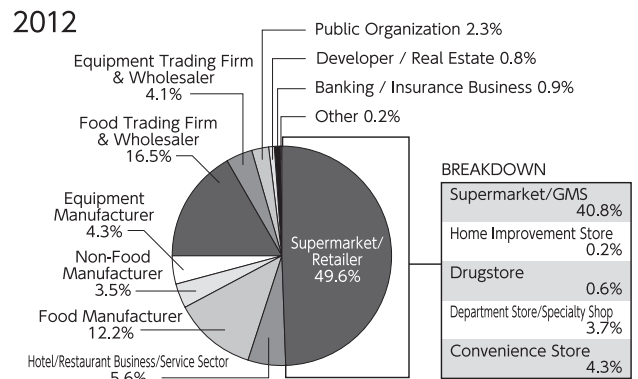
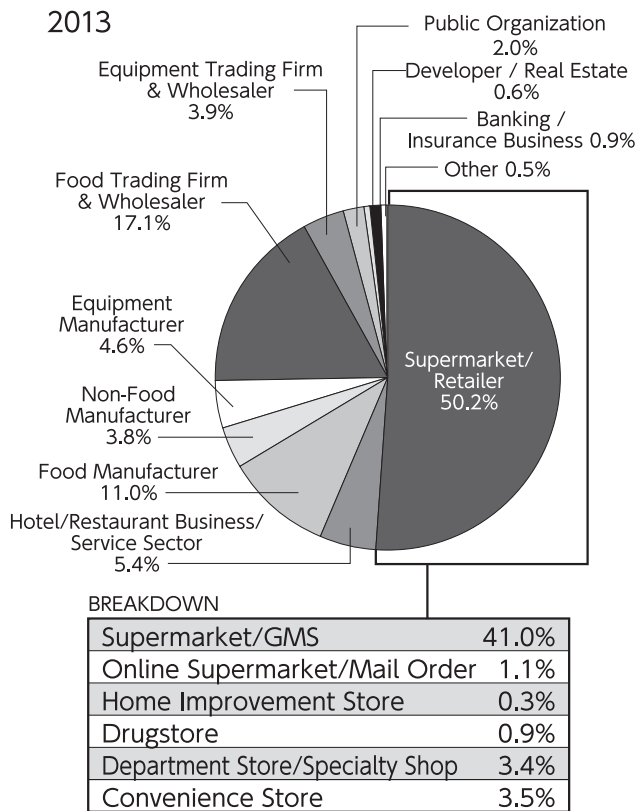


Questionnaire Outline

- 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 13 (Wed.) - 15 (Fri.), 2013
- Examination Time** About 11:00 - 16:00
- Examination Object** Supermarket/retailer related visitors.
Note: Questions 1 to 4 are the results of counting registered visitors data
- Collection** 994 sheets (994 of them were valid)
- Examination Place** In the venue of Supermarket Trade Show

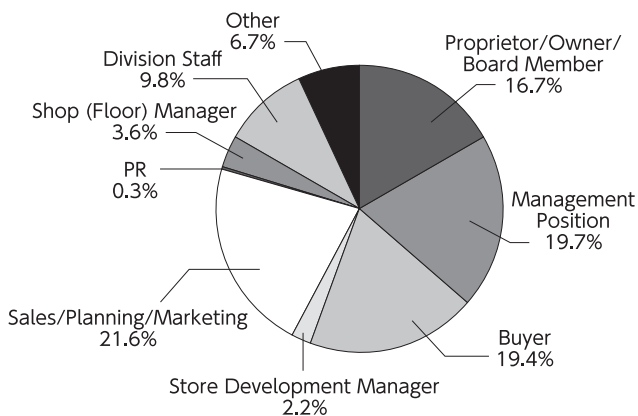
Q 1 Please tell us your business category. (Transition in the past 3 shows)

1 choice

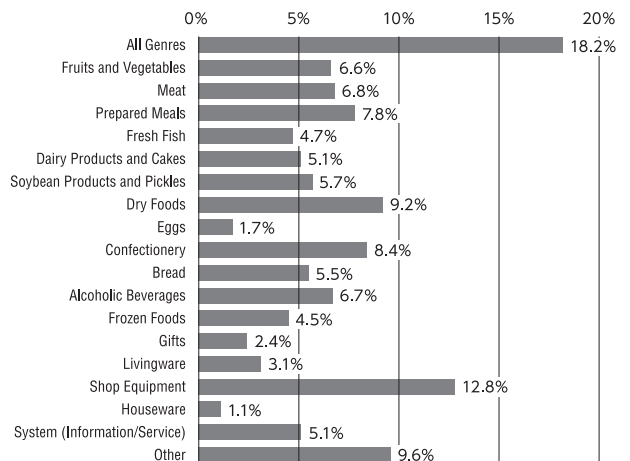


Q 2 Please tell us your job category.
*Tallied the number of visitors from supermarket, retailer, wholesaler, trading firm

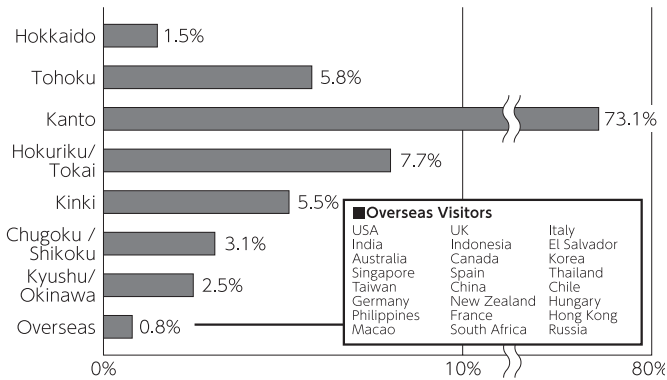
1 choice



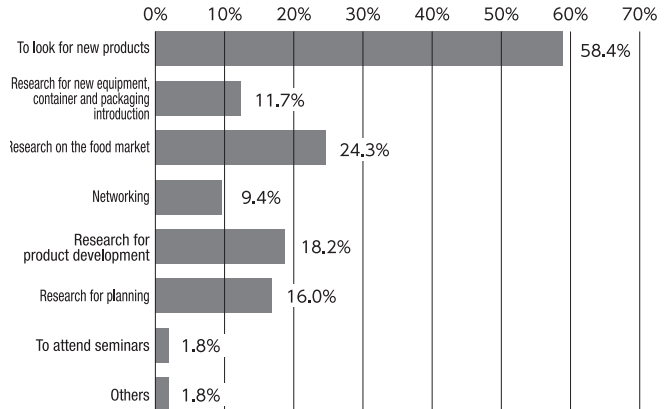
Q 3 What product category are you in charge of?
Multiple answer



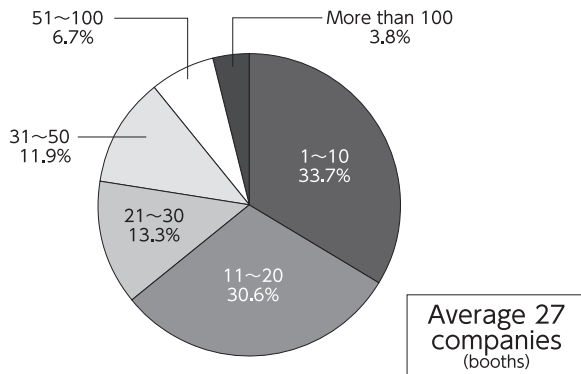
Q4 Where is your office located? 1 choice



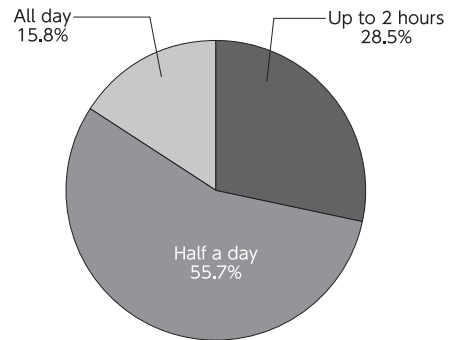
Q5 What is the purpose of your visit? Multiple answer



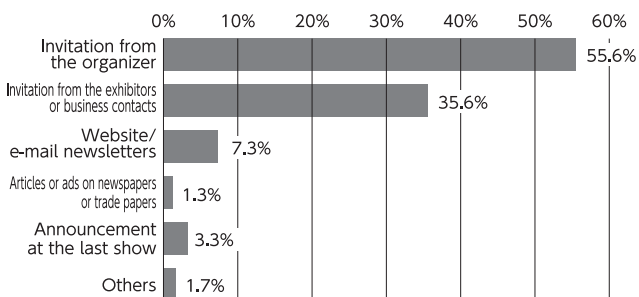
Q6 How many company (booth) did you see / are you going to see? 1 choice



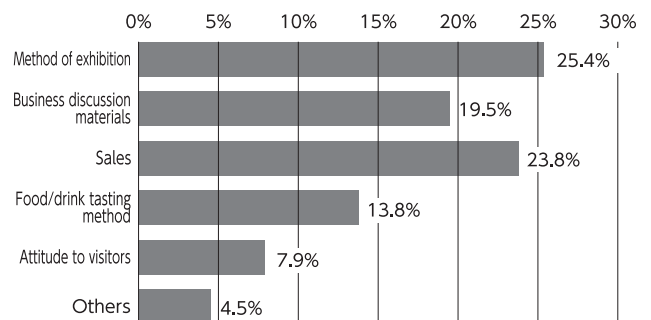
Q7 How long did you stay / are you going to stay at the show? 1 choice



Q8 How did you know about the show? Multiple answer

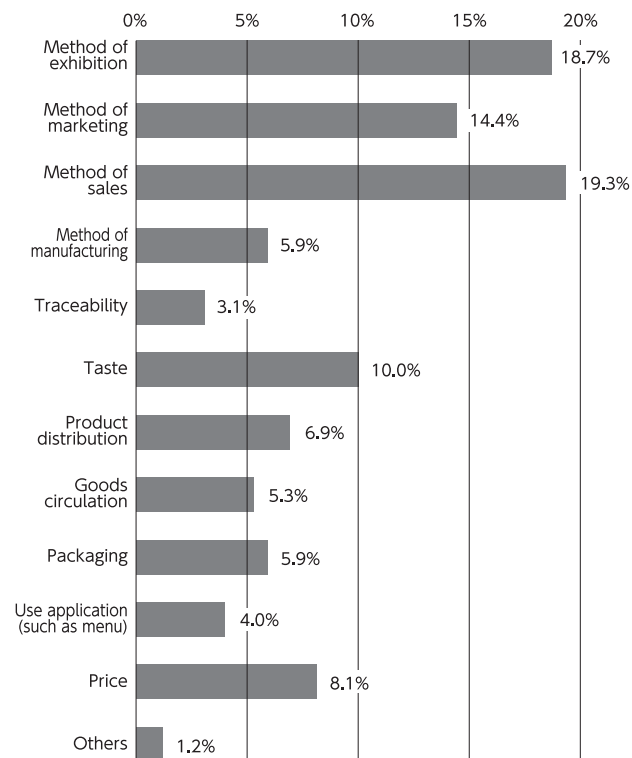


Q9 What do you think the exhibitors should improve? Multiple answer



Q10 Consultations from exhibitors and content of advice

Multiple answer



Q11 Expectations for future SMTS

(Desire for an increase in exhibit categories and concurrent seminars, etc.)

Free answer

● About exhibit categories hope to increase

- Presentation that fits each food scene and dining
- Increase of Clothing, Commodities and HBC Zone Area
- Enhancement of boxed lunch area
- Dried traditional food
- Food aimed at elderly people
- Information service zone (dietary, dining out)
- Equipment and system related manufacturers, transportation and refrigerator traders
- Increase of fresh fish booth
- Exhibit of frozen food manufactures
- Expansion of regionally and locally produced products area
- Packaging material manufactures

● About seminar

- Internet distribution
- Overseas development
- Legislative provision including environmental recycling
- Employee education
- Sales promotion, sales methods
- Seminar for expected future supermarket in 5-10 years
- Marketing, lecture for market trend

● About projects

- OEM related projects
- Increase projects for SM fresh food sales
- Overseas products
- Cross-passing project between corporations as well as categories
- Branding of regional specialty products and fruits and vegetables
- Distribution BMS

Q12 The biggest challenges to be solved

Free answer

● Products

- Sell products that suit customers' need
- Search and export "Kodawari", or specific food
- Presentation of products that can be safely and stably supply
- Product development
- Development of new products and search of "Kodawari", or specific products
- Search for products not compete with products of other corporation
- Improvement of quality preservation period and cost reduction
- Discovering of eye-catcher product

● Operations

- Workload reduction
- Use cloud computing system for POS system
- Transportation efficiency
- Securing supply
- Business efficiency
- Social contribution and profit pursuit

- Fresh products distribution
- Distribution and delivery

● Sales Floor

- Simple cooking methods
- Approaches or cases where social activity and store set-up are working in combination
- Increase sales in prepared meal area

● Environment

- Energy conservation and energy saving

● Others

- Increase in consumption tax
- Reductions in costs
- System structuring to increase sales
- Securing sales and profit
- Human resource development
- Harmful rumor
- Working hour reduction



Speaks, Keynote Lecture, Special Lecture

Venue	Seminar Stage, East Hall 6
Admission	Free of charge
Capacity	350 persons
Supporters	JR East Water Business Co.,Ltd / Coca-Cola (Japan) Company, Limited
Turnout	Total 3,365 attendees for 3 days *Speaks, Keynote Lecture, Special Lecture and all the other specialized seminars included

Speaks February 13 (Wed.) 10:20-11:35



SMTS Speaks

The end of Shoku (Food) and supermarkets

Mr. Kiyoshi Yokoyama

Chairman of New Supermarket Association of Japan
CEO of ARCS COMPANY, LIMITED



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



If you don't change, nothing changes!

Change the supermarkets of tomorrow with vision and action!

Keynote Lecture Mr. Akihiko Hanawa

President of Office Hanawa/Adviser to Seven & i Holdings Co., Ltd./
Director-general of Moral Education & Management Research Institute

Special Lecture February 14 (Thu.) 10:20-11:50



The use of service engineering at supermarkets

Special Lecture Mr. Masaaki Mochimaru

Doctor of Engineering/Director of Center for Service Research,
The National Institute of Advanced Industrial Science and Technology

Overseas Pavilions

There were overseas pavilions exhibited at SMTS 2013 as follows.

USA Pavilion

(6G-08~23)

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 since last year. 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 29 companies, 34 booths



Pavilion Sign



USA Exhibitor Directory



Embassy of Brazil

(5I-05)

Number of Exhibitors 9 companies, 10 booths



POLAND

(5H-15)

Number of Exhibitors 4 companies, 6 booths



Hungarian Investment and Trade Agency(HITA)

(6J-14)

Number of Exhibitors 7 companies, 3 booths

Organizer's Project

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



BoothNo. 1B-04

Application

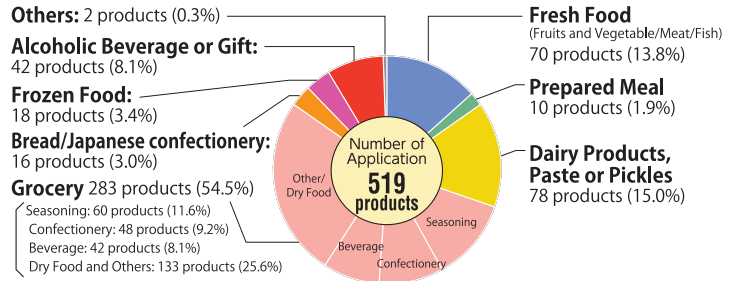
Application Period: September 24 to October 24, 2012
Examination Target: Food products displayed at the 47th Supermarket Trade Show 2013 and showed in the official guidebook "Buyers' Guide"

Outline of the Examination

Judges: Consuming publics, dieticians and cuisine professional
Judges examined the products under following criteria including intentions to buy
{ Product Concept, Taste, Quantity/Volume, Price, }
{ Package, Shelf Life, Suitable Scene to Cook and Taste }

30 attractive food products were chosen from the consumers' point of view among the products exhibited at the 47th Supermarket Trade Show 2013. These products were displayed in the special zone with the sales promotion tool suggestions such as effective point of purchase advertising and small banners.

Breakdown of Applied Categories



1st Day at SMTS



Secretariat staff visited the selected products' booths and presented the sales promotion tool.

2nd Day at SMTS



































Judges visited the selected products' booths and consulted about the product.

After the show

10,000 copies of the guide of the selected products with recommended recipes developed by dieticians and cuisine professionals were sent to buyers throughout Japan.

Selected Products (Company name in the order of the Japanese syllabary)

 <p>Kuromame Kotsubu Natto ■ Fermented domestic black soybeans AZUMA NATTO FOODS CO., LTD.</p>	 <p>Bari Katsuo Kun. Guitto Hitoiki Hen ■ Dried bonito chips SEALUCK co.,ltd.</p>	 <p>Maruhon Taihaku Goma Abura ■ Sesami oil TAKEMOTO OIL & FAT Co., Ltd.</p>	 <p>Koukun Arabiki Pork Wiener ■ Coarsely-ground pork wiener PRIMA MEAT PACKERS,LTD.</p>
 <p>Kokusen Komeko 100% Shio Okome no Kawa (Gyoza you Oban) ■ Dumpling skins made from 100% rice flour Itsuji Shokusan</p>	 <p>Honba Nagasaki Chanpon 2 Shoku ■ Nagasaki's regional noodle Shirayuki Shokuhin</p>	 <p>Yuzu Shoyu Kakepon ■ Yuzu (citrus) flavored soy sauce Choko Shoyu</p>	 <p>Oku Izumo Nama Soba 2 Ninmae Tsuyu Nashi ■ Soba, Japanese noodle made of buckwheat flour Hondashoten</p>
 <p>Aohada Konjin Kinako ■ Toasted green beans flour Inoue Shoten</p>	 <p>Suruga Fubuki #5 ■ Dried bonito Shin Marusyo</p>	 <p>n.e.o Premium Ginger Ale ■ Ginger ale TOMOMASU DRINK Co.,LTD.</p>	 <p>Aosa Nori ■ Sea lettuce Matsukiku Foods</p>
 <p>Kanzaki Muen Gokubosomen ■ Salt-free Japanese vermicelli Inosukejemen Corporation</p>	 <p>mowmow-farm Jersey Nyu no Ice Brulee ■ Iced crème brulee Sweets corporation</p>	 <p>Nori Tsukudani Jun Genen 125g ■ Seaweed boiled down in low-salt soy sauce NICO-NICO NORI INC.</p>	 <p>Shunzumi Ichigo no Ice ■ Strawberry ice cream Matsusaki Reika Kogyo</p>
 <p>Ipponzuri Urume Iwashi Oil Sardin ■ Oil Sardin Usamon Ipponzuri-Urume</p>	 <p>Kokusen Sansho Iri Okazu Gobo ■ Pickled burdock in soy sauce flavored with Japanese pepper SUGANO</p>	 <p>Yuki Tomato Puree 3P (200g x 3 Packs set) ■ Organic tomato puree NICHIFUTSU BOEKI K.K.</p>	 <p>Dashi Meijin 10g x 12P ■ Dried bonito Morita Katsubushi</p>
 <p>Zero Calorie Kinako Warabimochi ■ Calorie-free traditional bracken-starch dumpling Endo Seian</p>	 <p>Koek Milk ■ Wheat cracker SUZUKIYA INC.</p>	 <p>Kobukuro 6 ko Mire Biscuit ■ Biscuit Nomura</p>	 <p>Chocottou. Shioaji ■ Salted brown sugar and chocolate sweet Ryukyu Kokuto</p>
 <p>Kimura Nomu Yogurt "Inochi no Shizuku" ■ Raw milk yogurt Kimura-milk plant</p>	 <p>Fukai Umi no Shio Arashio 120g ■ Sea salt USER'S ASSOCIATION OF SURUGA BAY DEEP SEA WATER</p>	 <p>Hakata no Shio Yaki Shio 250g ■ Roasted salt HAKATA SALT MFG.INC.</p>	 <p>Arabiki Wiener ■ Coarsely-ground wiener FINE JAPAN CO.,LTD.</p>
 <p>Kuki Taihaku Junsei Goma Abura ■ Sesami oil KUKI SANGYO CORPORATION</p>	 <p>Nozawana Enoki Konbu ■ Pickled enoki-like mushroom in soy sauce with Nozawana (cole preserved in salt) and seaweed Takeuchi Nousan</p>	 <p>Arabiki Wiener ■ Coarsely-ground wiener FINE JAPAN CO.,LTD.</p>	



スーパーマーケット Supermarkets Boxed Lunch and Prepared Meal Award 2013

お弁当・お惣菜大賞2013

BoothNo. 1F-01



This is a program aiming at stimulating and boosting the lunch box and prepared meal section in the supermarkets and motivating staffs by awarding excellent products. The management of the examining meeting, the display of the awarded products and the related information supply during SMTS were provided by the supporting companies.

Criteria of Examination

Award Category

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

1st Selection

- Self-selected or recommended by others products: 5 criteria
 - ①Being a Bargain ②Originality ③Cohesiveness ④Sales Volume ⑤Clear Policy *All 10 point scale
- Recommended by general consumers products: 11 criteria
 - ①Color balance ②Setout ③Ingredient, Nutrient balance ④Balance of staple and accompanying dish ⑤Balance of cooking method ⑥Affordability ⑦Ease to carry around ⑧Ease of consumption ⑨Container, packaging ⑩Originality ⑪Total satisfaction *All 10 point scale

Number of Application Total 38,987 items

2nd Selection

All the products were examined under 11 criteria through a tasting examination by the judges

*The final decision was made by the secretariat after considering the total points and the feasibility of display and media disposure. Following the result of the examination, the 1st or the 2nd prize were not chosen in some categories.

Jury's Selection

The 1st and the 2nd prize among products self-selected or recommended by others. 8 categories, 24 products.

General Consumer's Selection

The 1st and the 2nd prize among products recommended by general consumers. 9 categories, 21 products.

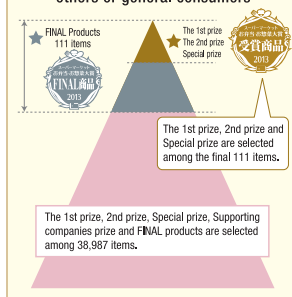
Special Prize

Highly noticeable products not far behind from the 1st or the 2nd prize among self-selected or recommended by others.

Supporting Companies Prize

Products selected by supporting companies.

Products self-selected, recommended by others or general consumers



5th "Best Store Manager Award"

What is "Best Store Manager Award"

Choosing brilliant store managers to honor and conduct panel discussion. This is to improve position of supermarkets by focusing on store managers to raise their status. 2 excellent store managers were awarded in the 5th award this time.

Award Ceremony

Date February 14 (Thu.)
In the reception party

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



Panel Discussion

Survive with the power of the store manager!
~ How to make "strong store" ~

Date February 14 (Thu.)
13:35-14:55
In the reception party

Venue Seminar Stage, East Hall 6



Award Winners

Mr. Takehiro Kai
Nagano Co.,Ltd. Store manager of NAGANOYA, Segashira store

Started working for NAGANO Co., Ltd. on Mar. 21, 2007. Firstly assigned to the produce section of Sadowara head store before gaining the experience as the division head in Saito store, Manabino store, Kirishima store, Segashira store and Otsukadai store. He became the store manager of Segashira store on Jul. 2011.



Award winner of FMI Store Manager's Award International Section

Mr. Jun Oshima
YAOKO Co., Ltd. Store manager of YAOKO Kawagoematoba store

Started working for YAOKO Co., Ltd. on Apr. 2001. Firstly assigned to the processed food section and became the chief, he got promoted to the assistant manager on Nov. 2005 and became the assistant manager of newly opened Kagohara store on Jul. 2006. In 2007, he got promoted to the store manager of Kitamoto head store and opened Takasakitakazeki store in February 2009. He has been the store manager of Kawagoematoba store, YAOKO's new flagship store since last March.



Business Matching Meeting

Domestic buyers of supermarkets and department stores had business meetings with domestic suppliers, following the pre-set schedule.

Date February 13 (Wed.) - 15 (Fri) **Advance Application System**

Venue Business Matching Meeting Venue, East Hall 4

Organized by New Supermarket Association of Japan / the Tokyo Chamber of Commerce and Industry

Buyers 50 from 31 companies

Suppliers 108

Meetings in total 303



Buyers' Comments

- All the suppliers were so enthusiastic to present their products and services that the meeting went smoothly
- We'd like suppliers to distinguish themselves by place of origin, brand, preparation method, PB, OEM and original point of purchase advertising

Suppliers' Comments

- It was good to be able to have substantial meeting and present project proposals, samples and item descriptions.
- We'd like to have more time to talk.

Reception Party

Date February 14 (Thu.) 18:00- (Registration started at 17:30)

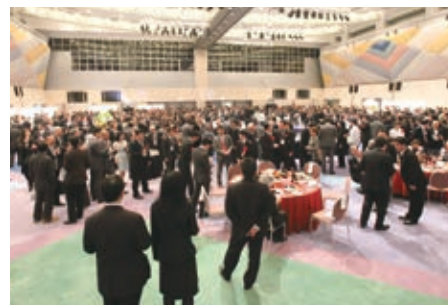
Venue Reception Hall in Conference Tower 1F at Tokyo Big Sight

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

Special Collaborating Project

Ibaraki "Shoku (Food)" Collection 2013

- Organized by New Supermarket Association of Japan and Ibaraki Prefecture



Good Design Booth Award 2013

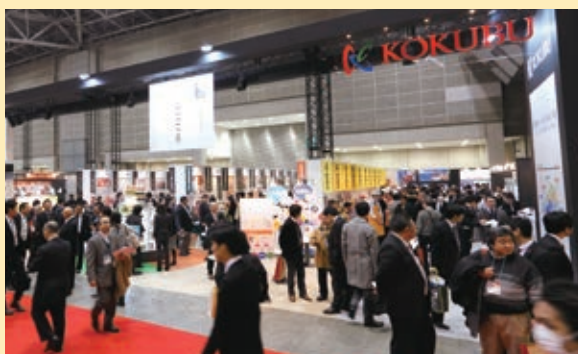
Booths that were excellent in concept, style and visitor service were selected and 1 exhibitor in each category was awarded as follows.

Judges

Associate members* in SMTS 2013 Executive Committee
*Associate members, product consultants and instructors of customer service education of New Supermarket Association of Japan

Target booths

All of SMTS exhibitors



KOKUBU&CO.,LTD.

The concept of exhibition and product presentation were shown clearly with the comprehensive presentation. It was very appropriate for SMTS.

Award of each zone



Booth Design Category

Kochi Prefecture

The decoration was full of originality and there were efforts shown to present each company. It was appropriate booth for SMTS.



Product PR Category

Mitsubishi Shokuhin Co.,Ltd

The product concept was very clear and the PR of the products that they would like to sell was actively conducted.

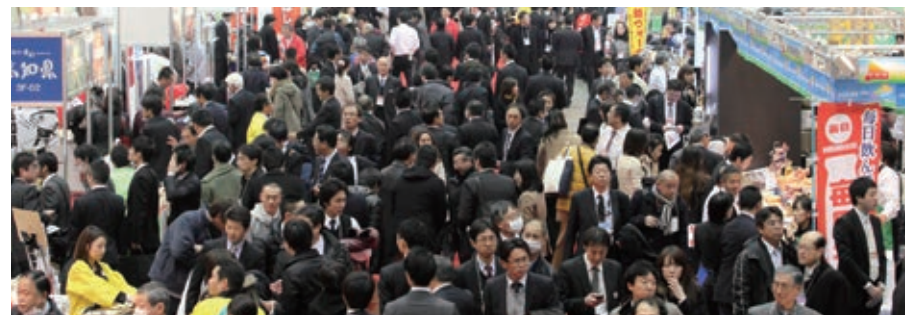


Customer Service/Explanation Category

TAKAYAMA CO., LTD

The high quality customer service was given at this booth, such as explanation with good knowledge of product and presentation with food samples.

Pictures of the show





THE NEXT SHOW INFORMATION



第48回 スーパーマーケット・トレードショー-2014 SUPERMARKET TRADE SHOW

Date February 12 (Wed.) - 14 (Fri.), 2014
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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