

February 7, 2012
120201zs-supermarket

Report of 46th Supermarket Trade Show

Date: 2012 February 1-3

Time: 10:00-18:00

Venue: Tokyo Big Sight East Hall

Organizer: New Supermarket Association of Japan (NSAJ)

Product category: food and beverage, display and decoration related items, check-out machines

Number of exhibitors: 1,295 exhibitors (2,552 booths)

Number of visitors: 84,360 (day 1= 27,404, day 2= 31,284, day 3= 25,672)

Size of the Hall: 6 Halls

Observation:

The 46th Supermarket Trade Show is a large exhibition, with over 1200 exhibitors. It introduced items related to supermarket such as food and beverage, meat, display items, IT products, packaging, confectionaries and human resource. IT companies showed their technologies related to supermarket checkout counters. Other supermarket related items such as display shelves, lights, signboards, storage system, eco freezer were also exhibited. There were displays of varieties of packaged products and less fresh food. There were food products from Thailand. Some of the food products such as instant curry and even Japanese snacks are manufactured in Thailand. The products are packaged and labeled in Japanese and exported to Japan. Pavilions of Japanese Prefectures took part and exhibited their local food products. Exhibitors from oversea such as US, Brazil, Italy also participated. However, there were not many oversea participants in this event, especially from Asian countries.

For further information, please visit: <http://www.smts.jp/english/>



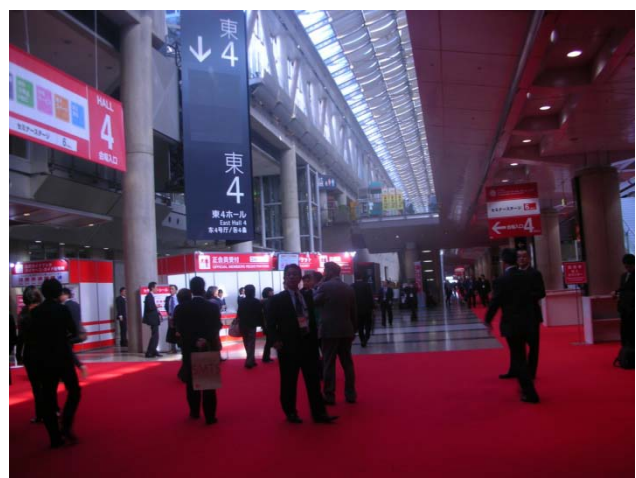
Signboard



Registration entrance



Registration counter



Entrance