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Trade Show Evaluation Report - Supermarket Trade Show 2014

Report Categories:

Trade Show Evaluation

CSSF Activity Report

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Report Highlights:

Supermarket Trade Show, organized by the New Supermarket Association of Japan, was held in Tokyo from February 12-14, 2014. The USA Pavilion featured a variety of high quality and healthy U.S. agricultural products and foods from 20 organizations and companies including the U.S. Meat Export Federation, the USA Poultry and Egg Export Council, the Alaska Seafood Marketing Institute, the Hawaii Papaya Industry Association, Food Export Association of the Midwest USA/Northeast, SUNKIST Growers Inc., and the U.S. Soybean Export Council. The U.S. exhibition provided an excellent venue for U.S. food companies and their Japanese agents interested in promoting their products to the retail sector in Japan. Projected 12 months sales were \$1.3 million.

General Information:

Name of Show:	Supermarket Trade Show 2014
Dates:	February 12-14, 2014
City/Country:	Tokyo International Exhibition Center (Tokyo Big Sight), Ariake (Tokyo), Japan

A. STATISTICAL SUMMARY**1. Profile of Visitors:**

(Last year)

Total Number of Supermarket Trade Show Visitors	81,828 (84,954)
Estimated Number of Trade Visitors	77,246
Estimated Number of Visitors to the U.S. booths at Supermarket Trade Show	10,000
Number of serious trade contacts made by U.S. companies	262 (529)

Type of business by sector:

(Last year)

Supermarket/Retail	38.7%	(50.2%)*
Food Manufacturer	12.5%	(11.0%)
Food Service	5.3%	(5.4%)
Non-food Manufacturer	3.9%	(3.8%)
Machinery/Packaging	5.5%	(4.6%)
Food Wholesale/Importer/Distributor	16.0%	(17.1%)
Non Food Wholesale/Importer/Distributor	3.7%	(3.9%)
Other	5.6%	(4.0%)

*Breakdown of Supermarket/Retail/HRI:

(Last year)

Supermarket	38.7%	(41.0%)
Web Store/Direct Mailing	1.4%	(1.1%)
DYI Stores	0.3%	(0.3%)
Drug Store	0.7%	(0.9%)
Department Store/Specialty Store	2.8%	(3.4%)
Convenience Store	3.6%	(3.5%)

2. Profile of U.S. Pavilion:
(Last year)

Size including aisles	576.15 sq. m. (480 sq. m.)
Booths	35.5 booths (34 booths)
Companies/organizations exhibited (including ATO and Food Export Mid-West/North East)	20 (32)
Number of new-to-market	2 (2)
ATO Information Booth & Lounge	72 sq.m. (18 sq.m.)

3. Number of Country Pavilions (booths) at the show:

5 countries:	Spain, Korea, China, Poland, and USA
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4. Show Expenses (US\$=105yen)

1. U.S. Pavilion	
a. Space Rental	\$0
b.c. Design and Construction	\$5,395.00 (Lounge & information upgrade and pavilion design upgrade. Paid by Enhancement Funds) \$680 (Additional construction, rental equipment/furniture. Paid by CSSF)
2. Public Relations	\$0
3. Catalog	\$0
4. Reception and Seminars	\$0
5. Customs Clearance	\$0
6. Others	\$0
7. Total Expenses (1-6)	\$6,075.00

5. Exhibitor Expenses and Revenues

1. Participation fees/direct payments	
a. Average cost per exhibitor	\$4,457.00

b. Total for all exhibitors	\$89,143.00
2. Other expenses	
a. Average cost per exhibitor	\$5,000.00
b. Total for all exhibitors	\$100,000.00
3. Total exhibitor expenses (1b + 2b)	\$189,143.00

6. Products/Sales Information
(Last year)

1. Number of Products test marketed:	149 (299)
2. Products that generated the most interest from buyers:	Alaska seafood, beef steak, processed pork, prunes, dry apples, premium sweet oranges, no-salt/no-sugar condiments, turkey, chicken, Hawaii papaya, mints, coffee, Natto variety soybeans, dried tomato, Yuzu flavored olive oil.
3. Total estimated on-site sales:	N/A
4. Projected 6-month sales resulting from show:	\$1,300,000 (\$50,770,000, \$800,000 without beef)

B. FAS FIELD EVALUATION

1. Show Objectives:

Supermarket Trade Show, organized by the New Supermarket Association of Japan, provides an excellent venue for ATO Cooperator, U.S. food companies and their Japanese agents interested in promoting their products to retail sector buyers in Japan. The show is particularly well suited for introducing consumer oriented products.

2. Show's Success in Achieving the Objectives:

The show's projected 12-month sales were \$1.3 million. It was the third year exhibiting at the Supermarket Trade Show as a U.S. Department of Agriculture Endorsed Trade Show. The USA Pavilion featured a variety of high quality and healthy U.S. agricultural products and foods from 20 organizations and companies including the U.S. Meat Export Federation, the USA Poultry and Egg Export Council, the Alaska Seafood Marketing Institute, the Hawaii Papaya Industry Association, Food Export Association of the Midwest USA/Northeast, SUNKIST Growers Inc., and the U.S. Soybean Export Council. The U.S. Pavilion had almost the same number of booths as last year, 35 1/2, but the number of exhibitors decreased to 20, compared to the last year's pavilion.

ATO provided an information booth and business lounge for U.S. exhibitors and show visitors to the pavilion and handed out the USA Pavilion guidebook to attract Japanese buyers. This year's lounge was large with 7 sets of tables and chairs, and included coffee service operated by one of the U.S. pavilion

coffee exhibitors.

3. Suggestions for Improving Future Shows:

1) The Supermarket Trade Show has become one of the major trade shows in Japan with good results in the past few years. The U.S. Pavilion improved was instrumental in making the show more international. However, there were the following several issues that needed to be addressed this year.

- a. Traffic for the USA pavilion was poor. This was due to two reasons. a) The layout of the pavilion was such that there was a dead end created at the far end of the USA pavilion. As people entered the Hall, they would look to the left and feel like they would be trapped, and b) There was a major exhibitor across from the USA pavilion that stationed personnel at the Hall entrance, steering people away from the USA pavilion.
- b. On layout – There was a lot of empty space in the USA pavilion. The organizer was kind enough to reserve space and suspend the sign up deadline in hopes of filling the booths. However, Food Export Midwest/Northeast was unable to recruit enough companies to justify a presence. This was caused by MAP delays, which deterred many companies from signing up.

We followed up on points one and two with the organizer. We agreed on the following action:

- a. The organizer will look into pavilion location and ensure that next year there are no dead-ends, predatory exhibitors, etc. They may propose to move the pavilion to another location, although their options are limited.
- b. They will stick to the deadline and then allocate space accordingly. This will tighten up the pavilion and definitely make it more attractive.

2) Every year we need to manage the U.S. Pavilion well in advance of the show date as the show was held only 2 weeks before the FOODEX JAPAN.

3) U.S. Government budget issues affected our budget for the pavilion design/construction upgrade. The timing was too late for upgrading some designs for ATO information booth and the lounge.

Public Relations:

The U.S. Pavilion at the Supermarket Trade Show 2014 was featured in the Health Industry News and Chijou magazine. Total media value was estimated at \$7,085.