

## Tips for a Successful Show

Dear exhibitors,

Thank you very much for your participation at "42<sup>nd</sup> Super Market Trade Show 2008", which will take place from February 20 – March 22, 2008 at Tokyo Big Sight in Tokyo, Japan.

We, as the organizer, are now in full swing in our preparation for the show in order to make it one of the best market places in Japan / Asia, together with our partners, Japan Self-Service Association and Messe Frankfurt Group world-wide.

However, as many of you know or have experienced, as in many other countries, Japan is also one of the most difficult countries to get into its market, especially for the food / beverage manufacturers, because of its strict import regulations, unique distribution system and business customs. There actually have been so many cases that even if you could see good buyers at shows in Japan, you could not fulfill any actual business with them.

By your reading instructions on this manual carefully, you will find that you would need much effort on your side BEFORE, DURING and AFTER our show to make good businesses with Japanese buyers there, as well as how much we can help you with it. We are always ready to serve you as the organizer to make your participation at our show successful and profitable.

If you have any further question, please feel free to contact us any time. We are looking forward to seeing you all at 42<sup>nd</sup> Super Market Trade Show2008 in Tokyo!

Yours sincerely,



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## Before the Show

### Step 1. You should know the market of where you are going

- It goes before saying that if you want to make a business in foreign countries, you need to know about the countries as much as possible. First of all, you should know the market trend, situation, distribution system of the country, and in this case, of Japan.
- You can find the information on Japanese market situation on the website of the following Japanese organizations below;
  - Manufactured Imports and Investment Promotion Organization  
[www.mipro.or.jp/data/pdf/2006\\_e.pdf](http://www.mipro.or.jp/data/pdf/2006_e.pdf)  
[www.mipro.or.jp/data/pdf/FY06\\_e.pdf](http://www.mipro.or.jp/data/pdf/FY06_e.pdf)  
[www.mipro.or.jp/data/pdf/2005\\_symp.pdf](http://www.mipro.or.jp/data/pdf/2005_symp.pdf)
  - Japan External Trade Organization  
[www.jetro.go.jp/en/market/reports/](http://www.jetro.go.jp/en/market/reports/)

### Step 2. Can you really export your products into Japan?

- As we mentioned before, Japan is one of the most difficult countries to get into its market, especially for the food / beverage manufacturers, because of its strict import regulations, starting from Food Sanitation Law to newly adopted "Positive Lists". This is because Japanese consumers are very conscious of safety of food and beverage.
- You should check, before you come to our show, whether your products can be imported into Japan, and if they cannot, you should adjust your product to meet the requirement of the Japanese regulations in order not to waste your participation at our show.
- In order to gather the information on these regulation, you should visit websites of related Japanese organization / ministries below;
  - Japan External Trade Organization  
[www.jetro.go.jp/en/market/regulations/](http://www.jetro.go.jp/en/market/regulations/)
  - Ministry of Economy, Trade Industry  
[www.meti.go.jp/english/index.html](http://www.meti.go.jp/english/index.html)
  - Ministry of Agriculture, Forestry and Fisheries  
[www.maff.go.jp/eindex.html](http://www.maff.go.jp/eindex.html)
  - Ministry of Health, Labour and Welfare  
[www.mhlw.go.jp/english/index.html](http://www.mhlw.go.jp/english/index.html)
  - Japan Customs Office (Ministry of Finance)  
[www.customs.go.jp/english/index.htm](http://www.customs.go.jp/english/index.htm)

### Step 3. Important information from our seminars

- As the organizer, we judged the first thing we should do is to educate potential exhibitors about the Japanese regulation and its unique distribution system before we sell our space of the show. Since 2005, we held seminars in Japan and abroad to educate trade promotion officers of overseas countries in Japan and potential exhibitors abroad. The speakers were professionals from our partner, Japan Self-Service Association and its members who are the leading wholesalers and supermarkets in Japan.
- Please visit ? <http://www.mesago-messefrankfurt.com/seminars/>  
So you can find the presentation materials made by our professionals for the seminars.

#### **Step 4. Our service – Business Matching Committee**

- We believe many of you who kindly followed-up our step-by-step advices up here still do not understand what actually you should do and are worried about what will happen at the up-coming show. Please do not worry. We organize Business Matching Committee composed of the industry professionals from Japan Self-Service Association and its members who are leading importers, wholesalers and supermarkets, and it is ready to help you individually. This means your biggest potential clients will know you and support you already before the show!!
- For further detailed information on our Business Matching Program, please visit <http://www.mesago-messefrankfurt.com/bmp/>

And please do not miss making full use of our special free service only for the exhibitors, for your success at the show and in the Japanese market in the future.

#### **Step 5. Exhibitor Manual**

- About four months before the show, we will send you the “Exhibitor Manual” which will be designed to give you the maximum information regarding your participation at our show. It will contain all the forms you need to order the various related services you may require. Please read it carefully and return the order forms before the deadline in order to enable us to fulfill your requirements.

### **During the Show**

#### **Step 1. Booth decoration and product presentation**

- You should decorate your booth neat and clean, because Japanese people are very conscious of cleanliness. Please do not leave any trash in your booth. (We can provide you with various types of package booths. Please refer to the Exhibitors Manual for further information.)
- Please do not try to sell your company name, because it does not mean anything to the Japanese food/beverage buyers. Please try to sell your products themselves and country of origin.
- Your products should be neatly packaged and arranged so that they can give the buyers the image that your products were put in the shelves of their supermarkets. Packaging is one of the most important elements for Japanese supermarkets/food retailers.
- Selling your food is like selling the culture of your country. Please try to express your culture in your booth. (For example, just wearing your native dresses would be a very appealing to Japanese buyers.)

#### **Step 2. Interpreter**

- Although Japan is one of the most internationalized countries, most of the Japanese people hesitate to speak English to foreign people even if they can. In order to make a smooth communication/negotiation with Japanese buyers on site, we highly recommend you to hire exclusive interpreter at your booth. You can order the well-trained interpreter by using order form in the Exhibitor Manual.

#### **Step 3. How you should act at the show**

- Please try to entertain/attract visitors. This is the key of success at Japanese trade shows.

Interact with visitors – Please make an effort to greet all visitors with a polite and outgoing attitude. Be proactive! Please do not sit, read, eat or talk on the telephone in your booth – you might miss out on potential prospects.

- Provide Incentives – Give visitors a reason to visit your booth! Promote a new product, hand out giveaways or offer drinks and candies. Please be creative in your promotions and draw quality visitors to your booth.

#### **Step 4. Offer of food/beverage tasting**

- At our fair, tasting is a MUST promotion for food/beverage exhibitors. You cannot sell your product only with the posters and flyers.
- Stand in front of your booth, try to attract as many visitors as possible and offer them the tasting of your products with a polite and outgoing attitude. This is the start of your business talk with your visitors.

## **After the Show**

#### **Step 1. Follow up with your leads**

- Contact the visitors who visited your booth. Send them more information about your products and maintain the relationship you developed at Super Market Trade Show. Often times the key to your success at a trade show depends on how you follow up with your leads.

#### **Step 2. Start planning**

- Look for the 43<sup>rd</sup> Super Market Trade Show 2009 (February 11 – 13, 2009) information and begin to plan your next show participation.

#### **Step 3. Evaluate your participation**

- Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your success!

#### **Step 4. Post-show meeting**

- Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

#### **Step 5. Invite your visitors for the show next year**

- For the success in Japan, keep contact in the long term basis with your clients is the key. Super Market Trade Show is the best place where you can meet with them face to face again. Please do not forget to invite the visitors of the previous show to the show in next year.