

Supermarket Trade Show 2018 in Chiba City, Japan

Wednesday, 14 February 2018

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On 14-16 February 2018, STC was invited to the annual Supermarket Trade Show at the huge Makuhari Messe Trade Halls in Chiba City, Chiba Prefecture some forty kilometers away from Tokyo. This well-attended event spans some 10 trade halls carrying various food products and delicacies of the different regions of Japan. There were lots of sampling and foreign VIPs were even provided private interpreters (in my case, Ms. Yukimi Aoki). We were also treated to the UCC Special Coffee Center and a gourmet Italian meal by Michelin Chef Tsutomu Ochiai. Of course, in return, we were asked many questions regarding our country's market profile and promising products at the Exhibit which may make it to our local supermarket shelves.