

# The 21st Gourmet & DiningStyle Show 2017 Spring

Post-Show Report

## SHOW OUTLINE

Theme: "Local Production, Japan's Local Food a Hot Topic"

### Theme

From now on, facing the problem of Japan's shrinking population due to fewer children and greying society, we introduce "Local Production" proposed as a long term vision for securing growth.

Also in the context of the many broader strategies for Japan and its regions, due to the growth and industrialization of agriculture, forestry and fisheries, sectors which has been targeted as a concrete measure toward the "6th-sector industrialization," a variety of local measures are being implemented for strengthening local industries' competitiveness.

"6th-sector industrialization" involves the first-sector industries of agriculture, forestry and fisheries, not limiting themselves to their products, but treating their products as raw materials, producing processed food, selling these foods for tourist and so on, with these activities of "the 2nd and 3rd industrializations."

Then, the market, which occupies the center stage of these measures, leaping the boundaries of those traditional three primary industries, progressing, in pursuit of upgrading from quantity to quality, from things to experiences, services and so on, sees consumers selecting the things necessary to their lifestyles, choosing merchandise, services containing information which to them, the consumers, have value, and sharing that value in the way of information is shared.

For Japan's region, which are full of charm, such a process is a favorable wind, and the time has come when those regions are, with their prides and confidences, able to dispatch their value to the world. Regional charm is things, experiences, services and so on, that can be enjoyed by, and can be moved, not only people who live there but others too. It is a unique story in which things not yet found, and abstractions like people's feelings, technologies, way how to eat, way how to utilize nature, distinctive characteristics, touristic resources, history and more, are contained.

"The 21st Gourmet & Dining Style Show Spring 2017" with the theme of "Local Production, Japan's Local Food a Hot Topic" has been held.

### Outline

Name	The 21st Gourmet & Dining Style Show Spring 2017
Dates	February 8(Wed.)-10(Fri.) ●Feb. 8(Wed.) , 9(Thu.) 10 AM to 6PM ●Feb. 10(Fri.) 10 AM to 5PM
Venue	Tokyo Big Sight, East Hall 3
Organizer	Business Guide-Sha, Inc.
Show Scale	282 exhibitors (companies and organizations) / 344 booths (convert 9 m <sup>2</sup> into one unit)
Official Support	Ministry of Agriculture, Forestry and Fisheries / Central Federation of Societies of Commerce and Industry / The Japan Chamber of Commerce and Industry / Japan Agricultural Corporations Associations / Manufactured Imports and Investment Promotion Organization (MIPRO) / The Japan Direct Marketing Association / Japan Department Store Association / Japan Chain Stores Association / Japan Supermarkets Association / Japan Retailers Association / The All Japan Coffee Association / The Federation of Japan Confectionary / Japan Millet Association / Japan Tea Association / Nihon-cha Instructor Association / Japan Specialty Store Association / Tokyo Big Sight, Inc. / Monthly Magazine "Gift Premium" (in random order)
Special Support	Japan Interior Architects/Designer's Association / Food Coordinators Association (in random order)



### Overview

"Gourmet & Dining Style Show" welcomed, in this time, total 282 unique companies and/or organizations as exhibitors, with 344 booths that marked highest ever. We welcomed 31,032 visitors which accounted 108.08% of the last year visitors, and many regional local foods were exhibited under the theme of "Local Production, Japan's Local Food a Hot Topic."

This show enjoyed a full charm of the regions of Japan, with so many exhibitions led by the regional local governments, on souvenirs and sightseeing resources, such as, "Rediscovering Japan's Special Delicacies Corner" presented by the Central Federation of Societies of Commerce and Industry, and organized concurrently with this show as in usual, announced the winners of contest on a special product for village revitalization as well as food stuff, announced also the winners of "Pro buyer's selection" an exhibition of products of Japan, "feel Japan Spring 2017" hosted by the Japan Chamber of Commerce and Industry, showcased many merchandises related to "dining," "technology" and "travel" and 8 chambers of commerce and industry exhibited under the theme of "GANBARU KEN! (We will do our best!), KUMAMOTO KEN (Kumamoto prefecture!)."

Furthermore, at the farm design event "AGRI X DESIGN X FOOD EXHIBITION," under the theme of "Design Agriculture Where the Future Lies" which enjoyed good reputations last year, were organized for aiming mainly on the future oriented producers who devoted themselves to "6th-sector industrialization" of the first industry, delivered the real raw voices of producers and proposed a new way of dining also, with presence of 11 producers from Hokkaido to Kagoshima.

As for the individual exhibition, there were many proposals for regional menu, as well as designed and branded merchandises according to rapid stream of design oriented, lifestyle oriented ones which could not find out traditional food stuff. We had a many voices of reputations from visitors as "this show gathered the stylish dining items and information to coloring future dining table."

"Gourmet & Dining Style Show" is becoming the indispensable event for matching the value added needs between exhibitors and visitors, and forming the cross boundary market for life-style oriented selling.

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# VISITORS DATA

Theme: "Local Production, Japan's Local Food a Hot Topic"

## Number of Visitors

Wednesday, February 8	11,844 (overseas 6)
Thursday, February 9	9,611 (69)
Friday, February 10	9,577 ( 0)
Total	31,032 (75)

### Visitors Data (Overall)

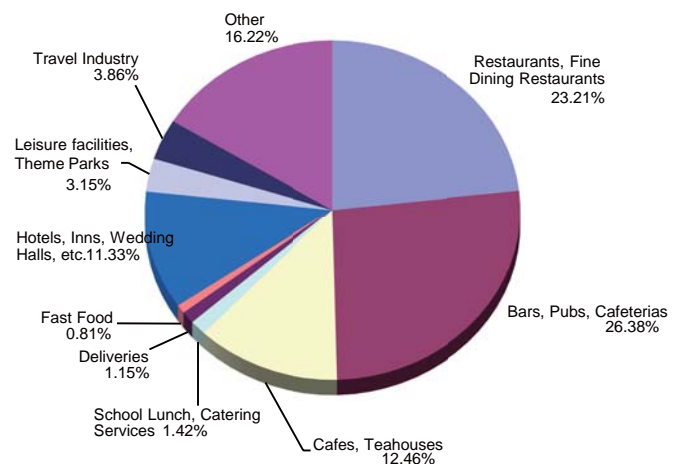
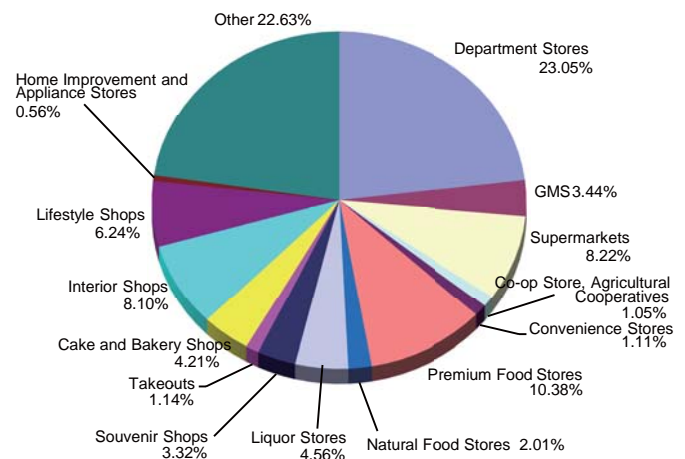
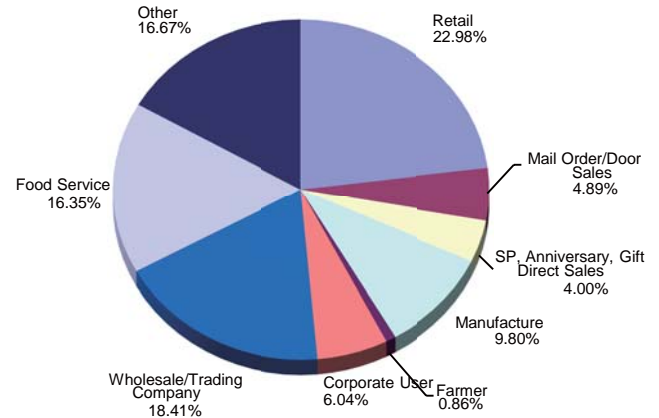
Business Category	Number of visitors	Percentage
Retail	7,132	22.98%
Mail Order/Door-to-door Sales	1,516	4.89%
SP, Anniversary, Gift Direct Sales	1,240	4.00%
Manufacture	3,042	9.80%
Farmer	266	0.86%
Corporate User	1,875	6.04%
Wholesale/Trading Company	5,714	18.41%
Food Service	5,074	16.35%
Other	5,173	16.67%
Total	31,032	100.00%

### Breakdown of Retail Industry

Business Category	Number of visitors	Percentage
Department Stores	1,644	23.05%
GMS	245	3.44%
Supermarkets	586	8.22%
Co-op Store, Agricultural Cooperatives	75	1.05%
Convenience Stores	79	1.11%
Premium Food Stores	740	10.38%
Natural Food Stores	143	2.01%
Liquor Stores	325	4.56%
Souvenir Shops	237	3.32%
Take-outs	81	1.14%
Cake and Bakery Shops	300	4.21%
Interior Shops	578	8.10%
Lifestyle Shops	445	6.24%
Home Improvement and Appliance Stores	40	0.56%
Other	1,614	22.63%
Total	7,132	100.00%

### Breakdown of Food Service Industry

Business Category	Number of visitors	Percentage
Restaurants, Fine Dining Restaurants	1,407	23.21%
Bars, Pubs, Cafeterias	1,599	26.38%
Cafes, Teahouses	755	12.46%
School Lunch, Catering Services	86	1.42%
Deliveries	70	1.15%
Fast Food	49	0.81%
Hotels, Inns, Wedding Halls, etc.	687	11.33%
Leisure facilities, Theme Parks	191	3.15%
Travel Industry	234	3.86%
Other	983	16.22%
Total	6,061	100.00%



## AGRI×DESIGN×FOOD EXHIBITION



"Design Agriculture Where the Future Lies"  
AGRI X DESIGN X FOOD  
EXHIBITION  
PRODUCED BY FARMSTEAD INC.

With the theme of "Design Agriculture Where the Future Lies," the very first farm design event in Japan "AGRI X DESIGN X FOOD EXHIBITION" was held by welcoming Mr. Jyunichi Nagaoka, as a coordinator of the event, president of FARMSTEAD INC., progressing "6th-sector industrialization" from the producer point of view.

Looking to the future of primary industries under globalization, 11 agricultural producers from Hokkaido to Kagoshima in all over Japan, taking the first step toward the future, exhibited the ideas of how much further competitiveness and added value can be pursued, how the expectations of producers can be passed on, and how much the interactive population between "producers," "sellers" and "consumers" can be further increased.

Furthermore, the exhibition on the farm-ware as well as dining was held, the possibility and direction of future agriculture was also suggested.



## Reginal Brands Corner

The new brands, born in the traditional culture and atmosphere particular to their regions, not only to taste in their regions but how to eat and how to match them also, were introduced.

## Imported Food & Zakka Food Corner

Stylish and Zakka feeling food, well-design and handy functional kitchen goods, which coloring your lifestyle more brilliantly, were introduced.

## Premium Food Selection

The premium feeling and story-full foods, processed by the small and medium-sized enterprises which sticking to their materials and the way of producing, and the rare foods in the world, were introduced.

## Sticking Food Corner, the faces of producers are visible

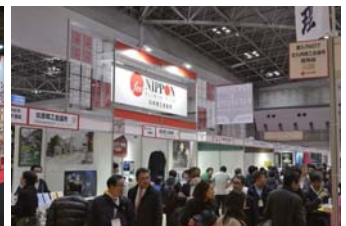
The agricultural and stock farm products and processed foods, sticking to their quality of "health, safety and security," were introduced. (Exhibited at the Premium Food Selection corner)

## Concurrent Exhibition

"Rediscovering Japan's Special Delicacies Corner" and "feel NIPPON Spring 2017," mainly targeted to the persons who dealt with "Program to support nationwide development of new business by small-size enterprises 2016" were exhibited.



"Rediscovering Japan's Special Delicacies Corner" (presented by: The National Federation of Chambers and Industry)



"feel NIPPON Spring 2017" (hosted by: Japan Chamber of Commerce and Industry)

## Fascinating Kitchen Stage Shown by the Professionals

The regional background and food materials, the wishes and stories on manufacturing products, mainly centering on topic producers, were introduced.

### 【Theme】

"Design Agriculture Where the Future Lies, ~the live talk by producers~"

Dates: February 8(Wed.)~10(Fri.) 13:30~14:30 (Every day)

- Date: February 8(Wed.) 13:30~14:30

- Lecturer:

【Producer】 Farm Million, Inc. , NAKAYA BEISOU, KAMIMURO SEICHA

【Coordinator】 Mr. Jyunichi Nagaoka, president of FARMSTEAD INC.

- Date: February 9(Thu.) 13:30~14:30

- Lecturer:

【Producer】 BIOMASSOLUTIONS INC.

【Coordinator】 Mr. Jyunichi Nagaoka, president of FARMSTEAD INC.

Mr. Gaku Abe, a brand producer.

- Date: February 10(Fri.) 13:30~14:30

- Lecturer:

【Producer】 TOKACHI ALPS FARM, KUBOTA FARM Inc. , GREEN TEA FACTORY NISHI CO.LTD

【Coordinator】 Mr. Jyunichi Nagaoka, president of FARMSTEAD INC.

【Theme】 "Welcome, To the world of Japanese tea"

- Date: February 8(Wed.) 15:30~16:30

- Planned: Nihoncha (Japanese Tea) Instructor Association

【Theme】 "Enlarging cereals world, to disseminate their charms to the commemoration day of cereals"

- Date: February 10(Fri.) 15:30~16:30

- Planned: JAPAN MILLET ASSOCIATION.

## Food styling Corporate planned by: JFCS Co. Ltd.

A future style of dining table, with full food stuff of the region, introducing a bachelor's home party and the family celebrating scenes of three generations, were suggested.

【Theme1】 "A dining table which celebrating the Spring ~To celebrate the children's special day with invited grandparents~"

【Theme 2】 "An outdoor gatherings in Spring"

【Theme 3】 "A branch on a little bit special holiday"