

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2015

Marking its 51st anniversary, the show crowded with over 106,000 visitors

The JAPAN DIY HOMECENTER SHOW 2015 was held at Makuhari Messe in Chiba prefecture for 3 days from August 27 (Thursday) - August 29 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

The show theme was “An extra touch to everyday living: creating future lifestyles”. The first day and 2nd day of the show (27th and 28th) were set as Buyers’ Day while the 2nd and 3rd days of the show (28th and 29th) were set as General PR Day. 469 companies exhibited in the show, utilizing 1,046 booths (out of which 117 companies were overseas companies from 10 countries or areas and they used 142 booths). The number of visitors for 3 days was more than 106,000, exceeding the previous year’s figure.

JAPAN DIY HOMECENTER SHOW successfully brought to completion

The number of visitors during the show and changes in the number of visitors during 3 years

| Date | 2015(Compared to 2014) | 2014 (Compared to 2013) | 2013 (Compared to 2012) |
|----------------|------------------------|-------------------------|-------------------------|
| Aug. 27 (Thu.) | 27,578 (105.0%) | 26,262 (119.3%) | 22,015 (100.3%) |
| Aug. 28 (Fri.) | 42,235 (107.5%) | 39,291 (126.6%) | 31,029 (107.0%) |
| Aug. 29 (Sat.) | 37,123 (92.2%) | 40,253 (120.9%) | 33,282 (99.1%) |
| Total | 106,936 (101.1%) | 105,806 (122.6%) | 86,326 (102.1%) |

469 companies exhibited in the show, although this did not reach 495 companies at the previous show which commemorated 50th anniversary. The number of visitors increased by more than 1,000 people from the previous show to reach the record number of more than 106,000 people.

The significant increase in the number of visitors to the show was led by factors such as active PR efforts toward media outlets including TV, newspapers, magazines, etc. The large number of visitors who came to the show after they had found out about the show on TV proved the effectiveness of on-the-spot broadcast reports made by NHK and commercial TV stations. Further increase in the number of visitors was attributed to the radio program called NHK Journal which picked up the economic aspects of DIY market, news reports spotlighting on DIY boom among women, and efforts by show’s executive committee members to get retailers to place show posters and free admission tickets in their stores which had obtained the understanding and cooperation.



The show executive committee decided the detail for the 2016 show as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2016

Show Venue: Makuhari Messe International Exhibition Hall (Chiba Prefecture)

Show Period: 3 days on August 25(Thursday), 26(Friday), and 27(Saturday), 2016 (the planned schedule)

Show Organizer: Japan DIY Industry Association

Participation events held on General PR Day attracted many visitors

On the final weekend of summer vacation, many parents with children came to the show, and the place was filled with excitement and cheers. There were many events in which visitors were able to participate and experience DIY activities including “Sparkling! DIY Women” which was the event based on the theme of the DIY for women and “Home Improvement Center for Children” where parents and children played, learned and made things together. Visitors participated in their favorite events and had fun.



Services for overseas exhibitors have been strengthened

In the zone for overseas exhibitors 142 booths by 117 companies were set up, with the numbers surpassing the previous show, and in addition to “HOMECENTER TRADE II” which is an event that is popular every year and “Overseas Concierge” which is a free-of-charge interpretation service, “DIY Store Bus Tour”, in which buyers from home improvement centers were guided to overseas exhibitors’ booths so that they could get information on the products from those in charge of the booths, was held as the previous year. On August 30 (Sunday), the day following the final day of the show, “DIY Store Tour with Japan DIY Industry Association” was held. About 30 people from companies abroad attended and inspected a big home improvement center and a chain store around Makuhari Messe. Also during the tour event, a seminar and a lunch party were held and well-received by the participants.



DIY Store Tour with Japan DIY Industry Association

A briefing for the JAPAN DIY HOMECENTER SHOW 2016 to be held

The annual briefing, in which the details and purpose of the show is explained, is scheduled to be held in November for the companies that are considering the participation in the 2016 show. A lot of companies have newly signed up for shows after attending briefings each year. We are expecting participation of companies that consider new entry into DIY and home improvement center market and look to expanding their business with related companies.

For further information, please contact:

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 HP: <http://www.diy.or.jp>

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy2015@smj.co.jp