

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2010**

**“New to me! Something good for housing. Good living”**

**Over 79,800 people visited the show!!**

The JAPAN DIY HOMECENTER SHOW 2010 was held for 3 days from August 26 (Thursday) – 28 (Saturday) at Makuhari Messe in Chiba City with Her Imperial Highness Hisako Takamadonomiya invited as the honorary president. The theme of this year’s show was “New to me! Something good for housing. Good living.” Same with the previous show, the first day and the second day of the show (26<sup>th</sup> and 27<sup>th</sup>) were set as Buyers’ Day while the show was open to the public on the second day and the third day (27<sup>th</sup> and 28<sup>th</sup>). The number of exhibitors was 438, up by 48 from the previous show with the number of booths up by 74 to 947 booths (out of this, 97 companies were from 11 foreign countries, taking up 109 booths). The number of visitors for 3 days was 79,824, exceeding the previous show’s turnout by more than 3,000.



**The show started with the opening ceremony in style**



The JAPAN DIY HOMECENTER SHOW 2010 started with the opening ceremony at 9 a.m. on the 26<sup>th</sup>, the first day of the show. “Even though we had to encourage companies to exhibit in the show in a tight economic environment, we were able to receive the larger number of applications from companies from home and abroad than the previous year thanks to everyone’s support,” said Yoji Sakamoto, the chairman of the Japan DIY Industry Association. He extended his gratitude to people involved for making it possible to hold the show smoothly.

Her Imperial Highness Hisako Takamadonomiya, who spoke at the opening ceremony, toured the show venue as usual, and asked questions with strong interests, taking items in her hands at booths where products for daily living and trendy products were displayed.

\*Greeting by the chairman, Yoji Sakamoto



## Many visitors came to enjoy popular events

Here are highlights of some of popular events at the 2010 show.



A popular event, the **“HOME CENTER TRADE II”**, was held for the first 2 days, giving exhibitors opportunities to visit booths set by buyers from retailers for direct business negotiations and consultations. This year, 9 retailers joined the events: Inai, Encho, Kohnan, Joyful AK, Valor, Beaver Tozan, Home Center Agro, Uniliving, and UFO. Many business meetings took place.

### At the **“DIY New Product and Hit Product Competition”**

where new products and hit products from exhibitors were promoted, for the category of new products, representatives from exhibitors that entered their products in the competition made a presentation on their products with enthusiasm to judges who are key figures in the industry.



At the **“Exhibitors’ Presentation”** where companies

that entered their products in the competition can promote their products in the specially set-up area, many visitors asked exhibitors questions.



At the **“Eco-renovation at Home Center”** that was organized by the Renovation Committee, suggestions were made on insulation retrofit works on areas such as windows through the introduction of the housing eco-point system.

On the first day after the show, from 5:30 p.m., an industrial networking party was held with people from the industry including exhibitors and retailers attending at the Hotel New Otani Makuhari.

This year’s show was run by over 50 show executive committee members who are from member companies, under the leadership of the chairman of the show executive committee Toshiyuki Inaba (vice-chairman of the Japan DIY Industry Association).

The next show is scheduled to be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday) in 2011 at Makuhari Messe (Chiba City).

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