

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2012

Various events were held with over 84,000 people visiting the show

The JAPAN DIY HOMECENTER SHOW 2012 was held for 3 days from August 23 (Thursday) through August 25 (Saturday) at Makuhari Messe in Chiba prefecture with Her Imperial Highness Hisako Takamadonomiya invited as the show's honorary president.



*Opening ceremony and tape cutting

The show theme was "Make Your Dream Your Power!" The 23rd and 24th that were the first and second days of the show were set as Buyers' Day while the 24th and 25th that were the second and third days of the show were set as General PR Day. 466 companies exhibited in the show, using 989 booths (out of which 137 overseas companies from 7 countries or regions exhibited utilizing 150 booths). The number of exhibitors and booths increased by 102 companies and by 141 booths respectively from the previous show. The number of visitors to the show for 3 days amounted to 84,547 (up by 8.3% from the previous show).

The show started with the speech by Her Imperial Highness Hisako Takamadonomiya



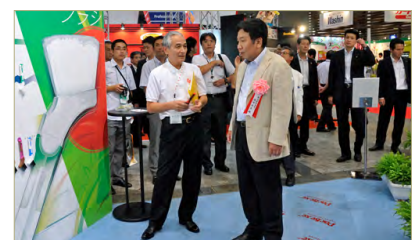
*Greeting by the chairman, Ichiro Shimura

The JAPAN DIY HOMECENTER SHOW 2012 opened with the opening ceremony that started at 9 a.m. on the 23rd, the first day of the show. The chairman of the Japan DIY Industry Association, Ichiro Shimura, expressed his appreciation for being able to hold the show without a trouble, saying, "This year, the mini booth exhibition plan and DIY advisor exhibition plan are maintained, and there are also many overseas exhibitors. We received more applications than the previous show from domestic and overseas companies and organizations that understand the importance of activities by the Japan DIY Industry Association and the show."

Her Imperial Highness Hisako Takamadonomiya who gave a speech at the opening ceremony toured the show venue as she does every year. She took products in hand and asked questions with strong interest in booths where products for daily usage and trendy products were displayed.

The Minister of Economy, Trade and Industry visited the show for the first time

In the afternoon on the 23rd, the first day of the show, the Minister of the Economy, Trade and Industry, Yukio Edano, visited the show. It was the very first visit to the show by the incumbent minister. Mr. Edano visited booths where new products including ecology-related products that have been attracting interest recently were displayed and listened to those in charge who explained about products.



Popular events attracted many visitors

At a popular event “**HOMECENTER TRADE II**” that was held for 2 days including the first day, at booths set by 5 retailers that were Beaver Tozan, Encho, Kohnan, UFO, and Uniliving, many business meetings were held between buyers from 5 retailers and exhibitors who came to their booths.



At “**Japan DIY Product Competition**” where new products, hit products and environmental and recyclable products that were entered into the competition by exhibitors were displayed and best products for each category were awarded, those in charge of products that passed the preliminary selection in the category of new products passionately promoted their products to judges who are key figures in the industry. Also, at “**Exhibitors’ Presentation**” where the most recommended products by domestic and overseas exhibitors were promoted by those in charge on the main stage, visitors listened to the product account given by presenters with strong interest.



In “**Craftsman’s techniques/hands-on experience zone**”, Toyota Motor Corporation that exhibited in the show for the first time introduced its concept car “Camatte”. The company also had a demonstration of sheet metal work by their professionals that attracted visitors. In “**Ironworks DIY- a welding workshop**”, visitors enjoyed making door bells, flower stands, and name plates, using welding machines. At “**Kibo-no-chikara and reconstruction department/Minamisanriku sewing machine workshop**” that was a special event to support areas damaged by the Great East Japan Earthquake, the economic assistance that connects visitors and producers in disaster areas was promoted.



On the first day after the show, from 5:30 p.m., an industrial networking party was held with exhibitors and people from 3 industries (manufacturing, wholesale trade, and retailing) attending at the Hotel New Otani Makuhari. At the party, the Minister of the Economy, Trade and Industry, Mr. Edano, made a speech.

This show is 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 29 (Thursday), 30 (Friday), and 31 (Saturday) in 2013 at Makuhari Messe (Chiba prefecture).

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