

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2012

**Over 84,000 people (up by 8.3% from the previous show) came to 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 23<sup>rd</sup> and 24<sup>th</sup> that were the first and second days of the show were set as Buyers' Day while the 24<sup>th</sup> and 25<sup>th</sup> 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 companies and groups that exhibited in the show increased by 102 from the previous show while the number of booths increased by 141. The number of visitors to the show for 3 days amounted to 84,547 (up by 8.3% from the previous show).

## Expectation toward the social and economic missions carried out by the show

466 domestic and overseas companies exhibited in this year's show. The show enjoyed the participation by many new exhibitors, and especially, the number of overseas exhibitors increased significantly (the number of new overseas exhibitors was 105). We feel that this reflects the strong expectation toward the social and economic missions carried out by the show and the industry.

\*The number of new exhibitors was calculated based upon the exhibition records for the past 3 years.



More than 200 media-related people including news reporters from NHK and commercial TV stations visited the show to report on the show. There were many reports on women who do the DIY activities, and the booth that exhibited the DIY products for women including electric tools attracted attentions. Also, vigorous publicity activities targeting the media including the radio contributed to the 8% increase in the number of visitors from last year to 84,547 visitors.

## Visit by the Minister of the Economy, Trade and Industry to the show

In the afternoon of 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 toured the show's venue. In booths, he listened to the explanation by those in charge of



products with a strong interest, and asked questions. After the show, he participated in the networking party, and greeted participants, expressing his expectation toward the show and industry as providers of products including ecology-related products that are useful in the daily life. He also enjoyed a friendly chat with participants of the party.

## Events attracted many visitors on General PR Day

Many parents with their children visited the show held on the weekend at the end of the summer vacation as they do every year, participated in their favorite events, and had a good time.

### Ironworks DIY- a welding workshop

The event was crowded with visitors who enjoyed creating their own works including doorbells, utilizing welding equipment. There is a strong image that the ironwork is for the experienced, but there were female participants who enjoyed working on the ironwork in the event.



### Paint Wonder Expo

In the kid's paint workshop, children enjoyed scribbling freely. Also, in an event to support the areas affected by the earthquake, children made happi coats praying for a big catch by themselves.



### DIY Adviser Mock Certification Test

Together with DIY advisors, those who wanted to participate in the event worked on the skill and practical tasks given in the past skill tests including "application of shatter-resistant films", "replacement of screen doors" and "wallpapering".



## Concierges service for overseas booths



English and Chinese interpreters were positioned at the sections where 150 overseas booths were located for 3 days. Interpreters helped those in charge of overseas booths to have smooth communication with visitors through the interpretation service. Those in charge of overseas booths highly evaluated the service, saying that the service helped them to have a business negotiation with visitors who stopped by their booths. Some of overseas exhibitors also requested for the concierges to help their visit to the booths set by Japanese companies which they were interested in.

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).

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 [URL:http://www.diy.or.jp](http://www.diy.or.jp)

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

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan  
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: [diy2012@smj.co.jp](mailto:diy2012@smj.co.jp)