

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2013

**Various events were held,  
and over 86,000 visitors came to the show**

The JAPAN DIY HOMECENTER SHOW 2013 was held at Makuhari Messe in Chiba prefecture for 3 days from August 29 (Thursday) – August 31 (Saturday), welcoming Her Imperial Highness Hisako Takamadonomiya as the show’s honorary president.



\*Opening ceremony and ribbon-cutting ceremony

The show theme was “Tomorrow is dreamy with DIY! -The world is full of dreams-”. The first day and 2nd day of the show (29th and 30th) were set as Buyers’ Day while the 2nd and 3rd days of the show (30th and 31st) were set as General PR Day. 412 companies exhibited in the show, utilizing 925 booths (out of which 89 companies were overseas companies from 9 countries or areas and they used 110 booths). The number of visitors for 3 days was 86,326, exceeding the previous year’s figure.

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



\*Greeting by the chairman, Ichiro Shimura

The JAPAN DIY HOMECENTER SHOW 2013 started at 9 a.m. on the 29th, the first day of the show, with the opening ceremony. Ichiro Shimura, the chairman of the Japan DIY Industry Association, said in his greeting speech, “This year, the show that started in 1978 welcomed its 49th anniversary. At this show, with the increase in the exhibition items, we set up the theme zone to match the trend of DIY boom among women. We received many applications from domestic and overseas companies and organizations that understand the importance of activities by the Japan DIY Industry Association and the show”. He expressed his appreciation for being able to hold the show without any trouble.

Her Imperial Highness Hisako Takamadonomiya who spoke 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.



## Popular events attracted many visitors

A popular event, “**HOMECENTER TRADE II**” where exhibitors visit the booth set by buyers from retail companies and have direct business meetings or consultations, was held for 2 days from the first day. 7 companies (Beaver Tozan, DCM Holdings, EDION, Encho, Kohnan, UFO, and Uniliving) participated in the event and many meetings were held.



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, visitors were able to find out the trend in the DIY and home improvement center industry, just looking at products displayed. In the category of new products, those in charge from the companies whose products passed the initial screening made passionate speech in front of judges who were key figures in the industry in order to promote their products. Also at “**Exhibitors’ Presentation**” where people in charge from exhibiting companies promoted their products on the main stage, there were many visitors who listened to the presentation on products with strong interest.



At a special exhibit titled “**Camping & Outdoor**”, a lot of suggestions on the camping car life were made including the remodeling of the light car where people can enjoy overnight stay. In “**Ironworks DIY-a welding workshop**” which was a popular event last year, visitors cut and processed the steel using welding machines. At “**Sanjo Blacksmith Dojo**” from Sanjo city in Niigata, blacksmiths who take over traditional techniques performed their techniques.



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 Makuari.

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, the 50th JAPAN DIY HOMECENTER SHOW, is scheduled to be held at Makuhari Messe (Chiba prefecture) for 3 days on August 28 (Thursday), 29 (Friday), and 30 (Saturday) in 2014.

For further information, please contact:

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