

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2013

Over 86,000 people came to the show, exceeding the visitors in the previous 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 Takamadonmiya 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 and organizations 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 (up by 2.1% from the previous year).

Expectation toward the social and economic missions that the show carries out

412 companies (122 new exhibitors) from Japan and abroad exhibited in this year’s show. We feel that this reflects the strong expectation toward the social and economic missions that our show and industry carry out. *The number of new exhibitors was calculated based upon the exhibition record for the past 3 years.

Over 200 media people including those from NHK and commercial television stations who were in charge of covering news came to the show to cover the show. There were many news reports on women who do DIY activities, and booths where DIY products for women including electric tools were displayed attracted attention. Our active PR efforts toward the media are considered to have contributed to the strong turnout at the show (the number of visitors to the show was 86,326, up by over 2% from the previous year) despite a succession of extremely hot days.



Many visitors participated in events held on General PR Day

On the weekend at the end of the summer vacation, many parents with children came to the show as they do every year. They participated in their favorite events and had fun.

DIY Family Class

Woodworking class using Sanbu cedar that is precious wood in the Sanbu region,



Chiba Prefecture, was held. Both parents and children participated in the class and had fun. Visitor received information on housing renovation using cedar. Sawdust from cedar that has pleasant scent was given as a gift to visitors.

Sanjo Blacksmith Dojo

Regular full-time craftsmen from Sanjo-city (Niigata Prefecture) known as a town of smithery demonstrated one of their traditional techniques, sharpening Japanese kitchen knife, and attracted visitors' attention.



Ironworks DIY - a welding workshop

The event was crowded with visitors who enjoyed making things such as name plates using a welding machine. Though ironworks tend to be often considered as work for those experienced in DIY, there were female participants who enjoyed making items using welding machine.



Glittering! DIY Women

In events such as "Remodeling of housing and disaster prevention measures for housing by women" and "Plastering workshop. Aim to become a female plasterer!" The sight of female visitors using tools to apply wall materials to the wall was impressive.



DIY Advisor Mock Certification Test

Together with DIY advisors, those who were interested worked on skill and practical tasks given in past tests including replacement of screen windows, production of frames and construction by assembling pieces of wood.

Concierge services for overseas booths



As a service for overseas exhibitors who participated in the show utilizing 110 booths, English and Chinese interpreters were on standby to support them for 3 days. Overseas exhibitors highly evaluated this service, saying that the service made it easy for them to have business meetings with visitors who stopped by their booths. Also, interpreters accommodated last-minute requests from overseas exhibitors who learned about the event for overseas exhibitors on the day of the event and wanted to participate in it.

The 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).

Next show is scheduled to be held at Makuhari Messe (Chiba Prefecture) for 3 days on August 28 (Thursday), 29th (Friday), and 30th (Saturday) in 2014.

For further information, please contact:

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