

JAPAN DIY HOMECENTER SHOW NEWS



**JAPAN DIY
HOMECENTER SHOW
2009**
was held!!
(Flash Report)

Over 76,500 visitors came to the show, increasing 22% from the previous year!!

The JAPAN DIY HOMECENTER SHOW 2009 was held with much enthusiasm for 3 days on August 27 (Thursday), 28 (Friday), and 29 (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 "Everyday Kindness to Housing and Living. DIY is all about Family Love." August 27 and 28 were set as Buyers' Day. The show was open to the public on August 28 and 29. The number of exhibitors was 390 with 873 booths used (out of this, 104 companies were from 10 foreign countries, taking up 115 booths). While the economy was recovering slowly, the show was held with greater splendor than usual thanks to warm support from people involved.



**The show started with the opening ceremony,
welcoming Her Imperial Highness Hisako Takamadonomiya**



The JAPAN DIY HOMECENTER SHOW 2009 started with the opening ceremony that began at 9 a.m. on the first day. "I would like to express my heartfelt appreciation for support from many exhibiting companies that enabled the opening of the JAPAN DIY HOMECENTER SHOW 2009 without trouble under tough economic conditions," said Yoji Sakamoto, the chairman of the Japan DIY Industry Association, in his greeting speech.

Her Imperial Highness Hisako Takamadonomiya, who spoke at the opening ceremony, toured the show venue as usual. It was impressive to see Her Imperial Highness Hisako Takamadonomiya taking items in her hand and asking questions in a friendly manner at booths where products for daily living and trendy products were displayed.

**This year's events that were met
with a favorable reception**

At the "HOMECENTER TRADE II," exhibiting companies visited booths set by buyers from retailers for direct business negotiations and



consultations. The event was held for 2 days including the first day, and thanks to the cooperation of retailers such as Inai, Encho, Kohnan, Tostem Viva, Murauchi Hobby, 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, those in charge from exhibiting companies whose products passed the preliminary selection talked about their products passionately in front of judges who were key figures in the industry. At the **“Exhibitors’ Presentation,”** companies which entered their products in the competition promoted their products in the specially set-up area, and participating companies received questions from many visitors. The winning products in the **“People and Environmentally-Friendly Products”** segment were selected through a popularity vote by visitors.



At the **“Homecenter Reform”** held by the Reform Committee with the help from the Wonderful Aging Club, visitors put on **“Urashima Taro,”** mounting fixture

designed to mimic the movement of the elderly, in order to simulate the movement of the elderly. The event was well received.

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 APA Hotel & Resort Tokyo Bay Makuhari.

“General PR Day” was held on the second and final day of the show. There were various events which visitors participated in. At the **“Parents and Children Woodworking Class”** by the Japan D.I.Y. Club, parents and children were seen working together diligently to complete summer homework with little time left till the end of the summer vacation.

At the “Niigata Prefecture Sanjo Blacksmith Dojo,”

working blacksmiths demonstrated their traditional Sanjo forging techniques at the show venue.



Proceeds from purchases made by many visitors at the

“Gardening Charity Auction”

were donated to the NHK Public Welfare Organization.



“Sumai Jibunryu,” a TV program by NHK Educational TV, was broadcast live from 11 a.m. on August 28 (Friday) at the show venue with the entertainer Punch Sato and Mayumi Ono emceeing. The program included the interview with the chairman Sakamoto.

The show is run by over 30 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 26 (Thursday), 27 (Friday), and 28 (Saturday) in 2010 at Makuhari Messe (Chiba City).

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