

The leading comprehensive Exhibition for HC industry

Exhibitor
Information

The 59th JAPAN DIY HOMECENTER SHOW 2023

Aug. **24**^{Thu.} · **25**^{Fri.} · **26**^{Sat.}

Trade Day

Public Day

※24(Thu.) is restricted exclusively to Trade buyers.

Venue: Makuhari Messe Hall

Application
Deadline

2023
May **26**^{Fri.}

Visit us at [DIY SHOW](#) [Search](#)

Organizer: Japan DIY·HC Association

Grab your business opportunity with JAPAN DIY HOMECENTER SHOW 2023!

JAPAN DIY HOMECENTER SHOW 2022 figures

Number of booth stands **860**

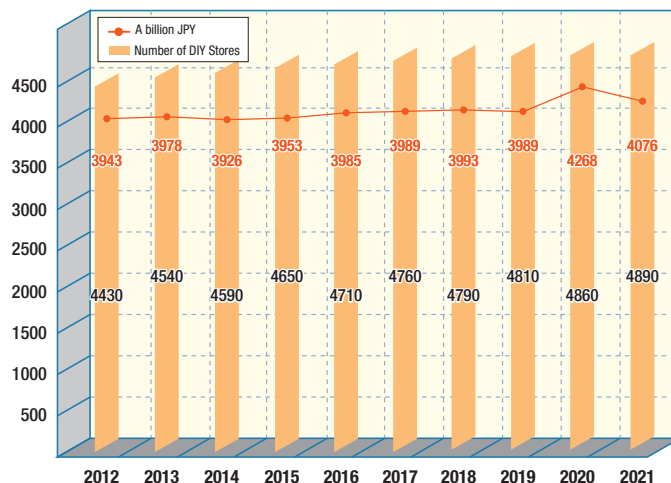
Number of visitors **20,447**

Number of exhibitors **319**



Japanese Market

Gross Sales & Number of DIY Stores (Homecenters)



Priceless Events for Exhibitors

HOMECENTER BUSINESS MATCHING

The business matching program is a lead for opening new accounts. Some of the Japanese leading retailers and wholesalers await for you to have a meeting.

Japan DIY Product Competition

Give buyers and media a chance to get an up close look at your product. This is your opportunity for added visibility to promote and drive traffic to your booth. The award winners gain special attention from buyers.

Recommended Product Corner

It's similar but different event from Japan DIY Product Competition.

This event will be placed at the entrance of Overseas area. Give buyers and media a chance to get an up close look at your recommended product nearby your booth to have business negotiation.

Reception Party

(Held Aug.24. Entry charge will occur.)

Share experience and network with other exhibitors and Japan DIY-HC Association members.

Break through to the Japanese market

Special features for overseas exhibitors

Buyers' Booth Tour

Buyers affiliated with Japan DIY-HC Association are coming to your booth with a guide and an interpreter. This is your opportunity to make an effective presentation at own booth.

Overseas Concierge

The language barrier between Japanese buyers and overseas exhibitors is a concern that is raised regularly at exhibition. English and Chinese speaking staff will be allocated.

Study Bus Tour to Retail Stores

(It will run on Sunday, Aug.27. Entry charge will occur.)

For those exhibitors who are too busy to organize extra activities in Japan. Grasp the situation of the DIY industry by visiting stores with own eyes will help your business development. A specialist of the industry give a seminar and support the tour.

Message



Japan DIY・HC Association
Chairman

Toshiyuki Inaba

publicity for the industry vis-à-vis general consumers.

We are extremely grateful as this success is the result of understanding and cooperation shown to our association by various lifestyle-related related parties including numerous corporations and organizations.

More people came to last year's show compared to the previous year, with 319 exhibitors, 860 booths, and 20,447 visitors. We would like to thank all the lifestyle-related industries for working with our association to make this show possible.

In addition to the Russian invasion of Ukraine, the depreciation of the yen has caused consumer prices to increase, putting pressure on households and making consumers more cautious about spending. It is expected that there will be more interest in DIY, manufacturing, gardening, and other activities that enable people to create their own lifestyles at a cheaper price.

To promote the importance of home improvement centers and the fun of DIY and manufacturing, we want to improve the exhibitions and have 400 exhibitors and 50,000 visitors at this year's show.

The theme of this year's show is "- Home Improvement Centers you can always rely on - Look! Touch! Find!" Home improvement centers have part of communities, providing products and services that can be relied on at any time. Look, touch, and get a feel for some of the tools and materials to help you find your new lifestyle at a brick-and-mortar store for home improvement where you can actually pick up and look at products yourself.

The event will be organized around three themed zones for different target audiences. These include "A home improvement center you can always rely on," which is also the theme of this show, "Kirari! DIY girls," and "A hidden studio for discerning men," targeting women and men respectively.

At the "A home improvement center you can always rely on" zone, we introduce the home improvement centers participating in the event, their activities, and the camping equipment that they have to offer. You can learn more about DIY in the "Kirari! DIY Girls" zone, such as how to choose tools and materials for the job and how it can save you money. In the "A hidden studio for discerning men" zone, you can try welding and car maintenance or have some fun with radio-controlled cars.

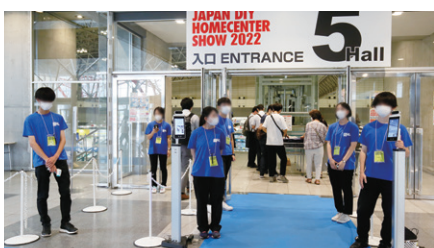
Aside from above, there will be the annual "Japan DIY Product Competition," which showcases the products from exhibitors, and awards outstanding ones based on expert reviews and popularity voted on by visitors, "HOMECENTER BUSINESS MATCHING," which allows direct business negotiations with the Association's member retailer (HC), and "DIY・HOMECENTER Awards" to introduce and award the DIY of general consumers. We are also planning a business seminar to invite famous lecturers from various business categories.

In order to attract a large number of industry stakeholders, the press, and the general public, we will promote not only the event itself but also the information of exhibitors through various media.

We look forward to seeing you at the 59th Japan DIY HOMECENTER SHOW 2023.

Exhibit Categories

- Tools / Power Tools
- Hardware / Ironmongery
- Repair Materials
- Painting Materials / Coating Materials
- Electric Parts / Lighting Equipment
- Home Electric Appliances
- Working Wear
- Housewares / Homecare Products
- Household Commodity
(detergent and sanitary goods)
- Water Supply / Kitchenware
- Interior Materials / Storage Cabinets
- Pet-care Items
(including pet medicinal products and pet wear)
- Hobby Items / Handcraft Items
- Toys / Models
- Four / Two Wheeled Vehicle Materials
- Sporting Goods / Outdoor Goods
- Stationery / Office Supply
- Healthcare Materials / Beauty Products
- Food / Beverage / Alcohol
- Disaster Prevention / Anticrime Device
- Information / Distribution / Services
- Timber / Building Materials
- Gardening / Plants
- Agricultural Materials / Equipment
- Exterior Materials
- Housing Equipment
- Store Furniture
- Sustainable
- Chamber of Commerce and Industry



Show Outline

Period

August 24(Thu.) - 26(Sat.), 2023 9:30am -5:00pm
*Closes at 4:00pm on the last day

Venue

MAKUHARI MESSE, 2-1 Nakase, Mihama-ku, Chiba-shi,
Chiba 261-0023
<http://www.m-messe.co.jp>

Organizer

Japan DIY・HC Association

Sponsors (Planned)

The Ministry of Economy, Trade & Industry / Chiba Prefecture /
Chiba City / Japan External Trade Organization (JETRO) / IHA /
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Admission

Free of charge for trade visitors (General public: 500 JPY)

Exhibitor's Time-line

Deadline for Application

(Please make payment of participation fee through a
bank transfer within one month after the approval of
the form)

May 26, 2023

Final Payment Due

End of June, 2023

Dispatch of Exhibitor Manual

(Rules & Regulations, Order forms for paid additional
options)

Early July, 2023

Floor Plan Announcement

Middle July, 2023

Exhibitor Move-in

from 1:00pm on
August 22 - 23, 2023

JAPAN DIY HOMECENTER SHOW 2023

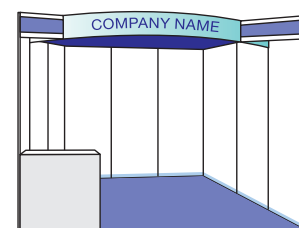
August 24 - 26, 2023

Participation Fee (tax included)

Raw Space Fee

Price : 1 booth (9sqm)

357,000 JPY



Visitor List (Retail)

- Adastria Co., Ltd.
- AE Store
- AEON RETAIL Co., Ltd.
- Amazon Japan G.K.
- AOYAMA-GARDEN Co., Ltd.
- Arcland Sakamoto Co., Ltd.
- ASKUL Corporation
- At Facility Labo
- au Commerce & Life, Inc.
- AUTOBACKS SEVEN CO.,LTD.
- Beavertozan Co., Ltd.
- BELLUNA CO., LTD.
- BIC CAMERA INC.
- Cainz Co., Ltd.
- Costco Wholesale Japan, Ltd
- Daimaru Matsuzakaya
Department Stores Co., Ltd.
- Daiso Industries Co., Ltd.
- DAIYU EIGHT CO., LTD.
- DCM Co., Ltd.
- DEI HARDWARE STORE
- Don Quijote Co., Ltd.
- Doshisha Corporation.
- Encho Co., Ltd.
- ENEOS RETAILING COMPANY LTD.
- eSPORTS
- gooday
- Hanwa Home's Co.,LTD.
- Home Center Mitsuwa
- HOME IMPROVEMENT HIROSE Co., Ltd.
- HOMECENTER AGRO Co.,Ltd
- HOMESHOPPING CO.,LTD.
- IRISPLAZA
- ISEKEI NAKAMURAYA
- Ito-Yokado Co., Ltd.
- JOYFUL HONDA
- JUMBO ENCHO
- JUNTENDO CO., LTD.
- Kansai Paint Retailing
- Keio Atman
- Keiyo Co., Ltd.
- Kohnan Shoji Co., Ltd.
- KOMERI Co., Ltd.
- K's Holdings Corporation
- LIFE CORPORATION
- Matsumotokiyoshi Co., Ltd.
- MonotaRO Co., Ltd.
- murauchi.com Corporation
- NAFCO Corporation
- Nishimatsuya Chain Co., Ltd.
- Nitori Holdings Co., Ltd.
- Nojima Corporation
- OK Corporation
- Olympic Corporation
- ROYAL CORPORATION
- ROYAL HOME CENTER Co., Ltd.
- Seiyu GK.
- Sekichu Co., Ltd.
- Shimachu Co., Ltd.
- Sundrug Co.,Ltd.
- Takashimaya Company, Limited
- TAKASHO CO., LTD.
- THE LOFT CO.,LTD.
- TOKYO SHOKOSHA Co., Ltd.
- TOKYU DEPARTMENT STORE CO.,LTD.
- TOKYU HANDS INC.
- TRUSCO NAKAYAMA CORPORATION
- Tsusho Co., Ltd.
- United Super Market Holdings Inc.
- VIVA HOME CORPORATION
- WORKMAN CO., LTD.
- World Tool
- YAMADA HOLDINGS CO., LTD.
- YAMASHIN Co., Ltd.
- YAMATO INDUSTRY CO., LTD.
- Yellow Hat Ltd.
- Yodobashi Camera Company, Limited
- YUWA co.,Ltd

and more

For further information, please contact:

Secretariat Office

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Organizer



JAPAN DIY-HC ASSOCIATION

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