

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2016

The JAPAN DIY HOMECENTER SHOW 2016, one of the largest comprehensive trade show in Japan related to housing and living items where domestic and overseas companies related to DIY and home improvement center business gather will be held for 3 days from August 25 (Thursday) through 27 (Saturday) in 2016 at Makuhari Messe International Exhibition Hall in Chiba Prefecture.



Photo from the previous show

For the JAPAN DIY HOMECENTER SHOW 2016

Terutaka Takeda

Chairman of the executive committee of THE JAPAN DIY HOMECENTER SHOW

Happy New Year.

We hope that this letter will find you well.

We would like to express our appreciation for your loyal courtesies.

The JAPAN DIY HOMECENTER SHOW 2016 will be held for 3 days on August 25 (Thursday), 26(Friday), and 27 (Saturday), hoping to attract 500 exhibitors from Japan and abroad and 120,000 visitors at International Exhibition Hall of Makuhari Messe in Chiba Prefecture.

At the last year's show under the show theme "An extra touch to everyday living: creating future lifestyles", 469 companies exhibited in the show using 1,046 booths (out of which 117 companies were overseas companies from 10 countries or areas

and they used 142 booths). The show welcomed more than 100,000 people for the 2nd consecutive year, with 106,936 visitors for 3 days at 4 halls of International Exhibition Hall of Makuhari Messe. Also during the show, the accumulated number of visitors to the show reached the 6 million mark. We are pleased to say we owe it to the member companies and exhibitors who always give generous cooperation to the activities of our association.



The number of visitors reached 6 million



We are inspired that the consequence we could hold the big event which invited more than 100,000 visitors reflects expectations for DIY and home improvement centers industry.

Substantial increase in visitors was due to an increased number of visitors such as young families and women DIYers as shown by DIY boom among women, which has been gaining momentum, and on-the-spot broadcast reports made by NHK and commercial TV stations, and due to positive PR activities toward media outlets such as radio, business newspapers or magazines, and general papers.

We will plan and hold the JAPAN DIY HOMECENTER SHOW 2016 in order to meet the expectation of people involved in the industry and visitors again this year.

The general meeting and the show executive committee

The general meeting and the show executive committee were held on December 11 (Friday) last year while each committee was promoting its own activities. The discussion on ideas for the basic concepts was held with a focus on events and a theme for the 2016 show. We will tell you about a show theme and details in the next issue.

There were also discussions on the basic plans shown below (partial extract).

- 1) Installation of a new theme zone “DIY Remodeling Square”
- 2) Enhancement of the theme zone “Sparkling! DIY Women”
- 3) Enhancing promotion of exhibitor recruitment in the category of interior/exterior

It was also decided that the 2nd briefing for the show would be held at TKP Kanda Ekimae Business Center in Kanda, Tokyo, at 2 p.m. on February 19 (Friday). Activities to encourage companies to exhibit in the show started in November last year, and brochures which explain the details on the exhibition in the show are scheduled to be delivered to member companies, exhibitors in the 2015 show, domestic organizations related to the DIY industry and government agencies.



Previous year's briefing (November 2015)

Japan DIY Industry Association News

New Year's special seminar and New Year's celebration party for 2016



On January 20 (Wednesday), the Japan DIY Industry Association will host New Year's special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station) with Takeshi Yamasaki (a former professional baseball player, now a sports commentator) invited as the seminar's lecturer.

A photo from the 2015 New Year's special seminar

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