

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2017

The JAPAN DIY HOMECENTER SHOW 2017, 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 planned 3 days from August 24 (Thursday) through 26 (Saturday) in 2017 at Makuhari Messe International Exhibition Hall in Chiba Prefecture.



Photo from the previous show

A meeting to review the JAPAN DIY HOMECENTER SHOW 2016 was held

On October 13 (Thursday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2016 was held with the chairman, Toshiyuki Inaba, as well as members of the show executive committee including the chairman of the committee, Terutaka Takeda, attending.

Under the show theme of “Let’s DIY: The Joy of Creating, the Joy of Improvement”, the first and second day (25th and 26th) of the show were set as Buyers Day, and the second and third day were General PR Day. 487 companies exhibited in the show using 1,061 booths (out of which 145 companies were overseas companies from 14 countries or areas and they used 160 booths). The show attracted 106,966 visitors in 3 days, reaching the record number of more than 100,000 people for the 3rd consecutive year.

Here are some results of questionnaire research made during the show. Concerning a business negotiation result, about 87% of companies answered that they were able to have business meetings, out of which 59% said that they were able to have 1 to 50 anticipated transactions. As for the satisfaction levels, about 59% of companies said that they were satisfied or more or less satisfied. Those in charge of the booths answered that the show was excellent and they were very satisfied and that they would like more PR for the show.

Events for the overseas exhibitors

In **HOMECENTER TRADE II**, exhibitors can have direct business negotiations with buyers from leading home improvement centers at the special booth on the first and second day of the show. There were many chances that exhibitors can start business negotiation. In order to participate, companies are required to make reservations in advance.

Reception Party is a networking party that will be held after the show on the first day where exhibitors and leaders in the industries including home improvement centers industry get together. It also provides opportunities for business negotiations.



Study Bus Tour to a Large Retail Store is designed for overseas exhibitors to visit a big home improvement center around Makuhari Messe on Sunday, the day following the final day of the show. Before starting the tour, a seminar mainly on the market of domestic home improvement centers will be presented by a top manager of a home improvement center. After finishing the tour, participants will have a meeting and information exchange over lunch. A participation expense is necessary.



The show executive committee decided the detail for the 2017 show as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2017
Show Venue: Makuhari Messe International Exhibition Hall (Chiba Prefecture)
Show Period: 3 days on August 24 (Thursday), 25 (Friday) and 26 (Saturday), 2017 (the planned schedule)
Show Organizer: Japan DIY Industry Association

A briefing for the JAPAN DIY HOMECENTER SHOW 2017 to be held



Previous year's briefing (November 2015)

The annual briefing, in which the details and purpose of the show is explained, will be held for the companies that are considering the participation in the 2017 show.

A lot of companies have newly signed up for the show after attending briefings each year. We are expecting participation of companies that consider new entry into DIY and home improvement center market and look to expanding their business with related companies.

Date: November 30 (Wednesday), 2016
13:30-15:00

*An individual consultation is scheduled after the briefing.

Venue: large conference room located on the 4th floor of Zensuido Kaikan
1-4-1 Hongo, Bunkyo-ku, Tokyo zip code 1130033

Access: 2-minute walk from Suidobashi Station
(JR Chuo Line, Sobu Line or Tokyo Metropolitan Subway Mita Line)

Application: Please contact the Overseas Operation Office listed below.

For further information, please contact:

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