

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2018

The JAPAN DIY HOMECENTER SHOW 2018, 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 23 (Thursday) through 25 (Saturday) in 2018 at Makuhari Messe International Exhibition Hall in Chiba Prefecture.



Photo from the previous show

A Meeting to review the JAPAN DIY HOMECENTER SHOW 2017 was held

On October 12 (Thursday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2017 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 “Experience and Feel DIY! Home Improvement Centers: Workshops of the Future”, the first and second day (24th and 25th) of the show were set as Buyers Day, and the second and third day were General PR Day. 475 companies exhibited in the show using 1,088 booths (out of which 129 companies were overseas companies from 15 countries or areas and they used 145 booths). The show attracted 110,769 visitors in 3 days, the number increasing from the previous year.

Here are some results of questionnaire research made during the show. Concerning a business negotiation result, about 85% of companies answered that they were able to have business meetings, and out of which 57% said that they were able to have 1 to 50 anticipated transactions. As for the satisfaction levels, about 62% of companies said that they were satisfied or more or less satisfied. Those in charge of booths answered that they were very satisfied.

Events for the overseas exhibitors

In **HOMECENTER BUSINESS MATCHING**, 39 exhibitors from 8 countries or areas had direct business negotiations with buyers from 9 leading home improvement centers at the special booth on the first and second day of the show.



Reception Party was a networking party that was held after the show on the first day, and exhibitors and leaders in the industries including home improvement centers industry got together. Interpreters stayed in the venue, and attended people in charge of overseas booths who were in the party. It was popular with participants, with a useful opportunity to exchange cards and talks with top executives.



Study Bus Tour to Retail Stores was designed for overseas exhibitors to visit a few home improvement centers 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 was presented by a top manager of a home improvement center, which was useful for carrying out of the tour. After finishing the tour, participants had a meeting and information exchange over lunch.



The show executive committee decided the detail for the 2018 show as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2018
Show Venue: Makuhari Messe International Exhibition Hall (Chiba Prefecture)
Show Period: 3 days on August 23 (Thursday), 24 (Friday) and 25 (Saturday), 2018 (the planned schedule)
Show Organizer: Japan DIY Industry Association

A briefing for the JAPAN DIY HOMECENTER SHOW 2018 to be held



Previous year's briefing (November 2016)

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 2018 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 28 (Tuesday), 2017
13:30-15:00 * Acceptance begins at 13:00
An individual consultation is scheduled after the briefing.

Venue: TKP Tokyo Ekimae Conference Room
Sangi Bldg. 2F 3-5-13 Nihonbashi, Chuo-ku, Tokyo zip code 1030027

Access: 5-minute walk from Tokyo Station Yaesucho Exit
(JR Yamanote Line, Keiyo Line, Keihintohoku Line, Tokaido Main Line, Chuo Line, or Yokosuka Line)

Application: Please contact the Overseas Operation Office listed below.

For further information, please contact:

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