

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2018

**The show was crowded with more than 100,000 visitors for the 5th year in a row**

The JAPAN DIY HOMECENTER SHOW 2018 was held at Makuhari Messe in Chiba Prefecture for 3 days from August 23 (Thursday) - August 25 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

The show theme was “Let’s Find! for your Tomorrow ‘Tip’ of Lifestyle”. The first day and 2<sup>nd</sup> day of the show (23rd and 24th) were set as Buyers’ Day while the 2nd and 3rd days of the show (24th and 25th) were set as General PR Day. 488 companies in Japan and overseas exhibited in the show, utilizing 1,126 booths (out of which 131 companies were overseas companies from 15 countries or areas and they used 145 booths). The number of visitors for 3 days was 101,797, recording more than 100,000 visitors for 5 consecutive years since the 50<sup>th</sup> commemorative show in 2014.

The JAPAN DIY HOMECENTER SHOW 2019 next year is planned to be held for 3 days on August 29 (Thursday), August 30 (Friday) and August 31 (Saturday) at Makuhari Messe in Chiba Prefecture.

## The show started with the speech by Her Imperial Highness Takamadonomiya



Greeting by the chairman, Toshiyuki Inaba

JAPAN DIY HOMECENTER SHOW 2018 started with the opening ceremony at 9 a.m. on the 23<sup>rd</sup> with Her Imperial Highness Takamadonomiya attending. In the greeting speech Toshiyuki Inaba, the chairman of the Japan DIY Industry Association, expressed his gratitude for being able to hold the show smoothly by saying, “I am glad to say that as many as 488 exhibitors participate in the show this year using 1,126 booths and the number of booths has been more than 1,000 for 5 consecutive years. Attended by exhibitors from 15 countries or areas, the show is attracting global attention, and I feel expectations towards the show”.

Her Imperial Highness Takamadonomiya spoke at the opening ceremony and toured the show venue as she had done every year. She took products in hand and asked questions with strong interest at each booth where new products of each company and products for daily usage were displayed.

## The Third DIY Award given to a talent Tomomitsu Yamaguchi

The Japan DIY Industry Association has created ‘DIY Award’ for prominent people who have contributed to the growth of DIY industry through the practice and promotion of DIY. With a crowd of people gathering in the room, the award ceremony was held at the main stage on the second day of the show. At the talk show after the award ceremony, Tomomitsu Yamaguchi talked happily about the fun of DIY and his exploration to home improvement centers.

## Popular events attracted many visitors

### Events for the overseas exhibitors

At Buyers’ Booth Tour, people from domestic exhibiting company visited overseas booth and conducted business negotiations. Business talks using free interpreter on duty during the show was popular to the exhibiting companies.

The bus tour was held on Sunday 26<sup>th</sup> August, the day following the closing date. 23 people including exhibitors from 4 countries or areas attended the tour. Firstly, a seminar titled “Information on the Japanese Market” by Yuji Notani, a former Managing Executive Officer at Tokyu Hands Inc., was held. Then, two major home improvement centers in the vicinity of the show venue were inspected at the HOMECENTER KOHNAN Ichikawabaraki store and Super VIVAHOME Shin-narashino store. After the welcoming speeches from store managers, participants were divided into groups and heard persons in charge explain their stores. After that, a luncheon gathering was held.



Buyers' Booth Tour



Overseas Concierge



Study Bus Tour to Retail Stores

### Events for the exhibitors



HOMECENTER BUSINESS MATCHING

### Events for the exhibitors



Reception Party

### Events visitors can participate



Shining DIY Women

For further information, please contact:

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