

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2019

August 29– 31, 2019

The show will be finally held this month at Makuhari Messe

The JAPAN DIY HOMECENTER SHOW 2019 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls.



Photo from the previous show

The show theme of the JAPAN DIY HOMECENTER SHOW 2019 is “Discover your own lifestyle with DIY”. 485 companies will exhibit in the show this year, utilizing 1,139 booths (out of which 139 companies are overseas companies from 10 countries or areas and they use 152 booths). At the show that will have people from 3 categories of businesses (manufacturing, wholesale and retail) related to DIY and home improvement centers getting together, we will advise “enjoying DIY with families and friends” through the presentation of various ideas that make people’s living fun and comfortable, and the arrangement of innovative events. Expecting 120,000 people to visit over 3 days, the show is the largest exhibition in the DIY and home improvement centers industry.

Main Events of the Show

Buyers’ Day Events

“**HOMECENTER BUSINESS MATCHING**” offers opportunities for exhibitors to have direct business talks and individual consultation with buyers from major home improvement centers who are stationed at the booth. 9 retail companies will participate: AYAHADIO, Encho Co., Ltd., KOHNAN SHOJI CO., LTD., JOYFUL AK Co. Ltd., DCM Holdings Co., Ltd., Home Center Valor, UFO Co., Ltd., LIXIL VIVA CORPORATION and ROYAL HOMECENTER CO., LTD.



At “**Japan DIY Product Competition**”, winners of various awards including the award from the Minister of Economy, Trade and Industry will be selected. New products, hit products and environmental and recyclable products that were entered into the competition by domestic and overseas exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, prizes will be awarded to excellent products.

The seminar to be held in the morning of August 29 will be a report on “**Situation of Russian DIY store**” by a senior executive of a Russian DIY company followed by a “**panel discussion**” among top managers from major home improvement centers.

At “**Buyers’ Booth Tour**”, buyers from retail and manufacturing industries are invited and given a guided tour of the exhibit booths of overseas companies with interpreting services.

“**Reception Party**” which will be held at the Hotel New Otani Makuhari on the first day after the show is the networking party where people from 3 industries (manufacturing, wholesale trade and retailing) attend to exchange information and get to know each other.

The Fourth DIY Award Ceremony

The fourth DIY Award will be given to Kenjiro Yamashita from 3rd generation J SOUL BROTHERS. Mr. Yamashita has contributed to the promotion and spread of DIY through his appearances on TV shows. The award ceremony followed by the talk show by Mr. Yamashita is planned to be held on the main stage in the Hall 8 on August 30, Friday at 11:00 am.

Events for the visitors

Under the theme of “My Conscious House Café”, “**Shining DIY Women**” zone offers stylish and convenient ideas. Under a concept of camp, “**Men’s Workshop**” zone will be set up to look like a secret base far from home. We invite Ken Tanaka, camping producer, as a guest instructor, and offers enjoyable events such as introducing camping equipment, tent setup and cooking lesson using a skillet. At “**Everyone! Family DIY**” zone we introduce you fail proof DIY and storage ideas for various sections such as living, terrace and garden in the style of showroom so you can enjoy with your friends and families. Workshops that a wide range of people can enjoy are planned including a corner for significant experience of woodworking using power tools and easy DIY of remaking existing products. At “**Sanjo Blacksmith Dojo**” from the Sanjo-City (Niigata Prefecture), a city keeping the tradition of blacksmithing, you can take part in a kitchen knife sharpening and a knife creating experiences.



Total prize of 700,000 yen – Japan DIY Grand Prize

“Japan DIY Grand Prize” is a product contest with a prize totaling 700, 000 yen. Entries from DIY people are reviewed and winners of the best award and award of excellence in each category are selected.

For the details of the JAPAN DIY HOMECENTER SHOW 2019 show and events, please go to the official website or contact the secretariat office listed below.

<http://www.diy-show.jp/2019/e/index.php>

For further information, please contact:

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