

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010



holding at Makuhari Messe in August 26-28, 2010

The JAPAN DIY HOMECENTER SHOW 2010, an annual big event during the summer vacation, will be held for 3 days from August 26 (Thursday) to 28 (Saturday) in 2010 at Makuhari Messe in Chiba City.

With goals of promoting DIY (DO IT YOURSELF), educating people on DIY, and achieving further growth of the DIY industry, the JAPAN DIY HOMECENTER SHOW 2010 will offer ideas to make people's living valuable and help people to create comfortable housing under the show theme of "New to me! Something good for housing. Good living." The first day will be the Buyers' Day while the second day will serve as both the Buyers' Day and General PR Day that will attract many visitors. The third day will be the General PR Day. The show is a big event, and the total number of visitors to the show during the show period is expected to reach 100,000.



*Photo is JAPAN DIY HOMECENTER SHOW 2009

A Briefing Session for the JAPAN DIY HOMECENTER SHOW 2010 was held



*Scene of briefing session

On February 24 (Wed.), 2010, a briefing session for the JAPAN DIY HOMECENTER SHOW 2010 was held at the Square Kojimachi in Yotsuya, Tokyo, as a part of activities to encourage new exhibiting companies to exhibit in the show.

On behalf of the show organizer, Toshiyuki Inaba, the chairman of the show executive committee, Takashi Taira, the vice chairman of Japan DIY Industry



*Mr. Inaba greeting participants on behalf of the organizer

Association, Jun Aoyagi, the show chief director, and the Toshio Imai, the executive director of Japan DIY Industry Association participated in the briefing, and explained new policies for this year's show to those in

charge from companies that were planning to exhibit in the show for the first time and the media.

81 people from 71 companies including the media companies attended the briefing. During the Q & A session, not only media people but also those in charge from companies that were planning to exhibit in the show for the first time asked questions with interest, and they engaged in productive information exchanges with the organizer.

What will be new policies for the JAPAN DIY HOMECENTER SHOW 2010?

New exhibition areas and exhibition items

The exhibition venue will be divided into 3 areas, “Housing area”, “Living Area”, and “Material Area”, and will be categorized in a way to help visitors to locate products they are looking for as if they were in a large home improvement center.

Categories that were not included in exhibition items in the past such as “healthcare items” or “ecology-related devices” will be also added, and products and services in all categories of food, clothing, housing, and entertainment will be eligible for the exhibition.

New events and upgraded events

“Special program exhibition” will be planned as a new event through the collaboration with companies and organizations. Event themes that will draw attentions will be set, and through the themes, ideas for new housing and living will be presented.

Also, “Exhibitors’ Presentation Corner” where exhibitors will promote new or hit products directly to visitors and “HOMECENTER TRADE II” that allows exhibitors to have direct negotiations or talks with retailers will be upgraded and held.

Japan DIY Industry Association News

Summary of sales for home improvement centers in 2009 was announced



The Japan DIY Industry Association announced the summary of sales for home improvement centers in 2009 (January through December) based upon results of the monthly survey of retail member companies (home improvement centers). According to the summary, sales were 2,593.5 billion yen (42 companies), that was 98.4 % of the previous year level on an all-store basis and 95.7% on an existing-store basis (42 companies).

The number of stores and floor space increased from the previous year throughout the year. However,

sluggish sales of seasonal products as a result of mild winter and cool and rainy summer as well as reluctance in buying big-ticket items and decline in average customer spending due to a money-saving trend among consumers affected overall sales.



As for sales by product category, “DIY materials and items” ranked top with 22.6%. Sales of 3 categories, “Household commodities,” “Gardening/Home exterior” and “Pet-accessories” increased from the previous year, while sales of “Electrical appliances,” “Interior,” and “Car/Outdoor” declined from the previous year.

For further information, please contact:

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