

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2011

“Enjoy and enrich your daily life! DIY is by your side”

With various events, the number of visitors exceeded 78,000!!

The Japan DIY HOMECENTER SHOW 2011 was held for 3 days from August 25 (Thursday) through 27 (Saturday) at Makuhari Messe in Chiba prefecture with Her Imperial Highness Hisako Takamadonomiya invited as the honorary president. The show theme was “Enjoy and enrich your daily life! DIY is by your side”.

The first day and second day (25th and 26th) of the show were set as Buyers’ Day while the second and third day (26th and 27th) served as General PR Day. 364 companies exhibited in the show, using 848 booths (out of which, the number of overseas exhibitors was 53. They were from 6 foreign countries/areas, using 62 booths). The number of exhibitors for 3 days was almost at the same level as the previous year, recording 78,064.



The show opened with the opening ceremony jointly held with Interpets!!



*Greeting by the chairman, Ichiro Shimura

At 9 a.m. on the first day of the show (25th), the JAPAN DIY HOMECENTER SHOW 2011 opened with the opening ceremony jointly held with Interpets, an exhibition that was held during the same period with the DIY show. The chairman of the Japan DIY Industry Association, Ichiro Shimura spoke at

the opening ceremony, saying, “We would like to express our sorrow for the loss of lives due to the Great Eastern Japan Earthquake, unprecedented earthquake, that occurred on March 11, and also our heartfelt sympathy to those who were affected by the earthquake.

Even though we had to promote the show under difficult social conditions in order to encourage companies to exhibit in the show, we were able to receive many applications from domestic and overseas companies.” He also expressed his sincere gratitude for being able to hold the show without any trouble.

Her Imperial Highness Hisako Takamadonomiya who spoke at the opening ceremony toured the show venue as she does every year. At booths where products for daily living and trendy products were displayed, she took products in her hands and asked questions with strong interests.



Popular events attracted many visitors

Exhibitors visited booths set by buyers from retailers for the popular event, "HOMECENTER TRADE II", where exhibitors can have direct negotiation or consultation with retailers. The event was held for 2 days, the first day and second day of the show. 5 retailers set their booths this year. They were: Beaver Tozan, Encho, Kohnan, UFO, and Uniliving. Many business meetings were held at the event.



At the "Japan DIY Product Competition" where people can learn the trend in DIY and Home improvement center industries by looking at displays, new products, hit products, and environment and recyclable products entered into the competition by exhibitors were displayed, and awards were given to best products for each category. In the category of new products, representatives from companies whose entries passed the first screening passionately promoted their products before judges who were key figures in the industry. Also, at the "Exhibitors' Presentation" where people in charge of products from exhibiting companies



promoted their products on the main stage, visitors listened to the presentation with keen interest.



At the special event titled "Power to live. DIY. Disaster aid gallery" that was held with a purpose to support areas devastated by the Great Eastern Japan Earthquake, Tegaki Kabe Shimbun (handwritten wall newspaper) issued by Ishinomaki Hibi Shimbun, a newspaper company in Miyagi Prefecture, that kept on issuing handwritten newspaper after the earthquake and whose activities were reported by international news organizations was displayed, attracting attention of many visitors.

On the first day after the show, from 5:30 p.m., an industrial networking party was held with exhibitors and people from 3 industries (manufacturing, wholesale trade, and retailing) attending at the Hotel New Otani Makuhari.

This year's show was run by over 50 show executive committee members who are from member companies, under the leadership of the chairman of the show executive committee Toshiyuki Inaba (vice-chairman of the Japan DIY Industry Association).

The next show is scheduled to be held for 3 days on August 23 (Thursday), 24 (Friday), and 25 (Saturday) in 2012 at Makuhari Messe (Chiba Prefecture).

For further information, please contact:

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 [URL:http://www.diy.or.jp](http://www.diy.or.jp)

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy@smj.co.jp