

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2012**

Over 84,000 people (up by 8.3% from the previous show) came to the show

The JAPAN DIY HOMECENTER SHOW 2012 was held for 3 days from August 23 (Thursday) through August 25 (Saturday) at Makuhari Messe in Chiba prefecture with Her Imperial Highness Hisako Takamadonomiya invited as the show's honorary president.

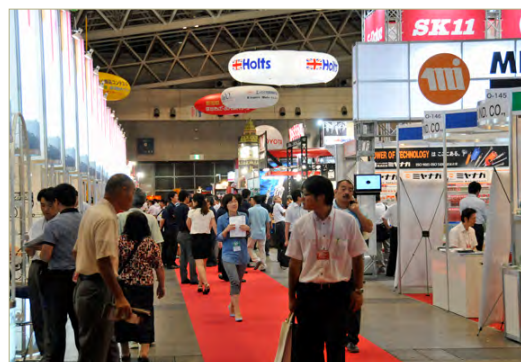


The show theme was "Make Your Dream Your Power!" The 23rd and 24th that were the first and second days of the show were set as Buyers' Day while the 24th and 25th that were the second and third days of the show were set as General PR Day. 466 companies exhibited in the show, using 989 booths (out of which 137 overseas companies from 7 countries or regions exhibited utilizing 150 booths). The number of companies and groups that exhibited in the show increased by 102 from the previous show while the number of booths increased by 141. The number of visitors to the show for 3 days amounted to 84,547 (up by 8.3% from the previous show).

A meeting to review the JAPAN DIY HOMECENTER SHOW 2012 was held

On October 11 (Thursday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2012 was held with the chairman of the Japan DIY Industry Association, Ichiro Shimura, as well as members of the show executive committee including the chairman of the committee, Toshiyuki Inaba, attending.

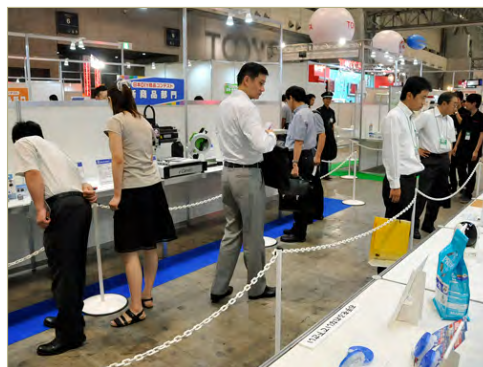
At the meeting, Nikko Tsushinsha, a company that planned and run the show announced results of the questionnaire directed at visitors and exhibitors. This year, 466 companies, up by 28% from the previous show, participated in the show. We felt the strong expectation toward the renovation and ecology-related products that are the strength of the DIY industry.



The number of visitors during the show period and changes in the number of visitors for 3 years

Date	2012 (Compared to 2011)	2011 (Compared to 2010)	2010 (Compared to 2009)
Aug. 23 (Thu.)	21,953 (122.9%)	17,869 (94.4%)	18,923 (125.2%)
Aug. 24 (Fri.)	29,008 (107.5%)	26,993 (99.4%)	27,146 (106.7%)
Aug. 25 (Sat.)	33,586 (101.2%)	33,202 (98.4%)	33,755 (93.6%)
Total	84,547 (108.3%)	78,064 (97.8%)	79,824 (104.2%)

While the economic conditions remained severe under the current social environment, the number of visitors increased from the previous year. Many of those from exhibiting companies who were in charge of booths said that the show was full of energy and crowded while the show allowed them to have business negotiations with many buyers, learn the consumer trend and find hints for the future product development thanks to a large turnout.



The show executive committee decided the detail of the 2013 show as follows.

Name of the show: Japan DIY HOMECENTER SHOW 2013
Show Venue: Makuhari Messe (Chiba Prefecture)
Show Period: August 29 (Thursday), 30 (Friday) and 31 (Saturday), 2013 (3 days in total)
Show Organizer: Japan DIY Industry Association

A briefing for the JAPAN DIY HOMECENTER SHOW 2013 will be held



Previous year' s meeting

In the briefing, the details and purposes of the show will be explained to companies that are considering the participation in the 2013 show.

The information given in the briefing will include the trend of the home improvement center industry, the appeal of the show and successful cases explained by the companies that participated in the show in the past, and the products that home improvement centers are looking for. There will be also keynote lectures by industry officials.

Date: November 21 (Wednesday), 2012
13:30 – 15:00

* An individual consultation is scheduled after the briefing.

Venue: Main meeting room on the 4th floor of Zensuido Kaikan
1-4-1 Hongo, Bunkyo-ku, Tokyo

Access: 2 minute walk from Suidobashi Station (JR Chuo Line and Sobu Line/Toei Subway Mita Line)

Registration: Please contact the Overseas Operation Office listed below for details.

For further information, please contact:

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