

JAPAN DIY HOMECENTER SHOW NEWS



JAPAN DIY HOMECENTER SHOW 2009 *was held!!*

The JAPAN DIY HOMECENER SHOW 2009 was held for 3 days from August 27 (Thursday) to August 29 (Saturday) at Makuhari Messe in Chiba City with Her Imperial Highness Princess Takamado invited as the honorary president. The theme of this year's show was "Everyday Kindness to Housing and Living. DIY is all about Family Love." 390 companies exhibited in the show, using 873 booths (out of this, 104 companies were from 10 foreign countries or areas, taking up 115 booths). 76,625 visitors came to the show.



JAPN DIY HOMECENER SHOW 2009 The number of visitors was up by 22% from the previous show

The show started with the opening ceremony held on the first day where Her Imperial Highness Princess Takamado gave remarks. After the opening ceremony, Princess Takamado toured the show venue as was customary. The tour lasted for one and a half hours.



Princess Takamado spent time asking questions or casually posing for photos with those in charge at booths where DIY products which she always has been interested in were displayed.

This year, the first day and second day of the show were set as the trade day, and the show was open to the general public on the second and third day. This arrangement received favorable comments from major exhibiting companies. They said that the first and second day provided them opportunities for business negotiations while they were able to actually feel the

energy of the show generated by a crowd of visitors on the second and third day when the show was open to the general public.

At the "Exhibitors' Presentation Corner", an event that was introduced in the previous show,



products from exhibiting companies that entered their products in the "DIY New Product and Hit Product Competition" were promoted. The event attracted a large number of visitors, and the sight of many visitors listening to the explanation given by those in charge was impressive. "The event gave us a rare opportunity to promote our products in front of the general public and see their response," said a presenter from a company that participated in the event.

At the “HOMECENTER TRADE II” that is received well by exhibitors every year, on the first day and second day, there were business meetings with buyers from 6 retailers while business meetings with 3 companies from manufacturing and wholesale industries took place on the third day. 242 business meetings were held, involving 89 companies. Foreign exhibitors said that they were able to find some information that would help them in doing business with Japanese companies. Some of domestic exhibitors didn't know about the event until they came to the show venue, and they registered for it at the venue. This taught us the need to review the way to promote this event for the next show.



Companies and their products that received awards in the “DIY New Product and Hit Product Competition”

New Product Category

Minister of Economy, Trade and Industry Award: NITOMS Inc. (Hagaseru Ryoumen Seccyaku Sheet, Kabegamiyou/Removable Double-Stick Tape, for Wall Paper Use)

METI Manufacturing Industries Bureau Director-General's Award : Shinfuji Burner Co., Ltd. (Power Torch RZ-840)

Japan DIY Industry Association Chairman's Award: Engineer Inc. (NEJI-SAURUS GT/PZ-58)

Gold Prize: TOSO Company, Ltd. (Curtain Rail “Rinage”)

Silver Prize: STAR-M Corporation (No.5040 Oreta Bisu Nuki/Broken Screw Remover)

Judges' Special Award: EVOLUTION POWER TOOLS Ltd. (England) (EVOLUTION PROJECT FURY3)

Hit Product Category

Long Seller Award: TOTO Ltd. (Washlet KN Series)

Idea Award: Believe Co., Ltd. (Edison-no-Ohashi, Disney Series/Edison's Chopsticks, Disney Series)

Best Hit Award: FINE Co., Ltd. (Kantan Kawamuki Glove Mukkie/Easy Peeler Glove Mukkie)

Popularity Vote by the General Visitors Category

First Place: Kenchiku No Tomo Co., Ltd. (Kyuban Kakumei Large/Sucker Revolution Large)

Second Place: Engineer Inc. (NEJI-SAURUS GT/PZ-58)

Third Place: T&T Inc. (Shin-Kamiyosaku)



Companies and their products that received awards in the “Environmentally and People-Friendly Products”

Gold Prize: T&T Inc. (Shin-Kamiyosaku)

Silver Prize: SAINT GENTLEMAN Co., Ltd. (LED Bulb “Ecoloox”)

Bronze Prize: Terada Iron Works Co., Ltd. (Solar Cooker “Ecosaku”)

The next show is scheduled to take place for 3 days on August 26 (Thursday), 27 (Friday), and 28 (Saturday) in 2010 at Makuhari Messe in Chiba City.

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