

# The leading comprehensive Exhibition for HC industry

The 56th  40th anniversary of foundation 

# JAPAN DIY HOMECENTER SHOW 2020

Exhibitor  
Information

2020 Exhibition will be held in November.

Nov. **5** Thu. • **6** Fri. • **7** Sat.

Trade Day

Public Day

\*5(Thu.) is restricted exclusively to Trade buyers.

Application Deadline

2020 **26** Fri.  
June

## Visitors

**100,000**  
visitors

(86,492 visitors in 2019)

## Exhibitors

**500** **1,200**  
companies booths

(485 companies 1,139 booths in 2019)

Visit us at

DIY SHOW

[www.diy-show.jp/2020/e/](http://www.diy-show.jp/2020/e/)

Venue: Makuhari Messe Hall 4·5·6·7·8 (Tentative) Organizer: Japan DIY Industry Association

# Grab your business opportunity with JAPAN DIY HOMECENTER

## JAPAN DIY HOMECENTER SHOW 2019 figures

Number of booth stands **1,139**

Number of visitors **86,492**

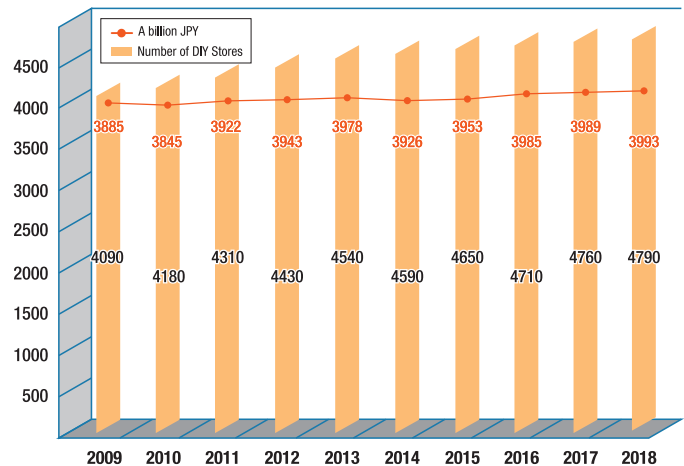
Number of exhibitors **485**

Number of trade visitors on the first day **29,934**



## Japanese Market

### Gross Sales & Number of DIY Stores (Homecenters)



## Priceless Events for Exhibitors

### ▶ HOMECENTER BUSINESS MATCHING

The business matching programme is a lead for opening new accounts. Some of the Japanese leading retailers and wholesalers await for you to have a meeting.

### ▶ Japan DIY Product Competition

Give buyers and media a chance to get an up close look at your product. This is your opportunity for added visibility to promote and drive traffic to your booth. The award winners gain special attention from buyers.

### ▶ Recommended Product Corner

It's similar but different event from Japan DIY Product Competition.

This event will be placed at the entrance of Overseas area. Give buyers and media a chance to get an up close look at your recommended product nearby your booth to have business negotiation.

### ▶ Reception Party

(Held Nov.5.Entry charge will occur.)

Share experience and network with other exhibitors and Japan DIY Industry Association members.

## Special features for overseas exhibitors

### ▶ Buyers' Booth Tour

Buyers affiliated with Japan DIY Industry Association are coming to your booth with a guide and an interpreter. This is your opportunity to make an effective presentation at own booth.

### ▶ Overseas Concierge

The language barrier between Japanese buyers and overseas exhibitors is a concern that is raised regularly at exhibition. English and Chinese speaking staff will be allocated.

### ▶ Study Bus Tour to Retail Stores

(It will run on Sunday, Nov.8. Entry charge will occur.)

For those exhibitors who are too busy to organize extra activities in Japan. Grasp the situation of the DIY industry by visiting stores with own eyes will help your business development. A specialist of the industry give a seminar and support the tour.

# SHOW 2020!

## Message



**Toshiyuki Inaba**  
Chairman  
Japan DIY Industry Association

In recent years, global warming and other factors have caused a large number of typhoon landfalls, torrential rains, and other climate events, frequently resulting in serious natural disasters. As a result of this, DIY and home centers are playing increasingly significant roles in relation to the repair and refurbishment of houses. To promote the joy and importance of DIY and manufacturing, we have further enhanced the content this year and will be striving to reach our goal of 500 participating companies and 100,000 visitors to the show.

The theme of this year's show is "Let's Go to the Home Center! Choose Your Lifestyle with DIY". In an increasingly diversified society and a broad range of lifestyles, there are new discoveries to be found among the wide variety of products and useful goods at home centers, and by using them to do DIY, you can choose and create a lifestyle to suit your own tastes in many ways. At this show, just like at a home center, visitors will encounter many different products and technologies. It is our hope that, through those encounters, visitors will come to choose their own original lifestyles, and that this will encourage visits to home centers and energize the industry. We aim to provide encounters with real goods and experiences that cannot be found on the Internet, and opportunities for conversations and networking with companies both foreign and domestic.

This year, the venue will be divided into three zones with different themes, and there will be special exhibitions as well. The first of the three themed zones is "Kirari! DIY Girls", which encourages DIY by women and gets attention from the media as well as positive feedback from attendants every year. Another is "Men's Workshop", which features hands-on experiences mainly targeted at male visitors. The third zone is "Learn! Prepare! Disaster Prevention Corner". A new zone for this year, the theme is about how to protect yourself from the disasters that have recently been causing extensive damage across Japan.

"Kirari! DIY Girls" uses workshops to introduce easy DIY for cool, masculine interiors that use things like iron, erectors and leather. It is based on "manly and cool" and "masculine interiors", two themes that have been popular among women in recent years. "Men's Workshop" offers workshops for participants to fulfill their wish to take their time, work seriously, and create their favorite DIY item.

To commemorate the 40th anniversary, keynote speeches will be given by the management executives from the American home center company The Home Depot, and Germany's OBI, OBI is the biggest home center company in Germany, and The Home Depot is the biggest in the world. We are also planning a panel discussion by the keynote speakers and top managers from leading home center companies in Japan, as part of the anniversary.

Also, as Japanese products are recognized internationally for their excellent quality and design, we will collect together "Products Planned in Japan"—products designed, manufactured, and assembled by Japanese companies. Events and product exhibition corners will be set up to present them to buyers from overseas.

We will also hold a business matching event "HOMECENTER BUSINESS MATCHING", an event for the exhibitors to hold business talks with experienced buyers who are members of our association. A further service on offer is free interpreting, for overseas exhibitors/visitors wishing to exchange information with Japanese visitors/exhibitors. We are also hoping to set up various events sections where exhibitors can take part in a number of different ways to publicize their own products. In order to encourage visits to the exhibition by industry representatives, members of the press, and members of the public, we will of course be publicizing the event itself, but we will also engage in a publicity campaign that will feature information on the exhibitors and other information across a wide range of media channels. That completes my summary explanation of the show and our major events, and I hope that everyone in the industry will be able to exhibit and take part in the Japan DIY Homecenter Show 2020.

## Exhibit Categories

- Tools / Power Tools
- Hardware / Ironmongery
- Repair Materials
- Painting Materials / Coating Materials
- Electric Parts / Lighting Equipment
- Home Electric Appliances
- Water Supply and Drainage
- Working Wear
- Housewares / Homecare Products
- Kitchenware / Tableware
- Household Commodity (detergent and sanitary goods)
- Interior Materials / Storage Cabinets
- Pet-care Items (including pet medicinal products and pet wear)
- Gift / Party Items
- Hobby Items / Handcraft Items
- Toys / Models
- Four / Two Wheeled Vehicle Materials
- Sporting Goods / Outdoor Goods
- Stationery / Office Supply
- Healthcare Materials / Beauty Products
- Medicinal Product
- Food / Beverage / Alcohol
- Disaster Prevention / Anticrime Device
- Ecological / Energy-Saving Items
- Information / Distribution / Services
- Timber / Building Materials
- Gardening / Plants
- Agricultural Materials / Equipment
- Exterior Materials
- Housing Equipment
- Store Furniture
- Childcare / Baby Goods
- Association / Education Institution / Governmental Agency
- Retail (feature exhibition)



## Show Outline

### Period

November 5 (Thu.) - 7 (Sat.), 2020 9:30am -5:00pm

\*Closes at 4:00pm on the last day

### Show Theme

Let's Go to the Home Center! Choose Your Lifestyle with DIY

### Venue

MAKUHARI MESSE, 2-1 Nakase, Mihama-ku, Chiba-shi,

Chiba 261-0023

<http://www.m-messe.co.jp>

### Organizer

Japan DIY Industry Association

### Sponsors (Planned)

The Ministry of Economy, Trade & Industry / Forest Agency / Chiba Prefecture / Chiba City / Japan External Trade Organization (JETRO) / IHA (International Federation of Hardware and Housewares Associations)

### Admission

Free of charge for trade visitors (General public: 500 JPY)

## Exhibitor's Time-line

<b>Deadline for Application</b> (Please make payment of space fee through a bank transfer within one month after the approval of the form)	June 26, 2020
<b>Final Payment Due</b>	July 31, 2020
<b>Dispatch of Exhibitor Manual</b> (Rules & Regulations, Order forms for booth fittings, electrify, etc)	Beginning of September, 2020
<b>Floor Plan Announcement</b>	Middle of September, 2020
<b>Exhibitor Move-in</b>	from 1:00pm on November 3 to 4, 2020
<b>JAPAN DIY HOMECENTER SHOW 2020</b>	November 5-7, 2020

## Participation Fee (tax included)

### Raw Space Fee

Price : 1 booth (9sqm)

# 324,500 JPY

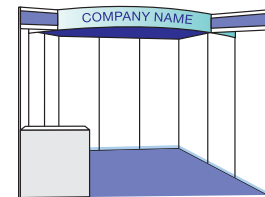
### Rental Package

Price : 1 booth

# 143,000 JPY

### Includes:

- Needle punch carpet
- LED spotlight X 3
- Reception counter X 1
- 1 optional furniture to be selected from 5 choices below:
  - 1 set of 3 wooden shelves
  - Folding table & White table cloth
- System wall panel
- Electric outlet X 1
- Folding chair X 1
- Fascia with Company name
- Electric consumption up to 100V/500W
- System display counter
- Peg board with 20 hooks
- Glass shelves rack with 3 layers x 2 rows



## Visitor List in 2019 (Retail)

- ARCLAND SAKAMOTO CO., LTD.
- AEON KYUSHU Co., Ltd.
- AEON RETAIL Co., Ltd.
- Alleanza Holdings Co., Ltd
- AMANO INC.
- Amazon Japan G.K.
- ASKUL Corporation
- AUTOBACS SEVEN CO., LTD.
- Ayaha Dio Co., Ltd.
- Beavertozan Co.,Ltd
- BIC CAMERA INC.
- Bunnings
- Cainz Co., Ltd.
- DAIYU EIGHT CO., LTD.
- DCM DAIKI Company, Limited
- DCM Holdings Company, Limited
- DCM Homac CORP.
- DCM KAHMA Company, Limited
- DCM KUROGANEYA CO., LTD
- DCM SANWA CO.,LTD.
- Denkichu Corporation
- Dinos Cecile Co., Ltd.
- Doit Co., Ltd.
- Don Quijote Co., Ltd.
- EcoShine
- EDION Corporation
- Encho Co., Ltd.
- Forest Co.,Ltd.
- Futagami Co.,Ltd.
- gooday
- Handsman Co., Ltd.
- Home Center Mitsuwa
- Home Center Valor
- HOME IMPROVEMENT HIROSE Co., Ltd.
- HOMECENTER ANT
- HONDA CO., LTD.
- ISEKEI NAKAMURAYA
- Ito-Yokado Co., Ltd.
- J.O.D CO.,LTD.
- Jason Co., Ltd.
- Joshin Denki Co., Ltd.
- JOYFUL AK Co., LTD.
- JOYFUL HONDA
- Kanbun Co.,Ltd.
- KANKYOUSEIKATSU Co., Ltd.
- KANSEKI CO., LTD.
- Kawaka
- KEIO ATMAN CO.,LTD.
- Keiyo Co., Ltd.
- Ken Depot Corporation,
- Kohnan Shoji Co.,Ltd.
- Kojima Co., Ltd.
- KOMERI Co., Ltd.
- KONKEN.
- K's Holdings Corporation
- Kunisada
- KURAGI Co.,Ltd.
- LIXIL VIVA CORPORATION
- Makeman Co., Ltd.
- MARUSHIME co., ltd.
- MAXVALU NISHINIHON Co., Ltd.
- MOA Co.,Ltd.
- MonotaRO Co., Ltd.
- murauchi.com Corporation
- murauchi-hobby.com
- MY Communications
- naito-kanamonoten.Co.Ltd
- National Federation of Agricultural Cooperative Associations
- NIHONICHI Hardware shop
- Nishimatsuya Chain Co., Ltd.
- Nishimura Joy Company, Limited
- Nitori Co., Ltd.
- okajima Inc.
- Olympic Group Corporation.
- Pan Pacific Retail Support
- Petrovich
- PLANT Co., Ltd.
- ROYAL CORPORATION
- ROYAL HOME CENTER Co.,Ltd.
- SCG Cement-Building Materials
- Sekichu Co., Ltd.
- SHIMACHU CO., LTD.
- Sunday Co., Ltd.
- super KENZO
- Super Value Co., Ltd.
- T.O. Holdings CO.,LTD.
- TAIYO TEXTILE Co., Ltd.
- Testrite Group
- TIME CO., LTD.
- TOKYU HANDS INC.
- Trial Company, Inc.
- UD Retail Co., Ltd.
- Ufo Co., Ltd.
- Unidy Company
- UNY Co., Ltd.
- WATAHAN HOME-AID CO.,LTD.
- WORKMAN CO., LTD.
- World Tool
- YAMASHIN Co.,Ltd.
- Yellow Hat Ltd.

For further information, please contact:

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Organizer



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