



The leading comprehensive Exhibition for HC industry



The 57th JAPAN DIY HOMECENTER SHOW 2021



Exhibitor Information

2021 Exhibition will be held at Makuhari Messe in October.

Oct. 7^{Thu.} • 8^{Fri.} • 9^{Sat.}

Trade Day

Public Day

*7(Thu.) is restricted exclusively to Trade buyers.

Venue: Makuhari Messe Hall 5・6・7・8 (Tentative)
Organizer: Japan DIY・HC Association



Application Deadline

2021 May 21^{Fri.}



Visitors

100,000 visitors
(86,492 visitors in 2019)

Exhibitors

500 companies 1,200 booths
(485 companies 1,139 booths in 2019)

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www.diy-show.jp/2021/e/



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**

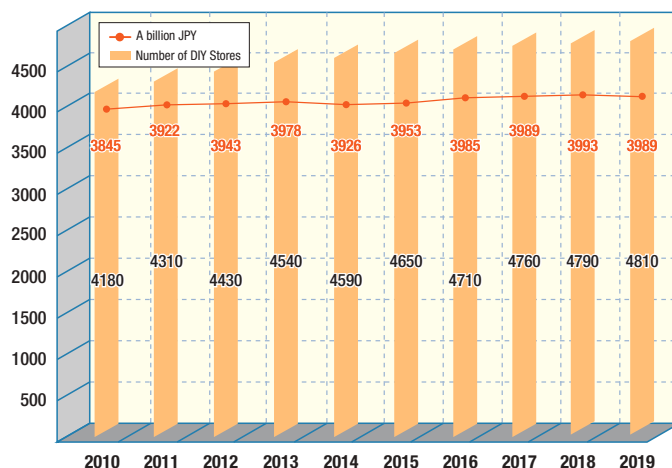
Number of exhibitors **485**

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 program 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 Oct.7. Entry charge will occur.)

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

Break through to the Japanese market

Special features for overseas exhibitors

▶ Buyers' Booth Tour

Buyers affiliated with Japan DIY · HC 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, Oct.10. 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 2021!

Message



Toshiyuki Inaba
Chairman
Japan DIY · HC Association

to December 31), the event's home page received about 1.2 million PVs (111,000 unique users). We would like to sincerely thank the many companies, organizations and other people in the housing and living-related industries for all their understanding and cooperation.

Home centers are as closely involved with housing and living as daily-life infrastructure like electricity and water services. As such, they are playing an ever-bigger role in a society beset with things like the COVID-19 pandemic and frequent damage from typhoons, torrential rain, and other catastrophic natural disasters.

At the same time, spending more time at home because of the pandemic means people have more time for themselves, and this has been transforming into heightened interest in DIY and making things. The upshot is that lots of people are going to home centers.

With all this in mind, the theme we chose for this year's show was "Always Reliable Home Centers: Make Living Fun with DIY!"

Home centers carry almost every kind of product related to housing and living, ranging from hardware like woodwork and hand tools and metal fittings, to software like daily household necessities and gardening and pet goods.

In addition, they have many DIY advisors and other staff who can give advice about home repairs and improvements. This means you can also discuss your concerns as well as getting the tools and materials you need in normal times and when there's an emergency. Home centers are places you can always rely on, and I hope you all make full use of them to make life fun.

This year, we're going to plan a number of events that will suggest new lifestyle ideas to go with how the pandemic has changed how we live and work. The venue will be divided into three zones with different themes, and there will be online events as well.

The first of the three zones is "Kirari! DIY Girls." This zone supports women DIY enthusiasts, who've been growing in number every year. Another is "Men's Workshop," which is about being a dependable, cool man. The third is "Make Remote Life More Comfortable!" This zone will feature lifestyle situations based on the theme of remote work—a new way of life that's becoming the norm because of the pandemic.

With the theme of "sustainable living," the "Kirari! DIY Girls" zone will introduce DIY ideas like remaking, reducing, and upcycling using unwanted items around the home. The theme for "Men's Workshop" will be "Let's Make a Camping Car!" Camping has been featuring a lot on TV over the last few years, and the pandemic has made it even more popular. So, we're planning to put lots of things about it in this zone, including a demonstration of making an original camping car, and a welding workshop about making camping tools.

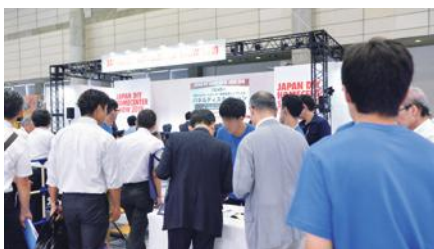
In addition, as a stage event aimed at business, we're planning to hold a panel discussion by top management from major home centers in Japan. We did one the year before last, and it got very good reviews. The panel will discuss topics that are attracting attention now, such as business restructuring and responding to the pandemic.

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 2021.

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

October 7 (Thu.) - 9 (Sat.), 2021 9:30am -5:00pm
*Closes at 4:00pm on the last day

Show Theme

~You can always count on home improvement centers~
Enjoy your life with DIY!

Venue

MAKUHARI MESSE, 2-1 Nakase, Mihama-ku, Chiba-shi,
Chiba 261-0023
<http://www.m-messe.co.jp>

Organizer

Japan DIY · HC Association

Sponsors (Planned)

The Ministry of Economy, Trade & Industry / 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

Deadline for Application (Please make payment of space fee through a bank transfer within one month after the approval of the form)	May 21, 2021
Final Payment Due	June 30, 2021
Dispatch of Exhibitor Manual (Rules & Regulations, Order forms for booth fittings, electrify, etc)	Middle of July, 2021
Floor Plan Announcement	Late July, 2021
Exhibitor Move-in	from 1:00pm on October 5 to 6, 2021
JAPAN DIY HOMECENTER SHOW 2021	October 7-9, 2021

Participation Fee (tax included)

Raw Space Fee

Price : 1 booth (9sqm)

324,500 JPY

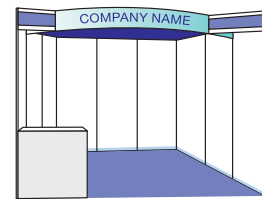
Rental Package

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
- System display counter
- Glass shelves rack with 3 layers x 2 rows
- Fascia with Company name
- Electric consumption up to 100V/500W
- Peg board with 20 hooks



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.
- Beavertoan 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 KUROGANIYA 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 NISHINIHO 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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