

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2021

The JAPAN DIY HOMECENTER SHOW 2021, one of the largest comprehensive trade show in Japan for housing and living items where domestic and overseas companies related to DIY and home improvement center business gather, is planned to be held at Makuhari Messe International Exhibition Hall 5,6,7 and 8 (tentative) in Chiba Prefecture on October 7 (Thursday), October 8 (Friday) and October 9 (Saturday). Taking care of the three Cs of Closed spaces, Crowds and Close-contact, we will recruit 500 exhibitors from home and abroad with 1,200 booths and encourage visitor growth.



The show held in 2019

Under the show theme of “~You can always count on home improvement centers ~ Enjoy your life with DIY!”, the first and second day are set as Buyers Day, and the second and third day as Public Day, having two functions of B2B and B2C. We will make efforts to meet people’s expectation by presenting various ideas useful for a living and by arranging innovative events.

Countermeasures against corona infection

This show will be operated in a safer and more secure manner by taking measures to prevent coronavirus infection.

- ① Reception will be conducted using a contactless system with the use of applications, etc.
- ② All visitors are requested to check temperatures and disinfect themselves upon entering the venue. In order to ensure thorough communication in case of infection, we will require full registration.
- ③ Please keep social distancing in the venue. We will take all possible measures to dispel the concerns of exhibitors and visitors.

Main events

Events for the exhibitors

① **Japan DIY Product Competition**

New products and others presented by exhibitors will be judged, and the Excellence Awards with Minister of Economy, Trade and Industry Award, the Chairman of the DIY • HC Association Award, and other awards will be presented.

② “HOMECENTER BUSINESS MATCHING”

A direct business meeting between buyers from home centers joining the association and exhibitors who have applied for the business talks at special business meeting area. The homecenter companies that have participated in the past 5 years were: AYAHA DIO, Encho Co., Ltd., Cainz Corporation, KOHNAN SHOJI CO., LTD, KOMERI co., Ltd., JOYFUL AK Co. Ltd., DCM Holdings Co., Ltd., Beavertozan, VIVA HOME CORPORATION, Home Center Valor, MAKEMAN Co. Ltd., YAMASHIN Co., Ltd., UFO Co., Ltd. and ROYAL HOMECENTER. CO., LTD. The number of business negotiations is over 250 each time.



HOMECENTER BUSINESS MATCHING

③ “Response of Each Store to Frequent Disasters”. A panel discussion on social contribution by top executives of home centers is scheduled.



Panel discussion

④ “Reception Party” is a networking party where exhibitors and top executives of the member companies in three industries of retail, wholesale and manufacturing.

Plan for online exhibition for overseas exhibitors

Conditions of entry into Japan for people from overseas companies are strictly restricted. For companies planning to do business with Japanese companies, we are planning online exhibitions.

- ① You can exhibit your products at zone for the overseas exhibitors, provide videos for PR, and conduct business negotiations with visitors using dedicated interpreters.
- ② Participation in the organizer’s events such as entry in the “Japan DIY Product Competition”.
- ③ The exhibition fee is 165,000 yen per exhibitor.

Schedule Summary

Late-July 2021	Distribution of exhibitor manuals
End of August 2021	Payment deadline of exhibition fee
7-9 October 2021	Show dates

For inquiries and applications, please contact the Secretariat Office below.

For further information, please contact:

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