

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2022

The JAPAN DIY HOMECENTER SHOW 2022, 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 for 3 days at Makuhari Messe International Exhibition Hall in Chiba Prefecture from August 25 (Thursday) to 27 (Saturday), 2022.



The show held in 2021

For the JAPAN DIY HOMECENTER SHOW 2022

Terutaka Takeda

Chairman of the executive committee of the Japan DIY HOMECENTER SHOW

Happy New Year.

We hope that this message will find you well.

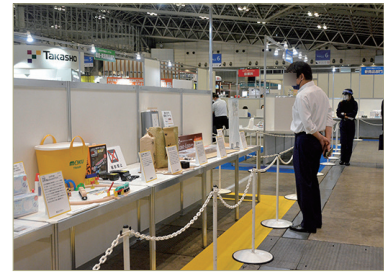
We would like to express our appreciation for your loyal courtesies.



The JAPAN DIY HOMECENTER SHOW 2022, 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, will be held as a real show as usual in 4 halls of the Makuhari Messe International Exhibition Hall in Chiba Prefecture from August 25 (Thursday) to 27 (Saturday), 2022. The first and second days, August 25 and 26, will be Buyers' Day, and the second and third days, August 26 and 27, will be Public Day. We aim to have 500 domestic and foreign companies exhibiting in 1,200 booths and 50,000 visitors all registered through QR codes. In 2020, the show was held online to prevent corona infection.

In 2021, it was held as a real show for the first time in two years with 264 companies in Japan and overseas exhibiting who utilized 757 booths (out of which 3 companies were overseas companies from 3 countries or areas using 14 booths). The total number of visitors over the three days was 14,264, including 5,546 on the first day, 6,123 on the second day, and 2,595 on the last day. This number of visitors was the result of the event being held under the guidance of the administrative authorities as a measure to avoid corona infection by limiting the number of visitors, and cancelling the Public Day on the second and third days, only allowing pre-registered businesses to visit the venue on all three days. We would like to express our gratitude to all the exhibitors and visitors who took the time to come to our booth in this difficult environment.

We will further enhance the events for exhibitors, and plan the “HOMECENTER BUSINESS MATCHING” where buyers from leading home centers and exhibitors can directly discuss business, so that they can have a better business matching. In the “Japan DIY Product Competition”, new products and hit products submitted by exhibitors will be displayed in a special corner of the show, and in the new product category, industry experts and others will judge the products to determine the Excellence Awards with Minister of Economy, Trade and Industry Award, Chairman of the Japan DIY Home Center Association Award, and other awards.



Japan DIY Product Competition

One of the events we are considering for businesses is lectures by the top executives of leading home centers in Japan and abroad. The theme zones for events encouraging visitor growth have been revamped to include “You Can Always Count on Home Improvement Centers”, “Style Up Renovation”, and “Start with ‘SDGs’ by DIY”. We will disseminate the latest DIY trends and hold workshops and other activities that will enable people to contribute to the SDGs through DIY.

For PR activities, we will actively engage in media such as TV, radio, business journals and magazines, and general newspapers, with a focus on web advertising. We look forward to your participation in the show.

Executive Committee Chairs’ meeting

Among the activities of each committee, Executive Committee Chairs’ meeting of the show was held on December 21 (Tuesday), 2021, and the basic concept of the 2022 show was discussed. First of all, the theme of the show was decided to be “~You can always count on home improvement centers~ Add color to your life with “DIY”!”. Many plans for events for exhibitors and visitors were proposed, which will be realized in the next committee meetings.

The first briefing of the show is scheduled for February 2 (Wednesday) at 12:30 p.m. at the Dai-ichi Hotel Tokyo (3 minutes-walk from JR Shimbashi Station). In early February, we will distribute an exhibition information brochure to member companies of the Association, last year’s exhibitors and other companies, related organizations, and government agencies in Japan.



The previous briefing held in November 2019

For inquiries, please contact the Secretariat Office below.

For further information, please contact:

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