

## **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, will be held as a real show as usual in 4 halls (tentative) of the Makuhari Messe International Exhibition Hall in Chiba Prefecture from August 25 (Thursday) to 27 (Saturday), 2022. We aim to have 50,000 visitors and 500 domestic and overseas companies exhibiting in 1,200 booths. The theme of the JAPAN DIY HOMECENTER SHOW 2022 is “~You can always count on home improvement centers~ Add color to your life with “DIY”!”. The show consists of two functions, B to B and B to C with Buyers’ Day on the first and second days and Public Day on the second and third days.



The show held in 2021

## **Information on exhibition form and fees**

Considering border measures to prevent transmission of the coronavirus, we have prepared an online exhibition plan for companies and organizations outside of Japan.

\* **Exhibitor fee:** 165,000 yen per company (tax included)

**Contents:** Listing in exhibitor information and setting search words  
4 product images posted on the exhibitor information page  
1 PR video posting  
Online business meeting reservation software

### **Exhibit Options:**

Participation in online HOMECENTER BUSINESS MATCHING  
Participation in events held in overseas areas of the venue  
1 sample product on display  
Broadcast of product PR video  
Setting up booths for online business meetings that visitors can access  
Number of product image slots and PR video slots added (for a fee)

## Main events for the exhibitors

### \* **HOMECENTER BUSINESS MATCHING**

Business meetings between exhibitors and leading home center buyers in Japan. During the event, buyers can have business meetings with person in charge at exhibiting company at special booths. Previous participating retailers (7 companies, in no particular order): Encho Co., Ltd., Cainz Corporation, KOHNAN SHOJI CO., LTD, JOYFUL AK Co. Ltd., DCM Holdings Co., Ltd., Home Center Valor and UFO Co., Ltd.



HOMECENTER BUSINESS MATCHING

### \* **Japan DIY Product Competition**

Exhibitors were invited to submit a wide range of new DIY home improvement products. In addition to selecting awards of excellence for the Minister of Economy, Trade and Industry Award, Japan DIY · HC Association Chairman's Award, and others, awards will also be presented to products selected by voting by industry professionals and general visitors to the exhibition.



Three-minute sales speech at the Japan DIY Product Competition (2021)

## Exhibitor application deadline

The deadline for exhibitor applications is May 27 (Friday), 2022. Please apply as soon as possible.

The "Exhibition brochure" and "Application form" containing the exhibition guidelines for the JAPAN DIY HOMECENTER SHOW 2022 can be downloaded from the show's official website.

<https://www.diy-show.jp/e/index.php>



For further information, please contact:

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## **JAPAN DIY HOMECENTER SHOW 2022**

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