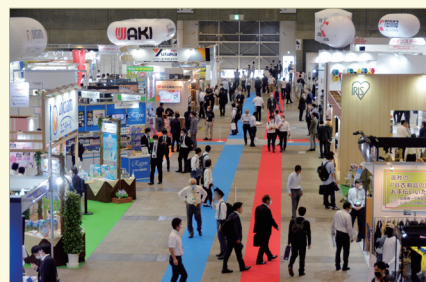


## **JAPAN DIY HOMECENTER SHOW NEWS**

# **JAPAN DIY HOMECENTER SHOW 2022**

**To be held on Thursday 25, Friday 26, and Saturday 27 of this month**

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 3 halls of the Makuhari Messe International Exhibition Hall in Chiba Prefecture from August 25 (Thursday) to 27 (Saturday), 2022, with 319 exhibitors and 860 booths (including 24 booths from 8 overseas companies) and a target of 50,000 visitors. 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

## **Countermeasures against corona infection**

This show will be managed in compliance with the infection prevention guidelines of the government, local governments, and Makuhari Messe, and every effort will be made to ensure that all exhibitors and visitors can safely participate in the show. All visitors are requested to pre-register and wear masks.

## **Main events for the exhibitors**

### **Industry Seminars**

**August 25 (Thursday), 13:30 p.m.**

*“The latest trends in the home improvement industry changed by the Corona crisis”*

**Yusuke Takaura**, Chief editor of DIAMOND Home Center at Diamon Retail Media

**August 26 (Friday), 12:30 p.m.**

*“Points to keep in mind for your first export”*

**Masami Sakamoto**, former General Manager of Overseas Department, TOSO Co. Ltd. and former Supply Chain Manager, Schlemmer Japan Co., Ltd.; Currently working as a freelancer to support overseas business development of JETRO's hands-on support companies

**August 27 (Saturday), 15:30 p.m**

*“What are the basics of utilizing Pos data and specific measures to improve the sales floor?”*

**Osamu Sasaki**, President and CEO, Merchandising-ON

### **HEMOCENTER 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 in the venue. Participating retailers are 9 companies of AYABA DIO, ENCHO Co., Ltd., KOMERI Co., Ltd., KOHNAN SHOJI CO., LTD, JOYFUL AK Co. Ltd., DCM Holdings Co., Ltd., NAFCO Corporation, Home Center Valor and UFO Co., Ltd.

### **Japan DIY Product Competition**

Exhibitors are invited to submit a wide range of new products and other DIY and home improvement center products to be displayed in a special corner in the exhibition hall. 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.

### **You can always count on home improvement centers**

Member retailers will gather in dedicated booths to promote their various products and the “power of home centers” contributing to society, including SDGs initiatives. The cooperating retailers are 5 companies of ENCHO Co., Ltd., KOHNAN SHOJI CO., LTD, KOMERI Co., LTD., SEKICHI Co., Ltd. and DCM Holdings Co., Ltd.

### **Events for the Visitors**

#### **Styling Up Renovation**

In the “Showa Retro Pop of the 70's” section, you will find a cute, pop retro room, a nostalgic room, and other stylish designs with a retro feel.

#### **Workshops**

“Sanjo Blacksmith Dojo” showcases the traditional blacksmithing techniques of Sanjo City, Niigata Prefecture. A number of visitor-participation events are planned.

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**For further information, please contact:**

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