

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2023

The JAPAN DIY HOMECENTER SHOW 2023, 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 24 (Thursday) to 26 (Saturday), 2023.



The show in 2022

For the JAPAN DIY HOMECENTER SHOW 2023

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 2023, 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 at the Makuhari Messe International Exhibition Hall in Chiba Prefecture for 3 days on August 24 (Thursday), August 25 (Friday) and August 25 (Saturday) of 2023. The first and second days, August 24 and 25, will be Buyers' Days, and the second and third days, August 25 and 26, will be Public Days in Halls 5, 6, 7, 8 of the venue, with the goal of attracting 400 domestic and foreign companies exhibiting in 1,000 booths, and 50,000 visitors.

The show, held in August 2022, was attended by 319 companies with 860 booths (including 8 overseas companies with 24 booths) and 20,447 visitors over 3 days. Thank you very much for your visit. We are pleased to say we owe it to the member companies and exhibitors who always give generous cooperation to the activities of our association. We realize and take se-

riously that we can hold this big event is what reflects expectations towards DIY and home improvement centers industry.

This year's show will feature events with the following keywords: (1) Protection of Livelihood (2) Stay-at-Home Enrichment (3) From Solution to Creation, and (4) Expectations of Diversification.

We plan to provide more opportunities for business meetings between buyers and exhibiting companies, and will request participation of many retailers in the **"HOMECENTER BUSINESS MATCHING"**, in which buyers from leading home centers and representatives of exhibiting companies will have direct business discussions.

The **"You can Always Count on Home Improvement Centers"** corner, which was implemented last year, will be developed to maximize the appeal of home centers from business to public. We plan to have more than 20 companies participating this time, up from 5 companies in the previous event.

Visitor promotion events will include a variety of visitor-participation workshops in the theme zones, such as **"Hideout Workshop for Particular Men"** and **"Shining DIY Women"**.

PR activities will be actively promoted to the media, including TV, radio, industry newspapers and magazines, websites, and general newspapers.

The exhibition fee will be revised to 357,000 yen per booth (including tax) due to the recent rise in the cost of materials, electricity, and labor. For more information, please contact the Secretariat Office. We look forward to your participation in the show.



HOMECENTER BUSINESS MATCHING



A corner of 'You Can Always Count on Home Improvement Centers'



Workshop for making cafe tables

For further information, please contact:

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