

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2014

**Marking its 50th anniversary,
the show crowded with over 105,000 visitors**

The JAPAN DIY HOMECENTER SHOW 2014 was held at Makuhari Messe in Chiba prefecture for 3 days from August 28 (Thursday) - August 30 (Saturday), welcoming Her Imperial Highness Takamadonmiya as the show's honorary president.



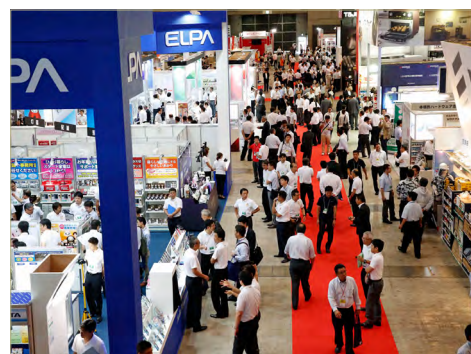
Opening ceremony and ribbon-cutting ceremony

The show theme was “Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!” The first day and 2nd day of the show (28th and 29th) were set as Buyers' Day while the 2nd and 3rd days of the show (29th and 30th) were set as General PR Day. 495 companies exhibited in the show, utilizing 1,114 booths (out of which 93 companies were overseas companies from 12 countries or areas and they used 112 booths). The number of visitors for 3 days was 105,806 (up by 22.6% from the previous year), well exceeding the previous year's figure.

The JAPAN DIY HOMECENTER SHOW 2015 to kick off

The JAPAN DIY HOMECENTER SHOW 2015 (Hosted by Japan DIY Industry Association), one of the largest comprehensive trade show in Japan related to housing and living items where domestic and overseas companies related to DIY and home improvement center business gather, will be held for 3 days from August 27 (Thursday) through 29 (Saturday) in 2015 at Makuhari Messe in Chiba Prefecture.

JAPAN DIY HOMECENTER SHOW 2014, which was held in August this year and welcomed its 50th anniversary when shows held both in Tokyo and Osaka were counted, had 495 exhibitors utilizing 1,114 booths (out of which 93 companies were overseas companies from 12 countries or areas and they used 112 booths). The number of exhibitors and booths increased 20% from the last show. Due to the upward trend in the number of DIYers, as shown by DIY boom among women which has been gaining momentum, active PR efforts to promote the show, and on-the-spot broadcast reports made by NHK and commercial TV stations, the show also attracted 105,806 visitors in 3 days, well exceeding the number of visitors in the previous show.



The show is a 3-day exhibition in combination with a trade show, in which people from manufacturing, wholesale and retail business related to the domestic and overseas DIY and home improvement centers market get together to have relationships including active business talk and information exchange through exhibiting and offering of relating goods and services, and a public show, in which they actively promote DIY to the general consumers.

These are some of the multiple trade show events which have been well received by the public every year: "HOMECENTER TRADE II" is an event where buyers from leading home improvement centers have business talks with exhibitors at the booth exclusively set for the meeting. Every year, new business transactions are made by exhibitors. "Exhibitors' Presentation" is an event in which exhibitors promote their products at the corner specially set for the event other than at their own booth. It is a very popular event because general visitors to the show are able to get the touch of the products. At "Japan DIY Product Competition", products from each exhibiting company are divided into three categories, and awards for excellence including the award from the Minister of Economy, Trade and Industry are selected by the screening by key figures and the voting by people in the industry and general visitors. Awards are used in helping every winner companies do their sales promotions.



Briefing for the JAPAN DIY HOMECENTER SHOW 2015 to be held



Previous year's briefing (December 2013)

The annual briefing, in which the details and purpose of the show is explained, will be held in November for the companies that are considering the participation in the 2015 show. 100 people from domestic and overseas companies or organizations, and from media attended the briefing of last year.

A lot of companies have newly signed up for shows after attending briefings each year. We are expecting participation of companies that consider new entry into DIY and home improvement center market and look to expanding their business with related companies.

Date: November 18 (Tuesday), 2014
13:30-15:00 (Registration starts at 13:00)
*An individual consultation is scheduled after the briefing.

Venue: large conference room located on the 4th floor of Zensuido Kaikan
1-4-1 Hongo, Bunkyo-ku, Tokyo zip code 1130033
Access: 2-minute walk from Suidobashi Station
(JR Chuo Line, Sobu Line or Tokyo Metropolitan Subway Mita Line)

Please contact the Overseas Operation Office listed below for the registration for the briefing or questions on the participation in the show by overseas companies.

For further information, please contact:

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