

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2015

The JAPAN DIY HOMECENTER SHOW 2015, 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.



Photo from the previous show

## For the JAPAN DIY HOMECENTER SHOW 2015

Toshiyuki Inaba

Vice chairman of the Japan DIY Industry Association

Chairman of the executive committee of the Japan DIY HOMECENTER SHOW



Happy New Year.

We hope that this letter will find you well.

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

The JAPAN DIY HOMECENTER SHOW 2015 will be held for 3 days on August 27 (Thursday), 28(Friday), and 29 (Saturday), using 5 halls with 1,200 booths (planned) at International Exhibition Hall of Makuhari Messe in Chiba Prefecture.

Last year's show celebrated its 50<sup>th</sup> anniversary, including shows in Tokyo and Osaka, and the first show was held at Tokyo Harumi Trade Fair Site in 1978. Under the show theme "Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!", 495 companies exhibited in the show

using 1,114 booths (out of which 93 companies were overseas companies from 12 countries or areas and they used 112 booths) and the visitors for 3 days at International Exhibition Hall 5 was a record figure of 105,806 (up 22.6% from the previous year). 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 are inspired that the consequence we could hold the big event which invited more than 100,000 visitors reflects expectations for DIY and home improvement centers industry.

Substantial increase in visitors was due to an increased number of visitors such as young families and women DIYers as shown by DIY boom among women which has been gaining momentum, and on-the-spot broadcast reports made by NHK and commercial TV stations, and due to positive PR activities toward media outlets such as radio, business newspapers or magazines, and general papers.

We will plan and hold the JAPAN DIY HOMECENTER SHOW 2015 in order to meet the expectation of people involved in the industry and visitors again this year.

## The general meeting and the show executive committee

The general meeting and the show executive committee were held on December 18 (Thursday) last year while each committee was promoting its own activities. The discussion on ideas for the basic concepts was held with a focus on events and a theme for the 2015 show. We will tell you about a show theme and details in the next issue.

There were also discussions on the basic plans shown below (partial extract).

- 1) Special perks for the exhibitors
- 2) New exhibition styles
- 3) Poster plan

It was also decided that the 2<sup>nd</sup> briefing for the show would be held at Zensuido Kaikan in Hongo, Tokyo, at 1:30 p.m. on February 19 (Thursday). Activities to encourage companies to exhibit in the show started in November last year, and brochures which explain the details on the exhibition in the show are scheduled to be delivered to member companies, exhibitors in the 2014 show, domestic organizations related to the DIY industry and government agencies in January.



## Japan DIY Industry Association News

### New Year's special seminar and New Year's celebration party for 2015



A photo from the 2014 New Year's special seminar and New Year's celebration party

On January 21 (Wednesday), the Japan DIY Industry Association will host New Year's special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station) with Atsushi Oyagi (a former member of Japan National Rugby Team, now a director of Ashiya Gakuen Educational Institute) invited as the seminar's lecturer.

For further information, please contact:

## JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan  
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 HP: <http://www.diy.or.jp>

## JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan  
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: [diy2015@smj.co.jp](mailto:diy2015@smj.co.jp)