

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2015

**Marking its 51<sup>st</sup> anniversary,  
the show crowded with over 106,000 visitors**

The JAPAN DIY HOMECENTER SHOW 2015 was held at Makuhari Messe in Chiba prefecture for 3 days from August 27 (Thursday) - August 29 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

The show theme was “An extra touch to everyday living: creating future lifestyles”. The first day and 2<sup>nd</sup> day of the show (27th and 28th) were set as Buyers' Day while the 2<sup>nd</sup> and 3<sup>rd</sup> days of the show (28th and 29th) were set as General PR Day. 469 companies exhibited in the show, utilizing 1,046 booths (out of which 117 companies were overseas companies from 10 countries or areas and they used 142 booths). The number of visitors for 3 days was more than 106,000, exceeding the previous year's figure.

## A meeting to review the JAPAN DIY HOMECENTER SHOW 2015 was held

On October 22 (Thursday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2015 was held with the chairman, Toshiyuki Inaba, as well as members of the show executive committee including the chairman of the committee, Terutaka Takeda, attending.

Under the show theme of “An extra touch to everyday living: creating future lifestyles”, 469 companies exhibited in the show using 1,046 booths (out of which 117 companies were overseas companies from 10 countries or areas and they used 142 booths). Boosted by the DIY boom among women which has been gaining momentum and active PR efforts to promote the show, the show attracted more than 106,000 visitors in 3 days, reaching the record number of more than 100,000 people for the 2<sup>nd</sup> consecutive year.

Here are some answers to questionnaires for exhibitors. About 86% of companies answered they were able to have business meetings, and out of which about 59% said they were able to have business meetings which were likely to lead to actual business. As for the satisfaction levels, about 52% said they were satisfied or more or less satisfied. Those in charge of booths answered that the show was lively crowded with people, that they were able to have business meetings with many buyers, and that the show helped them to understand the consumer trend and get hints for the future product development as the show was visited by many general customers.



As for the visitor questionnaires for people from the industries, there were answers saying that the show was full of different kinds of events and the responses of companies were good and that the show provided opportunities for new business meetings. 95% of respondents answered that they would like to come back to the show again.

As for visitor questionnaires for the general visitors, “Japan DIY Product Competition”, “Sanjo Blacksmith Dojo” and “Sparkling! DIY Women” were cited as memorable events. Visitors answered that they enjoyed the show because there were many workshops and chances to get gifts, that they were surprised to find so many ideas and products, and that they were glad to be able to see overseas products at the overseas area.



The show executive committee decided the detail for the 2016 show as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2016  
Show Venue: Makuhari Messe International Exhibition Hall (Chiba Prefecture)  
Show Period: 3 days on August 25 (Thursday), 26 (Friday) and 27 (Saturday), 2016 (the planned schedule)  
Show Organizer: Japan DIY Industry Association

## **A briefing for the JAPAN DIY HOMECENTER SHOW 2016 to be held**



Previous year's briefing (November 2014)

The annual briefing, in which the details and purpose of the show is explained, will be held for the companies that are considering the participation in the 2016 show. Trends in the DIY and home improvement center industry and other topics will be talked about.

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 24 (Tuesday), 2015  
13:30-15:00

\*An individual consultation is scheduled after the briefing.

Venue: large conference room located on the 4<sup>th</sup> 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)

Application: Please contact the Overseas Operation Office listed below.

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**For further information, please contact:**

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