

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2017

The JAPAN DIY HOMECENTER SHOW 2017, 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 24 (Thursday) to 26 (Saturday) in 2017 at Makuhari Messe in Chiba Prefecture.



Photo from the previous show

A briefing for the JAPAN DIY HOMECENTER SHOW 2017 was held

The executive committee for the JAPAN DIY HOMECENTER SHOW 2017 (chairman of the committee: Terutaka Takeda) held a briefing for the 2017 show at Zensuido-Kaikan (Hongo in Bunkyo Ward, Tokyo) on November 30 Wednesday. 42 people from 35 companies including those from domestic and overseas companies or organizations that consider exhibiting in the show and media people participated in the briefing.

At the briefing, the chairman, Toshiyuki Inaba, greeted participants, saying “The show is the biggest comprehensive exhibition in the home improvement center industry held for the purpose of contributing to the development of the industry and the enrichment of people’s lives. At the show held in August this year, 487 companies exhibited using 1,061 booths, and 145 companies were overseas companies from 14 countries or areas and they used 160 booths. During 3 days, the show welcomed more than 100,000 people for the 3rd consecutive year with 106,966 visitors. We would like to express our sense of appreciation for the success of the show.”



Greeting by the chairman, Toshiyuki Inaba



Briefing for the JAPAN DIY HOMECENTER SHOW 2017 was held



Venue of the previous show

Mr. Takeda, the chairman of the show's executive committee, talked about outline of the show and event plan and said, "The next show is held for 3 days from Thursday August 24 to Saturday 26 in 2017 at 4 halls in Makuhari Messe, aiming to attract 120,000 visitors and 500 exhibitors from Japan and abroad who would use 1,200 booths. We are planning the 3 theme zones to promote events and try to increase the number of visitors. There is a new zone targeting male seniors in which you handle professional tools. In a zone featuring the themes of 'children' and 'future', children - the DIYer of the future, and their family can participate in many events. 'Sparkling! DIY Women' is a popular zone in which a wide range of women can participate in events. For the show in 2016, we created the new event 'DIY Award' to honor people who contributed to the growth of DIY industry. We will enhance the award and offer it again in 2017. "

Mr. Takeda's speech was followed by Hidetoshi Takahashi, the chairman of the exhibition promotion committee. He explained exhibition guidelines and said that the special plans will be available again for exhibitors in 2017.

Events for the overseas exhibitors in 2016

In **HEMOCENTER TRADE II**, exhibitors could have direct business negotiations with buyers from leading home improvement centers at the special booth on the first and second day of the show. There were many chances that exhibitors could start business negotiation. They made good use of this event along with their business meetings at their own booths.

Reception Party was a networking party that was held after the show on the first day where exhibitors and leaders in the industries including home improvement centers industry got together. It also provided opportunities for business negotiations.

Study Bus Tour to Retail Store was designed for overseas exhibitors to visit a big home improvement center around Makuhari Messe on Sunday, the day following the final day of the show. Before starting the tour, a seminar mainly on the market of domestic home improvement centers was presented. After finishing the tour, participants had a meeting and information exchange over lunch.



If you have any questions on the JAPAN DIY HEMOCENTER SHOW 2017, please contact the JAPAN DIY INDUSTRY ASSOCIATION.

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