

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2017

**JAPAN DIY HOMECENTER SHOW 2017
successfully brought to completion**

The JAPAN DIY HOMECENTER SHOW 2017 was held at International Exhibition Hall in Makuhari Messe in Chiba Prefecture for 3 days from August 24 (Thursday) to August 26 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

475 companies exhibited in the show using 1,088 booths (out of which 129 companies were overseas companies from 15 countries or areas), exceeding 450 for 4 consecutive years since the show in 2014 commemorated 50th anniversary. The number of visitors was over 100,000 for the 4th consecutive year with 110,769 people.

The significant increase in the number of visitors to the show was led by spot reports on TV by NHK and commercial TV stations on the zones of various DIY events such as “Shining DIY Women” and a new zone of “Men’s Workshop”, as well as media coverages on newspapers, magazines, the web, and others. Further increase in the number of visitors was also attributed to the efforts by show’s executive committee members to obtain understanding and cooperation of retailers for the purpose of placing show posters and free admission tickets in their stores.



The number of visitors during the show and changes in the number of visitors during 3 years

| Date | 2017 (Compared to 2016) | 2016 (Compared to 2015) | 2015 (Compared to 2014) |
|----------------------|-------------------------|-------------------------|-------------------------|
| The First Day (Thu) | 31,523 (105%) | 30,096 (109%) | 27,578 (105%) |
| The Second Day (Fri) | 44,694 (104%) | 42,848 (101%) | 42,235 (107%) |
| The Third Day (Sat) | 34,552 (102%) | 34,022 (92%) | 37,123 (92%) |
| Total | 110,769 (104%) | 106,966 (100%) | 106,936 (101%) |

*Numbers are rounded to the nearest whole

The show executive committee decided the detail for the 2018 show as follows

- Name of the show:** JAPAN DIY HOMECENTER SHOW 2018
- Show Venue:** Makuhari Messe International Exhibition Hall (Chiba Prefecture)
- Show Period:** 3 days on August 23(Thursday), 24(Friday), and 25(Saturday), 2018 (the planned schedule)
- Show Organizer:** Japan DIY Industry Association

Hands-on events held on General PR Day attracted many visitors

Because it was the last weekend of summer vacation, many parents and children came to the show and the place was filled with excitement and cheers. There were various hands-on events at 3 big zones of “Shining DIY Women”, “Men’s Workshop” and “Children and Future Zone”, and men and women of all ages participated in their favorite events and enjoyed DIY projects.

Izumi Mori received the Second DIY Award

On the second day of the show, Izumi Mori, a model and a talent who has contributed to the growth of DIY industry, attended a ceremony to be given the Second DIY Award. The ceremony followed by the talk show on the main stage had full audience, and Ms. Mori offered a friendly talk in which she talked about her passion for DIY.

Services for overseas exhibitors have been strengthened

In the zone for overseas exhibitors 145 booths by 129 companies from 15 countries or areas were set up. In addition to “HOMECENTER BUSINESS MATCHING” (formerly HOMECENTER TRADE II) which is an event that is popular every year and “Overseas Concierge” which is a free-of-charge interpretation service, “Buyers’ Booth Tour”, in which buyers from exhibiting companies and others were guided to a booth to talk business and get information from the overseas exhibitors on their products, was held as the previous year. On August 27 (Sunday), the day following the final day of the show, “Study Bus Tour to Retail Stores” was held and participants inspected a big home improvement center around Makuhari Messe. Also during the tour event, a seminar and a lunch party were held and well-received by the participants.



Study Bus Tour to Retail Stores



HOMECENTER BUSINESS MATCHING

A briefing for the JAPAN DIY HOMECENTER SHOW 2018

The annual briefing, in which the details and purpose of the show is explained, is scheduled to be held in November for the companies that are considering the participation in the 2018 show. A lot of companies have newly signed up for a show after attending a briefing each year. We are expecting participation of companies who consider new entry into DIY and home improvement center market and look to expanding their business with related companies.

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 E-mail: diy.homecentershow@jlj.gr.jp
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: diy2017@smj.co.jp