

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2018

**JAPAN DIY HOMECENTER SHOW 2018
successfully brought to completion**

The JAPAN DIY HOMECENTER SHOW 2018 was held at International Exhibition Hall in Makuhari Messe in Chiba Prefecture for 3 days from August 23 (Thursday) - August 25 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

488 companies exhibited in the show using 1,126 booths (out of which 131 companies were overseas companies from 15 countries or areas using 145 booths). The number of visitors for 3 days was 101,797. Visitors were affected by transportation disruptions caused by the Typhoon 19 and 20 which made landfall in the first half of the session, but it was the fifth consecutive year for that the visitor number was more than 100,000 people.

The impressive results were 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 "Men's Workshop", as well as media coverages on newspapers, magazines and the web, and placing show posters and free admission tickets in retail stores.



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

(Numbers in parenthesis show year-over-year.)

Date	2018	2017	2016
The First Day (Thu)	29,605 (94%)	31,523 (105%)	30,096 (109%)
The Second Day (Fri)	37,106 (83%)	44,694 (104%)	42,848 (101%)
The Third Day (Sat)	35,086 (102%)	34,552 (102%)	34,022 (92%)
Total	101,797 (92%)	110,769 (104%)	106,966 (100%)

*Numbers are rounded to the nearest whole.

Changes in the number of exhibitors during 3 years

(Numbers on the left to the / sign represent the number of companies; Numbers on the right represent the number of booths.)

	2018	2017	2016
Total	488 / 1,126	475 / 1,088	487 / 1,061
Domestic	357 / 981	346 / 943	342 / 901
Overseas	131 / 145	129 / 145	145 / 160

*4 halls at International Exhibition Hall in Makuhari Messe were used.

The show executive committee decided the detail for the 2019 show as follows

Name of the show: 55th JAPAN DIY HOMECENTER SHOW 2019

Show Venue: Makuhari Messe International Exhibition Hall (Chiba Prefecture)

Show Period: 3 days on August 29(Thursday), 30(Friday), and 31(Saturday), 2019 (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.

Services for overseas exhibitors have been strengthened

In the zone for overseas exhibitors 145 booths by 131 companies from 15 countries or areas were set up. In addition to “HOMECENTER BUSINESS MATCHING” which is a popular event of each 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



Study Bus Tour to Retail Stores

from the overseas exhibitors on their products, was held as the previous year. On August 26 (Sunday), the day following the final day of the show, “Study Bus Tour to Retail Stores” was held and 23 participants from 11 companies of 4 countries or areas inspected big home improvement centers around Makuhari Messe: Super VIVAHOME and Homecenter KOHNAN. Also during the tour event, a seminar and a lunch party were held and well-received by the participants.



HOMECENTER BUSINESS MATCHING

A briefing for the JAPAN DIY HOMECENTER SHOW 2019

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 2019 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:

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