

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2019

The JAPAN DIY HOMECENTER SHOW 2019, 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 planned 3 days from August 29 (Thursday) through 31 (Saturday) in 2019 at Makuhari Messe International Exhibition Hall in Chiba Prefecture.



Photo from the previous show

For the JAPAN DIY HOMECENTER SHOW 2019

Terutaka Takeda

Chairman of the executive committee of the Japan DIY HOMECENTER SHOW



Happy New Year.

We hope that this message will find you well.

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

The JAPAN DIY HOMECENTER SHOW 2019 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31 (Saturday), hoping to attract 500 exhibitors from Japan and abroad and 120,000 visitors at International Exhibition Hall of Makuhari Messe in Chiba Prefecture.

For the 2018 show under the show theme “Let’s Find! for your Tomorrow ‘Tip’ of Lifestyle”, the first and second day (23rd and 24th) were set as Buyers Day, and the second and third day (24th and 25th) as General PR Day. 488 companies exhibited in the show using 1,126 booths (out of which 131 companies were overseas companies from 15 countries or areas and they used 145 booths). The show welcomed more than 100,000 visitors for 5 consecutive years with 101,797 visitors for 3 days.

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 realize and take seriously that more than 100,000 visitors came to the show is what reflects expectations towards DIY and home improvement centers industry.

This year we set a plan to look at the customer consumption evolving from buying the products and the experience to telling the purchase experience.

We will enhance events more for the exhibitors. Using HOMECENTER BUSINESS MATCHING, in which exhibitors can have direct business negotiations with buyers from leading home improvement centers, we plan to offer more chances to match their business interest. We plan to develop safe, trusted and environmentally

friendly products, and to hold seminar on marketing comparison with rival companies and how to utilize home improvement centers. In our efforts at promoting events to increase the number of visitors, we continue to implement theme zones: a zone targeting males, seniors and people in the DIY industry in which you handle professional tools, and ‘Sparkling! DIY Women’, a popular zone in which a wide range of women can participate in events. A zone featuring the themes of ‘children’ and ‘future’ will be developed to ‘Family DIY Zone’ to offer how to spend family time together. Honoring celebrities who contributed to the growth of DIY industry, the fourth ‘DIY Award’ will continue to be carried out. For the ‘Japan DIY Grand Prize’, an event newly set up last year, we will call for entries earlier than the previous year. Regarding PR activities, we run positive promotions towards media outlets such as TV, radio, business newspapers or magazines, and general papers.

The general meeting and the show executive committee

The general meeting and the show executive committee were held on December 19 (Wednesday) last year while each committee was promoting its own activities. The discussion on ideas for the basic concepts was held with a focus on setting events for exhibitors, theme zones and a theme for the 2019 show. We will tell you about a show theme and details in the next issue.



Previous year's briefing (December 2018)

The 2nd briefing for the show is scheduled to be held on February 8 in Tokyo. Brochures explaining the details on the exhibition in the show are scheduled to be delivered to member companies, exhibitors in the 2018 show, domestic organizations related to the DIY industry and government agencies.

The basic plans and events for the overseas exhibitors

- 1) Homecenter Business Matching
- 2) Japan DIY Product Competition
- 3) Reception Party
- 4) Buyer's Booth Tour
- 5) Overseas Concierge
- 6) Study Bus Tour to Retail Stores
- 7) Participation Fee: 318,600 yen

Japan DIY Industry Association News

New Year's special seminar and New Year's celebration party for 2019



On February 1 (Friday), the Japan DIY Industry Association will host a New Year's celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station). A New Year's special seminar titled “The law that draws out your own power” will be held with Shinichi Yokota, a famous golfer who implement the theories, invited as a lecturer.

A photo from the 2018 New Year's special seminar

For further information, please contact:

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