

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2019

The JAPAN DIY HOMECENTER SHOW 2019 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls (predeterminate) and aiming to invite 500 exhibitors and 120,000 visitors.

The show theme of the JAPAN DIY HOMECENTER SHOW 2019 is “Discover your own lifestyle with DIY”. It is the biggest trade & public show for home and lifestyle in Japan. We will make efforts to meet people’s expectation by presenting various ideas useful for a living and by arranging innovative events.



Photo from the previous show

The second briefing for the JAPAN DIY HOMECENTER SHOW 2019 was held

JAPAN DIY HOMECENTER SHOW 2019’s executive committee (the chairman: Terutaka Takeda) held the second briefing for the show at TKP Conference Center in Yaesu, Tokyo on Friday, February 8 following the first one in December last year. In total, 51 people from 45 companies, including those from companies and organizations that considered the possibility of exhibiting in the show as well as media people participated in the briefing.

At the briefing, the chairman Toshiyuki Inaba greeted participants by 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 last year, 488 companies exhibited using 1,126 booths, and 131 companies were overseas companies from 15 countries or areas and they used 145 booths. During 3 days, the show welcomed more than 100,000 people for the 5th consecutive year with 101,797 visitors. We would like to express our sense of appreciation for the success of the show.



Terutaka Takeda, the chairman of the show's executive committee, announced the details and main event plans for the 2019 show.

“In recent years trends can be seen in major home improvement centers with aggressive store openings and new store style projects. In line with the trends and responding to the online ordering market which is expanding year by year, we propose events for the exhibitors to promote the role and importance of brick and mortar shops where we can see products before we buy.

“HOMECENTER BUSINESS MATCHING” is a popular event where exhibitors can have direct business talks with buyers from big home improvement centers who are stationed at the special booths. It offers perfect business opportunities to the new exhibitors. Please use this event in combination with the business negotiations at your own booths.



Shining DIY Women

To enhance events more for the exhibitors, we continue to implement a zone targeting males 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 ‘Every Family DIY Zone’ to offer how to spend family time together.

Honoring celebrities who contributed to the growth of DIY industry, the first ‘DIY Award’ started in 2016, and dedicated celebrities have been selected every year. Talk shows by the awardees are very popular. For the ‘Japan DIY Grand Prize’ with the total prize of 700 thousand yen, we will also promote it in the 2019 show.”

<Association News>

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

On February 1 (Friday), the Japan DIY Industry Association hosted 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” with Shinichi Yokota, a famous golfer who implement the theories, invited as a lecturer. It was packed with over 460 people from member companies and media and guests.



The New Year's special seminar & the New Year's celebration party

For further information, please contact:

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