

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2019

The show this year was crowded with huge visitors

The JAPAN DIY HOMECENTER SHOW 2019 was held at Makuhari Messe in Chiba Prefecture for 3 days from August 29 (Thursday) to August 31 (Saturday).



Opening ceremony and ribbon-cutting ceremony

The show theme was “Discover your own lifestyle with DIY”. The first day and 2nd day of the show were set as Buyers’ Day while the 2nd and 3rd days of the show were set as General PR Day. 485 companies in Japan and overseas exhibited in the show, utilizing 1,139 booths (out of which 139 companies were overseas companies from 10 countries or areas and they used 152 booths). As many as 86,492 visitors came to the show in 3 days.

The JAPAN DIY HOMECENTER SHOW 2020 next year is planned to be held from November 5 (Thursday) to November 7 (Saturday) since Makuhari Messe will be used as a venue for Tokyo Olympic and Paralympic Games from July to September.

The start of the show



Greeting by the chairman, Toshiyuki Inaba

On August 29 at 9 a.m., JAPAN DIY HOMECENTER SHOW 2019 started with many exhibitors and everyone involved attending the grand opening ceremony at a main stage in the venue. In the greeting speech Toshiyuki Inaba, the chairman of the Japan DIY Industry Association, expressed his gratitude for being able to hold the show smoothly by saying, “I am glad to say that as many as 485 exhibitors participate in the show this year using 1,139 booths and the number of booths has been more than 1,000 for 6 consecutive years. Exhibitors in 10 overseas countries or areas came to the show. Japanese companies give presentations of their self made products to retail executives from 4 countries at the event, Discover Japanese Brand. I expect that this show will be a platform of sales promotion for foreign exhibitors and a place to purchase Japanese products for foreign buyers.”

Panel discussion among top managers from major home improvement centers



A panel discussion titled “New Era of Home Improvement Centers Has Arrived – Beyond the Homogeneous Market with Satiation” was held among top managers from 5 major home improvement centers. With Yusuke Takaura, a deputy editor in chief of the DIAMOND Home Center magazine, as a moderator, active debate was held among 5 panelists: President Naotaro Hikida of KOHNAN SHOJI CO., LTD., President, CEO and COO Yuichiro Sasage of KOMERI Co., Ltd., Director and Senior Advisor Yukio Yaguchi of JOYFUL HONDA CO., LTD., Executive Vice President and

COO Yasunori Ishiguro of DCM Holdings Co., Ltd., and Executive Vice President and CEO Osamu Watanabe of LIXIL VIVA CORPORATION.

Awards in 5 categories at the Japan DIY Grand Prize

Total number of entries to the second Japan DIY Grand Prize was 312 to 5 categories of DIY Products, DIY Women's Products, Exterior & Gardening, Renovation and KIDS' Products. After the second screening was carried out, the best award with a prize of 200,000 yen was awarded to the maker of 'Nyangurujimu'(cat jungle gym). Winners of the award of excellence in each category received a prize of 100,000 yen each.

Popular events attracted many visitors

Events for the overseas exhibitors

The bus tour was held on Sunday, September 1, the day following the closing date. 10 exhibitors from abroad attended the tour. Firstly, a seminar titled "How to do business with Japanese home improvement centers" was held by Yuji Notani, a former managing executive officer at Tokyu Hands Inc. Then, two major home improvement centers in the vicinity of the show venue were visited at the HOMECENTER KOHNAN Ichikawabaraki store and Yuidy Company Chidoricho store. Participants were divided into groups and heard persons in charge explain their stores. After that, a luncheon gathering was held.



HOMECENTER BUSINESS MATCHING



Buyers' Booth Tour



Study Bus Tour to Retail Stores

Events for the exhibitors



Japan DIY Product Competition



Reception Party

Events visitors can participate



Everyone! Family DIY

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