

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2020

The JAPAN DIY HOMECENTER SHOW 2020, one of the largest comprehensive trade show in Japan for housing and living items where domestic and overseas companies related to DIY and home improvement center business gather, is planned to be held at Makuhari Messe International Exhibition Hall in Chiba Prefecture since from November 5th (Thursday) to November 7th (Saturday) since Makuhari Messe will be used as a venue for Tokyo Olympic and Paralympic Games from July to September.

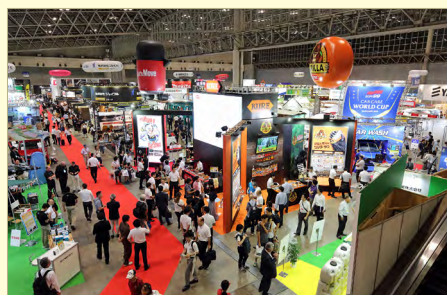


Photo from the previous show

A meeting to review the JAPAN DIY HOMECENTER SHOW 2019

On October 8th (Tuesday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2019 was held with the chairman, Toshiyuki Inaba, as well as members of the show executive committee including the chairman of the committee, Terutaka Takeda, attending.

Under the show theme of “Discover your own lifestyle with DIY”, the first and second day of the show (August 29th and August 30th) were set as Buyers Day, and the second and third day (August 30th and August 31st) were Public Day. 485 companies exhibited in the show using 1,139 booths (out of which 139 companies were overseas companies from 10 countries or areas and they used 152 booths). The show attracted 86,492 visitors in 3 days

Here are some results of questionnaire research made during the show. Concerning a business negotiation result, about 87% of companies answered that they were able to have business meetings, out of which 57% said that they were able to have 1 to 50 anticipated transactions. As for the satisfaction levels, about 60% of companies said that they were very or fairly satisfied. Those in charge of booths answered that they were very satisfied.

The visitor questionnaire for people from the industries shows that the percentage of those who came to the show for the first time was 40%, and that of repeat visitors was 60%. It is inferred that new visitors in charge from the industries have concerns to the show and repeat visitors observe the trend of new products. There were answers which said, “People in charge of product development explained new product, which was very good”, “Hands-on events were good” and “There were more helpful workshops than last year”. 98% of respondents answered that they would like to come back to the show again.

Events for the overseas exhibitors

In **MECECENTER BUSINESS MATCHING**, people from 22 overseas companies had 73 direct business negotiations with buyers from 9 leading home improvement centers at the special booth on the first and second day of the show.



Reception Party was a networking party that was held after the show on the first day, and exhibitors and leaders in the industries including home improvement centers industry got together. Interpreters stayed in the venue, and attended people in charge of overseas booths who were in the party. It was popular with participants, with a useful opportunity to exchange cards and talks with top executives.



Study Bus Tour to Retail Stores was designed for 10 overseas exhibitors to visit big home improvement centers around Makuhari Messe at Yunidy Company and Kohnan Shoji Co., Ltd. on Sunday, the day following the final day of the show. Before starting the tour, a seminar mainly on the market of domestic home improvement centers was presented by a top manager of a home improvement center, which was useful for carrying out of the following tour. After finishing the tour, participants had a meeting and information exchange over lunch.



The show executive committee decided the outline for the 2020 show

Name of the show: 56th JAPAN DIY HOMECENTER SHOW 2020
Show Venue: Makuhari Messe International Exhibition Hall (Chiba Prefecture)
Show Period: 3 days on November 5 (Thursday), 6 (Friday) and 7 (Saturday), 2020 (the planned schedule)
Show Organizer: Japan DIY Industry Association

For further information, please contact:

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