

**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 5<sup>th</sup> (Thursday) to November 7<sup>th</sup> (Saturday) since Makuhari Messe will be used as a venue for Tokyo Olympic and Paralympic Games from July to September.

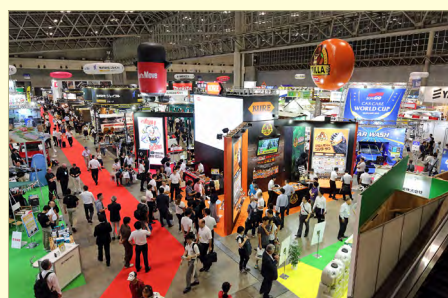


Photo from the previous show

**A briefing for the JAPAN DIY HOMECENTER SHOW 2020**

The executive committee for the JAPAN DIY HOMECENTER SHOW 2020 (chairman of the show's executive committee: Terutaka Takeda) held a briefing for the 2020 show at TKP Tokyo Ekimae Conference Room (Nihonbashi in Chuo Ward, Tokyo) on Monday, November 25<sup>th</sup>. 51 people from 44 companies including those from organizations and media companies who consider exhibiting in the show participated in the briefing.

At the briefing, the chairman, Toshiyuki Inaba, greeted participants, 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 this year, 485 companies exhibited using 1,139 booths, and 139 companies were overseas companies from 10 countries or areas and they used 152 booths. During 3 days, the show welcomed 86,492 visitors. We would like to express our sense of appreciation for the success of the show. The show in 2020 commemorates the 40<sup>th</sup> anniversary of the foundation of Japan DIY Industry Association. In meeting expectations of exhibitors and visitors, we plan fresh events including panel discussion to which top managers of Western home improvement center or retailer such as Home Depot and OBI are invited to speak".



Greeting by the chairman, Toshiyuki Inaba



Briefing for the JAPAN DIY HOMECENTER SHOW 2020 was held



Venue of the previous show

Terutaka Takeda, the chairman of the show's executive committee, talked about outline of the show as follows.

“The next show celebrates the 40<sup>th</sup> anniversary of the association's foundation and will be held for 3 days on Thursday November 5<sup>th</sup>, Friday November 6<sup>th</sup> and Saturday November 7<sup>th</sup> in 2020 at 4 halls in Makuhari Messe, aiming to attract 100,000 visitors and 500 exhibitors from Japan and abroad who would use 1,200 booths.

We provide events for general visitors that will convey the significance of DIY and home improvement centers and respond to a society that values diversity and individuality. For instance, we promote attractive events based on the origins of DIY – cutting, pasting and painting in the making of shelves and hanging wallpaper.

## Events for the overseas exhibitors

At the zone for the overseas exhibitors, interpreter will be allocated. It is a free interpretation service, so please feel free to use it for your business talks.

In **HEMOCENTER BUSINESS MATCHING**, exhibitors can have direct business negotiations with buyers from leading home improvement centers at the special booth on the first and second day of the show. There are many chances that exhibitors can start business negotiation. In order to participate, companies are required to make reservations in advance.



HEMOCENTER BUSINESS MATCHING

**Reception Party** is a networking party that will be held after the show on the first day where exhibitors and leaders in the industries including home improvement centers industry get together. It also provides opportunities for business negotiations.

**Study Bus Tour to Retail Stores** is designed for overseas exhibitors to visit big home improvement centers around Makuhari Messe 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 will be presented by a top manager of a home improvement center. After finishing the tour, participants will have a meeting and information exchange over lunch. A participation expense is necessary.



Study Bus Tour to Retail Stores

If you have any questions on the JAPAN DIY HEMOCENTER SHOW 2020, please contact the Secretariat Office shown below.

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**For further information, please contact:**

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