

JAPAN DIY HOMECENTER SHOW NEWS

40th Anniversary of the Association Establishment

The 56th JAPAN DIY HOMECENTER SHOW 2020

We would like to extend our deepest sympathies to all those affected by the COVID. We also would like to pay greatest homage to the medical staff members who are devoting their energies to the medical profession. We pray for everybody's safety. We sincerely hope that this situation will settle down very soon and that everyone can live a peaceful life.

The JAPAN DIY HOMECENTER SHOW 2020, 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, will be held at Makuhari Messe International Exhibition Hall in Chiba Prefecture, aiming to attract 100,000 visitors and 500 exhibitors on November 5 (Thursday), November 6 (Friday) and November 7 (Saturday) since Makuhari Messe will be used as a venue for Tokyo Olympic and Paralympic Games from July to September.

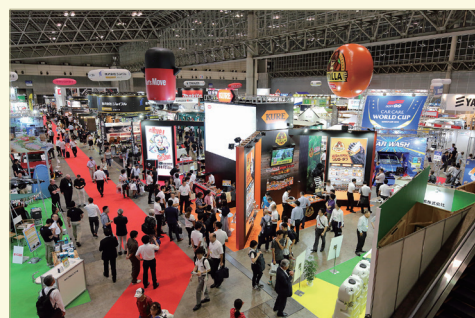


Photo from the previous show

The government demanded as a countermeasure against COVID infections that we continue to refrain from any nonessential and non-urgent outings, and performing marketing activities after Wednesday, May 6. Therefore, the application deadline for the show is changed to Monday, July 20.

The concept behind the JAPAN DIY HOMECENTER SHOW 2020

Under the show theme of “Let’s Go to the Home Center! Choose Your Lifestyle with DIY”, the show will convey the significance of DIY and home improvement centers and respond to a society that values diversity and individuality. We propose making things, services and ideas that are eco-friendly based on the origins of DIY – cutting, pasting and painting. This year commemorates the 40th anniversary of the foundation of Japan DIY • HC Association and we will hold special panels and speeches by top managers of big home improvement centers both domestic and overseas including Home Depot from the US and OBI from Europe.

Featured events

At “HOMECENTER BUSINESS MATCHING”, buyers from prestigious domestic home improvement

centers will be stationed at the booths set up for the business meetings and consultation with show's exhibitors during the show. The event is popular every year, and past participants say that the event allowed them to have many business meetings in a short amount of time and also to gain accurate information on new products or new companies including overseas companies. There were many exhibitors that were able to start business transactions or have business meetings after the show by participating in this event. The companies participated in the 2019 show were: AYAHADIO, Encho Co., Ltd., KOHNAN SHOJI CO., LTD, JOYFUL AK Co. Ltd., DCM Holdings Co., Ltd., Home Center Valor, UFO Co., Ltd., LIXIL VIVA CORPORATION and ROYAL HOMECENTER. CO., LTD.

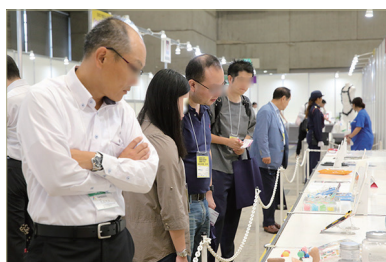
“Reception Party” is a networking party that will be held after the show on the first day where exhibitors get together with top managers from various home improvement centers. You can exchange information and do business in the atmosphere different from usual business meetings at the show booths. It is planned that interpreting services free of charge will be present.

At “Japan DIY Product Competition”, a wide range of products related to DIY and home improvement centers from domestic and overseas exhibitors will be entered into a competition, and through the judging and voting process, the best products will be selected. Products entered into the competition will be displayed at the specially set section during the show period, and will be promoted to many visitors.

“Study Bus Tour to Retail Stores” is designed to visit a big home improvement center on Sunday, November 8, the day following the final day of the show. Before starting the tour, a seminar about the market conditions of Japan is planned to be presented. Companies planning to exhibit at the next show are welcome to participate. (Participation fees is required).



HOMECENTER BUSINESS MATCHING



Japan DIY Product Competition



Study Bus Tour to Retail Stores

For the details of the exhibition plans, please go to the official website or contact the secretariat office listed below.

For further information, please contact:

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JAPAN DIY HOMECENTER SHOW 2020

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