

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2010**

**“New to me! Something good for housing. Good living”**

**successfully ended with over 79,800 visitors!!**

The JAPAN DIY HOMECENTER SHOW 2010 was held for 3 days from August 26 (Thursday) - 28 (Saturday) at Makuhari Messe in Chiba City with Her Imperial Highness Hisako Takamadonmiya invited as the honorary president. The theme of this year’s show was “New to me! Something good for housing. Good living.”

Same with the previous show, the first day and the second day of the show (26<sup>th</sup> and 27<sup>th</sup>) were set as Buyers’ Day while the show was open to the public on the second day and the third day (27<sup>th</sup> and 28<sup>th</sup>).

The number of exhibitors was 438, up by 48 from the previous show with the number of booths up by 74 to 947 booths (out of this, 97 companies were from 13 foreign countries/areas, taking up 109 booths). The number of visitors for 3 days was 79,824, exceeding the previous show’s turnout by more than 3,000 (104.2% compared to the previous show).



**Evaluation meeting for the JAPAN DIY HOMECENTER SHOW 2010 was held**

An evaluation meeting for the JAPAN DIY HOMECENTER SHOW 2010 was held on October 4 (Monday). The meeting was attended by the chairman Yoji Sakamoto and show executive committee members including the chairman of the show executive committee, Toshiyuki Inaba.

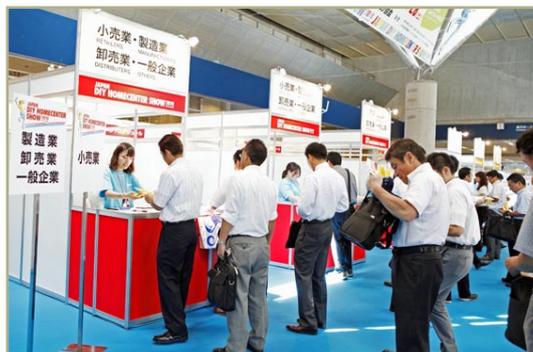
At the meeting, Nikko Tsushinsha that was in charge of show’s planning and operation announced the results of questionnaires directed at visitors and exhibitors. Even though the show was held under a very tough economic situation this year, the number of visitors was up by 3,199 or 4.2% from the previous year’s show, and this result seems to predict that prospects for DIY industry is bright.



**The number of visitors during the show and changes in the number of visitors during 3 years**

Date	2010 (compared to 2009)	2009 (compared to 2008)	2008
Aug. 26 (Thu)	18,923 (125.2%)	15,115 (107.3%)	14,089
Aug. 27 (Fri)	27,146 (106.7%)	25,436 (209.8%)	12,123
Aug. 28 (Sat)	33,755 (93.6%)	36,074 (98.8%)	36,527
Total	79,824 (104.2%)	76,625 (122.1%)	62,739

Despite a heavy summer heat, on the first day that was Buyers' day, the number of visitors to the show exceeded the 2009 and 2008 level. Also, on the second day that served both as Buyers' Day and General PR Day, the number of visitors was larger than 2009 (In the 2008 show, the second day was used as Buyer's Day).



Many exhibitors said that they can finish most of business meetings with buyers on the first day and they can spend the second and third day in order to get an idea about the trend among general visitors for the future product development. They also said that the best show for them would be the one that is busy and attracts many visitors.

In this year's show, visitors seemed to tend to take leisurely time and enjoy the show, coming in the morning and leaving in the evening. It is believed that the number of visitors declined on the final day due to the direct impact of the summer heat that prevented people from going out in the afternoon.

The show executive committee decided on the outline for the 2011 show as follow.

*Show name:* JAPAN DIY HOMECENTER SHOW 2011  
*Show venue:* Makuhari Messe (Chiba City)  
*Show period:* 3 days August 25 (Thu), 26 (Fri), 27 (sat), 2011  
*Organized by:* Japan DIY Industry Association

## **Japan DIY Industry Association News** **Buyer Training Seminar was held**

The 66th marketing lecture organized by the education committee of Japan DIY Industry Association was held at the Standard Meeting Room (Kyobashi, Tokyo) on October 27 (Wed). The theme of the seminar was how to raise and secure product division managers and buyers whose importance is increasingly attracting attention at home improvement centers that see the number of stores on the rise. Mr. Eiji Nakagawa who has trained buyers over the years talked about the qualities and way of thinking required for buyers and the basics of product activities in details as well as from practical point of views. The seminar was attended by 57 participants from 27 companies, mainly retail member companies.



\*Image from the 66th marketing Seminar

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