

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2011

The executive committee of Japan DIY HOMECENTER SHOW 2011 will hold an annual summer big event, Japan DIY HOMECENTER SHOW 2011, for 3 days from August 25 (Thursday) through 27th (Saturday) in 2011 at Makuhari Messe in Chiba City.



*Photo is JAPAN DIY HOMECENTER SHOW 2010

The executive committee was held in preparation for the 2011 show!!

The executive committee of Japan DIY HOMECENTER SHOW 2011 (the chairman of the executive committee, Toshiyuki Inaba) held a meeting at the conference room at the office of the Japan DIY Industry Association on November 12 (Friday) in order to get ready for the 2011 show.

“This year, the show was held under tough economic conditions. 438 exhibitors, up by 12% from the previous show,



participated in the show, utilizing 947 booths, and the number of visitors increased by 4% to 79,824. Based on this year’s results, we will set our goals for the 2011 show at 1,000 booths and 100,000 visitors. Let’s start PR activities to encourage companies to exhibit in the show at the early stage, and also make preparations with a focus on event planning and management in cooperation with exhibitors,” said the chairman of the executive committee, Mr. Inaba, at the beginning of the meeting, presenting major objectives for the show. In the following meeting, a discussion on the outline and directions of the show took place.



The invitation brochures start being sent out



The first invitation brochures with information on exhibiting in the show will start being sent out to prospective exhibitors including member companies on December 1. We are very much encouraged by the fact that several companies have already notified that they intend to sign up for the show.

The information on specific items (classification consisting of 33 categories) will be included in the second invitation brochures in order to help prospective exhibitors to decide in which categories they should exhibit. The second invitation brochures are expected to be sent out around the end of December.

The event and PR committee was held

As for other committees' activities, the event and PR committee (chairman: Tetsuya Uchiyama) were held on November 25 (Thursday), and the discussion took place with a focus on show events and show themes. It was confirmed that events including those that have become regular in the show will be reviewed, and new ideas will be added in cooperation with exhibitors.

Below is the general guideline for the JAPAN DIY HOMECENTER SHOW 2011.

Show name: JAPAN DIY HOMECENTER SHOW 2011
Show venue (scheduled): Makuhari Messe (Chiba City), 3 halls (Hall No.4,5,6)
Show period: 3 days, August 25 (Thursday), 26 (Friday), and 27 (Saturday), 2011
Organized by: Japan DIY Industry Association
Supported by (expected): Ministry of Economy, Trade and Industry, Forestry Agency, Chiba Prefecture, Chiba City, NHK, Japan Broadcast Publishing Co., Ltd., NHK Educational, Japan External Trade Organization (JETRO), International Federation of Hardware & Housewares Associations (IHA).

If you have a question on JAPAN DIY HOMECENTER SHOW 2011, please contact the show Overseas Operation Office below.

Japan DIY Industry Association News

The increase in the total number of stores and expansion of selling space continue

The Japan DIY Industry Association announced the results from “the 21st Survey of DIY retail trade actual conditions (survey for the fiscal 2009)” for which association's retail member companies were surveyed. According to results, total sales of all stores (50 companies answered) were 2,706.2 billion yen, recording the very first decline (down by 1.2%) from the previous year since the survey started. Sales of existing stores (37 companies) were down by 2.2% from the previous year.

The total number of stores was up by 2.9% (54 companies answered) from the previous year, while the total area of selling space also increased by 5.0% (52 companies) compared to the previous year. These results show that the increase in the total number of stores and expansion of selling space are still continuing.

As for the breakdown of sales by product areas (41 companies), “Gardening/Exterior” came in the first place, accounting for 22.0%, as it did last year. It was followed by “DIY tools/materials” (21.2%), “Household daily commodities” (20.0%), “Electrical appliances” (7.8%), “Interior” (7.0%), and “Car/Outdoor” (6.7%).

For further information, please contact:

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