

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2016

**Receiving more than 100,000 people again this year, the show was crowded with 106,966 visitors**

The JAPAN DIY HOMECENTER SHOW 2016 was held at Makuhari Messe in Chiba prefecture for 3 days from August 25 (Thursday) to August 27 (Saturday), welcoming Her Imperial Highness Takamadonmiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

## JAPAN DIY HOMECENTER SHOW 2016 successfully brought to completion

The JAPAN DIY HOMECENTER SHOW 2016 was held at International Exhibition Hall in Makuhari Messe in Chiba Prefecture for three days on August 25 (Thu), 26 (Fri) and 27 (Sat). 487 companies exhibited in the show (out of which 145 companies were overseas companies from 14 countries or areas), exceeding 450 for 3 consecutive years since the show in 2014 commemorated 50<sup>th</sup> anniversary. The number of visitors was over 100,000 for the 3<sup>th</sup> consecutive year.

The significant increase in the number of visitors to the show was led by factors such as active PR efforts toward media outlets including TV, newspapers, magazines, etc. This year media coverages by 124 companies were made on general newspapers, sports papers, trade papers, the web, etc. including 11 on-the-spot reportings on TV by 6 companies such as NHK and commercial TV stations. Further increase in the number of visitors was attributed to the news reports spotlighting on DIY boom among women, and to the efforts by show's executive committee members to obtain the understanding and cooperation of retailers for the purpose of placing show posters and free admission tickets in their stores.



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

Date	2016 (Compared to 2015)	2015 (Compared to 2014)	2014 (Compared to 2013)
The First Day (Thu)	30,096 (109.1%)	27,578 (105.0%)	26,262 (119.3%)
The Second Day (Fri)	42,848 (101.5%)	42,235 (107.5%)	39,291 (126.6%)
The Third Day (Sat)	34,022 ( 91.6%)	37,123 ( 92.2%)	40,253 (120.9%)
Total	106,966 (100.1%)	106,936 (101.1%)	105,806 (122.6%)

The show executive committee decided the detail for the 2017 show as follows.

**Name of the show:** JAPAN DIY HOMECENTER SHOW 2017

**Show Venue:** Makuhari Messe International Exhibition Hall (Chiba Prefecture)

**Show Period:** 3 days on August 24(Thursday), 25(Friday), and 26(Saturday), 2017 (the planned schedule)

**Show Organizer:** Japan DIY Industry Association

## Participation events held on General PR Day attracted many visitors

On the final weekend of summer vacation, many parents with children came to the show, and the place was filled with excitement and cheers. There were many hands-on events including “Sparkling! DIY Women”, an event based on the concept of DIY for women, “Home Improvement Center for Children” in which parents and children played, learned and made things together, “DIY Renovation Square”, and “Sanjo Blacksmith Dojo”. Visitors participated in their favorite events and spent enjoyable time.

## Services for overseas exhibitors have been strengthened

In the zone for overseas exhibitors 160 booths by 142 companies were set up, with the numbers surpassing the previous show. In addition to “HOMECENTER TRADE II” which is an event that is popular every year and “Overseas Concierge” which is a free-of-charge interpretation service, “Buyers’ Booth Tour”, in which buyers from home improvement centers were guided to overseas exhibitors’ booths so that they could get information on the products from those in charge of the booths, was held as the previous year. On August 28 (Sunday), the day following the final day of the show, “Study Bus Tour to Retail Stores” was held and participants inspected a big home improvement center around Makuhari Messe. Also during the tour event, a seminar and a lunch party were held and well-received by the participants.



Study Bus Tour to Retail Stores



## A briefing for the JAPAN DIY HOMECENTER SHOW 2017 to be held

The annual briefing, in which the details and purpose of the show is explained, is scheduled to be held in November for the companies that are considering the participation in the 2017 show. A lot of companies newly signed up for shows after attending briefings each year. We are expecting participation of companies who consider new entry into DIY and home improvement center market and look to expanding their business with related companies.

For further information, please contact:

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