

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2012

The Japan DIY HOMECENTER SHOW 2012, one of the largest comprehensive trade shows in Japan related to the housing and living items where domestic and foreign DIY-related companies gather will be held for 3 days from August 23 (Thursday) through 25 (Saturday) in 2012 at Makuhari Messe in Chiba prefecture.



*Photo from the previous show

A briefing for the Japan DIY HOMECENTER SHOW 2012 was held



The briefing for the show 2012

The executive committee for the Japan DIY HOMECENTER SHOW 2012 (chairman of the committee: Toshiyuki Inaba) held a briefing for the 2012 show on November 17 (Thursday) at Essam Kanda Hall (Kanda Kaji-cho, Chiyoda-ku, Tokyo).

At the briefing, plans and operations of the show as well as the importance of participating in the show were explained to companies that are planning to exhibit in the show for the first time and also companies that exhibited in the show in the past. The briefing used to be held at the beginning of the year, but in consideration of the timing of the budget compilation by companies, it was held earlier than usual this time. 65 people from 60 companies including those from domestic and foreign companies and organization as well as medial people participated in the briefing. At the beginning of the briefing, Toshiyuki

Inaba, the chairman of the executive committee, talked about the show that was held in August this year. “Because of the Great East Japan Earthquake that occurred on March 11, many trade shows were cancelled or postponed, but we decided to hold the show. Even though the number of exhibitors declined from the previous year, the number of companies that exhibited in the show for the first time increased by more than 100. The number of visitors was almost at the same level as the previous year, standing at 78,064. We think that these results achieved by this year’s show under the tough social environment due to the impact of the unprecedented large earthquake reflects the expectation toward the DIY industry, and we raise our consciousness,” said the chairman.

After the speech by the chairman, there were 3 keynote lectures: “the trend of the home improvement centers and their future” presented from the standpoint of the



Keynote lecture

economic boost by Mr. Motoyuki Izumi (part-time lecturer at Tamagawa University), “the appeal of the show and secrets to the success in exhibiting in the show” presented from the standpoint of exhibitors by Mr. Kiyota Ooki (Handy Crown), and “the appeal of the show for retailers and products that customers are looking for” by Mr. Yuji Notani from Tokyu Hands. Participants enjoyed lectures, saying that the information on the show given from different standpoints was very useful.

Jun Aoyagi, the chief director, explained about the details of the Japan DIY HOMECENTER SHOW 2012. The information provided is as follows.

Name of the show: Japan DIY HOMECENTER SHOW 2012
Show Venue: Hall 4, 5, and 6, at Makuhari Messe (Chiba Prefecture) (planned)
Show Period: August 23 (Thursday), 24 (Friday) and 25 (Saturday), 2012 (3 days)
Show Organizer: Japan DIY Industry Association
Supported by: Ministry of Economy, Trade and Industry, Forestry Agency, Chiba Prefecture, Chiba City, Japan External Trade Organization (JETRO), IHA (International Federation of Hardware & Housewares Associations) and other supporters (planned)

The target of the 2012 show is 900 booths and 100,000 visitors. We will start the promotional activities earlier than usual, and will focus on event planning and management in cooperation with exhibitors.

Invitation brochures start being distributed



The first batch of invitation brochures will start being sent to domestic prospective exhibitors including member companies on December 12 (Monday). Also, we set up the show's official website in English and Chinese in December. In accordance with the opening of the English and Chinese website,

the Overseas Operation Office listed below started accepting applications from foreign companies.

If you have any question on the Japan DIY HOMECENTER SHOW 2012, please contact the Overseas Operation Office below.

Event and PR Committee

As for other committees' activities, the event and PR committee (chairman: Tetsuya Uchiyama) were held on November 24 (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.



Previous show event

For further information, please contact:

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