

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2013

Over 86,000 people came to the show, exceeding the visitors in the previous show

The JAPAN DIY HOMECENTER SHOW 2013 was held at Makuhari Messe in Chiba prefecture for 3 days from August 29 (Thursday) – August 31 (Saturday), welcoming Her Imperial Highness Hisako Takamadonomiya as the show’s honorary president.



*Opening ceremony and ribbon-cutting ceremony

The show theme was “Tomorrow is dreamy with DIY! -The world is full of dreams-”. The first day and 2nd day of the show (29th and 30th) were set as Buyers’ Day while the 2nd and 3rd days of the show (30th and 31st) were set as General PR Day. 412 companies and organizations exhibited in the show, utilizing 925 booths (out of which 89 companies were overseas companies from 9 countries or areas and they used 110 booths). The number of visitors for 3 days was 86,326 (up by 2.1% from the previous year).

A meeting to review the JAPAN DIY HOMECENTER SHOW 2013 was held

On October 22 (Tuesday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2013 was held with the chairman, Ichiro Shimura, as well as members of the show executive committee including the chairman of the committee, Toshiyuki Inaba, attending.

At the meeting, results of questionnaire directed at visitors and exhibitors were announced. This year, 412 companies exhibited in the show, using 925 booths (out of which 89 companies were overseas companies from 9 countries and regions, and they used 110 booths). There is a great expectation toward renovation and ecology-related products which DIY and home improvement center industry is focusing on and also the increase in the number of women who enjoy DIY activities as represented by the “DIY Women” phenomenon.



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

Date	2013 (Compared to 2012)	2012 (Compared to 2011)	2011 (Compared to 2010)
Aug. 29 (Thu.)	22,015 (100.3%)	21,953 (122.9%)	17,869 (94.4%)
Aug. 30 (Fri.)	31,029 (107.0%)	29,008 (107.5%)	26,993 (99.4%)
Aug. 31 (Sat.)	33,282 (99.1%)	33,586 (101.2%)	33,202 (98.4%)
Total	86,326 (102.1%)	84,547 (108.3%)	78,064 (97.8%)

Even though economic conditions are looking better than before, social situations remain severe. Still, the number of visitors to this show has increased year by year. Many of exhibitors said that the show was full of energy and crowded with people, that they were able to have business meetings with many buyers and that the show helped them to understand the trend among consumers and get information useful for the future product development as there were many visitors.



The show executive committee decided the detail for the 2014 show that will be the 50th DIY show as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2014

Show Venue: Makuhari Messe (Chiba Prefecture)

Show Period: August 28 (Thursday), 29 (Friday), and 30 (Saturday), 2014 (3 days in total)

Show Organizer: Japan DIY Industry Association

A briefing for the JAPAN DIY HOMECENTER SHOW 2014 will be held



*Previous year's briefing (November 2012)

In the briefing, the details and purpose of the show will be explained to companies that are considering the participation in the 2014 show.

For the 50th DIY show, in order to make the show more exciting, retailers that are members of the Japan DIY Industry Association will set up the special promotion committee. Members of the committee are scheduled to participate in the briefing in order to introduce themselves.

Date: December 4 (Wednesday), 2013
13:30-15:00

*An individual consultation is scheduled after the briefing.

Venue: LA ROSE, located on the 5th floor of Dai-ichi Hotel Tokyo
1-2-6 Shimbashi, Minato-ku, Tokyo

Access: About 2-minute walk from Shimbashi Station (JR Yamanote Line/Tokyo Metro Ginza Line)

Please contact the Overseas Operation Office listed below for the registration for the briefing or questions on the participation in the show by overseas companies.

For further information, please contact:

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