

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2014

Marking its 50th anniversary, the show crowded with over 105,000 visitors

The JAPAN DIY HOMECENTER SHOW 2014 was held at Makuhari Messe in Chiba prefecture for 3 days from August 28 (Thursday) - August 30 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

The show theme was "Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!" The first day and 2nd day of the show (28th and 29th) were set as Buyers' Day while the 2nd and 3rd days of the show (29th and 30th) were set as General PR Day. 495 companies exhibited in the show, utilizing 1,114 booths (out of which 93 companies were overseas companies from 12 countries or areas and they used 112 booths). The number of visitors for 3 days was 105,806 (up by 22.6% from the previous year), well exceeding the previous year's figure.

A meeting to review the JAPAN DIY HOMECENTER SHOW 2014 was held

On October 9 (Thursday), a meeting to review the JAPAN DIY HOMECENTER SHOW 2014 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.

This year, the show welcomed its 50th anniversary, and under the show theme "Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!", 495 companies exhibited in the show using 1,114 booths (out of which 93 companies were overseas companies from 12 countries or areas and they used 112 booths). Boosted by the DIY boom among women which has been gaining momentum and active PR efforts to promote the show, the show attracted 105,806 visitors in 3 days, exceeding the number of visitors in the previous show significantly.



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

| Date | 2014(Compared to 2013) | 2013 (Compared to 2012) | 2012 (Compared to 2011) |
|----------------|------------------------|-------------------------|-------------------------|
| Aug. 28 (Thu.) | 26,262 (119.3%) | 22,015 (100.3%) | 21,953 (122.9%) |
| Aug. 29 (Fri.) | 39,291 (126.6%) | 31,029 (107.0%) | 29,008 (107.5%) |
| Aug. 30 (Sat.) | 40,253 (120.9%) | 33,282 (99.1%) | 33,586 (101.2%) |
| Total | 105,806 (122.6%) | 86,326 (102.1%) | 84,547 (108.3%) |

Under the severe economic conditions after the increase in consumption tax to 8%, the number of exhibitors in this year's show turned out to be 495, increasing significantly from the number of exhibitors in the previous year (412 companies). The significant increase in the number of visitors to the show was led by active PR efforts toward media outlets such as TV, newspapers, magazines, etc. The large number of visitors who came to the show after they had found out about the show on TV proved the effectiveness of on-the-spot broadcast reports made by NHK and commercial TV stations. Also, we feel that broadcast interviews of the Chairman Shimura, such as in economic news programs on TV and in FM radio programs for young people, and efforts by show's executive committee members to get retailers to place show posters and free admission tickets in their stores led to the further increase in the number of visitors. Many of those in charge of booths from exhibiting companies said that the show was crowded with many visitors, that they were able to have business negotiations with various buyers, and that the show helped them understand consumer trends and get hints for the future product development as the show attracted many visitors.

The show executive committee decided the detail for the 2015 show as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2015

Show Venue: Makuhari Messe (Chiba Prefecture)

Show Period: August 27 (Thursday), 28 (Friday), and 29 (Saturday), 2015 (3 days in total)

Show Organizer: Japan DIY Industry Association

Participation events held on General PR Day

On the final weekend of summer vacation, many parents with children came to the show, and it was more crowded than in the previous years. There were many events in which visitors were able to participate and experience DIY activities including "Sparkling! DIY Women" which was the event based on the theme of the DIY for women, "Welding workshop & Iron Café" where visitors tried ironwork more casually, "Fab Festival" which gave visitors opportunities to experience the digital fabrication and "Home Improvement Center for Children" where parents and children played, learned and made things together. Visitors participated in their favorite events and had fun.



Services for overseas exhibitors have been strengthened



In the zone for overseas exhibitors where over 110 booths were set up, in addition to "HOMECENTER TRADE II" which is an event that is popular every year and "Concierge Service for Overseas Booths" which is a free-of-charge interpretation service, a new event, "Buyer Tour", in which buyers from home improvement centers were guided to booths so that they could get information on the products from those in charge of the booths, was held. In total, over 20 buyers participated in the event and had business negotiations using 5 interpreters who were exclusively assigned to the tour. The event was well-received by overseas exhibitors.

For further information, please contact:

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