

## **JAPAN DIY HOMECENTER SHOW NEWS**

# **JAPAN DIY HOMECENTER SHOW 2017**

**The show was crowded with more than 110,000 visitors**

The JAPAN DIY HOMECENTER SHOW 2017 was held at Makuhari Messe in Chiba prefecture for 3 days from August 24 (Thursday) - August 26 (Saturday), welcoming Her Imperial Highness Takamadonomiya as the show's honorary president.



Opening ceremony and ribbon-cutting ceremony

The show theme was "Experience and Feel DIY! Home Improvement Centers: Workshops of the Future". The first day and 2<sup>nd</sup> day of the show (24<sup>th</sup> and 25<sup>th</sup>) were set as Buyers' Day while the 2<sup>nd</sup> and 3<sup>rd</sup> days of the show (25<sup>th</sup> and 26<sup>th</sup>) were set as General PR Day. 475 companies exhibited in the show, utilizing 1,088 booths (out of which 129 companies were overseas companies from 15 countries or areas and they used 145 booths). The number of visitors for 3 days was 110,769, exceeding that of the previous year.

## **The opening ceremony took place with Her Imperial Highness Takamadonomiya attending**



Greeting by the chairman,  
Toshiyuki Inaba

JAPAN DIY HOMECENTER SHOW 2017 started with the opening ceremony that was held at 9 a.m. on the 24<sup>th</sup>. Toshiyuki Inaba, the chairman of the Japan DIY Industry Association, said in his greeting speech, "I am glad to say that as many as 475 exhibitors participate in the show this year using 1,088 booths and the number of booths has been more than 1,000 for 4 consecutive years. Attended by exhibitors from 15 countries or areas, the show is attracting global attention, and I feel expectations towards the show". He expressed his gratitude for being able to hold the show smoothly.

Her Imperial Highness Takamadonomiya spoke at the opening ceremony and toured the show venue as she had done every year. She took products in hand and asked questions with strong interest at each booth where products for daily usage and trendy products were displayed.

## **The Second DIY Award was given to Izumi Mori, a model and a talent**

The Japan DIY Industry Association has created 'DIY Award' for prominent people who have contributed to the growth of DIY industry through the practice and promotion of DIY. With a crowd of people gathering around the seats already filled with the audience, the award ceremony was held at the main stage on August 25 - the second day of the show. At the talk show after the award ceremony, Izumi Mori talked happily about the fun of DIY and her going around home improvement centers.

## Popular events attracted many visitors

### Events for the overseas exhibitors

At Buyers' Booth Tour, people from domestic exhibiting company looked over the information about overseas exhibitors beforehand, and conducted business talks at the negotiating table. Business talks using free interpreter on duty during the show was popular to the exhibiting companies.

The bus tour was held on Sunday 27<sup>th</sup> August, the day following the closing date of the show. 17 people including exhibitors from 6 countries or areas attended the tour. Firstly, a seminar titled "DIY Market and Home Centers in Japan" by Yuji Notani, a former Managing Executive Officer at Tokyu Hands Inc., was held.

Then, two major home improvement centers in the vicinity of the show venue were inspected at HOMECENTER KOHNAN Ichikawabaraki store and Super VIVAHOME Shin-narashino store. After the visit, a luncheon gathering was held.



Buyers' Booth Tour



Overseas Concierge



Study Bus Tour to Retail Stores

### Events for the exhibitors



HOMECENTER BUSINESS MATCHING

### Events for the exhibitors



Reception Party

### Events visitors can participate



Shining DIY Women

For further information, please contact:

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