

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2010**

**“New to me! Something good for housing. Good living”**

**Over 79,800 people visited the show!!**

The JAPAN DIY HOMECENTER SHOW 2010 was held for 3 days from August 26 (Thursday) - 28 (Saturday) at Makuhari Messe in Chiba City with Her Imperial Highness Hisako Takamadonomiya invited as the honorary president. The theme of this year's show was “New to me! Something good for housing. Good living.” Same with the previous show, the first day and the second day of the show (26<sup>th</sup> and 27<sup>th</sup>) were set as Buyers' Day while the show was open to the public on the second day and the third day (27<sup>th</sup> and 28<sup>th</sup>). The number of exhibitors was 438, up by 48 from the previous show with the number of booths up by 74 to 947 booths (out of this, 97 companies were from 13 foreign countries/areas, taking up 109 booths). The number of visitors for 3 days was 79,824, exceeding the previous show's turnout by more than 3,000.



**The show was bustling with energy while the summer was hotter than usual**

This year's show was held for 3 days while the temperature was much higher than usual. However, compared to the previous show, the number of exhibiting companies increased by 48 (up by 12.3%) with the number of visitors up by more than 3,000 (up by 4.2%), and the show was bustling with energy. On the last weekend of the summer holiday, many people with children came to the show, and had fun, visiting popular booths and participating in their favorite events together.



## On General PR Day, many visitors attended popular events

### DIY Family Class



2 workshops, “Let’s make animals using cardboard” and “Let’s make airplanes”, that both parents and children can enjoy together were held.

### Sumai Jibunryu DIY Introduction

Lecturers who are regular members of “Sumai Jibunryu,” a TV program broadcast by NHK Educational TV, held a lecture, and winning entries of the 4<sup>th</sup> “Sumai Jibunryu DIY Grand Prize” were displayed.

### Gardening Charity Auction

At the auction, colorful potted plants were sold to participants. All proceeds from the auction were donated to organization committed to welfare activities.

### Sandcraft Class “Marine Decoration”

Under the theme of “sea,” participants made candle holders and plates, using colorful color sands, seashells and sea glass.



### Special Exhibition “Make+Cars Garage”



In this event jointly planned by the show organizer and exhibitors, after watching the demonstration run of high-performance electric radio control cars conducted by instructors, general participants experienced the operation of cars and exhibition races. Parts were also sold.

### DIY Advisor Mock Certification Test

Together with DIY advisors, those who were interested worked on some of skill-related assignments from past skill tests in “woodworking category” and “repair category.”



### Individual Exhibitor Booth

Individual exhibitor booth was introduced for the first time this year, and many general visitors came to booths that were set in order to showcase works by individual exhibitors and make business suggestions regarding manufacturing.

This year’s show was run by over 50 show executive committee members who are from member companies, under the leadership of the chairman of the show executive committee Toshiyuki Inaba (vice-chairman of the Japan DIY Industry Association).

The next show is scheduled to be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday) in 2011 at Makuhari Messe (Chiba City).

For further information, please contact:

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