

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2011

“Enjoy and enrich your daily life! DIY is by your side”

Over 78,000 visitors came to the show!!

The JAPAN DIY HOMECENTER SHOW 2011 was held for 3 days from August 25 (Thursday) - 27 (Saturday) at Makuhari Messe in Chiba Prefecture with Her Imperial Highness Hisako Takamadonomiya invited as the honorary president. The show started with the opening ceremony jointly held with Interpets, an exhibition that was held during the same period with the DIY show. The show theme was “Enjoy and enrich your daily life! DIY is by your side.” Just as in the previous show, the first day and second day (25th and 26th) of the show were set as Buyers’ Day while the second and third day (26th and 27th) served as General PR Day in this year’s show. 364 companies exhibited in the show, using 848 booths (out of which, the number of overseas exhibitors was 53. They were from 6 foreign countries/areas, using 62 booths). The number of exhibitors for 3 days recorded 78,064.



The show is expected to play a role in efforts to reconstruct and recover from damages caused by the earthquake

While many exhibitions were cancelled due to the Great East Japan Earthquake that occurred on March 11, we quickly decided to hold the DIY show. This year, there were 109 new exhibitors out of 364 exhibitors. We feel that this reflects that our show and the industry are expected to fulfill social and economic missions in order to help efforts to reconstruct and recover from the damages caused by the earthquake.



On the first day of the show (25th) that was Buyers’ Day, the show attracted 76 media companies including TV or WEB related companies, general newspaper, and industry journals and magazines. The number of media companies that came to report on the show was 140 for 3 days, exceeding the previous year’s level.



Special Exhibition, the Great East Japan Earthquake Reconstruction Support Project

On General PR Day, many visitors participated in events in the show

The show that was held on the last weekend of the summer break attracted many children and their parents as it does every year. They enjoyed themselves by visiting popular booths or participating in their favorite events together.

Special Event “Disney home”



The craft corner was set up, and visitors created original notebooks and message cards using popular Disney products. The corner was crowded with children and their parents who enjoyed activities.

DIY Family Class



Activities including woodwork using electric tools that can be enjoyed by both children and their parents took place.

Gardening Charity Auction

A variety of potted plants were sold to participants through the auction. Proceeds from sale were fully donated to welfare organizations.

DIY Advisor Mock Certification Test



Together with DIY advisors, visitors worked on skill tests that were actually given in the past DIY advisors' tests including “production of frame and box,” “installation of water faucet” and “installation of wallpaper”.

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 23 (Thursday), 24 (Friday), and 25 (Saturday) in 2012 at Makuhari Messe (Chiba Prefecture).

For further information, please contact:

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