

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2011**

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

**The show was a great success, attracting 78,064 visitors!!**

The Japan DIY HOMECENTER SHOW 2011 was held for 3 days from August 25 (Thursday) through 27 (Saturday) at Makuhari Messe in Chiba prefecture with Her Imperial Highness Hisako Takamadonmiya invited as the honorary president. The show theme was “Enjoy and enrich your daily life! DIY is by your side.”

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. 364 companies exhibited in the show, using 848 booths. The number of visitors for 3 days reached 78,064 (17,869 for the first day, 26,993 for the second day, and 33,202 for the third day).



**A meeting to review the Japan DIY HOMECENTER SHOW 2011 was held**

On October 13 (Thursday), a meeting to review the Japan DIY HOMECENTER SHOW 2011 was held with the chairman of the Japan DIY Industry Association, Ichiro Shimura, as well as members of the show executive committee including the chairman of the committee, Toshiyuki Inaba, attending.

At the meeting, Nikko Tsushinsha, a company that planned and run the show announced results of the questionnaire directed at visitors and exhibitors. This year, the number of visitors declined by 1,760 (2.2%) from the previous show in a very difficult environment as a result of the Great East Japan Earthquake, unprecedented earthquake, that occurred on March 11 and a subsequent accident at Fukushima Daiichi nuclear power plant. However, while many trade shows were cancelled, over 100 new companies exhibited in our show. We feel that the figure reflects people’s expectation toward the DIY industry.



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

Date	2011 (Compared to 2010)	2010 (Compared to 2009)	2009 (Compared to 2008)
August 25 (Thu)	17,869 (94.4%)	18,923 (125.2%)	15,115 (107.3%)
August 26 (Fri)	26,993 (99.4%)	27,146 (106.7%)	25,436 (209.8%)
August 27 (Sat)	33,202 (98.4%)	33,755 (93.6%)	36,074 (98.8%)
Total	78,064 (97.8%)	79,824 (104.2%)	76,625 (122.1%)

The number of visitors declined from the previous show for all of 3 days, but the decline was minor, considering the social environment where energy-saving efforts were required and the economic conditions remained tough. Many exhibitors said that the negotiations with buyers were mostly accomplished and that the show helped them to understand the consumer trend and find hints for the future product development as the number of visitors was larger than expected.



The show executive committee decided the detail of the 2012 show as follows.

**Name of the show:** Japan DIY HOMECENTER SHOW 2012  
**Show Venue:** Makuhari Messe (Chiba City)  
**Show Period:** August 23 (Thursday), 24 (Friday) and 25 (Saturday), 2012 (3 days)  
**Show Organizer:** Japan DIY Industry Association

## **A briefing for the Japan DIY HOMECENTER SHOW 2012 will be held**



Previous year's briefing

At the meeting, details and purposes of the show will be explained to companies that are considering to exhibit in the 2012 show.

The information given in the meeting will include the trend of the home improvement center industry, the appeal of the show and successful cases (to be explained by exhibitors who participated in the show in the past), and the products that home improvement centers are looking for. There will be also keynote lectures by industry officials.

**Date:** November 17, 2011 (Thursday)  
13:30-15:30  
\*An individual consultation is scheduled after the briefing.  
**Venue:** Multi-purpose hall located on the second floor of Essam Kanda Hall  
3-2-2 Kanda Kaji-cho, Chiyoda-ku, Tokyo  
**Access:** 1 minute-walk from Kanda Station  
(JR Yamanote Line or Chuo Line/Tokyo Metro Ginza Line)  
**Registration:** Please contact the Overseas Operation Office listed below for details.

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For further information, please contact:

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