

**The next JAPAN DIY  
HOMECENTER SHOW 2008  
holding : August 28-30, 2008  
at Makuhari Messe**



**JAPAN DIY HOMECENTER SHOW NEWS**

**"JAPAN DIY HOMECENTER SHOW 2007"**

Annual big event of the summer vacation, "JAPAN DIY HOMECENTER SHOW2007" was held at Makuhari Messe International Exhibition Hall(2-5 halls) in Chiba for three days from Thursday, 23<sup>rd</sup> to 25<sup>th</sup> of August. Having got 490 exhibit companies including 122 overseas and, in addition, 84,070 people exceeding the visitors' number last year arrived to the show that many events related to renovation and remodeling were held, and the show venue has become crowded spectacularly during the period.

**Report on Questionnaire "JAPAN DIY  
HOMECENTER SHOW2007"**

and products can be promoted to end-users"  
47.7%, "practical

The show's executive committee recently totaled and announced the results of a questionnaire regarding exhibitors, attendees of Trade Day, and attendees of Public Day during the show period.



exhibition to gain new customers" 45.5%, and "consider it to be an important place as

From the results of the questionnaire regarding exhibitors (number of valid responses: 350), the responses showed that the purpose of the exhibitors were: "the show is a place where the company

an advertisement for new products" 38.3%, and it was learned that many exhibitors "consider it important to be the largest scale, general exhibition in the industry" 36.0%. 88.1% of the exhibiting companies answered that negotiations took place, and 74.2% answered that they want



to exhibit next year.

From the results of the questionnaire regarding attendees of Trade Day (number of valid responses: 480), the responses received for the purpose of attending were: "collecting information" 79.2% and "for negotiations" 26.7%. Concerning the show exhibitors, the responses were: "extremely good" 44.2%, "average" 49.1%, and "requests warranted" 6.7%, and concerning the show events, highly popular events were: "New Products and Hit Products Competitions" and "Excellent Products for People and the Environment Corner" and "Remodeling/Renovation Corner". The types of industries that the attendees on Trade Day came from were: retail 64.4%, wholesale 12.1%, manufacturing 15.8%, and other 7.7%, and home improvement centers accounted for 44.7% of the retail industry.



purchase products related to do-it-yourself on the spot" 12.9%. Responses such as "can be enjoyed with the family" 12.9% and "look forward to it every year" 20.1% were also collected, and it was learned that as a general exhibition for home and living, this show, which has a tradition, has penetrated deeply into the public. In the questionnaire, 98.8% of the people responded that

From the results of the questionnaire regarding attendees of Public Day (number of valid responses: 1000), the responses for the purpose of attending were: "interest in do-it-yourself and remodeling/renovation" 39.6%, "wanting to see home improvement centers' new products promptly" 24.9%, "wanting information about home living improvement" 21.8%, and "able to



For further information, please contact:

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