

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2010**



**holding at Makuhari Messe in August 26-28, 2010**

The JAPAN DIY HOMECENTER SHOW 2010, an annual big event during the summer vacation, will be held for 3 days from August 26 (Thursday) to 28 (Saturday) in 2010 at Makuhari Messe in Chiba City.

**For the holding of the Japan DIY HOMECENTER SHOW 2010**

Toshiyuki Inaba

Vice Chairman of the Japan DIY Industry Association

Chairman of the executive committee of the JAPAN DIY HOMECENTER SHOW



This year, the JAPAN DIY HOMECENTER SHOW 2010 will be held for 3 days on August 26 (Thursday), 27 (Friday), and 28 (Saturday), using 4 halls with 1,000 booths (planned) at Makuhari Messe in Chiba City.

Last year, the show was held under the show theme of “Everyday Kindness to Housing and Living. DIY is all about Family Love.” Many companies from home and abroad exhibited at the show. The number of exhibitors was 390 companies, and 873 booths were used (out of which, 104 companies were from abroad, taking up 115 booths). As the show was open to the public on the second day and third day of the show, 76,625 visitors (up by 22.1% from the previous show) came to the show. While the global economic conditions were severe after the bankruptcy of Lehman Brothers, many companies exhibited and supported the show. As a result, the show attracted 13,886 more visitors than the previous year. We are encouraged by the increase, feeling that this is a sign of expectation toward the JAPAN DIY HOMECENTER SHOW and the DIY industry, and at the same time, we have become more aware of the weight of our responsibilities.

Happy New Year!

Our sincere best wishes for your good health and success, and thank you for your continued support to our business operations.

**Essential features of the plan for this year's show**

**Show theme was decided**

The show theme for 2010 was decided. The theme

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

3 objectives of the theme are as follows.

1. Create a comprehensive show that will cover all the aspects of day-to-day life.
2. Generate a positive attitude in day-to-day life and a new trend during difficult economic times.
3. Develop a bright, forward-looking trend.

#### Arrangement of exhibition categories

In order to help exhibiting companies to smoothly find out and decide in which category they should exhibit, we eliminated or consolidated similar fields, and introduced large, middle, and small classifications to show items. The large classification consists of housing, living, and materials, while the middle classification consists of 30 items, and finally, there are specific items (small classification). Also, we will encourage the companies to exhibit in the show in order to add items that answer the needs of the age, and present new products needed by people.

#### Improved services for exhibiting companies

We will actively promote events such as “Exhibitors’ Presentation Corner” that is received well by participating companies and “HOMECENTER TRADE II” where companies can have a direct business negotiation with buyers from home

#### Japan DIY Industry Association News

### New Year’s Special Seminar and New Year’s celebration party will be held



On January 26 (Tuesday), 2010, the Japan DIY Industry Association will host New Year’s Special Seminar and New Year’s celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station). Mr. Sadatomo Matsudaira, a well-known newscaster for “Sono Toki Rekishi ga Ugoita” (NHK main channel) and a former NHK broadcaster (guest professor at Waseda University and the Graduate School of Rikkyo University), is scheduled to be a lecturer.



\*A photo from the 2009 New Year’s Special Seminar and New Year’s celebration party

For further information, please contact:

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improvement centers, so that business talk events between exhibitors and buyers as well as exhibitors and visitors will be enhanced. Also, a collaboration event (special program exhibition) where exhibiting companies will utilize each other’s products and the project to actively promote the show to the media will be pursued.



#### Suggestions on how to utilize DIY advisors

We will suggest ways to utilize abilities of DIY advisors whose number exceeds 10,000. Those qualified as DIY advisors will be great assets on the sales floor of home improvement centers or in new business. At the show event venue, there will be a corner where DIY advisors will give demonstrations of various products and tools, and visitors can consult with DIY advisors. Also, an event is scheduled to give visitors an opportunity to experience a DIY advisor certificate test.