

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2014

August 28 – 30, 2014

The show will be finally held this month at Makuhari Messe.

The JAPAN DIY HOMECENTER SHOW 2014 will be held for 3 days on August 28 (Thursday), 29 (Friday) and 30 (Saturday) at Makuhari Messe in Chiba prefecture.



Photo from the previous show

The JAPAN DIY HOMECENTER SHOW where people from 3 categories of businesses (manufacturing, wholesale and retail) related to the domestic and overseas DIY and home improvement centers get together is held in order to promote the DIY and the development of the DIY industry. This year's show will be the 50th DIY show when shows that were held in Tokyo and Osaka are added together. Under the show theme "Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!", 495 companies will exhibit in the show using 1,114 booths (as of August 7) in 5 halls at Makuhari Messe this year. Out of as many as about 200,000 product items considered to be carried by home improvement centers, the latest DIY-related products will be displayed and introduced at the show. 150,000 people are expected to visit the show during 3 days.

Briefing for exhibitors and press conference were held

The briefing for companies who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2014 was held at Kameido Bunka Center in Koto-ku at 1:30 p.m. on July 3 (Thursday). Ichiro Shimura, the chairman of the Japan DIY Industry Association, Toshiyuki Inaba, the chairman of the show's executive committee (vice chairman), and chairmen in charge.

Mr. Shimura greeted participants of the briefing, saying, "Many domestic and overseas companies including 172 new exhibitors who use 230 booths (as

of August 7) will participate in this year's show which will be the 50th DIY show when shows that were held in Tokyo and Osaka are added together. We feel that it reflects the expectation toward the DIY and home improvement center industry. We will make efforts to plan and operate the show in order to meet exhibitors' requests and look forward to working with you." His speech was followed by the explanation about the management of the show by the chairmen of the show committee. The lottery was then conducted in order to decide the booth allocation for exhibitors.



Before the briefing, the press conference was held, and many media people from various industries participated in the conference. Talking about his determination to make the show successful, Mr. Inaba, the chairman of the show's executive committee, said, "The number of exhibitors and booths increased by around 20% from the previous show. Over 90 companies from overseas will participate in the show. In this year's show that marks the 50th anniversary, we have various events and plans that will entertain visitors and provide useful tips for the daily life. The number of exhibitors is increasing year by year. This year, the target is to attract 150,000 visitors."

Also, the briefing for DIY advisors who will exhibit in the show was also held on July 12 (Sat) at the conference room of the Japan DIY Industry Association. At the briefing, details about the show's operation and the setup of the venue were explained, and the booth allocation for exhibitors was announced.

Information on major events

The opening ceremony will be held at 9 a.m. on the first day of the show, 28th (Thursday), in presence of Her Imperial Highness Hisako Takamadonomiya who will serve as the show's honorary president (scheduled).

Major Buyers' Day Events



At "Japan DIY Product Competition", winners of many awards including the award from the Minister of Economy, Trade and Industry will be selected.

New products, hit products and environmental and recyclable products that were entered into the competition by exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, winning products will be selected. "Exhibitors' Presentation" is an event for both domestic and

overseas exhibitors where they can promote products they recommend the most at the corner specially set for the event. "HOMECENTER TRADE II" is an event that is popular every year. Exhibitors can have individual meetings and consultation at the booth set for the business meetings where buyers from home improvement centers are stationed.

On the first day after the show, an industrial networking party will be held with people from 3 industries (manufacturing, wholesale trade and retailing) attending. The party will give participants opportunities to exchange information and get to know each other.

General PR Day Events

The original T-shirts will be offered for free to the first 1,000 visitors on the second and third days of the show. The distribution of T-shirts will start at 9:30 a.m. when the show opens.



This year's show is packed with events in which families can participate and enjoy together. In the theme zone "Sparkling! DIY Women" that was well-received last year, there will be several DIY events which will provide the information useful to women and can be participated by visitors

including "First-time wooden furniture making" by Yoshiko Nakada, an actress, and workshops by exhibitors in order to promote DIY boom among women. At the same time, there will be new events in zones named "Outdoor & Camping" which is based on the theme of a luxury camping, "Home Improvement Center for Children" where workshops are held for parents and children to play, learn and make objects together and "Fab Festival" where visitors can experience and enjoy the digital fabrication. We hope that many people will participate in the events.

For further information, please contact:

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