

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2015

The JAPAN DIY HOMECENTER SHOW 2015 will be held for 3 days on August 27 (Thursday), 28 (Friday), and 29 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 5 halls and 1,200 booths (tentative).

The show theme of the Japan DIY Homecenter Show 2015 is “An extra touch to everyday living: creating future lifestyles.” In a Japanese life-style culture, the concept of putting a little extra effort (being attentive to what you are doing while being at ease with yourself) has been cherished. In this year’s show, under the concept of “putting a little extra effort in creating housing environment”, we will make efforts to meet people’s expectation by presenting various ideas to make people’s living fun and comfortable and by arranging innovative events.



Photo from the previous show

## The application deadline drawing near

Only one month is left before the May 15 deadline for application. We would like to explain exhibition styles for the overseas exhibitors again.

## Booths for overseas exhibitors

Standard exhibition plan for overseas companies  
1 booth: 3m x 3m (9m<sup>3</sup>) / price: 302,400 yen (Tax included)

The above price applies for a raw space. For optional package booth, please apply separately.

For more details, please look in the English version of Exhibition brochure which can be accessed at a link of the official website below.

Download “Exhibition brochure” and “Application form” in English at:  
<http://www.diy-show.jp/2015/e/ebaf.html>



## Events and services for overseas exhibitors

### HOMECENTER TRADE II

This is an event with business matching program. Exhibitors are able to have direct business negotiations with buyers from leading home improvement centers at the special booth. There were many exhibitors that were able to start business transactions after the show by participating in this event. In order to have business negotiations, companies are required to make reservations in advance. Interpreters are exclusively stationed at the booth.

### Japan DIY Product Competition

A wide range of products related to DIY and home improvement centers from domestic and overseas exhibitors will be entered into a competition, and through the judging and voting process, the best products will be selected. Products entered into the competition will be displayed at the specially set area during the show period, and will be promoted to many visitors. To participate in this event, companies are required to make reservations in advance.

### Exhibitor Presentation

During the show, in an area close to the overseas exhibition area, we are planning to set an overseas PR booth that has 3 functions: PR section for the overseas trade shows and the media that are sponsoring our DIY show, business meeting section which allows overseas companies to have casual business meetings and concierge service section for overseas exhibitors (free-of-charge interpretation service).

### DIY Store Tour

A tour to visit home improvement centers and shopping centers in Japan (a paid tour) is scheduled to be held. In this tour, a seminar where participants can learn the Japanese commercial distribution will also be presented.

### Networking party

A networking party that will be held after the show on the first day provides an opportunity where people from 3 industries related to DIY and home improvement center industry (manufacturing, wholesale trade and retailing) get together and exchange information. Free-of-charge interpretation service is planned to be provided. Please utilize this opportunity in order to get to know people from 3 industries in Japan.



Overseas concierge service during the previous show (2014)



Previous networking party (2014)

Please contact Overseas Operation Office listed below for details of exhibition and events.

For further information, please contact:

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