

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010

August 26-28, 2010

The opening of the show is approaching. It is just a month away

The JAPAN DIY HOMECENTER SHOW 2010 will be held for 3 days on August 26 (Thursday), 27 (Friday), and 28 (Saturday) at Makuhari Messe in Chiba City.



*Photo is JAPAN DIY HOMECENTER SHOW 2009

The JAPAN DIY HOMECENTER SHOW 2010 brings together people from 3 industries (manufacturing, wholesale, and retailing) that are related to DIY and home improvement centers at home and abroad, and is held for the purposes of the promotion of DIY and development of the DIY industry. This will be the 46th show.

This year, under the show theme of “New to me! Something good for housing. Good living.,” the show will display and introduce latest DIY-related products selected out of a wide range of items that are carried by home improvement centers, and whose number is said to exceed 200,000. 100,000 visitors in total are expected to come to the show during 3 days.

The Japan DIY Industry Association, an organizer of the JAPAN DIY HOMECENTER SHOW, is promoting DIY nationwide on a regular basis in cooperation with member companies, home improvement centers, and DIY advisors certified by the association under the slogan of “DIY, the Power to Reform Our Lives” nationwide.

The briefing for exhibitors was held

The briefing for companies that are planning to exhibit at the JAPAN DIY HOMECENTER SHOW 2010 was held in the Camellia Hall of Kameido Bunka Center on June 29 (Tuesday). Exhibitors received information on installation and carrying-out as well as documents. A lottery to decide the booth allocation also took place. Before the briefing for exhibitors, a press conference was held on the second floor of the center.



*The briefing for exhibitors in this year

Information on the show poster



The production of the PR poster for the JAPAN DIY HOMECENTER SHOW 2010 was completed. The poster uses a design that is based on the show theme, “New to me! Something good for housing. Good living.,” and has an uplifting feeling. Offices of member companies and home improvement centers

nationwide will be requested to put up the poster. The same design will be also used for invitation cards and tickets to the show.

Let's participate in the events!

For the JAPAN DIY HOMECENTER SHOW 2010, events are planned, and we are asking exhibitors for their participation and cooperation. Those who plan to participate in these events are requested to register with the association's trade show office in advance.

Homecenter Trade II

This is an opportunity for business negotiations and consultations at booths stationed by buyers from home improvement centers. Last year, buyers from 6 companies were there: Inai, Encho, Kohnan, Tostem Viva, Murauchi Hobby, and UFO.

Exhibitors' Presentation Corner

Exhibitors will promote products that they highly recommend in a special presentation corner, and they can see the direct response of buyers and general visitors.



DIY New Product and Hit Product Competition

Exhibitors will make a presentation on their new products within the allotted time. A deliberation by key figures in the industry will decide winners of awards such as the Minister of Economy, Trade and Industry Award and the Japan DIY Industry Association Chairman's Award.

There will be also a popularity vote by buyers and general visitors for products displayed at the DIY New Product and Hit Product Competition corner.

Japan DIY Industry Association News

The 30th anniversary ceremony was held



*Greeting by the chairman, Yoji Sakamoto

The 30th anniversary ceremony for the Japan DIY Industry Association was held at Meiji Kinenkan in Tokyo on June 2 (Wednesday). The ceremony was graced with the presence of Her Imperial Highness

Hisako Takamadonomiya. The ceremony was a great success with 470 people including member companies, guests, and people from the mass media attending. Hiroshi Mikitani, Chairman and CEO of Rakuten, Inc., was invited as a lecturer, and gave the commemorative lecture. After that, a lavish commemoration party was held at a different venue.



*Commemorative lecture by Mr. Hiroshi Mikitani of Rakuten, Inc.
The subject of the lecture was "Growth and Strategies of Rakuten Group"

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