

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2011

The executive committee of Japan DIY HOMECENTER SHOW 2011 will hold an annual summer big event, Japan DIY HOMECENTER SHOW 2011, for 3 days from August 25 (Thursday) through 27<sup>th</sup> (Saturday) in 2011 at Makuhari Messe in Chiba City.



\*Photo is JAPAN DIY HOMECENTER SHOW 2010

## “For the JAPAN DIY HOMECENTER SHOW 2011”

Toshiyuki Inaba

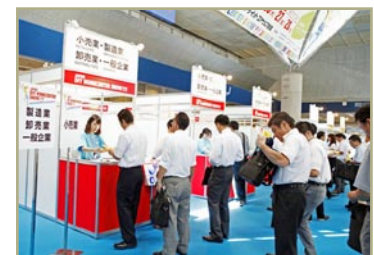
Vice chairman of the Japan DIY Industry Association

Chairman of the executive committee of the Japan DIY HOMECENTER SHOW



This year, the JAPAN DIY HOMECENTER SHOW 2011 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday), using 3 halls with 1,000 booths (planned) at Makuhari Messe in Chiba City.

Last year, the show was held under the show theme of “New to me! Something good for housing. Good living.” Many companies from home and abroad participated in the show.



The number of exhibitors was 438, and they used 947 booths (the number of companies from abroad was 97. They were from 13 countries/areas, using 109 booths). Also, in total, 79,824 visitors came to the show during 3 days (up by 4.2% from the previous year). Despite the tough economic conditions, many companies participated in the show, and the number of visitors increased by 3,199 from the previous year, which, we feel, is a sign of expectation toward the JAPAN DIY HOMECENTER SHOW and the DIY industry. We are encouraged, 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.

We would like to express our appreciation for your loyal courtesies.

## < Essential features of the plan for this year's show >

With 33 exhibition items including new ones, we will start encouraging companies to exhibit in the show. We added new exhibition items: "fast-moving consumer-goods", "gift/wrapping supplies", "health and beauty products", "toys, models, characters", "medical supplies", and "food, beverage, alcoholic beverage". In order to meet visitors' expectations, we would like to promote the show to companies that are actively working on items, new products, and services that are likely to generate demands at home improvement centers in future.

### Improved services for exhibitors



"HOMECENTER TRADE II" is an event where exhibitors can have direct business negotiations with buyers from home improvement centers. The event is

received well by participating companies every year.

### Japan DIY Industry Association News

## New Year's special seminar and New Year's celebration party will be held



On January 26 (Wednesday), 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) with Mr. Susumu Takahashi, vice chairman of the Japan Research Institute, invited as a seminar lecturer.



\*Photos from the 2010 New Year's special seminar and New Year's celebration party

For further information, please contact:

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