

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2011

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.

The show theme for the JAPAN DIY HOMECENTER SHOW 2011 will be “Enjoy and enrich your daily life! DIY is by your side.” The show welcomes its 47th anniversary this year. Even though we are under the tough economic conditions, with supports and participation in the show by many companies, we will make efforts to meet everyone’s expectation with original events.



*Photo is JAPAN DIY HOMECENTER SHOW 2010

Briefing session and registration status by new exhibitors



Briefing session

As reported in the February issue, on February 4 (Friday), a briefing session for the JAPAN DIY HOMECENTER SHOW 2011 was held at Kousai Kaikan in Kojimachi, Tokyo, as a part of activities to encourage new exhibiting companies to participate in the show. 7 new companies that attended the session immediately registered for the show.

Also, in response to the invitation brochures regarding the registration for the exhibition that started being distributed in December last year, many companies including 15 new companies also registered. This proves that both companies that are planning to enter the DIY market for the first time and existing companies have a high interest in our show, and are aware of the importance of the show.

The number of exhibition items is expanded to 33 including new exhibition items

Since 2010, the show was trying to get companies from categories of clothing, food, housing, and entertainment to participate in the show extensively. For the 2011 show, we are looking for the participation by companies related to 33 exhibition items by actively adding items that are expected to generate demands in the home improvement center market in future including “health and beauty products” and “food, beverages, and alcoholic beverages.”

New exhibition plan, “Mini Booth NEXT”

An advanced form of “Mini Booth” plan for new exhibitors, “Mini Booth Next” plan, will be introduced. This is a plan that allows companies that have exhibited in mini booths in the past to use mini booths again at a special price. For details, please contact the Overseas Operation Office listed below.



Booths for DIY advisors

This is the type of the booth available to those who are certified as DIY advisors by the Japan DIY Industry Association. There are over 12,600 DIY advisors. DIY advisors can use the booth in order to make presentations on their activities, give a demonstration, or sell products.

Special exhibitions are planned through the cooperation with companies and organizations

Under the theme of “ecology,” “economy,” “energy” and “educational,” related items will be displayed through the cooperation with companies of light equipment, electronic cars, and solar power generators. Also, special exhibitions titled “small-scale agriculture” that provides information about new gardening style and home gardening as well as “gardening clothing fashion show” will be held with companies of agricultural equipment and clothing companies. The collaboration with “camping & outdoor” companies is also planned.

Events that are popular every year will be also renewed

The stage for the Exhibitors' Presentation Corner where exhibitors can promote their recommended products will be moved to the main stage, and the event will be renewed in order to allow all the exhibitors to make use of it. HOMECENTER TRADE II that allows direct business negotiations and consultations between exhibitors and buyers from home improvement centers, and is well received every year by participants as an event that provides an opportunity to expand their distribution channels will be set in an way to perfectly match the requests from participating companies and products that buyers are looking for. Please contact the Overseas Operation Office listed below for details about these events.

Japan DIY Industry Association News

A seminar titled “self-merchandizing practice” was held

The 67th marketing seminar organized by the education committee of the Japan DIY Industry Association will be held in Kyobashi, Tokyo (Standard Meeting Room) on March 17 (Thursday). The theme for this seminar is “how to raise real buyers” whose importance is being increasingly recognized by home improvement centers that have been opening more stores.

Same with the previous seminar, Mr. Eiji Nakagawa who has been involved in buyers' education for many years will be a lecturer. He is expected to talk about practical issues such as merchandizing methods, their importance, and specific steps for product activities.

For details about the seminar, please contact the Japan DIY Industry Association listed below for details.



Image from the previous (the 66th) marketing seminar

For further information, please contact:

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 [URL:http://www.diy.or.jp](http://www.diy.or.jp)

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy@smj.co.jp