

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2014

The JAPAN DIY HOMECENTER SHOW which was held at the Tokyo Harumi Trade Fair Site, for the first time in 1978 and has been held both in Tokyo and Osaka since then will welcome its 50th anniversary this year. 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, using 5 halls and 1,500 booths (planned). The show theme for the JAPAN DIY HOMECENTER SHOW 2014 is “Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!”



Photo from the previous show

The deadline for applications for the exhibition to be extended

The show welcomes its 50th anniversary this year, and due to applications submitted by companies that will exhibit in the show utilizing “Exhibition Premium Plans” including “Discount for member companies that sign up for the show early” and “Discount for new exhibitors” and also the expectation toward DIY and home improvement center industry where the demand for renovation work is expanding, the number of applications for the exhibition submitted by companies that participated in the show in the past and new exhibitors continues to exceed the level during the same period in the previous year significantly. In response to the current situation, we decided to extend the deadline for application to May 31 (Saturday). We hope that companies that are considering to exhibit in the show will make good use of this opportunity.



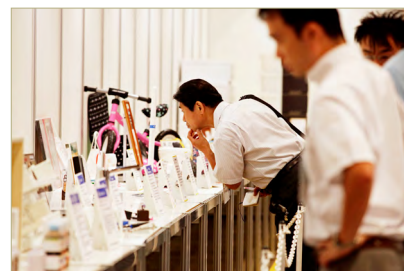
Events that attract people

At “**HOMECENTER TRADE II**”, a regular event at the show, buyers from prestigious domestic home improvement centers will be stationed at the booths set up for the business meetings and consultation with show’s exhibitors during the show. The event is popular every year, and past participants say that the event allowed them to have many business meetings in a short amount of time and also to gain the accurate information on new products or new companies including overseas companies. There were many exhibitors that were able to start business transactions or have business meetings after the show by participating in this event. In order to participate in the event, companies are required to make reservations in advance. We recommend early reservations.



At “**Exhibitors’ Presentation**”, domestic and overseas exhibitors make a presentation on their new products and services. Please promote your products to visitors who come to the specially set area for this event. In order to participate in the event, companies are required to make reservations in advance. We recommend early reservations.

At “**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.



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

At the show’s official website <<http://www.diy-show.jp/>>, the information on exhibitors will be collected in advance, and exhibitors will be introduced. The number of accesses to the website during the period from June through September before and after the show exceeds 200,000 every year.

Information on the briefing for exhibitors

The briefing will be held at Kameido Bunka Center (2-19-1 Kameido, Kouto-ku, Tokyo, 2-minute walk from JR Kameido station) at 1:30 p.m. on July 3 (Thursday). The detail about the briefing will be provided to exhibitors later.



Previous briefing for exhibitors

As for the details on the exhibition plans for overseas exhibitors, please go to English or Chinese official website or contact the Overseas Operation Office listed below.

English website : <http://www.diy-show.jp/2014/e/index.html>

Chinese website : <http://www.diy-show.jp/2014/c/index.html>

Japan DIY Industry Association News

Information on the ordinary general meeting for 2014



Previous ordinary general meeting held in 2013

Japan DIY Industry Association will hold the ordinary general meeting for 2014 at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi station) on June 4 (Wed). Yoichi Itoh, an economic journalist and a chief researcher at Sumitomo Mitsui Trust Research Institute Co., Ltd., will be invited as a guest lecturer, and there will be a commemorative lecture titled “Japanese economy and direction of the future business”.

For further information, please contact:

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