

JAPAN DIY HOMECENTER SHOW 2008 holding : August 28-30, 2008 at Makuhari Messe



JAPAN DIY HOMECENTER SHOW NEWS

"JAPAN DIY HOMECENTER SHOW 2008"

JAPAN DIY HOMECENTER SHOW 2008 is held at Makuhari Messe in Chiba City for three days of Thursday 28th, Friday 29th and Saturday 30th in August this year. As previously announced, two days of the show for 28th and 29th are for the trade, and the final day of 30th is scheduled to be open to the public.

The Basic Plan Brought Together for the Success of Holding JAPAN DIY HOMECENTER SHOW 2008

The JAPAN DIY HOMECENTER SHOW 2008 chairman conference was held on February 7 aiming at the show holding in the summer of 2008. The chairman of each committee including Mr. Inaba, the executive committee chairman and Mr. Taira, the vice chairman attended, and the fundamental plan of the show was examined on the day. The show in 2008 will be reborn to a new integration show that stresses the trading, targeting 100,000 visitors and 1,150 booths exhibited. This year's show theme has been decided as "Change It. Power of DIY makes our living different".



< Basic Concept of the Show >

1) Exhibition Promotion Plan

1. "Show holding briefing" will be held in order to publicize that the show has shifted its focus to the trading and to promote the exhibition to the show.
2. A new category besides the present category classification will be added for the exhibition promotion.
3. "The DIY Industry Trend Corner (permanent exhibition)" is newly established as the service to exhibit companies.
4. Enriching Homecenter Trade II will be planned.
5. The business talk corner with Homecenter store buyers is newly established for the overseas exhibit companies.
6. The new exhibit company presentation corner used by advance reservation will be set up.

2) Exhibition Plan to Foreign Companies



The approach to the Europe and the United States enterprises using DM and E-mail will be reinforced

aiming at 150 exhibited booths. To make the show special and distinctive compared to other exhibition shows, we emphasize that it is the only international trade fair of the industry, where exhibitors can have a business talk directly with the Homecenter store buyers in Japan.

3) Hall Plan

"HC reform pavilion" focusing to express the charm of "HC renovation & Remodeling" which is the essential business of the Homecenter industry, the show "Sponsor zone" introducing the cooperated companies and the groups "Official goods corner" where selling official goods, and "Exhibition and spot sale corner", etc. are set up.

4) Calling out Visitors

For related party to the industry, we will work on 1. Opening of "Business Center", 2. the information disclosure of popular products by the category based on the questionnaire for end users and 3. The introduction of the renovation commodities and the demonstration with tied up with the companies related

to the renovation & remodeling. For general visitors, the painting work by kindergartners around Makuhari messe will be recruited and they will be exhibited in the hall. We will plan for attempting the schoolchildren group who will become future DIY lovers and the housewife group visit besides trying to increase the family group visit.



5) Advertisement

The invitation for encouraging visits is changed to one sheet with hall map published from the past booklet form. Also, the guidebook for buyers will be made. A variety of advertising activities such as advertisement of new product introduction and the inside-hall advertisement and ads in Buyers' Guidebook will be prepared. The page only for traders will be established on the association website, and the promotion of visiting will be attempted while sending information of the exhibit companies.

Japan DIY Industry Association News "The 3rd Seminar on HC Remodeling Practice" Held



The 3rd "HC reform practice course" by Japan DIY Industry Association and the reform committee sponsoring was held in the new annex of Shin-Ohsaka Maru building in Osaka on February 14. 35 people of 11 companies participated in the seminar. The lecturer of the seminar is Koji Ishihara, the head of the Housing Remodeling Research Institute, and the focusing point of the course is learning practical skills of remodeling systematically from the basic. A system-making of the remodeling business making the best use of the strong point of the Homecenter store, a general procedure of

negotiation with the customer and an important point of the execution management were learnt in the intensive course of six hours on the day.

The number of stores dealing renovation registered on the website of Japan DIY Industry Association (on the page of remodeling corner) is 679 stores of 38 companies, and the number has increased more than 100 stores compared to the last year.

For further information, please contact:

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