

JAPAN DIY HOMECENTER SHOW NEWS



JAPAN DIY HOMECENTER SHOW 2009

holding at Makuhari Messe in August 27-29, 2009

The JAPAN DIY HOMECENTER SHOW 2009 will be held for 3 days on August 27 (Thursday), 28 (Friday) and 29 (Saturday) this year at Makuhari Messe in Chiba City.

With goals of promoting DIY, raising awareness on DIY, and achieving a further development of the DIY industry, the JAPAN DIY HOMECENTER SHOW 2009 will take place under the show theme of "Everyday Kindness to Housing and Living. DIY is all about Family Love". The show aims to attract 100,000 visitors in total with the number of days allocated for the enhancement of the trade function and General PR Day increased to 2 days.

JAPAN DIY HOMECENTER SHOW 2009 will be presented by the Japan DIY Industry Association. With the theme of "DIY, the Power to Reform Our Lives" for this year's show, the Japan DIY Industry Association received the cooperation of member companies, every home improvement store, and DIY advisors, who are certified by the association, and is conducting activities to spread the knowledge and awareness of DIY throughout the country.



Information on Briefing Session for Exhibiting Companies



A briefing session for exhibiting companies of the JAPAN DIY HOMECENTER SHOW 2009 will be held at the small hall located on the 2nd floor of the Bunkyo Civic Center (1-16-21 Kasuga, Bunkyo-ku, Tokyo) at 13:30 on July 9 (Thursday). At the session, exhibiting companies will receive information on installation and carrying out, and information materials

will be distributed. At the same time, booth allocation will be decided by lottery. Before the briefing session, there will be a press conference at the Sky Hall on the 26th floor of the Bunkyo Civic Center at 11:30 am.

Poster is Completed

The production of poster for the JAPAN DIY HOMECENTER SHOW 2009 (PDF) is completed. The poster uses the show theme of "Everyday Kindness to Housing and Living. DIY is all about



Family Love." as a motif, depicting family members working together through the bond of DIY.

We would like to have posters put up at members' offices and home improvement centers nationwide. This design will be also used for invitation cards and admission tickets.

Various Event Plans

Many events that require exhibitors' participation and cooperation are planned for the JAPAN DIY HOMECENTER SHOW 2009.

HOMECENTER TRADE II

Those in charge from exhibiting companies will visit booths stationed by buyers from home improvement centers to consult about business transactions or have business talks. At the last year's show, 9 home improvement centers participated in the event.



Presentations by Exhibitors



Exhibitors will promote their leading products at the special presentation zone. Presenters can receive direct feedback from buyers and general visitors.

DIY New Product and Hit Product Competition

Exhibitors will make presentations to promote their new products that have passed the preliminary screening in an allotted amount of time. After the judging process, the Minister of Economy, Trade and



Industry Award (scheduled), the Japan DIY Industry Association Chairman's Award, and other awards will be presented. In addition, voting by buyers and general visitors will take place for products that are exhibited at the DIY New Product and Hit Product zone.

If you are interested in participating in these events, please apply for participation with the association's show office in advance.

Japan DIY Industry Association News

Mr. Sakamoto was Reappointed as the Chairman



The 29th ordinary general meeting of the Japan DIY Industry Association was held at the Dai-ichi Hotel Tokyo on June 3. "During this fiscal year, we would like to promote fruitful business,

and continue to bring about further development of the association in order to get ready for the 30th anniversary of the establishment of the incorporated association next year," said the chairman, Mr. Yoji Sakamoto (ArcLand Sakamoto Co., Ltd), in greeting participants before starting proceedings of the meeting. He also touched on this year's show, explaining that various projects would be developed to satisfy exhibitors and general visitors. He expressed his expectation for the strong support from participants who filled the venue. As for the board member selection related to the termination of a term, Mr. Sakamoto was reappointed as the chairman.



For further information, please contact:

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