

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010



holding at Makuhari Messe in August 26-28, 2010

The JAPAN DIY HOMECENTER SHOW 2010, an annual big event during the summer vacation, will be held for 3 days from August 26 (Thursday) to 28 (Saturday) in 2010 at Makuhari Messe in Chiba City.

With goals of promoting DIY (DO IT YOURSELF), educating people on DIY, and achieving further growth of the DIY industry, the JAPAN DIY HOMECENTER SHOW 2010 will offer ideas to make people's living valuable and help people to create comfortable housing under the show theme of "New to me! Something good for housing. Good living." The first day will be the Buyers' Day while the second day will serve as both the Buyers' Day and General PR Day that will attract many visitors. The third day will be the General PR Day. The show is a big event, and the total number of visitors to the show during the show period is expected to reach 100,000.

Under the theme of "DIY, the Power to Reform Our Lives," the Japan DIY Industry Association, the organizer of the JAPAN DIY HOMECENTER SHOW 2010, is engaged in DIY promotional and educational activities nationwide in cooperation with member companies, home improvement centers, and DIY advisors certified by the Association on a regular basis.



*Photo is JAPAN DIY HOMECENTER SHOW 2009

New Services for the JAPAN DIY HOMECENTER SHOW 2010

Expanded and improved exhibition categories

We added large, middle, and small classifications to show specific items and items that meet the needs of the age in order to help exhibiting companies to smoothly figure out in which category they should exhibit. The exhibition categories include 3 large classifications (housing, living, materials), and 30 small and middle classifications that are more specific. Through this change, we will try to encourage companies to exhibit new products that will match the needs for home improvement centers.



New Exhibition Plan

As an exhibition plan, there will be perks to exhibiting companies that will use multiple booths. Exhibitors that will use 10 booths will be given one stock room space and one space per additional 6 booths free of charge. In individual exhibition booths, exhibitors can present and promote ideas to commercialize their own works and business plans. Individual exhibition is intended for individuals, groups, and those working as DIY advisors.



Proposals to utilize DIY advisors



We will suggest ways to utilize abilities of over 12,000 DIY advisors. Those qualified as DIY advisors will be great assets on the sales floor of home improvement centers or in new

business. At the show event venue, there will be a corner where DIY advisors will give demonstrations

of various products and tools, and visitors can consult with DIY advisors.

Services to provide foreign exhibiting companies with information on the Japanese market

There will be a service to provide foreign exhibiting companies with information on business custom and practices in the Japanese market in advance. A service to introduce manufacturers and vendors who have business ties with home improvement centers will be also available.

Information on a briefing session for the show

In the session, those who are planning to exhibit or considering exhibiting in the show for the first time will receive easy-to-understand information about the show.

Date: 14:00-15:00, February 24 (Wednesday), 2010 (The registration will start at 13:30)

Venue: Square Kojimachi (6-6, Kojimachi, Chiyoda-ku, Tokyo)

Access: 2-minute walk from Yotsuya Station (JR Chuo Line, Soubu Line/Tokyo Metro Marunouchi Line, Nanboku Line)

Please contact the organizer below for the information on the show.

Japan DIY Industry Association News

New Year's special seminar and New Year's celebration party was held

The Japan DIY Industry Association held annual New Year's special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (Shimbashi, Minato-ku) on January 26 (Tuesday). The gathering was a great success, attracting more than 370 participants.



*The chairman, Yoji Sakamoto

The lecturer at the seminar was Mr. Sadatomo Matsudaira who was the newscaster for "Sono Toki Rekishi-ga Ugoita" (NHK main channel) and the NHK broadcaster. Mr. Matsudaira is also a guest professor at Waseda University and the Graduate School of Rikkyo University. Under the theme of "Wisdoms of predecessors (military commanders) that are still useful today," he talked with gusto about how historical figures and military commanders lived in troubled times, weaving episodes into his talk, and his smooth speaking style fascinated participants.



*New Year's special seminar

For further information, please contact:

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