

The leading comprehensive exhibition for HC industry

**No.1 Trade & Public Show
for Home and Lifestyle in Japan**

[2017 Show Theme]

Experience and Feel DIY!
Home Improvement Centers:
Workshops of the Future

JAPAN DIY HOMECENTER SHOW 2017

Exhibitor
Information

Aug. **24**^{Thu.} **25**^{Fri.} **26**^{Sat.}

Trade Day

Public Day

*24(Thu.) is restricted exclusively to Trade buyers.

Application Deadline

2017
May 2^{Tue.}

Exhibitors

500 companies
(487companies 1,061booths in 2016)

Visitors

120,000 visitors
(106,966 visitors in 2016)



DIY SHOW

Search

Visit us at <http://www.diy-show.jp/2017/e/>

Venue: Makuhari Messe Hall 5·6·7·8 (Tentative) Organizer: Japan DIY Industry Association

Grab your business opportunity with JAPAN DIY HOMECENTER

JAPAN DIY HOMECENTER SHOW 2016 figures

Number of booth stands **1,061**

Number of visitors **106,966**

Number of exhibitors **487**

Number of trade visitors on the first day **30,096**

Participation Fee (tax included)

Raw Space Fee 3m×3m(9sqm)

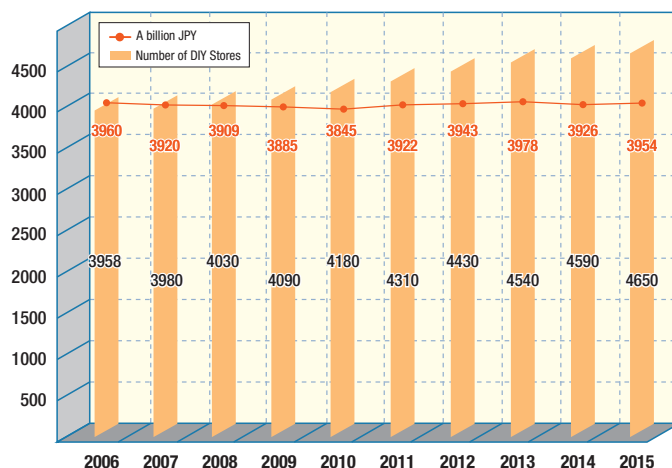
270,000 JPY*

*Early-bird until March 31, 2017.

318,600 JPY

Japanese Market

Gross Sales & Number of DIY Stores (Homecenters)



Priceless Events for Exhibitors

▶ HOMECENTER BUSINESS MATCHING

The business matching programme is a lead for opening new accounts. Some of the Japanese leading retailers and wholesalers await for you to have a meeting.

▶ Japan DIY Product Competition

Give buyers and media a chance to get an up close look at your product. This is your opportunity for added visibility to promote and drive traffic to your booth. The award winners gain special attention from buyers.

▶ Reception Party

Share experience and network with other exhibitors and Japan DIY Industry Association members.

Break through to the Japanese market

Special features for overseas exhibitors

▶ Buyers' Booth Tour

Buyers affiliated with Japan DIY Industry Association are coming to your booth with a guide and an interpreter. This is your opportunity to make an effective presentation at own booth.

▶ Overseas Concierge

The language barrier between Japanese buyers and overseas exhibitors is a concern that is raised regularly at exhibition. English and Chinese speaking staff will be allocated.

▶ Study Bus Tour to Retail Stores

(It will run on Sunday, Aug. 27. some entry charge will occur.)

For those exhibitors who are too busy to organize extra activities in Japan. Grasp the situation of the DIY industry by visiting stores with own eyes will help your business development. A specialist of the industry give a seminar and support the tour.



[Theme for 2017 Show]

Experience and Feel DIY!
Home Improvement Centers:
Workshops of the Future

SHOW 2017!

Message



Toshiyuki Inaba
Chair
Japan DIY Industry Association

The Japan DIY Industry Association will be hosting "JAPAN DIY HOMECENTER SHOW 2017" at the International Exhibition Hall in Makuhari Messe for period of three days from August 24th (Thu.) through August 26th (Sat.), 2017.

The "Japan DIY Homecenter Show", which will be held this year for the 53rd time (the total number of shows in both East and West Japan) was first held in 1978. It is now one of the largest comprehensive lifestyle-related exhibitions in Japan and aims to help popularize and raise awareness of the sound practice of DIY, contributing to the overall development of the home-improvement center industry and to a richer lifestyle for people living in Japan through cooperation between manufacturers, wholesalers and retailers of DIY-related products and materials, bringing together a wide range of products and services under one roof, and leading to the creation of vibrant business opportunities, the exchange of ideas, and improved publicity for the industry vis-à-vis general consumers.

We are extremely grateful as this success is the result of understanding and cooperation shown to our association by various lifestyle-related related parties including numerous corporations and organizations.

We are working with all our energies to achieve our target of approximately 500 exhibitors and 120,000 visitors.

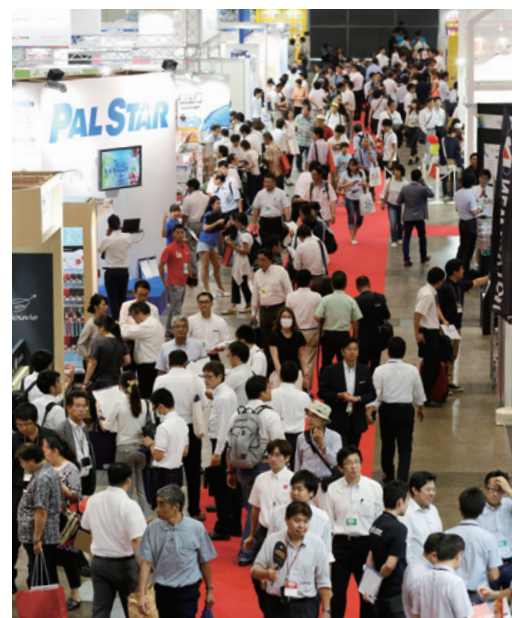
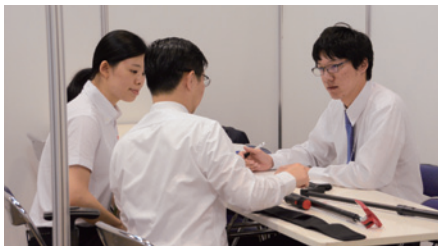
The theme of this year's show is "Experience and Feel DIY! Home Improvement Centers: Workshops of the Future". This theme expresses a desire for visitors to experience "making high value added things" through experiences and feelings of concepts, stories and user experiences of making things, in addition to simple handcrafts. This will enrich the feelings and lives of people to increase their concern and interest in home improvement centers in the future. Accordingly, we hope that this will lead to a boost in visits to home improvement centers and further enliven the industry.

We will organize this year's show by setting up and offering three large theme zones. We will again hold the "Shining DIY Women" zone to support the DIY efforts of women. This zone is obtaining a great deal of media attention and is also extremely popular among the exhibition visitors every year. Moreover, we will have the "Children and Future Zone." This will target the children and young people in their 20's with content that is expected to become popular in the future under the theme of next-generation DIY. We will also have the "Men's Workshop Zone." This will target adult men. In addition, as in previous years, we will also conduct the "Japan DIY Product Competition" which will together introduce and exhibit a range of new products, hit products, and environmentally-friendly products from various exhibitors, from which excellent products are selected for awards through an assessment by expert judges and a popularity vote among our visitors. We will also hold a business matching event "HOMECENTER BUSINESS MATCHING", an event for the exhibitors to hold business talks with experienced buyers who are members of our association. A further service on offer is free interpreting, for overseas exhibitors/visitors wishing to exchange information with Japanese visitors/exhibitors. We are also hoping to set up various events sections where exhibitors can take part in a number of different ways to publicize their own products. In order to encourage visits to the exhibition by industry representatives, members of the press, and members of the public, we will of course be publicizing the event itself, but we will also engage in a publicity campaign that will feature information on the exhibitors and other information across a wide range of media channels.

That completes my summary explanation of the show and our major events, and I hope that everyone in the industry will be able to exhibit and take part in the Japan DIY Homecenter Show 2017.

Exhibit Categories

- Tools / Power Tools
- Hardware / Ironmongery
- Repair Materials
- Painting Materials / Coating Materials
- Electric Parts / Lighting Equipment
- Home Electric Appliances
- Water Supply and Drainage
- Working Wear
- Housewares / Homecare Products
- Kitchenware / Tableware
- Household Commodity (detergent and sanitary goods)
- Interior Materials / Storage Cabinets
- Pet-care Items (including pet medicinal products and pet wear)
- Gift / Party Items
- Hobby Items / Handcraft Items
- Toys / Models
- Four / Two Wheeled Vehicle Materials
- Sporting Goods / Outdoor Goods
- Stationery / Office Supply
- Healthcare Materials / Beauty Products
- Medicinal Product
- Food / Beverage / Alcohol
- Disaster Prevention / Anticrime Device
- Ecological / Energy-Saving Items
- Information / Distribution / Services
- Timber / Building Materials
- Gardening / Plants
- Agricultural Materials / Equipment
- Exterior Materials
- Housing Equipment
- Store Furniture
- Childcare / Baby Goods
- Association / Education Institution / Governmental Agency



Visitor List in 2016 (Partially)

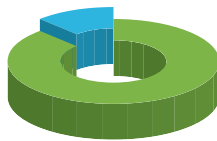
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|------------------------------|-------------------------------------|---------------------------------|-------------------------------|
| ● AEON BIG CO., LTD. | ● ENCHO CO., LTD. | ● KANSEKI CO., LTD. | ● QVC JAPAN, INC. |
| ● AEON RETAIL CO., LTD. | ● eSPORTS CO., LTD. | ● KATAKURA INDUSTRIES CO., LTD. | ● ROYAL HOME CENTER CO., LTD. |
| ● AMAZON JAPAN K.K. | ● FACTORY GEAR | ● KAUNET CO., LTD. | ● SEKICHU CO., LTD. |
| ● ARCLAND SAKAMOTO CO., LTD. | ● FAMILY LIFE CO., LTD. | ● KEIO ATMAN CO., LTD. | ● SHIMACHU CO., LTD. |
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| ● BEAVERTOZAN CO., LTD. | ● HOMAC NICOT CORPORATION. | ● KOHNAN SHOJI CO., LTD. | ● SMILE HONDA CO., LTD. |
| ● BEISIA | ● HOME CENTER AGRO CO., LTD. | ● KOJIMA CO., LTD. | ● SUGI HOLDINGS CO., LTD. |
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| ● BELLUNA CO., LTD. | ● HOME CENTER JOYFULPAL | ● LAWSON, INC. | ● SUNDRUG CO., LTD. |
| ● BIG CAMERA INC. | ● HOME CENTER KEN MART | ● LIC CO., LTD. | ● SUPER HOME CENTER INAI |
| ● CAINZ CO., LTD. | ● HOME CENTER VALOR | ● LIXIL VIVA CORPORATION. | ● SUPER VALUE CO., LTD. |
| ● CAWACHI LTD. | ● HOME CENTER MITSUWA CO., LTD. | ● LOTUS CO., LTD. | ● THE DAIEI, INC. |
| ● DAIICHI CO., LTD. | ● HOME IMPROVEMENT HIROSE CO., LTD. | ● MAKIYA CO., LTD. | ● THE LOFT CO., LTD. |
| ● DAITO CO., LTD. | ● HOMECENTER COSMO | ● MR MAX CORPORATION. | ● TOKYU HANDS INC. |
| ● DAIYU EIGHT CO., LTD. | ● HONDA CO., LTD. | ● MURAUCHI.COM CORPORATION. | ● U.F.O. CORPORATION. |
| ● DIREX CORPORATION. | ● HONDA SANGYO INC. | ● MAKEMAN CO., LTD. | ● UNY CO., LTD. |
| ● DIY FACTORY | ● HORMANN'S CO., LTD. | ● MONOTARO CO., LTD. | ● UNI LIVING CO., LTD. |
| ● DCM KAHMA CO., LTD. | ● I-AGRI CORP. | ● NAFCO CORPORATION. | ● XEBIO CORPORATION. |
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| ● DCM DAIKI CO., LTD. | ● ITO-YA LTD., JAPAN. | ● NISHIMATSUYA CHAIN CO., LTD. | ● YAMASHIN CO., LTD. |
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| ● EDION CORPORATION. | ● K'S HOLDINGS CORPORATION. | ● PLANT CO., LTD. | ● WORKMAN CORPORATION. |

Business Opportunities

JAPAN DIY HOMECENTER SHOW is strongly supported by its exhibitors. The following graphs show how the 2016 exhibition was recognized by exhibitors. Seize an unequalled business opportunity to directly interact with Japanese buyers by joining the JAPAN DIY HOMECENTER SHOW!

Q1 Did you have business negotiation?

YES 88%

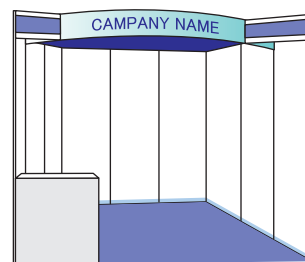


Q2 Were you satisfied with participating the show?

Satisfactory 77%



Rental Package



140,400 JPY
(tax included)

For more details, please contact Overseas Operation Office.

Includes:

- Needle punch carpet
- System wall panel
- Fascia with Company name
- Halogen spotlight X 3
- Electric outlet X 1
- Electric consumption up to 100V/500W
- Reception counter X 1
- Folding chair X 1
- 1 optional furniture to be selected from 5 choices below:
 - 1 set of 3 wooden shelves
 - System display counter
 - Peg board with 20 hooks
 - Folding table & White table cloth
 - Glass shelves rack with 3 layers x 2 rows

Exhibitor's Time-line

Deadline for Application (Please make payment of space fee through a bank transfer within one month after the approval of the form)	May 2, 2017
Dispatch of Exhibitor Manual (Rules & Regulations, Order forms for booth fittings, electrify, etc)	Middle of June, 2017
Final Payment Due	June 8, 2017
Floor Plan Announcement	Middle of July, 2017
Exhibitor Move-in	from 1:00pm on August 22 to 23, 2017
JAPAN DIY HOMECENTER SHOW 2017	August 24-26, 2017

Show Outline

- **Period**
August 24 (Thu.) - 26 (Sat.), 2017 9:30am - 5:00pm
*Closes at 4:00pm on the last day
- **Theme**
Experience and Feel DIY!
Home Improvement Centers: Workshops of the Future
- **Venue**
MAKUHARI MESSE2-1 Nakase, Mihama-ku, Chiba-shi, Chiba 261-0023
<http://www.m-messe.co.jp>
- **Organizer**
Japan DIY Industry Association
- **Sponsors (Planned)**
The Ministry of Economy, Trade & Industry / Forest Agency / Chiba Prefecture / Chiba City / Japan External Trade Organization (JETRO) / IHA (International Federation of Hardware and Housewares Associations)
- **Admission**
Free of charge for trade visitors (General public: 500 JPY)

For further information, please contact:

Overseas Operation Office
SPACE MEDIA JAPAN CO., LTD.

Kosaikaikan Bldg., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel. +81-3-3512-5670 Fax. +81-3-3512-5680 E-mail: diy2017@smj.co.jp

Organizer

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>