

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2015**

The JAPAN DIY HOMECENTER SHOW 2015 will be held for 3 days on August 27 (Thursday), 28 (Friday), and 29 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 5 halls and 1,200 booths (tentative).

The show theme of the Japan DIY Homecenter Show 2015 is “Put a little extra effort into your daily life. Create a future house.” In a Japanese life-style culture, the concept of putting a little extra effort (being attentive to what you are doing while being at ease with yourself) is cherished. In this year’s show, under the concept of “putting a little extra effort in creating housing environment”, we will make efforts to meet people’s expectation by presenting various ideas to make people’s living fun and comfortable and by arranging innovative events.



Photo from the previous show

**JAPAN DIY HOMECENTER SHOW 2015 Event Information**

We are planning various types of events in which visitors can participate, and events for the exhibitors. The events for the exhibitors are already intended to be implemented, which are as follows.

\*In “Sparkling! DIY Women”, exhibitors will display light and colorful products easy to use for female DIY customers whose number is on the rise and also offer opportunities to try the products.

\*“HOMECENTER TRADE II” offers opportunities for exhibitors who make reservations beforehand to have direct business talks with buyers from home improvement centers who are stationed at the special booth. Every year the event is popular with participating exhibitors, both domestic and overseas, because they are able to start with business transactions.



\*“Buyer Tour” is a plan to guide buyers from exhibiting companies including those from home improvement centers who wish to do business, with foreign exhibitors around the overseas exhibit area with interpreters assigned to them.

\*In “Tour to home improvement centers”, foreign exhibitors will be taken to some of home improvement centers around Makuhari Messe on August 30 (Sunday), the day following the final day of the show, will attend a seminar about DIY and home improvement center industry and will be given a chance to participate in a networking lunch.



## The briefing for the JAPAN DIY HOMECENTER SHOW 2015

The briefing for the show will be held at Zensuido Kaikan in Hongo, Tokyo, on February 19. At the briefing, members of the executive committees including Ichiro Shimura, the chairman of the Japan DIY Industry Association, and Toshiyuki Inaba, the chairman of the show executive committee, will explain about the outline of the show, instructions regarding the exhibitions, and business activities conducted by the association. Also “tips seminar” will be given by a person from the company having exhibit experience, with the theme of “The appeal of the show and the expectations”.



The first briefing for the show held in November 2014

Date: February 19 (Thursday)  
13:30-15:00 (registration will start at 13:00)  
\*Individual consultations are scheduled after the briefing.

Venue: large conference room located on the 4<sup>th</sup> floor of Zensuido Kaikan  
1-4-1 Hongo, Bunkyo-ku, Tokyo

Access: 2-minute walk from Suidobashi Station (JR Chuo Line, Sobu Line or Tokyo Metropolitan Subway Mita Line)

Please contact the Overseas Operation Office listed below for the registration for the briefing or questions on the participation in the show by overseas companies.

### <Association News>

## New Year's special seminar and New Year's celebration party for 2015

On January 21 (Wednesday), the Japan DIY Industry Association held New Year's special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station) with over 460 people participating. At the special seminar, Atsushi Oyagi (a former member of Japan National Rugby Team, now a director of Ashiya Gakuen Educational Institute) was invited as the seminar's lecturer and gave a lecture titled “The spirit of no side. Every life lesson I need I learned from sports.”



The New Year's special seminar & chairman Ichiro Shimura greeting at the New Year's celebration party

For further information, please contact:

## 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 HP: <http://www.diy.or.jp>

## JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan  
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: [diy2015@smj.co.jp](mailto:diy2015@smj.co.jp)