

## 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 “An extra touch to everyday living: creating future lifestyles.” 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) has been cherished. In this year’s show, under the concept of “putting a little extra effort in creating housing environment”, we will present various ideas to make people’s living fun and comfortable and will arrange innovative events.



Photo from the previous show

## Please actively participate in the show!

The deadline of the application to exhibit for the show is Friday, May 15. The status of the application as of April 30 shows a good number of application from new companies. We feel expectations towards the market of DIY and home improvement industry as a new distribution channel, from the companies participated in the briefings for the show held both in November last year and in February this year, and from the companies applied for the first time.



There are also a good number of applications of the overseas companies. According to the information from embassies and chambers of commerce in Japan, the show is attracting attention as an exhibition dealing with various types of products and services related to remodeling/renovation, greening, ecology, and energy saving.

When applications reach the number of booths, we finish taking applications and you will be on a waiting list. We are expecting your early application.

## Events that attract people

At “**HOMECENTER TRADE II**”, a regular event at the show, buyers from prestigious domestic home improvement centers will be stationed at the booths set up for the business meetings and consultation with show’s exhibitors during the show. The event is popular every year, and past participants say that the event allowed them to have many business meetings in a short amount of time and also to gain the accurate information on new products or new companies including overseas companies. There were many exhibitors that were able to start business transactions or have business meetings after the show by participating in this event. In order to participate in the event, companies are required to make reservations in advance. We recommend early reservations.



At “**Exhibitor Presentation**”, domestic and overseas exhibitors make a presentation on their new products and services. Please promote your products to visitors who come to the specially set area for this event. In order to participate in the event, companies are required to make reservations in advance. We recommend early reservations.

At “**Japan DIY Product Competition**”, a wide range of products related to DIY and home improvement centers from domestic and overseas exhibitors will be entered into a competition, and through the judging and voting process, the best products will be selected. Products entered into the competition will be displayed at the specially set area during the show period, and will be promoted to many visitors.



Download “Exhibition brochure” and “Application form” in English at: <http://www.diy-show.jp/2015/e/ebaf.html>

Please contact Overseas Operation Office listed below for details of the exhibition and events.

## Information on the briefing for exhibitors

The briefing will be held at Kameido Bunka Center (2-19-1 Kameido, Kouto-ku, Tokyo, 2-minute walk from JR Kameido station) at 1:30 p.m. on July 2 (Thursday). The detail about the briefing will be provided to exhibitors later.



Previous briefing for exhibitors

As for the details on the exhibition plans for overseas exhibitors, please go to English or Chinese official website or contact the Overseas Operation Office listed below.

English website : <http://www.diy-show.jp/2015/e/index.html>

Chinese website : <http://www.diy-show.jp/2015/c/index.html>

## Japan DIY Industry Association News

### Information on the ordinary general meeting for 2015



Japan DIY Industry Association will hold the ordinary general meeting for 2015 at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi station) on June 3 (Wed). Kenji Gotoh, a political journalist and a guest editorialist at the Kyodo News, will be invited as a guest lecturer, and there will be a commemorative lecture titled “70 years after the war and the direction of the Abe Cabinet”.

Previous ordinary general meeting held in 2014

For further information, please contact:

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