

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2017

**August 24– 26, 2017**

**The show will be finally held this month at Makuhari Messe**

The JAPAN DIY HOMECENTER SHOW 2017 will be held for 3 days on August 24 (Thursday), 25(Friday) and 26 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba prefecture.



Photo from the previous show

Under the theme of “Experience and Feel DIY! Home Improvement Centers: Workshops of the Future”, the JAPAN DIY HOMECENTER SHOW 2017 marks its 53<sup>rd</sup> show and has 475 exhibiting companies utilizing 1,088 booths (out of which 129 companies are overseas companies from 15 countries or areas and they use 145 booths). At the show that will have people from 3 categories of businesses (manufacturing, wholesale and retail) related to DIY and home improvement centers getting together, we will advise “enjoying DIY with families and friends” through the presentation of various ideas that make people’s living fun and comfortable, and the arrangement of innovative events. Expecting 120,000 people to visit over 3 days, the show is the largest exhibition in the DIY and home improvement centers industry.

## Information on major events

### Buyers’ Day Events

“**HOMECENTER BUSINESS MATCHING**” is an event exhibitors can have individual meetings and consultation at the booth set for the business meetings where buyers from big home improvement centers are stationed. Retail companies stationed are the following 9 companies: AYAHADIO, ENCHO, KOHNAN SHOJI, JOYFUL AK, DCM HOLDINGS, HOME CENTER VALOR, YAMASHIN, U.F.O. and LIXIL VIVA.



At “**Japan DIY Product Competition**”, winners of many awards including the award from the Minister of Economy, Trade and Industry will be selected. New products, hit products and environmental and recyclable products that were entered into the competition by exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, prizes will be awarded to excellent products.

At “**Exhibitors’ Workshops**”, we offer exhibitors workshop space along with their own booths. It will be an opportunity to engage closer communications with visitors

At “**Buyers’ Booth Tour**”, buyers from retail and manufacturing industries will be invited and given a guided tour of the exhibit booths of overseas companies with interpreting services.

“**Reception Party**” which will be held at the Hotel New Otani Makuhari on the first day after the show at 17:30 is the networking party where people from 3 industries (manufacturing, wholesale trade and retailing) attend to exchange information and to get to know each other.

## **The Second DIY Award Ceremony**

This year, awards will be given to Izumi Mori, a model and a talent. Ms. Mori has contributed to the promotion and spread of DIY through her appearances on TV shows and others. The award ceremony followed by the talk show by Ms. Mori will be held on the main stage in the Hall 5 on Friday, August 25 at 11:15 am.

## **General PR Day Events**

This year’s show is packed with events in which families can participate and enjoy together.

**The original T-shirts will be offered for free** to the first 1,000 visitors on the second and third days of the show. The distribution of T-shirts will start at 9:30 a.m. when the show opens.



“**Shining DIY Women**” zone is a popular zone that supports DIY for women. We will offer event corner where you can have an experience of making things by using power tools, and carry out hands-on events related to pets and gardening. At “**Children and Future Zone**”, you can experience wood processing of “cutting, hammering and curbing”, which aims at future DIYers and their families, and young people in their twenties. “**Men’s Workshop Zone**”, is a place where you take an image of a garage house that looks like men’s retreat and you can experience leather work and welding.

At “**Sanjo Blacksmith Dojo**” from the Sanjo-City (Niigata Prefecture), a city keeping the tradition of blacksmithing, you can take part in a kitchen knife sharpening and a knife creating experiences. “**DIY fashion show**” is the show where students of fashion and textile design school produce and show work wear, DIY tools and others with fashionable design. There is also the popular event of each year, “**Charity Auction**”, in which potted plants and items related to DIY are sold in auction and all profits are donated to a welfare activities association.

All exhibitors are preparing original events in which visitors can participate and are hoping for many to come and visit.

Please contact Overseas Operation Office listed below if you have any questions.

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For further information, please contact:

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