

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2018

The JAPAN DIY HOMECENTER SHOW 2018, one of the largest comprehensive trade show in Japan related to housing and living items where domestic and overseas companies related to DIY and home improvement center business gather will be held for 3 days from August 23 (Thursday) to 25 (Saturday) in 2018 at Makuhari Messe International Exhibition Hall in Chiba Prefecture.



Photo from the previous show

## For the JAPAN DIY HOMECENTER SHOW 2018

Terutaka Takeda  
Chairman of the executive committee of the Japan DIY HOMECENTER SHOW

Happy New Year.

We hope that this letter will find you well.  
We would like to express our appreciation for your loyal courtesies.

The JAPAN DIY HOMECENTER SHOW 2018 will be held for 3 days on August 23 (Thursday), 24 (Friday), and 25 (Saturday), hoping to attract 500 exhibitors from Japan and abroad and 120,000 visitors at International Exhibition Hall of Makuhari Messe in Chiba Prefecture.



For the 2017 show under the show theme “Experience and Feel DIY! Home Improvement Centers: Workshops of the Future”, the first and second day (24<sup>th</sup> and 25<sup>th</sup>) were set as Buyers Day, and the second and third day as General PR Day. 475 companies exhibited in the show using 1,088 booths (out of which 129 companies were overseas companies from 15 countries or areas and they used 145 booths). The show welcomed 110,769 visitors for 3 days surpassing the previous year.

We are pleased to say we owe it to the member companies and exhibitors who always give generous cooperation to the activities of our association. We realize and take seriously that more than 100,000 visitors came to the show is what reflects expectations towards DIY and home improvement centers industry.



We will plan and hold the JAPAN DIY HOMECENTER SHOW 2018 in order to meet higher expectations of people involved in the industry and visitors to the show.

We will enhance events more for the exhibitors. Using HOMECENTER BUSINESS MATCHING, in which exhibitors can have direct business negotiations with buyers from leading home improvement centers, we plan to offer more chances to match their business interest. We plan to develop safe, trusted and environmentally friendly products, and to hold seminar on marketing comparison with rival companies and how to utilize home improvement centers. In our efforts at promoting events to increase the number of visitors, we continue to implement 3 theme zones: a zone newly set up last year targeting males, seniors and people in the DIY industry in which you handle professional tools; a zone featuring the themes of ‘children’ and ‘future’ in which children - the DIYer of the future, and their family can participate in many events; and ‘Sparkling! DIY Women’, a popular zone in which a wide range of women can participate in events. Honoring people who contributed to the growth of DIY industry, the third ‘DIY Award’ will be carried out. Regarding PR activities, we run positive promotions towards media outlets such as TV, radio, business newspapers or magazines, and general papers.

## The general meeting and the show executive committee

The general meeting and the show executive committee were held on December 22 (Friday) last year while each committee was promoting its own activities. The discussion on ideas for the basic concepts was held with a focus on setting the 3 theme zones and a theme for the 2018 show. We will tell you about a show theme and details in the next issue.



Previous year's briefing (November 2017)

The 2<sup>nd</sup> briefing for the show is scheduled to be held in two places on Thursday, February 15 in Tokyo and on Friday, February 16 in Osaka. Brochures explaining the details on the exhibition in the show are scheduled to be delivered to member companies, exhibitors in the 2017 show, domestic organizations related to the DIY industry and government agencies.

## The basic plans and events for the overseas exhibitors

- 1) Homecenter Business Matching
- 2) Japan DIY Product Competition
- 3) Reception Party
- 4) Buyer's Booth Tour
- 5) Overseas Concierge
- 6) Study Bus Tour to Retail Stores
- 7) Participation Fee: 318,600 yen

## Japan DIY Industry Association News

### New Year's special seminar and New Year's celebration party for 2018



On February 2 (Friday), the Japan DIY Industry Association will host a New Year's celebration party following a New Year's special seminar titled “Process of achieving goals – Lessons to be learned from leading players” with Masakuni Yamamoto, who coached Japan National Football Team at Athens 2004 Olympics, invited as a lecturer at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station).

A photo from the 2017 New Year's special seminar

For further information, please contact:

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