

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2019

Just a month to go before the show starts at Makuhari Messe!

The JAPAN DIY HOMECENTER SHOW 2019 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls.

The show theme of the JAPAN DIY HOMECENTER SHOW 2019 is “Discover your own lifestyle with DIY”. 485 companies will exhibit in the show this year, utilizing 1,139 booths (out of which 139 companies are overseas companies from 10 countries or areas and they use 152 booths).

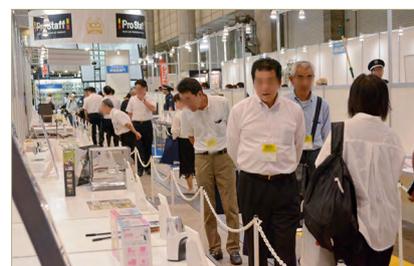


Photo from the previous show

Events in which exhibitors can participate

“**HOMECENTER BUSINESS MATCHING**” offers opportunities for exhibitors to have direct business talks and individual consultation with buyers from major home improvement centers who are stationed at the booth. Retail companies to be stationed are the 9 companies of AYAHADIO, Encho Co., Ltd., KOHNAN SHOJI CO., LTD., JOYFUL AK Co. Ltd., DCM Holdings Co., Ltd., Home Center Valor, UFO Co., Ltd., LIXIL VIVA CORPORATION and ROYAL HOMECENTER CO., LTD. Advance reservations are required to participate.

At “**Japan DIY Product Competition**”, entries of each exhibitor are divided into 4 categories of New Products, Hit Products, Environmental & Resource Products and Overseas Products, are displayed. Through the presentations to key figures and people involved in the industry and the voting by general visitors to the show, excellent products are given awards such as the Minister of Economy, Trade and Industry Award and the Chairman of the JAPAN DIY INDUSTRY ASSOCIATION Award.



“**Buyers' Booth Tour**” is a plan to guide buyers from exhibiting companies including those from retail, wholesale, manufacturing and other industries to exhibiting areas with interpreting services so they receive explanations on products at each booth. Advance reservations are required to participate.

“**Reception Party**” will be held at the Hotel New Otani Makuhari on the first day (August 29, Thursday) after the show at 17:30. It is the networking party that provides an opportunity where exhibitors, top managers and executives from wholesale, manufacturing and retail companies including home improvement centers get together and exchange information.

“**Study Bus Tour to Retail Stores**” is a tour to a big home improvement center and a chain store around Makuhari Messe on September 1 (Sunday), the day following the final day of the show. A seminar will also be presented on the current conditions of distribution concerning the domestic home improvement centers. Advance reservations are required to participate.

Events for the visitors

Under the theme of *My Conscious House Café*, “**Shining DIY Women**” zone offers stylish and convenient ideas. “**Men’s Workshop**” zone, with the concept of *camp*, will be set up to look like a secret base far from home. We invite Ken Tanaka, camping producer, as a guest instructor, and offers enjoyable events such as introducing camping equipment, tent setup and cooking lesson using a skillet. At “**Everyone! Family DIY**” zone we introduce you fail proof DIY and storage ideas for various sections such as living, terrace and garden in the style of showroom so you can enjoy with your friends and families. Workshops that a wide range of people can enjoy are planned including a corner for significant experience of woodworking using power tools and easy DIY of remaking existing products.



Shining DIY Women

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.

The Fourth DIY Award Ceremony

The fourth DIY Award will be given to Kenjiro Yamashita from 3rd generation J SOUL BROTHERS that received Japan Record Award 2 times. The award ceremony followed by the talk show by Mr. Yamashita is planned to be held on the main stage in the Hall 8 on August 30, Friday at 11:00 am.

Total prize of 700,000 yen – Japan DIY Grand Prize

“Japan DIY Grand Prize” is a product contest with a prize totaling 700,000 yen. Entries from DIY people are reviewed and winners of the best award and award of excellence in each category are selected.

For the details of the JAPAN DIY HOMECENTER SHOW 2019 show and events, please go to the official website or contact the secretariat office listed below.

<http://www.diy-show.jp/2019/e/index.php>

For further information, please contact:

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