

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010

“New to me! Something good for housing. Good living”

The show will be finally held for 26-28 August at Makuhari Messe!

The briefing session for exhibitors and press conference were held



*The briefing for exhibitors in this year

The briefing session for the JAPAN DIY HOMECENTER SHOW 2010 was held in the Camellia Hall of Kameido Bunka Center (Koutou-ku) at 1:30 p.m. on June 29 (Tuesday). The venue was full of representatives in charge of the exhibition from exhibiting companies. Chairmen of each committee including the chairman Yoji Sakamoto, and the chairman of the executive committee, Toshiyuki Inaba (vice chairman), attended the briefing session.

“We would like to express our appreciation for being able to hold this show with a participation of 435 companies from home and abroad utilizing 945 booths despite the tough economic conditions,” said the chairman Sakamoto, at the beginning of the briefing, greeting and thanking the participants for exhibiting in the show. That was followed by the briefing by chairmen of each committee and the lottery to decide the booth allocation for exhibitors.

Schedules for show events

The information on major events in the show is as follows.

On the first day of the show, the opening ceremony starts at 9 a.m.

Before the briefing session, a press conference was held with 55 media companies from each industry attending. At the beginning of the briefing, the chairman of the executive committee, Mr. Inaba, greeted the participants, expressing his gratitude towards everybody who lent support for holding this year’s show for which the number of exhibitors increased by 45 with the number of booths up by 72 from the previous year. Reporters made heartwarming comments, and said that they were looking forward to the show scheduled to be held with the participation of many exhibitors while there were many trade shows that were cancelled due to the difficult economic circumstances. They also presented many questions and opinions.

A briefing session for individual exhibitors also held at Kousai Kaikan (Kouji-machi, Chiyoda-ku) at 1 p.m. on July 10 (Saturday). This year’s show will be the first time for



individual exhibitors to be allowed to participate in the show. There was an active exchange of questions and answers between exhibitors and the organizer. 33 individual exhibitors are scheduled to participate in the show, utilizing 52 booths.

There will be several events in the show. In the “DIY New Product and Hit Product Competitions”, new products and hit products entered into the competition by exhibitors will be displayed, and the popularity vote will be held. At “Exhibitors’ Presentations”, exhibitors

will promote their recommended products. At “HOMECENTER TRADE II”, exhibitors can visit booths set by buyers from retailers for direct business negotiations or consultations. “Crime-prevention Renovation Corner” will be also set up in cooperation with the Japan Lock Manufacturer’s Association and Japan Sash Manufacturers Association.



After the show is over on the first day, from 5:30 pm, an industry networking party will take place with people from 3 business categories attending at the Hotel New Otani Makuhari.

On the second and third day of the show that are General PR Day, events where visitors can participate will be held such as “DIY Family Class”, “Gardening Charity Auction”, and “Sand Craft Class.” At “Sanjo Blacksmith Dojo”, working craftsmen from Sanjo City,

Niigata Prefecture, known as the town of smithery, will demonstrate their traditional techniques. A team of lecturers (DIY advisors) who are regular members of “Sumai Jibunryu”, a TV program broadcast by NHK Educational TV, will hold “Sumai Jibunryu DIY Introductory Class.”



Also, a display of winning entries for “Sumai Jibunryu DIY Grand Prize 2010” and announcement of the grand prize is scheduled to be broadcast live at the exhibition venue during the program hour from 11 a.m. to 12 p.m. on August 27 (Friday).

Japan DIY Industry Association News

DIY advisor certification test for 2010 will be held

The DIY advisor certification test which started in 1983 will be held again this year. This will be the 28th test since its start. The number of applicants for this year’s test is 1,966 (100.6% of the previous year) including 286 applicants who are exempt from the primary test.

Test schedule

* Primary test < written test > : August 21 (Saturday)

Venue: Sapporo/Tokyo/Nagoya/Osaka/Fukuoka

The number of those who are taking the written test : 1,680

Results of the primary test will be sent out in early September.

* Secondary test < Skill test/Interview >

Tokyo : mid-November

Osaka : late November

Practical training Tokyo / Osaka : October



*Image from the venue for the previous primary test

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