

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2011**

**August 25 – 27, 2011**

**The show date is approaching**

**Only a month to go before the show**

The Japan DIY HOMECENTER SHOW 2011 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday), at Makuhari Messe in Chiba prefecture.



\*Photo from the previous show

The purposes of the Japan DIY HOMECENTER SHOW are promotion of DIY and the development of DIY industry. Manufacturers, wholesalers, and retailers involved in DIY and home improvement center business from home and abroad gather at the show. The show welcomes its 47<sup>th</sup> anniversary this year. This year, under the show theme of “Enjoy and enrich your daily life! DIY is by your side”, the show will display and introduce latest DIY-related items from a wide ranges of products whose number is said to be 200,000 and that are sold at home improvement centers. The total number of visitors to the show for 3 days is expected to be 100,000.

**A briefing for exhibitors was held**



Briefing for exhibitors

The briefing for exhibitors of the JAPAN DIY HOMECENTER SHOW 2011 was held at the Camellia Hall of Kameido Bunka Center in Koto-ku on July 5 (Tuesday). Exhibitors received information on carefully thought-out measures to provide evacuation guidance in case of emergencies including fire incidents in response to the Great Eastern Japan Earthquake that occurred on March 11. The information on carrying-in and sending-out of exhibits was also provided, documents were distributed, and a lottery to decide booth allocation was held. Before the briefing, the press conference took place on the second floor of the center.

**A show poster is completed**

The PR poster for the Japan DIY HOMECENTER SHOW 2011 was completed. A house, which is the base for people’s daily life, is used as a key visual for the poster in order to express our hope that people will strengthen their tie with their families and friends further through DIY.

Posters will be put up at offices of member companies and home improvement centers nationwide. The same design will be used for invitation cards.



## Information on events

### A wide variety of special events

This year, a special event titled “Disney Home” will be held in collaboration with The Walt Disney Company (Japan) Ltd. that exhibits in the show for the first time. In this corner, items from all kinds of categories that will bring dreams and magic into people’s daily life will be displayed. Also, there will be a special event where information is actively provided in order to promote early recovery of Japan from the disaster in response to the Great Eastern Japan Earthquake.

### Japan DIY product competition

This year, popular annual events, “DIY New Product and Hit Product Competition” and “People and Environment-Friendly Products”, will be combined together and turned into a new event named “Japan DIY Product Competition”. Entries will be accepted from exhibitors for 3 categories, that is, “New Product Category”, “Hit Product Category”, and “Environment and Recyclable Product Category”. Throughout the show period, entries will be displayed at a special corner.

### HOMECENTER TRADE II

There will be a booth where buyers from home improvement centers will be stationed in order to have business meetings or consultation with exhibitors. Home improvement centers that are expected to participate in this event are Encho, Kohnan, Beaver Tozan, UFO, and Uniliving.

### Exhibitors’ Presentation

In this event, exhibitors can promote products they would like to recommend on the main stage. \*Exhibitors are required to sign up for this event in advance.

### Events which visitors can participate in

Events which visitors can participate in and enjoy are planned again this year. There is a variety of events including “Gardening and charity auction” where colorful potted plants are purchased in an auction style, “DIY family class” which both parents and children can enjoy, and “DIY advisor mock test” where visitors can try second stage test (skill test) for DIY advisors.

## Japan DIY Industry Association News

### The 31st ordinary general meeting was held



The 31st ordinary general meeting of the Japan DIY Industry Association was held at the Dai-ichi Hotel Tokyo on June 8 (Wednesday). It was a successful meeting with around 400 people including member companies, guests, and media people in attendance. After the meeting, there was a commemorative speech by Yuko Mistuya, who is a former volleyball player, competed in the Los Angeles Olympics, and is currently active as a sport producer in a variety of fields.

At the meeting, an election to choose the board members was also held in accordance with the termination of a term. Ichiro Shimura (Representative director and CEO of Murauchi Hobby Co., Ltd.) was selected as new chairman. “I would like to show gratitude to the association that has been helping my company for long time. Our main tasks will be: 1) Reform of public-interest corporation system, 2) Improvement of merits for the industry and member companies, 3) Revitalization of the JAPAN DIY HOMECENTER SHOW. We will work on these tasks under the new board

\*New Chairman Shimura greeting participants at the 31st ordinary general meeting

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