

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2013**

The JAPAN DIY HOMECENTER SHOW 2013, one of the largest comprehensive trade shows in Japan related to the housing and living items where domestic and foreign DIY-related companies gather will be held for 3 days from August 29 (Thursday) through 31st (Saturday) in 2013 at Makuhari Messe in Chiba prefecture.



*Photo from the previous show

A briefing for the JAPAN DIY HOMECENTER SHOW 2013 was held



*Greeting by the chairman, Ichiro Shimura

The executive committee for the JAPAN DIY HOMECENTER SHOW 2013 (chairman of the committee: Toshiyuki Inaba) held a briefing for the 2013 show on November 21 (Wednesday) at Zensuido Kaikan (Hongou, Tokyo). More than 40 people including those from domestic and foreign companies and organizations that consider the participation in the show and media people participated in the briefing.

The briefing started with the greeting speech by the chairman, Ichiro Shimura, on behalf of organizers. At the briefing, the general outline of the exhibition including plans and operations of the show was explained to companies that were planning to exhibit in the show for the first time and also companies that exhibited in the show in the past. The briefing was held earlier in consideration of the timing of the budget compilation by companies as it was last year.

Looking back on the DIY show that was held this past August, the chairman of the executive committee, Mr. Inaba, said, "We are really grateful that this year's show enjoyed the participation by the largest number of exhibitors (466 companies) in recent years and that as many as 989 booths were utilized by exhibitors. We would like to apologize to those companies that applied for the participation in the show but had to wait for the cancellation in order to exhibit in the show. The 2013 show will be the 34th DIY show in Tokyo. We set the target of 4 million visitors in cumulative total, 1,000 booths, and 470 companies, and will work on the invitation activity that will start on November 28 (Wednesday).



Mr. Inaba's speech was followed by one-point seminars by representatives from companies that are regulars in



the show and buyers from home improvement centers. Nobuhiko Terao from Washin Paint that won the Economy, Trade and Industry Minister's award at the Japan DIY Product Competition in the 2012 show gave a lecture titled, "See, touch, and check, then you will understand the quality of Washin products! The JAPAN DIY SHOW will lead to opportunities", talking about the show from the perspective of exhibitors while Yuji Notani from Uniliving Co., Ltd. gave a lecture titled "What retailers expect from the show", talking about the show from the perspective of

home improvement centers. Participants enjoyed those lecturers, saying that the information on approaches to the show from different perspectives were helpful.

Jun Aoyagi, the chief director, explained about the details of the Japan DIY HOMECENTER SHOW 2013. The information provided is as follows.

Name of the show: JAPAN DIY HOMECENTER SHOW 2013

Show Venue: Hall 4, 5, and 6, at Makuhari Messe (Chiba Prefecture) (planned)

Show Period: August 29 (Thursday), 30 (Friday) and 31 (Saturday), 2013 (3 days)

*The show will be open to the public on the 30th (Friday) and the 31st (Saturday)

Show Organizer: Japan DIY Industry Association

Supported by: The Ministry of Economy, Trade and Industry, Forestry Agency, Chiba Prefecture, Chiba City, Japan External Trade Organization (JETRO), IHA (International Federation of Hardware & Housewares Associations) and other supporters (planned).

The target of the 2013 show is 1,000 booths and 100,000 visitors. We will start the promotional activities to encourage companies to exhibit in the show earlier than usual, and will focus on event planning and management in cooperation with exhibitors.

The official website for the 2013 show was set up

On November 28 (Wednesday), the official website for the 2013 show was set up. We started accepting applications for the exhibition in the 2013 show.

Also, on December 7 (Friday), English and Chinese official websites were set up. If you want to request for exhibition related documents or have questions about the show, please contact us through the URL shown below.



English show website: <http://www.diy-show.jp/2013prep/2013/e/index.html>

Chinese show website: <http://www.diy-show.jp/2013prep/2013/c/index.html>

If you have any question on the Japan DIY HOMECENTER SHOW 2013, please contact the Overseas Operation Office below.

For further information, please contact:

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