

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2013

The JAPAN DIY HOMECENTER SHOW 2013 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31(Saturday) at Makuhari Messe in Chiba prefecture, using 3 halls.

The show theme for the JAPAN DIY HOMECENTER SHOW 2013 is “Tomorrow is dreamy with DIY! -The world is full of dreams-” Even though the tough economic conditions prolong, the show will welcome its 49th anniversary this year thanks to the exhibition by many companies and their cooperation. We would like to make efforts to meet everyone’s expectation by coming up with innovative ideas for events.



\*Photo from the previous show

## A briefing for the show and information on the new exhibition area

Following the briefing held in November last year, another briefing for the JAPAN DIY HOMECENTER SHOW 2013 was held on February 21 (Thursday) at Zensuido Kaikan in Hongo, Tokyo.

At the beginning of the briefing, Ichiro Shimura, the chairman, made a greeting speech on behalf of the organizer which was followed by a report on the 2012 show and explanation on the general outline and exhibition details for the 2013 show as well as the information on the business activities of the Japan DIY Industry Association. 73 people from 63 companies or organizations from Japan and overseas including industrial media people participated in the briefing. More than 70% of participants were from companies that will exhibit in the show for the first time, which made us realize people’s strong interest to our show.

Mr. Inaba, the chairman of the executive committee, made an announcement on “Glittering! DIY Women”, a new theme zone that would reflect the awareness among women toward the DIY that has been increasing every year. The new theme zone is a new exhibition area that targets products and goods developed and manufactured for



Mr. Inaba, the chairman of the executive committee & Briefing for the 2013 show

women. Participants in the briefing seemed to be interested in this new theme zone, and during the Q & A session that took place after the briefing, there were many questions about the zone.

Hiroyuki Aihara from Fullness inc. gave a one-point lecture titled “The appeal of the show for exhibitors and secret to a successful exhibition”, and talked about how the DIY show is utilized for the product development and market research, citing actual examples.

The due date for the applications to exhibit in the JAPAN DIY HOMECENTER SHOW 2013 is May 10. Mr. Inaba said, “Last year, we had reached the quota for exhibitors before the due date, and some companies had to wait for the cancellation to exhibit in the show. Please submit your applications early.”

## Applications from new exhibiting companies

We started accepting applications for the exhibition in November last year, and compared to the same period last year, we have received more applications or inquiries from companies. We feel that it means that companies that are planning to enter the DIY and home improvement center market and existing exhibitors are both strongly interested in our show.



## Looking for the exhibitors for a wide range of exhibition items including a new exhibition category

Exhibitors can select from 36 exhibition items in total in order to exhibit in the show including a new item “products for child rearing and babies” that will be newly established in the theme zone “Glittering! DIY Women” where products and goods developed and manufactured for women will be displayed and introduced.

## Information on applications for overseas companies



Overseas exhibitor's booth in the previous show

In December last year, we started accepting applications for the exhibition from overseas companies through our official website in English and Chinese or Overseas Operation Office. As in the previous show, in the 2013 show, we are planning to have concierges for overseas companies on standby around overseas exhibitors' booths and provide the interpretation service free of charge. Please utilize the service.

In order to participate in “HOMECENTER TRADE II” where overseas exhibitors can have business meetings with buyers from Japanese home improvement centers and “Exhibitors' Presentation” where exhibitors can make presentations on their products, exhibitors are required to make reservations in advance. We recommend that those interested in these events make reservations early.

If you have any question on the show, please contact the Overseas Operation Office listed below.

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For further information, please contact:

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