

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-”. The show that welcomes its 49th anniversary this year will make new and appealing suggestions in order to match exhibitors from a wide range of categories with a great variety of visitors with new exhibition items that focus on DIY activities by women added.



*Photo from the previous show

The deadline for the applications for the exhibition is approaching

Only a month is left before the deadline for the applications for the exhibition which is set on May 10 comes. As of the end of March, we have received applications from many companies, mainly from Asian companies.

There are some events that require the reservation in advance for the participation. We are encouraging companies to submit applications early.

Exhibition plan for overseas companies

One booth: width 2,970mm×depth 2,970mm×height 2,700mm

For the detailed information on the exhibition plan, please go to our English or Chinese official websites or contact the Overseas Operation Office listed below.

English website:

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

Chinese website:

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

The brochure for the exhibition in English can be downloaded from the following website.

To download the brochure for the exhibition in English, please go to:
<http://www.diy-show.jp/2013/e/ebaf.html>



Major events and services

HomeCENTER TRADE II

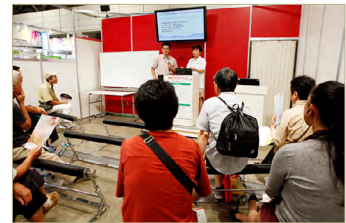
There will be booths where buyers from Japanese home improvement centers are stationed to have business meetings with overseas exhibitors during the show period. This event has been well-received by overseas exhibitors who had business meetings with Japanese buyers. This event requires the reservation in advance for the participation, and we encourage the early submission of applications.

Exhibitors' Presentation

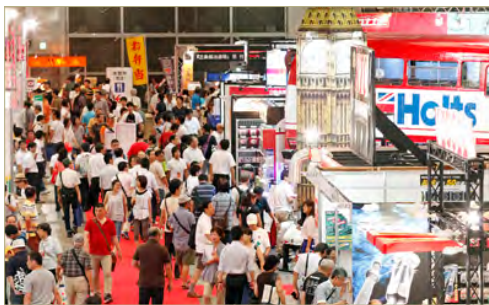
Representatives from exhibiting companies can make presentations on their own new products or hit products in this event. This event requires the reservation in advance for the participation, and we encourage the early submission of applications.

Concierges for overseas companies

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.



Advantages of exhibiting in our show



Opportunities to find new customers and expand the distribution channels

Buyers from many retail companies from around Japan including home improvement centers will come to our show.

Opportunities to see the reaction of general customers directly

The second and third days of the show are designated as General PR Day, and many general customers come to our show. You can conduct promotional activities including the announcement of new products, distribution of product samples or survey by questionnaire.

Networking with a wide range of exhibitors

Companies from 3 industries (manufacturing, wholesale trade, and retailing) participate in our show, which means that the show will provide opportunities for business meetings and information exchange among exhibitors. On the first day, a networking party will be held after the show.



Networking party from the previous year

Please contact the Overseas Operation Office listed below for the detailed information on events and services.

For further information, please contact:

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 URL: <http://www.diy.or.jp>

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