

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

Don't miss the chance to participate in the show!!

As of April 22, the number of applications submitted for the exhibition in the show remained at the same level as the previous year with many applications submitted by companies that will exhibit in the show for the first time. The number of applications submitted by new exhibitors including those from companies that attended the show's briefing held on November 21 last year and February 21 is larger than the previous year. We understand that this represents the spirit of challenge shown by companies that are planning to enter DIY and home improvement center markets that will be a new sales route for them, using our show as medium. In order to meet their expectation, the show executive committee will plan and operate the show.



As for the exhibition by overseas companies, according to the information from foreign embassies in Japan and the chamber of the commerce, the interest in this show is high among overseas companies, and there are some companies that are considering exhibiting in the show in the near future instead of shows which they used to exhibit in.

Information on major events

In “**HOMECENTER TRADE II**” which is held every year, during the show period, there will be booths where buyers from major domestic home improvement centers are stationed in order to have business negotiation and consultation with exhibitors. This event enjoys popularity every year as it allows exhibitors to have many business meetings in a small amount of time and gather correct information on new goods and new companies including overseas companies. There are many companies which succeeded in starting business or having follow-up business meetings after the show thanks to the event. In order to participate in the event, companies are required to make reservations in advance. We recommend early reservations.

At “**Exhibitors’ Presentation**”, domestic and overseas exhibitors make a presentation on their new products and services. Please promote and introduce your products to visitors who come to the specially set area for this event. In order to participate in the event, companies are required to make reservations in advance. We recommend early reservations.



At “**Japan DIY Product Competition**”, a wide range of products related to DIY and home improvement centers from domestic and overseas exhibitors will be entered into a competition, and though the judging and voting process, the best products will be selected. Products entered into the competition will be displayed at the specially set area during the show period, and will be promoted to many visitors.

As for the details on the exhibition and events, please contact the Overseas Operation Office listed below.

At the show’s official website, the **Exhibitors’ Information** will be collected in advance, and exhibitors will be introduced. The number of accesses to the website during the period from June through August before the show is 200,000 every year.

Information on the briefing for exhibitors

The briefing will be held at Kameido Bunka Center (2-19-1 Kameido, Kouto-ku, Tokyo, 2-minute walk from JR Kameido station) at 1:30 p.m. on July 9 (Tuesday). The detail about the briefing will be provided to exhibitors later.



Previous briefing for exhibitors

As for the details on the exhibition plans for overseas exhibitors, please go to English or Chinese official website 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>

Japan DIY Industry Association News

Information on the ordinary general meeting for 2013



Previous ordinary general meeting held in 2012

Japan DIY Industry Association will hold the very first ordinary general meeting for 2013 after it became a general incorporated association at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi station) on June 5 (Wed).

Akira Okada, a guest professor at Osaka University of Economics and economic analyst, will be invited as a guest lecturer, and there will be a commemorative lecture titled “Pioneer in M&A, Mori Motonari - a strategy hidden in three arrows”.

For further information, please contact:

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