

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2013**

August 29 – 31, 2013

**The show will finally take place this month
at Makuhari Messe**

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.



*Photo from the previous show

The JAPAN DIY HOMECENTER SHOW 2013 where people from 3 categories of businesses (manufacturing, wholesale and retail) related to the domestic and overseas DIY and home improvement centers get together will be held in order to promote the DIY and the development of the DIY industry. The show welcomes its 49th anniversary this year. Under the show theme “Tomorrow is dreamy with DIY! -The world is full of dreams-”, 412 companies will exhibit using 925 booths. Those companies will display and introduce the latest DIY products out of around as many as 200,000 product items considered to be carried by home improvement centers. 100,000 people are expected to visit the show during 3 days.

Briefing for exhibitors and press conference were held

The briefing for companies that are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2013 was held at Kameido Bunka Center in Koto-ku at 1:30 p.m. on July 9 (Tuesday). The briefing was attended by Ichiro Shimura, the chairman of the Japan DIY Industry Association, Toshiyuki Inaba, the chairman of the show’s executive committee (vice chairman) and chairmen in charge.

“Many companies from Japan and overseas including new companies (123 companies, 145 booths) will participate in this year’s show, which, we feel,

reflects the expectation toward the DIY and home improvement center industry. We will make efforts to plan and operate the show in order to meet exhibitors’ requests and we are looking forward to your cooperation,” said Mr. Shimura. His speech was followed by the explanation about the management of the show by the chairmen of the show committee. The lottery was then conducted in order to decide the booth allocation among exhibitors.

Before the briefing, the press conference was held and many media people from various industries participated



in the conference. “The number of exhibitors and booths slightly declined from the previous show (412 companies, 925 booths/down by 54 companies and 64 booths compared to the previous show), but we think that this decline is mainly due to the decline in the number of overseas exhibitors. In order to attract more companies from other countries or areas to the 50th show that will be held next year, we will make efforts to improve our planning and management of the show. The number of visitors is increasing every year and we are hoping to attract 100,000 visitors this year,” said Mr. Inaba, the chairman of the show’s executive committee, expressing his enthusiasm toward the success of the show.

The briefing for DIY advisors who will exhibit in the show was also held on July 20 (Sat) at the conference room of the Japan DIY Industry Association. At the briefing, the details about the show’s operation and the setup of the venue were explained and the booth allocation for exhibitors was announced.

Information on major events

The opening ceremony will be held at 9 a.m. on the first day of the show, 29th (Thursday), in presence of Her Imperial Highness Hisako Takamadonomiya who will serve as the show’s honorary president.

Major Buyers’ Day Events



At “Japan DIY Product Competition”, winners of many awards including the award from the Minister of Economy, Trade and Industry will be selected. New products, hit products, and environmental and recyclable products that were entered into the competition by exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, winning products will be selected. “Exhibitors’

Presentation” is an event for both domestic and overseas exhibitors where they can promote products they recommend the most at the corner specially set for the event. “HOMECENTER TRADE II” is an event that is popular every year. Exhibitors can have individual meetings and consultation at the booth set for the business meetings where buyers from home improvement centers are stationed.

On the first day after the show, an industrial networking party will be held with people from 3 industries (manufacturing, wholesale and retailing) attending. This will give participants opportunities to exchange information and get to know each other.

General PR Day Events



The original T-shirts will be offered for free to the first 1,000 visitors on the second and third days of the show. The distribution of T-shirts will start at 9:30 a.m. when the show opens.

The original comic booklets in which “Homecenter TENCO”, the image character of this year’s show, explains about the show, will be also offered for free on a-first-come-first-served-basis.



In this year’s show, there are many events which families can enjoy and visitors can participate. “Ironworks DIY – a welding workshop” is a workshop to have people

casually try out the ironsmith work which has a strong image of work for the experienced. “Sanjo Blacksmith Dojo” is a workshop where visitors can enjoy the demonstration by active blacksmiths from Sanjo city, Niigata prefecture, and try out techniques of smithery. In the new zone named “Glittering! DIY Women”, in order to give a boost to the DIY boom among women, there will be DIY events that will be helpful for women and that visitors can participate in.

For further information, please contact:

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