

JAPAN DIY HOMECENTER SHOW 2008 holding : August 28-30, 2008 at Makuhari Messe



JAPAN DIY HOMECENTER SHOW NEWS

"JAPAN DIY HOMECENTER SHOW 2008"

JAPAN DIY HOMECENTER SHOW 2008 is held at Makuhari Messe in Chiba City for three days of Thursday 28th, Friday 29th and Saturday 30th in August 2008. The show is renovated for centering business & trading. "Buyers' Day" is two days of 28th and 29th, and the final day of 30th is opened to the public.

Layout of every event area in the process of being decided!



JAPAN DIY HOMECENTER SHOW 2008 will again hold many popular events for both exhibitors and visitors.

By placing importance on business and trade, the show will set up an "Individual Negotiations Corner", a "Business Support Center", and

an "Exhibition Sales Corner" as special features at Hall No. 3 and Hall No. 4, the main areas of the site. Negotiation time will be offered for a fee to exhibitors, and on the last day of the show, an area, where exhibitors can sell their products, will be set up.

The "DIY New Product and Hit Product Competition" will be set up in Hall No. 5. Every year, this event is very popular, and also this year, an outstanding product will be decided by a popularity vote by visitors, who will choose from the "new products division" selected by individuals well-informed in the industry and from the "hit product division" determined by a vote among buyers.

The Homecenter Reform Pavilion will be set up in Hall No. 2. The theme will be "healing in the living space".

With an importance being placed on design, products related to home furnishings, the kitchen, and the interior will be introduced according to age, interests, and ideas. This event will help support remodeling/renovation offered at home improvement centers, which can expect an increase in sales. In addition with the theme of "ecology", which has quickly risen in awareness recently, exterior products and gardening related products will also be introduced.



Co-hosted with NHK, the "Sumai Jubunryu-DIY Grand Prize Exhibit", which became popular last year, will be held in Hall No.

5. Also with the cooperation of Japanese Fed Private Day Nursery (Zenkoku Shiritsu Hoikuen Renmei),

over 1000 posters are scheduled to be displayed for the "Infants and Home Drawing Exhibition" on the second floor concourse.

and people involved in the industry through the trade show paper distributed at the site entrance and through the text links on the show's homepage. An active use by all involved is very much anticipated.

Guide for the Media Support Program



In order to enrich the services offered as a trade show, JAPAN DIY

HOMECENTER SHOW 2008 has newly planned a "Media Support Program" that will bring together people in the media, exhibitors, and people involved in the industry. The plan is to increase the communication opportunity among people in the media, exhibitors,

Russian event planning company also watching closely!

Having learned about JAPAN DIY HOMECENTER SHOW 2008 through the media aimed for overseas, a Russian company is closely watching the holding of the show. Undergoing remarkable economic growth, Russia is currently having an unprecedented boom in Japanese things, and "Made in Japan" is attracting a hot amount of attention in every field

Japan DIY Industry Association News

Inspection team of do-it-yourself/ home improvement related American businesses dispatched!



Japan DIY Industry Association dispatched a "DIY/ HI related businesses inspection team" of 31 people to America for 6 days from May 6 to 11 with a theme of "exploring the

current state of the American distribution industry and the changing consumer trends." During the time, the group visited Los Angeles and Las Vegas with a coordinator, who was well informed about the state of American distribution and visited the American Hardware Show. They also inspected home improvement centers that have special features such as

Home Depot and Lowe's.



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](http://www.diy.or.jp)

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyo-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy@smj.co.jp