

JAPAN DIY HOMECENTER SHOW NEWS



JAPAN DIY HOMECENTER SHOW 2009

holding at Makuhari Messe in
August 27-29, 2009

The JAPAN DIY HOMECENTER SHOW 2009 will be held for 3 days on August 27 (Thursday), 28 (Friday) and 29 (Saturday) this year at Makuhari Messe in Chiba City.

With goals of promoting DIY, raising awareness on DIY, and achieving a further development of the DIY industry, the JAPAN DIY HOMECENTER SHOW 2009 will take place under the show theme of "Everyday Kindness to Housing and Living. DIY is all about Family Love". The show aims to attract 100,000 visitors in total with the number of days allocated for the enhancement of the trade function and General PR Day increased to 2 days.

JAPAN DIY HOMECENTER SHOW 2009 will be presented by the Japan DIY Industry Association. With the theme of "DIY, the Power to Reform Our Lives" for this year's show, the Japan DIY Industry Association received the cooperation of member companies, every home improvement store, and DIY advisors, who are certified by the association, and is conducting activities to spread the knowledge and awareness of DIY throughout the country.



The events to be held at JAPAN DIY HOMECENTER SHOW 2009 were recently decided at a meeting of the show's executive committee.

With events to be held with the cooperation of the exhibiting companies and events to be held with the participation of general visitors, a number of plans are being prepared also for this year.

HOMECENTER TRADE II

At this event, which is popular every time, exhibitors with prearranged applications visit a booth that is stationed by buyers from home improvement stores, and consultations concerning business transactions and negotiations take place. Nine home improvement stores, which previously participated, include: Inai, Encho, Kohnan, Tokyu Hands, Tostem Viva, Home



Center Anzen, Murauchi Hobby, Uniliving, and Royal Home Center.

Exhibitors' Presentation Corner

At a specially set-up presentation area, exhibitors can promote their lead products, and the presenters can receive direct feedback and reactions from buyers and general visitors.



New Product and Hit Product Competition

For new products that pass the initial inspection, promotional presentations will be made by exhibitors in an allotted amount of time. After the presentations, judging will take place, and the Minister of Economy, Trade and Industry Award (scheduled), the Japan DIY Industry Association Chairman's Award, and others will be awarded. In addition, voting by buyers and general visitors will also take place for all the products that are exhibited at the New Product and Hit Product Competition area.



People and Environment-Friendly Products Exhibition Corner

The Environment and Resources Committee of the Japan DIY Industry Association will exhibit products of exhibitors and member companies that take ecology and the environment into consideration in this area.



Sanjo Blacksmith Dojo



A group of craftsmen who are continuing the traditional crafts of Sanjo City, Niigata Prefecture, will demonstrate their blacksmith techniques. General visitors can also

participate and try their skills.

Gardening Charity Auction

On the second and third day of the show, floral gardening products will be auctioned off to general visitors. The profits will be donated to groups working on welfare activities.



Parents and Children Woodworking Class

With the cooperation of the Japan D.I.Y. Club, visiting parents and children can participate and make a woodworking item.



Sumai Jibunryu



DIY TV show on NHK Educational TV is scheduled to broadcast live on the second day (August 28) of the show from 11:00 AM for 30 minutes.

Gathering of DIY Advisors

Hosted by the DIY Advisors Committee, the "Gathering of DIY Advisors," which is authorized by the Japan DIY Industry Association, will be held during the show. The DIY advisors will also cooperate and participate in the show events.

For further information, please contact:

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