

# The leading comprehensive exhibition for HC industry

The 54th

# JAPAN DIY HOMECENTER SHOW 2018

Exhibitor  
Information

**No.1 Trade & Public Show**

[2018 Show Theme]  
Let's Find! for your Tomorrow,  
"Tip" of Lifestyle

**for Home and Lifestyle in Japan**

Aug. **23** Thu. / **24** Fri. / **25** Sat.  
Trade Day Public Day

\*23(Thu.) is restricted exclusively to Trade buyers.

**Application Deadline**

**2018  
May 2** Wed.

**Exhibitors**

**500** companies  
**1,200** booths  
(475 companies 1,088 booths in 2017)

**Visitors**

**120,000** visitors  
(110,769 visitors in 2017)

Visit us at

DIY SHOW

Search

<http://www.diy-show.jp/2018/e/>

Venue: Makuhari Messe Hall 5・6・7・8 (Tentative) Organizer: Japan DIY Industry Association

# Grab your business opportunity with JAPAN DIY HOMECENTER

## JAPAN DIY HOMECENTER SHOW 2017 figures

Number of booth stands **1,088**

Number of visitors **110,769**

Number of exhibitors **475**

Number of trade visitors on the first day **31,523**

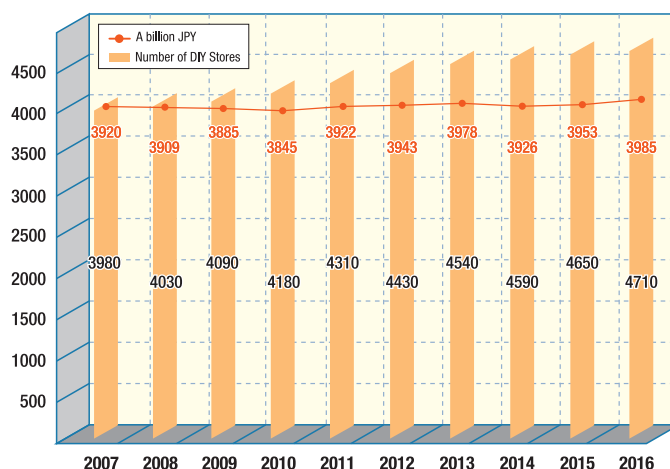
### Participation Fee (tax included)

**Raw Space Fee** 3m×3m(9sqm)

**318,600 JPY**

## Japanese Market

### Gross Sales & Number of DIY Stores (Homecenters)



## Priceless Events for Exhibitors

### ▶ HOMECENTER BUSINESS MATCHING

The business matching programme is a lead for opening new accounts. Some of the Japanese leading retailers and wholesalers await for you to have a meeting.

### ▶ Japan DIY Product Competition

Give buyers and media a chance to get an up close look at your product. This is your opportunity for added visibility to promote and drive traffic to your booth. The award winners gain special attention from buyers.

### ▶ Reception Party

Share experience and network with other exhibitors and Japan DIY Industry Association members.

## Break through to the Japanese market

### Special features for overseas exhibitors

#### ▶ Buyers' Booth Tour

Buyers affiliated with Japan DIY Industry Association are coming to your booth with a guide and an interpreter. This is your opportunity to make an effective presentation at own booth.

#### ▶ Overseas Concierge

The language barrier between Japanese buyers and overseas exhibitors is a concern that is raised regularly at exhibition. English and Chinese speaking staff will be allocated.

#### ▶ Study Bus Tour to Retail Stores

(It will run on Sunday, Aug. 26. Entry charge will occur.)

For those exhibitors who are too busy to organize extra activities in Japan. Grasp the situation of the DIY industry by visiting stores with own eyes will help your business development. A specialist of the industry give a seminar and support the tour.



[Theme for 2018 Show]

# SHOW 2018!

## Let's Find! for your Tomorrow "Tip" of Lifestyle

### Message



**Toshiyuki Inaba**

Chairman  
Japan DIY Industry Association

various lifestyle-related related parties including numerous corporations and organizations.

As we see in so many TV programs and magazine features, people have in recent years become fascinated with DIY and crafts. To cement this trend, and not let it end up a passing boom, we have this year further enhanced the content and will be striving to reach our goal of 500 participating companies and 120,000 visitors to the show.

The theme of this year's show is: "Let's Find! for your Tomorrow, "Tip" of Lifestyle." The show will present all visitors, including industry stakeholders and general consumers, with ideas and tips on how to use their own originality to create things and concepts, from the thinking and creating stages right through to utilizing and enjoying their creations. The theme comes from our wish to promote the DIY industry and increase the number of people coming to DIY stores by offering attractive store displays that cannot be experienced through online transactions, and tips that help visitors discover a lifestyle that works for them.

In these times of rapid development into a digital society, this show aims to offer products and experiences that simply cannot be obtained over the Internet, as well as opportunities to find new ideas and to interact with domestic and foreign exhibitors.

The venue will be divided into three large zones this year, each featuring various events: "Kirari! DIY Girls", which supports women's DIY; the "Men's Workshop", offering hands-on experiences for advanced-level DIYers; and the "Children and Future Zone", which introduces the next-generation to DIY, and showcases games and toys unique to Japan.

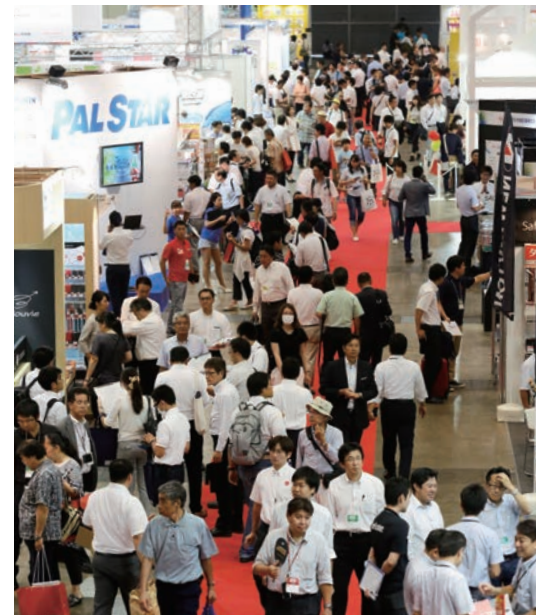
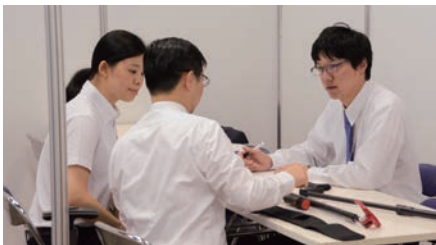
As well as promoting DIY among general consumers, these events will offer store development tips for retailers and a buyer's day will be staged to attract lots of retail business operators. On top of all that, seminars on quality control will also be held to provide useful information to industry stakeholders.

We will also hold a business matching event "HOMECENTER BUSINESS MATCHING", an event for the exhibitors to hold business talks with experienced buyers who are members of our association. A further service on offer is free interpreting, for overseas exhibitors/visitors wishing to exchange information with Japanese visitors/exhibitors. We are also hoping to set up various events sections where exhibitors can take part in a number of different ways to publicize their own products. In order to encourage visits to the exhibition by industry representatives, members of the press, and members of the public, we will of course be publicizing the event itself, but we will also engage in a publicity campaign that will feature information on the exhibitors and other information across a wide range of media channels.

That completes my summary explanation of the show and our major events, and I hope that everyone in the industry will be able to exhibit and take part in the Japan DIY Homecenter Show 2018.

### Exhibit Categories

- Tools / Power Tools
- Hardware / Ironmongery
- Repair Materials
- Painting Materials / Coating Materials
- Electric Parts / Lighting Equipment
- Home Electric Appliances
- Water Supply and Drainage
- Working Wear
- Housewares / Homecare Products
- Kitchenware / Tableware
- Household Commodity  
(detergent and sanitary goods)
- Interior Materials / Storage Cabinets
- Pet-care Items  
(including pet medicinal products and pet wear)
- Gift / Party Items
- Hobby Items / Handcraft Items
- Toys / Models
- Four / Two Wheeled Vehicle Materials
- Sporting Goods / Outdoor Goods
- Stationery / Office Supply
- Healthcare Materials / Beauty Products
- Medicinal Product
- Food / Beverage / Alcohol
- Disaster Prevention / Anticrime Device
- Ecological / Energy-Saving Items
- Information / Distribution / Services
- Timber / Building Materials
- Gardening / Plants
- Agricultural Materials / Equipment
- Exterior Materials
- Housing Equipment
- Store Furniture
- Childcare / Baby Goods
- Association / Education Institution / Governmental Agency
- Retail (feature exhibition)



## Visitor List in 2017 (Partially)

- ABABAKAFUDADO CO., LTD.
- AEON KYUSHU CO., LTD.
- AEON RETAIL CO., LTD.
- AMAZON JAPAN K.K.
- ARCLAND SAKAMOTO CO.,LTD.
- AUTOBACS SEVEN CO., LTD.
- AYAHADIO
- BEAVERTOZAN CO., LTD.
- BEISIADENKI CO., LTD.
- BEST DENKI CO.,LTD.
- BIG CAMERA INC.
- CAINZ CO., LTD.
- CHAMPION INC.
- DAISO-SANGYO
- DAITO CO., LTD.
- DAIYU EIGHT CO., LTD.
- DCM DAIKI CO.,LTD.
- DCM HOLDINGS CO., LTD.
- DCM HOMAC CO., LTD.
- DINOS CECILE CO., LTD.
- DOIT CO., LTD.
- DON QUIJOTE CO., LTD.
- EDION CORPORATION.
- ENCHO CO., LTD.
- FUTAGAMI CO., LTD.
- GOOD-DAY CO., LTD.
- GRANTOMATO CO.,LTD.
- HAMURE CO., LTD.
- HANDSMAN CO., LTD.
- HEIWADO CO., LTD.
- HIMARAYA CO., LTD.
- HOKUSHIN-SHOUJI CO.,LTD.
- HOMAC NICOT CORPORATION.
- HOME CENTER AGRO CO., LTD.
- HOME CENTER VALOR
- HOME IMPROVEMENT HIROSE CO., LTD.
- HOMECENTER SANKO
- HONDA CO., LTD.
- HONDA SANGYO INC.
- I&T COMPANY, LTD.
- ICHIGOKAN CO.,LTD.
- IEFAN
- IRISPLAZA
- JASON CO., LTD.
- JOSHIN DENKI CO.,LTD.
- JOYFUK HONDA CO., LTD.
- JOYFUL AK CO.,LTD.
- JOYPIC. CORPORATION
- JUNTENDO CO., LTD.
- K'S HOLDINGS CORPORATION.
- KANSEKI CO., LTD.
- KARAKURA INDUSTRIES CO., LTD.
- KEIO ATMAN CO., LTD.
- KEIYO CO., LTD.
- KEN DEPOT CORPORATION.
- KITAYAMA CO., LTD.
- KOHNAN SHOJI CO., LTD.
- KOMERI CO., LTD.
- LIC CO., LTD.
- LIXIL VIVA CORPORATION.
- LUXA, INC.
- MAKEMAN CO., LTD.
- MARUNAKA
- MARUSHIME CO., LTD.
- MONOTARO CO., LTD.
- MR MAX HOLDINGS LTD.
- MURAUCHI.COM CORPORATION.
- NAGASAKIYA CO., LTD.
- NEW-TONKACHI
- NISHIMURA JOY CO., LTD.
- NISHIMUTA
- OKAZAKI SEIZAI CO.,LTD.
- OKISHIMA CORPORATION
- OLYMPIC GROUP CORPORATION.
- PLANT CO., LTD.
- PROCONVENI CO.,LTD.
- ROYAL HOME CENTER CO., LTD.
- SEKICHU CO., LTD.
- SEVEN-ELEVEN JAPAN CO.,LTD.
- SHIMACHU CO., LTD.
- SHIMOJIMA CO., LTD.
- SONITECH CORPORATION
- SPACEISLAND INC.
- SUNDAY CO., LTD.
- SUPER VALUE CO., LTD.
- TAIYO TEXTILE CO., LTD.
- TAKEYA.CO.,LTD.
- TOKYU HANDS INC.
- TRIAL COMPANY ,INC.
- TSURUHA CO.,LTD.
- UFO CO., LTD.
- UNI LIVING CO., LTD.
- UNY CO., LTD.
- VESSEL CO.,INC.
- WORKMAN CORPORATION.
- YAMASHIN CO.,LTD.
- YASAKA CO., LTD.
- YELLOW HAT LTD.
- YUTOKU JIDOUSHA CO.,LTD.

## Business Opportunities

JAPAN DIY HOMECENTER SHOW is strongly supported by its exhibitors. The following graphs show how the 2017 exhibition was recognized by exhibitors. Seize an unequalled business opportunity to directly interact with Japanese buyers by joining the JAPAN DIY HOMECENTER SHOW!

**Q1 Did you have business negotiation?**

**YES 79%**



**Q2 Were you satisfied with participating the show?**

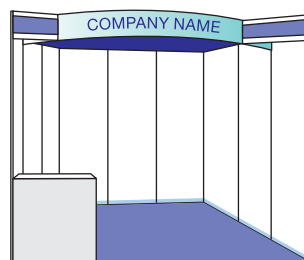
**Satisfactory 66%**



## Exhibitor's Time-line

<b>Deadline for Application</b> (Please make payment of space fee through a bank transfer within one month after the approval of the form)	<b>May 2, 2018</b>
<b>Dispatch of Exhibitor Manual</b> (Rules & Regulations, Order forms for booth fittings, electricity, etc)	<b>Middle of June, 2018</b>
<b>Final Payment Due</b>	<b>June 15, 2018</b>
<b>Floor Plan Announcement</b>	<b>Middle of July, 2018</b>
<b>Exhibitor Move-in</b>	<b>from 1:00pm on August 21 to 22, 2018</b>
<b>JAPAN DIY HOMECENTER SHOW 2018</b>	<b>August 23-25, 2018</b>

## Rental Package



**140,400 JPY**  
(tax included)

### Includes:

- Needle punch carpet
- System wall panel
- Fascia with Company name
- Halogen spotlight X 3
- Electric outlet X 1
- Electric consumption up to 100V/500W
- Reception counter X 1
- Folding chair X 1
- 1 optional furniture to be selected from 5 choices below:
  - 1 set of 3 wooden shelves
  - System display counter
  - Peg board with 20 hooks
  - Folding table & White table cloth
  - Glass shelves rack with 3 layers x 2 rows

For more details, please contact Overseas Operation Office.

## Show Outline

- **Period**  
August 23 (Thu.) - 25 (Sat.), 2018 9:30am -5:00pm  
\*Closes at 4:00pm on the last day
- **Theme**  
Let's Find! for your Tomorrow,  
"Tip" of Lifestyle
- **Venue**  
MAKUHARI MESSE2-1 Nakase, Mihama-ku, Chiba-shi, Chiba 261-0023  
<http://www.m-messe.co.jp>
- **Organizer**  
Japan DIY Industry Association
- **Sponsors (Planned)**  
The Ministry of Economy, Trade & Industry / Forest Agency / Chiba Prefecture / Chiba City / Japan External Trade Organization (JETRO) / IHA (International Federation of Hardware and Housewares Associations)
- **Admission**  
Free of charge for trade visitors (General public: 500 JPY)

**For further information, please contact:**

**Overseas Operation Office, Organizer**



**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>