

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2016

The JAPAN DIY HOMECENTER SHOW 2016 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls and 1,200 booths (tentative).

The show theme of the JAPAN DIY HOMECENTER SHOW 2016 is “Let’s DIY: The Joy of Creating, the Joy of Improvement”. In this year’s show, we will advise enjoying DIY with families and friends than just enjoying it alone. We will make efforts to meet people’s expectation by presenting various ideas useful for a living and by arranging innovative events.



Photo from the previous show

The application deadline is just around the corner

Only one month is left before the application deadline of May 13. We would like to explain exhibition styles for the overseas exhibitors again.

Booths for the overseas exhibitors

Standard exhibition plan for the overseas companies
1 booth: 3m x 3m (9m²) / price: 302,400 yen (Tax included)

The above price applies for a raw space. For optional package booths, please apply separately.

For more details, please look in the English version of Exhibition brochure which can be accessed at a link of the official website below.

Please download “Exhibition brochure” and “Application form” in English at:
<http://www.diy-show.jp/2016/e/>



Events and services for the overseas exhibitors

HOMECENTER TRADE II

This is an event with business matching program. Exhibitors are able to have direct business negotiations with buyers from leading home improvement centers at the special booth. There were many exhibitors who were able to start business transactions after each show by participating in the event. In order to have business negotiations, companies are required to make reservations in advance. Interpreters are exclusively stationed at the booth.

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 through 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. To participate in this event, companies are required to make reservations in advance.

Exhibitor Presentation

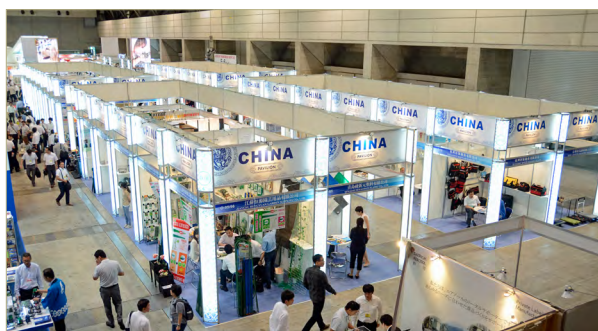
During the show, in an area close to the overseas exhibition area, we are planning to set an overseas PR booth that has 3 functions: PR section for the overseas trade shows and the media that are sponsoring our DIY show, business meeting section which allows overseas companies to have casual business meetings and concierge service section for overseas exhibitors (free-of-charge interpretation service).

Study Bus Tour to Retail Stores

A tour to visit home improvement centers and shopping centers in Japan (a paid tour) is scheduled to be held. In this tour, a seminar where participants can learn the Japanese commercial distribution will also be presented.

Reception Party

A networking party that will be held after the show on the first day provides an opportunity where people from 3 industries related to DIY and home improvement center industry (manufacturing, wholesale trade and retailing) get together and exchange information. Free-of-charge interpretation service is planned to be provided. Please utilize this opportunity in order to get to know people from 3 industries in Japan.



booths of the overseas exhibitors at the previous show(2015)



Previous networking party (2015)

Please contact Overseas Operation Office listed below for details of exhibition and events.

Briefing for the JAPAN DIY HOMECENTER SHOW 2016 in Bangkok

For the first time since being held in February 2006 in Vietnam, the briefing for the JAPAN DIY HOMECENTER SHOW was held in Bangkok, the capital city of Thailand, on Tuesday, April 5. The details will be reported in the next issue.

For further information, please contact:

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