

## **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

## **Please actively participate in the show!**

The deadline of the application to exhibit for the show is Tuesday, May 31. This year the status of the application shows a good number of applications as the previous year. It is also good with applications from the new exhibitor companies including ones that participated in the briefings for the show, which were held both in November last year and in February this year to target for new exhibitor companies. We feel expectations towards the market of DIY and home improvement industry.

There are also a good number of applications of the overseas companies. Thanks to the briefing for the JAPAN DIY HOMECENTER SHOW which was held in Bangkok, the capital of Thailand, on April 5 this year, the first participation from companies in Thailand is expected. According to the information from foreign embassies and chambers of commerce in Japan, the show is attracting attention as an exhibition dealing with various types of products and services related to remodeling/renovation, greening, ecology, and energy saving.



Briefing held in Bangkok

## **Events that attract people**

At “**HOMECENTER TRADE II**”, a regular event at the show, buyers from prestigious domestic home improvement centers will be stationed at the booths set up for the business meetings and consultation with show’s exhibitors during the show. The event is popular every year, and past participants say that the event allowed them to have many business meetings in a short amount of time and also to gain the accurate information on new products or new companies including overseas companies. There were many exhibitors that were able to start business transactions or have business meetings after the show by participating in this event.

At “**Exhibitor Presentation**”, domestic and overseas exhibitors make a presentation on their new products and services. Please promote your products to visitors who come to the specially set area for this event.



At “**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.



“**Study Bus Tour to Retail Stores**” is designed for overseas exhibitors to visit a big home improvement center around Makuhari Messe on Sunday, the day following the final day of the show. Before starting the tour, a seminar will be presented on the current market conditions of the domestic home improvement centers.

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

## Information on the briefing for exhibitors

The briefing will be held at Kameido Bunka Center (2-19-1 Kameido, Kouto-ku, Tokyo, 2-minute walk from JR Kameido station) on July 5 (Tuesday). The detail about the briefing will be provided to exhibitors later.



Previous briefing for exhibitors

For the details of the exhibition plans and events for overseas exhibitors, please go to English or Chinese official website or contact the Overseas Operation Office listed below.

English website : <http://www.diy-show.jp/2016/e/index.html>

Chinese website: <http://www.diy-show.jp/2016/c/index.html>

## Japan DIY Industry Association News

### Information on the ordinary general meeting for 2016



Previous ordinary general meeting held in 2015

Japan DIY Industry Association will hold the ordinary general meeting for 2016 at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi station) on June 2 (Thu). Takashi Kadokura, an economist and representative at Economic Department, BRICS RESEARCH INSTITUTE, will be invited as a guest lecturer, and there will be a commemorative lecture titled “What will happen to Japan’s economy? - from 2016 to after Tokyo 2020 Olympics ”.

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 HP: <http://www.diy.or.jp>

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

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan  
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: [diy2016@smj.co.jp](mailto:diy2016@smj.co.jp)