

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2016

**August 25 – 27, 2016**

**The show will be finally held this month  
at Makuhari Messe**

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.

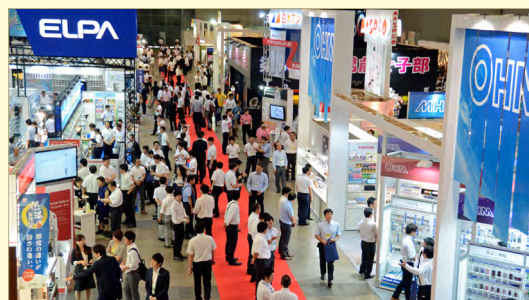


Photo from the previous show

Under the theme of “Let’s DIY: The Joy of Creating, the Joy of Improvement”, the JAPAN DIY HOMECENTER SHOW 2016 marks its 52<sup>nd</sup> show and has 487 exhibiting companies utilizing 1,061 booths (out of which 145 companies are overseas companies from 14 countries or areas and they use 160 booths). At the show that will have people from 3 categories of businesses (manufacturing, wholesale and retail) related to DIY and home improvement centers getting together, we will advise “enjoying DIY with families and friends” through the presentation of various ideas that make people’s living fun and comfortable, and the arrangement of innovative events. Expecting 120,000 people to visit over 3 days, the show is the largest exhibition in the DIY and home improvement centers industry.

## Information on major events

The opening ceremony will be held at 9 a.m. on the first day of the show, 25<sup>th</sup> (Thursday), in presence of Her Imperial Highness Takamadonomiya who will serve as the show’s honorary president (scheduled).

### Buyers’ Day Events

“HOMECENTER TRADE II” is an event exhibitors can have individual meetings and consultation at the booth set for the business meetings where buyers from home improvement centers are stationed. Retail companies stationed include: Encho, JOYFUL AK Co. Ltd., DCM Holdings, Beaver Tozan, Home Center Valor, YAMASHIN and UFO.



At “Japan DIY Product Competition”, winners of many awards including the award from the Minister of Economy, Trade and Industry will be selected. New products, hit products and environmental and recyclable products that were entered into the competition by exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, winning products will be selected.

Also events will be held including “Exhibitors’ Presentation” that both domestic and overseas exhibitors promote products they recommend the most at the corner specially set for the event, and at “Buyers’ Booth Tour”, buyers from retail and manufacturing industries will be invited and given a guided tour of the exhibit booths of overseas companies with interpreting services.

## DIY Award Ceremony

On Thursday, August 25, on the first day of the show, award will be given to Hiromi, a prominent entertainer who have promoted DIY to the public and contributed to the growth of the industry.

An industrial networking party will be held on the first day after the show with people from 3 industries (manufacturing, wholesale trade and retailing) attending. The party will give participants the opportunities to exchange information and to get to know each other.



The previous networking party

## General PR Day Events

This year's show is packed with events in which families can participate and enjoy together.

The original T-shirts will be offered for free to the first 1,000 visitors on the second and third days of the show. The distribution of T-shirts will start at 9:30 a.m. when the show opens.



In “Sparkling! DIY Women” zone, which is popular every time, events will be held such as a workshop on how to change wallpaper and paint, which allows visitors to enjoy room decoration, a workshop to make interior accessory of stand light from Japanese paper in a room made of Japanese paper and paper pipes, and an event of making storing goods with wooden hanger. Also on the mainstage, a renovation course for women will be held by Mari Kume, a popular and charismatic DIYer and homemaker. Many hands-on DIY events that women will find useful are ready by exhibitors, so that DIY boom among women will further increase.



A zone of “DIY Renovation Square” will be filled with many family events. A group of professional craftsmen organizes events showing professional renovation and teaching how to renovate ourselves. “Home Improvement Center for Children” is a collection of workshops in which parents and children can play, learn, and make things together. “Sanjo Blacksmith Dojo” offers an experience of knife-sharpening and cutlery-making through the guidance of blacksmiths.

All exhibitors are preparing original events in which visitors can participate and are hoping for many people to come and visit.

For more details, please go to the official website in English and Chinese 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>

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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)