

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2017

The JAPAN DIY HOMECENTER SHOW 2017 will be held for 3 days on August 24 (Thursday), 25 (Friday), and 26 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls (predeterminate) and aiming to invite 500 exhibitors with 1,200 booths.

The show theme of the JAPAN DIY HOMECENTER SHOW 2017 is “Experience and Feel DIY! Home Improvement Centers: Workshops of the Future”. It is the biggest trade & public show for home and lifestyle in Japan. 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

JAPAN DIY HOMECENTER SHOW 2017 Event Information

A new zone of “Men’s Workshop Zone” targets males, seniors and has a craft studio that looks like men’s retreat in which they can experience cutting, hammering and curbing. The popular event of “Home Improvement Center for Children” was resigned to be a “Children and Future Zone”. Young people including children - the DIYer of the future, can participate in events in which they can have manufacturing experience and understand the process of value creation. In “Shining DIY Women”, exhibitors will display light and colorful products easy to use for female DIY customers whose numbers are on the rise, and will offer opportunities for having renovation experience.

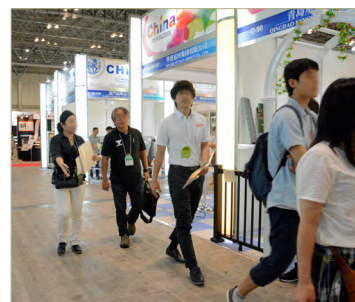


Shining DIY Women

Popular Events

“**HOMECENTER BUSINESS MATCHING**” (formerly HOMECENTER TRADE II) is an event where exhibitors can have direct business talks with buyers from big home improvement centers. Every year the event is popular with participating exhibitors, both domestic and overseas, because they are able to start with business transactions.

“**Buyers’ Booth Tour**” is a plan to guide buyers from exhibiting companies including those from home improvement centers who wish to do business with foreign exhibitors, around the overseas exhibit area with interpreters assigned to them.



Buyers’ Booth Tour

“Study Bus Tour to Retail Stores” is an observation tour of a big home improvement center and a retail store around the venue of the show on Sunday 27th August, the day following the final day of the show. Before starting the tour, a 30-minute seminar on the retail market centering domestic home improvement centers will be presented by a top manager in a retail industry. Reservation and a participation expense (lunch provided) are necessary.



Study Bus Tour to Retail Stores

Early bird Exhibition Fee: An Early bird fee of 270,000 yen (tax included) is applied if you register by March 31. Normal fee is 318,600 yen (tax included).

<Association News>

New Year's special seminar and New Year's celebration party for 2017

On February 2 (Thursday), the Japan DIY Industry Association hosted a New Year's celebration party following a New Year's special seminar titled “Training the athlete who can find his way to the solution” with Toshihiko Koga, a judo expert, invited as a lecturer at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station). It was packed with over 470 people from member companies and media and guests.



The New Year's special seminar & the New Year's celebration party

For further information, please contact:

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