

## **JAPAN DIY HOMECENTER SHOW NEWS**

# **JAPAN DIY HOMECENTER SHOW 2017**

**Just a month to go before the show starts at Makuhari Messe!**

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.

The show theme of the JAPAN DIY HOMECENTER SHOW 2017 is “Experience and Feel DIY! Home Improvement Centers: Workshops of the Future”. For this year’s show, 475 companies will exhibit in the show, utilizing 1,088 booths (out of which 129 companies are overseas companies from 15 countries or areas and they use 145 booths).



Photo from the previous show

## **The briefing for exhibitors was held**

The briefing for companies who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2017 was held at Camellia Hall of Kameido Bunka Center on June 27 (Tuesday).

Carrying-in and carrying-out procedures at the show venue were explained to exhibitors. Documents were distributed and the lottery to allocate booths was held. 475 domestic and overseas companies are expected to exhibit in the show, utilizing 1,088 booths.



Briefing for the exhibitors

Also, before the briefing, the press conference was held with 39 people from 38 industry media companies participating.

## **Events in which exhibitors can participate**

**“HOMECENTER BUSINESS MATCHING”** (formerly HOMECENTER TRADE II) offers opportunities for exhibitors to have direct business talks and individual consultation with buyers from major home improvement centers who are stationed at the booth. Retail companies to be stationed are: AYA RADIO; ENCHO CO., LTD.; KOHNAN SHOJI CO., LTD.; JOYFUL AK CO., LTD.; DCM HOLDINGS CO., LTD.; HOME CENTER VALOR; YAMASHIN CO., LTD.; U.F.O. CORPORATION; and LIXIL VIVA CORPORATION. Advance reservations are required to participate.

At **“Japan DIY Product Competition”**, products of each exhibitor are divided into 3 categories and are displayed. Through the presentations to key figures and people involved in the industry and the voting by general visitors to the show, excellent products are given awards such as the Minister of Economy, Trade and Industry Award and the Chairman of the JAPAN DIY INDUSTRY ASSOCIATION Award.

“**Buyers’ Booth Tour**” is a plan to guide buyers from exhibiting companies including those from retail, wholesale, manufacturing and other industries to exhibiting areas with interpreting services so they receive explanations on products at each booth. Advance reservations are required to participate.



## Events for the overseas exhibitors

“**Study Bus Tour to Retail Stores**” is a tour to a big home improvement center and a chain store around Makuhari Messe on August 27 (Sunday), the day following the final day of the show. A seminar will also be presented on the current conditions of distribution concerning the domestic home improvement centers. Applications to participate are still open.

“**Reception Party**” will be held at the Hotel New Otani Makuhari on the first day (Thursday, August 24 ) after the show at 17:30 PM. It is the networking party that provides an opportunity where exhibitors, top managers from retail companies including home improvement centers, and executives and top managers from wholesale and manufacturing companies get together and exchange information.

## Events for the visitors

“**Shining DIY Women**” zone is a popular zone that supports DIY for women. We will offer event corner where you can have a significant experience of woodworking by using power tools, and carry out hands-on events related to pets and gardening. At “**Children and Future Zone**”, you can experience wood processing of “cutting, hammering and curbing”, which aims at future DIYers and their families, and young people in their twenties. “**Men’s Workshop Zone**”, is a place where you take an image of a garage house that looks like men’s retreat and you can experience leather work and welding.



At “**Sanjo Blacksmith Dojo**” from the Sanjo-City (Niigata Prefecture), a city keeping the tradition of blacksmithing, you can take part in a kitchen knife sharpening and a knife creating experiences. “**DIY fashion show**” is the show where students of fashion and textile design school produce and show work wear, DIY tools and others with fashionable design. There is also the popular event of each year, “**Charity Auction**”, in which potted plants and items related to DIY are sold in auction and all profits are donated to a welfare activities association.

## The Second DIY Award Ceremony

This year, awards will be given to Izumi Mori, a model and a talent. The award ceremony followed by the talk show by Ms. Mori is planned to be held on the main stage in the Hall 5 on Friday, August 25 at 11:15 am.

For more details of the events, please contact the Overseas Operation Office listed below.

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For further information, please contact:

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