

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2018**

The JAPAN DIY HOMECENTER SHOW 2018, one of the largest comprehensive trade show in Japan related to housing and living items where domestic and overseas companies related to DIY and home improvement center business gather will be held for 3 days from August 23 (Thursday) to 25 (Saturday) in 2018 at Makuhari Messe International Exhibition Hall in Chiba Prefecture.



Photo from the previous show

A briefing for the JAPAN DIY HOMECENTER SHOW 2018 was held

The executive committee for the JAPAN DIY HOMECENTER SHOW 2018 (chairman of the committee: Terutaka Takeda) held a briefing for the 2018 show at TKP Tokyo Ekimae Conference Room (Nihonbashi in Chuo Ward, Tokyo) on Tuesday, November 28. 55 people from 45 companies including those from domestic and overseas companies or organizations that consider exhibiting in the show and media people participated in the briefing.

At the briefing, the chairman, Toshiyuki Inaba, greeted participants, saying “The show is the biggest comprehensive exhibition in the home improvement center industry held for the purpose of contributing to the development of the industry and the enrichment of people’s lives. At the show held in August this year, 475 companies exhibited using 1,088 booths, and 129 companies were overseas companies from 15 countries or areas and they used 145 booths. During 3 days, the show welcomed more than 100,000 people for the 4th consecutive year with 110,769 visitors. We would like to express our sense of appreciation for the success of the show.”



Greeting by the chairman, Toshiyuki Inaba



Briefing for the JAPAN DIY HOMECENTER SHOW 2018 was held



Venue of the previous show

Terutaka Takeda, the chairman of the show's executive committee, talked about outline of the show and event plan as follows:

“The next show is held for 3 days from Thursday August 23 to Saturday 25 in 2018 at 4 halls in Makuhari Messe, aiming to attract 120,000 visitors and 500 exhibitors from Japan and abroad who would use 1,200 booths.

In recent years, opening of stores mainly by major home improvement centers has been active and attempts to try a new store style have been seen. In response to this move, we will plan contents of the events for exhibitors that suggest the role and importance of brick-and-mortar store where people can actually see products before they buy to compete with the ever-expanding online market.

We plan as last time the three theme zones to promote events and try to increase the number of visitors. ‘Men’s Workshop’ is a zone targeting male visitors. In ‘Children’s Future Zone’, children and their family can participate in many events. ‘Sparkling! DIY Women’ is a popular zone in which women with wide ranges of age can participate in events.

Mr. Takeda’s speech was followed by Mamoru Sakakieda, the chairman of the exhibition promotion committee. He explained exhibition guidelines and said that many special plans including options and others were offered and that the deadline for application to exhibit is Wednesday May 2, 2018.

Events for the overseas exhibitors

In **HEMOCENTER BUSINESS MATCHING**, exhibitors can have direct business negotiations with buyers from leading home improvement centers at the special booth on the first and second day of the show. There are many chances that exhibitors can start business negotiation. In order to participate, companies are required to make reservations in advance.



Reception Party is a networking party that will be held after the show on the first day where exhibitors and leaders in the industries including home improvement centers industry get together. It also provides opportunities for business negotiations.



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 mainly on the market of domestic home improvement centers will be presented by a top manager of a home improvement center. After finishing the tour, participants will have a meeting and information exchange over lunch. A participation expense is necessary.



If you have any questions on the JAPAN DIY HEMOCENTER SHOW 2018, please contact the Overseas Operation Office.

For further information, please contact:

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