

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2018**

The JAPAN DIY HOMECENTER SHOW 2018 will be held for 3 days on August 23 (Thursday), 24 (Friday), and 25 (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 2018 is “Let’s find them! Tips for living to change tomorrow”. 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 2018 Event Information**

- Planned for the first time last year, a theme zone of “Men’s Workshop Zone” targets males, seniors and has a craft studio that looks like men’s retreat in which they can have a real experience of cutting, hammering and curbing.
- At the popular theme zone of “Children and Future Zone”, young people including children - the DIYer of the future, and their parents 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 events in which they can have renovation experience.



Shining DIY Women

**Popular Events**

“**HOMECENTER BUSINESS MATCHING**” 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.



HOMECENTER BUSINESS MATCHING

“Study Bus Tour to Retail Stores” is a charter bus tour to observe a big home improvement center and a retail store around the venue of the show on Sunday 26<sup>th</sup> 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 of 8,000 yen (planned; lunch provided) are necessary.



Study Bus Tour to Retail Stores

## The briefing for the JAPAN DIY HOMECENTER SHOW 2018

The briefings for the JAPAN DIY HOMECENTER SHOW 2018 were held at Conference Center in Yaesu, Tokyo, on Thursday, February 22 and at Higashiosaka Chamber of Commerce and Industry in Higashiosaka on Friday, February 16. They were the second holding of the briefings following the first one in November last year. At the briefings, Toshiyuki Inaba, the chairman of the Japan DIY Industry Association, and members of the executive committees including Terutaka Takeda, the chairman of the show executive committee, explained about the outline of the show, instructions regarding the exhibitions, and business activities conducted by the association. Also “tips seminar” related to exhibition were given by people from the companies who have experience in exhibiting at the show.



### <Association News>

## New Year's special seminar and New Year's celebration party for 2018

On February 2 (Friday), the Japan DIY Industry Association hosted a New Year's celebration party following a New Year's special seminar titled “Process of achieving goals – Lessons to be learned from leading players” with Masakuni Yamamoto, who coached Japan National Football Team at Athens 2004 Olympics, invited as a lecturer at the Dai-ichi Hotel Tokyo. It was packed with over 420 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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