

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 and 1,200 booths (planned).

The show theme of the JAPAN DIY HOMECENTER SHOW 2018 is “Let’s Find! for your Tomorrow ‘Tip’ of Lifestyle”. It is the biggest trade & public show for home and lifestyle in Japan. We will advise enjoying DIY yourself, and also with families and friends. 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

The application deadline is just around the corner

It is less than one month until the application deadline of Wednesday, May 2. We would like to explain exhibition styles for the overseas exhibitors again.

A plan for the overseas exhibitors

Standard exhibition plan for the overseas companies
1 booth: 3m x 3m (9m²) / price: 318,600 yen (Tax included)

The price applies for a raw space. For optional package booths, please apply separately.

For more details, please look in the English version of Exhibition brochure.



Overseas exhibitors’ booths at the previous show in 2017

“Exhibition brochure” and “Application form” in English that have the detailed information on the instructions for the exhibition are available for download from the official website of the show. If you wish for the information to be sent through the mail, please contact the Organizer shown below. The shipment is limited to addresses in Japan.

Please download “Exhibition brochure” and “Application form” in English at:
<http://www.diy-show.jp/2018/e/index.php>

Events and services for the overseas exhibitors

HOME CENTER BUSINESS MATCHING

Exhibitors are able to have direct business negotiations with buyers from leading home improvement centers at the special booth. There were many exhibitors who were able to start business transactions after each show by participating in the event. In order to have business negotiations, companies are required to make reservations in advance. Interpreters are exclusively stationed at the booth.



Japan DIY Product Competition

A wide range of products related to DIY and home improvement centers from domestic and overseas exhibitors will be entered into a competition, and through the judging and voting process, the best products will be selected. Products entered into the competition will be displayed at the specially set area during the show period, and will be promoted to many visitors. To participate in this event, companies are required to make reservations in advance.

2 service sections are set up in the overseas exhibition area

- **Business Meeting Section** which allows overseas companies to have casual business meetings
- **Concierge Service Section** with free-of-charge interpretation service for overseas exhibitors

We are planning to set up other new sections.

Please actively use those services in your business negotiations and public relations efforts.

Study Bus Tour to Retail Stores

A tour to visit home improvement centers and shopping centers in Japan (entry fee: 6,000 yen) is scheduled to be held. In this tour, a seminar where participants can learn about Japanese commercial distribution will also be presented. Those who do not exhibit this time but are planning the next exhibition can also participate. (entry fee: 10,000 yen).



Reception Party

A networking party that will be held after the show on the first day provides an opportunity where people from 3 industries related to DIY and home improvement center industry (manufacturing, wholesale trade and retailing) get together and exchange information. Free-of-charge interpretation service is planned to be provided. Please utilize this opportunity in order to get to know people from 3 industries in Japan.



For further information, please contact:

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