

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2018

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

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.

The show theme of the JAPAN DIY HOMECENTER SHOW 2018 is “Let’s Find! for your Tomorrow ‘Tip’ of Lifestyle”. For this year’s show, 488 companies will exhibit in the show, utilizing 1,126 booths (out of which 131 companies are overseas companies from 15 countries or areas and they use 145 booths).

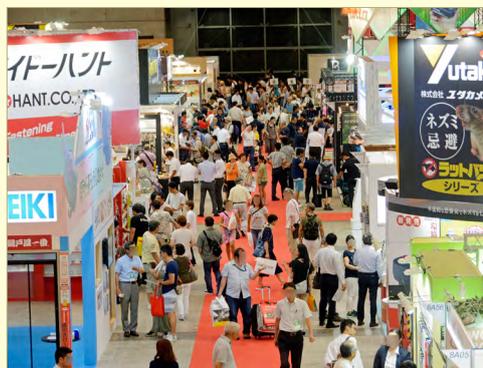


Photo from the previous show

The briefing for exhibitors was held

The briefing for companies who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2018 was held at Camellia Hall of Kameido Bunka Center on June 26 (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. 488 domestic and overseas companies are expected to exhibit in the show, utilizing 1,126 booths.

Also, before the briefing, the press conference was held with 35 people from 34 industry media companies participating.



The press conference

Events in which exhibitors can participate

“**HOMECENTER BUSINESS MATCHING**” 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: AYAHADIO; ENCHO CO., LTD.; KOHNAN SHOJI CO., LTD.; JOYFUL AK CO., LTD; DCM HOLDINGS CO., LTD.; HOME CENTER VALOR; U.F.O. CORPORATION; and LIXIL VIVA CORPORATION. Advance reservations are required to participate.

At “**Japan DIY Product Competition**”, entries 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.

Events for the overseas exhibitors

“**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.

“**Study Bus Tour to Retail Stores**” is a tour to a big home improvement center and a chain store around Makuhari Messe on August 26 (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 23) after the show at 17:30. It is the networking party that provides an opportunity where exhibitors, top managers and executives from wholesale, manufacturing and retail companies including home improvement centers 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 section 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”, we focus on intellectual education and prepare events such as intellectual training manufacturing and programming experience children and families can enjoy. Under a concept of *hut*, we decorate “Men’s Workshop Zone” applying the images of *motorcycle*, *woodworking craft* and *outdoors*, and plan a workshop for making a truly piece of work at a place adjacent to the hut.

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. There is also the popular event of each year, “Charity Auction”, in which garden goods such as potted plants are sold in auction and all profits are donated to a welfare activities association.



Charity Auction

The Third DIY Award Ceremony

The third DIY Award will be given to Tomomitsu Yamaguchi, a comedian and a talent. Mr. Yamaguchi has contributed to the promotion and spread of DIY through his appearances on TV shows and writing a serial in magazine. The award ceremony followed by the talk show by Mr. Yamaguchi is planned to be held on the main stage in the Hall 5 on Friday, August 24 at 11:00 am.

Total prize of 700,000 yen – Japan DIY Grand Prize

“Japan DIY Grand Prize” is a product contest with a prize totaling 700,000 yen. Entries from DIY people are reviewed and winners of the best award and award of excellence in each category are selected.

For more details of the events, please contact the organizer shown below.

For further information, please contact:

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