

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2018

**August 23– 25, 2018**

**The show will be finally held this month  
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.

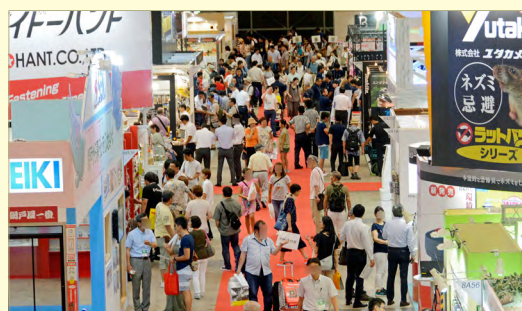


Photo from the previous show

Under the theme of “Let’s Find! for your Tomorrow ‘Tip’ of Lifestyle”, the JAPAN DIY HOMECENTER SHOW 2018 marks its 54th show and has 488 exhibiting companies utilizing 1,126 booths (out of which 131 companies are overseas companies from 15 countries or areas and they use 145 booths). At the show that will have people from 3 categories of businesses (manufacturing, wholesale and retail) related to DIY and home improvement centers getting together, we will advise “enjoying DIY with families and friends” through the presentation of various ideas that make people’s living fun and comfortable, and the arrangement of innovative events. Expecting 120,000 people to visit over 3 days, the show is the largest exhibition in the DIY and home improvement centers industry.

## Information on major events

### Buyers’ Day Events

“**HOMECENTER BUSINESS MATCHING**” is an event exhibitors can have individual meetings and consultation at the booth set for the business meetings where buyers from big home improvement centers are stationed. Retail companies stationed are the following 9 companies: AYAHADIO, ENCHO, KOHNAN SHOJI, JOYFUL AK, DCM HOLDINGS, HOME CENTER VALOR, U.F.O., LIXIL VIVA and ROYALHOMECENTER.



At “**Japan DIY Product Competition**”, winners of many awards including the award from the Minister of Economy, Trade and Industry will be selected. New products, hit products and environmental and recyclable products that were entered into the competition by domestic and overseas exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, prizes will be awarded to excellent products.

At “**Buyers’ Booth Tour**”, buyers from retail and manufacturing industries are invited and given a guided tour of the exhibit booths of overseas companies with interpreting services. At “**Overseas Exhibitors’ Booth Tour**”, overseas exhibitors are given a guided tour of the domestic booths with an interpreter. Free-of-charge interpretation service is provided at overseas exhibitors’ section at all times during the show.

“Reception Party” which will be held at the Hotel New Otani Makuhari on the first day after the show at 17:30 is the networking party where people from 3 industries (manufacturing, wholesale trade and retailing) attend to exchange information and to get to know each other.

“Study Bus Tour to Large-Scale Retail Stores” is a tour by a chartered bus to a big home improvement center in the vicinity of show venue. The store manager and staff member of each center guide the inside of the store. We will hold a seminar to explain Japan’s home center market with leading home center ex-worker in an easy-to-understand manner.

## General PR Day Events

This year’s show is packed with events in which families can participate and enjoy together.

The original T-shirts will be offered for free to the first 1,000 visitors on the second and third days of the show. The distribution of T-shirts will start at 9:30 a.m. when the show opens.

## Three major theme zones can be experienced this year

“Shining DIY Women” zone is a popular zone that supports DIY for women. You can have an experience of making things by using power tools, and carry out hands-on events related to pets and gardening. At “Children and Future Zone”, children can experience “intellectual training manufacturing” in which they can think freely, play and learn. “Men’s Workshop Zone” features a theme “hut”, a place where men can immerse in hobbies and they can create three types of rooms that bring to mind motorcycle, woodworking craft and outdoors.



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 a 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.

## Total prize of 700,000 yen – Japan DIY Grand Prize 2018

“Japan DIY Grand Prize 2018” is a contest with a prize totaling 700,000 yen. Entries to 5 categories of DIY Products, DIY Women’s Products, KIDS, Exterior & Gardening and Renovation are reviewed, and winners of the best award and award of excellence in each category are selected.

All exhibitors are preparing original events in which visitors can participate and are hoping for many to come and visit.

If you have any questions, please contact the organizer shown below.

---

For further information, please contact:

## JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan

Tel: (81)3-3256-4475 Fax: (81)3-3256-4457 E-mail: [osapplication@diy-show.jp](mailto:osapplication@diy-show.jp)

HP: <http://www.diy.or.jp>