

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2019

The JAPAN DIY HOMECENTER SHOW 2019 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, aiming to invite 500 overseas and domestic exhibitors and 120,000 visitors..

The show theme of the JAPAN DIY HOMECENTER SHOW 2019 is “Discover your own lifestyle with DIY”. 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

## The application deadline is just around the corner

It is less than one month until the application deadline of Friday, April 26. We would like to explain exhibition styles for the overseas exhibitors.

### Standard exhibition plan for the overseas exhibitors

1 booth: 3m x 3m (9m<sup>2</sup>) / 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.

“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.



Overseas exhibitors' booths at the previous show in 2018

Please download “Exhibition brochure” and “Application form” in English at:  
<http://www.diy-show.jp/2019/e/index.php>

## Events and services for the overseas exhibitors

### HomeCenter 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.

### Service Sections 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

### Study Bus Tour to Retail Stores

A tour to visit home improvement centers and shopping centers in Japan (Application fee is required) 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. Application fees are 5,000 yen for exhibitors and 10,000 yen for non-exhibitors).



### Reception Party

A networking party that will be held after the show on the first day (Application fee is required) 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.



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For further information, please contact:

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