

## **JAPAN DIY HOMECENTER SHOW NEWS**

### **40th Anniversary of the Association Establishment**

# **The 56th JAPAN DIY HOMECENTER SHOW 2020**

The JAPAN DIY HOMECENTER SHOW 2020, the largest comprehensive trade show in Japan for housing and living items where domestic and overseas companies related to DIY and home improvement center business gather, will be held at Makuhari Messe International Exhibition Hall in Chiba Prefecture, aiming to attract 100,000 visitors and 500 exhibitors from Japan and abroad, from November 5 (Thursday) to November 7 (Saturday) since Makuhari Messe will be used as a venue for Tokyo Olympic and Paralympic Games from July to September.



Photo from the previous show

## **The concept behind the JAPAN DIY HOMECENTER SHOW 2020**

The show is the biggest comprehensive exhibition in the home improvement center industry held for the purpose of contributing to the development of the industry and the enrichment of people's lives. This year commemorates the 40<sup>th</sup> anniversary of the foundation of Japan DIY Industry Association and we will hold special panels and speeches by top managers of big home improvement centers both domestic and overseas including Home Depot from the US and OBI from Europe. Under the show theme of "Let's Go to the Home Center! Choose Your Lifestyle with DIY", the show will be held for 3 days on November 5 (Thursday), November 6 (Friday) and November 7 (Saturday) in 2020 at 5 halls (planned) in Makuhari Messe, aiming to attract 100,000 visitors and 500 exhibitors from Japan and abroad who use 1,200 booths. Events for exhibitors will convey the significance of DIY and home improvement centers and respond to a society that values diversity and individuality. We propose making things, services and ideas that are eco-friendly based on the origins of DIY – cutting, pasting and painting.

## **Exhibition plan for the 56th JAPAN DIY HOMECENTER SHOW 2020**

**Ordinary booth:** 3m x 3m ( 9 m<sup>2</sup> )

Price: 324,500 yen (tax included) /booth ( 9m<sup>2</sup> )

### **Optional extra**

Corner booth: 33,000 yen (tax included, quantity limited)

Rental package: 143,000 yen (tax included) / booth

## Main events for the exhibitors

### <Special events commemorating the 40<sup>th</sup> anniversary of the Association establishment>

- \* Keynote speech by top managers of Home Depot and OBI
- \* Panel discussion inviting keynote speakers and managers of Japanese big home improvement centers
- \* HOMECENTER BUSINESS MATCHING - business meeting of exhibitors and buyers from Japanese big home improvement centers



Deadline for the exhibition application ends on June 26 (Friday). When the number of registrants reaches the limit before the date, the application will be closed. We hope you make a reservation early.

## Main schedules for the show

mid-September: **Notice of floor plans**

November 5(Thursday), November 6(Friday) and November7 (Saturday): **Show dates**

November 8(Sunday): **Study bus tour to big home improvement centers** (lunch after the tour included)

“Exhibition brochure” and “Application form” that have the detailed information on the instructions for the exhibition are available for download from the official website at:

<http://www.diy-show.jp/2020/e/index.php>

If you wish for the information to be sent through postal mail, please contact the secretariat office shown below.

**JAPAN DIY HOMECENTER SHOW 2020 Secretariat Office**

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For further information, please contact:

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