

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010



August 26-28, 2010

2 months to go before the opening of the show at Makuhari Messe

The JAPAN DIY HOMECENTER SHOW 2010 will be held for 3 days on August 26 (Thursday), 27 (Friday), and 28 (Saturday) at Makuhari Messe in Chiba City, using 4 halls and 1,000 booths (scheduled).

With a goal of promoting DIY (DO IT YOURSELF) further, for the JAPAN DIY HOMECENTER SHOW 2010, 2 days are set aside for the General PR Day while the show's trade function is enhanced. The show is a big event with the total number of visitors expected to reach 100,000.

The show theme for this year is "New to me! Something good for housing. Good living." It is our own power that can turn our daily life into fun and satisfying one. In order to make sure that DIY can support people in changing their living, we will link show events to the ones held by show exhibitors in order to present various ideas to visitors.



*Photo is JAPAN DIY HOMECENTER SHOW 2009

The briefing for exhibitors will be held

The show is scheduled to open in a little more than 2 months. An annual briefing for show exhibitors will be held in the Camellia Hall located on the third floor of Kameido Bunka Center (2-19-1 Kameido, Koto-ku, Tokyo/ 2-minute walk from JR Kameido Station) at 1:30 p.m. on June 29 (Tuesday). Before the briefing, there will be a press conference in the main training room located on the second floor of the Center at 11:30 a.m.



*The image from the previous briefing for exhibitors

The poster design was decided



The poster design for the JAPAN DIY HOMECENTER SHOW 2010 was decided. The poster uses a girl who is engaged in the DIY activity as a character and a dynamic design in order to emphasize the fun of DIY. The use of a combination of various colors reflecting an image of summer is making the poster striking.

Information on major events

HOMECENTER TRADE II

In the event that is well received every year, buyers from home improvement centers will be stationed at booths throughout the show period for trade consultations and business meetings with exhibitors who made reservations in advance.

Exhibitors' Presentation Corner

In a special presentation corner, exhibitors can present products which they want to actively promote, and see the direct response of buyers and general visitors. Exhibitors have to sign up in advance in order to make a presentation.

DIY New Product and Hit product Competition

New products and hit products manufactured by exhibitors will be entered in the competition, and through the process of a presentation to key figures and those involved in the industry as well as voting by visitors, best products will be selected.

Homecenter Reform Corner

Under the catch line of "Eco-reform at Homecenter", information on Eco-point system for housing will be provided, and eco-friendly products will be shown in cooperation with sponsoring manufacturers.

Display Corner for people-friendly and environment-friendly products

In this corner, Environmental Resources Committee of the Japan DIY Industry Association will select and display eco-friendly and environment-friendly products by member companies and exhibitors.

Sanjyo Blacksmith Dojo

A team of craftsmen from Sanjyo-shi, Niigata Prefecture, who inherited traditional smithery skills will give a demonstration of knife making. Visitors can also participate and experience knife making.

Gardening Charity Auction

On the second and final days of the show, visitors can participate in the auction in order to bid for flowers, ornamental plants, and gardening products carefully selected by auctioneers. The proceeds will be donated to welfare organizations.



DIY advisor mock certification test

In the event, information on the DIY advisor qualification test certified by the Japan DIY Industry Association will be given in an easy-to-understand manner, and participants can take mock skill tests.

Japan DIY Industry Association News

Information on the 30th anniversary ceremony

On June 2, the Japan DIY Industry Association will host an anniversary ceremony to commemorate its 30th anniversary at Meiji Kinenkan in Tokyo. On the day of the ceremony, there will be an anniversary lecture by Hiroshi Mikitani, Chairman and CEO of Rakuten, Inc. The details of the ceremony will be reported in the next issue of DIY Show New.



For further information, please contact:

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