

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2011

The JAPAN DIY HOMECENTER SHOW 2011 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday), using 3 halls with 1,000 booths (planned) at Makuhari Messe in Chiba City.

The show theme for the JAPAN DIY HOMECENTER SHOW 2011 will be “Enjoy and enrich your daily life! DIY is by your side.” The show welcomes its 47<sup>th</sup> anniversary this year. Even though we are under the tough economic conditions, with supports and participation in the show by many companies, we will make efforts to meet everyone’s expectation with original events.



\*Photo is JAPAN DIY HOMECENTER SHOW 2010

## A Briefing Session for the JAPAN DIY HOMECENTER SHOW 2011 was held

On February 4 (Friday), 2011, a briefing session for the JAPAN DIY HOMECENTER SHOW 2011 was held at Kousai Kaikan in Kojimachi, Tokyo, as a part of activities to encourage new exhibiting companies to participate in the show. On behalf of the show organizer, executive committee members including Mr. Toshiyuki Inaba, (chairman of the show executive committee), Mr. Takashi Taira (vice chairman), and Mr. Toshio Imai (executive director of the Japan DIY Industry Association) participated in the briefing.



Briefing session

“The JAPAN DIY HOMECENTER SHOW is a comprehensive trade show where companies from 3 business categories of manufacturing, wholesaling, and retailing participate, and there are many repeat visitors to

the show. Many of these visitors come to the show not only for business negotiations but also for the purpose of collecting information. New exhibitors are of particularly high interest,” said Mr. Inaba, in his greeting speech to participants. Then he moved onto explaining about new efforts and events for this year’s show to those in charge from companies that were planning to exhibit in the show for the first time and the media.

89 people from 77 companies including the media companies attended the briefing. During the Q & A session, those in charge from companies that were planning to exhibit in the show for the first time asked questions with interest, and they engaged in productive information exchanges with the organizer.



Mr. Inaba greeting participants on behalf of the organizer

## New plans for the JAPAN DIY HOMECENTER SHOW 2011

### Totally 33 exhibition items by expanding exhibition categories

Since 2010, the show was trying to get companies from categories of clothing, food, housing, and entertainment to participate in the show extensively. For the 2011 show, we are looking for the participation by companies related to 33 exhibition items by actively adding items that are expected to generate demands in the home improvement center market in future including “health and beauty products” and “food, beverages, and alcoholic beverages.”

### Booths for DIY advisors

There will be booths available for those who are qualified as DIY advisors by the Japan DIY Industry Association. Currently, the number of advisors is over 12,600. In these booths, DIY advisors can make

presentations on activities and give a demonstration, or sell products.

### New exhibition plan, “Mini Booth NEXT”

An advanced form of “Mini Booth” plan for new exhibitors, “Mini Booth Next” plan, will be introduced. This is a plan that allows companies that have exhibited in mini booths in the past to use mini booths again at a special price. For details, please contact the Overseas Operation Office listed below.

### Special exhibitions

Special exhibitions will be planned through the cooperation with companies and organizations. Topics that will draw attention will be selected as the event theme, and through the theme, ideas for new housing and lifestyle will be offered.

## Japan DIY Industry Association News

### New Year’s special seminar and New Year’s celebration party were held

The Japan DIY Industry Association held annual New Year’s special seminar and New Year’s celebration party at the Dai-ichi Hotel Tokyo (in front of JR Shimbashi Station) on January 26 (Wednesday). The gathering was a great success, attracting more than 350 participants.

The lecturer at the seminar was Mr. Susumu Takahashi, vice chairman of the Japan Research Institute. Mr. Takahashi talked about “the Japanese economy in 2011” based upon the prospect and the current conditions of the global economy.



At the New Year’s celebration party that took place at a separate venue, the chairman, Yoji Sakamoto made a greeting speech at the beginning of the party. “The DIY industry is related to the supporting fields such as readiness for the aging society. We need to create new markets in order to activate the industry,” said Mr. Sakamoto, sending out a strong message.

\*Photos from the 2011 New Year’s special seminar and New Year’s celebration party

For further information, please contact:

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