

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2012

**August 23 - 25, 2012**

**Only a month to go before the show starts**

The JAPAN DIY HOMECENTER SHOW 2012 will be held for 3 days from August 23 (Thursday), 24 (Friday) and 25 (Saturday) at Makuhari Messe in Chiba prefecture.



\*Photo from the previous show

At the JAPAN DIY HOMECENTER SHOW, people from 3 categories of business (manufacturing, wholesale, and retail) related to domestic and overseas DIY and home improvement centers get together. The show is held in order to promote the DIY and advance the DIY industry. The show welcomes its 48th anniversary this year. This year, under the show theme of “Make Your Dream Your Power !”, out of as many as 200,000 products considered to be carried by home improvement centers, the latest DIY related products will be displayed and introduced at the show. 100,000 people are expected to visit the show during 3 days.

## The briefing for the exhibitors was held

The briefing for exhibitors who are planning to participate in the JAPAN DIY HOMECENTER SHOW 2012 was held at Camellia Hall of Kameido Bunka Center in Tokyo on July 4 (Wednesday).

The measures for the power conservation at the show venue and procedures for the installation and dismantlement of booths were explained to the exhibitors as they were last year. The documents were distributed, and the lottery to allocate booths was held. As of July 3, 466 companies are expected to exhibit in the show, utilizing 990 booths. The number of exhibitors will be the largest in recent years.

Before the briefing, a press conference was held with 34 media companies from various industries participating on the second floor of the center.



\*Top: Briefing for exhibitors

\*Bottom: Press conference

## The briefing for DIY advisors who will exhibit in the show will be held

The briefing for the DIY advisors who will exhibit in the JAPAN DIY HOMECENTER SHOW 2012 will be held in the meeting room at the Japan DIY Industry Association (3-minute walk from JR Kanda Station or Tokyo Metro Kanda Station/5-minute walk from JR Shin-Nihombashi Station) at 10:30 a.m. on July 21 (Saturday). At the briefing, show's outline, operation and the setup of the venue will be explained, and there will be also an announcement on the booth allocation.

## Poster for the show

PR poster for the JAPAN DIY HOMECENTER SHOW 2012 was completed. As a key visual for the poster and an image character, Noriko Imoto (go by the name of Tenco), a main character from the comic book "HOMECENTER TENCO" that depicts a female high school student who loves DIY, was chosen. We decided to use this character not only as a symbol of the DIY boom among women, but also out of the hope that by reading a comic book on DIY which is easy to enjoy, more people will be encouraged to try the DIY.

Posters will be displayed at offices of member companies and home improvement centers nationwide. The design for the poster will be also used for the invitation cards and invitation tickets.



## Japan DIY Industry Association News

### Information on the 2012 DIY advisor certification test

The DIY advisor certification test started in 1983, and the 30th test will be held this year. The number of applicants for this year's test is 1,880 including 298 applicants who are exempt from the preliminary test.

#### Schedule

\*Preliminary test <Written test>: August 18 (Saturday)  
Venue: Sapporo/Tokyo/Nagoya/Osaka/Fukuoka  
The number of those who will take the preliminary test: 1,582  
Results of the preliminary test will be sent out in early September.

\*Secondary Test <Skill test/Interview>  
Tokyo: mid-November  
Osaka: mid-November  
Practical training Tokyo/Osaka: October



The previous primary test <Tokyo Venue: Aoyama Gakuin University>

For further information, please contact:

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