

**JAPAN DIY HOMECENTER SHOW NEWS**

# JAPAN DIY HOMECENTER SHOW 2014

The JAPAN DIY HOMECENTER SHOW which was held at the Tokyo Harumi Trade Fair Site for the first time in 1978 and has been held both in Tokyo and Osaka since then will welcome its 50<sup>th</sup> anniversary this year. The JAPAN DIY HOMECENTER SHOW 2014 will be held for 3 days on August 28 (Thursday), 29 (Friday), and 30 (Saturday) at Makuhari Messe in Chiba Prefecture, using 5 halls and 1,500 booths (planned).



Photo from the previous show

## Briefing for the show and the announcement on the show's basic plans

The briefing for the show for the JAPAN DIY HOMECENTER SHOW 2014 was held at Zensuido Kaikan in Hongo, Tokyo, again on February 13 (Thursday), following the briefing held in December last year.

At the beginning of the briefing, Ichiro Shimura, the chairman of the Japan DIY Industry Association, made a greeting speech on behalf of the organizers, and then the report on the 2013 show, outline and instructions regarding the exhibition in the 2014 show and business activities by the Japan DIY Industry Association were explained. 65 people including those from domestic and overseas companies and organizations that considered the possibility of exhibiting in the show as well as media in different industries participated in the briefing.

Toshiyuki Inaba, the chairman of the executive committee of the show, announced 5 basic policies: 1) Try to get companies to exhibit under new themes such as "Garden Market" and "Outdoor & Camping" in addition to "Sparkling! DIY Women" which was a popular theme in the previous show, and add the exhibition zones that will be useful for exhibitors that handle products related to those themes. 2) Hold a special exhibition related to 3D printers and try to get domestic and overseas companies related to 3D printers to exhibit in the special exhibition. 3) Promote a wide range of PR activities by utilizing the media power of the MAINICHI NEWSPAPERS which became one of sponsors for the show through the tie-up with the media. 4) Work in close



Toshiyuki Inaba, the chairman of the executive committee



The briefing for the 2014 show

cooperation with organizations which host DIY-related shows in the U.S. or other countries in Europe and Asia and encourage overseas companies to exhibit in the show while encouraging related people to come to the show in order to strengthen the global aspect of the show. 5) In order to celebrate the show's 50<sup>th</sup> anniversary, plan events which member companies of the association, exhibitors and visitors can participate in.

At the one-point seminar, Nobuteru Shimada (manager of Volumes Sales Division of TOSO COMPANY LIMITED) served as a lecturer and gave a lecture titled “Show’s appeal and a key to a successful exhibition from the perspective of exhibitors”. In the lecture, Mr. Shimada used specific examples to explain how his company utilized the show for its product development and sales strategies.

## Exhibition plans for overseas exhibitors

Information on the exhibition and the application for the exhibition in English are now available on the show’s official website. The fee for the regular booth is 250,000 yen (tax not included). Also, this year, “Mini Booth Exhibition” (with equipment rental package) which is an exhibition plan for new exhibitors is ready for 170,000 yen (tax not included). As mini booths in this plan will be allocated on a first-come-first-served basis, we will stop accepting applications as soon as all 30 booths are taken. For details, please contact the Overseas Operation Office shown below.



Information on the exhibition in English : <http://www.diy-show.jp/2014/e/ebaf.html>

## Present status of applications for the exhibition

We have been receiving applications and inquiries from many companies including new exhibitors for “Exhibition Premium Plans” which are special plans for member companies and exhibitors. We feel that these applications and inquiries represent an expectation toward the show’s 50<sup>th</sup> anniversary and a high interest toward our show among companies that are planning to enter the DIY and home improvement center markets and those companies that have exhibited in our shows in the past.

## Information on the application for “DIY Advisor Exhibition Booth”



“DIY Advisor Exhibition” in the previous show

“DIY Advisor Exhibition Booth” is a booth available only for those who are qualified as DIY advisors by the Japan DIY Industry Association. The number of DIY advisors exceeds 13,400. In “DIY Advisor Exhibition Booth”, DIY advisors can make presentation on their regular activities, give demonstrations or sell products. The details on the application and the number of booths available for this plan are scheduled to be announced on the show’s official web site at the end of March or in early April.

If you have any question on the exhibition, please contact the Overseas Operation Office shown below.

For further information, please contact:

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