

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 50th 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). The show theme for the JAPAN DIY HOMECENTER SHOW 2014 is “Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!”



Photo from the previous show

Applications for the exhibition being received at a steady pace

This year, the show welcomes its 50th anniversary, and the number of applications received from companies that exhibited in the show in the past and new companies has more than tripled compared to the figure recorded during the same period last year (as of March 31) due to applications sent by companies who will exhibit in the show utilizing “Exhibition Premium Plans” including “Discount for member companies that sign up for the show early” and “Discount for new exhibitors”, and also the expectation toward DIY and home improvement center industry where demand for renovation work is expanding.



Plans for overseas exhibitors

Only a month is left before the deadline for applications (May 9) comes. We would like to explain exhibition styles that match various purposes for the exhibition and details of the each exhibition style again.

Booths for overseas exhibitors

Standard exhibition plan for overseas companies
1 booth: 9m³ /price: 270,000 yen (Tax included)



Mini booth exhibition plan (with equipment rental package)

This is a low-priced exhibition plan for both companies and individuals.

1 booth: 4m³ /price: 170,000 yen (Tax included)

*Booths for this plan will be allocated on a first-come-first-served basis. We will stop accepting applications when all 30 booths available for the plan are taken.

As for the details of plans, please go the official web site shown below where you can find the information on the exhibition in English.



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

Event and services for overseas exhibitors



Overseas concierge service during the previous show (2013)

Overseas PR corner

During the show, in an area close to the overseas exhibition area, we are planning to set an overseas PR booth that has 3 functions: PR section for the overseas trade shows and the media that are sponsoring our DIY show, business meeting section which allows overseas companies to have casual business meetings and concierge service for overseas exhibitors (free-of-charge interpretation service).

Store tour

A tour to visit home improvement centers and shopping centers in Japan (a paid tour) is scheduled to be held. In this tour, a seminar where participants can learn the Japanese commercial distribution will also be presented.



Previous networking party (2013)

Networking party

A networking party that will be held after the show on the first day provides an opportunity where people from 3 industries (manufacturing, wholesale trade and retailing) get together and exchange information. Free-of-charge interpretation service is planned to be provided. Please utilize this opportunity in order to get to know people from 3 industries in Japan.

Please contact Overseas Operation Office listed below for details of these events and services.

For further information, please contact:

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