

**The next JAPAN DIY  
HOMECENTER SHOW 2008  
holding : August 28-30, 2008  
at Makuhari Messe**



**JAPAN DIY HOMECENTER SHOW NEWS**

**"JAPAN DIY HOMECENTER SHOW 2007"**

Annual big event of the summer vacation, "JAPAN DIY HOMECENTER SHOW2007" was held at Makuhari Messe International Exhibition Hall(2-5 halls) in Chiba for three days from Thursday, 23<sup>rd</sup> to 25<sup>th</sup> of August. Having got 490 exhibit companies including 122 overseas and, in addition, 84,070 people exceeding the visitors' number last year arrived to the show that many events related to renovation and remodeling were held, and the show venue has become crowded spectacularly during the period.

**Show Executive Committee Held for 2008 Show Holding**

The DIY Homecenter show executive committee was held on December 20<sup>th</sup>, for holding JAPAN DIY HOMECENTER SHOW in summer 2008. In the meeting, chairman of the executive committee, Inaba reported an outline of the show 2008 as a big decision, "Trade will be more emphasized in the show next year".

For 3 days of the show period next summer, both first and second day are decided to be the "Trade Day", and the third day to be "PR day".

In addition, in the show executive committee on the day, the following matters were examined.

1. **Change of the event contents to trade-conscious**
  - \* Events related to remodeling and renovation are thought to be important also as regarding concentration on renovation related business by Homecenters in recent years. Improvement of the event contents in order to show their intentions clearly is needed as thinking of

concrete events such as suggesting the coordinates of storage, kitchen and bathroom, etc..



\* Event space where exhibitors can

publicize their companies and products will be installed. This style of the event holding has been lately attempted in other shows as well. It is very popular style as exhibit companies can not only exhibit booths but also involve the show more actively.



## 2. Suggestion of the utilization of the DIY Advisers' abilities

\* There are lots of people acquired the DIY Adviser qualifications. We make proposals to Homecenter executives through events how to make a good use of the advisers' abilities. Also, we aim to promote many DIY Advisers visits to the show through the events.

## 3. Extension of categories aiming at an increase of exhibit companies

\* In order to increase the exhibitors and respond to

the change of items handled at Homecenters and the diversified customers' needs,

Health, Travel, School and Hobby, etc., are newly added to the exhibit categories as well as conventional categories.



# New Year Special Seminar & New Year's Celebration Gathering to be Held

*Photos: New Year Special Seminar & New Year's Celebration Gathering held on January 25, 2007*



Japan DIY Industry Association will hold New Year Special Seminar and New Year's Celebration Gathering January 23<sup>rd</sup> in 2008 at "Dai-



ichi Hotel Tokyo". The annual seminar is held for the association member companies, and more than 500 people related to the industry attend every year.

The lecturer in the seminar 2008 is Masajuro Shiokawa, the representative of Liberal National Congress, and ex-finance minister. Titled "Coping with the change-Japan future", the lecture will be given for one and a half hour. After the seminar finishes, festive New Years' celebration gathering plans to be held with inviting lots of guests.

For further information, please contact:

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