

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



**JAPAN DIY HOMECENTER SHOW NEWS**

**"JAPAN DIY HOMECENTER SHOW 2008"**

JAPAN DIY HOMECENTER SHOW 2008 is held at Makuhari Messe in Chiba City for three days of Thursday 28th, Friday 29th and Saturday 30th in August this year. As previously announced, two days of the show for 28<sup>th</sup> and 29<sup>th</sup> are for the trade, and the final day of 30<sup>th</sup> is scheduled to be open to the public.

***Event Plan of the Show with Expanded 2-Day Trade***

**Promoting the expansion of the exhibition category**

In order to address the need in general customers for diversification of Homecenter items, promotion of exhibit companies in new type of business such as cultural business of health, travel, school and cooking, etc. and the enterprises developing modern commodities for child-nurturing support and customers of the baby boom generation will be planned in addition to 25 existing exhibit categories. We aim to create the show as the discovery space of new business scheme and new line of business drawing attention of buyers such as Homecenters.

**Trade-oriented event and media PR**

We propose the renovation and remodeling which meets the change of lifestyles regarding them considered the priority issue by Homecenters. Also, the PR space for the major goods of exhibit companies will be prepared; 1) encouraging exhibit company to appeal their commodities, 2) planning the collaborating event of making good use of the items by exhibit companies and organizers, 3)

publicizing the commodities aggressively to the media such as the trade paper.



**The proposal of the use of DIY advisers skills**



The method of using the ability of the DIY adviser exceeding 10,000 people will be proposed. The person who has DIY adviser qualification will become a strong force at a sales floor in each Homecenter and a new business etc.. The

demonstration using various products and tools by the DIY adviser in the show event hall will be held, and visitors' consultation corner will be installed.

## Japanese market Information to overseas exhibit companies

There is the opinion often heard that immediate trading with Homecenters is difficult by oversea

exhibit companies. We will provide the service such as supplying information about the way of business and business customs in Japan market, and introducing manufacturers and vender companies dealing with Homecenters for the oversea companies. There will be annual visiting tour to the major Homecenters as well. Participants will be able to grasp the scale of each Homecenter stores and products traded there.

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### Japan DIY Industry Association News

## “New Year Special Seminar & New Year’s Celebration Gathering” Held



The Japan DIY Industry Association held “New Year Special Seminar and New Year’s Celebration Gathering” at “ Dai-ichi Hotel Tokyo” in Shinbashi, Tokyo on Wednesday, January 23<sup>rd</sup> in 2008, invited former Minister of Finance, Mr. Masajuro Shiokawa to the seminar lecturer. On the day over 400 people who are member company people, guests, and media related party, etc. attended there. They keenly listened to the enthusiastic talk “How Japan

will be” given by Mr. Shiokawa. After the seminar, there were festive party at the different venue. At the beginning, chairman Yoji Sakamoto stood for the greeting and he called for packed audiences there as “ Work hard with passion using our body and brain, although the situation is seems to be more severe this year than last year.



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For further information, please contact:

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