

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



JAPAN DIY HOMECENTER SHOW 2008 is Curtain-up!



JAPAN DIY HOMECENTER SHOW 2008 is finally opened on August 28, with its show theme "DIY, the Power to Reform Our Lives." "Buyers' Day" is for the first two days on the 28th and 29th, and the final day, the 30th, is open to the general public in this year. Placing importance on business and trade, the show is spectacularly unfolded with exhibition scale of 420 companies and 1003 booths.

JAPAN DIY HOMECENTER SHOW 2008 starts with its opening ceremony at 9:00 on the first day. As characteristics of a trade show, "Business Talks Room" (offered for charge by reservation), set up



newly, provides a place for business talks and gathering information. And "Business Support

Center" (offered for free of charge) provides use of computers, fax, copy machines, and the Internet, and it has already received many applications from exhibiting companies for the first two days.

One of main events for the first two days is business seminar. For the first day, The "Forward Path to the Retail Sales Industry in Japan - To be on a Winning Streak" by Professor Nobuo Kawabe of Waseda University, who gained fame for writing books on business distribution such as The Business History of Seven-Eleven, is held. For the second day, Associate Professor Masahumi Inoue of Tokyo University and Associate Professor Shigehiro Asada of Saitama University deliver lectures on the theme of "Use of Timber." Also a panel discussion on the theme of "A Challenge to DIY Products Development," in association with the Organization for Small & Medium Enterprises and Regional Innovation, Japan, is held.



"HOMECENTER TRADE II," offering chance to have business talks directly for retailers and exhibiting companies, is an yearly popular event in the show. Participants are 9 retailers, such as Home Center Anzen,



Inai, Encho, Kohnan, Tokyu Hands, Tostem Viva, Murauchi Hobby, Royal Home Center and Uniliving.



As a place for actual product information, the following programs are held: 1) “Environment and Ecology Gallery” and “Environmentally and People Friendly Products” in which products related to the environment and ecology will be displayed, 2) “Reform Pavilion” with the concept of “Remodeling/reconstruction at a home improvement center in your town,” and 3) “Exhibitor’s Presentation Corner” in which a company can give a promotional presentation of its new product or hit product. Intended for trade, exhibiting companies make active use of those exhibitions.

After the end of the first day of the show at 5:30, an industry networking party is held as an opportunity for everyone, manufacturers, wholesalers, and retailers, to meet. The place is located at the APA Hotel near Makuhari Messe.

For the third day as PR and open to the general public, participatory events such as “Parents and

Children Woodworking Class” by Japan D.I.Y. Club, “Natural Life Course” by the entertainer and DIY learned Kuniaki Shimizu and etc.



are jazzed up. Supported by Japanese Federation of Wood Industry Association, “Forum of Enjoying Japanese Trees” introducing Ecowood products, are set up in large.



“Sumai Jibunryu-DIY Introduction,” a NHK’s popular TV program broadcasted regularly every

Friday at 21:00, is broadcasted live by NHK educational TV at 11:00 from the venue. The TV program instructed by the anchor Miyoko Omomo and the entertainer Punch Sato is rebroadcasted at 21:00 that same day.



As has become customary, a tour of a home improvement center in a neighboring area is made on the day following the last day of the show. This year, a tour of both Royal Home Center- Chiba Kita

branch store and Super Viva Home- Shinnarashino branch store is scheduled, and through the tour participants get acquainted with each other. This tour is intended for foreign exhibitors.

JAPAN DIY HOMECENTER SHOW 2008 is conducted by some 50 executive committee men from member companies, centering on chairman of the executive committee Toshiyuki Inaba.

For further information, please contact:

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