

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2009**



**helding at Makuhari Messe in August 27-29, 2009**

JAPAN DIY HOMECENTER SHOW 2009, hosted by Japan DIY Industry Association, will be held for 3 days on August 27 (Thursday), 28 (Friday), and 29 (Saturday) at Makuhari Messe in Chiba City.

**The Theme for the Show was Decided**

*“Everyday Kindness to Housing and Living. DIY is all about Family Love.”*

The JAPAN DIY HOMECENER SHOW 2009 will be held for 3 days from August 27 to 29 in 2009 at Makuhari Messe in Chiba City. The theme for the show was decided as

“Everyday Kindness to Housing and Living. DIY is all about Family Love.”

Due to the steep rise in crude oil prices and breakdown of subprime loan, global financial and economic conditions were devastated. However, it is possible for us to turn our daily life into

joyful and emotionally-fulfilling one on our own. DIY feels that it can help people to have a life where they can stay healthy, be always with a smile, feel hopeful and love.

The result of the show questionnaire survey conducted with the cooperation of exhibiting companies showed that for the show schedule, the half of exhibiting companies surveyed put the priority on the trade, hoping to have ample opportunities for business meetings while the other half attached importance to the General PR Day that attracted many general visitors and created a festive atmosphere. In order to reflect the result to this year’s schedule, we decided to hold the show for 3 days out of which 2 days will be allocated for the trade purpose, providing full opportunities for business meetings, with 2 days set as the General PR day to attract a crowd of visitors.



**The Targets of The JAPAN DIY HOMECENER SHOW 2009**

**Propose the thorough utilization of home improvement centers in regions**

1) Home improvement centers are the type of stores that can provide goods and service local people want such as ecologically-friendly products, goods/services related to natural energy, healthy lifestyle, outdoor style, gardening or renovation.

2) Home improvement centers are also types of stores close to people, supporting recession-resistant lifestyle ideas and people’s life. Home improvement centers

also enable people to come up with future plans and improve their skills.

Through the tie-up with exhibiting companies that have products that meet above 2 conditions, we are planning to produce and create several events during the show. We will also make proposals to accommodate changes in people’s life style (life and health after the retirement).

## Propose the utilization of DIY advisors



We will propose ways to utilize capabilities of over 10,000 DIY advisors. Those qualified as DIY advisors will be strong assets at sales floor of home improvement centers or in developing new business. At the show event venue, DIY advisors will give a demonstration, using various products and tools, and meetings with DIY advisors will be set up for companies or builders willing to collaborate with DIY advisors. Also, a consultation service will be provided for the general visitors and those hoping to become DIY advisors.

## Enhance HOMECENTER TRADE II

HOMECENTER TRADE II is well appreciated every year. In the previous show, with the cooperation of buyers from 9 retail companies, more than 200 exhibiting companies had business meetings during 2 days. This year, with help from retail companies, we will create more fulfilling opportunities for business meetings.



## Japan DIY Industry Association News

### New Year Special Seminar and New Year's Celebration Party were Held



On January 28, 2009, the Japan DIY Industry Association hosted New Year special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (Shinbashi, Minato-ku, Tokyo). The seminar and party are annual events for members of the association to celebrate the New

Year, and more than 370 people from the industry participated in this year's events. Mr. Takashi Anzai (the president of Seven Bank, Ltd.) served as the

lecturer for the seminar this year and gave a lecture that lasted one and a half hours under the theme of "a challenging journey to the recovery of the global economy and future way of life". After the seminar, a lavish New Year's celebration party was held with a number of guests invited, and Mr. Yoji Sakamoto, the chairman of the association, delivered a powerful message to participants, saying, "In the past, the DIY industry grew during the tough economic period. I would like to ask people in the industry to tackle tasks with a will."



For further information, please contact:

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