

**The next JAPAN DIY  
HOMECENTER SHOW 2007  
holding : August 23-25, 2007  
at Makuhari Messe**



**JAPAN DIY HOMECENTER SHOW NEWS**

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The opening of JAPAN DIY HOMECENTER SHOW 2007, one of the largest trade shows in Japan, which companies related to housings and the dwelling life working together to hold, is approaching. Expecting 600 exhibit companies and 100,000 visitors to the show, this year it is held at Makuhari Messe International Halls(hall 1 to 5 are in use) in Chiba as usual years from Thursday, August 23 to Saturday, August 25. This year's show theme is "Get Relief and Smile! DIY & Remodeling for Home and Living." In Remodeling market, the demand expansion is expected as the baby boom generation retiring, and the show strongly appeals to mass media and visitors that Homecenter industry has accomplished the rapid growth as the window of remodeling orders. Constructing the table imitating like a counter in a Homesenter store at the show venue, the corner for remodeling consultation to both general visitors and those who are related to the industry is planned to be open.

**“Sumai Jibunryu- DIY Grand Prize” Poster Released**

Kuniaki Shimizu, the entertainer and Miyoko Omomo, the anchor of TV program “Sumai Jibunryu-DIY Introduction” are selected as the models of the poster. The posters will be distributed nationwide to Homecenter stores(almost 3,000 stores), book stores dealing NHK program textbooks(around 4,000 stores) and NHK broadcasting branches. The poster publishing will start from June throughout Japan. Additionally, the mini poster of the A3 edition is made, and distributed by the Japan DIY Industry Association to its member companies.

**The Chairman of Reviewing Committee of “Sumai Jibunryu-DIY Grand Prize” Nominated**

Famous entertainer Kuniaki Shimizu was decided to be the chairman of the prize reviewing committee. Mr.Shimizu will attend the prize announcement event held on August 24 with other judges.

**Web Page Especially for Exhibit Companies Uploaded on the Show Website**



The website of the show will be more useful and easy to use, as the new services targeted exhibit companies will start. “News Release Delivery Service” , one of the services is

free e-mail delivery to related party to mass media, pre-registrants and the industry (Only the applicant for receiving the e-mails). It introduces gathered up information of new of recommended commodities by exhibit companies and is sent twice a month from June.

## Appealing “Safe, Secure and Comfortable Remodeling “ at the Demonstration Corner

At the corner, the demonstration themed “Crime Prevention, Energy Conservation, and Barrier- Free” is carried out with support by each cooperating manufacturer. How to defend house against burglars in crime prevention, how to install a heat insulator and soundproof material and how to install the handrail and method of stair bump relief in barrier-free aspect, etc. are introduced.

## Open of Powered up “Homecenter Trade II”

128 companies totaled for 3 days of last year’s show, it was 23.1% of all exhibit companies making use of “Homecenter Trade II” last year, this year the project will open more powerfully. The project is for providing chances to have direct business talks for exhibit companies with the buyers, member retailing companies(HC), or manufacturers. The interpretation service of English , Chinese, and Vietnamese is available to overseas exhibit companies free of charge. Last year, 9 companies in the Homecenter stores and 7 companies of wholesales and the manufacturers participated, and the business talks done was counted to 469.

## 758 People Passed the DIY Adviser Examination in Fiscal 2006

Japan DIY Industry Association has conducted the DIY adviser qualifying examination every year since 1983. Those who passed the DIY adviser examination were 758 people, and the passing ratio in all examinees was 33.2% fiscal year 2006. By type of business composition, the retail trade accounts for 70% of the whole. By age, the majority of them is in their 20s and 30s. Moreover, present enrollment is 11,361 people throughout Japan. There are a large number of male advisers to 10,427, and on the other hand, 934 female advisers.



Number of DIY Adviser by Companies

Company	Male	Female	Total	Those who passed in fiscal 2006
KOHNAN SHOJI CO., LTD	539	46	585	107
ENCHO Co., Ltd.	425	61	486	26
Homac Corp.	455	28	483	31
DAIKI CO., LTD	425	11	436	33
Doit Company Ltd.	293	41	334	19
TOKYU HANDS INC.	302	28	330	4
TOSTEM VIVA CORPORATION	248	23	271	48
KAHMA CO., LTD	227	15	242	6
Uniliving Co., Ltd.	188	21	209	16
ROYAL HOME CENTER Co., Ltd.	139	9	148	3
<b>Total</b>	<b>3241</b>	<b>283</b>	<b>3524</b>	<b>293</b>

Source:Japan DIY Industry Association

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