

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2014

**The opening date for the show is approaching.
Just a month to go before the show starts!!**

The JAPAN DIY HOMECENTER SHOW 2014 will be held for 3 days on August 28 (Thursday), 29 (Friday), and 30 (Saturday) at Makuhari Messe in Chiba prefecture.

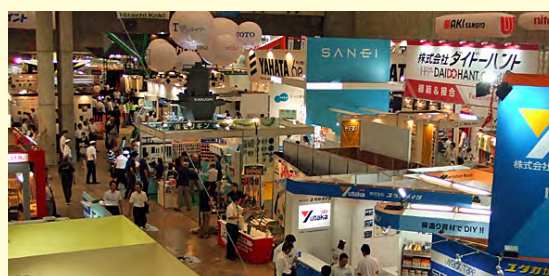


Photo from the previous show

The JAPAN DIY HOMECENTER SHOW where people from 3 categories of businesses (manufacturing, wholesale and retail) related to the domestic and overseas DIY and home improvement centers get together will be held in order to promote the DIY and the development of the DIY industry. The show welcomes its 50th anniversary this year. Under the show theme “Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!”, out of as many as about 200,000 product items considered to be carried by home improvement centers, the latest DIY-related products will be displayed and introduced at the show. 150,000 people are expected to visit the show during 3 days.

The briefing for exhibitors was held

The briefing for companies who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2014 was held at Camellia Hall of Kameido Bunka Center in Koto-ku on July 3 (Thursday).

Carrying-in and carrying-out procedures at the show venue were explained to exhibitors. Documents were distributed and the lottery to allocate booths was held. 489 domestic and overseas companies are expected to exhibit in the show, utilizing 1,108 booths. (As of June 24)

Also, before the briefing, the press conference was held with 45 industry media companies participating on the 2nd floor of the center.

As for the details on the exhibition plans for overseas exhibitors, please go to English contact the Overseas Operation Office listed below.



Above: Briefing for the exhibitors
Below: Press conference

Show poster decided!!

The production of the PR poster for the JAPAN DIY HOMECENTER SHOW 2014 was completed. The image of characters from the cartoon news app “Sumamachi Ginza Shotengai” by The Mainichi Newspapers (official media partner for the show) shopping at home improvement center is used for the poster. The poster depicts the appeal of DIY and home improvement centers that will make daily life fun and comfortable.



We will ask offices of member companies and home improvement centers nationwide to put up this poster. The design for the poster will be also used for the invitation cards and invitation tickets.

The briefing for DIY advisors will be held

The briefing for DIY advisors who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2014 will be held in the meeting room at the Japan DIY Industry Association (3-minute walk from JR Kanda station or Tokyo Metro Kanda Station/5-minute walk from JR Shin-Nihombashi Station) at 10:30 a.m. on July 12 (Saturday). At the briefing, the show’s outline, operation and the setup of the venue will be explained, and the booth allocation will be announced later.

Japan DIY Industry Association News

Information on the 2014 DIY advisor certification test

The DIY advisor certification test started in 1983, and the 32nd test will be held this year. This year, 1,727 people including 293 people who are exempt from the preliminary test are expected to take the test (as of June 30).

Schedule

*Preliminary test <Written test>: August 23 (Saturday)

Venue: Sapporo/Sendai/Tokyo/Nagoya/Osaka/Fukuoka

The number of people who will take the preliminary test:
1,434

Results of the preliminary test will be sent out
in mid-September.

*Secondary test <Skill test and interview>

Tokyo: mid-November

Osaka: late November

Practical training Tokyo/Osaka: October



The previous preliminary test venue <Nagoya Venue>

For further information, please contact:

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