

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2015

The JAPAN DIY HOMECENTER SHOW 2015 will be held for 3 days on August 27 (Thursday), 28 (Friday), and 29 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 5 halls and 1,200 booths (tentative).

The show theme of the Japan DIY Homecenter Show 2015 is “An extra touch to everyday living: creating future lifestyles.” In a Japanese life-style culture, the concept of putting a little extra effort (being attentive to what you are doing while being at ease with yourself) has been cherished. In this year’s show, under the concept of “putting a little extra effort in creating housing environment”, we will make efforts to meet people’s expectation by presenting various ideas to make people’s living fun and comfortable and by arranging innovative events.



Photo from the previous show

The second briefing for the JAPAN DIY HOMECENTER SHOW 2015



A greeting by chairman Ichiro Shimura

The executive committee of the JAPAN DIY HOMECENTER SHOW 2015 (Chairman: Toshiyuki Inaba) held the second briefing for the show at Zensuido Kaikan in Hongo, Tokyo on February 19 (Thursday), following the briefing held in November last year. 60 people including those from domestic and overseas companies and organizations that considered the possibility of exhibiting in the show as well as people in media participated in the briefing.

At the beginning of the briefing, Ichiro Shimura, the chairman of the Japan DIY Industry Association, made a greeting speech saying, “I really appreciate that 495 companies exhibited at the previous show which marked the 50th anniversary of hosting between the east and the west using 1,114 booths, and more than 105,000 visitors came. We would like to think that the previous 50th show distinguishes past period of time from another. This year, we will hold the show with plans that would be a new start for the future.”

Toshiyuki Inaba, the chairman of the executive committee of the show, announced basic policies saying, “This year’s show in August will be a memorable one with the accumulated number of the visitors becoming 6,000,000 with another 70,000 visitors to the show. We will provide a new exhibiting form called ‘2 Days Exhibit’ taking into consideration exhibiting companies that have a purpose to establish business to customer relations, and various events such as ‘Sparkling! DIY women’ in which visitors can participate and experience DIY.”



The briefing for the 2015 show

Mr. Inaba's speech was followed by Hidetoshi Takahashi, (from DCM Holdings Co., Ltd) who is the chairman of the exhibition promotion committee. He told that special plans for the exhibitors including 'Exhibition Premium Plan' is prepared and presented a new exhibition styles and "Exhibition Premium Plan."

Early-bird discount for overseas exhibitors

Exhibition premium plan, a special discount plan for the overseas exhibitors who sign up early, has been presented. Several companies have already signed up using this discount. The application for the discount plan will be accepted until March 31.

Ordinary plan for the overseas exhibitors

One booth: 3m x 3m (9 m³) / price: 302,400 yen (tax included)

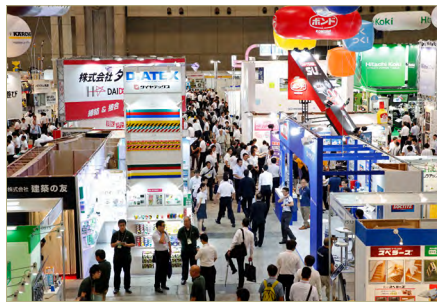
Early-bird discount plan

One booth: 3m x 3m (9 m³) / price: 270,000 yen (tax included)

* Early-bird until March 31, 2015

The above-mentioned prices apply to a raw space. For optional package booths, please apply separately.

For more details, please look in our Exhibition brochure. The deadline for the application is May 15 (Friday), 2015.



"Exhibition brochure" is ready for the download

"Exhibition brochure" and "Application form" in English that have the detailed information on the instructions for the exhibition are available for download from the official website for the show. Please use them in making your decision to exhibit in the show. If you wish for the information to be sent through the mail, please contact the Overseas Operation Office shown below. The shipment is limited to addresses in Japan.

Download "Exhibition brochure" and "Application form" in English at:
<http://www.diy-show.jp/2015/e/ebaf.html>

For further information, please contact:

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