

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2015

August 27 – 29, 2015

The show will be finally held this month at Makuhari Messe.

The JAPAN DIY HOMECENTER SHOW 2015 will be held for 3 days on August 27 (Thursday), 28(Friday) and 29 (Saturday) at Makuhari Messe in Chiba prefecture.



Photo from the previous show

Under the theme of “An extra touch to everyday living: creating future lifestyles”, the JAPAN DIY HOMECENTER SHOW 2015 marks its 51st show and has 469 exhibiting companies utilizing 1,046 booths (out of which 117 companies are overseas companies from 10 countries or areas and they use 142 booths). The show has people from 3 categories of businesses (manufacturing, wholesale and retail) related to DIY and home improvement centers getting together, and under the concept of “putting a little extra effort in creating housing environment”, the latest DIY-related products will be displayed and introduced out of as many as about 200,000 product items carried by home improvement centers. 120,000 people are expected to visit the show during 3 days, which will be adding up to a milestone of 6,000,000 visitors since the first show in 1978.

Information on major events

The opening ceremony will be held at 9 a.m. on the first day of the show, 27th (Thursday), in presence of Her Imperial Highness Takamadonmiya who will serve as the show’s honorary president (scheduled).

Major Buyers’ Day Events

“**HOMECENTER TRADE II**” is an event exhibitors can have individual meetings and consultation at the booth set for the business meetings where buyers from home improvement centers are stationed. Retail companies scheduled to be stationed include: Encho, CAINZ, Kohnan, DCM Holdings, Beaver Tozan, YAMASHIN and UFO.



At “**Japan DIY Product Competition**”, winners of many awards including the award from the Minister of Economy, Trade and Industry will be selected. New products, hit products and environmental and recyclable products that were entered into the competition by exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, winning products will be selected.

Also such events will be held including “**Exhibitors’ Presentation**” that both domestic and overseas exhibitors promote products they recommend the most at the corner specially set for the event, and at “**Buyers’ Booth Tour**”, buyers from retail and manufacturing industries will be invited and given a guided tour of the exhibit booths of overseas companies with interpreting services.

On the first day after the show, an industrial networking party will be held with people from 3 industries (manufacturing, wholesale trade and retailing) attending. The party will give participants the opportunities to exchange information and get to know each other.

General PR Day Events

This year’s show is packed with events in which families can participate and enjoy together.

The original T-shirts will be offered for free to the first 1,000 visitors on the second and third days of the show. The distribution of T-shirts will start at 9:30 a.m. when the show opens.

In the theme zone “**Sparkling! DIY Women**” that is well-received each year, there will be several DIY events including “**How to Enjoy Using Electric Tools Course**” by female DIY advisors, an event which allows visitors to enjoy decorating miniature house and an event where handmade DIY items are invited for display and introduction. At a workshop on stage, an event to make curtain with sliding door paper will be held by Yoshiko Nakada, an actress. There are several DIY events which will be participated by visitors to provide information useful to women and to raise a DIY women boom.



There will be a lot of fun family events at the zones: “**Outdoor & Camping**” introduces the fun of outdoor activities and camping; “**Home Improvement Center for Children**” has a collection of workshops where parents and children can play, learn and carpenter together.



“**Sanjo Blacksmith Dojo**” will offer an experience of knife-sharpening and cutlery-making through the guidance of blacksmiths. Products such as Japanese kitchen knives will be displayed and sold by demonstration.

Every exhibitors are preparing original events in which visitors can participate and hoping for many people to come and visit.

For more details, please go to the official website in English and Chinese or contact the Overseas Operation Office listed below.

English website: [http:// www.diy-show.jp/2015/e/index.html](http://www.diy-show.jp/2015/e/index.html)

Chinese website: [http:// www.diy-show.jp/2015/c/index.html](http://www.diy-show.jp/2015/c/index.html)

For further information, please contact:

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