

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2016

Just a month to go before the show starts at Makuhari Messe!

The JAPAN DIY HOMECENTER SHOW 2016 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls.

The show theme of the JAPAN DIY HOMECENTER SHOW 2016 is “Let’s DIY: The Joy of Creating, the Joy of Improvement.” For this year’s show, 481 companies will exhibit in the show, utilizing 1,056 booths (out of which 139 companies are overseas companies from 14 countries or areas and they use 155 booths).



Photo from the previous show

The briefing for exhibitors was held

The briefing for companies who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2016 was held at Camellia Hall of Kameido Bunka Center in Koto-ku on July 5 (Tuesday).

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. 481 domestic and overseas companies are expected to exhibit in the show, utilizing 1,056 booths.

Also, before the briefing, the press conference was held with 40 people from 38 industry media companies participating on the 2nd floor of the center.



Above: Briefing for the exhibitors
Below: Press conference

Events exhibitors can participate in

“**HOMECENTER TRADE II**” offers opportunities for exhibitors to have direct business talks and individual consultation with buyers from major home improvement centers who are stationed at the booth. The retail companies stationed are: Encho, JOYFUL AK Co. Ltd., DCM Holdings, Beaver Tozan, Home Center Valor, YAMASHIN and UFO. Advance reservations are required to participate.



At **“Japan DIY Product Competition”**, products of each exhibitor are divided into 3 categories and are displayed. Through the presentations to key figures and people involved in the industry and the voting by general visitors to the show, excellent products are given awards such as the Minister of Economy, Trade and Industry Award and the Chairman of the JAPAN DIY INDUSTRY ASSOCIATION Award. Advance reservations are required to participate.

“Buyers’ Booth Tour” is a plan to guide buyers from exhibiting companies including those from retail, manufacturing, wholesale and other industries to overseas exhibitors areas with interpreting services so they receive explanations on products at each booth. Advance reservations are required to participate.



Events overseas exhibitors can participate in

“Study Bus Tour to Retail Stores” is a tour to a big home improvement center and a chain store around Makuhari Messe on August 28 (Sunday), the day following the final day of the show. A seminar will also be presented on the current conditions of distribution concerning the domestic home improvement centers. We received applications from 11 people from 6 exhibiting companies overseas. Applications to participate are still open.

Events visitors can participate in

“Sparkling! DIY Women” zone has been set up continuously for the fourth time this year. Events will be held including “Workshop of changing wallpaper and painting” which allows visitors to enjoy room decoration, “Workshop of Japanese paper” in a tea-ceremony room made of paper pipe, renovation course by Mari Kume, a popular and charismatic homemaker, and so on that women and everyone will find useful.

Craftsmen from Sanjo-city (Niigata Prefecture) known as a town of smithery demonstrate one of their traditional techniques at **“Sanjo Blacksmith Dojo”**. **“Home Improvement Center for Children”** offers parents and children the chance to take part in a manufacturing experience. There will also be an event, **“Charity Auction to Support 2016 Kumamoto Earthquake Reconstruction”**. In a zone of **“DIY Renovation Square”**, which attracts attention recently, a group of professional craftsmen organizes events showing professional renovation and teaching how to renovate ourselves. All profits at the auction will be donated to a welfare activities association to utilize for the recovery from 2016 Kumamoto Earthquake disaster.



DIY Award Ceremony

Awards will be given to prominent people who have promoted DIY to the public and contributed to the industry.

For more details of the events, please contact the Overseas Operation Office listed below.

For further information, please contact:

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