

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2017**

The JAPAN DIY HOMECENTER SHOW 2017, one of the largest comprehensive trade show in Japan related to housing and living items where domestic and overseas companies related to DIY and home improvement center business gather will be held for 3 days from August 24 (Thursday) to 26 (Saturday) in 2017 at Makuhari Messe in Chiba Prefecture.



Photo from the previous show

**For the JAPAN DIY HOMECENTER SHOW 2017**



Terutaka Takeda  
Chairman of the executive committee of THE JAPAN DIY HOMECENTER SHOW

Happy New Year.

We hope that this letter will find you well.

We would like to express our appreciation for your loyal courtesies.

The JAPAN DIY HOMECENTER SHOW 2017 will be held for 3 days on August 24 (Thursday), 25 (Friday), and 26 (Saturday), hoping to attract 500 exhibitors from Japan and abroad and 120,000 visitors at International Exhibition Hall of Makuhari Messe in Chiba Prefecture.

At the last year's show under the show theme "Let's DIY: The Joy of Creating, the Joy of Improvement", the first and second day (25<sup>th</sup> and 26<sup>th</sup>) of the show were set as Buyers Day, and the second and third day were General PR Day. 487 companies exhibited in the show using 1,061 booths (out of which 145 companies were overseas companies from 14 countries or areas and they used 160 booths). The show welcomed more than 100,000 people for the 3rd consecutive year, with 106,966 visitors for 3 days.

We are pleased to say we owe it to the member companies and exhibitors who always give generous cooperation to the activities of our association. We realize and take seriously that more than 100,000 visitors came to the show is what reflects expectations towards DIY and home improvement centers industry.



We will plan and hold the JAPAN DIY HOMECENTER SHOW 2017 in order to meet higher expectations of people involved in the industry and visitors to the show.

We will enhance events more for the exhibitors. Using HOMECENTER TRADE II, in which exhibitors can have direct business negotiations with buyers from leading home improvement centers, we plan to offer more chances to match their business interest. We plan to develop safe, trusted and environmentally friendly products, and to hold seminars on marketing comparison with rival companies and how to utilize home improvement centers. In our efforts at promoting events to increase the number of visitors, we are planning 3 theme zones: a new zone targeting males, seniors and people in the DIY industry in which you handle professional tools; a zone featuring the themes of ‘children’ and ‘future’ in which children - the DIYer of the future, and their family can participate in many events; and ‘Sparkling! DIY Women’, a popular zone in which a wide range of women can participate in events. ‘DIY Award’ began last year to honor people who contributed to the growth of DIY industry and it will be carried out again this year. Regarding PR activities, we run positive promotions towards media outlets such as TV, radio, business newspapers or magazines, and general papers.

## The general meeting and the show executive committee

The general meeting and the show executive committee were held on December 12 (Monday) last year while each committee was promoting its own activities. The discussion on ideas for the basic concepts was held with a focus on setting the 3 theme zones and a theme for the 2017 show. We will tell you about a show theme and details in the next issue.



Previous year's briefing (November 2016)

The 2<sup>nd</sup> briefing for the show is scheduled to be held at the end of February. Brochures explaining the details on the exhibition in the show are scheduled to be delivered to member companies, exhibitors in the 2016 show, domestic organizations related to the DIY industry and government agencies.

## Japan DIY Industry Association News

### New Year's special seminar and New Year's celebration party for 2017



On February 2 (Thursday), the Japan DIY Industry Association will host a New Year's celebration party following a New Year's special seminar titled “Training the athlete who can find his way to the solution” with Toshihiko Koga, a judo expert, invited as a lecturer at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station).

A photo from the 2016 New Year's special seminar

For further information, please contact:

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