

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2017

The JAPAN DIY HOMECENTER SHOW 2017 will be held for 3 days on August 24 (Thursday), 25 (Friday), and 26 (Saturday) at Makuhari Messe International Exhibition Halls in Chiba Prefecture, using 4 halls and 1,200 booths (planned) and aiming to invite 120,000 visitors.

The show theme of the JAPAN DIY HOMECENTER SHOW 2017 is “Experience and Feel DIY! Home Improvement Centers: Workshops of the Future”. It is the biggest trade & public show for home and lifestyle in Japan. We will advise enjoying DIY yourself, and also with families and friends. We will make efforts to meet people’s expectation by presenting various ideas useful for a living and by arranging innovative events.



Photo from the previous show

The second briefing for the JAPAN DIY HOMECENTER SHOW 2017

The second briefing for the JAPAN DIY HOMECENTER SHOW 2017 was held show at Zensuido Kaikan near Suidobashi Station, Tokyo on February 22 (Wednesday), following the briefing held in November last year. 53 people from 45 companies, including those from companies and organizations that considered the possibility of exhibiting in the show as well as media people, participated in the briefing.

At the briefing, the chairman, Toshiyuki Inaba, greeted participants, saying “The show is the biggest comprehensive exhibition in the home improvement center industry held for the purpose of contributing to the development of the industry and the enrichment of people’s lives. At the show held in August last year, 487 companies exhibited using 1,061 booths, and 145 companies were overseas companies from 14 countries or areas and they used 160 booths. During 3 days, the show welcomed more than 100,000 people for the 3rd consecutive year with 106,966 visitors. We would like to express our sense of appreciation for the success of the show.

Terutaka Takeda, the chairman of the show’s executive committee, announced the details and main event plans for the 2017 show as follows.

Main business events

“HOMECENTER BUSINESS MATCHING” (formerly HOMECENTER TRADE II) is an event where exhibitors who make reservations beforehand can have direct business talks with buyers from big home improvement centers who are stationed at the special booths. It offers perfect business opportunities to the new exhibitors. Please use this event in combination with the business negotiations at your own booths. In the booth of this event and at the zone for the overseas exhibitors, English and Chinese speaking staff will be allocated.



Reception Party is a networking party that will be held after the show on the first day where top managers from various industries such as home improvement center industry get together. It provides a business opportunity. Interpreting services in English and Chinese are provided.

Study Bus Tour to Retail Stores is an observation tour of a big home improvement center and a retail store around the venue of the show that will be held on Sunday, the day following the final day of the show. Please take a tour of selling space and grasp the present condition of Japanese market.



The previous Reception Party

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 m²) / price: 318,600 yen (tax included)

Early-bird discount plan

One booth: 3m x 3m (9 m²) / price: 270,000 yen (tax included)

* Only available for the application by March 31.

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 2 (Tuesday), 2017.

“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. 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.

Please download “Exhibition brochure” and “Application form” in English at:
<http://www.diy-show.jp/2017/e/index.html>

For further information, please contact:

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 E-mail: diy.homecentershow@jlj.gr.jp
HP: <http://www.diy.or.jp>

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy2017@smj.co.jp