

## 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 arranging innovative events.



Photo from the previous show

## Featured Events

At “**HOMECENTER BUSINESS MATCHING**” (formerly HOMECENTER TRADE II), buyers from prestigious domestic home improvement centers will be stationed at the booths set up for the business meetings and consultation with show’s exhibitors during the show. The event is popular every year, and past participants say that the event allowed them to have many business meetings in a short amount of time and also to gain the accurate information on new products or new companies including overseas companies. There were many exhibitors that were able to start business transactions or have business meetings after the show by participating in this event. Advance reservations are required to participate.



“**Reception Party**” is a networking party that will be held after the show on the first day where exhibitors get together with top managers from various home improvement centers. You can exchange information and do business in the atmosphere different from usual business meetings at the show booth. Interpreters are ready to support all the exhibitors who attend the party.



At “**Japan DIY Product Competition**”, a wide range of products related to DIY and home improvement centers from domestic and overseas exhibitors will be entered into a competition, and through the judging and voting process, the best products will be selected. Products entered into the competition will be displayed at the specially set area during the show period, and will be promoted to many visitors.

“**Study Bus Tour to Retail Stores**” is designed for overseas exhibitors to visit a big home improvement center close to Makuhari Messe on Sunday, the day following the final day of the show. During the tour, a seminar about the current market conditions of the domestic home improvement centers will be presented.



Study Bus Tour to Retail Stores



Booths of the overseas exhibitors at the 2016 show

### **Japan DIY Industry Association News**

## **Information on the ordinary general meeting for 2017**



Japan DIY Industry Association will hold the ordinary general meeting for 2017 at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi station) on June 7 (Wed).

Hiroyuki Kishi, a professor at Graduate School of Keio University, will be invited as a guest lecturer, and there will be a commemorative lecture titled “Economic trends affecting future of business and IT strategies for the future”.

Ordinary general meeting held in 2016

---

**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