

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010



holding at Makuhari Messe in August 26-28, 2010

The JAPAN DIY HOMECENTER SHOW 2010 will be held for 3 days on August 26 (Thursday), 27 (Friday), and 28 (Saturday) at Makuhari Messe in Chiba City, using 4 halls and 1,000 booths (scheduled).

With a goal of promoting DIY (DO IT YOURSELF) further, the JAPAN DIY HOMECENTER SHOW 2010 includes increased General PR Day (for 2 days), while the show's trade function is enhanced. This is going to be a big event with expected 100,000 visitors in total.

The show theme for this year is "New to me! Something good for housing. Good living." It is our own power that can turn our daily life into fun and satisfying one. In order to make sure that DIY can support people in changing their living, we will link the show events to the exhibitors' ones in order to present various ideas to the visitors.



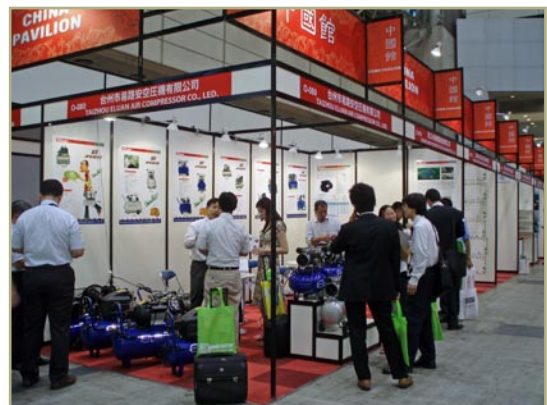
*Photo is JAPAN DIY HOMECENTER SHOW 2009

Please participate in the show !!

The deadline for applications for the show exhibition is May 14 (Friday). As of April 20, the number of applications we have received is almost the same as the previous year despite the very tough economic condition.

We have received more applications from new exhibitors than usual, mainly from those who attended the briefing for new exhibitors held on February 24. We feel that this represents a spirit of challenge expressed by companies that are trying to access a new distribution channel through the show, that is, the home improvement center channel. The show executive committees shall plan and run the show in order to meet their expectation.

As for the participation by foreign companies, according to sources such as foreign embassies in Japan and foreign chambers of commerce and industry in Japan, interest toward the show is high, and there are some companies that are considering the possibilities to participate in the show in future, switching from other trade shows that they usually exhibit in.



Information on hot events !!

For visitors

DIY school is an event that young visitors can participate in. The event is for children, and under the instruction

of DIY advisors certified by the Japan DIY Industry Association, participants will try handicrafts including woodwork craft. **Toy workshops** where participants can make radio control cars by hand or run a trial on them will be also held.

As for the events where the show suggests informative ideas to the visitors, there will be a **crime and accident prevention event** where measures against natural disasters such as earthquakes that occur around the world including Chile and China as well as man-made disasters such as thefts and fire disasters will be offered. Information on the eco-points for housing will be also given together with **suggestions for housing renovation** with consideration to a barrier-free environment in an aging society.

For exhibitors

For **HEMOCENTER TRADE II** that is held every year, there will be booths where buyers from leading domestic home improvement centers (6 companies participated last year) will be stationed for business negotiations and consultations with exhibitors during the show period. The event is well received every year, and the number of business meetings and consultations for last year was 240 cases involving 76 companies.

Exhibitors' Presentation Corner is a corner where exhibitors will promote their new products or hit products. Please promote and explain about your products freely to visitors who come to the corner for 30 minutes (last year).

We will gather **information on the exhibitors** in advance and provide it on the show's official website. The number of accesses to the website right before the opening of the show from June through August was about 200,000 (results for 2009).

Information on the briefing for exhibitors

The briefing will be held at Kameido Bunka Center (2-19-1 Kameido, Koto-ku, Tokyo/ 2-minute walk from JR Kameido Station) at 1:30 p.m. on June 29 (Tuesday). The detail on the briefing will be given to the exhibitors later.

Japan DIY Industry Association News

Information on the 30th anniversary ceremony



In order to commemorate its 30th anniversary, the Japan DIY Industry Association will host an anniversary ceremony as shown below. On the day of the ceremony, there will be an anniversary lecture with Hiroshi Mikitani, Chairman and CEO of Rakuten, Inc. Also, as part of its anniversary celebrations, "Anniversary book" that provides the history of the organization from its foundation up to today will be published.

Date: June 2 (Wednesday), 2010

***The 30th ordinary general meeting will be also held.**

Venue: Meiji Kinenkan (Minato-ku, Tokyo)

For further information, please contact:

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