

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2011**

**“Enjoy and enrich your daily life! DIY is by your side”**

**The show will finally take place this month for 25-27 August at Makuhari Messe!**

**The briefing for exhibitors of the show and the press conference were held**



Briefing for exhibitors

The briefing for exhibitors of the JAPAN DIY HOMECENTER SHOW 2011 was held at 1:30 p.m. on July 5 (Tuesday) at the Kameido Bunka Center in Koto-ku. Mr. Ichiro Shimura who was recently elected as new chairman of the association this June, Mr. Toshiyuki Inaba who is the chairman of the show's executive committee as well as vice chairman of the association, and chairmen of other executive committees participated in the briefing.

Chairman Shimura expressed his heartfelt sympathy to victims of the Great Eastern Japan Earthquake that occurred this March. Then, in his greeting to exhibitors, he thanked them for participating in the show, saying, “We are very grateful that we are able to hold this year's show despite tough circumstances

thanks to 357 exhibitors from home and abroad who will use 838 booths in total.” His greeting was followed by the briefing by chairmen of other executive committees, and then, a lottery was held in order to decide a booth allocation.

Before the briefing, the press conference was held with 44 industry-related media companies participating.

“Even though the number of exhibitors declined compared to the previous year, over 100 new companies will exhibit in the show. While there were many trade shows that were cancelled, we were quick to decide that the show should be held as scheduled. We feel that the show is expected to lead the DIY industry,” said the chairman of the show's executive committee, Mr. Inaba, in his greeting.



Also, the briefing for DIY advisors who will exhibit in the show was held at 1 p.m. on July 23 (Saturday) at the office of the Japan DIY Industry Association, and there was an active exchange of questions and answers between advisors and organizers.

**Information on major events**

On the first day of the show, the joint opening ceremony with the international pet fair “interpets” that will take place during the same period with the JAPAN DIY HOMECENTER SHOW 2011 will be held at 9 a.m.

During the show period, there will be several show

events. At “Japan DIY Product Competition”, new products, hit products, and environment/recyclable products that exhibitors entered into the competition will be displayed, and best products will be selected through reviews by experts in the industry and voting by buyers and the general visitors. In “Exhibitors' Presentation”, companies will promote their products.



“HOMECENTER TRADE II” is an event that turns out to be successful every year. This event gives exhibitors opportunities to visit booths set by buyers from retailers and have business negotiations and consultations with them. “Great Eastern Japan

Earthquake Reconstruction Support Project” is a special event that aims at supporting the disaster areas through the creation of flower carpets and a charity product exhibition where specialty products from areas affected by the Great Eastern Japan Earthquake will be sold. On the first day, after the show, from 5:30 p.m., an industry-networking party will be held with people from 3 business industries (manufacturing, wholesale, and retail) attending.

On the second and third days of the show that are “General PR Day”, there will be events which general visitors can participate in such as “Special gifts to the first 1000 visitors” that



will start right after the show opening, “DIY Family Class”, and “Gardening Charity Auction”. At “Sanjo Blacksmith Dojo”, working craftsmen from Sanjo city in Niigata Prefecture, known as the town of smithery, will demonstrate their traditional techniques. As a special event, “Disney Home” will be also held in cooperation with The Walt Disney Company (Japan) Ltd.



### Power-saving measures

In response to the electricity shortage caused by the Great Eastern Japan Earthquake, following power-saving measures will be implemented at the trade show venue. We appreciate your cooperation and understanding.

- Overhead lighting:** 25% of lighting per hall will be off.
- Air-conditioning:** Around 30% of air-conditioners will be turned off.
- Escalators:** Escalators will be shut down.
- Restroom:** Lights will be partially turned off. Hand dryers will be turned off.

### Japan DIY Industry Association News

## DIY advisor certification test for 2011 will be held

The DIY advisor certification test which started in 1983 will be held again this year. This will be the 29<sup>th</sup> test since its start. The number of applicants for this year’s test is 1,897 including 305 applicants who are exempt from the primary test.

#### Test schedule

- \* Primary test < written test > : August 20 (Saturday)
- Venue: Sapporo/Tokyo/Nagoya/Osaka/Fukuoka
- The number of those who are taking the written test: 1,592
- Results of the primary test will be sent out in early September.
- \* Secondary test < Skill test/Interview >
- Tokyo : mid-November
- Osaka : late November
- Practical training Tokyo/Osaka : October



\*New Image from the venue for the previous primary test

For further information, please contact:

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