

JAPAN DIY HOMECENTER SHOW NEWS

On March 11, 2012, it's been one year since the Great East Japan Earthquake. There are still many people who are missing as well as those who are forced to take shelter in disaster areas. Once again, we would like to pray for those who passed away and express our sympathy to those who are affected by the earthquake. We also pray for the earliest recovery.

JAPAN DIY HOMECENTER SHOW 2012

The JAPAN DIY HOMECENTER SHOW 2012 will be held for 3 days from August 23 (Thursday), 24 (Friday) and 25 (Saturday) at Makuhari Messe in Chiba prefecture, using 3 halls.

The show theme for the JAPAN DIY HOMECENTER SHOW 2012 is "Make Your Dreams Your Power!". This year, the show welcomes its 48th anniversary. We will try to produce the show that that can be fundamental strengths to support people's lives in Japan by having companies from a wide range of categories participating in the show, reorganizing and expanding exhibition items in order to realize a satisfactory matching with visitors, and having innovative plans ready.



*Photo from the previous show

The briefing for the show and status of applications from new exhibitors

On February 23 (Thursday), the briefing for the Japan DIY HOMECENTER SHOW 2012 was held at Kosai Kaikan in Kojimachi, Tokyo, following the briefing in November last year.

At the briefing, the general outline of the show, procedures for exhibiting in the show, and the business activities of the Japan DIY Industry Association that is an organizer of the show were explained to companies that were planning to exhibit in the show for the first



The chairman of the executive committee, Mr. Inaba



The briefing for the 2012 show

time and companies that had exhibited in the show in the past. Also, there was a seminar titled “What retailers expect from the show” by Mr. Yuji Notani (TOKYU HANDS INC.), and many said that the seminar was enlightening.

The briefing was participated by 56 people from 50 companies including domestic and foreign companies and organization as well as media companies from each industry.

Also, in response to invitation brochures we started distributing in December last year, many companies including 14 new companies (total as of the end of February) signed up for the show. We renewed our understanding that this result reflects the fact that companies that are planning to enter the DIY market and companies that exhibited in the show in the past are highly interested in our show.

Looking for companies that will participate in special exhibitions under 3 themes

We are planning special exhibitions under 3 themes of “paint”, “timber and iron”, and “hobby electronics.” Until last year, we used to hold a collaboration event that made the best use of characteristics of one exhibitor. However, in this year’s show, we will ask more companies related to above-mentioned themes to participate and will set up areas to go with themes.



Special exhibition in the previous show

Individual exhibition booth



Individual exhibition in 2010

The exhibition plan for individual exhibitors who want to present their ideas or products to companies that exhibit in the show and visitors is back. These booths are set up as one-day area

only on Saturday, the final day of the show. The detail will be available at the show’s official website at the end of March.

DIY advisor booth

There will be booths available for DIY advisors. Over 12,900 advisors have been certified by the Japan DIY Industry Association. At DIY advisor booths, advisers can explain their general activities, offer demonstrations, and sell products. The detail will be available at the show’s official website at the end of March.



DIY advisor exhibition in the previous show

If you have any question about exhibiting in the show, please contact the Overseas Operation Office listed below.

For further information, please contact:

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