

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2012

The show will finally take place this month from August 23 – 25 at Makuhari Messe

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.



*Photo from the previous show

At the JAPAN DIY HOMECENTER SHOW, people from 3 industries (manufacturing, wholesale, and retail) related to domestic and overseas DIY and home improvement centers get together. The show is held in order to promote the DIY and advance the DIY industry. The show welcomes its 48th anniversary this year. This year, under the show theme of “Make Your Dream Your Power!”, 466 exhibitors utilizing 989 booths will display and introduce the latest DIY products out of as many as 200,000 products considered to be carried by home improvement centers. 100,000 people are expected to visit the show during 3 days.

Briefing for exhibitors and press conference were held

The briefing for exhibitors of the JAPAN DIY HOMECENTER SHOW 2012 was held at Kameido Bunka Center in Tokyo at 1:30 p.m. on July 4 (Wednesday). Ichiro Shimura, the chairman of the Japan DIY Industry Association, Toshiyuki Inaba, the chairman of the show’s executive committee, and members of the committee participated in the briefing.

Mr. Shimura greeted participants, saying, “Partly due to the increase in exhibition items, the number of exhibitors increased. The number of overseas exhibitors also increased significantly. This year’s show will have the largest number of exhibitors in recent years. I would like to express my appreciation.

We will make efforts to make sure that the show will help the recovery from the Great East Japan Earthquake”. After Mr. Shimura’s greeting, the committee chairmen in charge of the show explained about the operation of the show, and the lottery was conducted in order to decide the allocation of booths.

Before the briefing, a press conference was held, and many media people from various industries participated in the conference. Mr. Inaba talked about his determination to make the show successful, saying, “The number of exhibitors increased by 28% from the previous show while the number of booths increased by 17%. Before the deadline for the application, the



booth space was already filled. We would like to apologize for the inconvenience for several companies that hoped to exhibit in the show but could not make it. The number of visitors to the show is also rising every year. This year, we are hoping to attract 100,000 visitors”.

The briefing for DIY advisors who will exhibit in the show was also held on July 21 (Saturday) at the Japan DIY Industry Association. The details about the show’s operation and the setup of the venue were explained, and the booth allocation for exhibitors was announced.

Information on major events

The opening ceremony will be held at 9 a.m. on the first day of the show, the 23rd (Thursday), in the presence of Her Imperial Highness Hisako Takamadonomiya who serves as the show’s honorary president.

Major Buyers’ Day Events



At “Japan DIY Product Competition”, winners of many awards including the award from the Minister of Economy,

Trade and Industry will be selected. New products, hit products, and environmental and recyclable products that were entered into the competition by show exhibitors will be displayed at the special corner during the show period, and through the screening by key figures in the industry and the voting by buyers and general visitors to the show, winning products will be selected. “Exhibitors’ Presentation” is an event for both domestic and overseas exhibitors where they can promote products they recommend the most at the corner specially set for the event. “HOMECENTER TRADE II” is an event that is popular every year. Exhibitors can have individual meetings and

consultation at the booth set for the business meetings where buyers from home improvement centers are stationed.

On the first day after the show, an industrial networking party will be held with people from 3 industries (manufacturing, wholesale trade, and retailing) attending. This will give participants opportunities to exchange information and get to know each other.

General PR Day Events



The original tote bags will be offered for free to the first 1,000 visitors on the second and third days of the show. The distribution of tote bags will start at 9:30 a.m. when the show opens. The original comic booklet in which “HOMECENTER TENCO”, the image character of this year’s show, explains about the show, will be also offered for free on a-first-come-first-served-basis.

In this year’s show, there are many events which families can enjoy and visitors can participate. “Ironworks DIY- a welding workshop” is a workshop to have people casually try out the ironsmith work which has a strong image of work for the experienced. In “Paint Wonder Expo”, there will be a free space for children to draw graffiti. The interior painting workshop for children will be also held. In “Craftsman’s techniques/hands-on experience zone”, a professional from Toyota Motor Corporation will demonstrate sheet metal work. There will be a workshop where visitors can experience sheet metal techniques through sheet metal work experience. In “Playing with snow in midsummer”, about 20 tons of natural snow that has been stored in Numata Town, Hokkaido, will appear in the special area.

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 [URL:http://www.diy.or.jp](http://www.diy.or.jp)

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

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy2012@smj.co.jp