

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2013**

The JAPAN DIY HOMECENTER SHOW 2013, one of the largest comprehensive trade shows in Japan related to the housing and living items where domestic and foreign DIY-related companies gather will be held for 3 days from August 29 (Thursday) through 31st (Saturday) in 2013 at Makuhari Messe in Chiba prefecture.



*Photo from the previous show

“For the JAPAN DIY HOMECENTER SHOW 2013”

Toshiyuki Inaba
Vice chairman of the Japan DIY Industry Association
Chairman of the executive committee of the JAPAN DIY HOMECENTER SHOW



Happy New Year!

We hope that this letter will find you well.
We would like to express our appreciation for your loyal courtesies.

This year, the JAPAN DIY HOMECENTER SHOW 2013 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31 (Saturday), using 3 halls with 1,000 booths (planned) at Makuhari Messe in Chiba Prefecture.

Last year, the show was held under the show theme of “Make Your Dream Your Power!” The number of exhibitors was 466, and they used 989 booths (the number of companies from abroad was 137. They were from 7 countries/areas, and used 150 booths). The number of companies or groups that exhibited in the show increased by 102 from the previous show while the number of booths increased by 141.

We are grateful that we were able to welcome many new exhibitors to the show, and also that the number of overseas exhibitors increased significantly. In total, 84,547 visitors (up by 8.3% from the previous show) came to the show during 3 days. These results are having a bracing effect on us as we feel that results for the 2012 show reflect that expectation toward the DIY industry under the tough economic environment.

More than 84,000 people came to the show and experienced the fun of DIY under the show theme. We will plan and hold events for the JAPAN DIY HOMECENTER SHOW in order to meet the expectation of people involved in the industry and visitors again this year.

The show theme was decided at the show's executive committee

The show executive committee (chairman: Mr. Inaba) was held on December 12 (Wednesday) last year. The discussion was held with a focus on show events and show theme, and the show theme for the 2013 show was set as "Tomorrow is dreamy with DIY! -The world is full of dreams-"

The show executive committee started accepting the applications for the exhibition through English and Chinese official websites on December 7 (Friday) last year. Please contact us through URL listed below for the exhibition-related documents and questions about the exhibitions.

Show's official website in English: <http://www.diy-show.jp/2013prep/2013/e/index.html>

Show's official website in Chinese: <http://www.diy-show.jp/2013prep/2013/c/index.html>

The basic concept for the 2013 show

Targeting at expanding "DIY activities by women"

In order to expand "DIY activities by women" as reported by the mass media last year, we will enhance the exhibition in related fields including "home care", "health care", "beauty care", and "foods". We will also add the new exhibition items that are "child care and education" and "baby items". We will encourage companies that actively work on DIY products and services for women whose demand is likely to increase at home improvement centers in future to exhibit in our show and try to meet the expectation of visitors.

Enhance events for "DIY for fathers" and "DIY professionals"

We will enhance services for "DIY for fathers" and "DIY professionals" that have been increasing recently mainly among men in their 40's. Events helpful for "light car DIY", "making of garages and gardens", and "making of play equipment for kids" will be planned. Also, the exhibition of "professional tools" for DIY professionals will be enhanced, and various pieces of information and networking opportunities will be provided. Family-type events will be also planned in cooperation with related exhibitors.

Japan DIY Industry Association News

New Year's special seminar and New Year's celebration party for 2013

On January 23 (Wednesday), the Japan DIY Industry Association will host New Year's special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station) with Mr. Masao Kosuge (the former director of Asahiyama Zoo) invited as the seminar's lecturer.



A photo from the 2012 New Year's special seminar and New Year's celebration party

For further information, please contact:

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