

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2014**

The JAPAN DIY HOMECENTER SHOW 2014, one of the largest comprehensive trade show in Japan related to housing and living items where domestic and overseas companies related to DIY and home improvement center business gather will be held for 3 days from August 28 (Thursday) through 30 (Saturday) in 2014 at Makuhari Messe in Chiba Prefecture.



Photo from the previous show

For the JAPAN DIY HOMECENTER SHOW 2014

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.

The JAPAN DIY HOMECENTER SHOW 2014 which will be held this year will be the 50th JAPAN DIY HOMECENTER SHOW including shows in Tokyo and Osaka since the first show was held at Tokyo Harumi Trade Fair Site in 1978. This year's show will be held for 3 days on August 28 (Thursday), 29 (Friday), and 30 (Saturday), using 5 halls with 1,500 booths (planned) at Makuhari Messe in Chiba Prefecture.

Many companies and organizations participated in the show last year that was held under the show theme "Tomorrow is dreamy with DIY! -The world is full of dreams-". 412 companies exhibited in the show last year, using

925 booths (out of which 89 companies were overseas companies from 9 countries or areas and they used 110 booths). There were also many new exhibitors from Japan and overseas. The number of visitors for 3 days was 86,326 (up by 2.1% from the previous year). These results for the 2013 show are having a bracing effect on us as we feel that they reflect the expectation toward the DIY industry under the tough economic environment.

More than 86,000 visitors came to the show and experienced the fun of DIY activities under the show theme mentioned above. There is a great expectation toward the renovation and ecology-related products which the DIY and home improvement center industries are focusing on as well as the increase in the number of women who enjoy DIY activities as represented by the "DIY women" phenomenon.

We will plan and hold the JAPAN DIY HOMECENTER SHOW 2014 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 was held on December 19 (Thursday) last year while each committee was promoting its own activities. The discussion on ideas for the basic concepts was held with a focus on events and theme for the 2014 show which will mark the 50th anniversary for the show, and the theme for the 2014 show was set as "Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!"

There was also a discussion on the basic principles shown below (partial extract) and the special program to celebrate the 50th anniversary of the show.

- 1) Expand the theme zones including "Glittering! DIY Women" which were popular last year.
- 2) Increase awareness among the general public (families, women, students, elementary schools, junior high schools, high schools, technical colleges and universities), increase the number of visitors to the show, and create opportunities to experience and purchase products.
- 3) Strengthen tie-up with TV and newspapers and carry out active promotional activities at retail stores including home improvement centers.



It was also decided that the 2nd briefing for the show would be held at Zensuido Kaikan in Hongo, Tokyo, at 1:30 p.m. on February 13 (Thursday). Activities to encourage companies to exhibit in the show started in November last year, and brochures which explain the details on the exhibition in the show are scheduled to be delivered to member companies, exhibitors in the 2013 show, domestic organizations related to the DIY industry and government agencies in late January.

Japan DIY Industry Association News

New Year's special seminar and New Year's celebration party for 2014

On January 22 (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 Takenori Emoto (the commentator for the professional baseball) invited as the seminar's lecturer.



A photo from the 2013 New Year's special seminar and New Year's celebration party

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 HP: <http://www.diy.or.jp>

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

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy2014@smj.co.jp