

## JAPAN DIY HOMECENTER SHOW NEWS

# JAPAN DIY HOMECENTER SHOW 2014

### 2 months left before the opening of the show at Makuhari Messe

The JAPAN DIY HOMECENTER SHOW which was held at the Tokyo Harumi Trade Fair Site, for the first time in 1978 and has been held both in Tokyo and Osaka since then will welcome its 50<sup>th</sup> anniversary this year. The JAPAN DIY HOMECENTER SHOW 2014 will be held for 3 days on August 28 (Thursday), 29 (Friday), and 30 (Saturday) at Makuhari Messe in Chiba Prefecture, using 5 halls and 1,500 booths (planned). The show theme for the JAPAN DIY HOMECENTER SHOW 2014 is “Inspire your everyday life! Unlimited fun for your daily life with home improvement centers!”



Photo from the previous show

This year, the show will welcome its 50<sup>th</sup> anniversary. The number of exhibitors from a wide range of categories that focus on the practicality in the daily life and pursue the fun of DIY is expected to increase significantly from the previous year, and many new companies and overseas companies whose number increases every year are also expected to exhibit. Together with exhibitors, we would like to welcome visitors with event where visitors will enjoy DIY activities ready for them.

## Information on the briefing for exhibitors

The briefing for the JAPAN DIY HOMECENTER SHOW 2014 will be held at Camellia Hall located on the third floor of Kameido Bunka Center (2-19-1 Kameido, Kouto-ku, Tokyo, 2-minute walk from JR Kameido station) at 1:30 p.m. on July 3 (Thursday).

Before the briefing, the press conference will be held at the main training room located on the second floor of the center at 11:30 a.m.



The previous briefing for exhibitors

As for the details on the exhibition plans for overseas exhibitors, please go to English or Chinese official website or contact the Overseas Operation Office listed below.

English website: <http://www.diy-show.jp/2014/e/index.html>

Chinese website: <http://www.diy-show.jp/2014/c/index.html>

## Information on events in which visitors can participate

1) “**Sanjo Blacksmith Dojo**” is a workshop held by a group of craftsmen who take over traditional techniques of smithery in Sanjo city in Niigata prefecture.

2) “**Gardening Charity Auction**” is an on-site sale of garden plants by professional auctioneers from flower markets. Visitors can purchase various kinds of colorful potted plants through the auction-style system. Proceeds from this event will be donated to welfare organizations.

3) “**Ironworks DIY - welding workshop & iron cafe**” is an event to have people casually try out the ironsmith work which has a strong image of work for the experienced. There will be also an exhibit of iron cooking tools and miscellaneous goods.

4) At “**DIY Advisor Mock Certification Test**”, participants can learn about the DIY advisor qualification test certified by the Japan DIY Industry Association and experience skill tests.



In the theme zone “**Glittering! DIY Women**” that was well-received last year, there will be many DIY events useful for women including workshops held by exhibitors in order to liven up the DIY boom among women. Also, in this year’s show, a new theme zone “**Outdoor and Camping Activities**” will be added. There will be events that can be participated and enjoyed by both children and adult together including the introduction of information about outdoor leisure activities that can be enjoyed by families or a display of camping cars.



For details on these events, please contact Overseas Operation Office listed below.

### **Japan DIY Industry Association News**

## **The ordinary general meeting for 2014 was held**

Japan DIY Industry Association held the ordinary general meeting for 2014 at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi station) on June 4 (Wednesday). The meeting was successful with over 430 people participating including member companies, guests and media people. In the meeting, business report for 2013 (matters to be reported) and financial statements were put to a vote and were approved.



The ordinary general meeting for 2014 and networking party

After the general meeting, there was a commemorative lecture titled “Japanese economy and direction of the future business” with Yoichi Itoh, an economic journalist and a chief researcher at Sumitomo Mitsui Trust Research Institute Co., Ltd., invited as a guest lecturer. Afterward, there was a networking party at a different venue.

**For further information, please contact:**

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