

**JAPAN DIY HOMECENTER SHOW
2008 holding : August 28-30,
2008
at Makuhari Messe**



JAPAN DIY HOMECENTER SHOW NEWS

"JAPAN DIY HOMECENTER SHOW 2008"

JAPAN DIY HOMECENTER SHOW 2008 is held at Makuhari Messe in Chiba City for three days of Thursday 28th, Friday 29th and Saturday 30th in August 2008. The show is renovated for centering business & trading. "Buyers' Day" is two days of 28th and 29th, and the final day of 30th is opened to the public.

The briefing of "JAPAN DIY HOMECENTER SHOW 2008" visited by people in companies planning to exhibit to the show and media representatives, was held

The briefing of "JAPAN DIY HOMECENTER SHOW 2008" was held on 9th April in Tokyo site and on 10th April in Osaka site, and attended by people in companies planning to exhibit to the show and media representatives including general newspapers and specialty journals.

This is the 44th show of "JAPAN DIY HOMECENTER SHOW" and gives newly priority in business & trading. The show will be improved its functional capabilities in order to provide the exhibit companies and media representatives with many opportunities of collecting various information and of satisfied dealings.



The number of the attendance for the briefing in Tokyo was 125 people counted related parties to the

companies and media representatives. At beginning of the briefing, Mr. Yoji Sakamoto, Chairman of Japan DIY Industry Association, made the opening speech.



After the speech, Mr. Toshiyuki Inaba, Committee Chairman of JAPAN DIY HOMECENTER SHOW 2008, introduced the outline of the show. He described following things, as new improved points of the show expanding "Buyers' Day": 1) distribution of the industrial trend, 2) enriching environment of the dealings, 3) promotion supports of the exhibit companies. He also showed specific projects corresponding each point.

Various seminar programs are held for "distribution of the industrial trend," and the introduction of case examples and practice seminars will be performed

by each Homecenter store in “HC Reform” focusing on industrial training. For “enriching environment of the dealings,” visitors are able to make a direct business talk



with leading domestic Homecenter store buyers in “Homecenter Trade II” and also to make business talk regarding only mail-order businesses such as internet mail-order business and TV mail-order business as well as business talk with overseas Homecenter store buyers in “Trading corner for foreign companies.” The

free presentation corner, and the exhibition and spot sale corner for sales of their own companies’ commodities are set up as “promotion supports of the



exhibit companies” on the final day. Before starting the show, the environment to distribute the information of the exhibit companies to related parties to the industry and media representatives are offered in order to improve the effectiveness of companies’ PR activities. Then Mr. Toshio Imai, Executive Director of Japan DIY Industry Association, announced the outline of the association’s activities. The briefing of “JAPAN DIY HOMECENTER SHOW 2008” was successfully closed.

On the other hand, Mr. Yoshiyuki Nishimura, Vice Chairman of Japan DIY Industry Association, performed a salutation at the briefing of “JAPAN DIY HOMECENTER SHOW 2008” in Osaka.



Japan DIY Industry Association News

114 DIY advisers participated in “Lecturer Training seminar” in Tokyo site

“Lecturer Training seminar” for DIY advisers was held in Tokyo on 9th and 10th in April 2008. The 114 advisers attended this seminar and practiced “The role and the responsibility of the DIY adviser,” “The skills of communication,” “How to get the butterflies out in public” and so on.

This seminar is conducted by Japan DIY Industry Association and DIY Popularization committee, and aimed at taking the DIY advisers an active part of the DIY related lecture as its lecturers. The seminar in Osaka site is held on 8th and 9th in May.



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, Chiyo-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy@smj.co.jp