

**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 on August 28 (Thursday), 29 (Friday), and 30 (Saturday) with Her Imperial Highness Hisako Takamadonomiya, acting as honorary president. This year in JAPAN DIY HOMECENTER SHOW, "Buyers' Day" is for the first two days on the 28th and 29th, and the final day, the 30th, is open to the general public. The show is renovated by placing importance on business and trade.

**Briefing Session for Exhibiting Companies and Press
Conference for JAPAN DIY HOMECENTER SHOW
2008 Held!!**



would like to thank all the companies for placing exhibitions during these harsh economic



times." Next, an explanation concerning this year's show was given by each committee chairman followed by a lottery for selection of booths.

As has become customary, the briefing session for exhibitors for JAPAN DIY HOMECENTER SHOW 2008 was held at the JA Building in Otemachi, Tokyo on July 10 with the attendance of 312 exhibiting companies. Chairman Yoji Sakamoto, chairman of the executive committee Toshiyuki Inaba, and the chairmen of each committee attended the briefing. First, in his greetings to the exhibitors in attendance, the chairman of the exhibition promotion committee, Yuji Notani (managing director of Tokyu Hands), said, "I

On the same day prior to the briefing for exhibiting companies, the press conference took place with the attendance of 64 media from every industry.

Chairman Yoji Sakamoto announced the exhibition scale as 416 companies



and 1019 booths (within this, 104 companies from 9 foreign countries utilizing 117 booths) and the theme of the show as “DIY, the Power to Reform Our Lives,” and he also emphasized again that by having the first two days as “Buyers’ Day” and the

third day as PR and open to the general public, a renovation will be made “by placing importance on holding a trade show.”



Show’s Executive Committee Meeting Held, Final Confirmation of Events!!



The show’s executive committee met on July 17, and the final confirmation

concerning the running of the show took place. As support for business talks and a place to gather information, the main events of the first two days will be: 1) “Business Talks Room” an area for business talks offered for a charge by reservation, 2) “Business Support Center” for use of computers, fax, copy machines, and the Internet free of charge, 3) business seminar such as “*The Forward Path to the Retail Sales Industry in Japan*” by Professor Nobuo Kawabe of Business History, Faculty of Commerce of Waseda University, who gained fame for writing books on business distribution such as *The Business History of Seven-Eleven*, and 4) “HOMECENTER TAIDE II” in which buyers from retail sales outlets can have direct business talks with companies exhibiting at the show. In addition, as a place for actual product information, the following programs will be held: 1) “Environment and Ecology Gallery” and “Environmentally and People Friendly Products” in which products related to the environment and ecology will

be displayed, 2) “Reform Pavilion” with the concept of “Remodeling/reconstruction at a home improvement center in your town,”

and 3) “Exhibitor’s Presentation Corner” in which a company can give a promotional presentation of its new product or hit product.



After the end of the first day of the show at 5:30, an industry networking party will be held as an opportunity for everyone,

manufacturers, wholesalers, and retailers, to meet. The place will be at the APA Hotel near Makuhari Messe.

In addition, intended mainly for foreign exhibitors, a tour of a home improvement center in a neighboring area will be made on the day following the last day of the show. This year, with the cooperation of Royal Home Center- Chiba Kita branch store and Super Viva Home- Shinnarashino branch store, a tour of both stores is scheduled.



For further information, please contact:

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