

## Japanese DIY/Homecenter market

Gross Sales &  
Number of DIY Stores(Homecenters)



## Participation / Exhibition Schedule

### Exhibitors' Time-line

Submittal of Exhibitor Application Form  
(Please make payment of space fee through a bank transfer within one month after the approval of the form)

Deadline for Application

**April 30, 2011**

Dispatch of Exhibitor Manual  
(Rules & Regulations, Order Forms for Booth Fittings, etc)

**Middle of June, 2011**

Final Payment Due

**June 30, 2011**

Floor Plan Announcement

**Middle of July, 2011**

Exhibitor Move-in

**from 13:00 on 23-24 August, 2011**

**JAPAN DIY HOMECENTER SHOW 2011**

**25-27 August, 2011**

## Show Outline

### Opening Times

August 25 (Thu.) to August 27 (Sat.) 2011  
from 9:30 to 17:00

### Venue

MAKUHARI MESSE  
2-1 Nakase, Mihama-ku, Chiba-shi, Chiba 261-0023  
<http://www.m-messe.co.jp>

### Organizer

JAPAN DIY INDUSTRY ASSOCIATION

### Sponsors (Planned)

The Ministry of Economy, Trade & Industry  
Forest Agency / Chiba Prefecture / Chiba City  
Japan Broadcasting Corporation (NHK)  
NHK Educational corp.  
Japan Broadcasting Publishing Co., Ltd.  
Japan External Trade Organization (JETRO)  
IHA (International Federation of Hardware and Housewares Associations)

### Admission

Free of charge for trade visitors  
(general public: 500 Yen)

### URL

<http://www.diy-show.jp>

For further information, please contact:

OVERSEAS OPERATION OFFICE

### SPACE MEDIA JAPAN CO., LTD.

Kosaikaikan Bldg., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan  
Tel. (81) 3-3512-5670 Fax. (81) 3-3512-5680  
URL: <http://www.smj.co.jp> E-mail: [diy@smj.co.jp](mailto:diy@smj.co.jp)

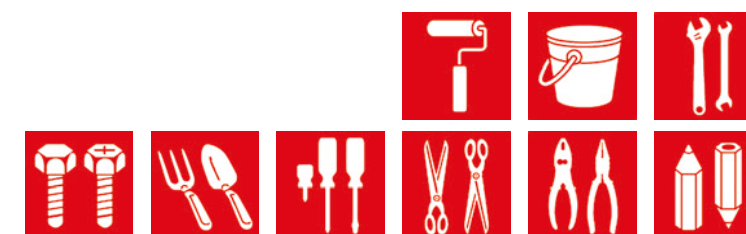
### Organizer



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>

**DIY, the Power to Reform Our Lives**

## Exhibitors Information



# JAPAN DIY HOMECENTER SHOW 2011

Do It Yourself

**More visitors & exhibitors!**

**Exhibitors**

**12% UP**

**438 exhibitors**

**Visitors**

**3000 UP**

**80,000 (approximately)**

(compared to the 2010 show)

**Makuhari Messe**

**Hall 4-5-6**

**Aug**

**25 [Thu.]**

**26 [Fri.]**

**27 [Sat.]**

**Trade Day**

**Public Day**

<http://www.diy-show.jp/2011/e/>

# Grab your business opportunity with JAPAN DIY HOMECENTER SHOW 2011!

## More Business Opportunity Exhibitors' Service

**"HOMECENTER TRADE II"** – A vital contact point to reach purchasing directors of major and leading homecenters as well as manufactures and wholesalers in Japan. A great opportunity for exhibitors to introduce and sell their new and main products.

**Exhibitors Reception** – Share experience and network with exhibitors from across the world as well as JAPAN DIY INDUSTRY ASSOCIATION members in an enjoyable setting.

**New Product & Hit Product Competitions** – A major attraction allowing visitors (buyers) to see the newest and best selling products. Each product is listed with the exhibitor's name and booth number, making it easy for visitors to follow up at the booth. The award winners attract special attention from homecenter buyers.

### JAPAN DIY HOMECENTER SHOW 2010 figures

Number of  
booth stands  
**947**  
x9 m<sup>2</sup> booth

Number of  
exhibitors  
**438**  
companies

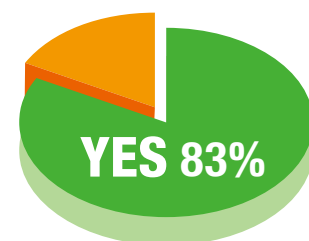
Number of  
visitors  
**79,824**

Number of  
trade visitors  
on the first day  
**18,923**

### Business Opportunities

The JAPAN DIY HOMECENTER SHOW is strongly supported by its exhibitors. The following graphs show how the 2010 exhibition was recognized by exhibitors. Seize an unequaled business opportunity to directly interact with Japanese buyers by joining the JAPAN DIY HOMECENTER SHOW!

**Q1** Did you have  
business negotiation?



**Q2** What kind of satisfaction you  
had by participating the show?



### Participation Fee (tax included)

#### Raw Space Fee

**262,500 JPY / 3m×3m(9sqm)**

#### <Fee includes>

- 3m×3m (9sqm) Raw Space
- Free entrance tickets for your customers
- Participation to HOMECENTER TRADE II
- Participation to Hit & New Competitions
- Participation to Exhibitors Reception
- Entry to Show Official Visitors' Floor Map



### Message



Yoji Sakamoto

President  
Japan DIY Industry Association

We are very glad to announce that the Japan DIY Industry Association will hold the JAPAN DIY HOMECENTER SHOW 2011 at Makuhari Messe for a period of three days from August 25 (Thursday) to 27 (Saturday), 2011.

The JAPAN DIY HOMECENTER SHOW, a comprehensive exhibition showcasing approximately 200,000 items from all lines of home-related products, is organized by the cooperation of three different sectors of manufacturers, wholesalers and retailers. The Show was held for the first time in 1978 in order to comprehensively promote the DIY industry and help people enjoy a more improved quality of life through the sound popularization of DIY home improvement. Since then the Japan DIY Industry Association has held the show 31 times in Tokyo and 15 times in Osaka. The JAPAN DIY HOMECENTER SHOW 2011 will be our 47th Show.

The JAPAN DIY HOMECENTER SHOW 2010 was held at Makuhari Messe for a period of three days from August 26 (Thursday) to 28 (Saturday), 2010. The Show was very successful with the participation of 438 exhibitors occupying 947 booths which exceeded the numbers of the 2009 show. It is also notable that the number of visitors to the 2010 Show amounted to approximately 80,000. We believe that this success was thanks mainly to the outstanding enthusiasm of the participating exhibitors in promoting DIY home improvement and the homecenter industry. We would like to express our sincere gratitude for the generous cooperation extended by all relevant parties for the 2010 Show.

Against the backdrop of the current severe economic conditions, we are planning to make the JAPAN DIY HOMECENTER SHOW 2011 a great sales success for its exhibitors by offering a number of events and programs to promote their products and services effectively. Among such events are HOMECENTER TRADE II, an event that is especially popular among participants every year, New Product & Hit Product Competitions, and Environmentally friendly products corner.

We would be delighted if you would consider participating in the JAPAN DIY HOMECENTER SHOW 2011 for the further growth and development of the homecenter industry.

## For Overseas Exhibitors Only!

### Want to know how to reach Japanese market? We will help you!

#### << Background >>

The JAPAN DIY HOMECENTER SHOW is an annual event organized by the Japan DIY Industry Association. Held under close cooperation between the member companies of the association from three different sectors of manufacturers, wholesalers and retailers, the show is the most significant event to share information in the Japanese DIY/homecenter industry.

With the participation of organizations and people well-versed in the industry as exhibitors and visitors, it is also a truly unique opportunity for overseas exhibitors to receive multifaceted, cross-sectorial advice. The Overseas Operation Office will actively introduce overseas exhibitors seeking partners in Japan to those market professionals. In this sense, participating in the JAPAN DIY HOMECENTER will be very beneficial for any overseas exhibitors who are interested in doing business in Japan in the long run.

Please be an overseas exhibitor and do not miss this opportunity.

(Please note that the Overseas Operation Office may not always meet your requests.)

### Exhibit Categories

Tools / Power Tools

Hardware / Ironmongery

Repair Materials

Painting Materials / Coating Materials

Electric Parts / Lighting Equipment

Home Electric Appliances

Water Supply and Drainage

Working Wear

Housewares / Homecare Products

Kitchenware / Tableware

Household Commodity  
(detergent and sanitary goods)

Interior Materials / Storage Cabinets

Pet-care Items (including pet medicinal  
products and pet wear)

Gift / Wrapping Items

Hobby Items / Handcraft Items

Toys / Models

Four / Two Wheeled Vehicle Materials

Sporting Goods / Outdoor Goods

Stationery / Office Supply

Healthcare Materials / Beauty Products

Medicinal Product

Food / Beverage / Alcohol

Disaster Prevention / Anticrime Device

Ecological Equipment

Information / Distribution / Services

Timber / Building Materials

Gardening / Plants

Exterior Materials

Housing Equipment

Store Furniture

Association / Education Institution /  
Governmental Agency