

Japanese DIY/Homecenter market

Gross Sales & Number of DIY Stores (Homecenters)



Participation / Exhibition Schedule

Exhibitors' Time-line

Submission 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

May 10, 2013

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

Middle of June, 2013

Final Payment Due

June 30, 2013

Floor Plan Announcement

Middle of July, 2013

Exhibitor Move-in

from 13:00 on 27-28 August, 2013

JAPAN DIY HOMECENTER SHOW 2013

29-31 August, 2013

Show Outline

Opening Times

August 29 (Thu.) to August 31 (Sat.) 2013
from 9:30 to 17:00 (The last day closes at 16:00)

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 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.

Kosakaikan 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: diy2013@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>

Exhibitors Information

<http://www.diy-show.jp/2013/e/>

JAPAN DIY HOMECENTER SHOW 2013



Do It Yourself!

Aug

29 [Thu.] | 30 [Fri.] | 31 [Sat.]

Trade Day

Public Day

Makuhari Messe

Hall 4-5-6

More visitors & exhibitors!

Exhibitors **28%UP** 466 exhibitors

Visitors **6,500 UP** 84,000 (approximately)

(compared to the 2012 show)

Grab your business opportunity with JAPAN DIY HOMECENTER SHOW 2013!

More Business Opportunity

“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.

Exhibitors' Service

Japan DIY Product Competition – A major attraction allowing visitors (buyers) to see the newest, best selling and eco & human friendly products. Each product is exhibited with the exhibitor's name and booth number, making it easy for visitors to follow up at the booth. The award winners gain special attention from homecenter buyers.

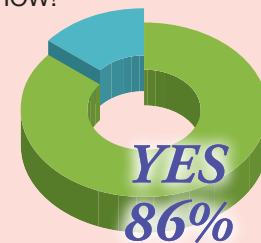
JAPAN DIY HOMECENTER SHOW 2012 figures



Business Opportunities

The JAPAN DIY HOMECENTER SHOW is strongly supported by its exhibitors. The following graphs show how the 2011 exhibition was recognized by exhibitors. Seize an unequalled business opportunity to directly interact with Japanese buyers by joining the JAPAN DIY HOMECENTER SHOW!

Q1 Did you have business negotiation?



Q2 Were you satisfied with participating the show?



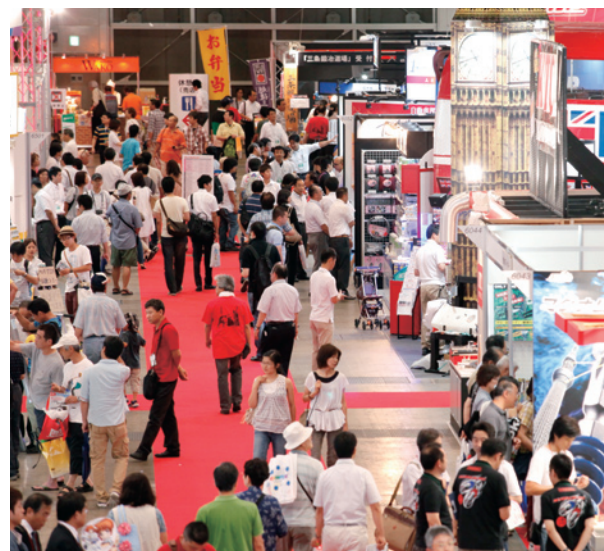
Participation Fee (tax included)

**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 Japan DIY Product Competition
- Participation to Exhibitors Reception
- Entry to Show Official Exhibitor List



Ichiro Shimura

President
Japan DIY Industry Association

Message

We are very glad to announce that the Japan DIY Industry Association will hold the JAPAN DIY HOMECENTER SHOW 2013 at Makuhari Messe for a period of three days from August 29 (Thursday) to 31 (Saturday), 2013.

The JAPAN DIY HOMECENTER SHOW, a comprehensive exhibition showcasing all lines of home-related products, is organized by the cooperation of three different sectors of manufacturers, wholesalers and retailers(do-it-yourself stores), in order to extensively promote the DIY industry and help people enjoy a more improved quality of life through the sound popularization of DIY home improvement. The Show has provided new and lucrative business opportunities for the exhibitors, and served also as an ideal place for publicity. The Show in 2012 consisted of 466 companies and 989 booths,

an increase of more than 100 companies and 100 booths when compared to the previous year. Furthermore, the Show attracted 84 thousand visitors, an increase of more than 6,500 when compared to the previous year. Popular features of the Show included a disaster recovery support event, a Japan DIY Product Competition which introduced new products, hit products and environmentally friendly products, a corner for PR and presentations of exhibited products, a DIY family workshop, and special exhibits for sheet metal and welding.

The theme of this year's Show is "Dreaming about tomorrow! The world is full of dreams." Currently, lifestyles are changing, women are more interested in DIY projects, and people are participating more in creating. The Show introduces many hints for tying these trends to the realization of a affluent and comfortable lifestyle. At the same time, we conduct proposals for supporting recovery in disaster areas and realizing business interaction. Moreover, this year's Show features an enhanced Special Exhibit Corner and creates even more opportunities for exhibiting companies to conduct PR for their products to buyers and general consumers. Also planned for the Show are numerous events, features and exhibitions which include HOMECENTER TRADE II, a popular annual event for direct business discussions with buyers, the establishment of "Sparkling! DIY Women," a theme zone featuring lifestyle support and comfortable goods for women, a Camp & Outdoor Corner, and a corner with professional supplies, housekeeping, energy conservation/money saving, cooking, sewing and a variety of other products for improving and enjoying your lifestyle. Homecenters (HC) carry many of these products. Today, HCs have spread throughout Japan and are an essential part of lifestyle in the community.

The upcoming Show will truly be an outstanding opportunity for everyone to become more familiar with the role of DIY and homecenters. At JAPAN DIY HOMECENTER SHOW 2013, I am truly looking forward to the exhibition and participation of many people who are involved in DIY or who handle DIY products.

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 SHOW will be very beneficial for any overseas exhibitors who are interested in doing business in Japan in the long run.

Please Join us as an overseas exhibitor and do not miss this great 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 / Party 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 / Energy-Saving Items
Information / Distribution / Services
Timber / Building Materials
Gardening / Plants
Agricultural Materials / Equipment
Exterior Materials
Housing Equipment
Store Furniture
Childcare / Baby Goods
Association / Education Institution / Governmental Agency