

The leading comprehensive exhibition for HC industry

JAPAN

[2016 Show theme]

Let's DIY:
The Joy of Creating, The Joy of Improvement

Exhibitor Information

DIY

**No.1 Trade & Public Show
for Home and Lifestyle in Japan**

HOMECENTER

SHOW

2016

Aug.

25(Thu.) **26**(Fri.) **27**(Sat.)

Trade Day

Public Day

*25(Thu.) is restricted exclusively to Trade buyers.

**Application
Deadline**

**2016
May 13**(Fri.)

Exhibitors: 500 companies (469 companies 1,046 booths in 2015)

Visitors: 120,000 visitors (106,936 visitors in 2015)

Visit us at
<http://www.diy-show.jp/2016/e/>

DIY SHOW

Search 

Venue: Makuhari Messe Hall 5·6·7·8 (Tentative) Organizer: Japan DIY Industry Association

Grab your business opportunity with **JAPAN DIY HOMECENTER**

JAPAN DIY HOMECENTER SHOW 2015 figures

Number of booth stands **1,046**

Number of visitors **106,936**

Number of exhibitors **469**

Number of trade visitors on the first day **27,578**

Business Opportunities

JAPAN DIY HOMECENTER SHOW is strongly supported by its exhibitors. The following graphs show how the 2015 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?

YES 86%



Q2 Were you satisfied with participating the show?

Satisfactory 84%



Participation Fee (tax included)

Raw Space Fee 3m×3m(9sqm)

270,000 JPY*

*Early-bird until March 31, 2016.

302,400 JPY



Privileges for Exhibitors

▶ HOMECENTER TRADE II

The business matching program is a lead for opening new accounts. Some of the Japanese leading retailers and wholesalers await for you to have a meeting.

▶ Exhibitor Presentation / Workshop

Looking to promote a product outside your booth? This is a place directly appeal to visitors.

Break through to the Japanese market

▶ Japan DIY Product Competition

Give buyers and media a chance to get an up close look at your product. This is your opportunity for added visibility to promote and drive traffic to your booth. The award winners gain special attention from buyers.

▶ Reception Party

Share experience and network with other exhibitors and Japan DIY Industry Association members.

Special features for overseas exhibitors

▶ Buyers' Booth Tour

Buyers affiliated with Japan DIY Industry Association are coming to your booth with a guide and an interpreter. This is your opportunity to make an effective presentation at own booth.

▶ Overseas Concierge

The language barrier between Japanese buyers and overseas exhibitors is a concern that is raised regularly at exhibition. English and Chinese speaking staff will be allocated.

▶ Study Bus Tour to Retail Stores

(It will run on Sunday, Aug. 28. some entry charge will occur.)

For those exhibitors who are too busy to organize extra activities in Japan. Grasp the situation of the DIY industry by visiting stores with own eyes will help your business development. A specialist of the industry give a seminar and support the tour.

SHOW 2016!

[Theme for 2016 Show]
**Let's DIY: The Joy of Creating,
The Joy of Improvement**

Message



Toshiyuki Inaba
Chair
Japan DIY Industry Association

The Japan DIY Industry Association will be hosting "JAPAN DIY HOMECENTER SHOW 2016" at the International Exhibit Hall in Makuhari Messe for period of three days from August 25th (Thu.) through August 27th (Sat.), 2016.

The "Japan DIY Homecenter Show", which will be held this year for the 52nd time (the total number of shows in both East and West Japan) was first held in 1978. It is now one of the largest comprehensive lifestyle-related exhibitions in Japan and aims to help popularize and raise awareness of the sound practice of DIY, contributing to the overall development of the home-improvement center industry and to a richer lifestyle for people living in Japan through cooperation between manufacturers, wholesalers and retailers of DIY-related products and materials, bringing together a wide range of products and services under one roof, and leading to the creation of vibrant business opportunities, the exchange of

ideas, and improved publicity for the industry vis-à-vis general consumers.

Last year, the show was held for the 51st time overall. The 2015 show aimed to take a new step forward, and more than 106,000 visitors (an increase of more than 1000 visitors over 2014) came to visit the 469 exhibitors in 1046 booths. On the third day of the exhibition, we welcomed our six-millionth visitor to a Japan DIY Homecenter Show.

We are extremely grateful as this success is the result of understanding and cooperation shown to our association by various related parties including numerous corporations and organizations.

In recent years, an increasing number of women are showing a great interest in DIY and handcraft and the scope of the industry is gradually widening due to developments such as the move to accept DIY in apartments rented from the Urban Renaissance Agency. As the industry expands in this way, we are doing all we can on various projects, working to further improve and enhance the content of the show with the aim of attracting around 500 companies and around 120,000 visitors. The theme of this year's show is "Let's DIY: The Joy of Creating, The Joy of Improvement". This slogan expresses our desire for visitors to our show, together with their family and friends, to discover the fun and joy of creating things that can be experienced through DIY as well as the joy we can feel through lifestyle improvements. Our objective is raising interest in DIY, increasing customer footfall at home-improvement centers, and achieving greater vibrancy across the whole industry.

As online shopping rapidly becomes more widespread, we aim to provide chances for people to come into contact with products and ideas they cannot see or experience online, building opportunities for communication with various companies inside and outside Japan.

At this year's show, we are going to expand and improve the "Shining DIY Women" section, which aims to support women engaged in DIY. This section of the exhibition, which last year was the focus of media attention and proved extremely popular among exhibition visitors, will provide a range of DIY experiences, showing how women can also enjoy fashionable interior renovations through some simple rearrangements.

In recent years, home-improvement centers are also focusing on larger home renovations, and customer demand in this field is growing. This year, as a new event, we are considering the establishment of the themed area "DIY Renovation Square". This area will focus not only on internal renovations, but also on exterior and gardening, featuring DIY renovation techniques and ideas as well as renovation proposals from building professionals.

In addition, as in previous years, we will also conduct the "Japan DIY Product Competition" which will together introduce and exhibit a range of new products, hit products, and environmentally-friendly products from various exhibitors, from which excellent products are selected for awards through an assessment by expert judges and a popularity vote among our visitors. We will also hold "HOMECENTER TRADE II", an event for buyers who are members of our association to hold business talks with the exhibitors. A further service on offer is free interpreting, principally for overseas exhibitors wishing to exchange information with Japanese visitors. We are also hoping to set up various events sections where exhibitors can take part in a number of different ways to publicize their own products. In order to encourage visits to the exhibition by industry representatives, members of the press, and members of the public, we will of course be publicizing the event itself, but we will also engage in a publicity campaign that will feature information on the exhibitors and other information across a wide range of media channels.

That completes my summary explanation of the show and our major events, and I hope that everyone in the industry will be able to exhibit and take part in the Japan DIY Homecenter Show 2016.

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

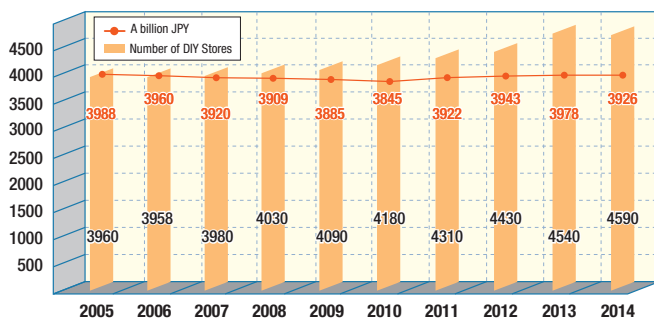


Visitor List in 2015 (Partially)

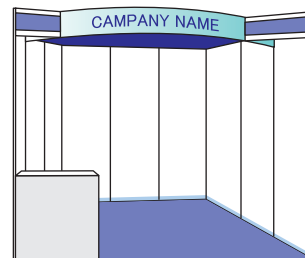
- AEON KYUSHU CO., LTD.
- AEON RETAIL CO., LTD.
- AMAZON JAPAN K.K.
- ARCLAND SAKAMOTO CO., LTD.
- ASKUL CORPORATION
- AUTOBACS SEVEN CO., LTD.
- AUTO R' S. CO., LTD.
- AYAHADIO CO., LTD.
- BADEN
- BEAVERTOZAN CO., LTD.
- BEISIA
- BIG CAMERA INC.
- CAINZ CO., LTD.
- CHAMPION, INC.
- COCOKARA FINE INC.
- DAISHIN CO., LTD.
- DAIYU EIGHT CO., LTD.
- DCM DAIKI CO., LTD.
- DCM KAHMA CO., LTD.
- DCM HOLDINGS CO., LTD.
- DCM HOMAC CO., LTD.
- DINOS CECILE CO., LTD.
- DOIT CO., LTD.
- DON QUIJOTE CO., LTD.
- EDION CORPORATION
- ENCHO CO., LTD.
- FACTORY GEAR
- FUTAGAMI CO., LTD.
- GINZA KOKUBUNKAN
- GRANTOMATO CO., LTD.
- HANDSMAN CO., LTD.
- HATANO-SHOKAI
- HOME CENTER AGRO CO., LTD.
- HOME CENTER VALOR
- HOME IMPROVEMENT HIROSE CO., LTD.
- HONDA CO., LTD.
- I-MART CO., LTD.
- IRIS PLAZA
- ITO-YOKADO CO., LTD.
- JAPAN ART CO., LTD.
- JOYFUL AK CO., LTD.
- JOYFUL HONDA CO., LTD.
- JOYPIC. CORPORATION
- JUNTENDO CO., LTD.
- KANBUN CO., LTD.
- KANSEKI CO., LTD.
- KATAKURA INDUSTRIES CO., LTD.
- KAUNET CO., LTD.
- KEIO ATMAN CO., LTD.
- KEIYO CO., LTD.
- KITAYAMA CO., LTD.
- KOBAYA SPORTS
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- KOMERI CO., LTD.
- KUROGANEYA CO., LTD.
- LIC CO., LTD.
- LIXIL VIVA CORPORATION
- MAKEMAN CO., LTD.
- MAKIBA
- MARIKO KANAMONOTEN
- MATSUYADENKI CO., LTD.
- MAXVALU TOHOKU CO., LTD.
- MIGAKIYA HAMONOTEN
- MR MAX CORPORATION
- MURABAYASHI KANAMONOTEN
- MURATAYA KANAMONO
- MURAUCHI.COM CORPORATION
- MURAUCHI HOBBY CO., LTD.
- NAFCO CORPORATION
- NEW-TONKACHI
- NICE LIVEPIA CORPORATION
- NISHIMUTA
- NITORI CO., LTD.
- OK CORPORATION
- OLYMPIC GROUP CORPORATION
- ROYAL HOME CENTER CO., LTD.
- SAGYOUFUKU-K
- SAJYO CORPORATION
- SANWA CO., LTD.
- SEKICHO CO., LTD.
- SERIA CO., LTD.
- SHIMACHU CO., LTD.
- SUNDAY CO., LTD.
- SUPER STORE CO., LTD.
- SUPER VALUE CO., LTD.
- TAKASHIMAYA COMPANY, LIMITED
- TAKEYA.CO., LTD.
- TANTAN CORPORATION
- THE DAIEI, INC.
- THE LOFT CO., LTD.
- TOKYOINTERIOR CORPORATION
- TOKYU HANDS INC.
- T.O. OGASAWARA CO., LTD.
- UFO CO., LTD.
- UNI LIVING CO., LTD.
- UNY CO., LTD.
- YAMASHIN CO., LTD.
- YUTOKUJIDOSHUA
- WATAHAN HOME-AID CO., LTD.
- WORLD TOOL

Japanese Market

Gross Sales & Number of DIY Stores (Homecenters)



Rental Package



140,400 JPY
(tax included)

Includes:

- Needle punch carpet
- System wall panel
- Fascia with Company name
- Halogen spotlight X 3
- Electric outlet X 1
- Electric consumption up to 100V/500W
- Reception counter X 1
- Folding chair X 1
- 1 optional furniture to be selected from 5 choices below:
 - 1 set of 3 wooden shelves
 - System display counter
 - Peg board with 20 hooks
 - Folding table & White table cloth
 - Glass shelves rack with 3 layers x 2 rows

For more details, please contact Overseas Operation Office.

Exhibitor's Time-line

Deadline for Application

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

May 13, 2016

Dispatch of Exhibitor Manual

(Rules & Regulations, Order forms for booth fittings, electrify, etc)

Middle of June, 2016

Final Payment Due

June 13, 2016

Floor Plan Announcement

Middle of July, 2016

Exhibitor Move-in

from 1:00pm on August 23 to 24, 2016

JAPAN DIY HOMECENTER SHOW 2016

August 25-27, 2016

Show Outline

Period

August 25 (Thu.) - 27 (Sat.), 2016

9:30am -5:00pm *Closes at 4:00pm on the last day

Theme

Let's DIY:

The Joy of Creating, The Joy of Improvement

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 JPY)

For further information, please contact:

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Organizer

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