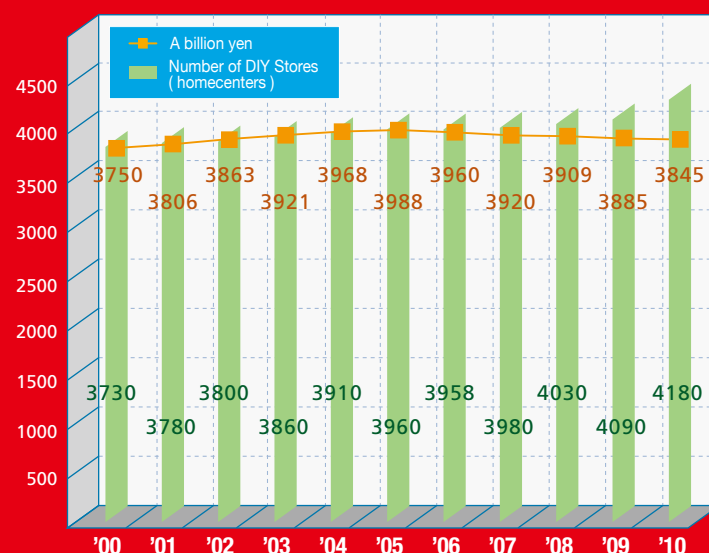


Japanese DIY/Homecenter market

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

May 11, 2012

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

Middle of June, 2012

Final Payment Due

June 30, 2012

Floor Plan Announcement

Middle of July, 2012

Exhibitor Move-in

from 13:00 on 21-22 August, 2012

JAPAN DIY HOMECENTER SHOW 2012

23-25 August, 2012

Show Outline

Opening Times

August 23 (Thu.) to August 25 (Sat.) 2012
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.

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: diy2012@smj.co.jp

Organizer

 **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>

Exhibitors Information

2012

DIY

Do it Yourself!

Makuhari Messe

Hall 4-5-6

Aug
23 [Thu.] | **24** [Fri.] | **25** [Sat.]

Trade Day

Public Day

DIY, the Power to Reform Our Lives

DIY SHOW

Search

<http://www.diy-show.jp/2012/e/>

JAPAN DIY HOMECENTER SHOW 2012

Do It Yourself

Grab your business opportunity with JAPAN DIY HOMECENTER SHOW 2012!

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.

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 2011 figures

Number of
booth stands
848
x9 m² booth

Number of
exhibitors
364
companies

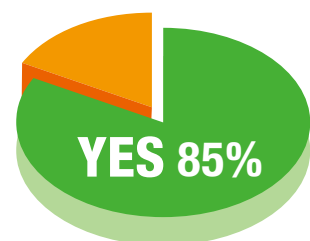
Number of
visitors
78,064

Number of
trade visitors
on the first day
17,869

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 unequaled 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



Message



Ichiro Shimura

President
Japan DIY Industry Association

We are very glad to announce that the Japan DIY Industry Association will hold the JAPAN DIY HOMECENTER SHOW 2012 at Makuhari Messe for a period of three days from August 23 (Thursday) to 25 (Saturday), 2012.

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.

Last year, the effects of the Great East Japan Earthquake in March, an unprecedented disaster in the history of Japan, was an issue of big concern. Believing that DIY could contribute to the reconstruction, restoration and recovery of our country, we decided to hold the Show as planned. The 2011 Show was very successful with the participation of 364 exhibitors occupying 848 booth, attracting over 78,000 visitors.

The theme of the 2012 Show is "Make Your Dreams Your Power!" We endeavor to introduce a wide range of services and products that even go beyond the conventional DIY concept to suit the changes in the recent living style of people. We will also carry out proposals that will be of help for the recovery of and business stimulation for the disaster-affected areas.

Nowadays, do-it-yourself stores are all over the country and have become indispensable to people living in the area. Although, do-it-yourself stores are under severe economic circumstances, just like any other retail shops, we anticipate that people's interest toward do-it-yourself will be stronger than before as people have become more conscious of disaster prevention and energy saving, trying to live economically. To further promote and expand do-it-yourself stores, it is necessary to understand the needs of people correctly at the right time and to offer services which suit them.

During the 2011 show, we held many events to support the recovery of the areas affected by the Great East Japan Earthquake as well as various events to promote the expansion of the DIY market, such as the Japan DIY Product Competition which was a new competition integrating the New Product & Hit Product Competitions and the Environmentally Friendly Products Corner. We also presented the Exhibitor Presentation Corner where the exhibitors could promote their products to visitors themselves and a special exhibition called "Disney Home" These events and corners were all well received by the exhibitors and the visitors. This year, we intend to enhance the quality of those events and corners, and at the same time, make arrangements for all exhibitors to promote their products to the buyers and consumers.

We will present the well-reputed HOMECENTER TRADE II again this year. It is an event that allows the exhibitors to have business meetings directly with the buyers. As we are going to invite buyers from overseas for the first time this year, we will also present a corner to support companies trying to expand new business opportunities abroad. We are planning to hold various events and present additional new corners to attract more visitors this year. One of them is a corner for DIY involving electronic engineering and another is a corner for encouraging students to obtain the DIY Adviser Certificate.

This is only a brief explanation of the Show's outline and major events, but we would be grateful if you would consider participating in the JAPAN HOMECENTER SHOW 2012 as an exhibitor. Thank you.

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

Association / Education Institution /
Governmental Agency