

**JAPAN DIY HOMECENTER SHOW NEWS**

**JAPAN DIY HOMECENTER SHOW 2010**

The JAPAN DIY HOMECENTER SHOW 2010, an annual big event during the summer vacation, will be held for 3 days from August 26 (Thursday) to 28 (Saturday) in 2010 at Makuhari Messe in Chiba City.



\*Photo is JAPAN DIY HOMECENTER SHOW 2009

**The executive committee held a meeting for the 2010 show**

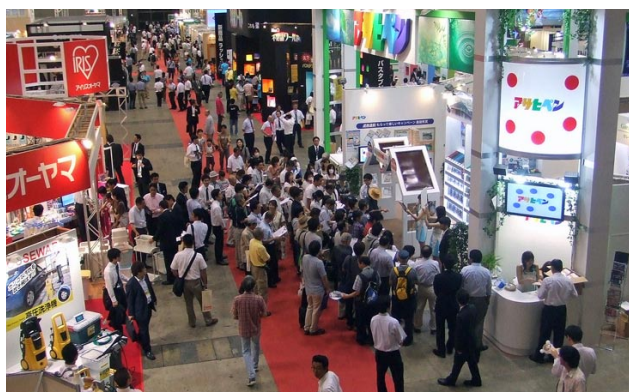
On November 18, the executive committee of the JAPAN DIY HOMECENTER SHOW 2010 (chairman of the executive committee: Toshiyuki Inaba) held a meeting at the office of the Japan DIY Industry Association in Kanda, Tokyo. “Even though the economic environment remains severe, I would like to ask members to plan and run a show that will help people to realize a comfortable housing and lifestyle,” said the chairman, Yoji Sakamoto, in greeting participants at the beginning of the meeting. His speech was followed by comments from the chairman of the executive committee, Mr. Inaba, who presented the objectives of the show. “In response to a 22% increase in the number of visitors to the 2009 show, we are planning to start PR activities early to encourage

companies to exhibit in the show with a target of 1,000 booths and 100,000 visitors for the 2010 show. At the same time, we will focus on planning and management of events in cooperation with exhibiting companies,” said Mr. Inaba. The outline and the direction of the show were discussed.

As for each committee’s activities, Event and PR committee (chairman: Yoshiaki Kuroda) held a meeting on November 20 in order to have a discussion with a focus on show events and show theme.

**The first invitation brochures were sent out**

The first invitation brochures with information on exhibiting in the show were sent out on Nov 9. Around 10,000 brochures including those to member companies were dispatched, and 30 companies have already replied that they are planning to exhibit in the show using about 120 booths.



At the end of December, as a guide for prospective exhibiting companies to decide in which product they should exhibit, the second invitation brochures are

scheduled to be sent out with information on 3 major categories (housing, living, and materials) and 30 specific items.

### **General Guideline of JAPAN DIY HOMECENTER SHOW 2010**

*Show name:* JAPAN DIY HOMECENTER SHOW 2010

*Show venue:* Makuhari Messe, Hall No. 5,6,7, and 8 (scheduled)

*Show period:* 3 days August 26 (Thu.), 27 (Fri.), and 28 (Sat.), 2010

*Organized by:* Japan DIY Industry Association

*Supported by (Expected):* Ministry of Economy, Trade and Industry, Forestry Agency, Chiba Prefecture, Chiba City, NHK, NHK Educational Corporation, Japan Broadcast Publishing Co., Ltd., Japan External Trade Organization (JETRO), IHA (International Hardware Association)

### **Japan DIY Industry Association News**

#### **HC remodeling practical lecture will be held**

The 5<sup>th</sup> HC remodeling practical lecture will take place in Osaka in February 2010 (lecturer: director of the Housing Remodeling Research Institute, Koji Ishihara).

Under the initiative of member home centers, efforts toward promotion of remodeling business have been advanced as one of measures to develop new demands. The reform committee is mainly in charge of PR activities, promotion, and support activities for the business. In response to a favorable review on the 4<sup>th</sup> lecture (held in Tokyo, June 2009), the committee decided to hold the 5<sup>th</sup> lecture in Osaka from which many requests for holding of the lecture came.

The curriculum will help participants to learn and understand a marketing strategy that utilizes HC's superiority in remodeling business and a flow of remodeling work in stages as well as in depth. The prescribed number of participants is 30.



\*Photo is the 4th lecture (Tokyo)

If you are interested in participating in the lecture, please contact the following association.

**For further information, please contact:**

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