

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2011

August 25 – 27, 2011
2 months to go before the show opens
at Makuhari Messe

The Japan DIY HOMECENTER SHOW 2011 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday), using 3 halls at Makuhari Messe in Chiba prefecture.



*Photo from the previous show

The Great Eastern Japan Earthquake that hit Japan on March 11 had a significant impact on the Japanese economy as well as the world economy. The earthquake also affected many trade shows. Feeling that the DIY and home improvement center industry consisting of companies that can supply commodities will be helpful in the recovery from the disaster, the Japan DIY Industry Association decided to hold the JAPAN DIY HOMECENTER SHOW 2011 as scheduled.

Courtesy visit to Japan's Chief Cabinet Secretary, Yukio Edano (member of the House of Representatives)

On May 19, the chairman of the executive committee of the JAPAN DIY HOMECENTER SHOW, Toshiyuki Inaba, members of the committee, and the Executive Director of the Japan DIY Industry Association, Toshio Imai, paid a courtesy call to the Chief Cabinet Secretary, Yukio Edano, and asked for the support for the JAPAN DIY HOMECENTER SHOW 2011.

Mr. Edano said, "We really appreciate companies in the DIY industry including home improvement centers for having resumed economic activities quickly. The DIY industry is one of industries that are expected to play an important role in the economic recovery."



The chairman of the executive committee, Toshiyuki Inaba, and the Chief Cabinet Secretary, Yukio Edano



Courtesy visit to Japan's Chief Cabinet Secretary, Yukio Edano

Also, at the summit meeting between Japanese, Chinese, and South Korean leaders that started on May 22, both Chinese and South Korean leaders said that they would facilitate a visit to Japan for business with Japan and sightseeing from their countries.

Encouraged by the expectation toward the role of the DIY industry in the economic recovery efforts and the support from overseas, we will hold the JAPAN DIY HOMECENTER SHOW 2011 so that the show will contribute to the recovery efforts in the disaster area and economic recovery.

Briefing for the exhibitors

The briefing for exhibitors of the JAPAN DIY HOMECENTER SHOW 2011 will be held at the Camellia Hall located on the third floor of Kameido Bunka Center in Koto-ku (2-19-1 Kameido, Koto-ku, Tokyo/ 2-minute walk from JR Kameido Station) at 1:30 p.m. on July 5 (Tuesday). The press conference will take place in the main training room on the second floor of the Center at 11:30 a.m. before the briefing.



Last year's briefing for exhibitors

Information on main events

1) This year, "DIY New Product and Hit Product Competition" and "People and Environment-Friendly Products" will be combined together and turned into a new event named "Japan DIY Product Competition" with new entry rules.

The competition will accept the entry of products related to DIY and home improvement centers from Japanese and overseas exhibitors, and select winners through screening and voting process.

There will be 3 entry categories: "New Product Category," "Hit Product Category," and "Environment and Recyclable Product Category."

2) At "HOMECENTER TRADE II", an event that is well received every year, buyers from retailers will set up booths for this event where they will have business meetings with exhibitors. This year, retailers including Beaver Tozan, Encho and Uniliving will participate in the event.

3) There is also a plan for an event tentatively named "DIY as a support for restoring a devastated area" that will provide multiple ideas for dealing with the disaster in the form of supplies, lifelines, and

information, and will contribute to the reconstruction efforts. Companies and groups from the disaster area are invited to the event. There will be an event space that companies from the disaster area can utilize.

4) All the exhibitors can participate in "Exhibitors' Presentation" where they can promote products they would like to recommend through video showing or demonstration. Advance reservations are required.

Considering the current circumstances, the application deadline for exhibitors was extended for around 2 weeks.

The number of exhibitors (domestic exhibitors) who applied for this year's show is about the same with last year. There are more new exhibitors this year than in past years with some companies deciding to participate in the show as trade shows they were originally scheduled to participate in were cancelled. Visitors may be able to find different types of companies and products in the JAPAN DIY HOMECENTER SHOW 2011.

Please contact the Overseas Operation Office listed below for details of these events.

For further information, please contact:

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](http://www.diy.or.jp)

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy@smj.co.jp