

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2012

The Japan DIY HOMECENTER SHOW 2012, one of the largest comprehensive trade shows in Japan related to the housing and living items where domestic and foreign DIY-related companies gather will be held for 3 days from August 23 (Thursday) through 25 (Saturday) in 2012 at Makuhari Messe in Chiba prefecture.



*Photo from the previous show

“For the JAPAN DIY HOMECENTER SHOW 2012”

Toshiyuki Inaba
Vice chairman of the Japan DIY Industry Association
Chairman of the executive committee of the JAPAN DIY HOMECENTER SHOW



Happy New Year!

We hope that the New Year will find you well.
We would like to express our appreciation for your loyal courtesies.

This year, the JAPAN DIY HOMECENTER SHOW 2012 will be held for 3 days on August 23 (Thursday), 24 (Friday), and 25 (Saturday), using 3 halls with 900 booths (planned) at Makuhari Messe in Chiba Prefecture.

Last year, the show was held under the show theme of “Enjoy and enrich your daily life! DIY is by your side.” The number of exhibiting companies was 364, and they used 848 booths (the number of companies from abroad was 53. They were from 6 countries/areas, using 62 booths). In total, 78,064 visitors came to the show during 3 days.

Due to the Great East Japan Earthquake, unprecedented earthquake that occurred on March 11 last year, many trade shows were cancelled. We were among the first to decide to hold the show as planned. 364 companies exhibited in the show, and there were over 100 new exhibitors. We felt that this reflects that our show and the industry are expected to fulfill social and economic missions in order to help efforts to reconstruct and recover from the damages caused by the earthquake.

And over 70,000 people visited the show and experienced the fun of DIY under the show theme. We will plan and operate events for the JAPAN DIY HOMECENTER SHOW in order to meet the expectation from people in the industry and visitors again this year.

Essential features of the plan for this year's show

With a wide range of exhibition items, we will start encouraging companies to exhibit in the show

We are planning to have a wide range of exhibition items including “fast-moving consumer-goods”, “gift and party supplies”, “health and beauty products”, “toys, models, characters”, “medical supplies”, and “food, beverage, alcoholic beverage”. In order to meet visitors' expectations, we would like to promote the show to companies that are actively working on items, new products, and services that are likely to generate demands at home improvement centers in future.

Improved services for exhibitors

We are planning to further improve business negotiation events including “HOMECENTER TRADE II”, an event that is received well by participating companies every year, and gives

exhibitors opportunities to have direct business negotiations with buyers from home improvement centers so that buyers, visitors and exhibitors can get to know each other. We will also plan collaboration events where exhibitors can work together in promoting their products or events where companies can actively promote their products to media.

Suggestions on how to utilize DIY advisers

There are over 12,000 DIY advisers, and we will suggest ways to hire DIY advisers and utilize their abilities. Those qualified as DIY advisers will be great assets on the sales floor of home improvement centers or in new business. At the show event venue, there will be a corner where DIY advisers demonstrate various products and tools or visitors can consult with DIY advisers.

Distribution of invitation brochures

Last December, the show executive committee started sending the first batch of invitation brochures to member companies, last year's exhibitors, domestic related organizations, and government agencies. Also, we started the show's official website in English and Chinese in December last year in order to promote the show to overseas companies.

English website : <http://www.diy-show.jp/2012/e/index.html>

Chinese website : <http://www.diy-show.jp/2012/c/index.html>

If you have any question on exhibiting in the Japan DIY HOMECENTER SHOW 2012, please contact the Overseas Operation Office below.

Japan DIY Industry Association News

New Year's special seminar and New Year's celebration party for 2012 will be held

On January 26 (Thursday), the Japan DIY Industry Association will host New Year's special seminar and New Year's celebration party at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station) with Mr. Ryuji Tachibana, the conditioning coach and the former coach of the Chiba Lotte Marines, invited as a seminar lecturer.



The 2011 New Year's special seminar and New Year's celebration party

For further information, please contact:

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