

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2012

The JAPAN DIY HOMECENTER SHOW 2012 will be held for 3 days from August 23 (Thursday), 24 (Friday) and 25 (Saturday) at Makuhari Messe in Chiba prefecture, using 3 halls.

The show theme for the JAPAN DIY HOMECENTER SHOW 2012 is “Make Your Dreams Your Power!”. This year, the show welcomes its 48th anniversary. We will try to produce the show that that can be fundamental strengths to support people’s lives in Japan by having companies from a wide range of categories participating in the show, reorganizing and expanding exhibition items in order to realize a satisfactory matching with visitors, and having innovative plans ready.



*Photo from the previous show

We are looking forward to your participation in our show

As of April 20, the number of applications which we had received remained almost unchanged from the previous year. We have received more applications from new exhibitors than usual including companies that participated in the briefing that was held mainly for new exhibitors on November 17 last year and February 23.

We think that it reflects the spirit of challenge among those companies that are trying to enter a home improvement center channel that is a new distribution channel for them by participating in our show. The show executive committee will plan and run the show in order to meet their expectation.

According to foreign embassies in Japan and chambers of commerce, most of overseas companies did not cancel their participation in the show because of the impact of the earthquake last year. We heard that some companies are considering to participate in our show in future instead of exhibiting in shows that they regularly participate as our show is attracting great attention.



Information on popular events

At “**HOMECENTER TRADE II**” that is held every year, buyers from prestigious home improvement centers in Japan will set up their booths for business negotiation and consultation with exhibitors during the show period. This is an event that is well-received every year, and there are many exhibitors who succeeded in starting business with home improvement centers or setting up business meetings after the show thanks to this event.

At “**Exhibitors’ Presentation**”, exhibitors can promote their new products and hit products. Please make the best use of this opportunity to promote your products to visitors who come to the corner that is set specifically for this event.

At “**DIY Product Competition**”, domestic and overseas exhibitors can enter their products related to DIY and home improvement centers in the competition, and best products will be selected through screening and voting process. Products that are entered into the competition will be displayed at the special corner during the show period. The entry form will be sent out in early June.



Please contact the Overseas Operation Office listed below for the details about the participation in the show and events noted above.

We will gather information about exhibitors before the show and will upload it as the **Exhibitors’ Information** on our show’s official website. Every year, the number of accesses to the website exceeded 200,000 during the period of June through August before the opening of the show.

Information about the briefing for exhibitors

The briefing for exhibitors will be held at 1:30 p.m. on July 4 (Wednesday) at Kameido Bunka Center (2-19-1 Kameido, Koto-ku, Tokyo/a two-minute walk from JR Kameido Station). Detailed information about the briefing will be given to exhibitors later.

Please contact the Overseas Operation Office (please refer to the website listed below) for details about the exhibition plans for overseas exhibitors.



The previous briefing for exhibitors

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

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

Japan DIY Industry Association News

The notice for the 32nd ordinary general meeting



The previous (the 31st) ordinary general meeting

On June 6 (Wednesday), the Japan DIY Industry Association will hold the 32st general meeting at the Dai-ichi Hotel Tokyo (located in front of JR Shimbashi Station).

An executive mentor, Mr. Masami Atarashi (Kokusai Business Brain K.K./Representative Director) will be invited as a lecturer to give the commemorative lecture titled “Fostering companies that survives the competition and qualities required for leaders”

For further information, please contact:

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