

JAPAN DIY HOMECENTER SHOW NEWS

**JAPAN DIY HOMECENTER SHOW
2013**

August 29 – 31, 2013

**The opening date for the show is approaching,
Just a month to go before the show starts!!**

The JAPAN DIY HOMECENTER SHOW 2013 will be held for 3 days on August 29 (Thursday), 30 (Friday), and 31(Saturday) at Makuhari Messe in Chiba prefecture.



*Photo from the previous show

The JAPAN DIY HOMECENTER SHOW 2013 where people from 3 categories of businesses (manufacturing, wholesale and retail) related to the domestic and overseas DIY and home improvement centers get together will be held in order to promote the DIY and the development of the DIY industry. The show welcomes its 49th anniversary this year. Under the show theme “Tomorrow is dreamy with DIY! -The world is full of dreams-”, out of as many as 200,000 product items considered to be carried by home improvement centers, the latest DIY-related products will be displayed and introduced at the show. 100,000 people are expected to visit the show during 3 days.

The briefing for exhibitors was held

The briefing for companies who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2013 was held at Camellia Hall of Kameido Bunka Center in Tokyo on July 9 (Tuesday).

Carrying-in and carrying-out procedures at the show venue were explained to exhibitors. Documents were distributed and the lottery to allocate booths was held. As of July 8, 402 domestic and overseas companies are expected to exhibit in the show, utilizing 910 booths.



Also, before the briefing, the press conference was held with 35 industry media companies participating on the 2nd floor of the center.

As for the details on the exhibition plans for overseas exhibitors, please go to English contact the Overseas Operation Office listed below.



*Above: Briefing for the exhibitors
*Below: Press conference

Information on the poster for the show

The production of the PR poster for the JAPAN DIY HOMECENTER SHOW 2013 was completed. As a key visual for the poster and an image character, Noriko Imoto (go by the name of Tenco), a main character from the comic book titled "Homecenter TENCO" that depicts a female high school student who loves the DIY, was chosen. We decided to use the character for our poster not only because she is suitable as a symbol of the DIY boom among women but also because we are hoping that by reading about the DIY in the comic book which is easy to enjoy, people will be encouraged to try the DIY.

We will ask offices of member companies and home improvement centers nationwide to put up this poster. The design for the poster will be also used for the invitation cards and invitation tickets.



©Katsuyuki Toda/Homecenter TENCO/Kodansha

The briefing for DIY advisors will be held

The briefing for DIY advisors who are planning to exhibit in the JAPAN DIY HOMECENTER SHOW 2013 will be held in the meeting room at the Japan DIY Industry Association (3-minute walk from JR Kanda station or Tokyo Metro Kanda Station/5-minute walk from JR Shin-Nihombashi Station) at 10:30 a.m. on July 20 (Saturday). At the briefing, the show's outline, operation and the setup of the venue will be explained and the booth allocation will be announced later.

Japan DIY Industry Association News

Information on the 2013 DIY advisor certification test

The DIY advisor certification test started in 1983, and the 31st test will be held this year. This year, 1,939 people including 279 people who are exempt from the preliminary test are expected to take the test (as of June 30).

Schedule

*Preliminary test <Written test>: August 24 (Saturday)

Venue: Sapporo/Sendai/Tokyo/Nagoya/Osaka/Fukuoka

The number of people who will take the preliminary test:
1,660

Results of the preliminary test will be sent out
in mid-September.

*Secondary test <Skill test and interview>

Tokyo: mid-November

Osaka: late November

Practical training Tokyo/Osaka: October



The previous preliminary test venue <Tokyo Venue>

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>

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

Kosaikaikan Bldg. 2F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy2013@smj.co.jp