

## JAPAN DIY HOMECENTER SHOW NEWS



# JAPAN DIY HOMECENTER SHOW 2009

*is approaching!!*

**August 27-29, 2009 at Makuhari  
Messe**

The JAPAN DIY HOMECENTER SHOW 2009 will be held for 3 days on August 27 (Thursday), 28 (Friday) and 29 (Saturday) this year at Makuhari Messe in Chiba City.

With goals of promoting DIY, raising awareness on DIY, and achieving a further development of the DIY industry, the JAPAN DIY HOMECENTER SHOW 2009 will take place under the show theme of "Everyday Kindness to Housing and Living. DIY is all about Family Love". The show aims to attract 100,000 visitors in total with the number of days allocated for the enhancement of the trade function and General PR Day increased to 2 days.

JAPAN DIY HOMECENTER SHOW 2009 will be presented by the Japan DIY Industry Association. With the theme of "DIY, the Power to Reform Our Lives" for this year's show, the Japan DIY Industry Association received the cooperation of member companies, every home improvement store, and DIY advisors, who are certified by the association, and is conducting activities to spread the knowledge and awareness of DIY throughout the country.



## Briefing Session for Exhibiting Companies Held



A briefing session for exhibiting companies of the JAPAN DIY HOMECENTER SHOW 2009 was held at the small hall located on the second floor of the Bunkyo Civic Hall (Bunkyo-ku, Tokyo) at 1:30 pm on July 9 (Thursday). Chairmen of each committee including the chairman Yoji Sakamoto, and the chairman of the executive committee, Toshiyuki Inaba (vice chairman), attended the briefing session. Thanks

to large turnout of people in charge from exhibiting companies, the venue was full. At the beginning of the briefing session, the chairman of exhibition promotion committee, Yuji Notani (managing director of Tokyu Hands), greeted participants, expressing his appreciation for being able to hold the show with the participation of 382 companies from home and abroad exhibiting 870 booths under difficult economic conditions. After the greeting, chairmen of each committee gave briefings, and lottery was held to decide booth allocation.





Before the briefing session, there was a press conference attended by 68 media from every industry. "In the tough business climate, thanks to the support from everyone, we can hold the show under the theme of "Everyday Kindness to Housing and Living. DIY is all about Family Love." for 3 days with both Buyers' Day and General PR Day having 2 days allocated for them," said the chairman Sakamoto, thanking participating media members. Reporters in attendance made encouraging comment and said that they were looking forward to the show scheduled to be held with the participation of many exhibitors while there were some trade shows that were cancelled due to the difficult circumstances.

## Information on Major Show Events

Several events will be held on the first day and the second day of Buyers' Day. There will be "DIY New Product and Hit Product Competition" where new products and hit products from exhibiting companies will be displayed and the best product will be selected through the review by key figures in the industry and voting by buyers and general visitors. At "Exhibitors' Presentations", people in charge from



exhibiting companies that participate in "DIY New Product and Hit Product Competition" will promote their exhibiting products. At "HOMECENTER TRADE II", an event that is received well every year, exhibiting companies will visit booths set by buyers from retailers for direct negotiation or consultations.



Also, there is an event titled "People and Environment-Friendly Products" where environment-friendly products from exhibitors or companies that are members of the association will be displayed and the best product will be decided through the popularity vote by visitors. Under the concept of housing for senior people and renovation, "Homecenter Reform" will be held with the cooperation of the Wonderful Aging Club.

After the show is over on the first day, from 5:30 pm, an industry networking party will take place with people from 3 business categories attending at the APA Hotel near the show venue.



On the General PR Day, there will be events which allow participation by visitors such as "Parents and Children Woodworking Class" or "Gardening Charity

Auction". At "Sanjo Blacksmith Dojo", working craftsmen from Sanjo City, Niigata Prefecture, which is famous for smithery, will demonstrate their traditional techniques. A team of lecturers (DIY advisors) who are regular members of "Sumai Jibunryu," a TV program broadcast by NHK Educational TV, will hold "DIY Workshop." Winning entries of "Sumai Jibunryu DIY Grand Prize" will be also displayed. In addition, at the venue, the announcement of the winner of the grand prize will be made and broadcast live from 11:00 am on August 28 (Friday).

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](mailto:diy@smj.co.jp)