

PRESS RELEASE  
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FOR IMMEDIATE RELEASE

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## MAXIMUM RETURN ON INVESTMENT FOR TRADE VISITORS AT DECOREX JOBURG 2016

With no fewer than seven halls and over 22 000sqm of exhibition space showcasing the latest décor and design trends, products and services, not to mention an extensive Trade Business Programme, Decorex Joburg 2016 offers the ultimate business forum for trade professionals.

Running alongside the show, which takes place from 5 to 9 August at the Gallagher Convention Centre, will be the perennially popular 100% Design South Africa. This draw-card exhibition provides a unique platform for leading local and international design names to present a carefully curated mix of top-drawer products catering to the residential, hospitality and office interior décor and design industries.

“Members of the trade industry highly acclaim Africa’s premier décor, design and lifestyle show as *the* destination for learning the latest industry developments, seeing and buying hundreds of new products and networking with like-minded professionals, all under one roof,” says Sian Gutstadt, Portfolio Director of Decorex SA.

The exhibition, which consists of over 770 exhibitors showcasing the best in décor, design and homeware, includes the complimentary Trade Business Programme especially targeted to key decision makers in the fields of décor, design, architecture, hospitality and retail. The programme, which will run on Friday, 5 August, will have a particular focus on local and international participation and will include a Business Matchmaking Programme, designed to establish sustainable and profitable connections in the industry. All exhibitors, trade visitors, media and hosted buyers participating in the Programme are also invited to attend the official opening, an exclusive networking function.

“The Trade Business Programme is designed for industry professionals to get the most out of their visit to Decorex Joburg and 100% Design and gives exhibitors, trade visitors and delegates the opportunity to meet and engage on a one-on-one basis, to connect with the right people to take their businesses forward,” says Gutstadt, adding, “The Programme provides the definitive platform for professionals to raise their brand’s awareness among the trade and to forge new contacts with top industry figures.”

Matching the interests of visitors and exhibitors is an important objective of the Trade Business Programme, continues Gutstadt: “The Programme’s main purpose is to maximise return on investment for exhibitors, sponsors and partners by generating trade leads, increasing orders and promoting products and brands to a targeted trade audience. Ultimately, the Programme gives attendees the chance to position themselves at the heart of an influential network of some of the country’s greatest designers, educators, entrepreneurs, retailers and thinkers.”

Trade registration for Decorex Joburg 2016 is now open at [www.decorex.co.za](http://www.decorex.co.za), offering complimentary access to the show for all members of the décor, design, construction and allied industries who pre-register on the Decorex SA website. Pre-register for the Decorex Joburg Trade Business Programme by [clicking here](#).

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## **Decorex Joburg details:**

### **Public Access**

Decorex Joburg: 5 – 9 August 2016

5 August

Time: 1pm to 6pm

6-9 August

Time: 10am – 6pm

Ticket prices: R110 for adults; R90 for pensioners and students; R80 for trade; R20 for kids under 12

Venue: Gallagher Convention Centre

### **Trade Access**

Trade-only preview morning: 5 August 10am-1pm

Trade focused day: 5 August

To register as trade or to find out more about the trade programme visit

[www.decorex.co.za](http://www.decorex.co.za)

For more information, e-mail [decorexsa@ThebeReed.co.za](mailto:decorexsa@ThebeReed.co.za)

Visit: [www.decorex.co.za](http://www.decorex.co.za) Facebook: Decorex SA Twitter: @decorexSA

Decorex Joburg forms part of the Decorex SA portfolio and is owned by the Thebe Reed Exhibitions.

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### **About Thebe Reed Exhibitions**

Thebe Reed Exhibitions is a joint venture agreement between Reed Exhibitions, the world's leading events organiser and part of RELX Group, and Thebe Tourism Group Pty Limited, South Africa's oldest black-empowered tourism group. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings. We enjoy connecting businesses with their markets by helping them leverage events as a cost-effective marketing tool.

[www.ThebeReed.co.za](http://www.ThebeReed.co.za)



### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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