

PRESS RELEASE
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FOR IMMEDIATE RELEASE

DECOREX CAPE TOWN MEANS BUSINESS

Considered the premier showcase of the province's leading designers and a great place for consumers to pick up on the hottest new décor trends, Decorex Cape Town is also the ultimate business forum for trade professionals.

The 2016 show, which takes place from 29 April to 2 May at the CTICC, is themed 'Take It Home, Make It Home' and promises new and returning visitors – be it consumers or industry professionals – all the trend-led inspiration and products required to turn a house into a home.

"Members of the trade industry highly rate The Mother City's premier décor, design and lifestyle show as *the* destination for local and international product and service sourcing," says Sian Gutstadt, Portfolio Director of Decorex SA. "Visiting Decorex Cape Town presents the ultimate opportunity for interior designers, decorators, hospitality buyers, retailers, architects and other trade professionals to engage in lucrative, highly targeted business-to-business trading," she adds.

Gutstadt cites the fact that a resounding 86% of the industry professionals who visit the show come with the specific intention of sourcing the very latest products and services, either in the sector relevant to their own businesses or across the entire design industry.

In addition to providing fertile ground for supplier sourcing, Decorex Cape Town also gives trade professionals the chance to connect with the right people in order to take their businesses forward. "The show provides the definitive platform for professionals to raise their brand's awareness among the trade and to forge new contacts with top industry figures," says Gutstadt.

She continues: "Decorex Cape Town is also an opportunity for the trade to learn which direction their industry is (and isn't) going in. The exhibition 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."

New to this year show and a highlight for industry professionals is InStudio, a day of design talks on interior trends, commercial design and creative business. This free-flow forum exchanging fresh insights, trend observations and creative business ideas for industry professionals brings together a line-up of outstanding design minds including Shantall and Quinton Abrahams, Nadia van der Mescht, Lauren and Cathy O'Clery.

Informative, stimulating and inspiring, the series of InStudio talks take place at Decorex Cape Town on **Friday 29th April only**. Talks are free to registered industry professionals on a first come first serve basis. For the full schedule visit www.decorex.co.za.

From learning the latest industry developments, to seeing and buying hundreds of new products and networking with like-minded professionals, all under one roof, Decorex Cape Town shouldn't be missed if you're a member of the décor, design and lifestyle trade.

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Trade registration for Decorex Cape Town 2016 is now open at 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.

Decorex Cape Town details:

Decorex Cape Town: 29 April – 2 May 2016

Time: 10am to 7pm daily (6pm Monday)

Trade Day: 29 April

[Click here](#) to register as a member of the trade.

Ticket prices: R85 for adults; R75 for trade, pensioners and students; R20 for kids under 12

Venue: CTICC

For more information, e-mail decorexsa@ThebeReed.co.za

Visit: www.decorex.co.za Facebook: Decorex SA Twitter: @decorexSA

Decorex Cape Town forms part of the Decorex SA portfolio and are owned by 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



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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