

PRESS RELEASE
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FOR IMMEDIATE RELEASE

DECOREX DURBAN: THE ULTIMATE PLATFORM FOR INDUSTRY PROFESSIONALS

KwaZulu-Natal's leading décor, design and lifestyle exhibition is *the* place to do business in 2016. So much so, in fact, that research proves that the vast majority of the show's trade visitors come with the specific intention of finding new products and services.

According to studies, a resounding 86% of the industry professionals visiting the show come to source the very latest products and services, either in the sector relevant to their own businesses or across the entire design industry. What's more, the data indicates that half of the attending trade buyers have sole purchasing responsibility, while 40% share that responsibility jointly.

Decorex Durban, which takes place from 18 to 21 March at the Durban Exhibition Centre, is considered a premier showcase of the province's leading designers and a great place to pick up on the hottest new industry trends. This year's theme – "Take It Home, Make It Home" – is further proof that Decorex 2016 promises its slew of new and returning visitors – be it consumers or industry professionals – not just infinite take-home products, but also the trend-led inspiration and ideas required to make these sought-after treasures work in an individual environment, within a particular lifestyle or in seamless unison with a brand's unique values.

"Decorex Durban provides the ultimate platform for professionals to raise their brand's awareness among the trade, forge new contacts with top industry figures, as well as to sell directly to a consumer audience" says Sian Gutstadt, Portfolio Director of Decorex SA. "The show gives interior designers, decorators, furniture and furnishing buying groups and retailers the chance to see and buy hundreds of new products, learn the latest industry developments and network with like-minded professionals, all under one roof," she adds.



For exhibitors, not only does Decorex Durban create brand awareness and reinforce existing business relationships as well as customer loyalty, it also provides the opportunity to take advantage of the massive media exposure the show generates and, ultimately, to position oneself at the heart of an influential network of some of the country's greatest designers, entrepreneurs, retailers and thinkers.

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Trade registration for Decorex Durban 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 Durban details:

Decorex Durban: 18 – 21 March 2016
Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm
Trade days: 18 and 19 March

Ticket prices: R75 for adults; R65 for trade, pensioners and scholars; R20 for children under 12
Venue: Durban Exhibition Centre

For more information, e-mail decorexsa@ThebeReed.co.za
Visit: www.decorex.co.za Facebook: Decorex SA Twitter: @decorexSA

Decorex Durban 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



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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