

PRESS RELEASE

Date: July 2016

FOR IMMEDIATE RELEASE

DECOREX SA + INSPIRE TRADE EXPO: A FORCE TO BE RECKONED WITH

Decorex South Africa promises to become bigger and better than ever before thanks to a new collaboration with Inspire Trade Expo, the country's exclusive business-to-business furniture, décor, design and retail trade exhibition.

The only business-to-business furniture and design trade show on the continent, Inspire Trade Expo, which launched in 2014, has carved a niche for itself on the African business and trade calendars. Retailers, architects, interior decorators and designers, hotel, game lodge and B&B owners, and corporate procurement representatives flock to the annual show to view the very latest on-trend décor and design items showcased by wholesalers, importers, exporters, manufacturers, agents and distributors of furniture, décor, hospitality interiors, office furniture, and retail shop fittings and display.

Says Carol Weaving, Managing Director of Thebe Reed Exhibitions, which owns the Decorex SA and 100% Design South Africa portfolios: "This collaboration is an unprecedented boon for the design-industry event sector. Far from diluting the exhibition market, it creates a critical mass of exhibitors and visitors, simultaneously utilising the strengths of both the Decorex SA brand, 100% Design South Africa, as well as the Inspire Trade Expo brand."

Inspire Trade Expo is dedicated to furniture, décor and design and, like Decorex SA, strives to innovate and grow local manufacturers as well as foreign investment and trade in this arena, says Rina Fortmann, of Inspire Trade Expo, who, like Weaving, is a leading exponent within the exhibition industry in South Africa.

"By joining forces with Decorex SA, Africa's largest consumer décor, design and lifestyle exhibition, Inspire Trade Expo clients will now be able to leverage the positive positioning that comes with a trusted 23 year-old brand, not to mention having access to a networking platform unlike anything yet seen in the local industry," Fortmann explains.

Conversely, Inspire's expertise in the trade arena will significantly bolster Decorex SA's dedicated Trade Business Programme, which includes an exclusive Business Matchmaking service, she adds. "In addition, Inspire has a very strong office sector, which will be a growth point within the 100% Design South Africa exhibition."

"In the current economic climate, exhibitors – whether from the trade or the consumer sectors – need to choose their showcase platforms wisely," concludes Weaving. "The partnership between Decorex SA and Inspire Trade Expo gives them a single definitive option with the promise of an outstanding return on investment."

Decorex Joburg details:

Public Access

Decorex Joburg: 5 – 9 August 2016

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

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

Visit: 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.

PRESS RELEASE ENDS HERE

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.

www.reedexpo.com

