

# THE FUTURE OF LIVING

**DECOREX**  
CAPE TOWN

**DECOREX**  
JOBURG

**100%DESIGN**  
AFRICA



Built by



In the business of  
building businesses



# RX AFRICA

Africa's leading exhibition and event organiser, RX Africa works with Government, Stakeholders and Industry experts, to connect trade, consumers, investors and business to bring you the best on the African continent.

We organise and host trade and investment platforms in conjunction with various Government departments in many industry sectors including Travel and Tourism, Creative Industries, Industrial, Automation and Technology and invite Government to partner with us on these critical platforms that help stimulate trade and investment, ignite conversation, showcase innovation and grow networks between buyers and sellers.

Industry led exhibitions | Content driven programmes | Event platforms online.

Built by



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# MORE THAN JUST AN EXHIBITION

Decorex is more than an exhibition; it is a movement towards a better future, using the power of design. We are redefining the way we live, creating a better life-for people and planet alike. This is a showcase of meticulous craftsmanship, of artisans who craft dreams into reality, mindful of their footprint on this planet. This is a story of consumers turned conscious connoisseurs, demanding the ethical and embracing the enduring.

Our aspiration is to maximise impact while minimising excess, driving a paradigm shift that rejuvenates, restructures, and propels the decor and design sector into a new era of commercialised transformation.

Join us.





# “THE FUTURE OF LIVING”

Explores how the integration of cutting-edge technology and forward-thinking design are revolutionising home life. Think smart home technologies, modular and flexible living spaces, and future-proof design strategies that cater to evolving environmental and societal needs, shaping the way we live.

EVENT DETAILS



**DECOREX<sup>®</sup>**  
CAPE TOWN

**5 - 8 June 2025**  
CTICC

Decorex Cape Town is a dynamic celebration of African design, held at the Cape Town International Convention Centre (CTICC). As Africa’s largest platform for decor and design, this event pulsates with innovation and creativity. It’s a hub where forward-thinking design meets practical application, showcasing cutting-edge brands, themed exhibitions, new collaborations, and insightful talks. Decorex Cape Town is more than a showcase—it’s a movement towards a brighter, more sustainable future, uniting industry leaders and design enthusiasts in a shared vision of transformative design.



**DECOREX<sup>®</sup>**  
JOBURG

**24 - 27 July 2025**  
Sandton Convention Centre

Decorex Joburg, hosted at the Sandton Convention Centre, stands as a beacon of decor and design excellence in Africa. This vibrant event, which also features 100% Design Africa, merges creativity with utility, offering an unparalleled experience for attendees. It’s a space where innovative ideas fuel growth, and where industry visionaries connect to shape the future. Decorex Joburg bridges the gap between supply and demand, empowering exhibitors and visitors alike with the knowledge and tools to elevate their design endeavors and market presence.



**100%DESIGN<sup>®</sup>**  
AFRICA

**24 - 27 July 2025**  
Sandton Convention Centre

100% Design Africa is at the forefront of South African design, presenting a dynamic showcase of innovation across interiors, architecture, art, and culture. This exhibition is a catalyst for creativity, offering visitors a journey through the latest trends and future directions in design. By highlighting both emerging and established talents, 100% Design Africa drives the creative economy forward, inspiring a new wave of design thinking and celebrating the rich tapestry of South African design.

**FACTS THAT LEAD  
TO BUSINESS**

# CAPE TOWN



# JOBURG



Across  
4 days

Exhibition  
space

Hosted across  
4 days

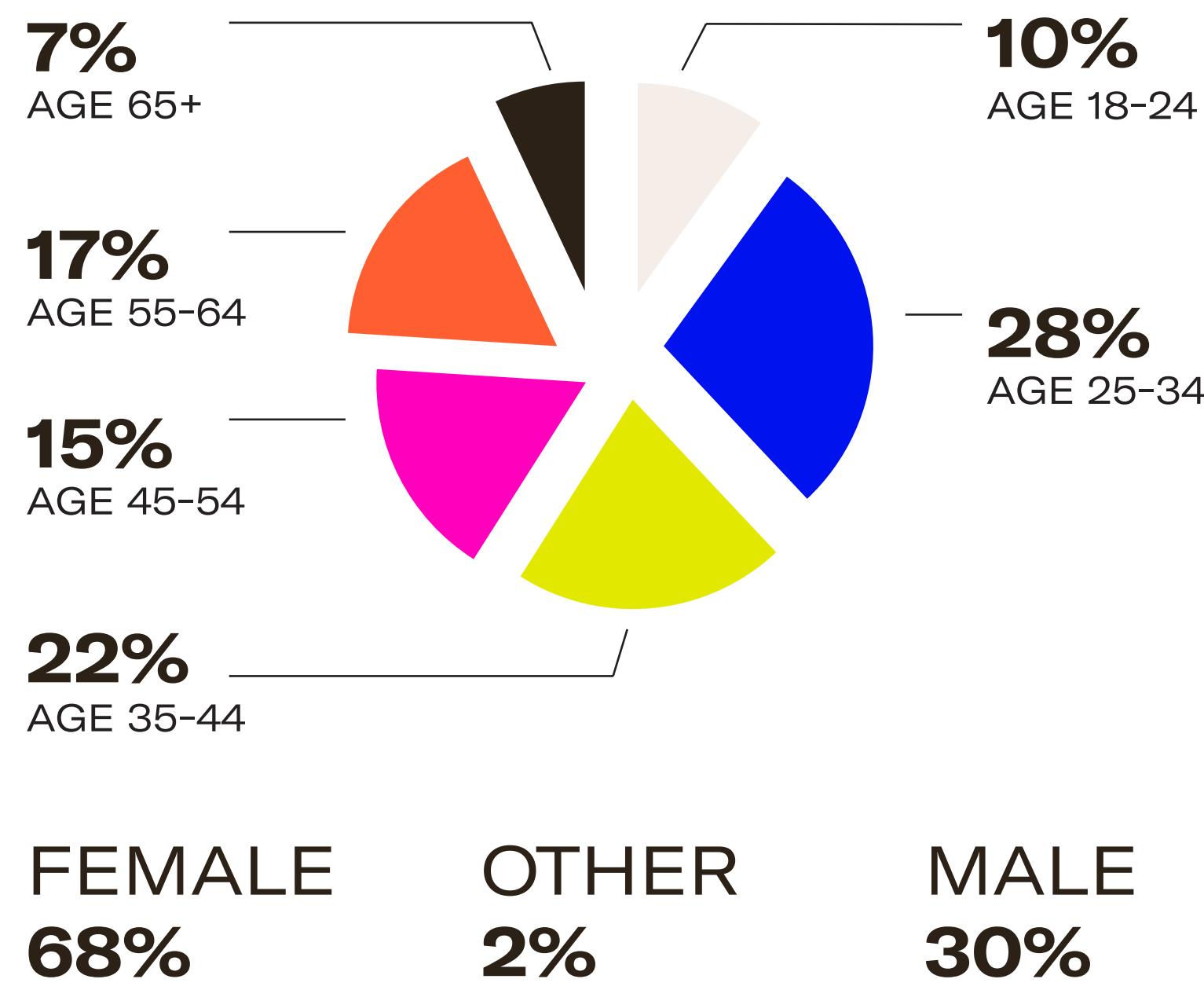
Marketing &  
PR AVE



**CONSUMER TARGET  
AUDIENCE**

# CAPE TOWN

**LSM 9 - 10** - Design savvy-consumers with disposable income - New homeowners or existing homeowners looking to renovate.



**61% CONSUMER VISITORS ACROSS 4 DAYS**

**40% OF CONSUMERS FIRST TIME VISITORS**

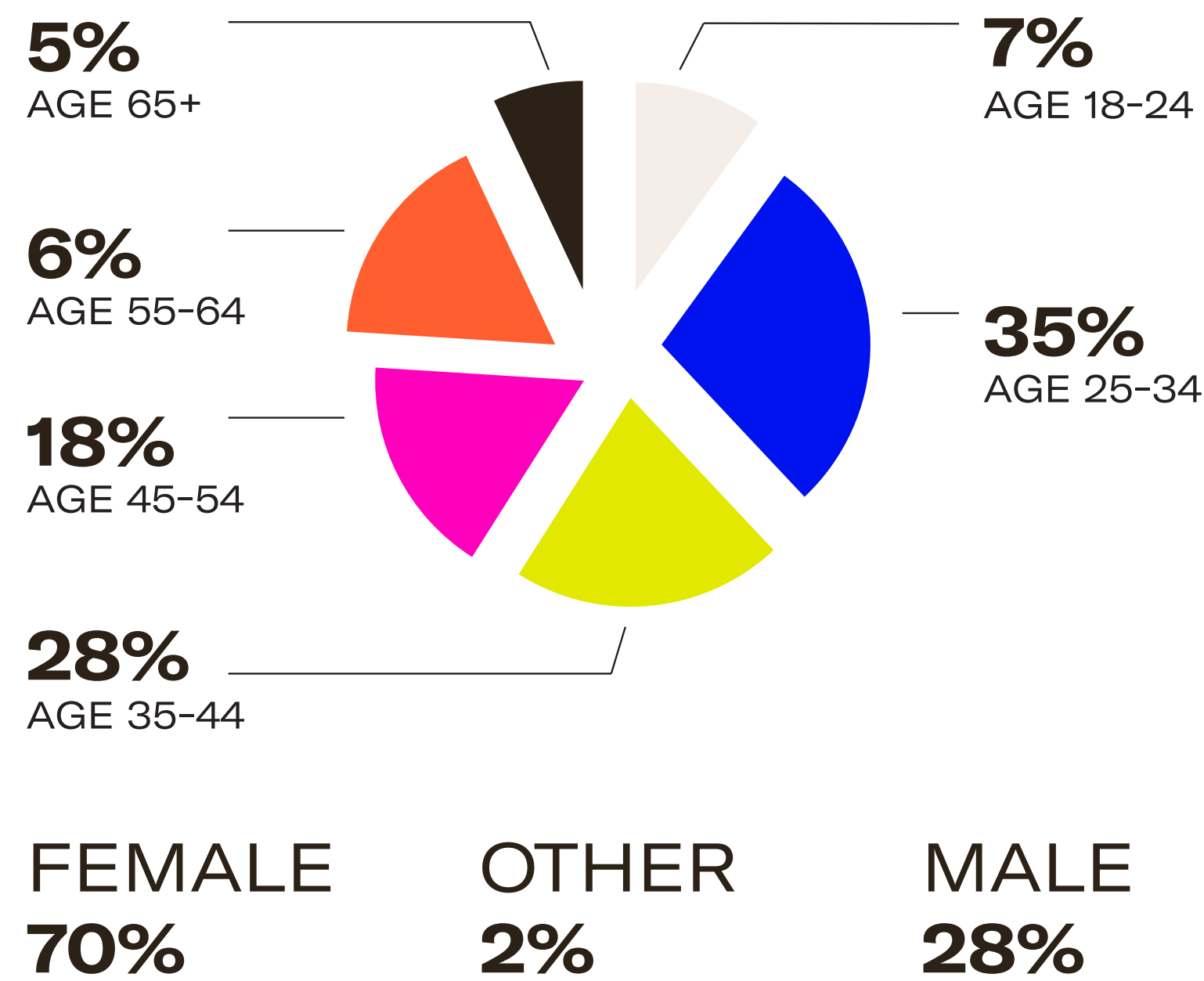
**91% OF CONSUMERS SPENT UP TO 6 HOURS**

**46% OF CONSUMERS HEARD ABOUT DECOREX ON SOCIAL MEDIA**



# JOBURG

**LSM 9 - 10** - Design savvy-consumers with disposable income - New homeowners or existing homeowners looking to renovate.



**66% CONSUMER VISITORS ACROSS 4 DAYS**

**34% OF CONSUMERS FIRST TIME VISITORS**

**83% OF CONSUMERS SPENT UP TO 6 HOURS**

**34% OF CONSUMERS HEARD ABOUT DECOREX ON SOCIAL MEDIA**

**TRADE TARGET**  
**AUDIENCE**



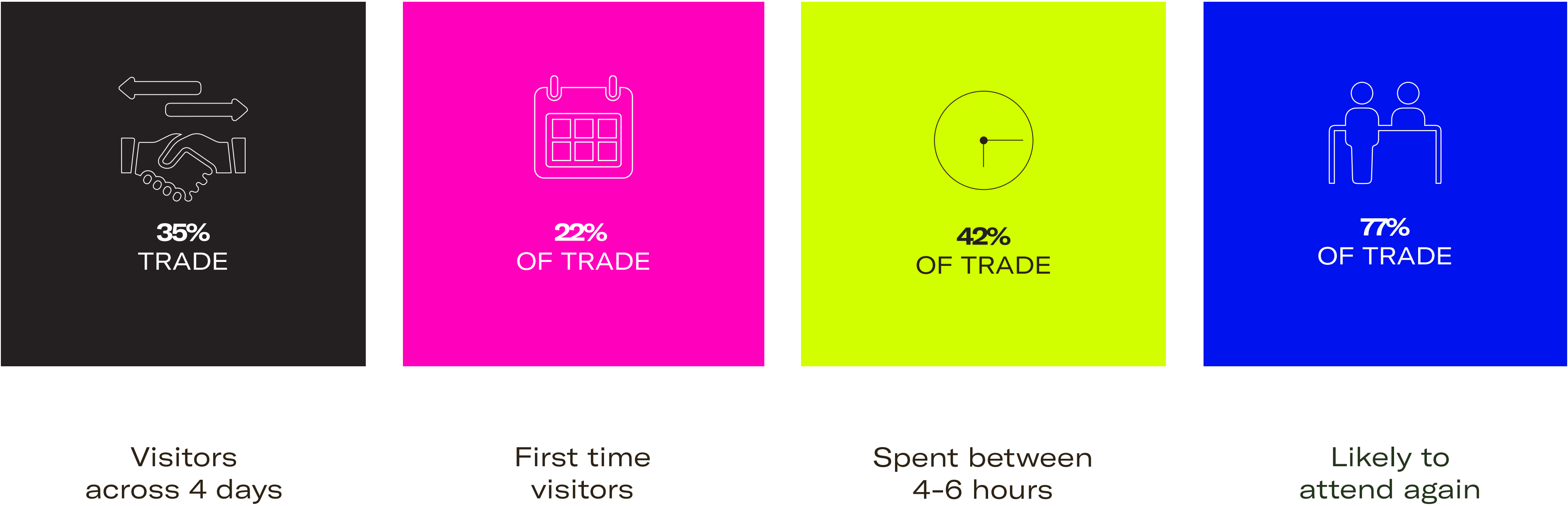
# CAPE TOWN

Industry professionals included Architects, Interior Designers, Interior Decorators, Hospitality Buyers, Retail Buyers, Facility Managers, Procurement Specialists, Spatial Planners & Property developers.



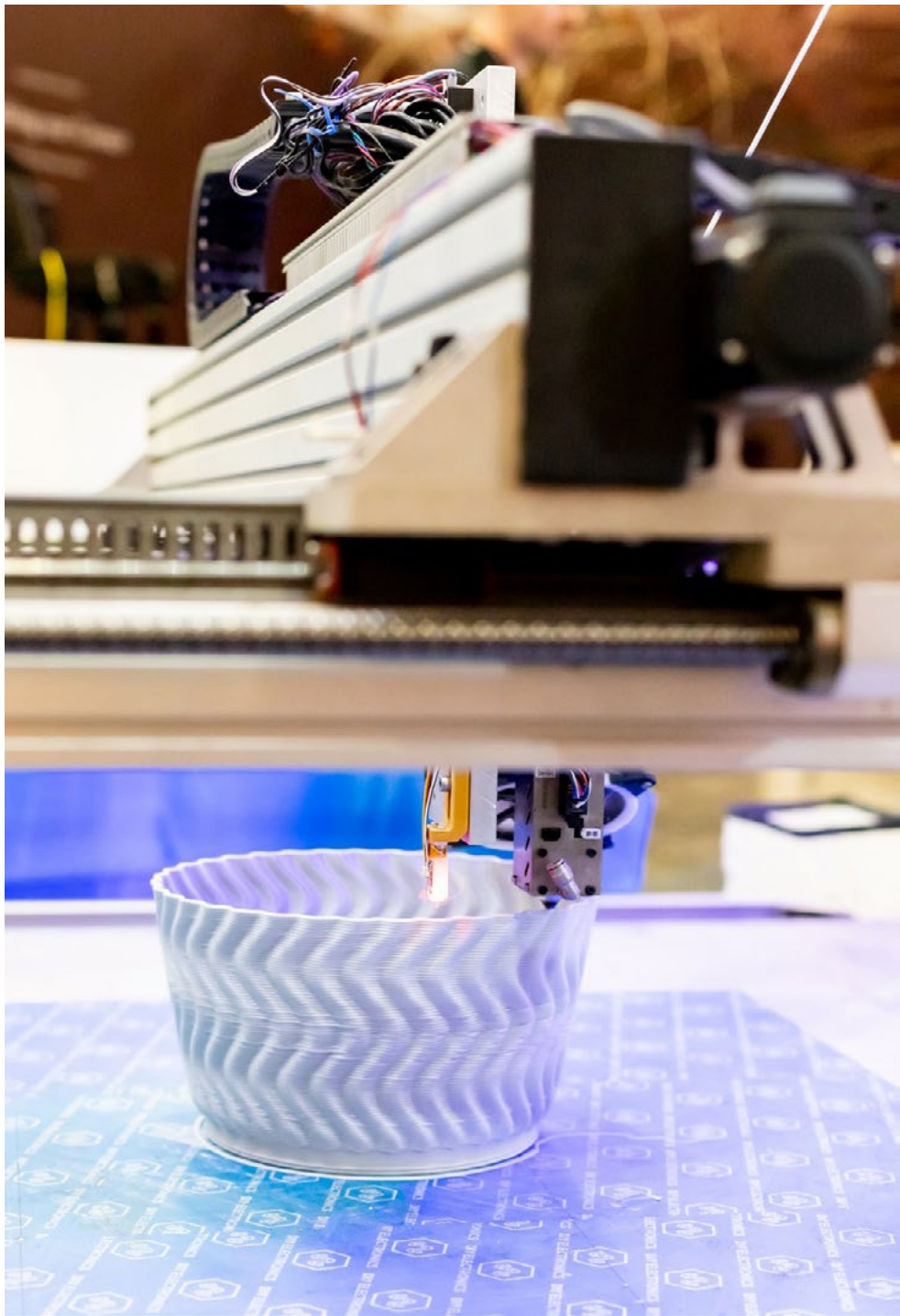
# JOBURG

Industry professionals included Architects, Interior Designers, Interior Decorators, Hospitality Buyers, Retail Buyers, Facility Managers, Procurement Specialists, Spatial Planners & Property developers.





TOP REASONS TRADE ATTEND



85%

Source new products +  
industry trends



21%

Sourcing suppliers  
for projects



37%

Network amongst  
industry players



29%

Of registered trade have an  
annual turnover of over  
R100 million



# MEET TOP LEVEL BUYERS

## Connect with Top-Level Buyers at Decorex

Decorex 2025 offers a premier platform to engage with high-calibre buyers from across South Africa and the African continent. Our event draws influential decision-makers eager to discover innovative products and services, providing you with unparalleled networking opportunities.

In 2024, we welcomed buyers from Zambia, Mauritius, Botswana, Cameroon, Egypt, Ghana, Namibia, Nigeria, Rwanda, Tanzania, and Uganda. The show saw a remarkable 1,821 meeting requests, reflecting the vibrant interaction between hosted buyers, other trade attendees, and exhibitors.

By participating in Decorex Cape Town and Decorex Joburg, you'll have the chance to connect with these key industry players, build valuable relationships, and advance your business in the dynamic African market.



**HIGHLIGHTS  
INCLUDE>>>**





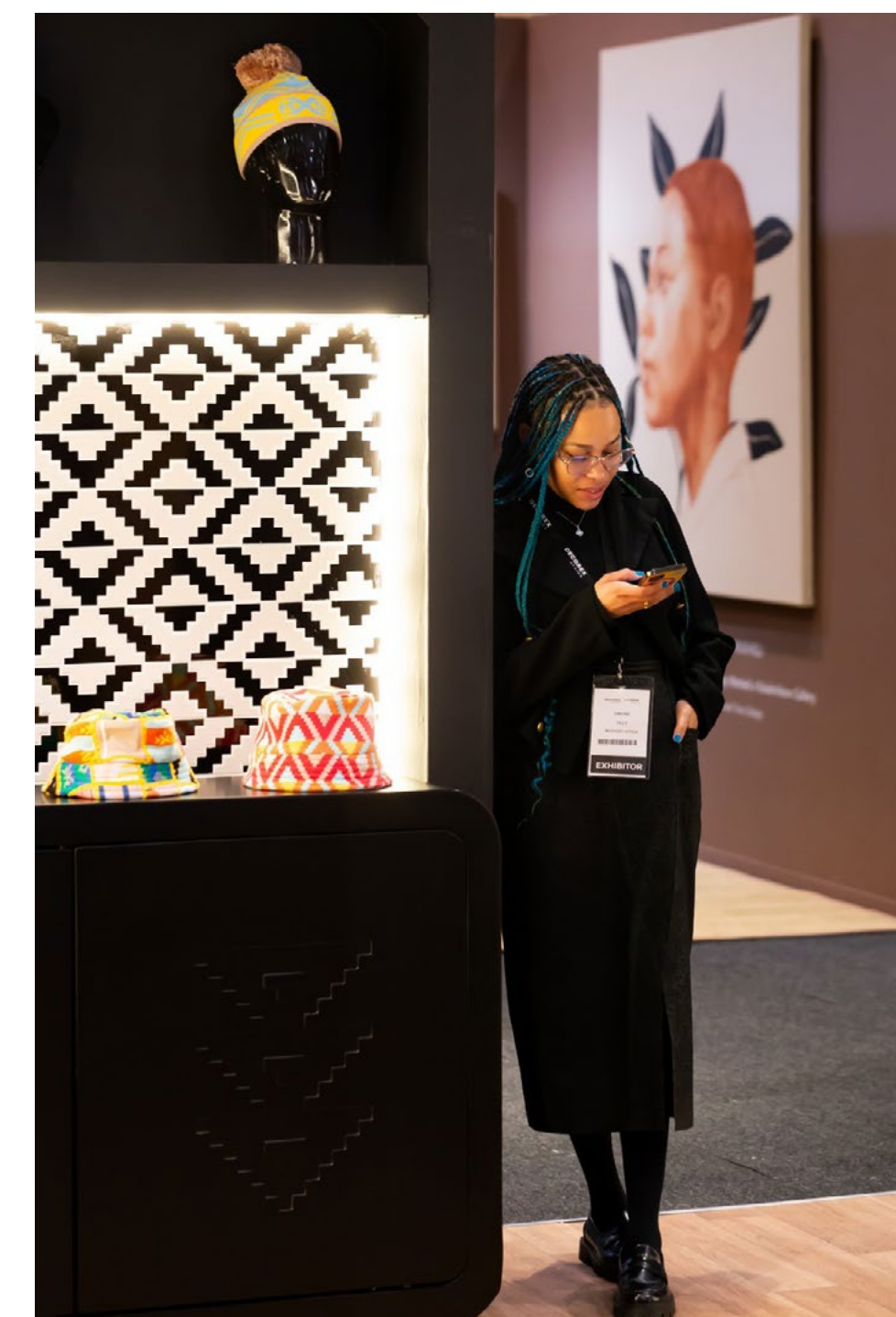
## DYNAMIC COLLABORATIONS

Witness groundbreaking projects born from exciting collaborations between diverse and creative minds, bringing fresh perspectives to the industry.



## AFRICAN HOSTED BUYER PROGRAMME

Connect with top buyers from various African countries through our exclusive programme. This initiative provides significant reach and valuable business interactions across the continent.



## DIGITAL OFFERINGS & PACKAGING

Leverage our comprehensive digital solutions to enhance your presence, engage with a wider audience, and maximise your impact throughout the events.



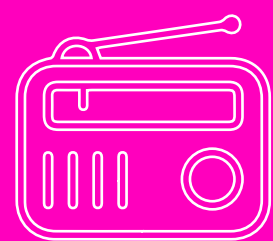
## FUTURE TALKS

Explore the Future Talks programme with renowned international speakers at both the Cape Town and Joburg shows. Gain insights from thought leaders shaping the future of design and technology.



# **NATIONAL MARKETING CAMPAIGN**

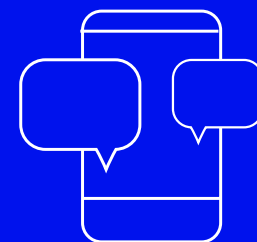
MARKETING STATS



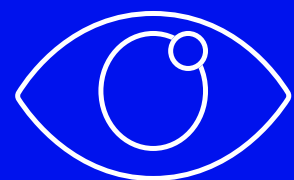
**R1.2 MILLION**  
ACROSS VERIOUS  
RADIO STATIONS



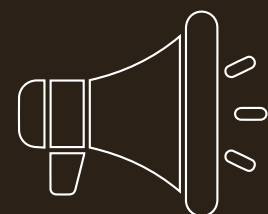
**R1.2 MILLION**  
OUTDOOR



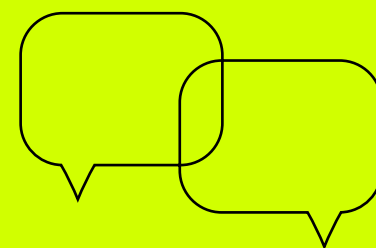
**635**  
MEDIA ATTENDANCE  
[14% Increase from 2023]



**R9 MILLION AVE**  
SOCIAL MEDIA  
& INFLUENCERS  
[81% Increase from 2023]



**R119 MILLION**  
AVE VALUE  
[R45 Million increase from 2023]



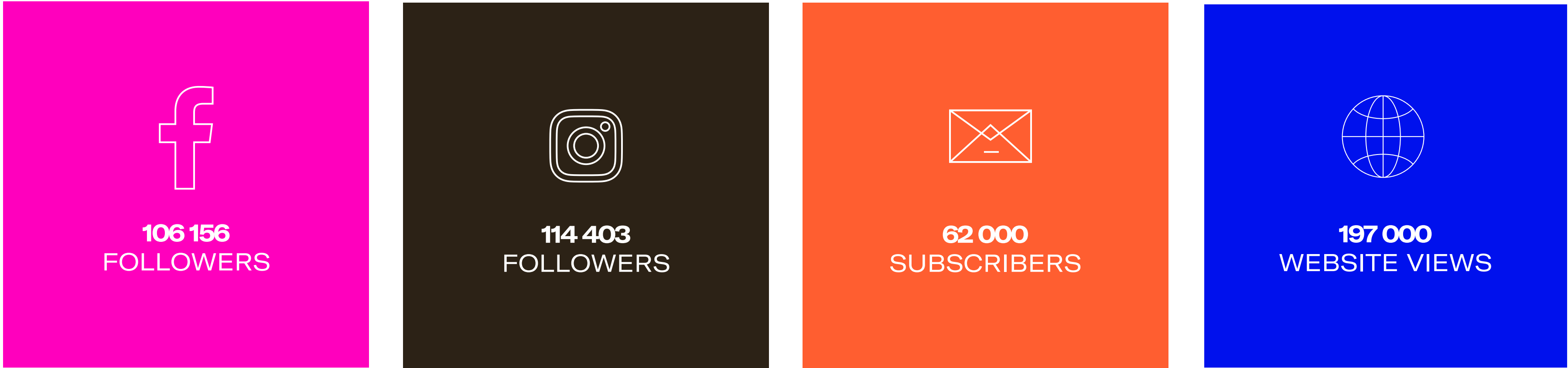
**R125 MILLION**  
MARKETING &  
PR VALUE  
[49% Increase from 2023]

**OWNED CHANNELS**  
**POWER ROI**



OWNED CHANNELS POWER ROI

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Combined Decorex &  
100% Design

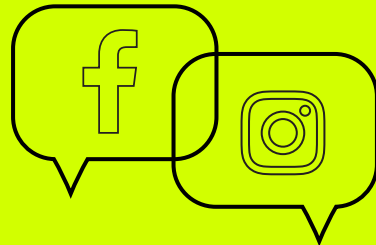
Combined Decorex &  
100% Design

Combined opt-in  
subscribers

Jan - August  
2024

SOCIAL MEDIA GROWTH

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**220 559**  
FOLLOWERS  
ACROSS FACEBOOK +  
INSTAGRAM



**10 940K FOLLOWER**  
INCREASE ACROSS  
FACEBOOK +  
INSTAGRAM



**3 958 383 MILLION**  
ACCOUNTS  
REACHED

# BENEFITS OF EXHIBITING>>>





## TRADE BUSINESS PROGRAM

Take part in the Trade Business Program, which includes Business Matchmaking, workshops and Trade networking opportunities.



## NETWORKING

Connect with industry professionals, potential partners & customers, including 34 000 high-end consumers, and over 17 700 trade visitors, looking to source local & international products locally.



## BRAND VISIBILITY

Showcase products & services to a diverse and relevant audience, while benefiting from the increased brand recognition that comes with participating at a well-established trade & consumer show.



# TOMORROW'S VISION, TODAY'S REALITY.

It's time to break old codes, to create new collaborations, and to invite our partners to actively participate in the co-creation of Decorex Cape Town, Decorex Joburg & 100% Design Africa 2025.

SCAN. LIKE. FOLLOW. TAG.



@decorex africa



@100percentdesign africa

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JOBURG

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AFRICA



[decorex.co.za](http://decorex.co.za) [100percentdesign.co.za](http://100percentdesign.co.za)