

CAPE DECOR & DESIGN WEEK

DECOREX **design** 100%DESIGN[®]
CAPE TOWN CAPE TOWN[™] AFRICA

CTICC

22 - 25 June
2023

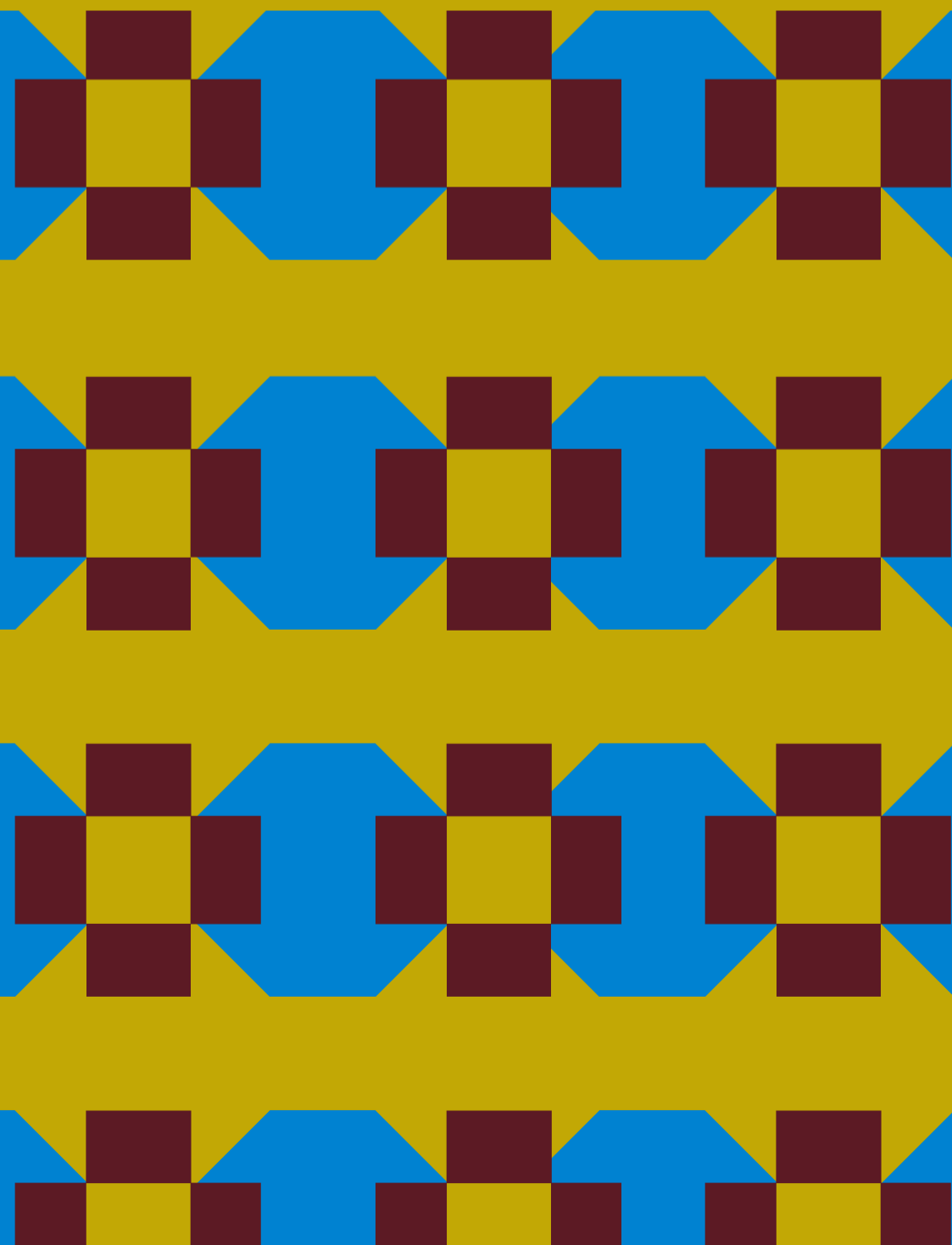
JOBURG DECOR & DESIGN WEEK

DECOREX **design** 100%DESIGN[®]
JOBURG JOBURG[™] AFRICA

Sandton Convention
Centre

03 - 06 August
2023

**DESIGNED
TO
ACCELERATE
BUSINESS
GROWTH.**



TRADE PROGRAMME

- Expected **10 000 trade attendees** nationally in Cape Town and Joburg.
- **CPD Accredited** talks and webinars.
- **Hosted African Buyers** Programme and Business Matchmaking.

Trade Attendee Categories

- Agents
 - Architects
 - Building Contractors
 - Building Specifiers
 - Corporate
 - Developers / Local Manufacturer
 - Distributors
 - Facility Managers
 - Furniture Suppliers / Manufacturers
 - Hospitality Buyers
 - Importers
 - Interior Decorators
 - Interior Designers
 - Kitchen & Bathroom Specialists
 - Landscapers
 - Online Retailers / Shops
 - Procurement Specialist
 - Product Designers
 - Property Developers
 - Quantity Surveyors
 - Retail Buyers
 - Spatial Planners
 - Tradesmen / Installers
 - Visual Merchandisers / Stylists
- Trade professionals can engage with leading designers, entrepreneurs, retailers, and innovators, with products and services specifically directed towards key decision makers in the trade industry.
 - Members of the trade may attend the show for free across all the days of the event by pre-registering via the Decorex Africa website prior to the event. All visitors are strictly vetted to ensure quality buyers attend as members of trade. Once they are accredited as professionals, they will receive trade accreditation passes that will allow exhibitors to identify them.





HOSTED AFRICAN BUYERS PROGRAMME

Cape Town and Joburg Decor and Design Week is attracts a high level of attendance from both local and international trade guests. An inward trade mission will see up to 20 guests from the following African countries attending the show at the invitation of the Decorex Africa portfolio and RX Africa, the organizers of the event.

- Nigeria
- Kenya
- Tanzania
- Ghana
- Mozambique
- Mauritius
- Botswana
- Zimbabwe
- Namibia

The aim of the trade programme is to stimulate the local economy by facilitating access to exhibitors. “Matchmaking” sessions are available and set up at the request of trade guests. The international visitors who are part of the inward trade mission have been specially selected by the organisers. They demonstrate a high level of interest in sourcing local products and services.



INDUSTRY TRENDS AND FACTS

Africa is projected to have the fastest urban growth rate in the world: by 2050, Africa’s cities will be home to an additional 950 million people. Much of this growth is taking place in small and medium-sized towns.

- Urban population in Africa will double in number between now and 2050.
- Africa’s cities are the most rapidly growing cities in the world; they are the youngest and they are changing fast.
- The commercial real estate market in South Africa is estimated to register a CAGR of more than **5%** during the forecast period.



- The retail property sector is expected to continue its recovery in 2023, with South Africa's commercial landlord Growth-point Properties reporting a 5.8% retail vacancy rate and a **82.7%** renewal success rate in its latest Shareholder Update. This recovery is especially stark in comparison to Growth-point's office vacancy rate (**21.4%**) and renewal success rate (**61.2%**)
- Kenya ranks at the top of the Green Building Matrix, with the country scoring **72%** on average across key indicators.
- While Nigeria has had limited green building activity, it ranks second to Kenya at **64%** on the matrix in terms of the adoption potential, with significant progress being made towards green building legislation and its commitment to net zero by 2060.
- According to our recently released Africa Industrial market dashboard, data centres and modern logistics facilities are fast emerging as significant new demand drivers in Kenya, Nigeria, and South Africa.
- Investors, landlords, and developers are responding to rising requirements by expanding existing data centres and building high-quality warehouses, which remain in short supply.
- African countries with the highest GDP in 2022 (in billion U.S.\$)
 - * Nigeria 504
 - * Egypt 469
 - * South Africa 411
 - * EAC 332
 - * Algeria 187
 - * Morocco 142
 - * Angola 124
 - * Kenya 114
 - * Ethiopia 111
 - * Tanzania 76
 - * Ghana 75
- According to the report, the Global Branded Hotels market is projected to display notable growth represented By a CAGR of **8.6% during 2023–2028.**
- The SA Construction Market Report, published by Construct Africa, projects that the industry will stabilise at an annual average growth rate of **3% from 2023 to 2026.** This will predominantly be as a result of expected major investment flowing from government's R2.

WHY YOU CAN'T MISS THIS OPPORTUNITY:

Feedback from some of the top Companies attending as trade delegates:

“It’s good exposure for the industry and a very good platform to showcase new products and ideas for the industry. It’s also very good for client supplier interaction.”

Shafiek – Superior CC

“Its a well put together event that caters for a lot of interior and design needs. There are quite a few designers stands that stand out from the rest but they are still all mainly local companies which is a plus.”

Joshua – Rawson Developers

“You always are bound to seeing something new and interesting and meeting new and creative people alike whom you can bounce ideas off and end up collaborating on projects and designs“

Muzi – Ost Architects

“It was classy, well-curated, perfectly spaced, creative and varied.“

Sue - Redstable

“Comprehensive product category and styles on show, would likely recommend to colleagues.“

Ndumiso – The Guild Group

“Well Done Teams! Amazing Event @Decorexafrica @100percentdesignafrica”

River Fabrics Sa

“I love Decorex as I’m an interior designer and should a client want to see the latest trends or be busy with alterations to their offices or their homes, they have access to a one shop facility..”

Athol – Duke Insync

“It is an amazing chance to experience such a range of South African design, entrepreneurs, businesses and minds that think alike and are moving in the same direction”

Desmey – Kallie Mamba

“Interior design is not only my full-time job but my passion. I do not need another reason. I enjoy the creative minds and industry and will always support the industry where I can.”

Zanel – BHD Design

“The overall experience was great; I got to network and get inspired.“

Trade Member

FACTS THAT LEAD TO BUSINESS.



4 500
Trade Attendees

65%
spent up to 3 hours
at the show

3%
attended more
than one day

Trade members attending from the following top 5 categories:

- o Hospitality Buyers
- o Architects
- o Interior Designers
- o Property Developers
- o Retailer

The top reasons for trade attending the show:

- o Identify/source new products, services or solutions
- o Keep up to date with new trends
- o Find new suppliers
- o Research various products and services

90%
of the trade attending
stay within Western Cape



OVER
160 MILLION
RAND IN BUSINESS DEALS CONCLUDED IN 2022

DECOREX
CAPE TOWN

FACTS THAT LEAD TO BUSINESS.



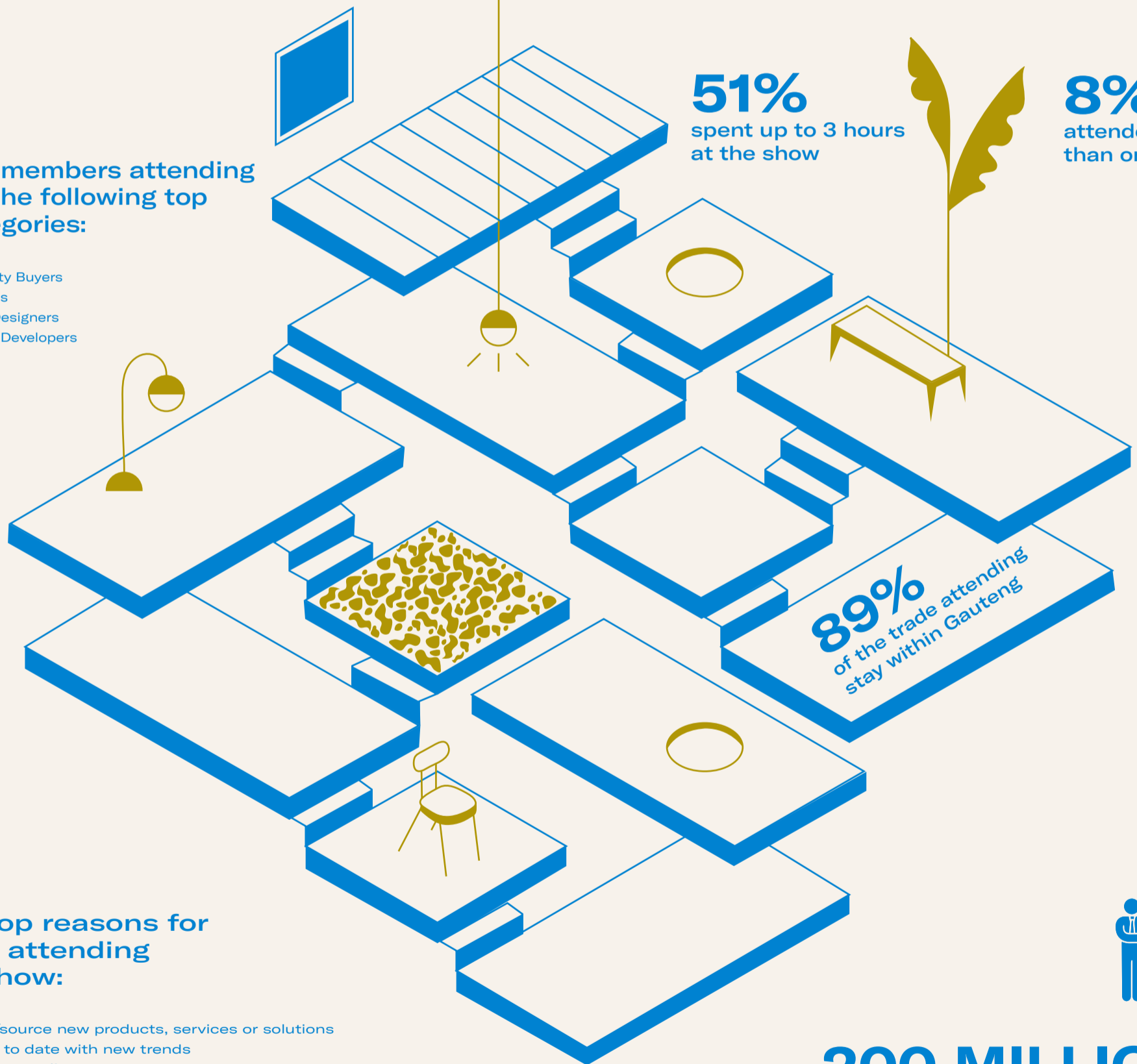
4 800
Trade Attendees

51%
spent up to 3 hours
at the show

8%
attended more
than one day

Trade members attending from the following top 5 categories:

- o Hospitality Buyers
- o Architects
- o Interior Designers
- o Property Developers
- o Retailer



The top reasons for trade attending the show:

- o Identify/source new products, services or solutions
- o Keep up to date with new trends
- o Find new suppliers
- o Research various products and services



OVER
200 MILLION
RAND IN BUSINESS DEALS CONCLUDED IN 2022



WHY WILL THE BUSINESS TRADE PROGRAMME BENEFIT YOU?

- TARGETING – the opportunity to specifically target the trade category you would like to meet with
- FISHING – The opportunity to talk and meet with as many companies as possible to achieve objectives.
- BUILDING RELATIONSHIPS – Meeting one-on-one to develop and build relationships within the industry.
- RECONNECTING – maintaining and building on current relationships with existing clients.
- LEARNING – An opportunity to attend key inspirational and trend focused talks and seminars to broaden your knowledge within the industry.
- SOCIALISING – Attend networking functions and launch events.
- EXPLORING – Opportunity to view and meet with a number of suppliers and people in the industry.



DEDICATED TRADE TEAM

Our Trade Team continuously works on growing the trade database of opt-in subscribers who have been selected through our research and vetting process.

DATABASE

- * 26 000+ opt-in subscribers **(88% National | 9% Africa | 3% International)**.
- * Tell us which trade members you are wanting to do business with, and we will source and personally invite them to attend.
- * Each member of trade will be communicated with directly via calls and emails.

TRADE CALL CENTRE

Dedicated team ensure calls and follow ups are done to each registered member of the trade to remind them to attend the show before and during the event.

MARKETING DRIVE TO ATTRACT TRADE VISITORS



- **DIGITAL** – Strategic messages through social media, direct e-mailers, and strategic partnerships with associations.



- **PUBLIC RELATIONS** – A dedicated public relations agency to generate publicity and media coverage around the event both locally and in Africa.



- **DIRECT MARKETING** – A dedicated team to make contact via email & telephonic conversations to educate and encourage registration to the show.



- **PRINT** – Through media partners, extensive print advertising & an editorial campaign to ensure interest and educate on the trade offering.



- **ASSOCIATIONS** – Collaborating and partnering with various key industry associations to communicate the message to all their members and encourage attendance.



ASSOCIATION PARTNERS

Decorex Africa works with key industry associations to help bring the right people to the show. Some of these associations include:

