

Decorex expands to Botswana

Exhibition organizers South Africa Rai have announced that the company is to launch leading décor and design expo Decorex SA in Botswana as part of a drive to bring the best of the best in African décor to the rest of the continent. Decorex Botswana will be hosted at the Gaborone International Convention Centre, The Grand Palm Hotel Casino and Convention Resort, from 21 to 24 October 2005.

The exhibition has been a huge success for consumers and the décor trade in Johannesburg, Cape Town and Durban, and now the brand is set to expand its success. "Each year Decorex SA has seen substantial growth and our next growth node has been identified as Gaborone, Botswana," says Decorex SA director, Melanie Froneman.

An exhibition serving both the consumer interested in new décor trends, as well as the décor, design and furniture trade, Decorex Botswana will provide the industry with an opportunity to market directly to consumers. Decorex SA has proved to be an important component in the marketing strategies of top wholesalers and retailers in the décor industry - it is sure to offer the same benefits to the industry in Botswana.

For more than a decade, Decorex SA has given thousands of consumers access to décor trends and products before they hit the mainstream. The exhibition is a meeting place for decorators, designers and visitors in search of the perfect décor idea. "Always a source of inspiration, Decorex SA gives visitors the opportunity to see, touch and buy decor items ahead of the trend. It is our vision that visitors to Decorex Botswana will come along and soak up the best décor and design elements and product that both countries have to offer. Our aim is to provide consumers and the trade with enough inspiration and practical advice for them to be able to return to their homes and businesses and interpret what they've seen with their own, unique sense of style," says Froneman.

Paint and wall-finishes company Plascon has thrown its weight behind the exhibition in the form of a sponsorship. Plascon has provided Decorex SA with financial support since the exhibition's inception more than a decade ago. "Retaining a loyal sponsor and industry partner like Plascon has ensured Decorex's ongoing success. Consumers and the trade are able to keep abreast with international trends thanks to Plascon's annual trend forecasts," explains Froneman. Exhibitors have access to Plascon products when designing and constructing their stands.

"Botswana has been identified as our next expansion point because the country's economy is one of the healthiest in Africa. Botswana has one of the world's highest growth rates, largely attributed to abundant diamond resources, coupled with sound macroeconomic policies."

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