

June 2020

MEDIA RELEASE

Decorex Joburg and 100% Design South Africa 2020 to go virtual in 2020

In a first for the Decorex Africa Portfolio - South Africa's leading interior design, décor and product design events - a virtual expo experience will replace this year's physical shows of Decorex Joburg and 100% Design South Africa. This interactive and virtual event will start on 6 August 2020 and will provide exhibitors, members of the trade, and the public at large with a unique online opportunity to engage and conduct "business as unusual".

In light of the ongoing restrictions due to the Covid-19 pandemic, Reed Exhibitions Africa (the company behind the Decorex Africa Portfolio) has looked to virtual solutions in a bid to continue to support the industry and its exhibitors. The decision not to host the physical events in 2020 was made following multiple discussions with the industry and partners, and upon the advice of local and national health authorities.

"Because this is the new normal," said Decorex Africa Portfolio Director, Sian Cullingworth, "we have adapted accordingly and explored new ways to enable business to continue during these unusual times. While we are sad that we cannot host Decorex Joburg and 100% Design South Africa in their usual format this year, we are determined to do something to stimulate trade and help reignite the economy. So, the virtual expo was born. We're here for our exhibitors and customers and we want them to know that we value and support them. All our thoughts are with everyone who has been impacted by COVID-19!"

In 2021, the Decorex Africa Portfolio looks forward to organizing and managing its four interior design and décor shows (namely, Decorex Durban, Decorex Cape Town, Decorex Joburg and 100% Design South Africa) accompanied by four virtual expos. In addition to the upcoming virtual expo in August this year, the lively social media channels for both Decorex and 100% Design South Africa are currently enriching the industry with live and pre-recorded video content that covers new product launches and interviews with designers and decorators.

Look out for more information about August's Virtual Expo, coming soon.

For more information about Decorex Africa 2020:

Please visit <http://www.reedexpoafrika.co.za/decorex/>.

Contact +27 (0)11 549 8300 or email decorexinfo@reedexpoafrika.co.za.

Follow Decorex Africa on social media:

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Notes to Editors

About Decorex Africa:

Decorex Africa is the **design authority** for the décor, interior design, and lifestyle industries. As one of the longest standing décor and design exhibition platforms in Africa, Decorex aims to bring world-class exhibitors to you, whilst showcasing living trends and design highlights that are not to be missed. The Decorex Africa portfolio is proudly brought to you by Reed Exhibitions.

About Reed Exhibitions:

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants.

Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries. www.reedexhibitions.com

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