

# Inspire Trade Expo launching July 2014

Inspire Trade Expo aims to provide a platform for manufacturers to display premier furniture, décor and design in a trade expo for the retail industry. It is taking place 10-12 July 2014 at Gallagher Convention Centre, Midrand.



Although there is a strong focus on locally manufactured products, the show will also highlight exhibitors that procure product locally and internationally and will offer a platform for small manufacturers still finding their feet in the manufacturing sector.

Rina Fortmann, MD, Inspire Trade Expo says, "We are focusing on furniture, décor & design, which research has shown is needed for small, medium and large retailers. Based on this category, the show will also be invaluable to architects, interior designers, decorators and specifiers as well as the hospitality industry, including hotels, B&Bs and corporate procurement."

The expo aims to be a breeding ground for new designers and smaller manufacturers that need to get their products flowing through these channels and network with the buyers and planners from these various organisations.

The marketing of the show will have a strong emphasis on both local as well as international buyers, and, instead of the normal presentations held at trade expos, it aims to include retail focused workshops, which will be available to both buyers and planners.

## Customisation interest grows

One of the largest international trends in retail now, is the revolt against mass production, with perceptive consumers wanting good quality, locally manufactured products or products that are differentiated from the mass market.

This expo aims to be the focused stage on which to do this. Another first for this expo will be highlighting the very latest in retail and design technology, from lighting, to shopfitting and hi-tech displays through to software for design and prototyping and various fabric, office and design pavilions.

It is strictly for the related trade *only* and a rigorous, audited verification process has been implemented to ensure this. Exhibitors will include wholesalers, importers, exporters, manufacturers, exclusive agents and distributors of furniture (indoor & outdoor), décor (indoor & outdoor), fabrics, wall & floor coverings, linens, office furniture and unique shop fixtures, technology, software and POS (Point Of Sale).



With over 20 years of experience in the exhibition industry, Fortmann, former MD of SARCEA Gift, Toy & Decor Trade Exhibition is highly regarded by suppliers. She was awarded the coveted Best Exhibition Organiser Employee Award by the Exhibition Association of South Africa (EXSA), won Best Exhibition of the Year Award for a number of years, and was elected as Chairperson of EXSA 2008.

For more information, go to [www.inspiretradeexpo.co.za](http://www.inspiretradeexpo.co.za).