

Sexpo founder visits South Africa

Founder of Sexpo, an educational and entertaining sex-related exhibition, David Ross, will attend the upcoming event to be held from Thursday 27 October to Sunday 30 October at Nasrec, Johannesburg. This year, Sexpo celebrates its 20th anniversary since starting in Australia and it's 10th anniversary since arriving in South Africa.



David Ross

Sexpo has transformed from 20 stands at its inaugural exhibition in a hotel conference room in 1996, to one which draws approximately 5,000 visitors globally.

Ross explains Sexpo's origins. "I was doing a story with a freelance journalist for a client, a chain of adult shops, Club X," he recalls, "and we went to an adult product trade-day lunch. There was a woman standing at a lectern giving a really professional presentation to industry representatives about products and equipment. I looked around at the wine, the white tablecloths, and audience – largely women – and the products, which were laid out on the table for people to pick up and play with, and I thought, 'You know, this is what we have to do, showcase our products in a relaxed environment'."

"My intention has always been, and remains, to bring all things sex-related out of adult stores and present them in a welcoming, comfortable, educational, entirely entertaining, safe and fun way and including health information has always been a big part of the plan," Ross reveals.

Read more about the upcoming event [here](#).

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