

NEWS RELEASE

DECOREX SA CAMPAIGN ON CURRICULUM AT UNIVERSITY OF COLOGNE

The Decorex SA marketing campaign will be used as a case study for students at the University of Cologne's Institute of Trade Fair Management in Germany this year.

This follows the campaign being named a finalist in the 2010 marketing awards of UFI, the global association of the exhibition industry. The award nomination was made specifically for the marketing campaign for Decorex Joburg 2009, which took place at the Gallagher Convention Centre from 6 to 10 August.

Dr Christian Glasmacher, lecturer at the Institute of Trade Fair Management found the Decorex SA campaign particularly interesting and decided to include it in his curriculum as a case study.

"We are delighted that our marketing campaign is attracting this kind of international attention," says Carol Weaving, Managing Director of the Thebe Exhibitions and Projects Group (TEPG), owners of Decorex SA. "Decorex Joburg is our flagship exhibition and a huge contribution to its success is surely its state-of-the-art marketing campaign."

UFI annually awards marketing campaigns with visible, measurable results that relate back to clearly defined project objectives and exhibition target groups. It also takes innovation and creativity into account.

The TEGP was admitted as a full member of UFI in April 2009, joining some 530 member organisations in 203 cities worldwide.

This year's Decorex Joburg will take place from 5 to 9 August.

(Ends)

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