

Rand Show 2017 dates finalised

Issued by [Rand Show](#)

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The dates for the Rand Show 2017 have been finalised and we kick off a world-class exhibition on Friday, 14 April, with an action-packed agenda daily, until Sunday, 23 April. We have conducted a lot of research and although the show has seen great growth with our target audience over recent years, we have decided to further raise the bar.

We are proud to announce that we have appointed Trend Forward, which is headed up by Dave Nemeth, known by many as one of the country's leading trend analysts, design thinkers and strategists. A leading blue-chip international company recently identified Dave as one of the top creative influencers in the country. Nemeth has worked with some of the country's leading design-focussed exhibitions over the years and has now signed exclusively with the Rand Show. "We are really excited about this collaboration and the new initiatives that we will be launching in 2017," said CEO and shareholder Pula Dippenaar, who is an icon in the South African exhibition landscape.



Dave Nemeth had the following to say:

We spend a lot of time analysing trends as well as consumer attitudes and have identified, that worldwide there is a migration of people towards the large more generalised exhibitions. The smaller specialised exhibitions have flooded many markets and are not able to create the great experience that large-scale shows like the Rand Show are able to do.



We have also noticed that the specialised exhibitions, no longer pull the amount of feet needed to get a good ROI for exhibitors. Our focus will be to bring the design and brand assortment of the bespoke shows all under one roof where the latest trends and products will create an unprecedented experience. With markets as tough as they are, scale is vital and the fact that exhibitors can sell directly from the exhibition should be a huge drawcard for brands, who will have immediate access to 200,000 people across the middle and upper LSMs.

The Rand Show is a heritage brand, being over 100 years old and with some great design-centred initiatives we are convinced that this will again be the most sought-after platform for brands and products across a variety of carefully selected categories. The Rand Show has international backing from one of the world-leading expo companies, ensuring that the overall infrastructure is solid.

We look forward to taking an already strong platform and taking it to the highest possible levels of aesthetic appeal and creating the ultimate experience for everybody.

I am excited to be working with such a motivated and experienced team and look forward to you taking this amazing journey with us.

We will be releasing regular updates with all the new initiatives as they are launched.

" Rand Show attendees win dream vacation courtesy of IOI Holidays 2 May 2024

" The South African National Defence Force (SANDF) to take revellers by storm at the 2024 Rand Show 27 Mar

" **The Rand Show draws in some of South Africa's biggest brands!** 19 Mar 2024

" **Visitors are going to win big time at this year's Rand Show** 18 Mar 2024

" **The SABC and Rand Show team up to bring the event to everyone** 14 Mar 2024

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Rand Show is South Africa's largest consumer event on the annual calendar. A fun and diverse event that has something for the whole family.

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