

First Vaal Homemakers Expo hits home run

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The Vaal Triangle and surrounding areas proved more than ready for the first Vaal Homemakers Expo which took place from 27 to 30 July 2006 at Emerald Casino. A whopping 12 975 visitors streamed through the doors all eager to see the latest trends in home enhancement.

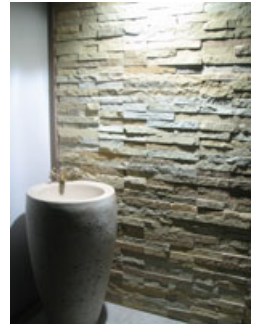


The tag line "Looking for inspiration for your home?" was definitely embodied by the exhibitors who went to enormous effort to make their stands inspirational.

Exhibitors at the expo were thrilled with the amount and quality of leads received during the four day show. Many reporting record sales and booked diaries for weeks to come. The success of the first Vaal

Homemakers Expo is a clear indication of the buoyancy in the Vaal economy and in particular the home improvement industry in this region. This show also proved again exhibitions worth as valuable platform for companies wanting to establish their brand in the home lifestyle industry.

The 174 stand show covered 3 000m² and were aimed at home-owners with products on display ranging from basic home improvement products to aspirational decor accessories. The dates for next year's Vaal Homemakers Expo have been set for 26 - 29 July 2007, at the Emerald Casino Resort.



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