

# Trendsetter, Dave Nemeth appointed to Rand Show

The 2017 Rand Show, taking place from 14-23 April, has appointed Trend Forward, headed up by Dave Nemeth, to assist in the design of the show.



Dave Nemeth

Nemeth is one of the country's leading trend analysts, design thinkers and strategists, recently identified by a blue chip international company, as one of the top creative influencers in the country.

"Nemeth has worked with some of the country's leading design focused expos over the years and has now signed exclusively with the Rand Show. We are excited about this collaboration and the new initiatives that we will be launching in 2017," said CEO and shareholder Pula Dippenaar. "We have conducted much research and although the show has seen great growth with our target audience over recent years, we have decided to further raise the bar."

Nemeth adds, "We spend much time analysing trends as well as consumer attitudes, and have identified that worldwide there is a migration of people towards the large more generalised expos. The smaller specialised exhibitions, having flooded many markets, are not able to create the great experience that large-scale shows such as the Rand Show are able to do. We have also noticed that the specialised expos no longer pull the number 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.

"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," he concludes.

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