

## More access to markets with industry partnerships

The South African Furniture Initiative (SAFI) recently confirmed its continued endorsement of partnerships with key stakeholders to give its members and supporters access to some of the pre-eminent furniture manufacturing and interior design events both locally and internationally.

According to Bernadette Isaacs, Managing Director of SAFI, these collaborations and strategic partnerships are essential to provide members and organisations with relevant benefits to strengthen important relationships.

“By working together towards the common goal of growth and job creation along the value chain, SAFI takes centre stage in its role of connector for an industry made up of many small and medium-sized enterprises that do not readily have access to policymakers, local and international markets and manufacturers,” she said.

Since SAFI was established six years ago, relationships with trade exhibitions, large corporates, trade unions, as well as manufacturing and retail businesses were established and over time deepened extensively. For example, during the recent successful conclusion of this year’s Decorex Africa events, SAFI was once again an endorsing partner for both events – a relationship that has been nurtured for a long time.

According to Sandra Jardim, Marketing Manager: Lifestyle, Design & Retail Portfolio Decorex Africa, with SAFI being a joint initiative between industry, labour and government for the benefit of all stakeholders in the furniture and design industry, partnering with SAFI made perfect sense.

“We see SAFI as the glue that brings and holds the industry together and our partnership with them has proved a valuable one,” Jardim said.

Over the last 29 years, Decorex Africa has made a material contribution to the elevation and growth of design and decor in Africa. Every year the programme is designed to give exhibitors, trade visitors and delegates the opportunity to meet and engage on a one-on-one basis, which will lead to meaningful connections before and during the show to maximise the networking experience.

Apart from Decorex Africa, SAFI currently has partnered with industry stakeholders including The Kitchen Specialist Association of South Africa (KSA), Proudly South African (PSA), the African Institute of Interior Design Professionals (IID), Décor & Design and the South African United Business Confederation (SAUBC).

“Through facilitating training, mentorship and access to local and international markets, I believe being part of the SAFI family is essential in being successful in the furniture manufacturing and design landscape,” Isaacs concluded. To connect with the SAFI Team, go to the website here: <http://furniture.org.za>

[Ends.](#)

Issued on behalf of the South African Furniture Initiative by Panthera Media. For more information, please contact Winton Windell at [Winton@pantheramedia.co.za](mailto:Winton@pantheramedia.co.za) or 071-229-5779.