

## IDE GLOBAL

IDE (Ideas. Designed. Executed. ) Global would like to extend their gratitude to the industry and for their support with last year's 16th Edition Design Mission Africa which took place in Sandton Convention Centre - Johannesburg on the 17th and 18th of November 2016.

The South African Furniture Initiative embarked on a partnership with Ideas Designed Executed (IDE) Global to introduce the 16th Edition Design Mission African Conference to the South African furniture industry, which was the ultimate sales platform - focused on bringing best-in-class buyers and sellers together in an exclusive and captivating environment to do business.

During the two days, the buyers and suppliers had prescheduled face to face meetings according to their choices. This helped in closing a number of business deals during

the course of two days.

16th Edition Design Mission Africa was not only about the face to face meetings. During the course of two days, there were several panel discussions and key note presentations consisting of imminent names from the African real estate industry such as CEO of SACCI: Mr. Alan Mukoki who was the chief guest speaker, followed by the likes of Nana Kwame Bediako, President, Founder & CEO of Petronia City and WondaWorld Estates and Joe Odhiambo, CEO of Agrément South Africa

The event was a success with a record breaking *450 attendees including 150 buyer companies and 85 supplier companies from around 50 countries from all over the world* making it literally the biggest summit in the African continent.



For more information on this event, please see IDE's **Post Event Report**, you can also view the **Image Gallery** or visit their website <http://ide-global.com/> for more information about IDE and what they do.

You can also view their event programme for 2017 below:

SL NO	EVENT NAME	LOCATION	TENTATIVE DATES
1	10th Edition Hotelier Summit- South Africa	Johannesburg	20-21st April 2017
2	11th Edition Hotelier Summit - Middle East	Doha, Qatar	May 2017 (Dates to be confirmed)
3	12th Edition Hotelier Summit-India	Mumbai, India	31st May - 2 June 2017
4	2nd Edition Mission Italia	Milan, Italy	June 2017 (dates to be decided)
5	IDE Expo Summit - India	Bengaluru, India	13th - 14th October 2017
6	IDE Expo Summit - KSA	Jeddah, KSA	December 2017
7	13th Edition Hotelier Summit - North Africa	Morocco	October 2017
8	17th Edition Design Mission Africa	Johannesburg/ Cape Town, South Africa	November 2017