

EVENT OVERVIEW



World Wrap Masters Middle East Competition



FESPA Leadership Exchange (FLEX) Sessions



Sustainability Spotlight



Club FESPA



Educational Content



International Speakers & Trainers

FESPA²⁵
MIDDLE EAST
Dubai UAE
20 - 22 January 2025

VISITOR STATISTICS

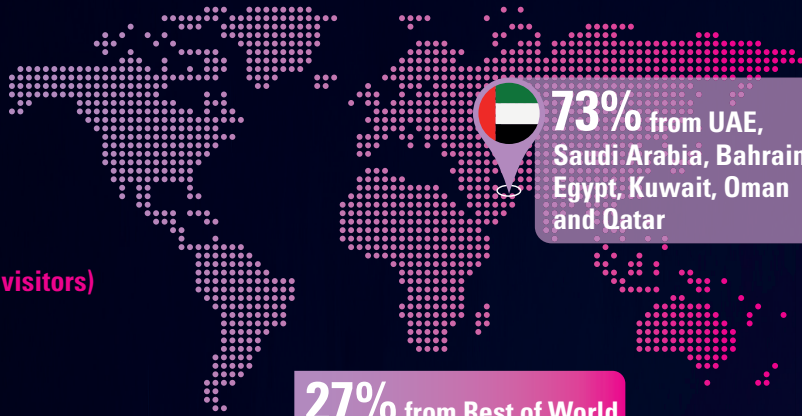
STATISTICS ARE TAKEN FROM FESPA MIDDLE EAST 2024



(2,562 unique visitors)



- Satisfaction Rate
- Believe the Event is Important to their Business



27% from Rest of World



Month Average Investment Timeframe

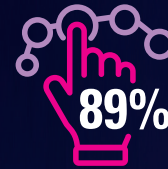


78%

Owner / Director / Partner / Manager



Visitors from 88 Countries



Involved in Decision-Making

VISITOR TESTIMONIALS

All the important brands were there and there were a lot of products on show. It was a great opportunity for the industry to come together to discuss the latest trends and technologies and I hope that FESPA organises more events in this region in the future.

Shoaib Merchant, Director of Champion Group

It was a very helpful event for printers and sign makers. There are so many updated machines that are coming to the market and I could see the best options at FESPA Middle East. FESPA should keep on coming so we can keep finding out about the latest technologies.

Sabahat Zafar, CEO of SIFZ Services LLC

This show was spot on, all the important printers attended, all the important products and brands were at the event and I was totally impressed.

Nafeesa Janmohamed, CEO, Delfina printing and promotions Ltd, Dar Es Salam, Tanzania



www.fespa-middleeast.com

EXHIBITOR FEEDBACK



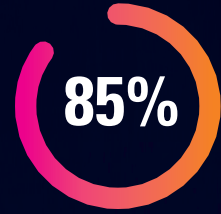
150+ Brands



Satisfaction Rate



Met Their Event Objectives



Think the Event is Important to their Marketing Strategy

VISITOR TESTIMONIALS

Middle East and North Africa is one of the fastest growing markets for us and there's a trend towards high volume, high-quality print production. The show was very good, we had very high-quality visitors. We were very excited to exhibit and it definitely won't be the last time.

Folker Stachetzki, Head of Marketing, Brother

We've had good footfall, lots of high-quality visitors and we're happy that a lot of them are new customers now. It's been a great experience and I wish FESPA would have hosted an event in the Middle East sooner

Yasin Merchant, Founder & CEO, Signtrade

FESPA Middle East has been an incredible experience and we've made a lot of meaningful connections during the show.

Rashed Abdeljalil, Business Development Manager, Flex Europa

We were very keen to see how the first FESPA event in Dubai would be and I have to say we were very happy to be there. The visitors were both international and regional and the leads that we got were of very high quality.

Karl Helfferich, Sales Director, Berger Textiles

We had a very busy show, a lot of building new relationships with customers and prospects, and it was great to see so much interest in this region for our products and innovations. Being at the event with our partners and distributors allowed us to enrich our partnerships and to work together on this great show, and we're looking forward to the future.

Danna Drion, General Marketing Manager, Mimaki Europe

FESPA is always our favourite show so we were very excited for FESPA Middle East. FESPA will add a lot of value to the region from an educational standpoint, providing fresh ideas to visitors and having all the key brands at their events. We had a great show and we're hoping for more events in the future.

Shihab Ahmed Zubair, Regional Sales Manager, Epson

Interested in exhibiting at FESPA Middle East 2025?

20-22 January | Dubai Exhibition Centre | Dubai

Contact: **Bazil Cassim**
Regional Manager
T: +971 586 910091
E: bazil.cassim@fespa.com

Shakoor Saban
Regional Sales Manager
T: +971 555 710900
E: shakoor.saban@fespa.com



www.fespamiddleeast.com