



# POST-SHOW REPORT

13 - 15 JANUARY 2026

DUBAI, UAE

[www.fespamiddleeast.com](http://www.fespamiddleeast.com)



# YOUR INDUSTRY. YOUR COMMUNITY.

## FESPA MIDDLE EAST 2026

**FESPA Middle East** solidified its position as the premier destination for the region's speciality print, signage, and visual communications industries. Hosted at the **Dubai Exhibition Centre from 13-15 January 2026**, this third edition welcomed over 3,000 visits from industry professionals and 150 global brands. The event pulsed with energy under the theme "**Your Industry. Your Community,**" fostering a unique environment where innovation met actionable business strategy.

Exhibitors benefited from an exceptionally high-calibre audience, and the show floor served as a launchpad for cutting-edge technologies in digital wide format, textile printing, and signage. Beyond the machinery, the conference programme provided critical insights into AI-driven automation and sustainability, ensuring that participants left equipped to navigate a rapidly evolving market. The event also supported the vinyl wrapping community with dedicated training demonstrations and the **3rd World Wrap Master Middle East competition.**

The momentum from this year's successful event provides a powerful platform for future growth, and demonstrates FESPA Middle East as the vital bridge connecting global innovators with the high-growth markets of the GCC and beyond.

[VIEW OVERALL HIGHLIGHTS VIDEO](#)



# EVENT OVERVIEW

3,593

visits



Visitors from

72

countries



31

interactive learning sessions



21

international experts



2026 EDUCATIONAL PROGRAMME



LIVE / DEMOS

# VISITOR STATISTICS

**77%**

of attendees from **senior job roles**  
(Owners, Directors, Partners, or Managers)



**77%**

of the audience purchased or planned to purchase **within 12 months** of the show



**85%**

of visitors are involved in the **decision-making** process

**76%**

of visitors **agree** or strongly agree that **FESPA Middle East is the best wide format event of the region**

**79%**

of attendees intend to visit the show every year

**97%**

of attendees believe **FESPA Middle East is important to their business**

**Collective audience median budget of**

**USD 396M**

**↑10%\*** Over USD 185,000 per visitor

\*Compared to 2025

# VISITOR STATISTICS



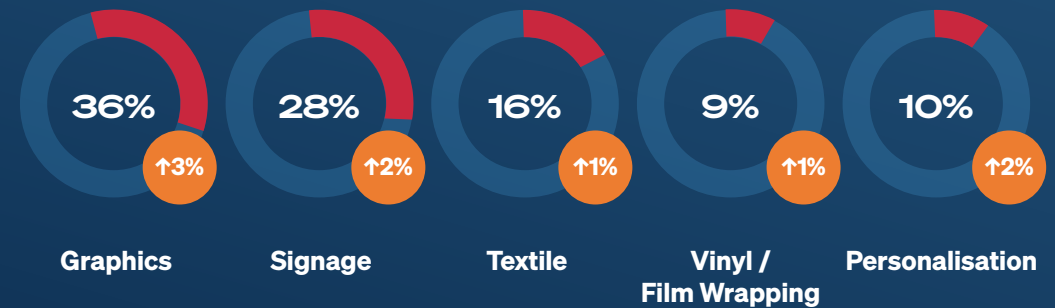
## AREAS OF PRODUCT INTEREST

Visitors expressed they were interested in seeing the following products while at FESPA Middle East:

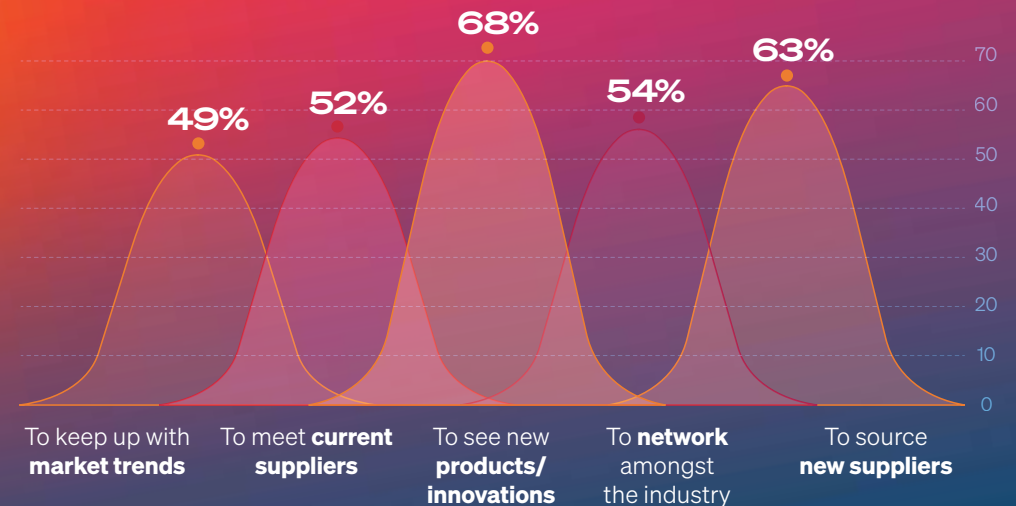
Digital Printing Machinery	66%
Handling & Finishing	24%
Inks & Consumables	36%
Media & Substrates	32%
Pad Printing	18%
Print Software	25%
Screen Printing Machinery	28%
Signage & Displays	38%
Textiles & Garment Decoration	25%
Textile Manufacturing	20%
Wrap Services and Accessories	22%
3D Printing	48%

## VISITOR STATISTICS

### ATTENDEE PRIMARY INTEREST AREAS



### OBJECTIVES FOR ATTENDING



## VISITOR TESTIMONIALS



“

FESPA is great, it is connecting people within the industry, and seeing the innovative technology from brands across the world.”

**Abdullah Maraga**  
**Pro Technology**

“

It's important for me to visit FESPA Middle East because I get to meet new people, develop my business, and to know the new machines available.”

**Farah Alsharif**  
**Golden Balloon**

“

I highly recommend visiting this exhibition, it covers a wide range of different machinery, some of which I am seeing for the first time.”

**Rojin Assaf**  
**Zoom Shipping**

“

For people from the Middle East region, it's a very good opportunity to explore FESPA because under one roof, they get to see all the suppliers.”

**Faisal Naseem**  
**Prints Factory Textile Printing**

“

In today's exhibition, we have found exactly what we were looking for in developing and scaling our business across all forms of printing.”

**Saeed Alburaimi**  
**Next Sign Media**

“

I will definitely be back in 2027. I highly recommend anyone in this field, across the full supply chain, to visit this event. It's really good. You get to see the latest, high-end technologies and trends here.”

**Riwan Zafar**  
**Nerds Company**

“

FESPA is honestly one of those truly excellent events, it's a massive opportunity for the community from all over the world. I've come from Saudi Arabia specifically for the machinery here. The level of innovation is incredibly high as is the range of inventions.”

**Khalid Almannai**  
**Tanam**

# EXHIBITOR STATISTICS



**77%**  
of exhibitors met their objectives at the show



**90%**  
of exhibitors achieved or exceeded their expected ROI

**94%**  
of exhibiting companies thought **FESPA Middle East** was important for their business.



**73%**  
believe FESPA Middle East plays an important role in their marketing strategy



# EXHIBITOR TESTIMONIALS

“

We are here [at FESPA Middle East] to do business, network, generate new leads and develop relationships. We have been here two days and it has been great.”

**Tabishi Priya**  
Product Manager, Reddington  
(HP supplier)

“

FESPA Middle East is by far the best exhibition to attend in our industry to showcase our latest products and meet with our key customers to show them what our technology can offer to them as added value.”

**Mehdi Berrada-Baby**  
Managing Director, Icon Digital

“

FESPA is a great forum, [it] is an opportunity to meet so many clients in one location in 3 days. Normally you cannot usually get to meet so many people in such a short space of time. It is a great opportunity.”

**Shrey Jasani**  
General Manager, Jasani LLC

“

We are really happy with the support we get from FESPA. It is our 3rd time at the show, and each year we are showcasing new innovations, and we get to meet new customers who are really interested [in our products].”

**Kerollos Sidhom**  
Sales Director, ZSK



# EXHIBITOR TESTIMONIALS



“

FESPA is a well-known organiser for digital printing exhibitions. I would encourage other suppliers to sponsor this event, it is the best event where we can show our full product range.”

**Mohamed Shalaby**  
Chairman, CMYK Digital Solutions

“

FESPA is the main show, they have the biggest client database worldwide, they are the most recognised in terms of digital printing, and the most market innovative exhibition across the globe.”

**Massoud Saad**  
Managing Director, Icon Digital

“

[FESPA Middle East] is important for our company because we get to showcase our product range for graphics and embroidery. At the show you can see the machines in operation, see them performing and their purpose.”

**Andrew Hobson**  
General Manager, Brother International Gulf

“

It is a good show. Of course we will be in FESPA Middle East 2027, we will be back even bigger!”

**Rashed Abdeljalil**  
Business Development Manager  
Flex Europa

“

We are excited to be here. The show helps us to stay in contact [with customers] and create connections, and to present products. I would highly recommend it.”

**Giovanni Pettinato**  
International Regional Manager, Color-Dec

“

We are looking to take a bigger stand next year, we are happy participating at the show. FESPA is a useful place to meet customers and suppliers, here we get to see the company owners of multiple potential clients.”

**Gokul Ram**  
Sales Executive, CSIX General Trading



**SEE YOU IN DUBAI  
12-14 JANUARY 2027,  
FOR THE NEXT  
FESPA MIDDLE EAST**

## **CONTACT US**

MENA REGION

### **Bazil Cassim**

Regional Manager  
+971 586 910091  
bazil.cassim@fespa.com

### **Shakoor Saban**

Regional Sales Manager  
+971 555 710900  
shakoor.saban@fespa.com

REST OF WORLD

sales@fespa.com

## **Thank you to our 2026 sponsors**

Gold Sponsor



Silver Sponsor

**Lumojet**

[www.fespamiddleeast.com](http://www.fespamiddleeast.com)

**FESPA**