

POST-SHOW REPORT

FESPA²⁵
**MIDDLE
EAST**

Dubai UAE
20 - 22 January 2025

FESPA Middle East 2025

WHERE VISIONARIES DISCOVER

20-22 January 2025, Dubai

www.fespamiddleeast.com



■ FESPA



FESPA MIDDLE EAST 2025 20-22 JANUARY 2025, DUBAI





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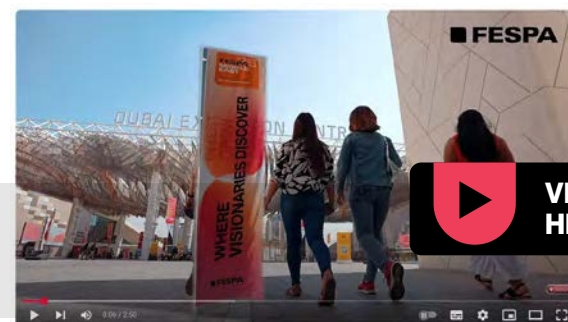
FESPA MIDDLE EAST 2025

The second edition of the event, which took place 20-22 January 2025 at the Dubai Exhibition Centre, achieved its objective to provide the **speciality print and signage communities within the MENA region** with a platform to discover the latest technological innovations, explore new markets, network with peers, and learn from industry experts.

The 2025 event boasted **over 200 brands from over 100 exhibiting companies**, all showcasing their latest products across wide format digital print, software, signage solutions, substrates and consumables, textile decoration and screen printing.

The event was host to **18 conference learning sessions from 20 international experts** covering topics such as business building principles, personalisation, sustainability, new technology and future trends with a key focus on AI (artificial intelligence). In addition to these presentations, there were **16 wrap demos for the vinyl installation community** to learn a host of techniques and tips.

It was a an action-packed 3 days for regional speciality print and signage professionals to get up-to-date with industry advancements, and discover new opportunities for their business.



**VIEW OVERALL
HIGHLIGHTS VIDEO**

FESPA Middle East 2025
20-22 January 2025, Dubai



جميع الجلسات متاحة باللغة العربية. يرجى الحصول على شهادة الزمان من خدوشتنا للاستمتاع من خلال الترجمة الفورية

EVENT OVERVIEW

FESPA Middle East allows exhibitors and visitors to **connect with a varied regional and international audience.**

3,344 Visits
↑ **+6% increase**

2,700+ Individuals
↑ **+8% increase**

Visitors from 79 countries

34 Interactive learning sessions

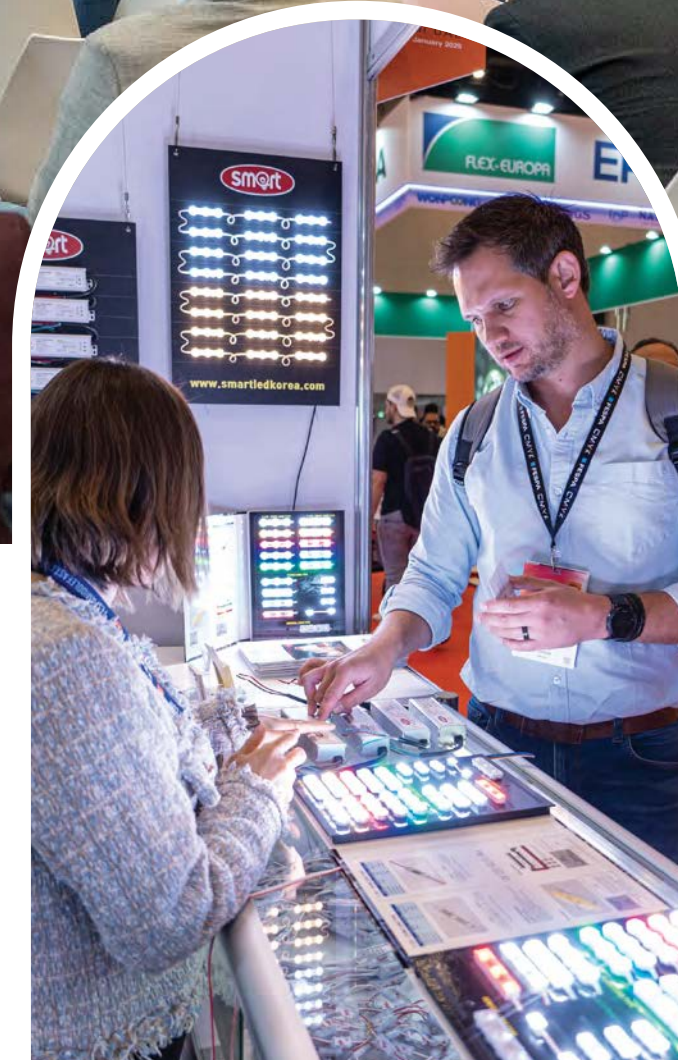
20 International experts

“

FESPA is one of the largest exhibitions in the Middle East. I have visited other competitive shows and FESPA is the strongest. I would advise anyone interested in this sector to visit, they would benefit greatly from the experience; being able to see new technologies and explore the many opportunities open to their company.”

VISITOR - Mohamed Elshalkany
NOAF Advertising, UAE

2025 CONTENT PROGRAMME

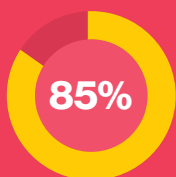


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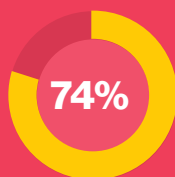
VISITORS STATISTICS



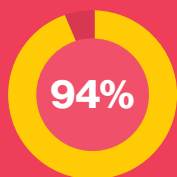
of attendees from **senior job roles** (owners, directors, partners, or managers)



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



of the audience were **investing at the show or within 6 months**



of visitors would **recommend** visiting FESPA Middle East



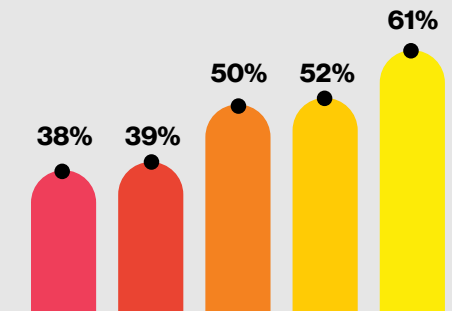
of attendees believe **FESPA Middle East is important** to their business



Collective audience median budget of USD 465 million
(over USD 170,000 per visitor)

TOP 5 OBJECTIVES FOR ATTENDING

- To see new products / innovations
- To source new suppliers
- To keep up to date with the market trends
- To identify new opportunities / markets
- To network amongst the industry

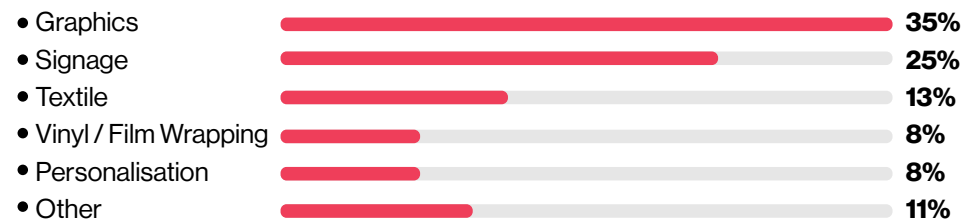


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FESPA Middle East 2025
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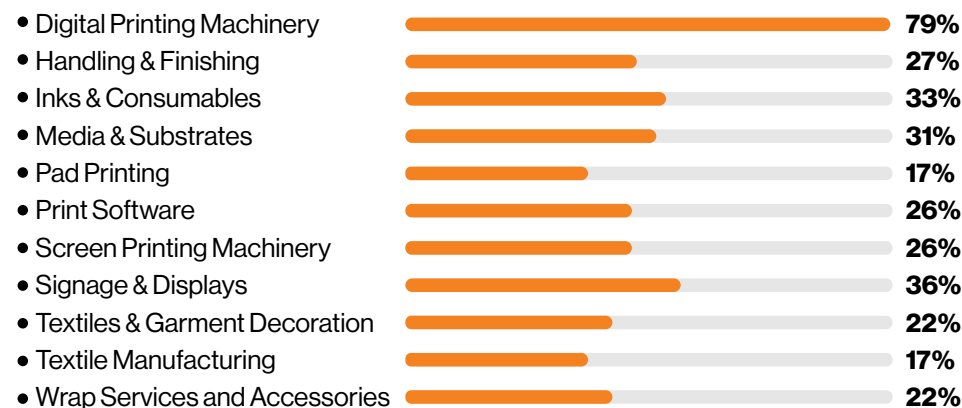


ATTENDEE PRIMARY INTEREST AREAS



AREAS OF PRODUCT INTEREST

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



GEOGRAPHICAL BREAKDOWN

• **20%**
from Rest of World

• **80%**
from GCC region
(UAE, Saudi Arabia,
Bahrain, Kuwait, Oman,
and Qatar)



VISITORS TESTIMONIALS

“

I decided to visit FESPA Middle East, because I heard that industry leaders would be visiting. There are a wide range of products and solutions. You should definitely come to learn, and understand what are the latest offerings from the different participants in the show.”

Anand Subramanian Hariharan

Triedge Power Systems - UAE

“

You get to see the new machinery in the market. Definitely an eye opener.”

Deepak Mansey

Signet Printing Advertising - UAE



“

*My impression of **FESPA Middle East** so far has been absolutely astonishing, **it is amazing**. The event shows a lot of equipment, specialists in the field, and it is an amazing show, well set-up, and fantastic venue!”*

Jonty Myburgh, Signrama
South Africa

“

The event might be the best I have seen in Dubai – because I attend a lot of Dubai events. This is the first time I am attending FESPA Middle East, and I am very, very happy.”

Joseph Assempah

Assempah Graphics - Ghana

“

FESPA is a big international brand, so when it comes here to the Arab region, it must be visited in order to see what is new in the industry. Anyone with a printing business should come here. It is one of the best exhibitions.”

Abdu Rahman Tariq Huda

Euro Printing Press - Egypt

“

We are located in Beirut, so FESPA Middle East is closer to us than their European event. FESPA provides opportunities for us to explore new technologies and products which helps us in developing our business.”

Antoine Chemaly

Chemaly & Chemaly - Beirut

“

I have found FESPA Middle East to be a ground-breaking show, providing me with unique insights into the latest technologies, exciting business opportunities and the pulse of the print industry.”

Jochen Cramer

JCR Consulting - Germany



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EXHIBITOR STATISTICS

FESPA 25
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94%

Satisfaction rate of exhibitors with FESPA Middle East 2025

88%

Exhibitors would recommend the event

85%

Think FESPA Middle East is the most important wide format print exhibition

Two-thirds of exhibitors rated their **ROI** as 'Good' or 'Excellent'

\$1.2 million in sales

the average amount each exhibitor expected to generate from their participation at FESPA Middle East

EXHIBITOR TESTIMONIALS

“

As always FESPA has been amazing. It is one of the biggest brands for sign and graphic exhibitions in the world. FESPA are growing the customers attending the expo, and not only does it reach African and Middle Eastern countries, it reaches worldwide. I think FESPA is the best way to show your products and exhibit.”

Taib Amir

Marketing Manager, Desert Sign

“

We are very happy with the show. All the industry leaders and the right customers are visiting, we are getting good feedback from customers and exhibitors alike.”

Andrew Hobson

Director, Brother

“

I think it's one of the most innovative exhibitions in the market. The big players in the industry show the best of what they have, and it is one of the best platforms for the digital printing and signage industry.”

Nandakishore Rajee

Business Development, Helios

“

This year is really amazing, we've had a good number of visitors and high quality – they are interested to understand our products. This year has been a fantastic exhibition.”

Kerollos Sidhom

Area Sales Manager, ZSK

“

Our experience with FESPA has always been fantastic, we participate at many FESPA shows around the world. FESPA Middle East 2025 has been even better than the inaugural event, and we believe that it will continue to grow.”

Mehdi Berrada-Baby

Managing Director, Icon Digital

“

FESPA think about who should come to the show and I feel like it is one of the high-end expos in the UAE. This year we are having a great experience. We have met with a lot of customers who are interested in our products.”

Brian Jiang

Sales Manager, X Tools

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SEE YOU IN DUBAI FOR THE NEXT FESPA MIDDLE EAST!

13-15 JANUARY 2026

CONTACT US

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