

# Post Show Report

MENA's leading premier TRADE event  
for the metalworking, manufacturing  
& steel fabrication Industry



## STEEL FAB

MACHINERY  
TECHNOLOGY  
EQUIPMENT

20<sup>TH</sup> EDITION

# 13-16 JANUARY 2025

EXPO CENTRE SHARJAH



Organized by:



مركز المصنع المشاركة  
EXPO CENTRE SHARJAH

Supported by:



غرفة تجارة وصناعة الشارقة  
Sharjah Chamber of Commerce & Industry

Supporting  
Association:



جمعية المقاولين  
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[www.steelfabme.com](http://www.steelfabme.com)



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# A Landmark Success

## Event Overview: **The SteelFabrication Industry's Premier Showcase**

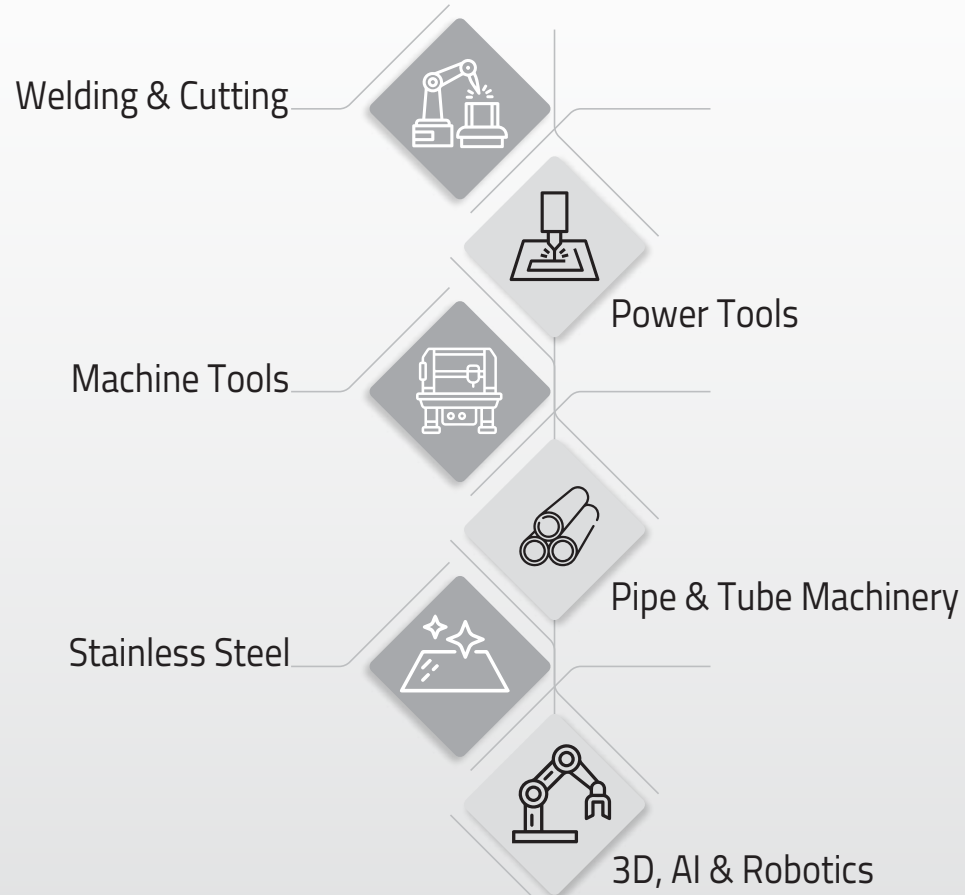
SteelFab 2025 concluded its landmark 20th edition as the largest live showcase for welding, cutting, machinery, and equipment in the Middle East.

The event brought together industry leaders, experts, and exhibitors to display cutting-edge technologies and developments in the steel fabrication and metalworking industries.



# Key Focus Areas

## A Glimpse of SteelFab's Core Industries



# Opening Ceremony



Inaugurated By:

**H.E. Sheikh Khalid bin Abdullah bin Sultan Al Qasimi,**  
Chairman of Sharjah Ports, Customs and Free Zones  
Authority, officially inaugurated the event.

# SteelFab Highlights

## Excellence in Action

- ◆ Successfully organized 20 editions since its inception in 2004.
- ◆ Largest live display of welding, cutting, and machinery equipment in the region.
- ◆ Featuring leading manufacturers of structural steel-fabrication machines.
- ◆ Hosted the Best-Welder @STEELFAB Competition.
- ◆ VIP Hosted-Buyers Program.
- ◆ Facilitated B2B matchmaking and meetings (online and onsite).



## Key Metrics & Activities

### A Record-Breaking Edition

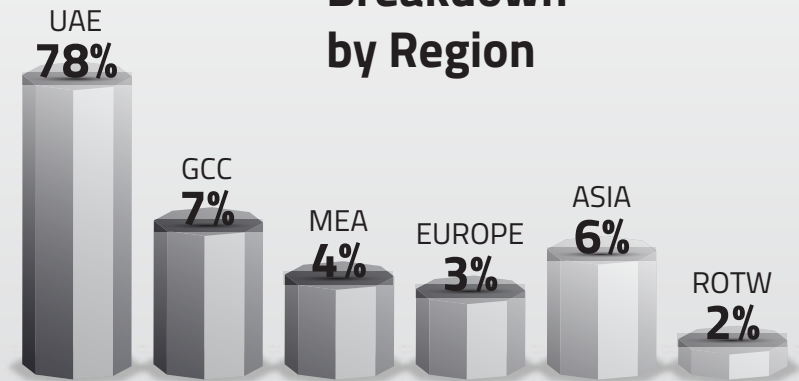
Gross Occupied Space:  
**20,550 sqm**

Exhibitors:  
**350+** from  
33 countries

Brands on Display:  
**600+** from  
33 countries

Trade Visitors:  
**7,000+** from  
65 countries  
(10% increase over the previous edition)

### Trade Visitors Breakdown by Region





# Visitor & Exhibitor Insights

## A Record High Engagement



**First-Time Visitors:**  
37% of attendees were new.



**Visitor Retention:**  
Over 80% of visitors intend to return next year.



**Exhibitor Participation:**  
34% new exhibitors,  
60% confirmed for the next edition



## Best Welder Competition

### Crowning the Champion



- Winner: **Mr. Harendar Singh** (GORICA Group, UAE)
- 1st Runner-up: **Mr. Brendin Paul** (Fabricon Pipe & Labour Hire, South Africa)
- 2nd Runner-up: **Mr. Ananda Nayak** (Al Gharbia Pipe Company, UAE)



## Hosted Buyers Program

### Building Lasting Connections

175+

VIP hosted buyers (67% international, 33% UAE).

B2B Matchmaking

2,300+

trade visitor meetings.

Over 1,900

VIP meetings between buyers and exhibitors.

74%

of VIP hosted-buyers are looking to procure within 6-12 months, post-event.

## Exhibitor Testimonials

### Success Stories from SteelFab 2025

“

**Ahmet Demirel, Akyapak:**

SteelFab has provided us with excellent connections, especially in the GCC and Middle East. We'll continue to participate every year.

”

“

**ING. Christian Colombo,  
FICEP:**

This event is key for us, connecting us with buyers from across the Middle East and shaping the future of construction technologies.

”

“

**S. Sathiya Narayanan,  
LMW Global:**

SteelFab is very promising for buyers, and we look forward to returning each year.

”

“

**C.R. Raguramachandran, Ace MicroMatic:**

SteelFab is a perfect platform to showcase our latest products and technologies.

”

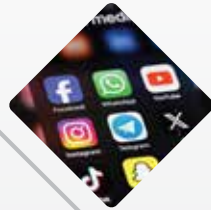
## Marketing & PR Campaign



### Amplifying SteelFab's Global Presence



VIP Invitations: **3,000+**  
sent to VIP buyers,  
consulates, embassies,  
and government bodies.



Social Media Reach:  
Impressions - **32 million**,  
Reach - **25 million**.



SMS Campaign:  
**750,000** messages  
to past visitors, industry  
professionals, VIPs, and  
press.



Press Coverage:  
Over **USD 9 million**  
in advertising value.



Email Campaign: **1.9  
million** emails to a  
regional industry  
database.



## Global Exposure

### SteelFab's Impact Worldwide

Listed globally with  
**37 publishers**,  
reaching an  
audience of  
**17 million**.



# Executive Summary

## Looking Back, Moving Forward

- ◆ **Event:** SteelFab 2025, the 20th edition
- ◆ **Display:** Largest live showcase in the Middle East for welding, cutting, and machinery.
- ◆ **Participants:** 350+ exhibitors from 33 countries, 600+ brands, and 7,000+ trade visitors from 65 countries.
- ◆ **Highlights:** Best-Welder Competition, VIP Hosted-Buyers Program, 1,900+ B2B meetings.
- ◆ **Visitor Engagement:** 37% first-time attendees, 80% plan to return.
- ◆ **Next Edition:** Scheduled for 12-15 January 2026 at Expo Centre Sharjah.





# Acknowledgments

## Thank You to Our Partners and Sponsors

- ◆ Thank you to all participants, sponsors, and media partners for their contributions.
- ◆ Special thanks to our event team and volunteers for ensuring a seamless experience.

Organized by:



Supported by:



Supporting Association:



Welding Competition  
Sponsor:



Judging Panel  
Partner:



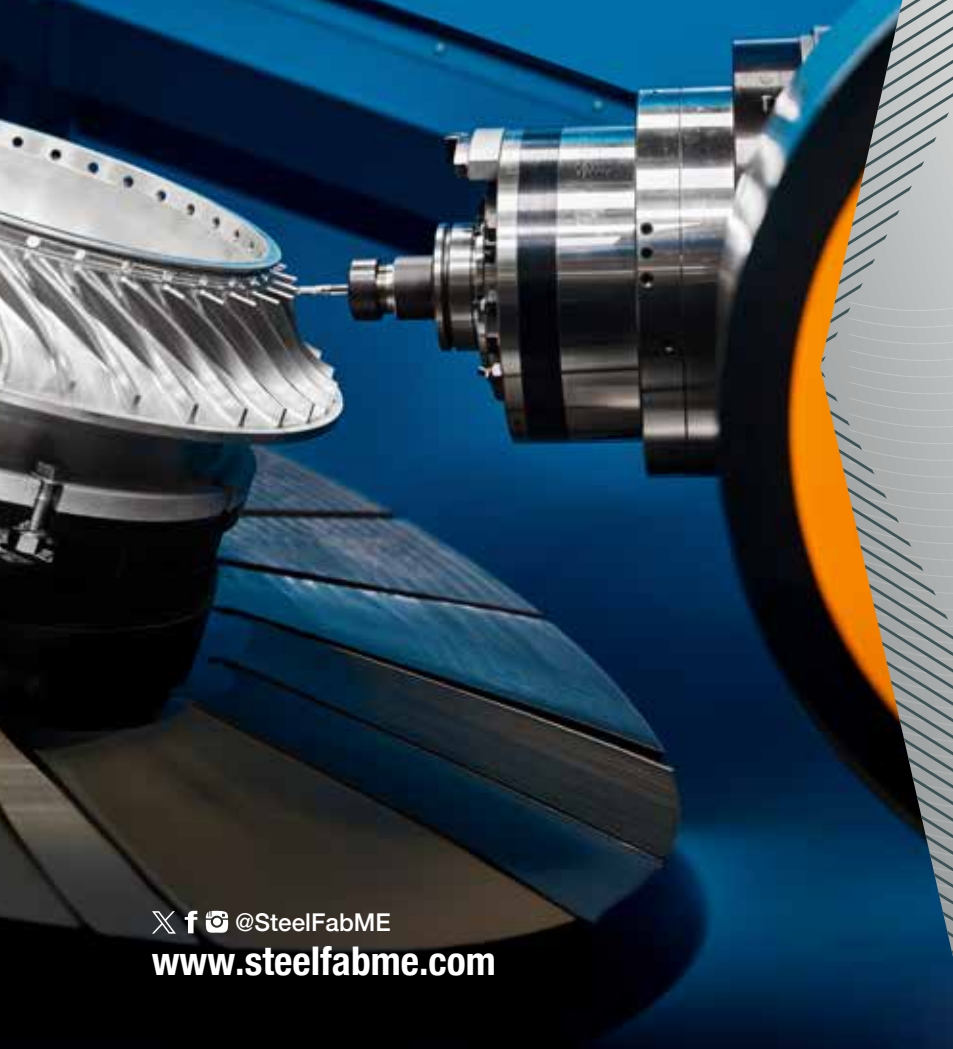
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NEXT EDITION DATES



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TECHNOLOGY  
EQUIPMENT**

21<sup>ST</sup> EDITION

**12 - 15  
JANUARY 2026**

Expo Centre Sharjah  
United Arab Emirates

**STAND BOOKING ENQUIRY:**

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