The Middle East premier trade show for the metal working, metal manufacturing and steel fabrication Industry

STEEL FAB
MACHINERY TECHNOLOGY EQUIPMENT
16TH EDITION

13 - 16 JANUARY 2020
Expo Centre Sharjah
United Arab Emirates

www.steelfabme.com

Concurrent Event
Fasteners World Middle East
Fasteners & Fixing Technology

Post Show Report
Featuring

- Power Tools
- Machine Tools
- Welding & Cutting
- Tube & Pipe

Show Highlights

- Trusted platform with 16 years of excellence
- 300 Exhibitors displaying over 700 International Brands
- Largest LIVE display of welding & cutting machinery
- Major manufacturers of structural steel-fabrication machines
- First-ever “Best Welder Competition”

Inaugurated by

H. E. Sheikh Khalid Bin Abdullah Bin Sultan Al Qassimi
Chairman of Sharjah Sea Ports and Customs
KEY HIGHLIGHTS

Edition
16th edition

Gross Occupied Space
26,000 sqm

Exhibitors (showcasing multiple manufacturers)
300 exhibitors (from 27 countries)

Domestic Exhibitors
91 exhibitors

Brands on display
700 + brands (from 38 countries)

Trade Visitors
6500 visitors (from 70 countries)

Concurrent Vertical
5th Fasteners World Middle East

Special Focus Segments
Power Tools | Machine Tools | Tube & Pipe Welding Cutting

National Pavilions
Italy | China India | Taiwan Turkey | UK

First-ever
Best Welder @SteelFab competition

VISITORS BY REGION

UAE 71 %
GCC 15 %
North Africa 2 %
Africa 3 %
Asia 5 %
Europe 3 %
ROTW 1 %
EXHIBITOR FACTS

Key Industries
• Steel Forming & Sheet Metal Machinery
• Metal Cutting Machinery, Tooling
• CNC Cutting Systems
• Surface Preparation, Blasting, Finishing
• Welding & Cutting
• Robots, Positioners, Beam Welding
• Pipe & Tube
• Grinding, Power Tools, Hand Tools
• Fasteners & Fastening Systems

Top 10 Exhibitor Countries
- United Arab Emirates (国旗: United Arab Emirates)
- Italy (国旗: Italy)
- China (国旗: China)
- India (国旗: India)
- Taiwan (国旗: Taiwan)
- Turkey (国旗: Turkey)
- United Kingdom (国旗: United Kingdom)
- Germany (国旗: Germany)
- Netherlands (国旗: Netherlands)
- United States (国旗: United States)
VISITORS ANALYSIS

Business Category

- Steel Fabrication: 24.2%
- Welding & Cutting: 10.9%
- Machinery: 10.7%
- Steel & Steel Products: 7.3%
- Oil & Gas: 6.2%
- Engineering: 5.1%
- Machining / Job Shop: 4.5%
- Tools & Accessories: 3.4%
- Electrical Industry: 2.8%
- Construction: 2.5%
- Steel Building: 2.5%
- Aluminium & Glass: 1.8%
- MEP (Mechanical, Electrical & Plumbing): 1.7%
- HVAC: 1.5%
- Coating / Paintings: 1.4%
- Ship Building: 1.0%
- Chemicals: 0.8%
- Blasting: 0.8%
- Aerospace / Automobile: 0.7%
- Mining & Metals: 0.7%
- Maritime & Offshore: 0.7%
- Packaging & Containers: 0.3%
- Other: 8.5%

Purchasing Role

- Sole responsibility: 22.7%
- Joint responsibility: 41.7%
- Advisory influence only: 21.4%
- No influence: 14.2%
Main reasons for attending

- To see new products / innovations: 51.7%
- To source new suppliers: 42.1%
- To keep up to date with market trends: 37.0%
- To meet with a current supplier(s): 30.5%
- To identify new opportunities / markets: 28.1%
- To network amongst the industry: 22.9%
- To source a specific product / service: 21.5%
- To seek potential business partners: 18.8%
- To keep an eye on the competition: 16.3%
- To see a particular product launch: 14.0%
- To place an order: 14.0%
- To appoint a supplier: 13.9%
- To assess the event with a view to exhibiting in future: 10.7%
- To attend a seminar session(s): 6.8%

Products of interest

- Cutting Systems - CNC, Plasma, oxyFuel Laser, Waterjet, Routers, Marking: 56.9%
- Welding & Cutting Power Sources, Consumables, Accessories, Positioners, Beam Welding: 48.5%
- Metal Cutting Machinery, Tooling, Accessories: 37.1%
- Grinding, Cutting, Power Tool, Hand Tools: 36.4%
- Steel Forming & Sheet Metal Machinery, Tooling, Accessories: 28.0%
- Machinery - Used/Reconditioned: 27.3%
- Pipe & Tube Reeling, Forming, Bending, Cutting, Orbital Welding: 25.8%
- Surface Preparation, Blasting, Finishing, Painting: 22.9%
- Steel, Special Steels, Wear Plates, Semi-Finished Steel Products, Steel Components: 22.9%
- Fasteners, Fastening Systems & Accessories: 22.0%
- Industrial Automation, Robots: 21.6%
- Material Handling - Overhead Cranes, Hoists, Trolleys: 18.3%
- Software, Services, Training, Inspection, NDT, Measurement: 10.3%
- Publications, Free Trade Zones, Associations, Trade Promotion Bodies: 5.6%
WELDING COMPETITION HIGHLIGHTS

The Competition:
SteelFab 2020 together with Lincoln Electric & Middle East Industrial Training Institute (MEITI) presented the inaugural “Best Welder @SteelFab”, a competition for welding industry professionals across the region.

Grand Prize for the Best Welder
- Titled as Best welder @ Steelfab 2020
- Featured on Steelfab website until the next edition promotion
- Full Lincoln Electric safety gear & a portable welding machine
- Institutional Certificate from MEITI (Middle East Industrial Training Institute)

Congratulations to the Winners
1st place: Abdul Korim Molla | Specialist Services Group
2nd place: Sohel Hossain | Company: Drydocks World Dubai
3rd place: Rohit C Patel | Company: Fabtech International Limited
### TUESDAY, 14 JANUARY 2020

<table>
<thead>
<tr>
<th>Title</th>
<th>Presented by</th>
<th>Time</th>
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<tbody>
<tr>
<td>MATERIAL HANDLING</td>
<td>CNC MIDDLE EAST</td>
<td>10:30 AM - 11:00 AM</td>
</tr>
<tr>
<td>FABRICATION</td>
<td>ATAD INTERNATIONAL GENERAL TRADING CO. LLC</td>
<td>11:00 AM - 11:30 AM</td>
</tr>
<tr>
<td>FABRICATION</td>
<td>KOIKE MIDDLE EAST FZE</td>
<td>11:30 AM - 12:00 PM</td>
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<tr>
<td>METAL - CUTTING</td>
<td>PASSTECH MACHINE TOOLS ME LTD.</td>
<td>12:00 PM - 12:30 PM</td>
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<tr>
<td>PIPE CONSTRUCTION</td>
<td>OKI BERING MIDDLE EAST FZE</td>
<td>12:30 PM - 01:00 PM</td>
</tr>
<tr>
<td>FABRICATION</td>
<td>RICERCA CHIMICA SRL</td>
<td>02:00 PM - 02:30 PM</td>
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<tr>
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<td>PASSTECH MACHINE TOOLS ME LTD.</td>
<td>02:30 PM - 03:00 PM</td>
</tr>
<tr>
<td>GRINDING</td>
<td>AL TAHER CHEMICALS TRADING LLC</td>
<td>03:00 PM - 03:30 PM</td>
</tr>
<tr>
<td>BUSINESS MANAGEMENT</td>
<td>INTERNATIONAL PIPE INDUSTRY COMPANY(IPIC)</td>
<td>03:30 PM - 04:00 PM</td>
</tr>
<tr>
<td>METAL - CUTTING</td>
<td>PASSTECH MACHINE TOOLS ME LTD.</td>
<td>04:00 PM - 04:30 PM</td>
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<tr>
<td>METAL - CUTTING</td>
<td>PASSTECH MACHINE TOOLS ME LTD.</td>
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### WEDNESDAY, 15 JANUARY 2020

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<td>FABRICATION</td>
<td>CNC MIDDLE EAST</td>
<td>10:30 AM - 11:00 AM</td>
</tr>
<tr>
<td>FABRICATION</td>
<td>TRUMPF WERKZEUGMASCHINEN GMBH &amp; CO. KG.</td>
<td>11:00 AM - 11:30 AM</td>
</tr>
<tr>
<td>FABRICATION</td>
<td>ZEMAN INTERNATIONAL</td>
<td>11:30 AM - 12:00 PM</td>
</tr>
<tr>
<td>METAL-CUTTING</td>
<td>PASSTECH MACHINE TOOLS ME LTD.</td>
<td>12:00 PM - 12:30 PM</td>
</tr>
<tr>
<td>PIPE CONSTRUCTION</td>
<td>OKI BERING MIDDLE EAST FZE</td>
<td>12:30 PM - 01:00 PM</td>
</tr>
<tr>
<td>FABRICATION</td>
<td>SSAB SWEDISH STEEL FZE</td>
<td>02:00 PM - 02:30 PM</td>
</tr>
<tr>
<td>METAL- CUTTING</td>
<td>PASSTECH MACHINE TOOLS ME LTD.</td>
<td>02:30 PM - 03:00 PM</td>
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<tr>
<td>ATTRACTING INVESTORS</td>
<td>HAMRIYAH FREE ZONE AUTHORITY</td>
<td>03:00 PM - 03:30 PM</td>
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<tr>
<td>GRINDING</td>
<td>WEICON GMBH &amp; CO. KG</td>
<td>03:30 PM - 04:00 PM</td>
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<tr>
<td>METAL - CUTTING</td>
<td>PASSTECH MACHINE TOOLS ME LTD.</td>
<td>04:00 PM - 04:30 PM</td>
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<tr>
<td>METAL - CUTTING</td>
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<td>04:30 PM - 05:00 PM</td>
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# EXHIBITOR TESTIMONIALS

Don't just take our word for it! Hear from our exhibitors about their experience at SteelFab2020


<table>
<thead>
<tr>
<th>EXHIBITOR</th>
<th>TESTIMONIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arwani Trading Company</td>
<td>Arwani Trading Company is a group of companies with offices in Abu Dhabi, Dubai, and Sharjah. We represent some of the biggest brands in the industry. We’ve been participating at SteelFab for more than 15 years, offering a variety of high-quality products &amp; solutions to the regional industry.</td>
</tr>
<tr>
<td>Khalil Abu Shindi</td>
<td></td>
</tr>
<tr>
<td>ATAD</td>
<td>We are the agents of Trumpf Germany, specializing in laser and punching machines. This is our ninth year of participation at SteelFab. We’ve been displaying new industrial technology every edition.</td>
</tr>
<tr>
<td>Jawad Khawaja</td>
<td></td>
</tr>
<tr>
<td>Business Point International</td>
<td>We are into the industrial machinery &amp; have been participating in SteelFab for the last 8 years. We provide CNC solutions, fiber lasers and other CNC machinery like waterjet, plasma &amp; more. We have received immense response from visitors. Thank you SteelFab.</td>
</tr>
<tr>
<td>Mian Mahmood</td>
<td></td>
</tr>
<tr>
<td>DG World</td>
<td>DG World is showcasing the latest in robotic systems &amp; AI solutions for fabrication, welding &amp; cutting. We’re here to demonstrate how factories can adapt to these technologies &amp; benefit on the production level. Thank you.</td>
</tr>
<tr>
<td>Yasmin Al Anazi</td>
<td></td>
</tr>
</tbody>
</table>
We presented two of our main technology machines like the DMU-55 5-axis milling machine characterised by innovative mechanical engineering technology. SteelFab is well organized & we receive many interested traders from the industry.

Stavros Pagalidis

**EuroGulf**

This is our 9th year of participation. Our company has grown alongside the show with the exposure & support provided by SteelFab. We have become a popular brand name within the region through this platform.

Thank you very much.

J. Nagarajan

**HAAS Automation**

We are a manufacturer as of CNC machines. We manufacture a wide range of CNC milling machines, lathe machines, HMC machines, 5 axis machines & a whole gamut of general-purpose machines. We would like to mention a special thank-you to all the back-end & support staff of Expo Centre Sharjah for the excellent services and infrastructure provided.

Jopu Zachariah

**KALTENBACH**

We produce german-built, high quality & innovative equipment for steel processing. We exhibit at SteelFab every year as it helps us understand the supply, demand & market trends in the region. It is an important exhibition for us to see what our customers are planning for the year.

Matthias Rummel

**Kingsbury Gulf**

We represent Kingsbury Gulf, a subsidiary company of Kingsbury UK. This is our second time exhibiting at the SteelFab event. We're representing one of our German machines saw brands, the C 400, which is in the range of 5 axis milling machines. As a live demo, we’ve prepared a model of the iconic Burj Al Arab. This machine is quite popular & we have a number of these systems already in the Gulf region from our offices in Dubai. We’re based over in Dubai World Central. We’re supporting clients from sales service and after-sales service. We’re very pleased to be here. So thank you very much SteelFab.

Neil Harrington
I would like to thank the management of Expo Centre Sharjah for organizing SteelFab. We had displayed 4 latest machine-tools machinery one of them being the -9axis multitasking machine which can be used in various industries like aerospace, defense, medical & maritime. Thank you SteelFab team for giving us this opportunity.

**Silvio Tomassoni**

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With 30 years in the trade of industrial machines in the UAE and in the Gulf, we have CNC machines from all over the world. We have CNC punching machines and laser machines from Turkey & machine specializing in wood, aluminum and glass. We received good footfall during the show.

**Mohammed Abu Dakka**

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We represent Weiler Abrasives, Slovenia. We are producers of bonded abrasives. It is our first time here the Expo Center Sharjah & SteelFab. We are very pleased and satisfied with this geographical location and we’ve received great support from the organizers. We have also heard good feedback from the other exhibitors here. I’m happy with the success of this interesting show & the way things are organized here and for sure, We will be back!

**Sergej Senekovic**

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We are representing various European brands for the steel fabrication industry from welding to metal-forming to CMC programmable machines to welding automation. We have almost a solution for all these needs. We are here at the Steelfab, which we consider also a launchpad for the new year and Sharjah is geographically accessible for all of our clients. It also offers a good price-to-quality ratio when it comes to comparing the quality & number of trade visitors. We are showcasing around 60 different kinds of machines within our booth size of 160 square meters.

**Basant Raghavan**
<table>
<thead>
<tr>
<th>Marketing/PR Activities</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>60,000 invitations</td>
<td>sent to traders &amp; professional from the industry, Consulates, Embassies, Govn bodies &amp; industry Associations</td>
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<tr>
<td>1.25 Million emails</td>
<td>sent to the regional industry database</td>
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<tr>
<td>Social media reach</td>
<td>Impressions: 26.6 Million</td>
</tr>
<tr>
<td></td>
<td>Engagements: 153 k</td>
</tr>
<tr>
<td>Press Release campaign</td>
<td>advertising value of over USD 1.3 million</td>
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<td></td>
<td>318 Arabic &amp; 119 English publications within the UAE &amp; GCC</td>
</tr>
<tr>
<td>220,000 SMS</td>
<td>sent to past visitors, industry professionals, VIPs and Press</td>
</tr>
<tr>
<td>Extensive Outdoor Branding</td>
<td></td>
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<tr>
<td>30 barter-adverts</td>
<td>run in 20 global industry magazines</td>
</tr>
<tr>
<td>84 radio spots</td>
<td>in 5 major broadcasting stations</td>
</tr>
<tr>
<td>Event listed globally</td>
<td>with 71 publishers with an audience of 38.8M!</td>
</tr>
</tbody>
</table>
THANK YOU TO OUR PARTNERS, SUPPORTERS & SPONSORS

Organized by: [Image]
Supported by: [Image]
Welding-Competition Partner: [Image]
Freezone Partner: [Image]
Official Hotel Partner: [Image]

SEE YOU AT THE 17TH EDITION IN 2021

11 - 14 JANUARY 2021
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United Arab Emirates