

Post Show Report

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



STEEL FAB

MACHINERY
TECHNOLOGY
EQUIPMENT

18TH EDITION

**9 - 12
JANUARY 2023**

Expo Centre Sharjah
United Arab Emirates

Organized by:



Supported by:



Technology &
Innovation Partner:



مركز البحوث والتكنولوجيا
Sharjah Research Technology
and Innovation Park

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www.steelfabme.com



Concurrent Event

**Fasteners
World
Middle East**

Fasteners
& Fixing
Technology

STEEL-ING THE SHOW

SPECIAL FOCUS AREAS

- ▶ Welding & Cutting
- ▶ Machine Tools
- ▶ Stainless Steel
- ▶ Power Tools
- ▶ Pipe & Tube Machinery
- ▶ AI & Robotics

Show Highlights

- ◆ Successfully delivered 18 editions, since 2004
- ◆ Largest LIVE display of latest Welding, Cutting Machinery & Equipment in the Middle East
- ◆ Major manufacturers of structural steel-fabrication machines
- ◆ Industry Conference (2nd Edition)
- ◆ Best Welder Competition
- ◆ 1st ever Hosted-Buyers Program
- ◆ Online B2B Matchmaking



Inaugurated by:

H. E. Sheikh Khalid bin Abdullah bin Sultan Al Qasimi

Chairman

Sharjah Seaports and Customs Authority

Hamriyah Free Zone

Sharjah Airport International Free Zone Authority

KEY HIGHLIGHTS

Edition
18th edition

**Gross
Occupied
Space**
15,400 sqm

Exhibitors
(showcasing multiple
manufacturers)
200 exhibitors
(from 33 countries)

**Brands on
display**
400 + brands
(from over 30 countries)

**SteelFab
Industry
Conference**
2nd Edition

**Trade
Visitors**
6000+
(from 65 countries)

**Concurrent
Vertical**
7th Fasteners
World
Middle East

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

**Major
participation from**
UAE | UK | Germany
Italy | India | Turkey
China

**First-ever
Hosted-Buyers
Program
and
Online B2B
Matchmaking**



EXHIBITOR FACTS

Key Industries

- ◆ Steel Forming and 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 and Fastening Systems

Exclusive display of
LIVE machinery & Equipment

Largest display
of Laser machines
in the region

20% increase in robotics and welding machinery

Visitors' Industry Profile

Steel Fabrication | Welding & Cutting | Steel & Steel Products
Tools & Accessories | Packaging & Containers | Aerospace
/ Automobile | Machining / Job Shop | Coating / Paintings
MEP (Mechanical, Electrical & Plumbing) | Oil & Gas
Construction | Ship Building | Machinery | Blasting

VISITORS BY REGION

UAE	GCC	MEA	ASIA	EUROPE	ROTW
73%	12%	6%	4%	3%	2%

GCC VISITORS

Bahrain	Kuwait	Oman	Qatar	Saudi Arabia	UAE
2%	2.5%	3.5%	1.5%	7%	83.5%



The event attracted **45% of new visitors**

More than 80% of visitors intend to revisit next year

80% of Exhibitors confirmed to exhibit in the next edition

Exhibitors' opinion on quality and quantity of visitors has strongly increased from last edition

Steelfab Industry Conference – 2nd Edition
























2 DAYS OF LEARNING & NETWORKING

Panel Discussions

- State of the Industry - Where are we Now and Future Projections
- How are Innovation & Technology Driving Optimization and Efficiency
- The Evolution of Welding Technology
- The GCC's Role as a Global Steel Industry Leader
- Sustainability a Key Driver to Accelerate Growth in the Steel Industry



Our Distinguished Line-Up Of Speakers Included

 <p>Ankur Dana CEO-DANA Group</p>	 <p>Hamad Saif Al Mansouri Chairman MEIT-Middle East Industrial Training Institute</p>	 <p>Rajesh Nair General Manager Madar Steel Industries</p>	 <p>Salah Al Khatib Senior Representative of the CEO KEZAD Group</p>	 <p>Terrence Busuttill Director constructsteel World Steel Association</p>
 <p>B.S. Shetty General Manager Commercial Al Ghurair Iron & Steel L.L.C</p>	 <p>Tom Pashley Chief Commercial Officer Unger Steel Middle East FZE</p>	 <p>Dr. Salam Al SHARIF Chairman Advisory Sharif Metals Group</p>	 <p>Rajesh Kumar Executive Director Erbicore Global DMCC</p>	 <p>Mandeep Bhandari Managing Director Steel Masters International (ME) FZE</p>
 <p>Eng. Michael Angelo Sales Area Manager CML International S.P.A.</p>	 <p>Motaz Ben Saoud Director of Business Development Sharjah Research Technology and Innovation Park (SRTIP)</p>	 <p>Abu Bucker Husain CEO Al Ghurair Iron & Steel L.L.C</p>	 <p>Rajesh Vinayakrao Bangale Manager Fabrication Drydocks World</p>	 <p>Riccardo Apra Export Manager SMW AUTOBLOK Group</p>
 <p>Neeraj Kumar CEO & Owner, Trend Industries FZC</p>	 <p>Rajendra Tapadia Chairman MD Safeapak Ltd</p>	 <p>Rafeek MA Executive Director METALFAB, UAE</p>	 <p>Dinos Ioannidis Business Development Manager STRUMIS Middle East</p>	 <p>Mohsin Ali Khan Sales & Business Development Manager STRUMIS Middle East</p>
 <p>Daniyal Qureshi Director Niche Ideas FZE LLC</p>	 <p>Neil Yewman Head of Sales Cogsdill</p>	 <p>Andy Van Nostrand Cutting Automation Specialist Lincoln Electric</p>		



BEST WELDER COMPETITION

Key Highlights

First-time participation of a UAE company supporting local Emirati skills, especially in this Industrial field.

Special Participation:

Mr. Ahmad Abdunasser Kabab

Mr. Yousef Hnan (ADNOC)

The Only Female Emirati Welder

Ms. Fatima Abu Heliqa (ACTVET)



CONGRATULATIONS TO OUR WINNERS !

- All competition participants received an Attendance-Certificate
- Last-round winners received an Institutional-Certificate from MEITI
- Top 3 winners received latest welding kits sponsored by ESAB

1st Prize Winner

Mr. Hira Manto

Company: Drydocks World Dubai

2nd Prize Winner

Mr. Nanda Gopal

Company: Ador Welding Ltd

3rd Prize Winner

Mr. Eham Ulla

Company: Al Etimad Steel

Overview

Hosted-Buyers Program

Exclusive networking opportunities with top industry professionals
100+ hosted buyers | 80% international | 20% local

Meetings organized at the venue: 700+

Overview

Online B2B Matchmaking

Meetings initiated via the online platform: 300+



Event Highlights & Glimpses Of Live Machinery & Equipment

Watch: <https://bit.ly/SteelFab-YouTube>

Exhibitor Interviews & Feedback

Watch: <https://bit.ly/SteelFab-YouTube>

EXHIBITOR TESTIMONIALS

Salvagnini Middle East: This exhibition is very important for us and this platform gets us buyers all year round.

FICEP SPA: This is the most important event for us and that is why we expand our participation event every year.

Pro-Arc Welding & Cutting Systems: This is our first time to participate and we had a great response at the show.

Passtech: Thanks to the organizer. Job well done.

AN AGGRESSIVE MARKETING & PR CAMPAIGN

**3000+
VIP invitations**
sent to VIP buyers,
Consulates, Embassies,
Govn bodies, Media and
Press



**1.8 million
E-mails**
sent to the regional
industry database

Social media reach
Impressions:
9 million
Reach:
3 million

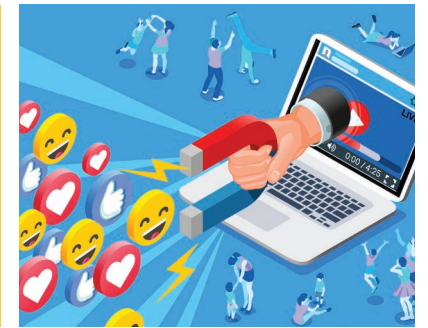
Press Release campaign
advertising value of over
USD 5 million
publications within the UAE
& GCC
224 Arabic | 126 English
2 Turkish



500,000 SMS
Messages sent to
past visitors, industry
professionals, VIPs and
Press



Event listed globally with
54 publishers
with an audience of
18.4 million



20 barter-adverts
run in
**18 global industry
magazines**



200+ radio spots
in 7 major broadcasting
stations



THANK YOU TO OUR PARTNERS, SUPPORTERS & SPONSORS

Organized by:



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MARK THE NEXT EDITION DATES



**STEEL
FAB**

**MACHINERY
TECHNOLOGY
EQUIPMENT**

19TH EDITION

8 - 11

JANUARY 2024

Expo Centre Sharjah
United Arab Emirates

STAND BOOKING ENQUIRY:

Alroy Lobo

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