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1 November 2023

**FESPA MIDDLE EAST 2024 EXPANDS FLOORSPACE TO MATCH SIGNIFICANT EXHIBITOR INTEREST**

***Dubai feature programme confirmed, offering a range of educational opportunities***

FESPA has increased the size of its inaugural FESPA Middle East event (29 – 31 January 2024 at the Dubai Exhibition Centre) by 40%, adding a third hall to the exhibition. The decision follows significant interest in the event from global suppliers and regional distributors.

To date, a range of global suppliers and regional distributors, representing over 130 brands have confirmed their presence at the event. Delegates will see digital wide format, screen and textile printing hardware, software, media and consumables, as well as printed and non-printed signage solutions. Newly confirmed Platinum Sponsor Signtrade has taken a significant space to showcase solutions from over 30 brands, including 3M, Cosign, HP, Star Flex and SwissQprint.

**Yasin Merchant, Managing Director of Signtrade, comments**, “FESPA shares our vision and commitment to delivering unparalleled quality and innovation to the thriving Middle Eastern market, so our participation in FESPA Middle East 2024 was certain. The event enables market expansion, enhances brand recognition, fosters business growth and delivers valuable industry insights.”

Yasin continues, “We’re thrilled about our participation as FESPA Middle East coincides perfectly with our 35th anniversary. This gives us a fantastic platform to celebrate new partnerships, unveil the latest technology, and highlight our ongoing commitment to innovation. Sustainability will be a key focus on our stand, reflecting our commitment to educating and empowering our customers to adopt sustainable practices. We will showcase eco-friendly materials, energy-efficient equipment, and waste reduction solutions.”

**Bazil Cassim, FESPA Regional Manager, Middle East & Africa, comments**, “We’ve committed to another exhibition hall due to the overwhelming demand and interest from the industry. Since opening visitor registrations, we’ve seen a really positive response from regional stakeholders interested in attending the event. We now have a very strong line-up of exhibitors confirmed for our first event here in the Middle East. And with it, we’re one step closer to fulfilling our goal to expand FESPA’s presence in this region and better support the growing speciality print and signage market here.”

**Educational programme**

While visiting the exhibition, participants also have access to a variety of educational opportunities throughout the three-day event.

Delegates to FESPA Middle East can join a series of interactive [Colour Confidence workshops](https://www.fespamiddleeast.com/features/colour-confidence-seminar-series-o86z) on colour management hosted by Marco Roos, CEO and Founder of ColorBase, on 29 January. The first session (10:30 – 12:30), aimed at print operators, will cover insights and practical guidance on colour management with the view to enhance consistency, diagnose issues, and implement effective solutions. The second session (14:30 – 16:30) will address sales professionals and offer actionable advice on effectively communicating with and navigating customer expectations around colour quality and repeatability.

Following the success of the [FESPA Leadership Exchange](https://www.fespamiddleeast.com/features/workshop-sessions) (FLEX) in March 2023, the second edition will be hosted on 30 January 2024 at FESPA Middle East. FESPA Board Members Christophe Aussenac, Christian Duyckaerts, Alberto Masserdotti and FESPA CEO Neil Felton will facilitate a knowledge exchange with the aim of sharing their specialist expertise and global market insights. The sessions are free to attend for visitors and will cover market trends highlighted in the recent FESPA Print Census, sustainability and new technologies.

Located in North Hall 1B of the Dubai Exhibition Centre, the [Sustainability Spotlight](https://www.fespamiddleeast.com/features/sustainability-spotlight) material showcase will provide actionable and educational advice with a display of environmentally responsible graphics and textile material samples. Each substrate will feature an information card so participants can learn more about its sustainable attributes. In partnership with ReBoard Technology, the entire showcase area will be built using recyclable and reusable materials.

FESPA Middle East will also host the first [World Wrap Masters Middle East](https://www.fespamiddleeast.com/features/world-wrap-masters) regional competition, where vehicle wrappers will compete for the champion title and a spot in the 2024 World Wrap Masters Final in Amsterdam, the Netherlands. The competition will feature a series of timed events requiring competitors to wrap cars and surprise objects against the clock. The competition will be sponsored by Avery Dennison, Mactac and Wrapstock and judged by vehicle wrap experts Ole Solskin, Kiss Lajos and Ivan Tenchev. Visitors interested in vehicle wrapping can also access free daily training workshops and demonstrations.

Members of FESPA’s national Associations and FESPA Direct members also benefit from free access to the [Club FESPA lounge](https://www.fespamiddleeast.com/features/club-fespa-lounge). Located on stand B50, the lounge offers networking opportunities with regional and global printers and signmakers, and will include seminars and all-day refreshments. To become a FESPA Direct member, visit: <https://www.fespa.com/en/become-a-member/fespa-direct>.

To register for FESPA Middle East 2024, visit: <https://www.fespamiddleeast.com/register>.

For more information about the exhibiting opportunities, visit: <https://www.fespamiddleeast.com/exhibiting/why-exhibit>.

**ENDS**

**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**     
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Eurasia 2023, 23 – 26 November 2023, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Middle East 2024, 29 – 31 January 2024, The DEC, Dubai, UAE
* FESPA Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo, Brazil
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Personalisation Experience 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City

**Issued on behalf of FESPA by AD Communications**

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