

POST-SHOW REPORT'24

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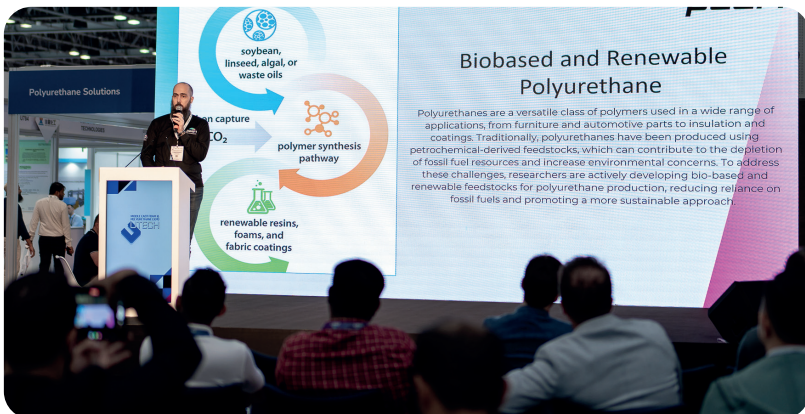
A vibrant hub for networking, product showcase, and business opportunities!

Organised from September 10-12, 2024, at Dubai World Trade Centre, the 3rd edition of UTECH Middle East Foam & Polyurethane (MEFPU) Expo delivered an exceptional experience where global connections were made, the newest innovations were unveiled, and the latest industry trends took centre stage. As the largest technical foam and polyurethane expo in the MEA region, this event brought together professionals eager to explore the industry's future.



Over 116 international exhibitors showcased their offerings, presenting cutting-edge solutions to diverse visitors from across sectors. The expo was not just an exhibition, it was a platform that fostered meaningful networking, new business opportunities, and insightful discussions.

In the 3-day extensive conference, 21 international speakers engage the audience via 20+ interactive sessions. With the overwhelming response at the event, Crain Communications and Media Fusion are gearing up for the 4th edition of MEFPU Expo, set to take place from September 15-17, 2025 at the Dubai World Trade Centre, Dubai, UAE.



116
EXHIBITORS



5755
VISITORS*



20
SPEAKERS

*Numbers inclusive of the co-located show

THE BUZZ CREATED

13:03   



A S Enterprises
669 followers
3d • 

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Utech & Sleep Expo Middle East 2024 Highlights!

A S Enterprises had great success at the Utech & Sleep Expo Middle East 2024 in Dubai!

We sincerely appreciate all of our customers, visitors, and associates for their patronage and confidence.

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[#HarwalPolyurethane](#)

The wait is finally over! It's the final day at [Middle East Foam & Polyurethane UTECH Expo](#) and we had an amazing panel discussion led by industry leaders.

We explored the topic of "Construction in the ME and the importance of insulation in hot countries. How are massive construction projects in the region driving demand for rigid foam?"


Featuring insights from Miro Donabedian Donabedian, General Manager at [#Interplast](#),

[Amanullah AJ](#) AJ, Technical Manager – FOAM at [Honeywell Energy and Sustainability Solutions](#) Middle East, Turkey, and Africa,

[Taha Saeed](#) Sales Manager for [#Polyurethane](#) at Tajchem Polymers

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[#mefpu](#) [#innovation](#) [#technology](#) [#foam](#) [#polyurethane](#)



Pearl Polyurethane Systems

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We've had a fantastic three days at [Middle East Foam & Polyurethane UTECH Expo](#), delving into the latest innovations in the polyurethane industry. Our Head of Technical Services, [Luca Micheletti](#), gave a presentation that explored the journey towards making polyurethane a truly sustainable material. He emphasised polyurethane's extensive applications across industries, including construction, automotive, and fashion, and stressed the critical need for environmental responsibility throughout its life cycle.

Luca discussed key challenges, such as the greenhouse gas emissions from polyurethane production and its reliance on fossil fuels. He also explored innovative solutions like bio-based raw materials, improved recyclability, and closed-loop manufacturing processes. These innovations, he highlighted, are crucial steps in reducing the carbon footprint and waste associated with polyurethane, paving the way for a more sustainable future.

The whole team at Pearl is excited to continue this important work and collaborate with the industry to drive meaningful change and deliver solutions that are not only better for our clients but also the environment.



Tajchem
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Celebrating Our Polyurethane Team at Tajchem 

Here's a special shoutout to our incredible Polyurethane Department, led by our Polyurethane Head & Vice President, [Ravinder Puri](#) This dedicated team [Jyoti Gandhi](#) , [Naveed Mulla](#) , [Hamdi Ghoneemy Ali](#) , [Taha Saeed](#) and [Abhishek Lakhwani](#) continues to deliver high-performance, sustainable solutions that drive innovation and set new industry standards.

Proud of the amazing work this team does day in and day out! Keep pushing boundaries and achieving excellence.


We're proud to showcase their efforts here at [Middle East Foam & Polyurethane UTECH Expo](#) where collaboration and innovation are key! Thank you for the hard work and excellence that continue to push boundaries.

A special thanks to our office boy, who was tirelessly serving tea and snacks to everyone, keeping the team and guests energized throughout the event!

[#Polyurethane](#) [#Tajchem](#) [#UTECH2024](#) [#Innovation](#)
[#Sustainability](#) [#Teamwork](#) [#IndustryLeaders](#) [#sleepexpo](#)
[#FoamIndustru](#)



Hinata

2,402 followers
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We are pleased to have participated in the UTech Exhibition at the World Trade Center in Dubai. It was a privilege to engage with industry leaders, partners, and professionals from around the world, sharing insights and exploring opportunities for collaboration. Thank you to all who visited our booth and took the time to connect with the Hinata Group of Companies. We look forward to fostering meaningful partnerships and driving innovation in the chemical industry.

[#UTechDubai](#) [#HinataGroup](#) [#ChemicalIndustry](#)

CONFERENCE HIGHLIGHTS



GABRIEL KISS
Global Technology Leader
– PU, Momentive
Performance Materials



YANG WEI
Assistant Manager, PU
Global Technical Service
Development, Furniture/
Footwear/Automotive
Wanhua Beijing



DR. MARCEL HARTMANN
Senior Global Project
Leader & Technical Key
Account Manager,
Momentum Performance
Materials



MOHAMED MERZOOK
Technical Manager,
Pearl Polyurethanes



ENES KURTAY
Export Sales Manager,
Pluskim Polyurethanes



MIRO DONABEDIAN
General Manager
Interplast



JAMES ELLIOTT
Vice President, Chemicals
Argus Media



AMANULLAH AJ
Technical Manager –
FOAM, Middle East,
Turkey and Africa,
Honeywell



UGUR CAN YIDIR
Senior Technical Service
and Laboratory Manager
Evonik



ROBIN HEEDFELD
Product Development
Scientist, Momentive
Performance Materials



PRATHISH H
Lead Application
Development
Engineer- IMEA,
Momentum Performance
Materials



JACOPO BATTISTELLO
Sales Area Manager,
Cannon Afros



**SUHAS CHANDRAKANT
SHETKAR**
Senior Specialist - Technical
Development PU Systems
Insulation Solutions –
Performance Materials Europe,
BASF



DINESHKUMAR PATEL
Regional Technical
Manager, Covestro



MOHAMMAD IJAZ
Managing Director,
Enercon Building
Materials



TAHAR SAEED
Sales Manager,
Polyurethane, Tajchem



CAHIT CAN CANAKCI
R&D Manager, Kimpur



DR. WEI SHIQIANG
R&D Director,
Jiangsu SD Technology



LUCA MICHELETTI
Head of Technical
Services, Pearl
Polyurethanes

HOT CONFERENCE DISCUSSIONS

- Accelerating Transition to Sustainable Polyurethane
- Is there a roadmap for sustainable polyurethane production in the Middle East?
- Novelty GeoCell additives for high-quality mattresses in the box
- A future look to sustainable polyurethane production in the Middle East.
- Sustainable raw materials enable circularity for different industries
- Importance of flammability in polyurethane building materials
- Construction in the ME and the importance of insulation in hot countries. How are massive construction projects in the region driving demand for rigid foam?



225
Delegates

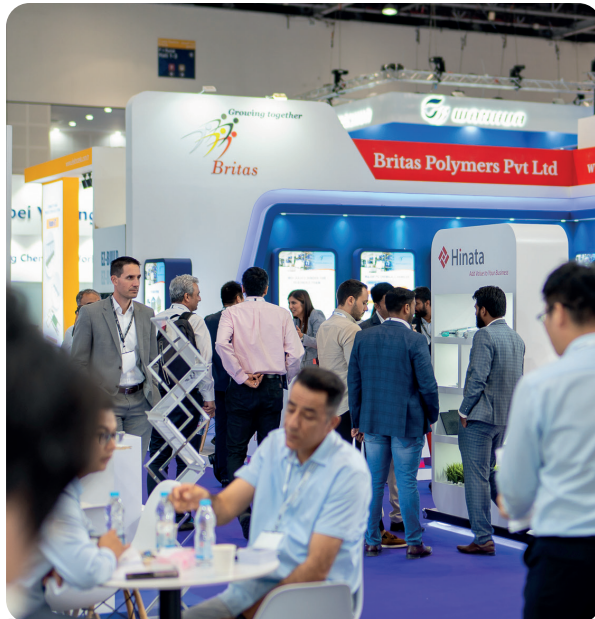
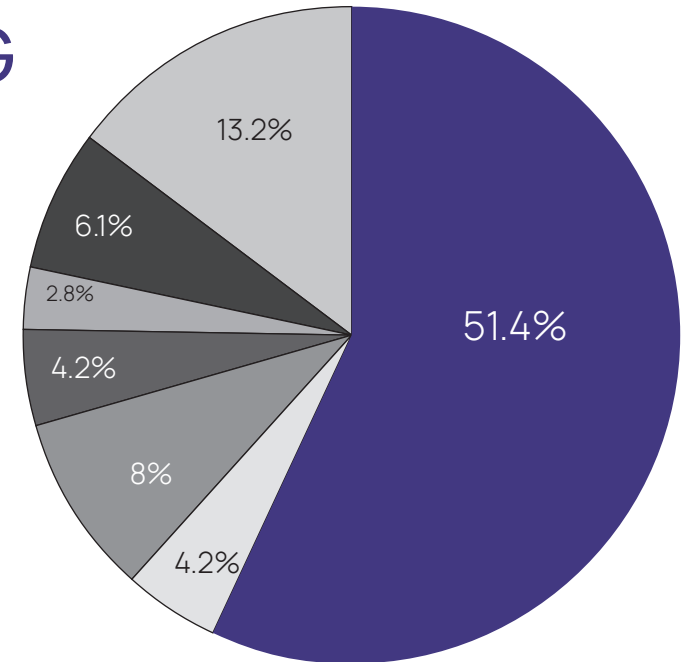
EXHIBITOR PROFILE

Manufacturer, Traders, & Distributors of:

- Polyurethane Spray Foam
- Rigid & Flexible Polyurethane Foam Systems
- Specialists Foam Packaging
- Spray Foam Insulation
- Casting & Molding Technology
- PU Footwear Technology
- Automation & Control
- Types of Machinery & Equipment

TOP EXHIBITING COUNTRIES

CHINA	: 51.4%
UAE	: 13.2%
INDIA	: 8%
TURKEY	: 6.1%
GERMANY	: 4.2%
ITALY	: 4.2%
SOUTH KOREA	: 2.8%



KEY EXHIBITORS



SD KOREA



VISITOR PROFILE

Industries

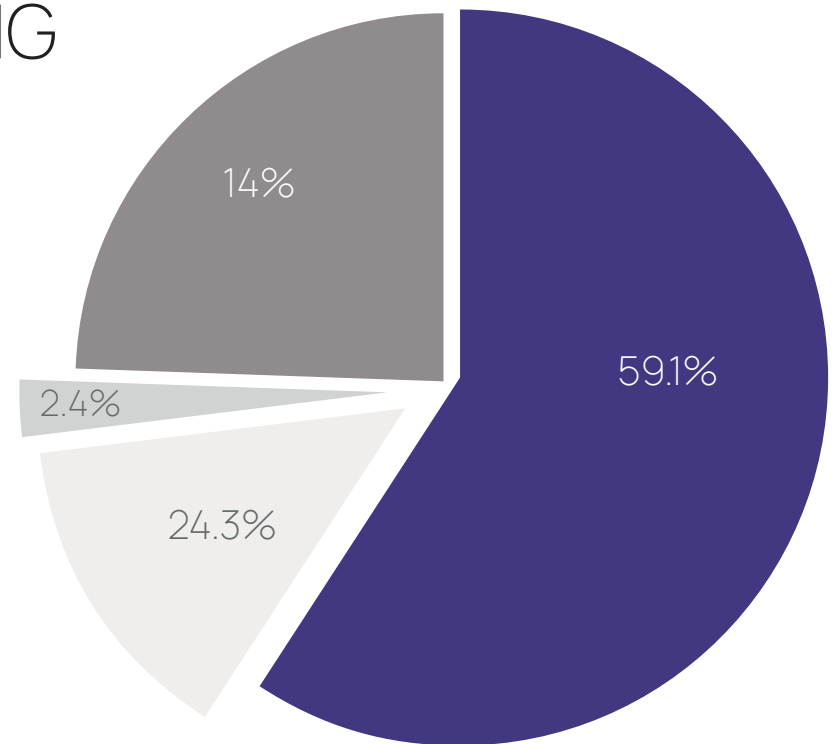
- Construction
- Automotive
- Aerospace
- Furniture & Bedding
- Packaging
- Footwear

Manufacturers of

- Foam
- Polyurethane
- Thermal Insulation
- Moulded Products
- Cutting Equipment
- Adhesives and Sealants

TOP VISITING REGIONS

- GCC: 59.1%
- ASIA: 14%
- AFRICA: 2.4%
- OTHERS: 24.3



TOP VISITING COMPANIES

- Toyota Tsusho Corporation
- Intercoil
- Sleepfine
- Sojitz Corporation
- Mitsui & Co.
- Al Futtaim
- National Paints
- Hotpack global
- Damac
- Emaar
- Mapei Construction
- Home Centre
- Danube
- Sobha Furniture
- Cape Ocean
- Ocean Waves
- Sunreef

MARKETING NUMBERS



SOCIALS

5.2K+
FOLLOWERS

9.1M
REACH



WEBSITES

382K+
TOTAL USERS

751,854
TOTAL PAGE VIEWS



YOUTUBE

77.6K
SUBSCRIBERS

10.77M+
VIEWS

EMAILS & NEWSLETTERS

DATABASE STRENGTH

13,568
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20%
Open rate

2.3%
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