

2ND EDITION

POST SHOW REPORT



sleep
Middle East **expo**
YOUR SOLUTION TO SOUND SLEEP

FEBRUARY 9-11, 2020
Hall 4, Dubai World Trade Centre

THE BIGGEST SHOW DEDICATED TO THE SLEEP INDUSTRY IN THE MIDDLE EAST & AFRICA REGION



SHOW OVERVIEW

EDITION: 2

EXHIBITING DATES
FEBRUARY 9-11, 2020

VENUE:
DUBAI WORLD TRADE CENTRE, DUBAI

ORGANISERS:
MEDIA FUSION EXHIBITIONS & CONFERENCES

NO. OF EXHIBITORS:
50+

NO. OF VISITORS:
1723

The second edition of the Sleep Expo Middle East raised the bar for the standards in the growing sleep market in the region. The 3-day show provided the right offerings – a combination of innovations, international speakers, workshop and the first-ever Sleep Expo Awards – to the target audience.

The show had visitors take advantage of the new cutting-edge innovations entering the market but the unmatched networking opportunities and the valuable insight from experts into current and future trends of sleep have been received with a very positive response.

Many international markets took Sleep Expo Middle East as a platform to break into the industry and the awards recognized the movers & shakers of the region's sleep market, in turn, bringing in better best practices into the region.



The year 2020, witnessed the second edition of Sleep Expo Middle East in Dubai. The show successfully brought together the sleep industry under 2 verticals – Sleep Tech & Sleep Care.

The Expo's Sleep Tech showcased the latest innovations and promising new raw materials in the market. Among the exhibitors featured in Sleep Tech are companies offering quilting machinery, foam cutting equipment, mattress zippers and threads, and ticking supplies. On the other hand, the Sleep Care zone will display finished goods technology and solutions in mattresses, pillows, duvets and other sleeping aids.



INNOVATIONS & PRODUCT LAUNCHES

The show witnessed many brand-new launches that gave an extensive look at the current trends in sleep as well as development potentials into the future of the market.

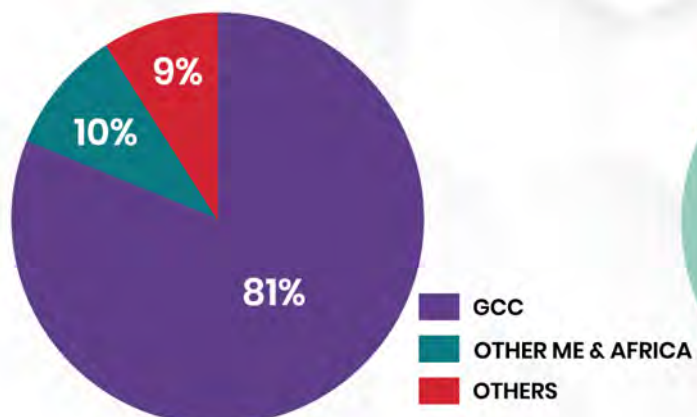
To name a few for B2B: Saarthi Handloom will unveil a two-faced fabric for mattresses; Diamond Tools has new CBN Grinding Wheels; Flex2000 will introduce European style cores for foam mattress binder for rebound foam; Sefox will showcase new water-based adhesives and hotmelt adhesives; Ann Chain Enterprise will display a cutting-edge Automatic Mattress Assembly Machine; and, Gruppo Grassi SRL will showcase Green Generation Machines.

For B2C, some of the most exciting launches include: Bafte's Italian Roll Away Bed, Symbol Mattress' Mattress-In-A-Box, Bed Quarter's Adjustable Beds and Massage Chairs, Welspun's Anti-allergen NANOCORE Sleep Systems and Anti-odour Anti-bacterial Bed Linen, Northern Feather's Eco-friendly Corn Fibre Pillows and Duvets, Delis Product's 3R Recycle mattress protector ELITE with REFIBRA TECHNOLOGY, Saba Plastic Corporation's Rollaway Bed, and Kirayteks' Smart Mattress Covers, among others

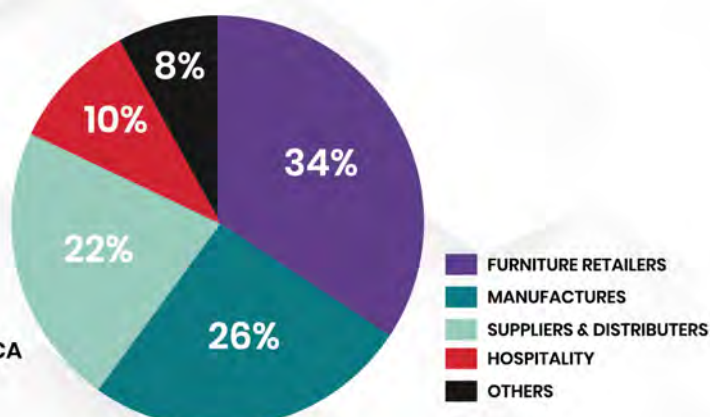


*The experience was perfect!
We enjoyed the event and the Exhibiton met our goals.*

VISITOR PROFILE



BUSINESS NATURE



SLEEP EXPO CONFERENCE



The 2-day Sleep Expo Conference witnessed 20+ key international experts in the Sleep industry. Day 1 was dedicated to the Sleep Tech side of the show, experts gave an insight into the challenges & trends in the raw materials and machinery market.

While day 2, saw manufacturers', retailers, and health experts take center stage. Some of the top speakers across the two days were Syed Anwar Ahsan, General Manager, Raha Oman; Onder Homi, General Manager, Innova Bedding; Ankit Jain, Director, Aero Fibre; Mahmoud Karime, Sales Manager, Hennecke; Alaa Abd Allateef Othman Shraim, General Manager, DOW Chemicals; Rakesh Shah, CEO, Vita Foam; Haben Woldu, Director of Operations, Rainbow Foam; Jerry Cheshire, Director, Surrey Beds; Chris Gourdie, Managing Director, Silent Night; and Julie Mallone, Certified Sleep Consultant Parental Educator, Nurture to Sleep.



Retail Workshop:

'Profitable Partnerships between retailers & manufacturers in the sleep industry'

An interactive workshop hosted by Jerry Cheshire, Owner/Director of Surrey Beds, saw mattress manufacturers & sleep retailers learn how to establish a sustainable and prosperous relationship for a profitable partnership.

Jerry is an award winning entrepreneur and published author; bed & mattress expert and sleep specialist. And the workshop saw an attendance of over 20 participants.



Exhibitor
Sleep Expo Middle East



It was really a unique experience exhibiting in Dubai, Sleep Expo ME. Customers arrived from different countries and we exchanged many ideas and designs.

Sleep Expo Awards

FEBRUARY 8, DUBAI WORLD TRADE CENTRE



SLEEP EXPO AWARDS

The first-ever Sleep Expo Awards revealed the difference makers in the sleep business community. Launched to recognise exemplary accomplishments amongst players in the industry, the Sleep Expo Awards honored the best and the brightest mattress manufacturers, bed retailers and hotels in the Middle East and Africa.

Sustainable Award [Raw Material/machine]



WINNER

WellSpun Global Brands
Recycled Cotton & Polyester



RUNNER UP

Prakash Textiles
Ticking Fabric

Accessory/product Of The Year



WINNER

BERFA Group
Lavender Wool Pillow



RUNNER UP

KDP Mattress Parts
Zippers

Bed Retailer Of The Year



WINNER

Silent Night



RUNNER UP

The Mattress Store

Good Night Sleep Award



WINNER

Jumeirah Emirates Towers



RUNNER UP

Grand Hyatt

COME VISIT US ON OUR 3RD EDITION



7-9 JUNE 2022

SHEIKH SAEED HALL 1, DUBAI WORLD TRADE CENTRE

CO - LOCATED WITH



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