

# POST-SHOW REPORT 2025

SLEEP EXPO MIDDLE EAST

7<sup>TH</sup> EDITION

SLEEP  
EXPO

THE SHOW FOR THE  
MATTRESS AND BEDDING INDUSTRY

# DRIVING BUSINESS GROWTH IN THE GLOBAL SLEEP INDUSTRY

The 6th Edition of Sleep Expo Middle East, the region's leading trade show for the bedding, mattress, and sleep technology sectors, closed on a high note, delivering three days of deal-making, product innovation, and strategic networking.

With 120+ international brands exhibiting, the event served as a powerful marketplace where global brands launched new products, forged partnerships, and unlocked business opportunities across the Middle East, Africa, and beyond. Exhibitors showcased the latest in smart sleep technology, sustainable materials, and advanced manufacturing solutions, attracting decision-makers and buyers eager to source the Smart Bedding & Finished Products Zone was especially popular with key brands showcasing their top innovations.

The Sleep Expo ME Conference further amplified business value, with 40 global experts delivering 20 high-impact sessions that provided market intelligence, growth strategies, and actionable insights on industry trends. These sessions empowered attendees with the knowledge to navigate challenges and capitalize on the fast-evolving global sleep economy.

Building on this success, Media Fusion proudly announces the 7th Edition of Sleep Expo Middle East, taking place from 28–30 September 2026 at the Dubai World Trade Centre, UAE.



**120**  
EXHIBITORS



**6,400+**  
VISITORS



**40+**  
SPEAKERS

# NETWORKING EVENT: TURKEY

We conducted an exclusive networking event in Turkey to engage participants from the region. With great support from our partners at Innova Bedding, we had over 50 manufacturers and suppliers of raw materials, components and machinery from the mattress and bedding industry gather. The event showcase the value that Sleep Expo ME bring to the industry in the region.

During the event, notable industry leaders, including Onder Honi from Innova Bedding and @SelçukAslantaş from boytekstekstil shared their inspiring success stories and positive experience as exhibitors at Sleep Expo ME, and highlighted how the show is an ideal platform for the Turkey market.

We extend our heartfelt gratitude to all participants and our partners at Inno Mattress Components for their active participation, which was instrumental in making this event a resounding success.







## CONFERENCE HIGHLIGHT 2025

The 6th Sleep Expo Middle East Conference cemented its position as the leading knowledge platform for the region's sleep industry. Over three days, it brought together experts, innovators, and decision-makers to explore the future of sleep through technology, sustainability, and wellness.



Keynotes, fireside chats, and panels tackled smart sleep solutions, eco-friendly materials, foam innovations, circular economy models, and evolving consumer needs. Industry leaders such as Leggett & Platt, Intercoil, National Foam Factory Qatar, Sheela Foam, Biocrystal Technologies, and Cambridge Sleep Sciences shared forward-looking insights and strategies driving growth.



By combining cutting-edge discussions with actionable business solutions, Sleep Expo ME 2025 shaped industry innovation, fostered collaboration, and created real opportunities for exhibitors and stakeholders.



## PRODUCT SHOWCASES

- Machinery & Technologies
- Mattress Machinery Lines, Foam Cutting
- equipment and machines, Quilting
- Machinery, etc.
- Mattress Raw Materials & Accessories
- Foam, Springs, Fabric, Fibre, etc.
- Finished Products eg. Bedsheets,
- Comforters, Duvets, Mattress Toppers, etc.
- Sleep Accessories & Technology.
- Audio & Lighting Devices, Environmental
- Monitoring Sleep Appliances, Eye Patch &
- Eye care solutions, Sensors, Wake, &
- Motion Tech etc.

## KEY EXHIBITING REGIONS



Austria  
 Bulgaria  
 China  
 India  
 Italy  
 Malaysia  
 Pakistan  
 Saudi Arabia  
 Serbia  
 Singapore  
 South Korea  
 Sri Lanka  
 Thailand  
 Turkey  
 United Arab Emirates  
 United Kingdom  
 United States  
 Vietnam

## KEY EXHIBITING BRANDS



# EXHIBITOR TESTIMONIALS

*"Sleep Expo Middle East 2025 was a tremendous success for us. Our Biocrystal®-enhanced Hugg Sleep mattress received amazing attention from visitors, retailers, and media alike — proving the growing demand for natural, science-backed stress-relief solutions. The event provided an excellent platform to showcase innovation, connect with industry leaders, and strengthen our brand presence in the region. A true milestone for Hugg Sleep and Biocrystal® in the Middle East."*

**Vesna Pavletic**

*Entrepreneur & Innovator, Biocrystal® technology*

*"Thank you, Sleep Expo Middle East 2025! We are proud to have showcased our own technology in a new market, grateful for the opportunity to connect with professionals from around the world, and inspired by how innovation and sustainability are shaping the future of the mattress industry."*

*Three things stood out for us — listening to the challenges of the sector, building genuine connections beyond business, and representing not just our technology but our values."*

*A heartfelt thank-you to the organizers and to Mr. Adnaan Petiwala for his vision and support in making this experience truly meaningful. We look forward to continuing this journey of growth and innovation."*

**Jordi Tormo Barahona,**  
*Técnical commercial, Visdeltex*

*"I have participated five times at Sleep Expo Middle East, and each edition has been better than the last. The event continues to raise the bar in showcasing innovation and connecting the sleep industry. My sincere thanks to Mr. Taher Adnaan Petiwala and the entire Sleep Expo Middle East and Media Fusion L.L.C. team for their excellent organization and dedication to growing this platform year after year."*

**Önder Honi**

*CEO, Innova Bedding & Inno Ltd,  
Natural And Luxury Bedding And Mattresses*

*"Sleep Expo Middle East 2025 has been a fantastic experience for us. As pioneers in flexible foam machinery in India, it's inspiring to see how the mattress and foam industry is evolving in the right direction. The event provides a great platform to connect with industry professionals, explore innovations, and share our expertise. We look forward to being part of Sleep Expo for many more years to come."*

**Anurag Puri**

*CEO, AS Enterprises*

*"This is our third time participating at Sleep Expo Middle East, and it continues to be a very important event for us. As Boyteks, a manufacturer of jacquard and woven knitted mattress fabrics, we truly value the platform this show provides to connect with clients from across the region. Sleep Expo is not just significant for the UAE, but for the entire industry. Thank you to the organizers and team — we're very pleased to be here and look forward to returning next year."*

**Aydm AYDIN**

*Marketing & Brand Manager at Boyteks  
Tekstil San. ve Tic. A.S.*



## VISITOR PROFILES



Mattress Retailers / Distributors



Mattress Exporters & Importers



Soft Furnishing Manufacturers



Home furnishing Retailers



Mattress Manufacturers



Foam Manufacturers



Mattress Raw Material



Importers Home Textile Producers

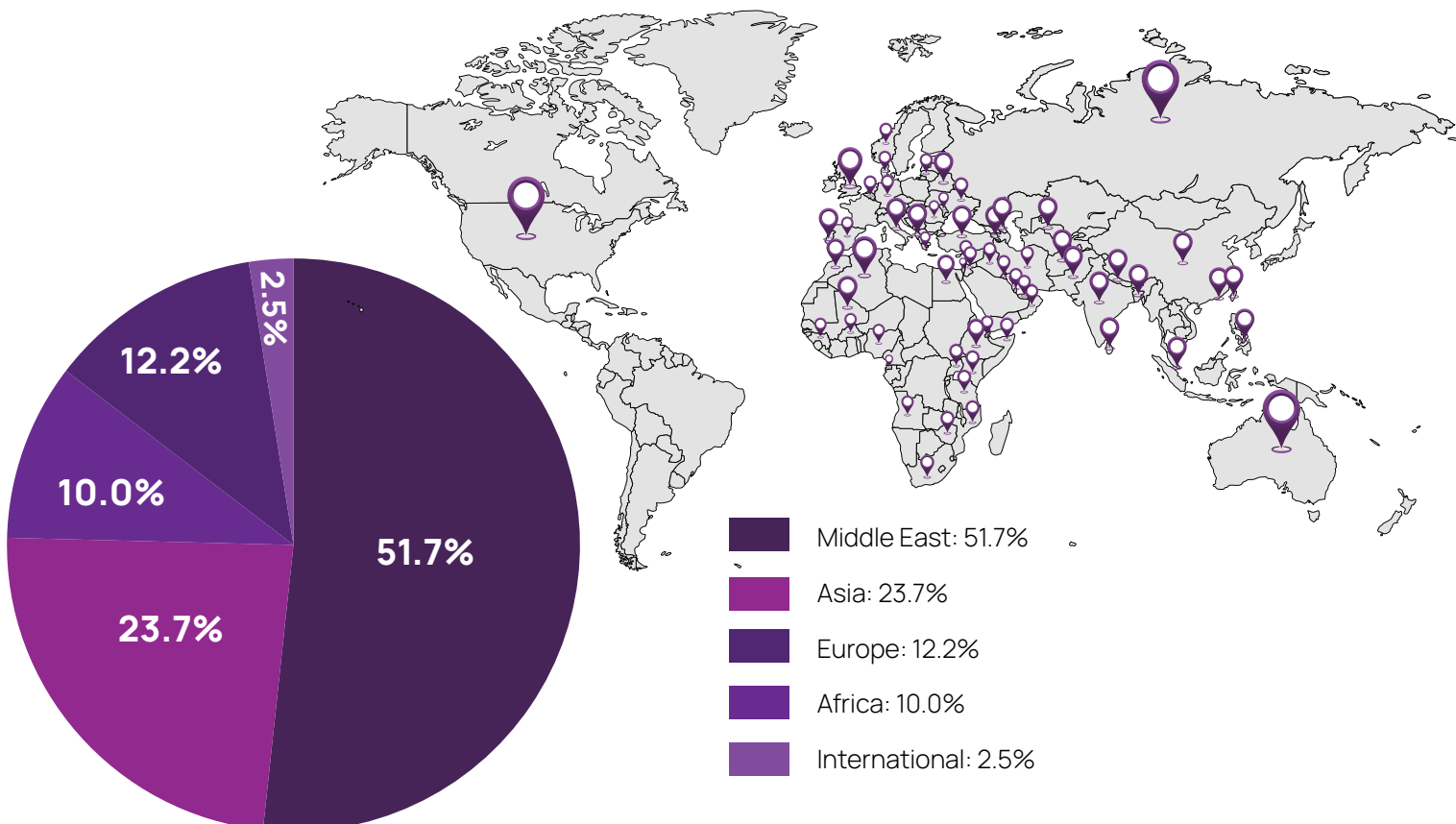


Foam Retailers / Distributors

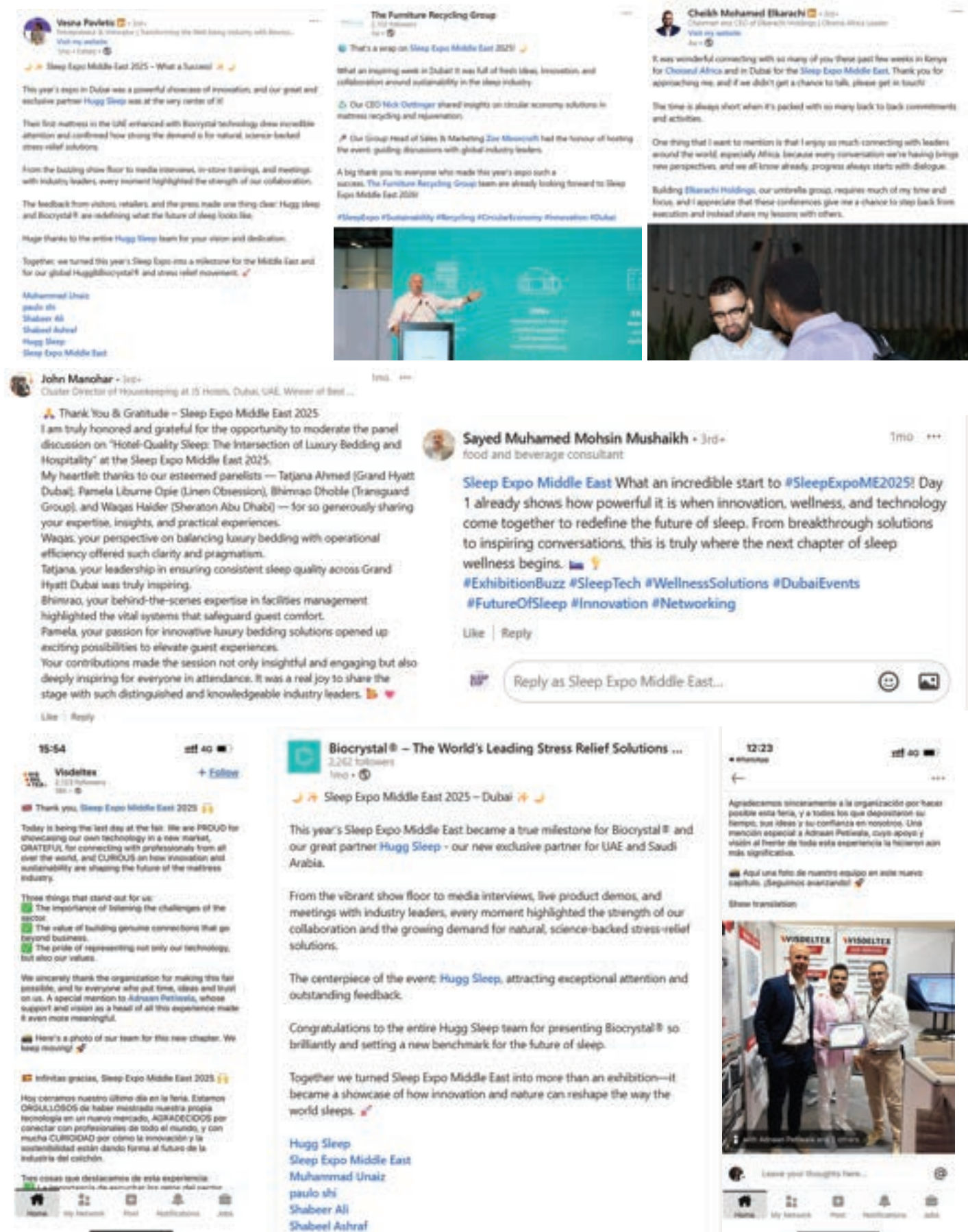
## KEY VISITING BRANDS



## TOP VISITING REGIONS



## THE BUZZ CREATED





# VISITOR TESTIMONIALS

*“Turkish companies proudly participated in Sleep Expo Middle East 2025, showcasing innovative sleep solutions and manufacturing excellence to a global audience. The event provided a valuable opportunity to connect with international buyers, explore new market trends, and highlight Turkey’s growing presence in the sleep and bedding industry. Through collaborative efforts and strong representation, Turkish exhibitors demonstrated their commitment to quality, innovation, and expanding trade relations in the Middle East.”*

**Beste Öztürk, Commercial Attaché -**  
*Consulate General of Türkiye in Dubai*

*“Sleep Expo Middle East was an incredible experience showcasing innovative solutions for better sleep. One of the most impactful highlights was learning about the integration of biocrystals into foam — a remarkable advancement for stress relief and improved sleep quality. Thank you for presenting such meaningful, science-driven solutions that truly redefine restorative sleep.”*

**Nuredin Muhammed**  
*Plant Manager, Maleda Foam and Plastic Manufacturing*

*“Truly grateful for the opportunity to moderate the panel “Hotel-Quality Sleep: The Intersection of Luxury Bedding and Hospitality” at Sleep Expo Middle East 2025. Heartfelt thanks to Tatjana Ahmed, Pamela Lilburne Opie, Bhimrao Dhoble, and Waqas Haider for sharing such valuable insights on elevating guest comfort and redefining luxury sleep.*

**John Manohar**  
*Cluster Director of Housekeeping at  
J5 Hotels, Dubai, UAE*

*I really enjoyed being on Hotel-Quality Sleep: The Intersection of Luxury Bedding and Hospitality” panel and hearing the perspectives from the other industry leaders. Thank you to Sleep Expo Middle East for a fabulous exhibition. It was wonderful to see so much new innovation in sleeping products.*

**Pamela Lilburne Opie**  
*CEO & Founder of Linen Obsession  
Textile Trading LLC*

*A big thank you to the Sleep Expo team and all the organizers. It was truly a wonderful experience, and I personally enjoyed being part of the panel session—especially sharing the stage with such experienced panelists. Grateful once again to the Expo team for this opportunity.”*

**Waqas Haider**  
*Executive Housekeeper*

*“Attending Sleep Expo Middle East 2025 at the Dubai World Trade Centre was an eye-opening experience. The event showcased how sleep technology, wellness, and innovation are transforming the way we rest and live. From cutting-edge mattresses and bedding solutions to conversations with industry leaders, every moment offered valuable insights into the future of the sleep industry. It was a reminder that curiosity and exploration lead to the most meaningful learning experiences.”*

**Vidhi Kothia, Forward Program Learner - Cohort 2025, McKinsey & Company**

## ADVISORY BOARD 2025



**Hassan Abbas Ali Al-Hazeem**  
Chairman  
Intercoil Holding Group



**Cheikh Mohamed Elkarachi**  
Chairman & CEO  
Elkarachi Holdings & RIM FOAM



**Zoe Flynn née Moorcroft**  
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TFRGroup



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Leggett & Platt, Inc. - International Bedding Unit

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LOUNGE SPONSOR



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ASSOCIATION PARTNERS



SLEEP TECHNOLOGY PARTNER



SLEEP HEALTH PARTNER



LATEX FOAM PARTNER



MEDIA PARTNERS



## FOR EXHIBITION & SPONSORSHIP OPPORTUNITIES:

Middle East, Africa & India

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