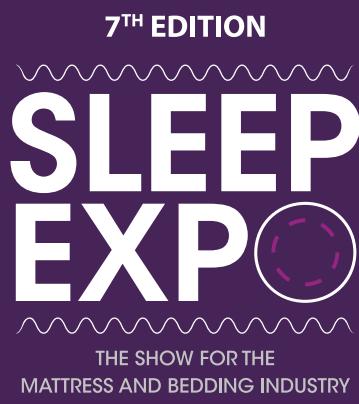


POST-SHOW REPORT 2025

SLEEP EXPO MIDDLE EAST



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.”

Aydin 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

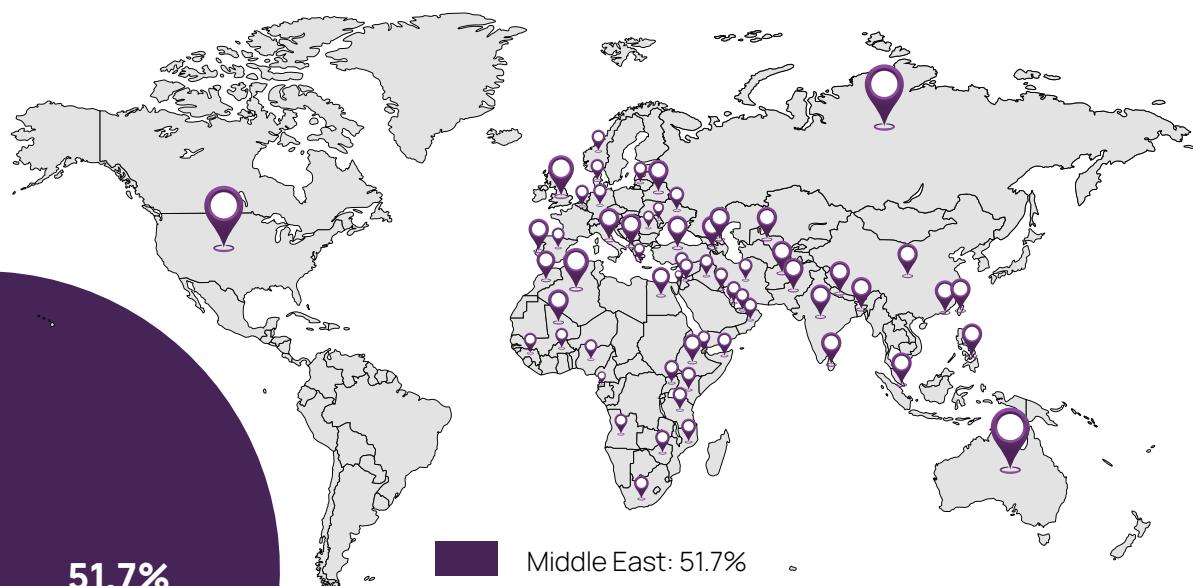
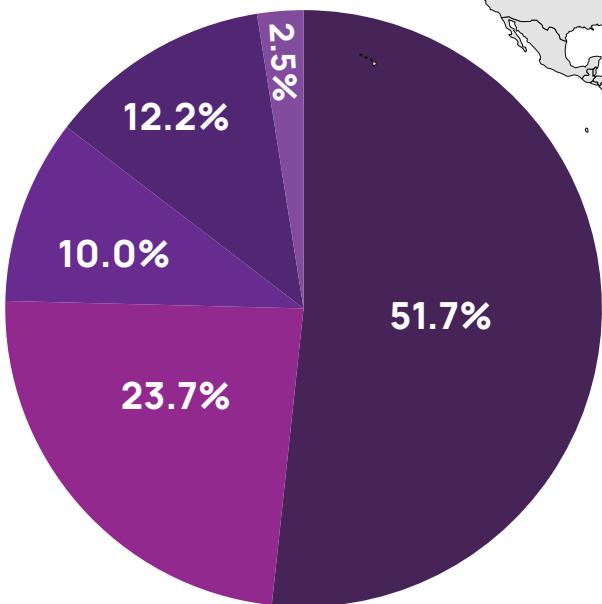


Foam Retailers / Distributors

KEY VISITING BRANDS



TOP VISITING REGIONS



- █ Middle East: 51.7%
- █ Asia: 23.7%
- █ Europe: 12.2%
- █ Africa: 10.0%
- █ International: 2.5%

THE BUZZ CREATED

Venice Pavletis 3rd+ · Entrepreneur & Innovator | Transforming the Mattress Industry with Biocystal
Visit my website · View my profile · [Share](#)

Sleep Expo Middle East 2025 - What a Success! 🎉

This year's expo in Dubai was a powerful showcase of innovation, and our great and exclusive partner [Hugg Sleep](#) was at the very center of it! Their first mattress in the UAE launched with Biocystal technology drew incredible attention and confirmed how strong the demand is for natural, science-backed stress-relief solutions.

From the bustling show floor to media interviews, in-store trainings, and meetings with industry leaders, every moment highlighted the strength of our collaboration. The feedback from visitors, retailers, and the press made one thing clear: Hugg Sleep and Biocystal® are redefining what the future of sleep looks like.

Huge thanks to the entire [Hugg Sleep](#) team for your vision and dedication. Together, we turned this year's Sleep Expo into a milestone for the Middle East and for our global HuggBiocystal® and stress relief movement. 🌎

Muhammad Unaiz
paulo shi
Shabeer Ali
Shabeel Ashraf
Hugg Sleep
Sleep Expo Middle East

The Furniture Recycling Group 2,102 followers · [View profile](#)

That's a wrap on Sleep Expo Middle East 2025! 🎉

What an inspiring week in Dubai! It was full of fresh ideas, innovation, and collaboration around sustainability in the sleep industry.

Our CEO Nick Dettinger shared insights on circular economy solutions in mattress recycling and regeneration.

Our Group Head of Sales & Marketing, Zia Miancroft had the honour of hosting the event, guiding discussions with global industry leaders.

A big thank you to everyone who made this year's expo such a success. The Furniture Recycling Group team are already looking forward to Sleep Expo Middle East 2026! 🌎

#SleepExpo #Sustainability #Recycling #CircularEconomy #Innovation #Dubai



Cheikh Mohamed Elkarachi 3rd+ · [View profile](#)

It was wonderful connecting with so many of you these past few weeks in Kenya for Chosen Africa and in Dubai for the Sleep Expo Middle East. Thank you for approaching me, and if we didn't get a chance to talk, please get in touch!

The time is always short when it's packed with so many back to back commitments and activities.

One thing that I want to mention is that I enjoy as much connecting with leaders around the world, especially Africa, because every conversation we're having brings new perspectives, and we all know already, progress always starts with dialogue.

Building Elkarachi Holdings, our umbrella group, requires much of my time and focus, and I appreciate that these conferences give me a chance to step back from execution and instead share my lessons with others.



John Manohar 3rd+ · Cluster Director of Housekeeping at I5 Hotels, Dubai, UAE. Winner of Best...

Thank You & Gratitude - Sleep Expo Middle East 2025

I am truly honored and grateful for the opportunity to moderate the panel discussion on 'Hotel-Quality Sleep: The Intersection of Luxury Bedding and Hospitality' at the Sleep Expo Middle East 2025.

My heartfelt thanks to our esteemed panelists — Tatjana Ahmed (Grand Hyatt Dubai), Pamela Liburne Opie (Linen Obsession), Bhimrao Dhole (Transguard Group), and Waqas Haider (Sheraton Abu Dhabi) — for so generously sharing your expertise, insights, and practical experiences.

Waqas, your perspective on balancing luxury bedding with operational efficiency offered such clarity and pragmatism.

Tatjana, your leadership in ensuring consistent sleep quality across Grand Hyatt Dubai was truly inspiring.

Bhimrao, your behind-the-scenes expertise in facilities management highlighted the vital systems that safeguard guest comfort.

Pamela, your passion for innovative luxury bedding solutions opened up exciting possibilities to elevate guest experiences.

Your contributions made the session not only insightful and engaging but also deeply inspiring for everyone in attendance. It was a real joy to share the stage with such distinguished and knowledgeable industry leaders. 🎉

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15:54

at 40

+ Follow

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1 hr ago

Thank you, Sleep Expo Middle East 2025! 🎉

Today is being the last day at the fair. We are PROUD for showcasing our own technology in a new market, GRATEFUL for connecting with professionals from all over the world, and CURIOUS on how innovation and sustainability are shaping the future of the mattress industry.

These things that stand out for us:

- The importance of listening the challenges of the sector.
- The value of building genuine connection that go beyond business.
- The pride of representing not only our technology, but also our values.

We sincerely thank the organization for making this fair possible, and to everyone who put time, ideas and trust on us. A special mention to Adrián Petrela, whose support and vision as a head of all this experience made it even more meaningful.

Here's a photo of our team for this new chapter. We keep moving! 🎉

Infinitas gracias, Sleep Expo Middle East 2025! 🎉

Hoy cerramos nuestro último día en la feria. Estamos ORGULLOSOS de haber mostrado nuestra propia tecnología en un nuevo mercado, AGRADECIDOS por conectar con profesionales de todo el mundo, y con mucha CURIOSIDAD por cómo la innovación y la sostenibilidad están dando forma al futuro de la industria del colchón.

Todos estos que destacan de esta experiencia:

La importancia de escuchar los desafíos del sector.

El valor de construir una conexión genuina que va más allá del negocio.

La orgullosa representación no solo de nuestra tecnología, sino también de nuestros valores.

Adrián Petrela, su apoyo y visión al frente de todo esta experiencia la hicieron aún más significativa.

Estos son los momentos que destacan de esta experiencia:

La importancia de escuchar los desafíos del sector.

El valor de construir una conexión genuina que va más allá del negocio.

La orgullosa representación no solo de nuestra tecnología, sino también de nuestros valores.

Adrián Petrela, su apoyo y visión al frente de todo esta experiencia la hicieron aún más significativa.

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Biocystal® – The World's Leading Stress Relief Solutions ...

2,262 followers

1 hr ago

Sleep Expo Middle East 2025 – Dubai 🎉

This year's Sleep Expo Middle East became a true milestone for Biocystal® and our great partner [Hugg Sleep](#) - our new exclusive partner for UAE and Saudi Arabia.

From the vibrant show floor to media interviews, live product demos, and meetings with industry leaders, every moment highlighted the strength of our collaboration and the growing demand for natural, science-backed stress-relief solutions.

The centerpiece of the event: [Hugg Sleep](#), attracting exceptional attention and outstanding feedback.

Congratulations to the entire Hugg Sleep team for presenting Biocystal® so brilliantly and setting a new benchmark for the future of sleep.

Together we turned Sleep Expo Middle East into more than an exhibition—it became a showcase of how innovation and nature can reshape the way the world sleeps. 🎉

Hugg Sleep
Sleep Expo Middle East
Muhammad Unaiz
paulo shi
Shabeer Ali
Shabeel Ashraf

12:23

at 40

←

Agradecemos sinceramente a la organización por hacer posible esta feria, y a todos los que depositaron su tiempo, sus ideas y su confianza en nosotros. Una mención especial a Adrián Petrela, cuya apoyo y visión al frente de todo esta experiencia la hicieron aún más significativa.

Aquí una foto de nuestro equipo en este nuevo espacio. ¡Siguiendo avanzando! 🎉

[Show translation](#)



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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.”

Bezte 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

“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

“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 Liburne 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

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