

THE LARGEST INTERNATIONAL EXPO FOR THE PRINTING, SIGNAGE, GRAPHIC & IMAGING INDUSTRIES IN THE MIDDLE EAST AND AFRICA REGION



# POST SHOW REPORT 2025



22 - 24 September 2025  
Dubai World Trade Centre

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# Introduction

SGI Dubai 2025 has successfully concluded at the Dubai World Trade Centre, cementing its position as the Middle East & Africa's premier trade event for the printing and signage industry. Over the three days of the exhibition, the show floor was bustling with serious buyers, live demonstrations, and a steady stream of deal-making across large-format printing, digital signage, textile printing, CNC, laser, 3D, and car-wrapping solutions.

Exhibitors reported exceptional results, with several companies confirming that their machines were completely sold out on-site. Many others closed multiple orders during the show and generated a significant pipeline of qualified leads that will translate into strong business over the coming months. This immediate return on investment once again highlighted SGI Dubai's reputation as a results-driven platform where exhibitors achieve tangible business outcomes.

## OVERVIEW

- 28TH EDITION
- 23 COUNTRIES REPRESENTED
- THOUSANDS OF VISITORS FROM ACROSS 89 COUNTRIES



- Wide format printers
- Textile printers
- Digital signage
- Automobile wrap films
- LED signage
- Fabricators
- Metal cutting machines
- Gifts and promotional material
- Paper

## MEDIA PARTNERS

# MEPrinter

Middle East Print Communication Magazine  
مجلة متخصصة في عالم الطباعة في الشرق الأوسط

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## INTERNATIONAL PARTNERS



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global  
SIGNS



VietAd



# Exhibitors

The event also welcomed new exhibitors from regions such as North Africa and Australia, underlining the global appeal of SGI Dubai and its role in opening doors to new markets. Their participation enriched the show floor with a wider variety of technologies and solutions, strengthening the exhibition's profile as an international hub.

The comprehensive show profile reflected the full breadth of the industry—from wide-format printing and textile applications to LED signage, digital displays, fabrication, engraving, and car wrapping. Each category drew strong engagement from visitors, who were eager to explore technologies that combine automation, sustainability, and cost efficiency. Live demonstrations across the halls created a vibrant marketplace where decision-makers could see innovations in action before making investment commitments.



## EXHIBITORS PARTICIPATION ANALYSIS

**80%** NEW BUSINESS ENQUIRIES

**79%** SPOT ORDERS

**75%** MET WITH EXISTING CLIENTS  
FOR NEW ORDER POSSIBILITIES

**52%** NEW PRODUCTS LAUNCH

**51%** IDENTIFY AGENTS / DISTRIBUTORS

# Exhibitors



## EXHIBITORS WILLING TO BE PART OF SGI DUBAI 2026

80%

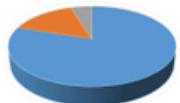


YES

20%

WILL DECIDE LATER

### SPOT SALES ACHIEVED



- 80% The Exhibitors have sold all the exhibited products
- 15% The exhibitors have their orders generated during the show

# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

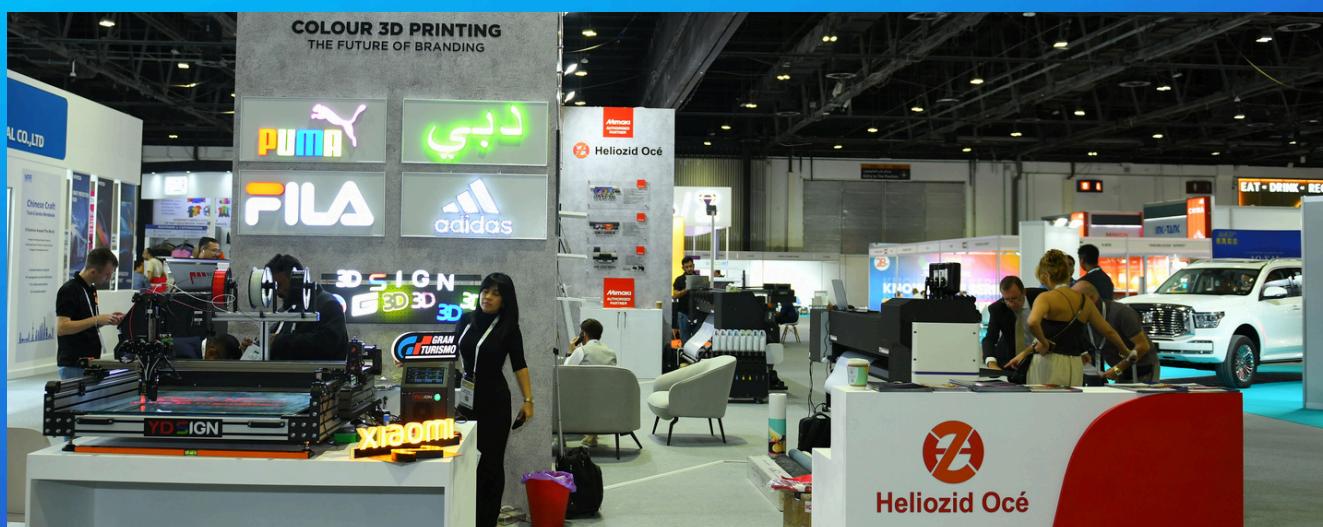
## NOAF ADVERTISING LLC

We are participating for the second time in SGI Dubai. This year, we are showcasing our new partnerships, who are manufacturers of UV and hybrid machines, as well as DTF and eco-solvent machines. All the machines on our stand have already been sold, which is a testament to the interest we've received. We also represent Vulcan, a brand specializing in cutting machines. The response from visitors has been fantastic, and we're looking forward to more success through SGI over the years.



## HELIOZID OCE EMIRATES LLC

We are pioneers in the printing & signage industry we have been in the business for 50 years plus. We have wide range of products for all types of graphic solutions, we are representing many brands under our portfolio and SGI Dubai is the right platform for brands like ours to be, and we are happy to be a part of SGI for so many years. It is the best show for this industry. We will meet again in SGI Dubai 2026



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## WELLCARE ADVERTISING SOLUTIONS

Wellcare has been participating in SGI for the past 16 years. This year, we've brought our full range of products, offering complete solutions for the advertising and signage industry. We have a wide range of printers from global brands and we're showcasing cutting machines, CNC routers, and laser machines. We are also launching our flagship printer with fluorescent inks and a gold foiling option, which is one of our major launches this year. SGI is always the best exhibition in this Middle East and Africa region, and we are proud to be part of SGI Dubai 2025.



## AL MAHIR PRINTING EQUIP. TR. LLC

We've been in the business for 26 years, and we've participated in SGI ever since. This year, we are focusing on a special foiling machine and new DTF technology. We deal with a wide range of printing machines and materials. SGI has always been a fantastic platform for us to showcase our services. We are thrilled to be part of SGI and look forward to benefiting from this experience once again.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## BECARVE

My name is Eric, and I'm the owner of Becarve, an international machinery trading company. We have been in the advertising and industrial equipment business since 2013, supplying machines and providing service solutions to our customers for more than 10 years.

We've been participating in the SGI Exhibition for over 10 years, and every year it helps us connect with many new customers and get more inquiries. This year, at SGI 2025, we are proud to say that we sold out all our machines. Each exhibition gives us a great opportunity to grow our business and serve our customers better.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## AL RABETA

I'm Khalid Sheik, Chief Commercial Officer of Memphis Group and Marketing Director for Al Rabeta, one of our group companies. We're excited to launch Al Rabeta in the UAE this year.

Al Rabeta is a distributor for several major machinery brands, including Yaslin and others. Over the past three days, we've been showcasing the latest technologies to the Emirati market—such as double-sided printing, flatbed printing, and AI precision printing.

It's been a great experience connecting with key players, customers, and partners in the region. We look forward to seeing you again at SGI Dubai 2026. It was truly a pleasure being part of this year's event. Thank you so much!



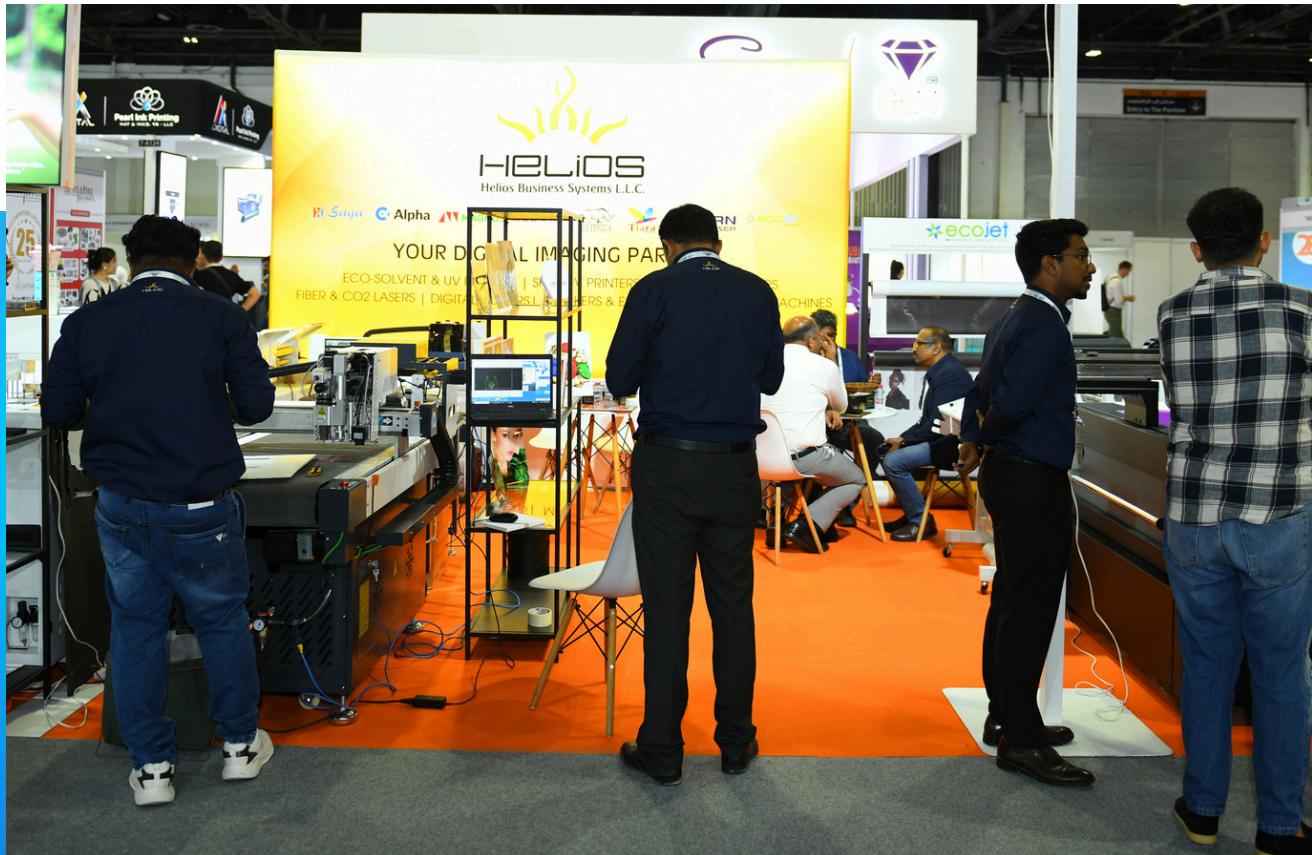
# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## HELIOS

My name is Nandi Kishore. I am representing Helios Business Systems. We are a company that's two decades old in the market. We've been here since 2006 and this is probably our 25th year, 20th year with SGI. So we've been there since the inception,

So we are presenting our range of UV printing machines and cutting machines. The main focus is on our UV 60 by 90 printing machine that has a wide range of capabilities.

And yeah, the turnout has been excellent this year. As always, we've had almost 200 customers visit us all this time, and we're looking forward to more interactions. Thank you very much.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## SABAZU

My name is Girish, Managing Director of Sabazu. We operate in the UAE, Oman, Bahrain, Qatar, Saudi Arabia, and India. Our main business is digital printers from Alvin and Grandor.

We also manufacture our own fiber laser welding machines in the UAE. Our main facility is in Umm Al Quwain, and we have an office in Al Qusais Industrial Area. At SGI Dubai 2025, we are showcasing four types of fiber laser welding machines — 2kW, 1.5kW, 3kW, and pulse welding models. These machines can weld thin materials like 0.2mm to 1.2mm stainless steel and aluminum sheets. We also have a 6kW fiber laser welding machine, the first of its kind in the market, which can weld up to 14mm stainless steel, 12mm mild steel, and 8mm aluminum. Our machines have an advanced temperature control system that ensures high-quality and consistent results.

We have an excellent service team across all the countries we operate in, offering 24/7 support. Our mobile app makes service requests easier and faster. We've been part of SGI Dubai for several years, and this year's exhibition was a great success with strong sales. We look forward to continuing our participation in future SGI events.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## RELIANCE

My name is Ibrahim from Reliance Advertising. We specialize in multifunction machines for printing on gift items, large-format heat press applications, T-shirts, and more.

Today, I'll be presenting our range of machines.

This machine does direct printing on board sheets.

Here, you can see a 3D silicon effect — it's created using the same machine and process, but with a different type of ink.

We also have another model — an A2-size machine (640 x 600 mm) — which offers direct printing with a built-in camera for precise results.

We have our laser fiber marking machine. It engraves directly on the surface and completes the process in just a few seconds.

This machine provides A3-size full-color printing with varnish. It supports sizes up to A1, A2, and A3 (50 x 50 x 30 cm), allowing high-quality printing across various materials. We can also print on bottles using a rotary frame, and we have a double-station cap heat press machine as well.

This year's SGI show has been truly amazing. The organizers are very supportive, and we're confident that this event will open great opportunities for us.

We look forward to receiving positive feedback in the coming months.

Thank you so much to the SGI organizers!



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## PLYRIX

I'm charlotte. I'm a Client Relationship Manager at Plyrix. basically what we do is we're an asset management system for the signage industry. we are developing into other verticals such as HVAC and a QSM light, which allows you to track and manage any asset type. We are exhibiting for the first time in the UAE. Really exciting opportunity. SGI has treated us amazingly. We look forward to potentially coming back in 2026.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## HADAYA AL KHALEEJ

This is Jaish. Jaish Badlani from HAK plus, and we are here in SGI, Dubai, 2025, it is really nice to be in this exhibition to meet all the people from GCC and Africa, coming and connecting over here and making sure the industry is still growing, and we are just a part of that industry. And we are here showcasing our product product range, because we are from corporate gifting and promotional industry, and we have our stall here with all our eight categories that we are promoting here. And we are a one stop shop from product to print. So all the resellers, all the customers that they can come to us. They can pick the product they want. They can customize any sort of product they are looking for, and we can also have the branding aspect to it. So in one place, you get your complete marketing straight for your promotional requirements. So contact us if it is if you are looking for a promotional item. But this show SGI has been really nice. I wish them luck and looking forward for more. Thank you.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## GEM PAYA

This is Amir from the GEM PAYA Trading Company. We are providing advertising material for the Middle East. We run this business for nearly 20 years now, we are a complete provider with this kind of product for lighting, acrylic and other material. Regarding SGI this is the first time we're participating and so far the response has been very good, we met a lot of costumers and we will participate in SGI Dubai 2026 for sure!



## PEARL INK

My name is Mohammad Avez. I'm from Pearl Ink. I'm the General Manager of Pearl Ink digital. We have put so many machine in this SGI show, sublimation printer, UV printer, DTF printers and it's been a great show, and so many customers have visited and almost all the machines we have sold it, and the show was very nice. Thank you SGI 2025.



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## JET GENERAL TRADING

I'm Rika, and our company name is JET General Trading. We have the DTF, and we have also UV machines. Our company JET General Trading is located at Al Sharjah industrial city. And its great to be part of this great show SGI Dubai.. and we are been participating in SGI for numerous years.. and we will always participate, since there is always visitors for SGI.. and we will participate in SGI DUBAI 2026 .



# EXHIBITORS'S SUCCESS AT SGI DUBAI 2025

## LED CORNER

I'm Joe from LED Corner. We have been taking part in the SGI exhibition for many years. This year, we are showcasing our LED strip lights and our special customized profiles. We also do customized signage work.

Our branches are located across the UAE — in Ajman, Abu Dhabi, and Sharjah. We're very excited to participate in SGI 2025 and to present our latest advanced lighting technologies.

We've been with SGI Dubai for a long time, and we're always happy to be part of it. We'll continue to take part in SGI every year!



# VISITORS ANALYSIS



# VISITOR TURNOUT BY COUNTRIES

Afghanistan	Ghana	Poland
Albania	Hong Kong	Qatar
Algeria	India	Romania
American Samoa	Iran	Russian Federation
Andorra	Iraq	Saipan
Angola	Israel	Saudi Arabia
Anguilla	Italy	Senegal
Argentina	Jamaica	Seychelles
Armenia	Japan	Singapore
Aruba	Jordan	Somalia
Australia	Kazakhstan	South Africa
Austria	Kenya	South Korea
Bahamas	Kuwait	Spain
Bahrain	Kyrgyzstan	Sri Lanka
Bangladesh	Lebanon	Sweden
Barbados	Libya	Syria
Belgium	Madagascar	Taiwan
Brazil	Malaysia	Tanzania
Bulgaria	Maldives	Tunisia
Burma (Myanmar)	Mauritius	Turkey
Cameroon	Mexico	UAE
Cape Verde	Morocco	Uganda
Chile	Nepal	United Kingdom
China	Netherlands, The	Uzbekistan
Congo	New Zealand	Vanuatu
Denmark	Nigeria	Vietnam
Djibouti	Oman	Yemen
Egypt	Pakistan	
France	Palestine	
Georgia	Peru	
Germany	Philippines	

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Lalaram Suthar: "We view SGI as a critical driver of our growth strategy." PG 07

# PrintWeek

June 2025 US\$2.75

MENA

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## NEWS



## Konica Minolta Global Conference 2025

Konica Minolta successfully concluded its Global Conference 2025, held from May 26 to 29 at the prestigious Le Meridien Dubai Hotel & Conference Centre. PAGE 03

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## PRODUCT OF THE MONTH

### Kodak Prospe Ultra 520

It does not need to lower speeds for high-quality printing. PG 30



## REGIONAL NEWS



### NOAF Advertising

Set to make a bold impact at SGI Dubai 2025. PG 07

## REGIONAL NEWS



### Vinsaks' new installation

First Lombardi SMARTLINE press. PG 03



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Printer**  
 Middle East Print Communication Magazine مجلة الشرق الأوسط للاتصالات المطبوعة

VOL. 26  
ISSUE 202  
MF-02-1824692  
July-August  
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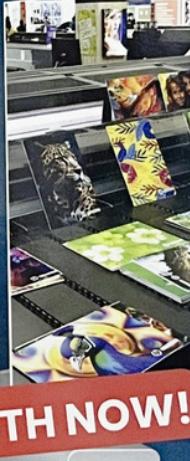
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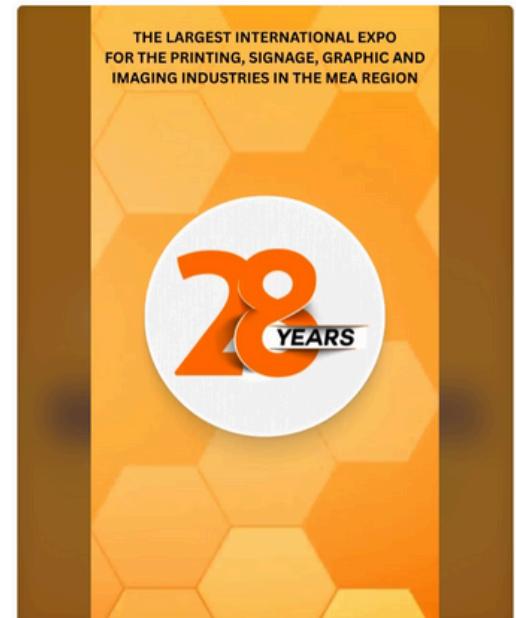
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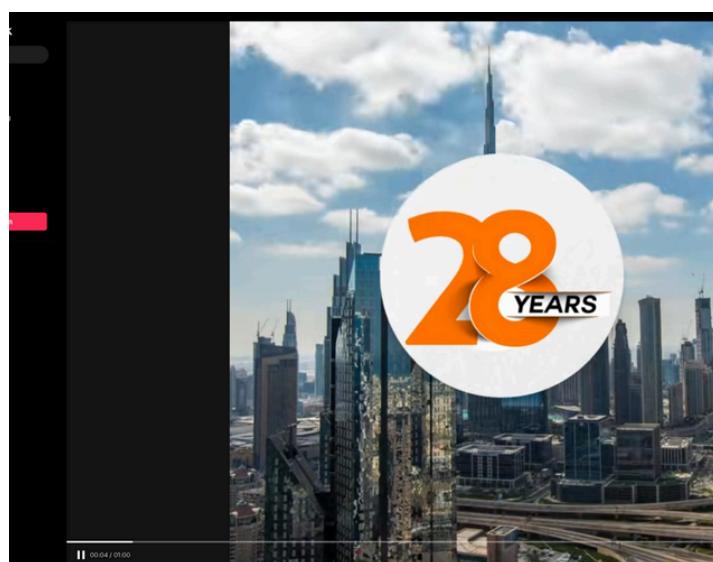
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Source: International Expo-Consults (IEC) Jul 26, 2025

**Sign, Graphics, and Imaging (SGI) Dubai 2025 drives new horizons for Africa's print and signage investors**

Last year, SGI Dubai welcomed over 200 exhibitors from more than 40 countries and tens of thousands of trade visitors representing every major growth market

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DUBAI, United Arab Emirates, July 26, 2025/APO Group -- SGI Dubai 2025 returns to the Dubai World Trade Centre from September 22-24, inviting African investors and trade visitors to witness the latest breakthroughs in printing, labelling and digital signage. As the premier B2B showcase for the Middle East and Africa, this year's 20th edition is calibrated to fast-track market leadership and deliver measurable returns on investment. African visitors can register by clicking on this link - <https://apo-ope.com/3Uq4Urt>.

Africa's printing market is surging, with a regional valuation of approximately USD 2 billion in 2023 and a projected compound annual growth rate of 5.5 percent through 2030 according to 6W Research (<http://apo-ope.com/4trhOul>). Simultaneously, the Middle East and Africa digital signage solution market was valued at USD 2.1 billion in 2024 and is forecast to reach USD 2.3 billion in 2025 at an 11 percent CAGR as per Straits Research (<http://apo-ope.com/4tg86C>). These dynamics reflect an accelerating shift toward digital, colour and smart labelling solutions—an imperative for African businesses seeking differentiation and efficiency.

"Africa's print and signage sector stands at the threshold of a new era," said Abdulla Almulla Al Falaknaz, President of International Expo-Consults. "SGI Dubai 2025 is designed to accelerate innovation adoption and analyse partnerships, investors and buyers from Nairobi to Lagos and Cairo to Cape Town will discover the technologies and service models that will redefine productivity, sustainability and profitability across their markets."

Last year, SGI Dubai welcomed over 200 exhibitors from more than 40 countries and tens of thousands of trade visitors representing every major growth market. SGI Dubai 2025 will elevate that experience with purpose-built zones spanning large-format and 3D printing, precision cutting and engraving, end-to-end labelling systems, advanced software platforms, sustainable substrates, and consumables. Live demonstrations, exclusive product launches and hands-on workshops will enable African decision-makers to assess equipment performance, negotiate bespoke tailoring and forge strategic alliances under one roof.

**“** Come to Dubai this September and let SGI Dubai 2025 be the launchpad for your next chapter of growth and success **”**

Registrants gain complimentary entry, access to curated networking lounges, business matchmaking and insights-driven panel sessions led by industry veterans.

SGI Dubai 2025 show profiles encompass the full spectrum of print and signage technology: large-format and wide-format printers, industrial 3D printers, digital display and LED signage, precision laser cutting and engraving, automated finishing systems, end-to-end labelling and barcode reading, workflow software and colour management solutions, sustainable inks and substrates, and specialised materials for automotive wraps, textile printing and retail point-of-sale graphics.

Leading global technology providers will be on the show floor as they will showcase live demos of their latest hardware, consumables and software integrations—offering African buyers unprecedented access to innovations that drive faster turn-around, higher quality and lower total cost of ownership. [www.SignMiddleEast.com](http://www.SignMiddleEast.com).

"I extend a personal invitation to every African print and signage professional to join us at SGI Dubai 2025," added Falaknaz. "This is where you will discover the innovations that will revolutionise your operations, secure partnerships to scale your business across the continent and gain the competitive advantage you need in today's fast-moving markets. Come to Dubai this September and let SGI Dubai 2025 be the launchpad for your next chapter of growth and success."

Distributed by APO Group on behalf of International Expo-Consults (IEC).



**Sign, Graphics, and Imaging (SGI) Dubai 2025 drives new horizons for Africa's print and signage investors (1)**

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Source: Sandton City 14 days ago  
Sandton City Diamond Walk sets the standard for luxury in Africa  
Global luxury brands in the heart of Johannesburg including Louis Vuitton, Gucci, Cartier, Bvlgari, Versace, Burberry, Dolce & Gabbana

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**Africa Finance Corporation**

Source: Africa Finance Corporation (AFC) 15 hours ago  
Africa Finance Corporation Secures USD 100 Million Facility from FinDev Canada, marking its Inaugural Transaction in the Canadian Market

The facility will strengthen AFC's funding base and support a growing pipeline of renewable energy and low-carbon transport projects across Sub-Saharan Africa, further expanding the Corporation's commitment to climate-resilient infrastructure development



# MEDIA CAMPAIGNS

The Largest International Expo for the Printing, Signage, Graphic and Imaging Industries in the Middle East and Africa Region

**SGI Dubai 2025**  
22, 23, 24 SEPTEMBER 2025 | DUBAI WORLD TRADE CENTRE

**WHERE SIGNS LEAD, BUSINESS FOLLOWS**

Be the name behind the signs that shape skylines and retail spaces across the region. Join SGI and own the visual conversation

- Meet top retail chain buyers and visual merchandisers in one place
- Display innovative, modular, and branded display solutions
- Unlock bulk orders from consumer brands and franchise operators

**BOOK YOUR BOOTH NOW!**

For More Information, Please Contact: **RANJIT** +971 50 6452752 | +971 4 3435777 | [sgidubai@decdubai.com](mailto:sgidubai@decdubai.com)

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**WHERE BRANDS BEGIN THEIR VISUAL JOURNEY**

Connect with marketers, media agencies, and brand owners looking for impactful print and signage tools to elevate their campaigns

- Engage directly with advertising decision-makers and marketing managers
- Present solutions that enhance visual storytelling and brand impact
- Position your company as a creative enabler in omnichannel campaigns

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**ILLUMINATE THE MARKET**

Showcase your LED screens, digital signage, and immersive display tech to thousands of high-intent buyers in one power-packed platform

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**TRANSFORM YOUR VISION INTO REALITY WITH SGI DUBAI 2025**

Why SGI Dubai 2025?

- Launchpad for Success:** Use SGI Dubai as a springboard to turn innovative concepts into commercial reality.
- Unparalleled Exposure:** Gain visibility among industry leaders and decision-makers to discover new advancements.
- Accelerate Your Entry:** Use the platform to fast-track your innovations into key regional and global markets.

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**REDEFINE INDUSTRY STANDARDS WITH SGI DUBAI 2025**

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www.signmiddleeast.com

Seize the Spotlight and Showcase your Innovations to a Global Audience

**Why SGI Dubai 2025?**

- Exclusive platform for innovation
- Unveil your latest technologies & products
- Establish your brand's position as a thought leader and dominate conversations within the industry

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**DOMINATE THE INDUSTRY WITH SGI DUBAI 2025**

Put your inks, papers and substrates in front of regional print powerhouses that drive volume daily

- Connect with regional digital and print shops and trade printers
- Position your product for reliability, cost-effectiveness and performance
- Secure volume orders through live demonstrations and sampling

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**BE THE FUEL BEHIND THE INDUSTRY**

Present your automation, color management and production tools to print business aiming to scale smarter and faster

- Demonstrate automation and efficiency to forward-thinking
- Engage with CTOs, production heads and operations teams
- Showcase digital integration and scalability benefits

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**SMART PRINT STARTS HERE**

Put your inks, papers and substrates in front of regional print powerhouses that drive volume daily

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- Position your product for reliability, cost-effectiveness and performance
- Secure volume orders through live demonstrations and sampling

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**COMMAND ATTENTION ON RETAIL @ SGI DUBAI 2025**

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Exhibit your innovations in point-of-purchase and retail display solutions to global retail chains and visual merchandisers

- Meet top retail chain buyers and visual merchandisers in one place
- Display innovative, modular and branded display solutions
- Unlock bulk orders from consumer brands and franchise operators

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**LEAD THE INNOVATION WAVE WITH SGI DUBAI 2025**

**BOOK YOUR BOOTH NOW!**

Exclusive Platform for Innovation: SGI Dubai serves as a platform to unveil your latest technologies and products to an audience actively seeking cutting-edge solutions.

**Drive Collaboration:** Engage in live demonstrations and discussions that can redefine your business trajectory.

**Launchpad for Success:** Use SGI Dubai as a springboard to turn innovative concepts into commercially viable products.

**SHOWCASE YOUR BRAND AS A TRAILBLAZER IN THE VISUAL COMMUNICATIONS AT SGI DUBAI 2025**

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**GREEN IS THE NEW GROWTH**

Show how your sustainable materials and technologies are helping businesses align with the future of retailing.

- Tap into the growing demand for eco-conscious print products
- Collaborate with eco-friendly brands and influencers
- Communicate with the industry's leading experts on environmental energy savings and certifications

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**COMMAND THE FUTURE OF VISUAL COMMUNICATION WITH SGI DUBAI 2025**

Be at the Forefront: Position your brand as a pioneer in the future of visual communication.

**Shape the Industry Trends:** Influence the trajectory of the market and lead the charge into new possibilities.

**Engage with Game-Changers:** Collaborate with innovators who are revolutionizing the future of visual communication technologies.

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## LIGHT UP THE MARKET

Display your innovations in LED walls, digital signage, and immersive tech to an audience ready to upgrade

- Connect with retail, real estate, and FEC developers
- Gain brand visibility through screen-dominated zones
- Sell directly to large-scale entertainment and mall projects

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## BE THE SURFACE EVERYONE PRINTS ON

Whether it's rigid, textile, or eco-friendly media

- Be the choice of tomorrow's printers
- BUILD RELATIONSHIPS WITH MAJOR PRINTING AND ADVERTISING COMPANIES
- EDUCATE BUYERS ON DURABILITY, FINISHES, AND SUSTAINABILITY
- STAY TOP-OF-MIND DURING SUPPLIER-SWITCH DECISIONS

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## AMPLIFY YOUR IMPACT

Unveil your most powerful wide-format systems to a region hungry for bigger, bolder graphics

- Engage production directors and procurement heads committed to high-volume output.
- Showcase oversized prints with live speed and quality demos.
- Secure your leadership role in MEA's expanding visual communications market.

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## PRECISION CUTS, MAXIMUM RETURNS

Demonstrate cutting-edge machining and engraving tools that deliver flawless finishes

- Attract signage fabricators and interior fit-out specialists.
- Host live cutting showcases to prove speed and accuracy.
- Lock in orders from custom-project clients to larger-scale constructors.

**BOOK NOW**

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## ILLUMINATE OPPORTUNITIES

Showcase immersive LED, OLED, and interactive solutions to a market ready for standout visuals

- Meet retail, hospitality, and entertainment developers plotting their next wow factor.
- Feature your tech in high-traffic activation zones for maximum exposure.
- Convert interest into projects for malls, FECs, and themed attractions.

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## BUILD THE NEXT DIMENSION

From rapid prototyping to production parts, show how additive tech is reshaping industries

- Network with engineers, designers, and architects seeking agile manufacturing.
- Run live "idea to object" sessions that highlight additive and precision manufacturing.
- Attract education and manufacturing, healthcare, and bespoke decor segments.

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## CODE THE FUTURE OF PRINT

From Raster Image Processor software to full production automation—exhibit the digital backbone of modern print businesses

- Attract C-suite and IT buyers looking for efficiency
- Stand out in the AI & automation zone
- Position your tech as critical to scale and profitability

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## CRAFT MEMORABLE MOMENTS

Display your retail activations, experiential set-ups, and vehicle wraps that tell brand stories

- Showcase workflow gains in binding, foiling, and cutting.
- Feature large-scale mock-ups in premium exhibit areas.
- Inspire visitors with real-life case studies and design collaborations.

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## POWER THE PRINT SPECTRUM

From rigid panels to sustainable textiles—be the surface everyone prints on next season

- Connect with major print houses evaluating new media options.
- Educate buyers on performance, finishes, and green credentials.
- Influence decisions during peak procurement periods.

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## MAKE YOUR COLOR COUNT



PUT YOUR HIGH-PERFORMANCE INKS IN FRONT OF QUALITY-CONSCIOUS COMMERCIAL PRINTERS.

- TARGET BUYERS LOOKING TO UPGRADE OR OPTIMIZE PRINT QUALITY
- HIGHLIGHT YOUR FORMULATIONS' PERFORMANCE AND SUSTAINABILITY
- BECOME THE GO-TO BRAND FOR HIGH-VOLUME PRINTERS

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## CRAFT TOMORROW'S TEXTILE SOLUTIONS



Present your dye-sublimation, direct-to-garment, and hybrid solutions to textile-forward markets across the region.

- ✓ Tap into the fast-growing demand for soft signage and fashion printing
- ✓ Meet buyers from Apparel, Decor, and Retail sectors
- ✓ Gain exposure through live demo zones and product pavilions

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## FINISH STRONG

HIGHLIGHT YOUR CUTTING, LAMINATING, AND BINDING SOLUTIONS FOR A COMPLETE PRODUCTION VALUE CHAIN



- Showcase the final touches that win clients and contracts
- Meet mid- to high-volume commercial printers and packaging firms
- Help visitors streamline their workflow with your solutions

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## Command the big PICTURE



Showcase your latest wide-format printers to a market building bigger, faster, and smarter.

- ✓ Meet top decision-makers from print service providers, agencies, and F&B brands
- ✓ Demonstrate your machine's capabilities live to buyers
- ✓ Position your brand as a leader in the MEA region's print boom

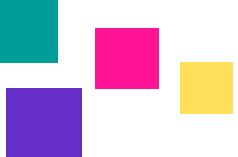
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# SHOW SPECIALS

## KNOWLEDGE SERIES



# APO MEDIA MONITORING REPORT



## MEDIA MONITORING REPORT



Sign, Graphics, and Imaging (SGI) Dubai 2025 drives new horizons for Africa's print and signage investors

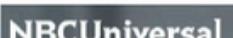
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SGI Dubai 2025 returns to the Dubai World Trade Centre from September 22–24, inviting African investors and trade visitors to witness the latest breakthroughs in printing, labelling and digital signage. As the preeminent B2B showcase for the Middle East and Africa, this year's 20th edition is calibrated to fast-track market leadership and deliver measurable returns on investment. African visitors can register by clicking on this link - <https://apo-opa.co/3U9uYt>.

## Newsedge

Newsedge is a service by Acquire Media, the industry's most technically-sophisticated media delivery service for aggregated content.

**NewsEdge**

**Sign, Graphics, and Imaging (SGI) Dubai 2025 drives new horizons for Africa's print and signage investors**

Last year, SGI Dubai welcomed over 200 exhibitors from more than 40 countries and tens of thousands of trade visitors representing every major growth market

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## Dow Jones Factiva

Dow Jones Factiva is the world's leading news and business information research tool.

**DOW JONES FACTIVA**

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**International Expo Consults (IEC)**

**July 26, 2025 Monday**

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**Body**

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## Tagaday

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**Preview**

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**Sign, Graphics, and Imaging (SGI) Dubai 2025 drives new horizons for Africa's print and signage investors**

International Expo-Consults (IEC)

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Africa's printing market is surging, with a regional valuation of approximately USD 2 billion in 2023 and a projected compound annual growth rate of 5.5 percent through 2030 according to 6Wresearch (<http://apo-oap.co/4fkQoU>). Simultaneously, the Middle East and Africa digital signage solution market was valued at USD 2.1 billion in 2024 and is forecast to reach USD 2.3 billion in 2025.

## Euromoney EMIS

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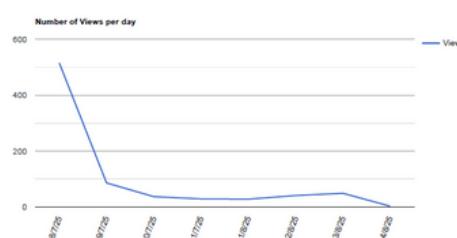
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# SHOW DAILY (DAY 1)



## SGI DUBAI 2025 OPENS AS THE GLOBAL PRINTING MACHINERY MARKET HEADS TO USD 20.5 BILLION BY 2031

Day 1 rallies buyers and manufacturers around concrete demand in large-format, digital signage, and textile printing: MEA investment outlook strengthens through 2030

SGI Dubai 2025 opened today at Dubai World Trade Centre with a clear signal to the market: buyers are investing again—backed by durable capex cycles in printing equipment and accelerating demand for networked signage. As the global printing machinery market advances toward USD 20.5 billion by 2031 industry leaders used Day 1 to convert research-led optimism into orders, partnerships, and technology roadmaps tailored to the Middle East & Africa. H.E. Butti Saeed Al Ghandi, Vice Chairman of Dubai World Trade Centre inaugurated this much-anticipated industry event.

"SGI Dubai has always been a decision-makers show," said Abdulrahman Falaknaz, President, International Expo-Consults (IEC). "This year, the conversations are sharply focused on where automation, greener chemistries, and data make money first—prepress, colour, predictive maintenance, and retail media analytics. You can feel the momentum on the floor. Our buyers are optimising entire workflows, not just machines. Suppliers who combine automation, sustainable materials and measurable outcomes will capture the next five years of growth—SGI is where those partnerships start."

### Market outlook

Independent research indicates sustained growth across SGI's core buying segment. Digital signage is projected to reach USD 45.94 billion by 2030 as retailers, transit and hospitality standardise on digitized, data-driven networks according to Grand View Research. Digital textile printing is on a faster curve, set to almost double to USD 11.6 billion by 2030 as fashion, home and soft signage pivot to agile, low-waste production. On the other hand, large-format printers are forecast to touch USD 10.36 billion by 2030, propelled by short-run, customised applications across retail, events and décor. In the Middle East & Africa, digital signage revenue is projected to reach around USD 2.8 billion by 2030, while commercial displays are set to approach USD 3.6 billion by 2030, underpinned by new malls, airports, transit hubs and smart-city programmes—key demand engines for both displays and printed graphics.



### What's new on the floor

SGI Dubai 2025 builds on the momentum of last year's edition—which highlighted advances in large-format, textile, LED, and digital signage—creating a strong platform for this year's surge in qualified buyers and investment intent. Across the halls, exhibitors are unveiling full product portfolios: high-output large-format systems, networked digital signage and fine-pitch LED; labelling and branding lines geared to short-run, variable jobs for targeted promotions and e-commerce; CNC, laser and metal cutting/engraving cells that integrate print-cut-finish for rapid turnarounds; and 3D-printing capabilities that accelerate jigs, moulds, and bespoke POS components. The SGI Knowledge Series will take place on Day 2 of the show—Tuesday, September 23, 2025—at Dubai World Trade Centre. Designed as SGI's executive learning forum, the programme brings together manufacturers, PSPs, fabricators, media owners and brand leaders for keynotes, panels, and case studies. This year's discussions spotlight near-term, real-world ROI from AI in prepress and colour management, predictive maintenance on the shop floor, programmatic retail media, and sustainable materials and workflows. Attendance is open to registered trade visitors, with sessions tailored to decision-makers looking to turn technology roadmaps into measurable business outcomes.



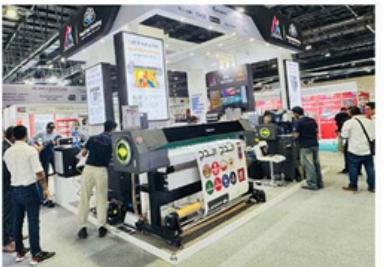
## WELLCARE BRINGS THE INDUSTRY'S BEST TO SGI DUBAI 2025



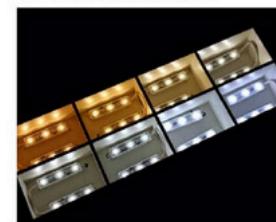
Wellcare has been providing large-format digital printing equipment, substrates, consumables, and solutions for the signage & advertising industry since 2007. We have an active participation in SGI 2025. Wellcare is celebrating the 50th Epson Brand with the launch of the 3 Models - S9100, S8100 & S7100. We also have the acrylic finishing solutions from Saldex, Rigmatech KAKU Direct Dye Sublimation Printers, SUMMA Roll Cutters, UV & Fiber Marking Machines. Wellcare views SGI Dubai as a major platform for networking, showcasing innovations, closing deals, and building associations with new customers from different regions.

## AI DIGITAL AE DEBUTS AT SGI DUBAI 2025

AI Digital AE, a fast-growing provider of large format printers, spare parts, inks, and printing materials, is making its first appearance at SGI Dubai 2025 from September 22–24 at the Dubai World Trade Centre. AI Digital and Pearl Ink Printing are set for the SGI Dubai 2025. At Booth 7-A124, Hall 7 & 8, the company will showcase its latest UV printing technologies, including Fedar UV-A3 and Omajic UV Flatbed Printer, premium DTF technologies both in Fedar and Omajic with industrial options, while also highlighting its technical expertise and consulting services for businesses in the printing sector. "Joining SGI Dubai 2025 is a milestone for us. It's the perfect platform to connect with industry players and present our commitment to quality and innovation," said Israr Ali Shah, Founder & CEO of AI Digital AE. Visitors can explore AI Digital AE's stand: Discover state-of-the-art printing options in UV, Eco, and DTF ranges, also experience a wide range of inks tailored for professional printing needs and connect with the company's team for business collaborations and partnerships. Visit AI Digital AE at Booth 7-A124, Hall 7 & 8.



## ANYLUX UNVEILS LATEST LED SOLUTIONS AT SGI DUBAI 2025



At SGI Dubai 2025, ANYLUX CO., LTD presents its premium LED modules—100% manufactured in Korea since 2011. With continuous participation at SGI since 2012, we have built trusted partnerships with clients across the Middle East, supplying reliable solutions for signage and illumination. Our modules are recognized for: (1) verified Korean origin, (2) outstanding durability and quality, (3) stable, on-time delivery, and (4) versatile designs for diverse applications. From warm to cool tones, our wide color range and modular flexibility empower clients to elevate the look and performance of their advertising displays. As the market sees proven, high-quality components, ANYLUX LED modules aim to extend their reputation for reliability to even more buyers worldwide. (Booth No. 7-A79)

## SHANGHAI HONG YUAN DIGITAL TECH SHOWCASES COLOUR AUTOMATION AND ENERGY EFFICIENT WORKFLOWS

At SGI Dubai 2025, SHANG HAI HONG YUAN DIGITAL TECH. CO., LTD is unveiling the FPU-01, Booth Systems—a large-format platform engineered for Exhibition Booth Decoration and Construction's applications. Visitors can see live jobs from printing to finishing at Booth [Hall 7-A58] and explore more easier, portable, faster installing systems. They believe that the booth system is fashion and future automation. The industry's next infection is AI-assisted colour automation and energy-efficient workflows that lower cost-per-print without sacrificing quality. With projects across the Gulf accelerating—from plane advertisement to 3D and colorful advertisement—buyers are asking for predictable output, greener materials, and service partners who can deliver at speed. Meet our team to map your Q4-Q1 pipeline. (Booth No. 7-A58)



## GUANGDONG TOME AD MEDIA LTD ENTERS SGI DUBAI 2025

At SGI Dubai 2025, TOME is presenting its full portfolio of advertising materials—from self-adhesive vinyl, flex banners, and poster vinyl to easy dot film, acrylic sheets, foam board, Paint Protection Film (PPF), and advanced DTF transfer solutions. Designed for outstanding performance, our products combine innovation and quality to meet the diverse and evolving needs of signage, retail displays, fleet graphics, and promotional campaigns. As customers demand reliable and creative materials to elevate their projects, TOME delivers versatile and eco-friendly solutions that ensure both impact and consistency. Visit us at Booth 8-B87 to explore how we can support your success. (Booth No: 8-B87)



# SHOW DAILY (DAY 1)



## JUMEI-ACRYLIC BRINGS STATE-OF-THE-ART CONCEPTS



At the 2025 SGI Dubai exhibition, Jumei Acrylic will present its wide portfolio of acrylic sheets, including clear, colored, frosted, sanitary, and mirror acrylic sheets. As a professional manufacturer specializing in both cast and extruded acrylic sheets, we are committed to meeting the industry's diverse performance requirements through differentiated production lines. By focusing exclusively on 100% virgin raw materials, we ensure that every sheet delivers exceptional clarity, durability, and stability, with all performance indicators meeting international standards. Certified by ISO 9001:2015 and SGS, our products are trusted worldwide for their quality and consistency. We believe the next industry breakthrough lies in combining sustainable material innovation with advanced processing technologies to meet rising demands in signage, retail, and interior applications. Visit us at booth 8-B66 to explore reliable, eco-friendly, and high-performance acrylic solutions.

## PRINTOGRAPH SHOWCASES INKS AND MATERIALS



Printograph Screen Printing Mat Trading specializes in providing high-quality screen-printing inks and materials. We offer a wide range of trusted ink brands, including Huber, Photokina, Rutland Ink, and Unirich, as well as other premium options. In addition to inks, we supply silk screen printing materials, promotional gifts, corporate gifts, and printing machinery with all necessary consumables. Serving customers across the UAE, GCC countries, and Africa, we are committed to delivering top-notch products and exceptional customer service. Whether you're looking for inks, printing equipment, or custom promotional items, we have the solutions to meet your needs. Visit their booth 7-A109 for more details.

## EARTHBAGS ARE BACK WITH AMAZING PRODUCTS AND CONCEPTS!



30 years, Earthbags has reached customers across 60 countries. During this time, we have taken pride in responsibly handcrafting each sustainable bag in Kolkata, the jute capital of India, using only planet-friendly and ethical processes. At our green facility, we have an annual capacity to manufacture 3.6 million jute and cotton bags per year, to reach the hands of conscious people, who are choosing better for the world. They specialize in customized orders across varied requirements. Visit their website [www.earthbags.com](http://www.earthbags.com) or DM them for any inquiries.

## SABAZU UNVEILS THE LASTEST IN LASER CUTTING TECH! AT SGI 2025



showcased four distinct kinds of laser welding equipment. Stainless steel, mild steel, aluminum, and galvanized materials can all be welded using a semiconductor pulsed laser for thin materials between 0.2 and 3 mm. Continuous fiber laser welding apparatus. At the Expo, 1.2kW, 1.5kW, 2kW, and 3kW were also displayed. Additionally, their stand included fiber laser spot welding in a variety of patterns, including square, circular, rectangular, and square. They are charging AED 15800 for 1.5 kW and AED 19800 for 2 kW. The 3x1.5m Open Single Bed 3kW fiber laser welding equipment that was on display at the expo cost AED 76000 and came with a two-year warranty. Prices for the Alwin 3.2m pinch roller UV printer with 8 print heads and the 5m hybrid UV printer with 8 heads were AED 134000 and AED 275000, respectively. With additional margin, they have provided EMI payment terms of 24 and 36 months.

## HELIORIZID OCE' LAUNCHES THE LATEST PRODUCTS AT SGI DUBAI 2025



### AS80 Pro 3D Sign Printer

*The Future of Sign Making: 3D Printing with Less Manpower, No Tools Required*



Heliozid Oce', with its large assortment of Mimaki and Canon printers are participating with the largest stand at SGI 2025 focusing on sustainable sign making. On the stand, Heliozid Oce' has introduced a number of new products, among them the latest Mimaki UV 1.6M UV printer capable of printing at 55 sqm/hour which incorporates white and clear ink, and the budget friendly Eco Solvent R2R 1.6M printers. Visitors can also witness Mimaki's large format 2513 UV printer capable of printing on rigid media such as acrylic, metal, wood, etc...Also, for the first time Heliozid is displaying a new Color 3D FDM printer AS80 capable of printing entire signs and logos without labor intervention and no tools required, see attached picture.

**Steady Momentum, Strong Energy, First Day Feedback:** The show's opening day was marked by solid footfall and high engagement. Professionals from across the signage, print, and imaging spectrum—sign makers, media agencies, retail, and hospitality stakeholders—were onsite early, making strong use of the live demos and technology areas. Visitors noted the diversity of exhibitors and the breadth of solutions on display, especially in large format, digital signage, 3D printing and smart display technology.

The Largest International Expo for the Printing, Signage, Graphic and Imaging Industries in the MEA region



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# SHOW DAILY (DAY 3)



## SGI DUBAI 2025 CONCLUDES ON A HIGH NOTE



## Heliozid Océ showcasing new decoration and branding solutions at SGI 2025



On a separate wall, visitors could see a typical wall paper printed on the most versatile Mimaki UJV330 roll to roll printer and displayed on the other picture. The latest UV printer is capable of printing up to 50m² Sqm/hour and has a print resolution of 1200 x 1200 dpi. The Mimaki UJV330 is also capable to print 2.5D and 3D printed prints. Another unique application is the Day night application, where users can create two different images depending on the direction of the light. During the day one can see what is printed on the front and at night one can see the second image. With a single print 2 effects are achieved. Another possible application is the double sided printing on clear films, allowing for separate message on either side.

Heliozid Océ, the Mimaki authorized distributor, is a leading organization in the UAE with its core activities focused around development of large format printing solutions for the Graphic arts and textile markets. All printing solutions are supported by a professional team of technical consultants. Our strength lies in our focused efforts on providing mid to high-end large format printing solutions and their associated media to the commercial and display graphic segments. Heliozid Océ expects to extend their success to become a leading supplier of textile printing solutions for both signage, home decor, and fashion environments.

## Bcarve Machinery Wraps Up with a Complete Sell-Out



## xTool at SGI Dubai 2025: Pioneering Solutions for the Printing Industry

xTool showcases cutting-edge solutions addressing critical pain points in the printing industry. Our solutions include automated garment customization with one-click operation, off-the-shelf auto-maintenance, and a wide range of applications (e.g., leather, polyester), eliminating traditional DTG challenges like complex setup and inconsistent quality. By combining traditional DTG processes, we empower small businesses and creators with industrial-grade precision (e.g., Y-axis 100% alignment, Z-axis 0.01mm), high production flexibility (e.g., auto-motor recognition, variable object processing), and the ability to print on a wide range of materials and industrial-scale needs. We believe the future of printing lies in democratizing high-margins, high-quality printing for series production and individuals through automation, AI, and user-centric design. As MENA's signage and display industry continues to grow and evolve, we partner with xTool as we reshape creativity and efficiency in printing!

**xTool**  
From Vision to Fabric  
Fast and Flawless



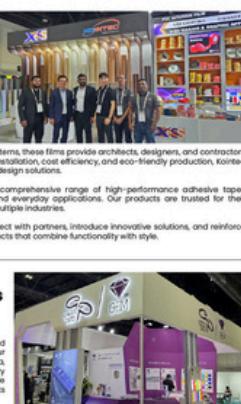
## Xess Trading: Exclusive Partner for Kointec Interior Films in the UAE

Xess Trading LLC is proud to announce our participation in SGI Dubai 2025, marking our debut in the UAE market for interior films and adhesive solutions. As the exclusive distributor of Kointec interior films in the UAE, we bring world-class quality and design innovation to the regional market.

Kointec interior films are renowned for their durability, versatility, and styling. Finishes can transform spaces with ease. From modern and graphic ones to elegant minimalist designs, these films provide architects, designers, and contractors with endless creative possibilities. With easy installation, cost efficiency, and eco-friendly production, Kointec films are setting a new benchmark in interior design solutions.

In addition to films, Xess Trading offers a comprehensive range of high-performance adhesive tapes designed to meet industrial, commercial, and everyday applications. Our products are trusted for their reliability, strength, and durability across multiple industries.

By participating in SGI Dubai, we aim to connect with partners, introduce innovative solutions, and reinforce our commitment to delivering premium products that combine functionality with style.



## GEM Paya Group leads the Cosmo Films at SGI Dubai 2025

GEM Paya Group – leading manufacturer and supplier of LED and signage solutions, with our factory in China and head offices in China, Turkey, and Dubai, we deliver top-quality signage products. By your side, we provide the tools and support to power your projects with reliability and innovation.



## Cosmo Films at SGI Dubai 2025

Cosmo Films is showcasing its range of high-quality packaging solutions, designed for durability and versatility.

- Synthetic Paper- Tear-resistant and premium prints
- Thermal Lamination Films - Protect and enhance application appearance
- Rigid Sheets - Engineered for strength and resilience
- Thermoformed Containers- Lightweight and customizable
- Injection-Moulded Containers - Precision-crafted containers

Visit Stand 7-A16 from 22-24 September at the Dubai World Trade Centre.

Find out more at [www.cosmofilms.com](http://www.cosmofilms.com)

## STEIGENS at SGI Dubai 2025

Three days of SGI Dubai 2025 were truly exciting and memorable. It was a pleasure reconnecting with our valued resellers and partners, and meeting new ones, to explore business opportunities. The spotlight was on the premium global brands we proudly distribute – CHASE PLUS and ACCERIT – along with our extensive range of genuine leather laptop bags, premium leather goods, elite gift sets, innovative smart gadgets, stylish apparel, and more. We are grateful for the positive feedback we received, and for the continued support of our partners. We are excited to introduce our new website, which features a dedicated platform where partners can easily register and unlock exclusive benefits. With your support, you gain access to:

- A wide range of ready-stock premium brand products, perfect for gifting.
- Special Offer & Reseller pricing.
- Convenient online order placement.
- Complete order and payment history.
- Our dedicated customer support team.
- Dedicated sales and marketing support from your account manager.

Register now at [www.steigen.com/dealer-portal](http://www.steigen.com/dealer-portal) and take your business forward with STEIGENS.



## PRINTING & SIGNAGE REVOLUTION



## UNRAVELING TOMORROW'S SIGNAGE

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ADD YOUR EXHIBIT NOW! [www.sgidubai.com](http://www.sgidubai.com)

Join us 

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# SGI DUBAI 2026

As we celebrate the success of SGI Dubai 2025, we should look ahead with confidence and determination for SGI Dubai 2026 – embrace digital transformation, innovative solutions & forward-thinking approach in finding new avenues for growth.

Unlock your gateway to the thriving Middle East & Africa markets at SGI Dubai 2026 – the region's premier exhibition for the signage, graphic imaging, and printing industries. Connect with top buyers, showcase cutting-edge innovations, and expand your global footprint at a show that brings together industry leaders from across the world. Be part of a future-driven platform that strengthens collaboration, innovation, and unparalleled business opportunities. Don't miss your chance to be part of the next wave of industry transformation – **SECURE YOUR SPACE TODAY!**

The Largest International Expo for the Printing, Signage, Graphic and Imaging Industries in the Middle East and Africa Region

**SGI Dubai 2026**  
Sign & Graphic Imaging Middle East

**29**  
YEARS  
OF EXCELLENCE

SEPTEMBER 2026 | DUBAI WORLD TRADE CENTRE

**SGI LEGACY & LEADERSHIP**  
29 Years of Industry Leadership. One Global Stage

Since 1997, SGI Dubai has been the MEA region's definitive event for print, signage, and production technology. Our reputation is built on delivering real business outcomes – from multi-million-dollar deals to long-term partnerships. In 2026, we carry this legacy forward with a renewed commitment to innovation, connection, and growth.

■ 29 YEARS OF TRUST ■ ONE STAGE ■ WORLD OF OPPORTUNITIES

For More Information, Contact: RANJIT  
 +971 50 645 2752  
 +971 4 343577  
 ranjit@iecdubai.com

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