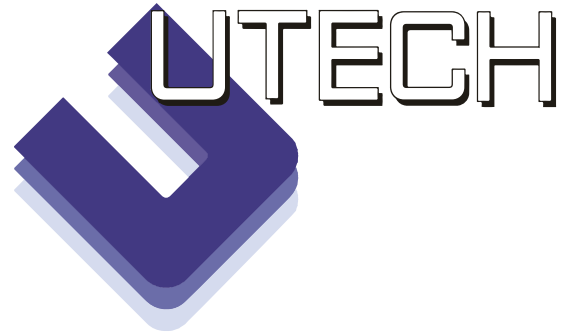




5TH EDITION
MIDDLE EAST FOAM AND
POLYURETHANE & ADHESIVE
SEALANTS AND BONDING EXPO



POST-SHOW REPORT 2025

ORGANISED BY

GLOBAL POLYMER GROUP
A CRAIN FAMILY BRAND



MEDIA FUSION
PUBLICATIONS • TRADE SHOWS • EVENTS



Must-attend platform for the Middle East and Africa's PU, Foam & Adhesive ecosystem

UTECH Middle East Foam & Polyurethane and Adhesives, Sealants and Bonding Expo 2025 made a powerful impression in Dubai, delivering its most international edition. With a significant number of attendees joining from outside the host country, the event underscored its expanding global reach and growing industry in September 2025.

Spanning 2 halls, 95+ exhibitors from across the polyurethane, adhesives, and foam value chain showcased a wide range of products, technologies, and solutions – from product launches and process innovations to cutting-edge sustainable materials and smart applications.

The event drew 5300+ attendees, with the majority returning over multiple days to explore new opportunities and forge valuable business connections.

From established global leaders to agile start-ups, every corner of the exhibition floor buzzed with innovation, collaboration, and discovery. Set against Dubai's forward-thinking industrial and commercial backdrop, UTECH MEFPU-ASB 2025 highlighted the future of polyurethane, adhesives, and foam in the Middle East and Africa.



95+
EXHIBITORS



5,300+
VISITORS



30+
SPEAKERS

"It gives me immense pride to reflect on the success of UTECH MEFPU ASB 2025, which once again proved to be a defining platform for the polyurethane, insulation, and advanced materials industries in our region. Over three days, we welcomed leading voices and innovators from the Middle East, India, and beyond, united by a shared commitment to progress, sustainability, and innovation."



Taher Patrawala
Managing Director
Media Fusion LLC

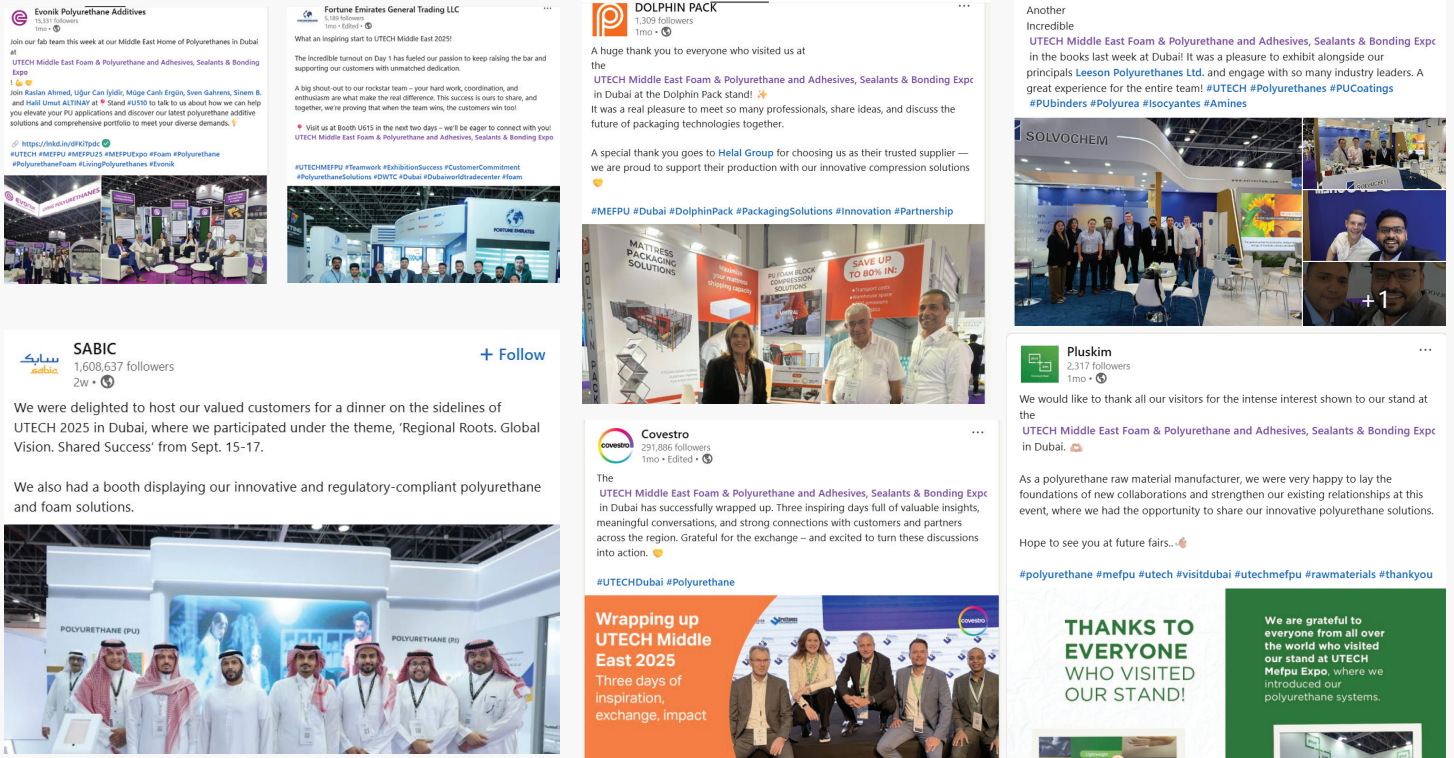
"Dubai has proven to be the ideal hub for this global gathering, attracting participants from across the Middle East, Africa, Asia, and beyond. The energy and enthusiasm at this year's event confirm the region's enormous growth potential, and we are proud to provide a platform that drives progress, encourages sustainable solutions, and shapes the future of these vital industries."



Matthew Barber
Global Events Director
Crain Global Polymer Group



EXHIBITOR BUZZ ON SOCIAL MEDIA



A New Dimension of Collaboration Began with Our First Advisory Board in 2025



Miro Donabedian
General Manager, IP Harwal Polymer
(Interplast, Harwal Group) & TSSC
Building Materials Division



Nabil Shahin
MD, AC, Heating, and
Refrigeration Institute



Steven Pacitti
Editor, Urethanes
Technology International



Shubham Trivedi
Regional Commercial
Leader, Momenive



Ravinder Puri
Vice President
Taj Chem

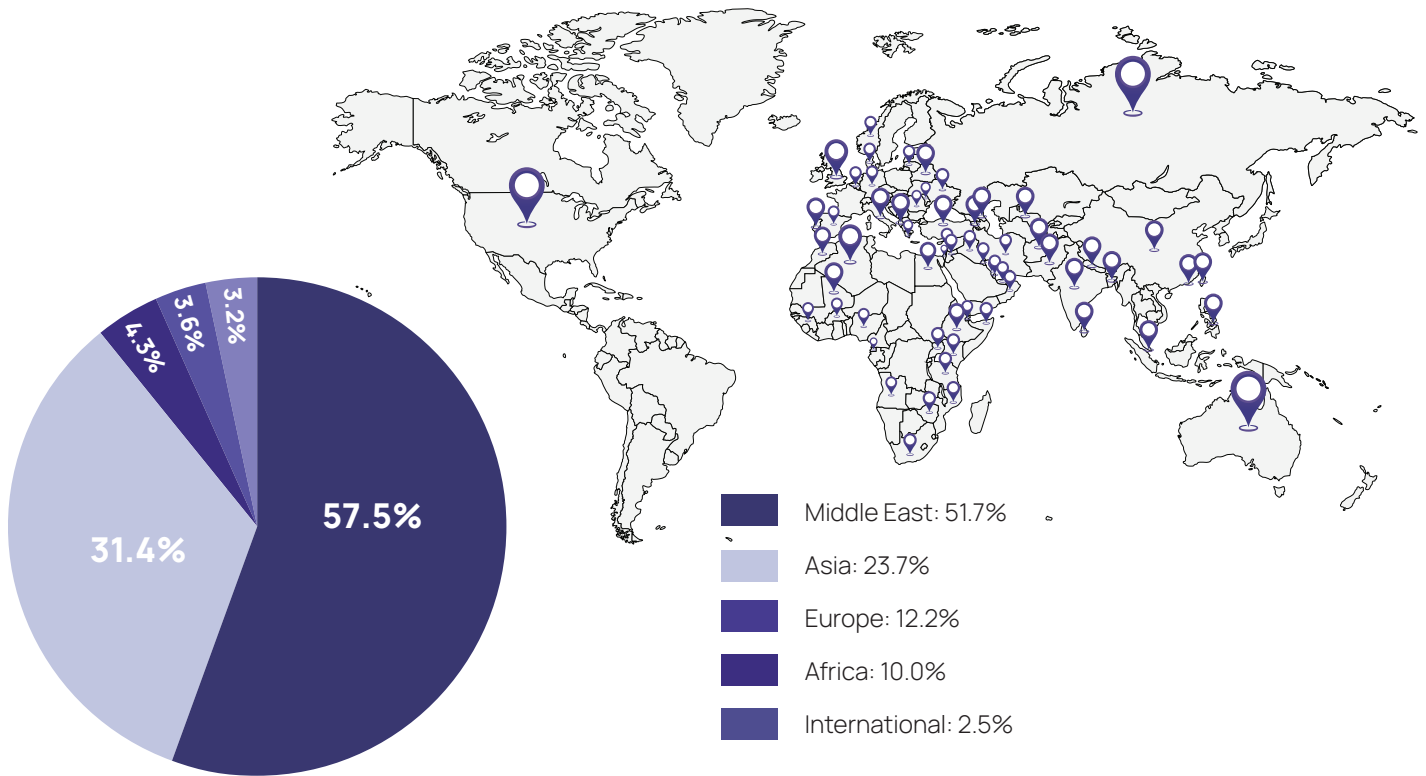


Ali Hsan Cetiner
CEO
AlexForm



Ashutosh Joshi
BDM - Middle East &
North Africa, Bostik

TOP VISITING REGIONS



VISITOR OVERVIEW

UTECH MEFPU-ASB 2025 attracted a highly engaged, international audience spanning the entire polyurethane, foam and adhesives ecosystem. Visitors ranged from senior decision-makers to technical specialists, creating a dynamic environment for networking, collaboration, and knowledge exchange.

VISITING SEGMENTS



Polyurethane
Manufacturers & Processors



Adhesives & Sealants
Companies



Sandwich Panel
Manufacturers



Construction &
Insulation



Chemicals &
Raw Materials

TOP VISITING COMPANIES



EMAAR

SOBHA
REALTY

Honeywell



EXHIBITOR OVERVIEW

UTECH MEFPU ASB 2025 delivered a world-class showcase of innovation, bringing together leading companies across the polyurethane, adhesives, and foam value chain. From global corporations to specialist SMEs and start-ups, exhibitors unveiled new products, technologies, and sustainable solutions, underscoring the event's reputation as the premier platform for business growth and technology exchange in the region.



EXHIBITORS REPRESENTED A DIVERSE RANGE OF SECTORS, INCLUDING,



Polyurethane raw materials, systems, and machinery



Adhesives, sealants, and bonding solutions



Construction Chemicals



Smart materials and AI-driven production solutions



PU and Foam Machinery

TOP EXHIBITING COMPANIES

سابك
sabik



الوكالات العربية والتجارية
ARABIAN AGENCIES
AND TRADING FZCO

Hennecke
GROUP

ISO POL
POLYURETHANE SYSTEMS

SD KOREA

FINEAGLES
Advance Engineering

MOMENTIVE®
SOLUTIONS FOR A SUSTAINABLE WORLD

B'AUER

cannon

ELITECH

comforto

TINTING
SYSTEMS COMPANY
TSC

FORTUNE EMIRATES
GENERAL TRADING LLC

Hinata
Add Value to Your Business

DIAMOND

HARVAL
POLYURETHANES

Rainbow
Middle East

Tajchem

سيهر دونيا
SEPEHR DONYA

CONFERENCE OVERVIEW

The UTECH MEFPU-ASB 2025 Conference delivered three dynamic days of insight, innovation, and industry leadership, positioning the Middle East and Africa at the forefront of global polyurethane (PU), adhesives, and sustainable materials discussions.

With a packed program of keynotes, panel discussions, fireside chats, case studies, and client presentations, the conference united decision-makers, R&D leaders, manufacturers, policymakers, and solution providers from across the region and beyond.

KEY THEMES EXPLORED

Market Outlook & Regional Growth: Positioning the Middle East as a PU powerhouse, energy-efficient construction in Saudi Arabia, and new market opportunities in Africa.

Innovation & Technology: AI, automation, digital twins, and 3D printing transforming PU manufacturing and design.

Sustainability & Circularity: Bio-based inputs, low-emission systems, non-isocyanate PU, carbon footprint tracking, and recycling frameworks.

Applications Across Sectors: PU in construction, automotive & e-mobility, packaging, electronics, marine, renewable energy, appliances, healthcare, and consumer goods.

Policy & Supply Chains: Government visions (UAE Net Zero 2050, KSA Vision 2030), resilient regional supply chains, cross-GCC trade, and circular economy models.

Safety & Standards: Fire-retardant PU for regional building codes, slabstock safety, and smart insulation for desert climates.



KEY TAKEAWAYS FROM THE DISCUSSIONS

The panel discussions at UTECH MEFPU ASB 2025 brought together industry leaders, policymakers, innovators, and end-users for lively and thought-provoking debates. Covering themes from sustainability and supply chains to digitalisation and applications, the panels offered actionable insights for the future of the PU, adhesives, and recycling industries.

The panels reinforced a clear message: the future of PU and adhesives in the Middle East and Africa will be shaped by sustainability, technology adoption, and collaborative ecosystems. Businesses that adapt early will be best placed to capture emerging opportunities across diverse markets.



SPEAKERS 2025



AUDREY SILVA RUSSO
R&D Manager



MIKE MURRAY
Group Chief Innovation
Officer, The Vita Group



M.A. NAQI
President
LinQ Tech Inc



LEO YANG
Market Analyst
Pudaly



PH.D.
Founder, Principal
Scientist, President of
Polymer Synergies LLC



AMANULLAH AJ
Technical Manager – Foam,
Honeywell International Middle
East Ltd.



DR. DEVI RAMAMOORTHY
Founder
ThaaiCherry Innovations



Editor, Urethanes
Technology International



SHRINI MENON
Commercial & Specification
Manager
Kingspan Insulated Panels
Middle East



ALI IHSAN CETINER
CEO
AlexForm



JOHNNY JOHN
KANNANTHARA
Managing Director
Triton Middle East



IRINA KUZINA
Chief Scientist, Chain Officer,
Pearl Polyurethane
Systems



JACOPO BATTISTELLO
Sales Area Manager
Cannon S.p.A.



KATIE TOFTS
Project Manager/Market
Research Consultant, IAL
Consultants



STEFANO VERGA
Sales Manager - Thermal
Insulation, Cannon S.p.A.



TOBIAS SPYRA
Executive Director -
Aromatics and
Polyurethanes EMEA
OPIS, A Dow Jones Company



PATRIZIA ELISABETH
WEGNER
VP Sales & Marketing
Covestro AG



MARY BOGDAN
Research Fellow
Honeywell



Mohamed Yassar Nabeel
Business Development
FM Approvals



KHALED SAAB
Director - MEP Department
NACA Architects



MARCEL HARTMANN
Senior Global Project
Leader & Technical Key
Account Manager I
Slabstock Additives,
Momentive Performance
Materials GmbH



DR. ASHOK
GANAPATHY IYER
Associate Professor & Program
Leader (Interior Design), Amity
University Dubai



ABDULLATIF N. ALBITAWI
CEO
Emirates Green Building
Council



ANKUR DANA
CEO
Dana Group



MIRO DONABEDIAN
General Manager, IP Harwal
Polymer (Interplast, Harwal
Group) & TSSC Building
Materials Division



Mujtaba Shaikhani
Managing Director
RUBBER WORLD INDUSTRY LLC



Ravinder Puri
Vice President
TajChem



Ashutosh Joshi
Regional Business Development
Manager MEA, Bostik



CAHIT CAN ÇANAKÇI
R&D Manager



DEEPAK SAWANT
R&D Manager, Pearl
Polyurethane Systems



JEAN DE BERNARDI
Technical Director EMEA
Honeywell

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WITNESSED THE IMPACT?

GET READY FOR MORE IN 2026!

28-30

September 2026

Dubai World Trade Centre

ORGANISED BY



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