



SteelFab 2025



2025中東沙迦國際金屬加工機械展—嗅出中東「自動化機械」商機

“Automated Machinery” Opportunities in the Middle East

The scale of the metal processing industry and the demand for peripheral products in the Middle East have been growing continuously in recent years, and their technological strength and quality have been slowly attracting the attention of international customers. With the 4-day SteelFab 2025 held in Expo Centre Sharjah from January 12 to 16, many exhibitors and professional buyers on-site felt the lively atmosphere of exchange, and could also perceive potential business opportunities arising from the demand for automated processing machines in the Middle East (especially in the UAE), where officials and local companies are investing hundreds of millions of dollars in emerging technologies such as robotics and automation in order to enhance productivity and efficiency.

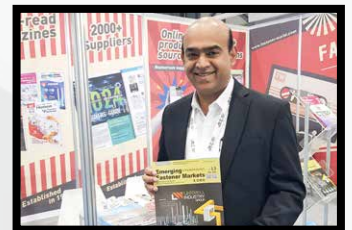
► AI Automation, the Future of Metal Processing

SteelFab, which has been held for 19 years, is a professional exhibition targeting various industrial manufacturing industries in the UAE and the entire Middle East region. In particular, **welding & cutting, power tools, machine tools, tubes & pipes processing machines, as well as stainless steel, AI, and robotics were the key highlights of the exhibition this year.** It is also one of the main platforms to help relevant industries in the region expand their digital capabilities and gain an edge in a hypercompetitive market. Fastener World Inc. exhibited at the exhibition again this year, hoping to deepen our observation and understanding of the Middle East market, and more importantly, to find more opportunities to enter the local market and gain supply chain cooperation for high-quality suppliers wishing to further expand into the Middle East and the surrounding emerging markets in order to diversify geographic risks.

► High Share of Automated Machinery Exhibitors

According to the on-site observation of Fastener World's staff, **80-90% of the exhibitors this year were related to the fields of automation machinery and peripheral equipment, and there were a few exhibitors of power tools, non-fastener related dies & molds, powder coating and laser equipment.** However, the share of fasteners or hardware products related exhibitors was not high. **The exhibitors were mainly from the Middle East, with international pavilions from China, India, Germany and Taiwan.** Compared to 2024, the number of exhibitors from China and India was on a decline. Taiwanese exhibitors were mostly in the automation machinery sector.

Benefiting from the geographical advantage, **the visitors to Fastener World's stand this year were mostly professional buyers and traders from Dubai, mostly inquiring about sourcing automated machinery** and specifically looking for Taiwanese suppliers. There were also traders looking for thread rolling machines and heading machines. One buyer told Fastener World's staff that he had purchased machinery and equipment from other countries, but felt disappointed with their quality. He also heard that the quality of Taiwanese machinery and equipment is good, and would be interested in giving it a try if there is any suitable manufacturer to collaborate with.



It is understood that UAE officials have been promoting a number of policies and programs in recent years that seek to promote industrial innovation and R&D, and enhance local supply chains, including the UAE programme, covering 1,000 programs in the fields of technology and industry.

According to Taiwan Machine Tool & Accessory Builders' Association (TMBA), Taiwan's total machine tool export in 2024 amounted to US\$2.218 billion, and the total critical components export amounted to US\$1.511 billion, with the top 5 major export destinations being China, USA, Turkey, India, and Vietnam, indicating that there is still room for effort in the Middle East market. Vendors interested in the Middle East metal processing market are advised to enter these advanced and high-end automated equipment and peripheral parts markets as well, to further strengthen the cooperation opportunities with large-scale projects and local supply chain partners in the Middle East countries. □

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