

WORKSPACE

**MENA'S LEADING EVENT FOR COMMERCIAL
INTERIORS AND WORKPLACE SOLUTIONS**

28 - 30 SEPTEMBER 2026

DUBAI EXHIBITION CENTRE (DEC), EXPO CITY DUBAI

www.workspaceexhibition.com

CO-LOCATED WITH



INDEX



THE HOTEL SHOW

ORGANIZED BY

dmg events

CREATING A SPACE FOR INNOVATION AT WORKPLACES

26,321

Visitors across 3 co-located shows

51

Visiting countries

120

Exhibiting Brands

122

Exhibiting countries across 3 co-located shows

76

Speakers

The world of work as we know it is changing every single day. WORKSPACE is the most sought-after event in the Middle East for workplace technologies and corporate wellness solutions. Centered on facilitating direct sales, industry networking and knowledge sharing, each edition of WORKSPACE attracts the most influential buyers across the globe and showcases the latest products and trends in WORKPLACE WELL-BEING, WORKPLACE TECHNOLOGY and OFFICE INTERIORS.

The WORKSPACE Summit, a key feature at the show, brings together, the latest advancements in office technology, wellness, and design to help you thrive in the ever-evolving world of work. This summit is your gateway to explore transformative solutions, foster meaningful connections, and collaborate with industry leaders shaping the workplaces of tomorrow.

Don't miss this opportunity to connect, collaborate and explore solutions shaping tomorrow's workplace.

Fast Facts:

- The UAE Office Furniture Market size is estimated at USD 451.01 million in 2024, and is expected to reach USD 550.84 million by 2029, growing at a CAGR of 4.08% during the forecast period (2024-2029).
- Initiatives such as the Dubai Expo 2020 and the Abu Dhabi Vision 2030 have energized commercial activities, leading to a 15% increase in the demand for office spaces, which drives the furniture market's expansion.

**Mordor Intelligence*

2025 OFFICIAL EVENT PARTNERS



HAWORTH



maoffices

sedus

LAS



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“It was an incredible few days filled with inspiring conversations, meaningful connections, and a fantastic atmosphere. We had the pleasure of meeting so many great visitors from across the region.”

Brian Dowling
Director GCC at Interstuhl



PRODUCT SECTORS

IMPROVING EMPLOYEE PRODUCTIVITY, HEALTH AND COLLABORATION



OFFICE INTERIORS

Designing the future of workspaces and showcasing inspiring furniture, décor, and layout solutions that bring functionality and style to modern offices.

Connect with professionals seeking innovative designs that foster comfort, productivity, and a brand-aligned workspace experience.



OFFICE WELLNESS

Placing wellness at the heart of the workplace highlighting solutions that support physical and mental well-being, from ergonomic furniture to wellness programmes and thoughtful design.

Meet industry leaders who value healthier, happier, and more engaged teams.



OFFICE TECHNOLOGY

Leading the evolution with smart office solutions and presenting cutting-edge technologies that empower connectivity, efficiency, and seamless workflows.

Reach key decision-makers eager to explore the latest advancements in office tech, from IoT to AI-driven productivity tools.

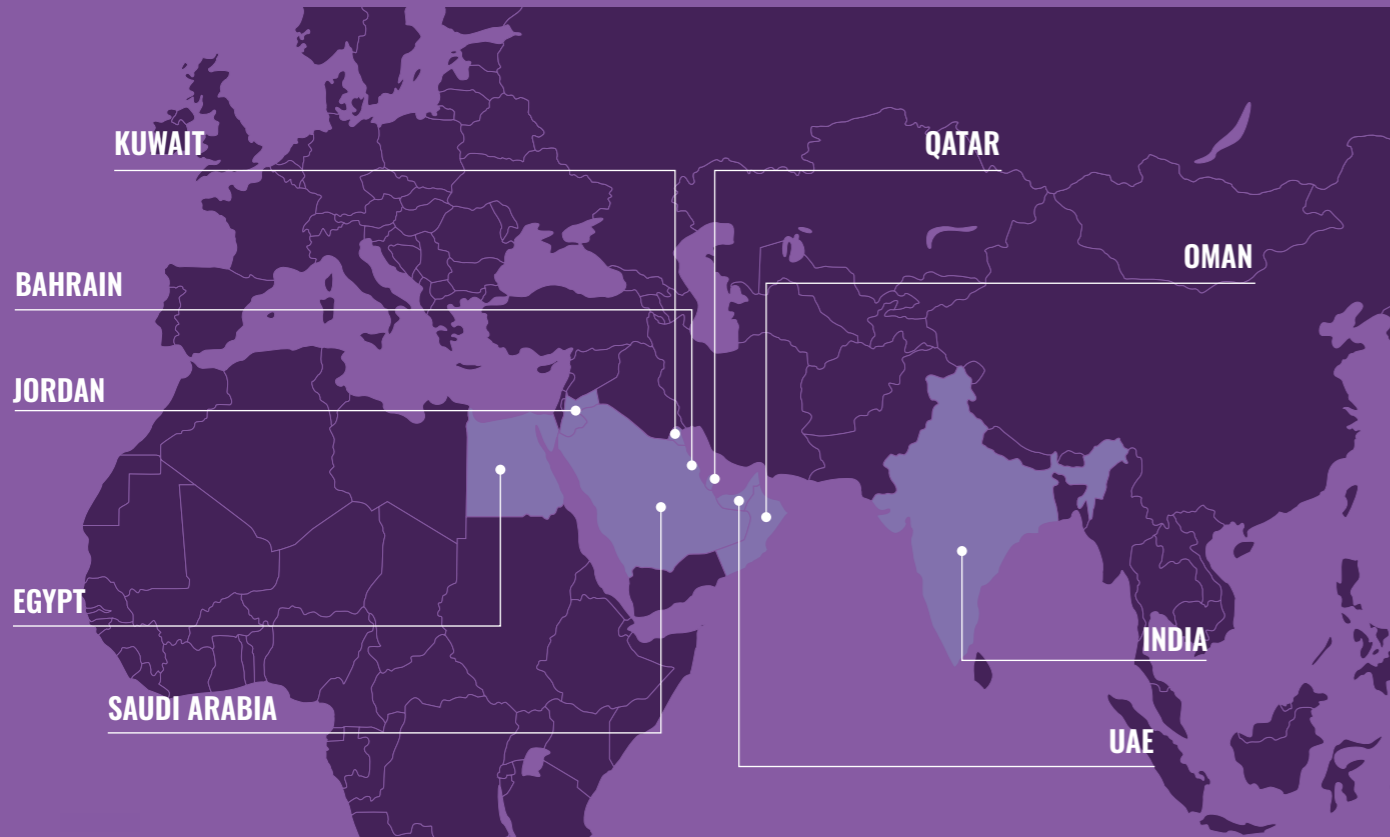


VISITOR PROFILE

BUILD CONNECTIONS WITH KEY INDUSTRY BUYERS

At WORKSPACE, showcase your groundbreaking solutions to a targeted audience of Interior Designers, Fit-Out Contractors, Architects, Consultants, Human Resources, Developers — professionals at the forefront of workplace innovation. As the Middle East's leading event for office technology, design and wellness solutions, WORKSPACE connects you directly with the people who are defining and transforming work environments.

This is your platform to expand networks, secure valuable business partnerships and close deals with a high-caliber visitor base.



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WORKSPACE Stats Breakdown

62%

visit WORKSPACE to discover and source trending workplace products, proving strong demand for innovation.

81%

of exhibitors successfully created new business contacts

80%

of exhibitors rate WORKSPACE highly for the quality of visitors



"Seeing all the effort we poured into planning, designing and delivering the TreeLocate Foliages exhibition stand come to life and draw such a strong turnout, was a great feeling. The hardwork truly paid off, especially with the chance to connect with some of the biggest brands in hospitality and retail!"

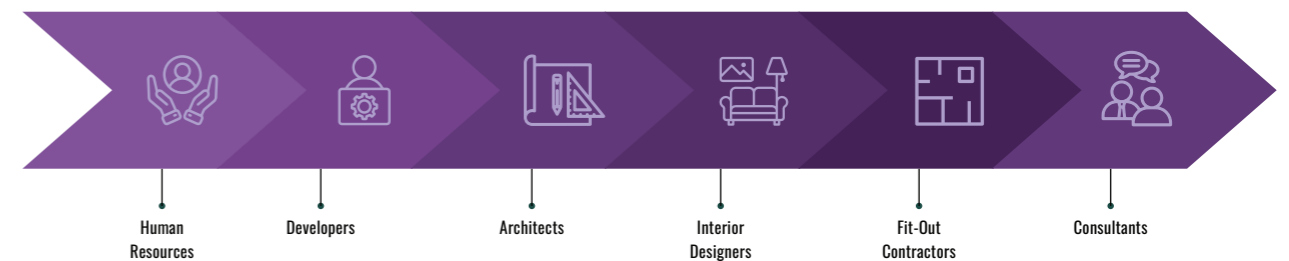
Alexandra Franks
Marketing and Design Manager at Treelocate Foliages
(Exhibitor 2025)



An overview of some of the companies who visit:



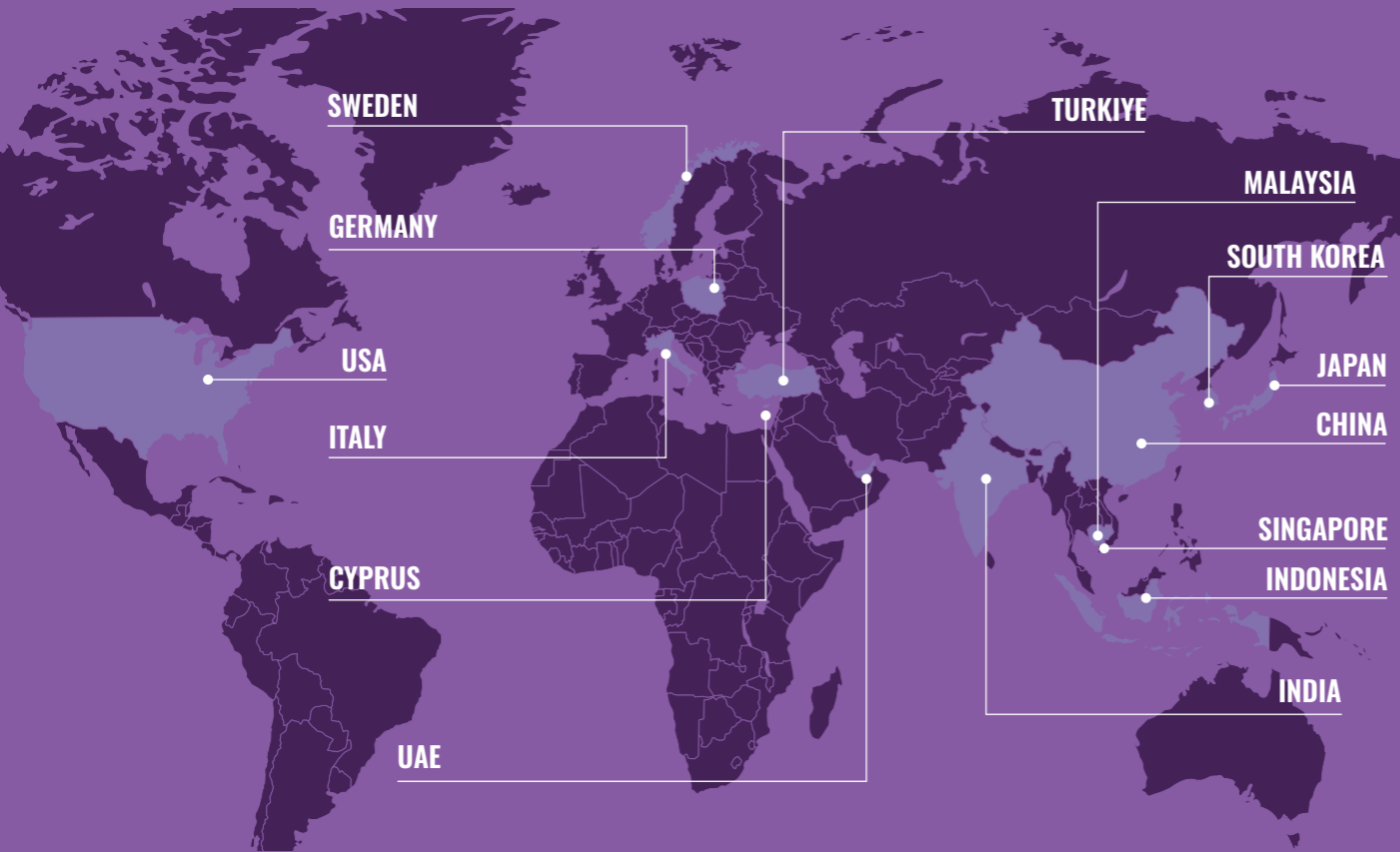
WHO WILL YOU MEET?



EXHIBITOR PROFILE

DESIGNING THE FUTURE OF WORK

WORKSPACE is the epicenter of unlocking the innovations of organizational wellness and innovative workspace design, featuring leading exhibiting brands from Germany, Spain, France, Italy, Korea, the Netherlands, India, Turkey, the USA and the UAE.



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An overview of some of the companies who exhibit:

alea



archiutti



DAUPHIN
HumanDesign® Group

Diemme.

FREZZA

HAWORTH

interstuhl

LEADCOM

MOTIF
INTERIORS

MILANI

mobili

noa.offices

OFFICEBASE
Workeasy

sedus
seit 1871

Steelcase

تفزين
TAKHZEEN



WorkBooth

Top Exhibiting Countries



ITALY



TURKIYE



SOUTH KOREA



MALAYSIA



GERMANY



USA



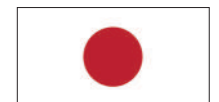
INDIA



SWEDEN



CYPRUS



JAPAN



SINGAPORE



UAE



INDONESIA



CHINA



WORKSPACE AWARDS

CELEBRATING INNOVATION

This exciting initiative celebrates organizations that are redefining the modern work environment, prioritizing employee wellbeing, and embracing cutting-edge solutions.

Is your project making a meaningful impact and driving positive change?

Don't miss your chance to be recognized and celebrated for your amazing contributions!

WINNERS OF WORKSPACE AWARDS 2025



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WORKSPACE SUMMIT

REVOLUTIONIZING THE WORKPLACE

The WORKSPACE Summit is the ultimate platform to showcase innovations shaping the future of work. Bringing together thought leaders and industry experts, it explores trends like AI, automation, sustainable design, and workplace psychology. As an exhibitor, you'll connect with key decision-makers and position your brand as a leader in redefining productivity and collaboration. Join us to inspire change and shape tomorrow's work environments!

2025 KEYNOTE SPEAKERS INCLUDED:

Ben Corrigan, Founder and Managing Director | Bluehaus

Oliver Baxter, CEO | Workspace Maven

Ernst Holzapfel, Marketing Director | Sedus Stoll

Scott Armstrong, CEO and Founder | menti

Marcela Munoz, Associate Director, Design | M Moser Associates

Mariana Anelli, Senior Associate Designer | M Moser Associates

MARKETING AND PR

ENHANCE YOUR BRAND'S VISIBILITY

Engage your brand at the WORKSPACE, where design, wellness, and technology converge. 32000+ visitors from 100+ countries and \$2.35million in PR Value, our sponsorships go beyond traditional marketing, fostering direct connections with key decision-makers. Reach over 1 million people through social media and engage 54,000 users globally, enhancing your brand's visibility and creating memorable experiences.



WEBSITE BRANDING & CONTENT:

With over 300K website visitors, increase your brand's visibility to event buyers. Ensure your brand stands out to all visitors, making a lasting impression.



SOCIAL MEDIA:

Maximize your brand visibility! Announce your participation, and we'll spotlight you in our daily show highlights across social platforms, connecting you with a wider audience and driving engagement.



EMAIL PACKAGES:

Highlight your brand in newsletters and exhibitor features. Reach a targeted audience with tailored content, enhancing your brand's presence and impact.



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\$23m+

PR Value

1m+

Total Social
Media Reach

54k+

Users Engagement

PORTFOLIO OF EVENTS

The Design & hospitality division at dmg events have a wide portfolio of exhibitions in multiple markets connecting global manufacturers with regional distributors, interior designers, retailers, hospitality professionals and commercial real estate owners



28 - 30 September 2026
Dubai Exhibition Centre (DEC), Expo City Dubai



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6 - 8 September 2026
Riyadh Front Exhibition & Conference Center, Saudi Arabia



6 - 8 September 2026
Riyadh Front Exhibition & Conference Center, Saudi Arabia



10 - 12 June 2026
Cape Town International Convention Centre, South Africa



13-15 September 2026
Riyadh International Convention & Exhibition Center



16 - 18 September 2025
Riyadh Front Exhibition & Conference Center, Saudi Arabia



27 - 29 September 2026
Riyadh Front Exhibition & Conference Centre



27 - 29 September 2026
Riyadh Front Exhibition & Conference Centre



27 - 29 September 2026
Riyadh Front Exhibition & Conference Centre



17 - 20 June 2026
Sun Gardens, Dubrovnik, Croatia



11 - 14 February 2026
The St. Regis Al Mouj Muscat Resort, Oman

BENEFITS OF EXHIBITING

MAKE THE RIGHT CONNECTIONS



BRAND EXPOSURE:

Amplify your brand in one of the world's fastest-growing markets. A chance to shine and leave a lasting impression on potential customers of this exciting region.



GENERATE QUALITY LEADS:

Increase your sales pipeline and reach your ideal audience, elevate your business, and leave a lasting impression in this growing market.



TARGETED AUDIENCE:

Capture the attention of specifiers and interior designers who are eager to discover what's new and exciting for their projects. Meet buyers that are looking for suppliers and manufactures and are in their sourcing stage.



NETWORKING OPPORTUNITIES:

Engage with fellow exhibitors, industry influencers, and potential clients. Build valuable connections that can elevate your brand and open doors to new collaborations.



SECURE YOUR PLACE NOW

✉ sales@workspaceexhibition.com

🌐 Visit WORKSPACE [here](#)

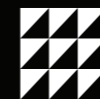


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