

# Diflex

## ALL - in - ONE SOURCING FAIR FOR

Footwear, Shoes, Bags,  
Luggage, Leather  
Products & Accessories

23-25 SEP 2025

Festival Arena  
Festival City, DUBAI  
[diflexonline.com](http://diflexonline.com)



## POST SHOW REPORT





Footwear, Shoes, Bags, Luggage  
Leather Products and Accessories

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**DUBAI**

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## Redefining Global Standards for the Footwear & Bags, Luggage, Accessories & Leather Products

The 5th edition of DIFLEX, held from 23rd-25th September 2025 at the Festival Arena, Dubai Festival City, concluded on a spectacular note marking another milestone in its journey as the Dubai International Exhibition & Conference on Footwear, Bags, Luggage, Accessories & Leather Products.

The 2025 edition delivered record-breaking participation, global business engagement, and a renewed focus on sustainability and innovation, reinforcing DIFLEX's reputation as a premier sourcing and networking platform for the global market.





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## Hosted Buyer Programme

The Hosted Buyer Programme at DIFLEX offers qualified buyers from strategic global markets an exclusive, curated sourcing experience.

Tailored to enhance meaningful business connections, the programme ensures top-tier buyers meet the most relevant exhibitors in a productive and professional environment.

### Key Features

- Pre-scheduled B2B meetings with exhibitors to optimize time and ensure high-value business interactions.
- Access to VIP lounges, buyer assistance desks, and dedicated on-site hospitality.
- Exclusive networking opportunities during show receptions and industry gatherings.

### 2025 Highlights

150+ Hosted Buyers from Saudi Arabia, Bahrain, Egypt, Algeria, Ethiopia, Iraq, Jordan, Kuwait, Kyrgyzstan, Lebanon, Oman, Malaysia, Libya, Qatar, South Africa, Spain, Syria, and Taiwan, etc.

Each hosted buyer receives:

- 2 nights of complimentary accommodation
- Daily breakfast
- Airport-hotel-venue transfer service

### Purpose & Impact

The Hosted Buyer Programme continues to strengthen DIFLEX's role as a global sourcing hub, fostering profitable partnerships, trade growth, and long-term collaborations across the international footwear and leather industry





Footwear, Shoes, Bags, Luggage  
Leather Products and Accessories

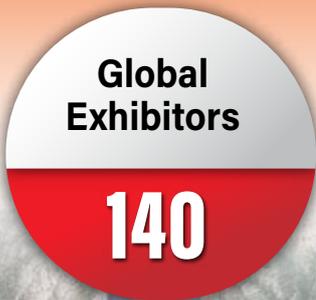
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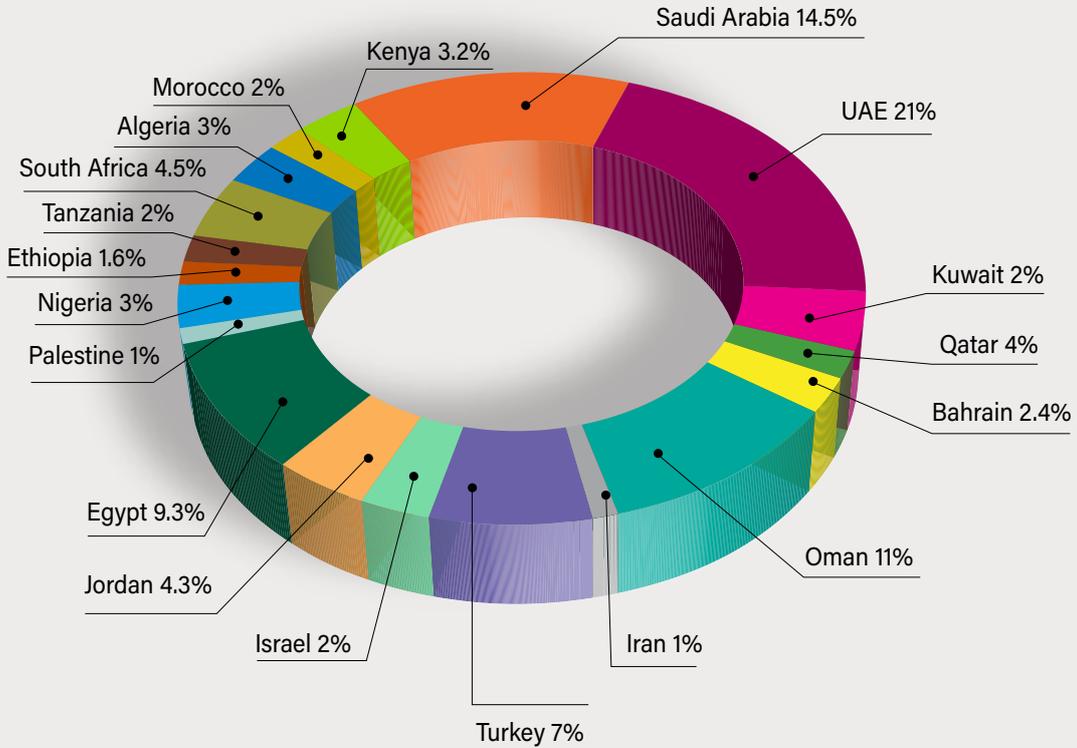
**POST SHOW REPORT**

The DIFLEX 2025 exhibition floor hosted a dynamic showcase of global innovation, craftsmanship, and design excellence across the footwear, Bags, Luggage, leather, and fashion accessories industries.

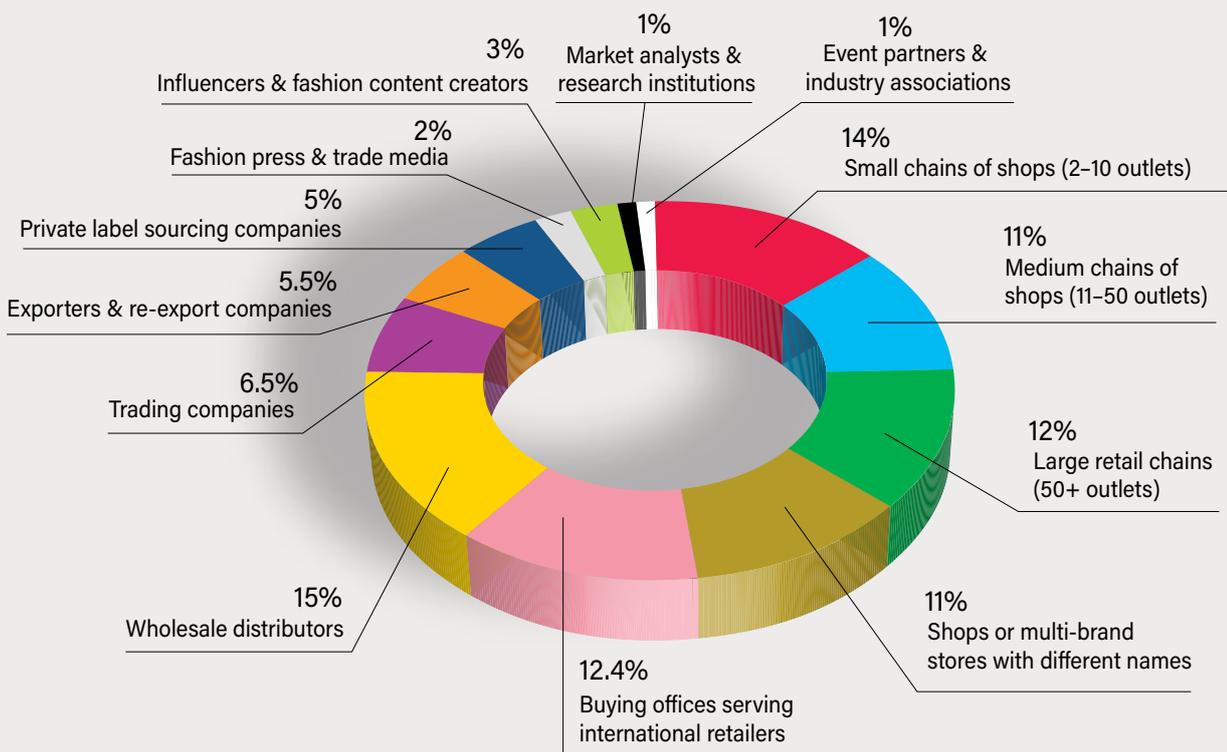
**EVENT STATISTICS**



**BUYERS & VISITORS ANALYSIS**

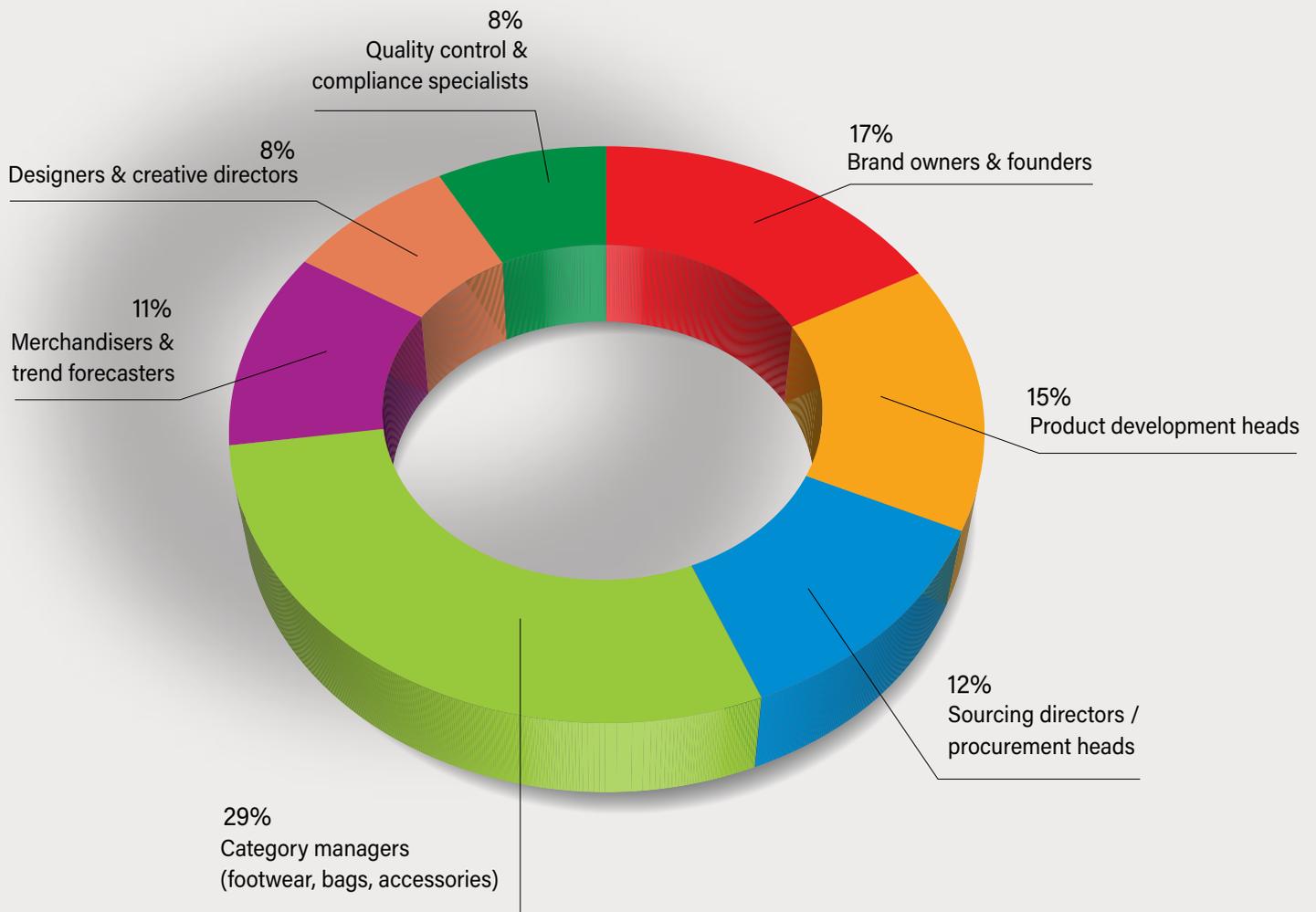


**INDUSTRY SEGMENTS**





### VISITORS SEGMENTS



## PARTICIPATING COUNTRIES



**SPAIN**



**ITALY**



**PORTUGAL**



**GREECE**



**EGYPT**



**UAE**



**INDIA**



**CHINA**



**THAILAND**



**BANGLADESH**

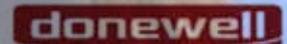


**PAKISTAN**



**POLAND**

**TOP EXHIBITORS**



**TOP EXHIBITORS**



**TOP EXHIBITORS**



			<p>LOLLAPALOOZA</p>
<p>YOSIA</p>			



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**TOP EXHIBITORS**



**TOP EXHIBITORS**



**DADA**

**TAIXIN GROUP**  
SPORT FASHION

**WINRIDA**

**RECORE**  
SUSTAINABLY YOURS  
STEP

**S**

teo geo  
Leather Accessories

**CARYATIS**  
GREEN SANDALS

**Kondor**

**Beppi**

**CAMPUS**  
move YOUR way

**SKEH®**

**Lehar FOOTWEAR**

**Biostep**

**Pinoso's®**  
Original Comfort Shoes

**Footlogics**

**PRO**  
Your Comfort, Step Ahead  
**mv shoecare**

**BG**  
BELLORA GLOBAL TRADING

**tritan GROUP**

**BEETA**

**BOLLY**

## TOP EXHIBITORS



**OROHO**

THE STEPS INTERNATIONAL  
**THE OUTDOOR TIMSKY**

**XIEGUANTRADE**  
协冠贸易

**YHJ** 精品聚脲男鞋 PU

*Freisba*  
弗萊斯巴

**MX**  
maisy

**id**

**FASON**<sup>®</sup>  
Feel The Relief

**psf**

**Lilybet**  
FOOTWORLD  
NEW DELHI, INDIA

**STARLEI**

**BOSCO**<sup>®</sup>  
SHOES & SANDALS  
GET...SET...GO

**MINT**  
MARIA INTERNATIONAL

**BJ**  
BAL JARU

**HETRO**<sup>®</sup>  
We are mad about Quality

**五洲闽星**  
WUZHOUNIXING

*Sara*

**DREAMSTAR**

**Cushion Shoes Ltd**  
佛山博斯特进出口有限公司

**BERLINSON**



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### SHOW GLIMPSES





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# CONFERENCE 2025

Theme | *"Sustainability driven growth strategies for Footwear & Leather Industry in Middle East."*

**Day 1: Tuesday, 23 Sept 2025**

[diflexonline.com](http://diflexonline.com)

**10:30AM:**

## Official Opening Ceremony

**Session 1**

**11:30am - 13:00**

*'Reinventing successful retail business models for Footwear & Leather goods, while navigating the impact of Geopolitics, E-commerce boom, technology integration and dynamic consumer choices'*

### SPEAKERS



**Prashant Diwakar**  
Former Head of Category  
**Sun and Sand Sports**  
GMG



**Raphael Lauria**  
CEO  
**Italian Footwear Solution**



**Nilesh Kirani**  
Director  
**King's Traders**



**Session 2**

**14:30 - 16:00**

*'Effective strategies for driving growth in the multibillion Dollar Footwear and Luxury Leather goods market in Middle East'*

### KEYNOTE ADDRESS

### SPEAKERS



**Dinesh Shahani**  
Chief Executive Officer  
**Footwear Businesses**  
**Shoemart**  
**Landmark Group**



**Shamsa Muaid Fahad AlAhbabi**  
Managing Director and CEO  
**AlKhaznah Tannery**



**Bader Al Alawi**  
Managing Director of CHIC  
Vice President of the  
Leather and Footwear Council, Dubai  
**Founding Member of the Oman Business Council, Dubai**



**Morgan Papin**  
Technical Officer & Partner  
**The Cobbler**





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## CONFERENCE 2025

Theme | *"Sustainability driven growth strategies for Footwear & Leather Industry in Middle East."*

### Day 2: Tuesday, 24 Sept 2025

#### Session 3 11:30am - 13:00

*'Forecasting the next wave of Trends, Innovation, Smart Fabrics, DTC Models, and Conscious choices: Designers' toolkit for success.'*

#### SPEAKERS



**Anwar Bougroug**  
Founder and Creative Director  
Bougroug

**bougroug**



**MayAhmed**  
CEO & Owner  
H&T Boutique & Brand



**Sally Sarieeddine**  
Founder and Creative Designer  
LaLaQueen



#### Session 4 14:30- 16:00

*'Sustainability begins at the source: Redefining smart manufacturing in the age of responsibility'*

#### SPEAKERS



**Roudha Alawadhi**  
Managing Director  
Al Jedeel Trading



**Oscar Santi**  
Chief Operating Officer  
Veganologie



VEGANOLOGIE

**Organised By**





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## Review And Feedback

“

**Raphael G.A. Lauria**  
CEO  
Italian Footwear Solution  
UAE

I would like to extend my sincere appreciation to the Diflex organizing team for hosting an exceptionally well-curated event. It was a privilege to contribute as a speaker among such a distinguished cohort of professionals. The overall structure, thematic alignment, and attendee engagement were highly commendable. The sessions were thoughtfully scheduled, facilitating both depth and interaction. I especially valued the audience's insightful questions and the opportunity to exchange ideas with fellow panelists. The logistical coordination, from onboarding to post-session communication, was seamless. One area for enhancement could be the incorporation of a brief networking segment exclusively for speakers and industry leaders. This would further elevate the strategic value of the event by fostering targeted professional collaborations. Overall, Diflex delivered a platform that was both intellectually rewarding and professionally enriching. I look forward to future engagements and commend the team for their commitment to excellence.

”

“

**Bader Al Alawi**  
Managing Director  
CHIC Shoes and Vice President of the  
Leather and Footwear Council - UAE

Dear DIFLEX Dubai 2025 Committee, I'd like to express my sincere gratitude for inviting me to be one of the panelists at this year's convention. It was truly an honor to be part of such a well-organized and insightful event. I was really impressed by the variety of exhibitors showcasing their innovative products and services, it created a great space for networking and collaboration. I appreciated the comfortable seating area and food stalls, which made the atmosphere even more inviting and enjoyable for everyone. I also enjoyed listening to the different speakers and taking part in meaningful business discussions throughout the event. Overall, it was a wonderful experience and an excellent platform for both participants and exhibitors to connect and share ideas. Thank you once again for the opportunity and for hosting such a successful and inspiring convention.

”

“

**Roudha Alawadhi**  
Managing Director  
Al Jedeel Trading- UAE

Its a wonderful event. Well organized. I've had a good time and benefited. And the keynote speaker was great too. Good luck in next year.

”

“

**May Ahmed**  
Bag Designer  
H&T bags- UAE

It was my pleasure to join in diflex thank you &see you next season.

”



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## Review And Feedback

“

**Sali Sarieedine**  
Founder and Creative Designer  
LaLaQueen - UAE

everything looked very well organized.

”

“

**Anwar Bougroug**  
Founder  
Bougroug - UAE

Good event, very professional. Good level on suppliers.

”

“

**Veronica Luo**  
Quanzhou Refined Footwear  
Company Limited  
China

Hello everyone, this is Veronica from China. Our company is Quanzhou Refined Footwear Company Limited. Our company has more than 30 years in footwear production and it's our first time in Dubai in Diflex. And we should say that this fair is so well organized, and we achieved so many countries, customers and the global market. And definitely we will be Here again, next time participate in Diflex Thank you very much.

”

“

**Hrithik Shrivastava**  
INZA WORKS  
India

Hello, myself Hrithik Shrivastava and I'm from the INZA work. We are from Kanpur, India and it's good to be a part of Diflex 2025 because we got so many good opportunities and we got to meet many co-founders of the big brands in UAE and hoping for the next year, so we are finalized again for coming here because we got very good response. Thank you

”

“

**Shivam Goel**  
Al Jedeel Trading- UAE  
Glory FootwearIndia

Hi, I'm Shivam from Glory Footwear and we are manufacturers of non-leather footwear from India. We are exhibiting at Diflex 2025. It's one-of-a-kind exhibition for footwear manufacturers that's organized in United Arab Emirates. I think the organization has been done really well. The venue of the exhibition is good, and we were able to meet some of our potential customers in this exhibition. Thank you

”



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## Media Coverage

### Diflex 2025 set to attract more than 250 global brands

**DUBAI:** In the backdrop of the harsh tariff winds from the US battering the global footwear and leather market, Diflex 2025, the region's largest B2B trade show is set to open offering a vantage point for manufacturers and brands to diversify and ramp-up engagement with the Middle East and Africa (MEA) market.

Diflex which will run during September 23-25 in Dubai will showcase more than 250 brands and 10,000 product lines to an estimated number of 5,000 trade visitors from across the world.

In a statement, organisers of the show, Verifair, said Diflex in its fifth edition now is taking place at a time when the footwear and leather markets are in challenging times with the tariffs against major producing countries eating into potential growth and impacting the price lines at the consumer end.

"This year, Diflex 2025 is bigger than the previous editions with large participation from countries such as China and India caught in the tariff muddle. The MEA market, including the GCC, has always been an attractive destination with its growing population, a young demography catalysing consumption, urbanisation and massive retail growth. MEA has become all the more important now with industry players looking at workarounds to stay competitive by diversifying market footprints, strategic partnerships and scouting for alternate trade and manufacturing hubs with lesser tariff burden that will help hedge growth risks," said Jeen Joshua, Managing Director, Verifair.

*Staff Reporter, Gulf Today*

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### Diflex 2025 to help footwear and leather makers mitigate tariff winds

September 15, 2025 | Posted by LG Content Team

DIFLEX 2025 (Supplied image)

**The Show offers a platform for producers to work around US tariffs and diversify across markets**

Against the backdrop of the harsh tariff winds from the US battering the global footwear and leather market, DIFLEX 2025 (The Dubai International Footwear and Leather Exhibition), the region's largest B2B trade show is set to open offering a vantage point for manufacturers and brands to diversify and ramp up engagement with the Middle East and Africa (MEA) market.

In a statement, organisers of the show, Verifair, said DIFLEX in its fifth edition now is taking place at a time when the footwear and leather markets are in challenging times with the tariffs against major producing countries eating into potential growth and impacting the price lines at the consumer end.

"This year, DIFLEX 2025 is bigger than the previous editions with large participation from countries such as China and India caught in the tariff muddle. The MEA market, including the GCC, has always been an attractive destination with its growing population, a young demography catalysing consumption, urbanisation and massive retail growth," asserted Jeen Joshua, Managing Director, Verifair.

**Diversifying market footprints**

"MEA has become all the more important now with industry players looking at workarounds to stay competitive by diversifying market footprints, strategic partnerships and scouting for alternate trade and manufacturing hubs with lesser tariff burden that will help hedge growth risks," he added.

Moreover, the show is taking place in Dubai, a major export and re-exporting hub to markets across the region and the world. According to Dubai Chamber of Commerce the total combined value of exports and re-exports were to the tune of AED 309.6bn in 2024, a 9.2 per cent growth from the previous year. GCC countries alone accounted for 50% of total exports and re-exports worth AED 154.8

**MENAFN**

### Diflex 2025 helps footwear and leather manufacturers mitigate the impact of customs duties by strengthening their presence in the Middle East and Africa markets

02207144827740 | Dubai, 12 September 2025

With the US tariff winds battering the global footwear and leather market, Diflex 2025, the region's largest B2B trade show, is set to kick off to give manufacturers and brands a vantage point to diversify and ramp up engagement with the Middle East and Africa markets.

In a press release, the organisers of the exhibition, Verifair, said that the fifth edition of Diflex comes at a time when the footwear and leather sector is facing significant challenges due to tariffs imposed on major producing countries, leading to price increases and impacting price lines at the consumer end.

Mr. Jeen Joshua, General Manager of Verifair, said, "This year, Diflex 2025 is being held at a larger scale than previous editions with participation from countries such as China and India being affected by the tariffs. The Middle East and Africa market, including the GCC, has always been an attractive destination due to its growing population, its youthful demography that stimulates consumption, along with urbanisation and significant growth in the retail sector. These markets are becoming increasingly important today, as industry players seek alternative solutions to stay competitive by diversifying market footprints, strategic partnerships, and scouting for alternate trade and manufacturing hubs with lesser tariff burden that will help hedge growth risks."

In addition, the exhibition is held in Dubai, which is a major hub for exports and re-exports to regional and global markets. According to the Dubai Chamber of Commerce, the total value of exports and re-exports reached AED 309.6 billion in 2024, an increase of 9.2% from the previous year. GCC countries alone accounted for 50% of total exports and re-exports worth AED 154.8 billion, while non-GCC countries recorded AED 154.8 billion, of which AED 79.8 billion were to Africa, AED 29.7 billion to Asia and the Pacific, and AED 45.3 billion to Europe.

Since its first show in 2017 in September in Dubai, Diflex will showcase more than 250 brands and 10,000 product lines to an estimated 5,000 trade visitors from across the world. Dubai is the largest participant in the exhibition, followed by India, China and the European Union, among more than 100 international countries offering a wide range of trade, business and a rich product.

**الوطن**  
Dubaï - International - English

15 September 2025

**Diflex 2025 kicks off in Dubai from 23 - 25**

The footwear and leather sector in the Middle East and Africa, estimated to be worth \$37.51 billion (AED 137.7 billion) in 2025, is gearing up for an extraordinary annual gathering at Diflex 2025, the region's largest corporate trade event, to take place in Dubai from September 23-25. The show provides manufacturers and brands with a strategic platform to expand and diversify their presence in the region's markets, which are now one of the most potential alternatives to the global challenges posed by U.S. tariffs.

Customs duties According to regulator Verifair, the fifth edition of the show is being held at a time when the industry is facing hurdles due to tariffs imposed on the world's top producers, which is reflected in growth opportunities and prices offered to consumers.

"This year's edition comes in a larger size, with countries such as China and India most affected by the tariffs, which reinforces the importance of the Middle East and Africa market, especially in light of population growth and growing demand for modern goods," said the company's general manager, Jeen Joshua.



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UAE News 24/7  
Interesting News Blog  
NEWS247  
Tag Archives: Diflex 2025

**BUSINESS & INVESTMENTS**

### DIFLEX 2025 TO HELP FOOTWEAR AND LEATHER MAKERS MITIGATE TARIFF WINDS BY ENHANCING MEA FOOTPRINTS

SEPTEMBER 22, 2025

Region's largest B2B show to run during September 23-25  
Diflex 2025 to Help Footwear and Leather Makers Mitigate Tariff Winds by Enhancing MEA Footprints

- Show offers a platform for producers to converge and collaborate to workaroud US tariffs and diversify across the US\$37.51 billion Middle East and Africa (MEA) markets.
- China leads participation, followed by India, Italy, and other EU countries among exhibitors from over 16 countries showcasing over 250 brands and 10,000 product lines

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### Diflex 2025 to Help Footwear and Leather Makers Mitigate Tariff Winds by Enhancing MEA Footprints

Region's largest B2B show to run during September 23-25

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- China leads participation, followed by India, Italy, and other EU countries among exhibitors from over 16 countries showcasing over 250 brands and 10,000 product lines.

**Dubai, September 12, 2025:** In the backdrop of the harsh tariff winds from the US battering the global footwear and leather market, DIFLEX 2025, the region's largest B2B trade show is set to open offering a vantage point for manufacturers and brands to diversify and ramp up engagement with the Middle East and Africa (MEA) market.

In a statement, organisers of the show, Verifair, said DIFLEX in its fifth edition now is taking place at a time when the footwear and leather markets are in challenging times with the tariffs against major producing countries eating into potential growth and impacting the price lines at the consumer end.

"This year, DIFLEX 2025 is bigger than the previous editions with large

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supply chain

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NEWS

### DIFLEX 2025 TO ENHANCING MEA FOOTPRINTS

SEPTEMBER 14, 2025

GCC TEAM

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# Diflex

Footwear, Shoes, Bags, Luggage  
Leather Products and Accessories

**8 - 10 DEC 2026**

Festival Arena, Dubai Festival City, Dubai

