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# Tech & Digital Pioneers Power List 2024: UNOX MENA

UNOX integrates AI and user-centric design for a competitive edge in the market

by Misbaah Mansuri | August 30, 2024 11:45 AM GST |

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UNOX MENA is recognised as a key player in the professional oven industry, offering cutting-edge solutions for the catering, retail, pastry, and bakery sectors.

Founded in 1990 in Padua, Italy, the company has grown into a global powerhouse, achieving a turnover of USD\$200 million in 2021. With a presence in 37 countries and distribution in over 110, UNOX is expanding rapidly.

Under Matt Roberts' leadership as managing director of UNOX MEA & I, the company has rolled out game-changing products like the CHEFTOP-X and BAKERTOP-X ovens.



These ovens, featuring the AI-driven DIGITAL.ID system, are revolutionising kitchen operations. The AI tech in these ovens adapts in real-time to chefs' needs, effectively turning them into a reliable sous chef.

Innovation is key to UNOX's mission. The company invests heavily in research and development, with a team of over 650 professionals, including more than 50 experts in various fields like physics and engineering. Their dedication has led to the creation of the CHEFTOP-X and BAKERTOP-X ovens after three years of intense research.

Sustainability is also a priority for UNOX. The SMART.Energy technology in their ovens optimises energy use and reduces CO2 emissions, making them not only eco-friendly but also cost-effective for businesses. This focus on sustainability aligns with global efforts to reduce the environmental footprint of commercial kitchens, while also helping businesses lower their overhead costs through more efficient energy use. The ovens even feature a self-cleaning function, which saves time and preserves the longevity of the equipment.



UNOX's expansion into the Middle East is a key part of its growth strategy. The company's new regional office in the UAE includes a state-of-the-art demo kitchen where potential customers can test the ovens and receive expert guidance on maximising their investment. This hands-on approach has been a hit with clients, who appreciate the opportunity to experience the advanced capabilities of UNOX's products before making a purchase.

In addition to its UAE presence, UNOX has recently made a significant entry into the Saudi Arabian market, marking a major milestone for the brand. This expansion into one of the region's fastest-growing markets is expected to further solidify UNOX's position as a leader in the professional oven industry. Customer feedback on UNOX's AI-powered ovens has been overwhelmingly positive. Chefs are particularly impressed with the precision and reliability of these ovens, as well as their user-friendly features. The integration of AI allows chefs to focus more on creativity and less on monitoring the cooking process, while the ovens take care of the rest. This combination of advanced technology and ease of use has given UNOX a competitive edge, helping it to stand out in a crowded market.

## MISBAAH MANSURI

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With a decade of experience in journalism, Misbaah is the associate editor for the hospitality and design, working across all of the group's brands comprising Hotelier Middle East, Caterer ME, and Commercial... [More by Misbaah Mansuri](#)

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