

Jeremy Peat is Group Commercial Manager at Fibretech and Fiberstone, where he leads international commercial growth across Europe, the Middle East and Asia. With over 35 years of experience in technical sales, business development and strategic market expansion, Jeremy specialises in helping industrial manufacturers translate innovative materials into commercial success.

His work focuses on advanced fibre reinforcement technologies and high-performance refractory solutions for the cement, steel, aluminium, copper and wider high-temperature processing industries. He works closely with manufacturers, distributors and end users to develop long-term partnerships, identify new market opportunities and deliver measurable improvements in operational performance.

At IBAAS Vietnam, Jeremy will present the latest developments in fibre reinforcement technology, demonstrating how steel-reinforced ceramic composites are delivering longer campaign life, improved resistance to thermal shock and mechanical impact, and measurable performance improvements across the global refractory industry.