IFAT Saudi Arabia

Pioneering waste management, recycling and water management solutions across the Middle East & North Africa

SWISS Pavilion @ IFAT Saudi Arabia 2027

Riyadh, September 4 - 6, 2027
Riyadh Front Exhibition & Conference Center

(sample picture)

organized by

BTO Solutions Schürch AG

Official representative (CH, FL) of
Messe München | GHM | Yontex | Spielwarenmesse eG | GISEC | Solar Promotion | Meplan

Pflanzschulstrasse 3
8400 Winterthur
www.bto-solutions.ch
Tel. +41 (0) 44 350 36 02
info@bto-solutions.ch

BTO Solutions
Messen weltweit | Trade Fairs worldwide

1 Why exhibit at IFAT Saudi Arabia?

Saudi Arabia invests massively in water, wastewater, recycling, and environmental technologies under Vision 2030 and the National Water Strategy — targeting full treated wastewater reuse, huge desalination expansion, and sustainability goals. The water & wastewater market is projected to grow strongly, with billions in opportunities (e.g., $35–45 bn desalination/wastewater investments by 2030).

IFAT Saudi Arabia is the Kingdom's leading platform for these sectors, attracting decision-makers from government (B2G) and industry (B2B), plus a high-level conference program. After a successful 2026 debut (450+ exhibitors, 20,000 visitors), the 2027 edition offers direct access to this fast-growing market.

Swiss firms, globally renowned for precision engineering, sustainable water treatment, circular economy solutions, and innovation, can position themselves early as preferred partners in one of the world's most ambitious environmental transformation programs. Exhibiting builds visibility, networks, and contracts in a high-potential region.

2 The Fair | Facts & Figures

2.1 Exhibition Key Topics

- Hydraulic engineering and well construction
- Water and sewage treatment
- Water supply and sewerage systems
- Mechanical engineering and plant engineering in water management
- Digitalization Water
- Solid waste management and recycling
- Generating energy from waste materials
- Energy efficiency technologies, services and products
- Decontamination of old sites / soil treatment
- Air pollution control and noise reduction
- Measuring, control and laboratory technology
- Environment management and services
- Science, research, technology transfer

2.2 Previous Event (2026)

- 20,000 visitors
- 450 exhibitors from 35 countries

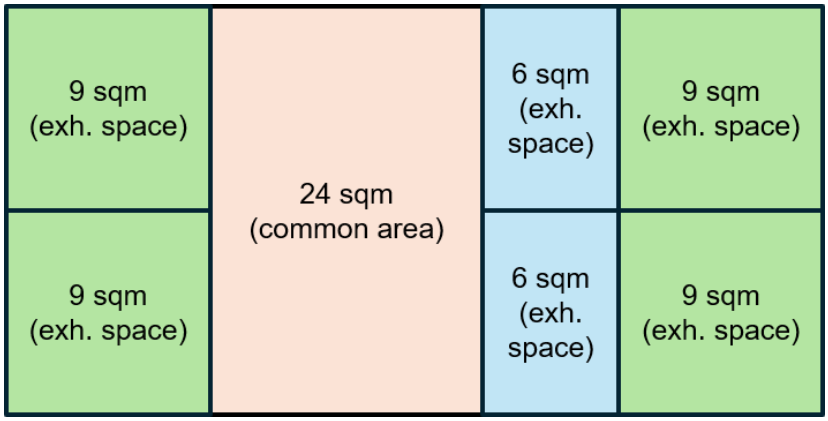
3 Opening Hours

Dates	Opening Hours
Sat., September 4, 2027	15:00 - 21:00
Sun, September 5, 2027	15:00 - 21:00
Mon., September 6, 2027	15:00 - 21:00

4 Further Information

Topic	Link
Exhibition Homepage	IFAT Saudi Arabia Homepage
Exhibitor List (2026)	Exhibitor List
Exhibitor Information	Exhibitor Fact Sheet
Fairground Layout	Hall Plan Exact Location of SWISS Pavilion not yet fixed.
Dates and Deadlines	Application Deadline for SWISS Pavilion ► April 30, 2027

5 SWISS Pavilion – Planned Layout



6 Participation Packages

	6 m² (S)	**9 m² (M)**
Package Price (net)	CHF 7'650.00	CHF 13'196.00
Marketing Fee (net) (charged by fair organizer)	USD 595.00 (additional)	
Inscription Fee (net) (charged by BTO Solutions)	No fee	
Individual Booth Equipment	• 1 table and 2 chairs • 1 waste bin • 1 counter • 1 TV • 1 electrical socket (230V, for PC etc.)	
Over All Package Content	• Space & stand building incl. separation walls, floor, lights • Use of general areas (storage room, lounge etc.) • Exhibitor graphics • Non-alcoholic beverages during the fair • Cleaning service	
Not Included Content (to be taken care of by exhibitors)	• Travel & accommodation • Individual installations (electricity, water, air) • Additional equipment and furniture	

7 Important Additional Information

- For individual wishes, please contact us.
- Please see our General Terms and Conditions for participation (GTC) being part of the contract
- Support for this SWISS pavilion from the Trade Fair and Project Committee (TFPC) has not yet been finalized, but it is a prerequisite for the project's implementation.

8 Application Deadline for SWISS Pavilion

► **April 30, 2027**

9 Organizer

BTO Solutions Schürch AG
Pflanzschulstr. 3
8400 Winterthur
www.bto-solutions.ch

Person in charge:
Markus Greiff (Mr.)
Tel. +41 (44) 350 36 02
markus.greiff@bto-solutions.ch

Registration

for Participation at SWISS Pavilion as an Exhibitor

Trade Fair name	IFAT Saudi Arabia 2027
Date	September 4 - 6, 2027
Location	Riyadh Front Exhibition & Conference Center

We hereby declare our participation as an exhibitor at the official «SWISS Pavilion» at the above-mentioned trade fair and confirm that we have read and accepted the attached General Terms and Conditions (GTC). We are aware that those GTC are a permanent part of this contractual relationship.

Company:	
Adress:	
Zip Code, City:	
Homepage:	
Contact Person (first + last name):	
Function:	
Phone:	
E-Mail:	
Swissmem Membership:	O yes (please enclose documentation)

Preferred Participation (Preconfigured as per the information above. Please mark the desired option):

Size S (6 sqm)	CHF 7'650.00 (net) *	
Size M (9 sqm)	CHF 13'196.00 (net) *	

* 10% discount for Swissmem members

Additional Costs: Marketing Fee (charged by fair organizer): USD 595.00 (net)

In case of an individual request, please define here:

Please mention here your exhibits/products:

Invoicing

Please refer to the Payment Terms of our General Terms and Conditions (GTC).

Binding Registration

Place, Date	
Signing Person	
Stamp, Signature	

To be submitted to

BTO Solutions Schürch AG
Pflanzschulstr. 3
8400 Winterthur
Switzerland
www.bto-solutions.ch
info@bto-solutions.ch

General Terms and Conditions for participation at Swiss Pavilions organised by BTO Solutions Schürch AG
as of July 1st, 2026

1. Field of application

1.1. These General Terms and Conditions (the "Terms") for Event and Exhibition Services apply to all services offered by BTO Solutions Schürch AG ("BTO") itself as well as in cooperation with its contracting partners in Switzerland and abroad to clients ("Exhibitor").

2. Formation and execution of contract

2.1. The Exhibitor's registration constitutes a binding offer to participate in the SWISS Pavilion. It does not confer any right to participate, nor to a specific booth size or location.

2.2. A binding contract shall be concluded only upon written confirmation by BTO and subject to the final approval of funding by the Trade Fair and Project Committee (TFPC).

2.3. Any payment, acceptance, or other action by the Exhibitor prior to written confirmation and TFPC funding approval does not constitute a binding contract.

2.4. If the TFPC does not grant funding, BTO is under no obligation to conclude a contract. Any payments already made will be fully refunded.

3. Payment terms

3.1. Following written confirmation of participation by BTO and subject to final approval of funding by the Trade Fair and Project Committee (TFPC), BTO shall invoice 50% of the total participation fee. The invoice itself shall not constitute a separate or unconditional confirmation of participation.

3.2. The remaining 50 % of the total price of participation will be invoiced approximately three months prior to the fair opening. Additional services offered to participants during the fair will be billed within 30 days after participation.

3.3. The full participation fee must be paid in full no later than four weeks before the start of the event, otherwise the Exhibitor shall not be entitled to participate.

3.4. BTO will invoice the costs of Special Services (section 5.2) after the close of the event; such charges shall likewise be payable within 10 days.

3.5. In the event that BTO receives any rebates, credits, refunds or reimbursements from service providers, authorities or other third parties relating to the Exhibitors' participation, BTO shall, after receipt of such amounts and following clarification and approval by the Trade Fair and Project Committee (TFPC), reimburse the respective amounts to the Exhibitors on a pro rata basis, insofar as such rebates, credits, refunds or reimbursements are attributable to the Exhibitors' participation.

4. Delivery, changes, delinquency and cancellation

4.1. In the event that the Exhibitor is persistently in arrears with a due payment and BTO therefore withdraws from the contract without notice, the registration fees and the agreed participation fee shall be payable as a contractual penalty.

4.2. In the event that an Exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section 4.3, shall remain due along with compensation for expenses already incurred by BTO for Special Services (section 5.2).

4.3. Any cancellation of the contract by the Exhibitor shall be effective only if made in writing (letter or e-mail).
If the written cancellation is received by BTO:
- at least six (6) months before the opening of the exhibition, the Exhibitor shall remain liable for 50% of the participation fee;
- at least four (4) months before the opening of the exhibition, the Exhibitor shall remain liable for 75% of the participation fee;
- less than four (4) months before the opening of the exhibition, the Exhibitor shall remain liable for 100% of the participation fee.
The registration fee shall remain payable in all cases of cancellation.
If the Exhibitor arranges a suitable replacement exhibitor who assumes the contract under the same terms and conditions, and such replacement is accepted by BTO, the original Exhibitor shall be released from its contractual obligations to the extent that the participation fee is paid by the replacement exhibitor. The registration fee and any additional costs or expenses already incurred by BTO shall remain payable in any event. The registration fee shall also be payable by the replacement exhibitor.

4.4. BTO may undertake a reduction in the registered booth space or a change of location at any time (section 5.1). In this event the Exhibitor is entitled to withdraw from the contractual relationship in writing within one week of receiving notification of such a change in the contractual terms if the Exhibitor's interests are unreasonably adversely affected thereby. If the adverse effect is reasonable, the Exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal shall be calculated in accordance with section 4.3 based on the date on which BTO receives the Exhibitor's written notice of withdrawal.

4.5. In the event of a significant price increase (an increase of at least 5%) by an involved party (trade fair organizer, stand construction company or service provider) after an offer has been made to exhibitors, BTO is entitled to pass on such increase to the exhibitors.

4.6. In the event of significant exchange rate fluctuations (an increase of at least 5%, CHF vs. foreign currencies involved) after submitting an offer to exhibitors, BTO is entitled to pass on the effects to the exhibitors.

5. Special terms for BTO events/trade fair services

5.1. Basic Services: On assuming organizational responsibility, BTO undertakes to provide the Exhibitor with appropriate conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes the services specified in the participation documents. BTO is the sole principal for the Basic Services vis a-vis third parties. BTO assigns locations and exhibition space in cooperation with the trade fair management. BTO will make all reasonable efforts to meet Exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. BTO reserves the right to assign the Exhibitor a booth at a location other than that confirmed, to change the size of the Exhibitors' space (e.g., in the event of overbooking), to relocate or close entrances and exits to the exhibition grounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on BTO's part in undertaking such measures.

5.2. Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and telecommunications, water, compressed air, gas, etc. as well as services such as additional Exhibitor badges, parking permits, etc.
Fitting the stand walls with the exhibitor's desired communication ("graphics") is an additional service provided by the stand constructor, which the exhibitor orders individually from the stand constructor on the basis of the latter's price list.

6. Obligations of the Exhibitor

6.1. The guidelines and rules established by the trade fair management are binding on all Exhibitors. The responsible project manager of BTO or his or her deputy retains domiciliary rights at the SWISS Pavilion. BTO or third parties appointed by BTO represent the interests of the Exhibitors vis-à-vis the trade fair management.

6.2. The design and operation of the rented space must be in harmony with the overall appearance of the fair. The Exhibitor shall comply with the instructions of BTO or the trade fair management in this respect. BTO's guidelines and instructions apply on a subsidiary basis for the design and operation of booths.

6.3. By participating in the event, the Exhibitor agrees to comply with the Swissness regulations as set forth in the Federal Act on The Protection of Trade Marks and Indications of Source, as well as any related implementing regulations. Any Exhibitor who fails to comply with these regulations will not be permitted to participate in the SWISS Pavilion at any event.

6.4. The Exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The Exhibitor is obliged to staff and supply the booth with exhibition materials throughout the entire opening hours of the exhibition and to begin dismantling the booth only after the close of the exhibition.

6.5. Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by BTO. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, BTO reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

6.6. The engagement of local personnel, interpreters, etc. is in principle the responsibility of each Exhibitor, but may be arranged through BTO at the Exhibitor's request and expense. Each Exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

6.7. The Exhibitor acknowledges that photographs and films may be taken at the event for documentation, communication and advertising purposes and accepts that its representatives, employees and other personnel may be identifiable in such photographs and films.

7. Transport, insurance and security measures

7.1. Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual Exhibitor unless otherwise agreed.

7.2. Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each Exhibitor. Even if BTO prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the Exhibitors and the contracting party. BTO's role in such cases is solely that of an intermediary. If BTO provides the authorities with guarantees for the temporary admission of goods on behalf of Exhibitors, the Exhibitor undertakes to comply with the associated obligations and hold BTO harmless.

8. Assignment/involvement of third parties

8.1. During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the Exhibitor only with the written consent of BTO and an additional registration. Co-exhibitors are participants appearing in some form in an Exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the Exhibitor is liable to BTO for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor. Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of BTO.

9. Data protection

9.1. BTO and its affiliated partners may store the client data necessary for providing the services both within Switzerland and abroad. This data will be processed solely for the purpose of fulfilling the contractual obligations and conducting internal market research. The Exhibitor acknowledges and agrees that client data may be disclosed to third parties. BTO shall require third parties processing personal data on its behalf to comply with applicable data protection requirements and to implement appropriate technical and organisational measures.

9.2. Any person about whom client data is collected has the right to request information about what data is processed about him. Any person may request that data be corrected or deleted from the data register. To do so, contact: info@BTO.ch. Exhibitor data includes information such as name, address, telephone number and e-mail. Personal data means information relating to an identified or identifiable natural person, including representatives, employees and contact persons of the Exhibitor.

9.3. The Exhibitor agrees that BTO and the contracting partners cooperating with BTO in Switzerland and abroad may inform him or her about their own and general economic activities by letter, telephone or telecommunication during and after termination of the contractual relationship. In doing so, BTO observes the legal regulations of the Data Protection Act (DSG) and those of the Federal Act against Unfair Competition (UWG), as well as the equivalent foreign laws.

10. Limitation of Liability and Force Majeure

10.1. BTO shall not be liable for any loss of, damage to or delay in the delivery of exhibits, equipment or other property of the Exhibitor, nor for theft, loss or damage to personal belongings, defective performance by local representatives or service providers, or any other circumstances beyond BTO's reasonable control, unless otherwise expressly provided in these Terms.

10.2. BTO shall be liable to the Exhibitor only for direct damage demonstrably caused by BTO through wilful misconduct or gross negligence. To the fullest extent permitted by applicable law, all further liability of BTO, whether arising in contract, tort or otherwise, is excluded.
In particular, BTO shall not be liable for any indirect, incidental, consequential or special damages, including, without limitation, loss of profit, loss of revenue, loss of business opportunity, loss of anticipated contracts or loss of goodwill.
In any event, BTO's total aggregate liability arising out of or in connection with the contractual relationship with the Exhibitor shall not exceed the participation fee actually paid by the Exhibitor.

10.3. BTO shall not be liable for any failure or delay in the performance of its contractual obligations if such failure or delay results from events or circumstances beyond BTO's reasonable control, including but not limited to acts of God, natural disasters, epidemics, pandemics, war, armed conflict, terrorism, civil unrest, strikes or other labour disputes, governmental or administrative measures, sanctions, travel restrictions, border closures, import or export restrictions, interruption of transportation or utilities, cyber incidents, or any other comparable event of Force Majeure.
In such circumstances, BTO shall be entitled, where reasonably necessary, to postpone, modify, reduce or cancel all or part of the Services, including the size, location or design of the SWISS Pavilion, without incurring any liability for damages, compensation or reimbursement.
Where an event is cancelled or cannot be carried out as planned due to Force Majeure, BTO shall be entitled to invoice the Exhibitors on a pro rata basis for all Basic Services already performed as well as for all costs reasonably incurred and contractual obligations irrevocably committed by BTO in connection with the event up to the date of cancellation or modification. Costs relating to Special Services shall be invoiced individually to the respective Exhibitor.
The Exhibitor shall not be entitled to claim compensation for loss of profit, loss of business opportunities or any other indirect or consequential damages arising from such events.

10.4. BTO shall not be liable to the Exhibitor for any consequences arising from the location or surroundings of the booth.

11. Applicable Law and Jurisdiction

11.1. The legal relationship between the parties shall be governed exclusively by Swiss law, unless these Terms and Conditions contain provisions to the contrary.

11.2. The exclusive place of jurisdiction for the legal relations existing between the parties is Winterthur ZH.

12. Severability

12.1. If a provision of this agreement is or becomes legally invalid or if there is any gap that needs to be filled, the validity of the remainder of the agreement shall not be affected thereby. Invalid provisions shall be replaced by common consent with such provisions which come as close as possible to the intended result of the invalid provision. In the event of gaps such provision shall come into force by common consent which comes as close as possible to the intended result of the agreement, should the matter have been considered in advance. Any changes of or amendments to this Agreement must be in writing to become effective.