IFAT Saudi Arabia

Founding and Strategic Partner

MWAN مـــوان
المركز الوطني لإدارة النفايات
National Center for Waste Management

The Kingdom's only event dedicated to waste, water and environmental technologies

Event Brochure

September 4 - 6, 2027

Riyadh Front Exhibition & Conference Center

ifat-saudiarabia.com

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Saudi Arabia's dynamic water and waste market is your gateway to business growth in 2027

Following a record-breaking edition in 2026, **IFAT Saudi Arabia organized by dmg events and licensed by Messe München**, under the patronage of H.E. Eng. Abdulrahman Abdulmohsen AlFadley, Minister of Environment, Water and Agriculture, in partnership with the National Center for Waste Management (MWAN), returns to Riyadh from September 4 - 6, 2027. The event will take place at the Riyadh Front Exhibition & Conference Center, bringing together key players in the waste, water and environmental technology sectors.

For 60 years, **IFAT** has been recognised as the world's leading network and platform for environmental technologies. With 11 trade fairs in 7 countries – apart from **IFAT Saudi Arabia**, **IFAT** is the perfect stage for solutions related to water, recycling and circularity. Its expansion into Saudi Arabia is both a response to regional developments and a signal of the Kingdom's growing global relevance in this space.

» Position your brand at the forefront of the environmental sector by connecting with policymakers, municipal leaders, industry experts and technology pioneers

What to expect in 2027

25,000+	35+	140+	550+	15
Attendees	Participating Countries	Speakers	Exhibitors	Pavilions

"With **IFAT Saudi Arabia**, we are bringing leading environmental technologies and international expertise to Saudi Arabia. The trade fair is an important contributor to the implementation of our environmental and sustainability goals within the framework of Vision 2030 and at the same time strengthens the dialogue between local and international partners."

His Excellency Abdulrahman Abdulmohsen A. AlFadley
Minister of Environment, Water and Agriculture

Capitalize on growing market opportunities in Saudi Arabia's waste and water sectors

Driven by rapid industrialization, population growth and urban development, Saudi Arabia has placed environmental sustainability at the heart of its national agenda. As a core pillar of Vision 2030, sustainability is now woven into every major project across the Kingdom creating strong momentum for solutions in water, waste management and circularity.

The National Center for Waste Management (MWAN), the event's Founding and Strategic Partner, is leading the transformation of the Kingdom's waste sector through extensive regulatory and planning efforts grounded in circular economy principles. This transformation is unlocking hundreds of opportunities for local and global investors to help build a modern, high-performance waste infrastructure.

All these efforts have created a growing market for environmental technologies and solutions, all of which are attracting global attention and lucrative opportunities.

Connect, grow and lead in Saudi Arabia's expanding environmental sectors

Net Zero by 2060

94% of municipal solid waste to be diverted from landfills by 2040

$80 billion allocated to water projects in Saudi Arabia in the coming years

900 new recovery and treatment facilities by 2040

SAR 750 Billion worth of investment within the waste management sector

95% by 2035 Disposal rate for hazardous waste

$533 million invested in water and sewerage projects across Riyadh

90% of water needs from desalination by 2030

Source: Saudi Green Initiative, National Center for Waste Management (MWAN), Zawya, Arab News, Ministry of Environment, Water, & Agriculture (MEWA)

Showcase your latest innovations

Exhibitors will feature a range of products, services, solutions and innovations across the following categories:

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

Engage with highly qualified visitors

IFAT Saudi Arabia brings together key stakeholders from environmental technology leaders to regulators and operators, with the aim of generating sustainable business opportunities.

Visitors representing key industry sectors:

- Public authorities or other public organizations
- Public and private water supply companies
- Public and private wastewater treatment companies
- Public and private waste disposal companies
- Public and private waste management companies (waste, recycling)
- Public and private city cleaning companies
- Planning and engineering offices
- Water resources consulting companies
- Water technology providers
- Construction companies & contractors
- Pharmaceuticals
- Food & beverage
- Waste to energy
- Mining & mining investment companies
- Chemistry
- Research & education organizations
- Energy supply / energy transport companies
- Industry associations
- Agriculture
- Financial institutions

90%
of visitors would recommend **IFAT Saudi Arabia** to a colleague*

90%
of visitors were able to achieve their objectives*

97%
of visitors are satisfied with the event*

*Numbers based on **IFAT Saudi Arabia** 2026 visitor survey

2026 Leading visitor companies included:

ADECO GROUP · alfanar · Almarai · amazon · وزارة الطاقة MINISTRY OF ENERGY · aramco · DAR AL RIYADH
EMIRCOM · أمانة جدة · وزارة التعليم Ministry of Education · وزارة الصحة Ministry of Health · MODON · NEOM نيوم
Red Sea Global · الهيئة الملكية لمحافظة العلا Royal Commission for AlUla · مطارات الرياض riyadh airports · الشركة السعودية للكهرباء Saudi Electricity Company · أمانة الطائف · توزيع TAWZEA by Qiddiya · التنمية TANMIAH

> Happy to attend **IFAT Saudi Arabia**, it's a big show with over 400 exhibitors and an opportunity to meet solution providers offering the latest services and solutions. I enjoyed attending and found it to be a valuable.
>
> **Eng. Amer Alrajiba**
> **Chief Planning Officer, Saudi Water Partnership Company (SWPC)**

Unlock new opportunities for your business in a fast-growing market

Capitalize on a fast growing market

With its ambitious Vision 2030 plan and significant investments in waste and water management sectors, **IFAT Saudi Arabia** will offer prime opportunities for businesses in the sector to tap into this emerging market.

Showcase your products & solutions to qualified buyers

Demonstrate your products, solutions and expertise and engage with government officials and industry stakeholders to position your brand as a leader in the market and increase your sales pipeline.

Strengthen your brand presence

Leverage the event's global marketing reach to increase brand awareness, enhance industry positioning, and stand out in a competitive market.

Connect with local and regional customers

Build valuable connections and meet face-to-face decision makers from government entities and leading companies across the Kingdom.

95%* of exhibitors met highly relevant visitors at IFAT Saudi Arabia.

*Numbers based on IFAT Saudi Arabia 2026 exhibitor survey

→ ENQUIRE TO EXHIBIT

Startup Area

Innovate, connect and scale your sustainable solutions

Get your startup noticed at the **Startup Area** the all-in-one pod for emerging companies in water, wastewater, waste management, recycling and circular economy solutions.

Showcase your technology to industry leaders, investors, policymakers and key decision-makers, gain valuable insights from expert sessions and connect with partners who can accelerate your growth.

Startups reflect on IFAT Saudi Arabia 2026

We had a good time at **IFAT**. It's been amazing coming all the way from the United States. Having amazing connections and meeting all these people in person is valuable for us. The quality of the contacts and being able to make the connection, understand what their needs are, has been massively helpful.
Definitely back next year.

Tyson Black
Head of Growth, ReCircled

→ RESERVE YOUR POD

Align your brand with thought leadership, innovation and sustainability at the IFAT Saudi Arabia 2027 Content Programme

IFAT Saudi Arabia Summit

The summit brings together high-ranking decision-makers from ministries, authorities, regulatory institutions, investors and leading industry representatives to discuss the strategic development of Saudi Arabia's waste and water sectors, focusing on long-term sustainability, investment opportunities, public-private and alignment with national development goals.

Conference Program

Featuring two thematic stages focused on practical application and industry know-how, the conference programme delivers in-depth sessions for professionals working on the ground.

Blue Stage

The Blue Stage brings together experts and key industry players to explore innovative solutions in water management. Sessions focus on the latest desalination strategies and economic models shaping the Kingdom's environmental landscape.

Orange Stage

The Orange Stage brings together innovators and industry leaders to drive progress in waste management, recycling and circular economy solutions through real-world insights and practical case studies.

Showcase your expertise on the **IFAT Saudi Arabia** stages → BECOME A SPONSOR

Sustainability commitment at the event

The Best Sustainable Exhibitor Award

Recognizes exhibitors who demonstrate outstanding sustainability on the show floor.

Exhibitors

Encouraging eco-friendly materials in stand build and sustainable shell scheme options

Badges & Registration

- Low-impact thermal paper badges
- Digital visitor guides & QR codes
- Sustainable, recyclable lanyards

Waste & Recycling

- Segregated waste bins across the venue
- Smart AI recycling bins
- Reverse vending machines for plastic bottles
- Recyclable show waste diverted from landfill

Venue & Operations

- Green-certified hotels highlighted
- Public transport & metro encouraged
- Electric golf carts onsite
- Plants sourced from local suppliers

Food & Beverage

- Sustainable coffee partners
- Food waste composting solutions

Merchandise & Giveaways

Sustainably sourced, eco-friendly giveaways

Interested in getting involved?

If your organization is passionate about sustainability and wants to align with the event's sustainability initiatives, showcase your commitment and strengthen your ESG story. Contact us to get involved

↓ VIEW THE FULL 2026 CASE STUDY

Get your brand amplified through our °360 marketing

10.4M
Digital campaign total impressions

879K
Website views

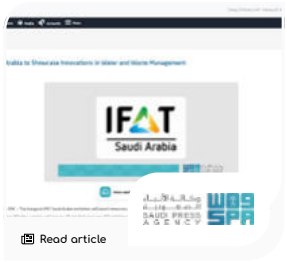
208.46K
WhatsApp messages delivered

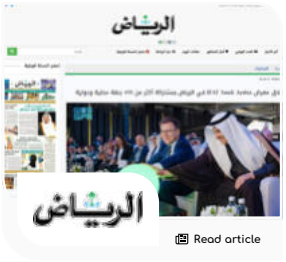
4.6M
Emails sent

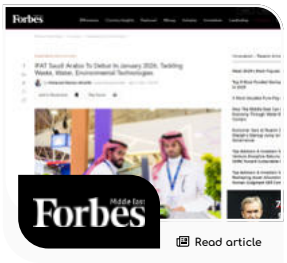
6K
Social followers

3K
Telemarketing calls made

Making headlines with 317M reach and $14.4M value







Key moments from 2026

Media coverage

Where partnerships are signed

IFAT Saudi Arabia is more than an exhibition, it is a deal-making platform where real business happens. Bringing together government entities, investors and industry leaders, the event creates the right environment to initiate partnerships, sign agreements and drive projects forward across the Kingdom's environmental sectors.

In its first edition, **IFAT Saudi Arabia** saw over 30 MoUs signed on-site, reinforcing its role as a true deal-making platform.

Some of the key partnerships were announced in 2026:

Saudi Water Authority & National Water Transmission Company

A cooperation agreement supporting the Saudi Green Initiative, focused on contributing to the target of 50 million seedlings within the Kingdom's water ecosystem and advancing long-term environmental sustainability.

AERZEN & Clean Energy Business Council (CEBC)

A strategic MoU to drive sustainability, decarbonization and innovation across water, energy and industrial sectors in the Middle East. The partnership will enable joint initiatives in thought leadership and capacity building, supporting regional net-zero goals.

Recyclee & Tanmiah

A partnership to digitize waste management through real-time tracking and monetization of industrial byproducts transforming waste into revenue streams and supporting Saudi Vision 2030's circular economy goals.

For more information about the MoU Zone, please contact the marketing team at

marketing@ifat-saudiarabia.com

What industry leaders are saying about IFAT Saudi Arabia 2026

The experience at **IFAT** is really amazing. It is an international platform that brings multiple partnerships, benefiting the vision towards sustainability. All experts come together in one place for three days, you can't find this opportunity anywhere else. People are exchanging partnerships and excited to have meetings; everyone is happy and excited.

Abdulrahman A. Alodah
Executive Director of Sustainability and Water Environment, Saudi Water Authority

The summit brings together high-ranking decision-makers from ministries, authorities, regulatory institutions, investors and leading industry representatives to discuss the strategic development of Saudi Arabia's waste and water sectors, focusing on long-term sustainability, investment opportunities, public-private and alignment with national development goals.

Saad Almayyan
BD Director, GI Aquatech

IFAT Saudi Arabia is the best place to showcase everything related to sustainability and environmental factors based on all the exhibitors that are participating and based on all of the pieces that are related to these sectors. The footfall is surprising, the energy is really high, it is nice to meet all of these people within the same sectors that are concerned about environment and sustainability. It will be our honor to be here next year.

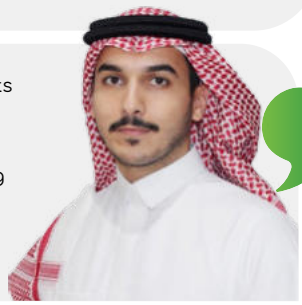
Mohamed Bani Hammad
Senior Director Business Development, Beeah

IFAT Saudi Arabia is an absolute knowledge base. What **IFAT** really does is bring that knowledge onto the ground level so that it provides an educational platform. You can not get better education than this on the ground. There are many different companies in many different fields and it's a fundamental plus of **IFAT Saudi Arabia**. Besides the business networking come to **IFAT Saudi Arabia** and educate yourself.

Shaun Rudiger
COO, Estedama

The exhibition is great, exceeding expectations. First day lots of people, we met lots of clients, potential clients and always good to catch up with friends and colleagues from the industry. As a big supporter of **IFAT** in Germany as well it is great to have it here in the region especially Saudi Arabia is a booming place.

Jamie Obrien
Managing Director, Huber Arabia



IFAT Saudi Arabia is a truly important platform that brings together industry experts while fostering meaningful environmental partnerships. The exhibition provides a valuable opportunity to exchange expertise, discover the latest innovations, and explore practical environmental solutions. The event exceeded our expectations in every aspect. We are proud to have been part of it and look forward to participating in all upcoming editions.

Abdullah Al-Zahrani
Executive Director of Sustainability, Yunitco

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→ ENQUIRE TO EXHIBIT FOR 2027

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