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

26 – 28 January 2026

Riyadh Front Exhibition & Conference Center



Sales Brochure

ifat-saudiarabia.com

Founding and Strategic Partner:

MWAN **موان**
المركز الوطني لإدارة النفايات
National Center for Waste Management



IFAT
Saudi Arabia

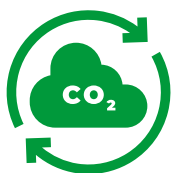
Saudi Arabia's dynamic water and waste market is your gateway to business growth in 2026

IFAT Saudi Arabia, organized by dmg events and licensed by Messe München, in partnership with the National Center for Waste Management (MWAN), is making its eagerly awaited debut in Saudi Arabia from 26 – 28 January. The global network of IFAT with its 11 successful trade fairs in seven countries, will thus be expanded by a strategically important new event. The trade fair will be held at Riyadh Front Exhibition & Conference Center and will bring together the key players in waste, water and environmental technologies.

Rapid industrialization, population growth and urban development have made water, waste management and circularity a top priority for the government in Saudi Arabia. The government's vision and proactive measures present great opportunities for solution providers in these sectors and customers, offering both environmental and lucrative economic benefits.

The National Center for Waste Management (MWAN) is the event's Founding and Strategic Partner. MWAN has been leading a major transformation journey of the waste sector in Saudi Arabia through extensive regulatory and planning efforts that fully embody circular economy principles, while creating hundreds of opportunities for local and global investors, to build an advanced and modern waste infrastructure.

Waste Management is a key part of Saudi Arabia's future strategies



Net Zero
by 2060.



55%

of waste segregated at source by 2030.



**34% of
waste
diverted**
from landfills by 2030.



848
new recovery &
treatment facilities
by 2040.



**USD
112bn**
private investment
opportunities.

Circular Economy for Sustainability: The Action Plan

Saudi Arabia's shift from a linear to a circular economy sets targets for waste reduction, recycling and resource efficiency.

The government has set targets for the circular economy to minimize environmental impact;

Disposal rate for hazardous waste

95% by 2035

Source: National Center for Waste Management (MWAN)

Municipal solid waste prepared for recycling

31% by 2035

Saudi Arabia has allocated

\$80 billion

for water projects within the coming years

Source: ZAWYA

Saudi Water Partnership Company (SWPC) plans to initiate 18 new water projects valued at

\$12 billion

Source: Business Start Up Saudi Arabia

The global circular economy could generate
\$4.5tn
additional economic output by 2030

\$10bn
circular economy focused assets are managed by Public Equity Funds

Source: Bloomberg

Exhibitor Profile

Exhibitors will showcase products, services, solutions and innovations in relation to the following:



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



Energy efficiency
technologies, services
and products



Digitalization
Water



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 the main stakeholders, from financial institutions to market regulators and operators, aiming to generate sustainable business.

Visitors mainly came from these 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



Saudi Arabia's green technology sustainability market is expected to reach \$12.83bn by 2030, rising at a CAGR of 15.70%.

Source: Research and Markets

Saudi Arabia announces \$32bn waste and recycling plan, aims to create 100,000 jobs.

Source: Arabian Business

Expand your business with us

Capitalize on Saudi's booming waste management market

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

Showcase your products and solutions to industry pioneers

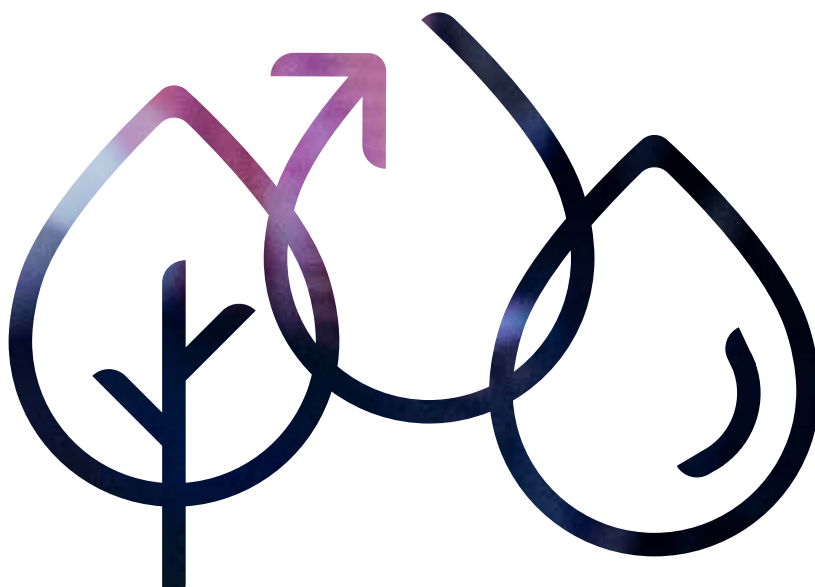
Demonstrate your products, solutions, expertise and engage with government officials and industry stakeholders to position your brand as a leader in the market.

Stay ahead of the competition

Gain market insights at the event through panel discussions, expert presentations and workshops.

Access a highly targeted audience

Boost your sales pipeline by connecting with influential industry professionals and decision-makers spanning manufacturing, construction, healthcare and retail sectors.



Exciting features await you



Strategic Summit

Bringing together national leaders and global experts, this high-level program explores visionary strategies and policy frameworks shaping the future of water and waste management in Saudi Arabia. Discussions will focus on long-term sustainability, investment opportunities, public-private collaboration, and alignment with national development goals.

Technical Workshops

Focused on practical application and industry know-how, this technical program offers in-depth sessions for professionals working on the ground. From advanced treatment technologies to integrated waste systems and performance optimization, the program equips attendees with the tools and knowledge to enhance efficiency and meet today's operational demands.



Live Demo Arena

Showcase your equipment live to an engaged audience by booking a slot in the Live Demo Arena.



Blue Stage

Water, Sewage and Drainage



Orange Stage

Waste Management, Energy Recovery and Waste Recovery

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World's leading network for environmental technologies



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