

Under the patronage of the Minister of Environment, Water & Agriculture

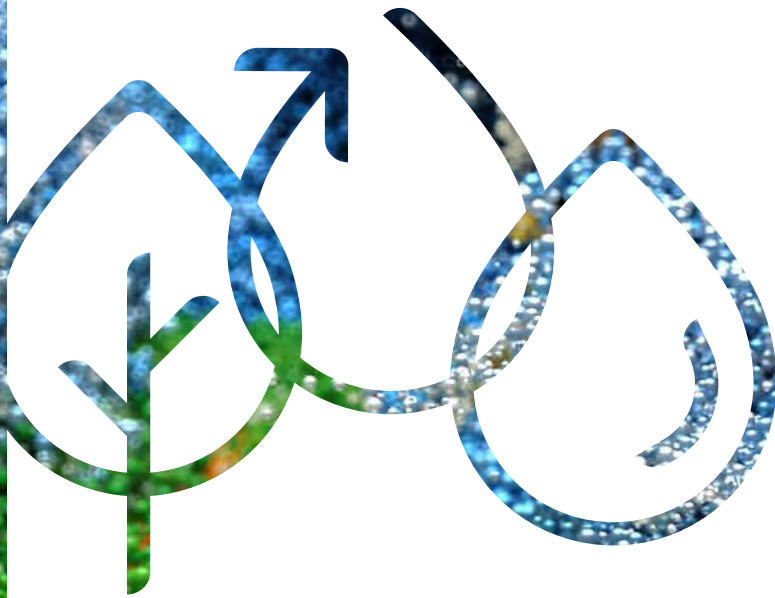


Founding and Strategic Partner

MWAN موان  
المركز الوطني لإدارة النفايات  
National Center for Waste Management



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



## Post Show Report

26 – 28 January 2026

Riyadh Front Exhibition & Conference Center

[ifat-saudi-arabia.com](http://ifat-saudi-arabia.com)

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# Bringing together the experts advancing Saudi Arabia's waste, water and environmental sectors

IFAT Saudi Arabia 2026, organized by dmg events and licensed by Messe München, in partnership with the National Center for Waste Management (MWAN), made its inaugural debut in the Kingdom from 26 to 28 January. The event welcomed 21,024 attendees at the Riyadh Front Exhibition and Conference Center, bringing together key players across the waste, water and environmental technology sectors to strike deals, source solutions and exchange expertise supporting the delivery of major projects.

The exhibition was officially inaugurated by His Excellency the Minister of Environment, Water and Agriculture, Eng. Abdulrahman Abdulmohsen AlFadley, with the participation of Carsten Schneider, German Federal Minister for the Environment, Climate Action, Nature Conversation and Nuclear Safety, reinforcing Saudi Arabia's commitment to national sustainability targets under Vision 2030.

Over three days, attendees participated in a strategic summit, CPD-certified conference sessions, high level networking opportunities and partnership building across three exhibition halls. With a strong focus on water management, recycling and circularity, project delivery and business development, IFAT Saudi Arabia served as a vital platform for companies involved in planning, design and asset management across the environmental value chain.

21,024

Professional attendees

441

Exhibiting companies

33

Exhibiting countries

1,099

Summit delegates

140

Speakers

42

CPD-certified sessions



الهيئة السعودية للمياه  
Saudi Water Authority

## Sponsor Testimonial:

"IFAT 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."

Abdulrahman A Alodah

Executive Director of Sustainability and Water Environment, Saudi Water Authority

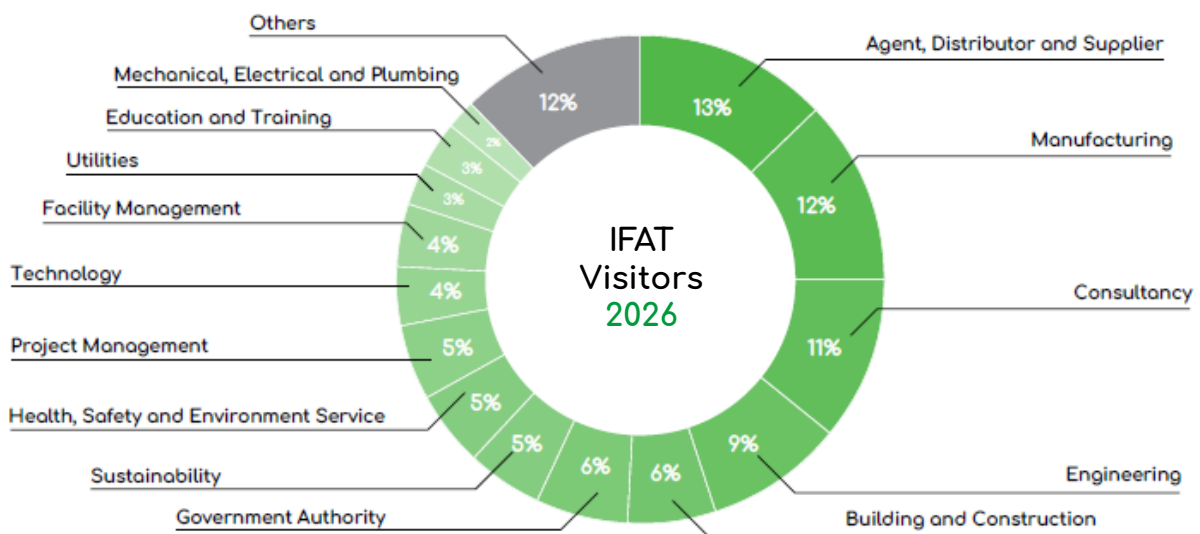
# IFAT Saudi Arabia 2026 Visitors

Attended by policy makers, key decision-makers and project leaders from Saudi Arabia and beyond, all seeking the latest tools, technologies and expertise to deliver environmental projects efficiently, on time and within budget.

Attending companies included:



Visitors' nature of business:



→ Exhibit now

and connect with leading decision-makers at IFAT Saudi Arabia 2027

# IFAT Saudi Arabia 2026 Exhibition Overview

155 local companies and 286 international companies from 33 countries engaged and connected with potential buyers eager to explore solutions for their waste, water and environmental needs.

## Exhibiting companies included:



## Exhibiting countries included:



### Sponsor Testimonial:

"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 innovation 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

# Key Government Participation

Government institutions included:



## Sponsor Testimonial:



"IFAT Saudi Arabia is connecting you with the best intech in their respective fields from around the world and its an excellent opportunity for anyone who wants to showcase their technology, who wants to synergize with the current existing technologies."

Saad Almayyan  
BD Director, GI Aquotech

# Interactive Onsite Experiences Focused on Waste and Environmental Responsibility



## Sort it Right

Visitors stepped up to the challenge of Sort It Right, the live waste sorting challenge where participants correctly matched waste items to the right recycling categories. Speed and accuracy decided the champion of each session.



## Green Oasis

Attendees explored the principles behind the environmental industry by building their own miniature ecosystem. Green Oasis offered a hands on way to understand balance, water management and sustainability, reflecting the same concepts shaping real world environmental solutions.

## Celebrating exhibitors leading sustainable practices

The Best Sustainable Exhibitor Award competition recognised exhibitors who went above and beyond to incorporate sustainable practices during their participation at IFAT Saudi Arabia 2026, demonstrating leadership in responsible exhibiting and a clear commitment to reducing environmental impact across the show floor.

### Winners:



Water Category:  
**AERZEN**



Waste Category:  
**Oklin International**



Environment Category:  
**Estedama**

# Our Sustainability Commitment at IFAT Saudi Arabia 2026



## Overall

Sustainability embedded across all event touchpoints, delivering +400 sustainable initiatives onsite.



## 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

**BEEAH**



### Sponsor Testimonial:

"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



## Transforming Waste & Water for Saudi Arabia's Sustainable Future

The strategic summit brought together leaders from Saudi Arabia's public and private sectors to accelerate innovation and collaboration in the waste and water industries. Sessions featured experts from government ministries, regulatory authorities, industry innovators and sustainability pioneers, who offered insights and strategies tailored to Saudi Arabia's sustainability goals.

1,099 summit delegates



21 speakers



6 sessions



### Orange Stage: Empowering a Circular Future

The Orange Stage hosted a three day conference programme that brought together innovators and industry leaders focused on waste and environmental management.

Attendees gained practical insights into regulatory developments, recycling systems, circular waste management, and collaborative models supporting sustainable practices across the sector.

77 speakers



24 sessions



### Blue Stage: Innovative solutions in water management

The Blue Stage hosted a two day conference programme that convened water sector stakeholders to explore advanced approaches to water management.

Attendees examined developments in desalination technologies, AI enabled operational efficiencies, and circular economy strategies influencing the Kingdom's environmental priorities. Sessions highlighted real world implementation models, regulatory considerations, and collaborative approaches across utilities and industry.

41 speakers



18 sessions



# Strategic Agreements Signed at IFAT Saudi Arabia

IFAT Saudi Arabia 2026 provided a dedicated platform for companies to collaborate and formalize strategic partnerships aligned with the Kingdom's environmental and sustainability objectives. Across the three days of the event, over 30 Memorandums of Understanding (MoUs) were signed, reflecting the exhibition's role in accelerating real project collaboration within Saudi Arabia's water, waste, and resource management sectors.

Highlights include:



The Saudi Water Authority signed multiple strategic agreements during the event, including two cooperation agreements with the National Water Transmission Company and the Saudi Water Partnerships Company to support the Saudi Green Initiative's goal of planting 50 million seedlings within the water ecosystem, as well as a Memorandum of Understanding with CIFAL Saudi Arabia to enhance collaboration in the sector.



AERZEN and the Clean Energy Business Council (CEBC) MENA signed an MoU to drive sustainability, decarbonization, and innovation across the region's water, energy, and industrial sectors through joint thought leadership, knowledge sharing, capacity building, and industry engagement, supporting broader efforts toward modernized infrastructure and regional net-zero goals.



Phyla signed a sustainability partnership with Tanmiah to advance Black Soldier Fly-based alternative protein research, localize feed production, reduce environmental impact, and strengthen long-term food security in alignment with Saudi Vision 2030.



Al Obeikan Company advanced its circular-economy commitments through two strategic agreements: one with Recyclee to cooperate on recycling 3 million tons of waste, enabling large-scale resource recovery and supporting national sustainability targets; and another with Al-Ghadeer to recycle 24,000 MT of used beverage cartons annually, reinforcing the company's efforts to reduce environmental impact and enhance long-term waste-management efficiency.

# Marketing & PR Campaigns That Delivered Reach, Engagement and High Quality Attendance

10.4M



Digital Campaign total Impressions

879K



Website Views

208.46K



WhatsApp Messages delivered

4.6M



Emails sent

\$14.4 M



PR Value

317M



PR Reach

## Key Moments from the Event

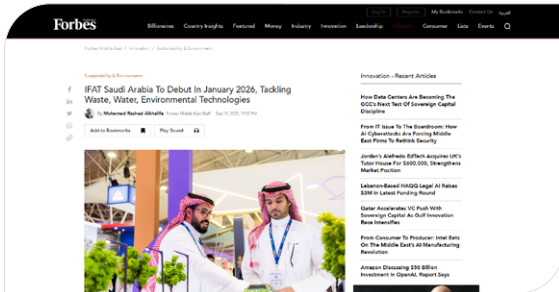


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# Strategic media communications and PR creating unrivalled coverage



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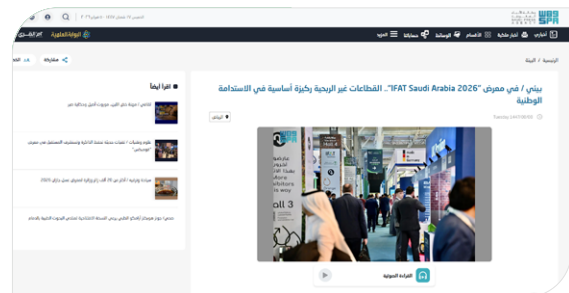
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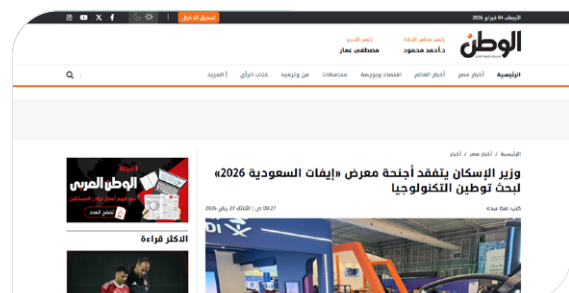
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## SEE YOU NEXT YEAR

18 - 20 January 2027

Riyadh Front Exhibition & Conference Center

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→ Enquire to exhibit for 2027

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