

2 - 4 September 2025
Riyadh Front Exhibition & Conference Center
located at ROSHN Front

Sales Brochure

Grow your business and elevate your brand at the Kingdom's largest water sector event





Maximize your sales and connect with key stakeholders at Saudi Arabia's premium water expo

Global Water Expo is the largest water infrastructure trade event in Saudi Arabia. It supports project planning and accelerates asset completion in the Kingdom's rapidly evolving water sector valued at \$80bn (Source: Arab News).

This is a pivotal industry gathering for thousands of professional visitors and leading companies to connect and conduct business. The event draws extensive global participation from exhibitors while empowering local companies to expand their business. It enables Saudi Arabia to address global water supply challenges by showcasing and discussing the latest in water management solutions and innovations to advance the water industry.

Water infrastructure is of strategic importance to the government given the rapidly expanding population. Participating companies meet decision-makers with spending power, remain ahead of their competitors, exchange expertise and provide solutions for ongoing / planned developments.

Be part of Saudi Arabia's lucrative water sector by reserving your place at Global Water Expo 2025.





Emerging business opportunities in Saudi Arabia's \$80BN water projects plan*

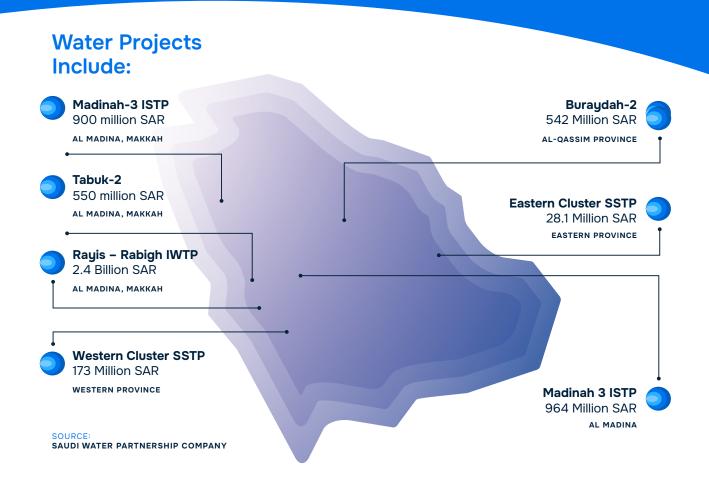


SOURCE: ARAB NEWS

Saudi Arabia's water sector is undergoing a significant transformation, making it an increasingly attractive investment destination for global companies. With Vision 2030 driving substantial changes, including increased private sector involvement and the commercialization of water entities across the entire value chain, the Kingdom is positioning itself as a hub for innovation and sustainability. This transformation is essential not only for the water sector but also for supporting the growth and development of other critical sectors, such as agriculture, tourism and manufacturing, which all rely on a robust water infrastructure.

Saudi Arabia has several major events on the horizon that further underscore the need for water infrastructure development. These include Expo 2030, the Asian Winter Games in 2029, the AFC Asian Cup in 2027 and the 2034 FIFA World Cup.

The market's vast opportunities create the ideal platform to grow your business in this thriving sector.





Global Water Expo in numbers

● 14,000+ Visitors ■ 300+ Exhibitors

Exhibiting Countries
Speakers

500+

Water360 Educational Sessions





Saudi Arabia has become an excellent hub for foreign companies looking to enter and expand into the market. Global Water Expo is a platform that eases the access to the market and we are very happy to be participating in such a platform.

Abdullah Bogari CEO - GI Aqua Tech





Why exhibit at Global Water Expo?



Reach your target audience

Showcase your offerings and demonstrate your ability to provide the latest water products, services and innovations to buyers looking for your solutions.



Generate quality leads

Meet potential buyers, secure contracts, and explore new markets, leading to tangible opportunities and measurable ROI.



Network with decision makers

Connect with key decision-makers and buyers actively involved in upcoming water projects.



Promote your business and enhance your brand

Gain opportunities to elevate your brand's presence and gain maximum visibility in the industry.





Product sectors at Global Water Expo



Drainage and Sewage Systems

- Drainage Systems
- Sewer Systems
- Road Cleaning



Water Extraction and Treatment

- Drilling Technology
- Pumps, Tubes, Valves & Fittings
- Water Technology
- Water Treatment
- · Desalination Plants



Waste Management and Recycling

- Waste Disposal
- Waste Plants & Sanitary
- · Waste Management
- Recycling



- Soil Protection
- Air Purification

▶ Click here for a detailed insight into the sub-product sectors





Leading brands showcasing their trust in Global Water Expo

2024 exhibitors included:









































2024 Exhibitior's top 3 reasons for exhibiting

72% Sell current products to new customers

55% Promote their brand in the region

40% Get insights in the Saudi Arabian market





Attended by leading companies across the water infrastructure value chain

2024 visiting companies included:



















































2024 visitor's top 3 reasons for attending:

61% Visit to discover new products/innovations

56% Visit to meet new suppliers

49% Visit to network with the industry

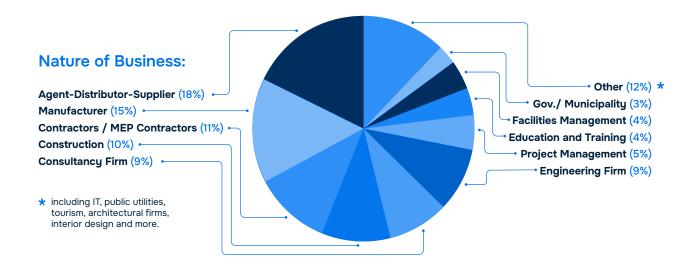


Visitor breakdown

Industry professionals with the following profiles came to discover water management solutions from leading water sector companies in 2024.

Job titles of those who attended in 2024 included:

- Water Engineer
- Water Resource Manager
- Water Treatment Specialist
- · Water Project Manager
- Water Infrastructure Engineer
- Wastewater Engineer
- Irrigation System Engineer
- Water Consultant
- Water Quality Specialist
- · Water Operation Head
- Storm Water Designer
- · Desalination Engineer
- · Desalination Plant Manager
- · Wastewater Specialist
- · Wet Utilities Design Engineer









The Global Water Summit



The Global Water Summit brings together stakeholders to share knowledge, build partnerships and drive transformative change in the water sector.

Policymakers, government officials, industry experts and technology innovators collaborate to engage in meaningful discussions on topics such as wastewater treatment, water management and resilience, digital innovation in water systems, decarbonization of water utilities, irrigation efficiency and water reuse.

Delegates explore the key trends shaping the global water industry and set the direction for a sustainable and efficient future in water management.

2024 themes included:



Emerging Technologies



Resilience & Disaster Management



Innovation & Circularity



Quality Control & Assurance



Operational Efficiency





The Global Water Summit was an incredibly valuable experience, providing an opportunity to exchange ideas with industry experts on how to accelerate digital transformation and enhance operational efficiency. The discussions inspired me to explore new solutions for addressing future challenges in water resource management.

Bander S. Alharbi

VP (A) of Technical Affairs - National Water Company (NWC)







The Water360 sessions



Industry experts witness active participation at the Water360 sessions, attracting an audience of contractors, water engineers, treatment plant operators, project managers, and more. The Water360 sessions facilitate the exploration of the latest advancements, strategies, and innovations shaping the water sector, covering topics such as water reuse, sustainable water infrastructure, water efficiency, and more.

2024 themes included:



Water Reuse



Smart Water



Water Efficiency



Circular Water



Sustainable Water Infrastructure





2024 speakers included:



Mohsen Alsalmi KSA Construction Water Cluster Head ACWA power



Dr. Nikolay Voutchkov
Executive Director
NEOM Water Innovation
Center



Mohammed AlGhamdi
Infrastructure Senior
Director
Diriyah Company



Bander S. Alharbi
VP (A) of Technical Affairs
National Water Company
(NWC)



Fahad AlFahhad Chief Technology Officer GI Aqua Tech Saudi



Luis Estacio
EPC Project Director
Acciona



Ahmed A. Wahab
Operation Director Middle East
Veolia Water Technologies
Middle East



Dr. Ahmed Alamoudi
Director - Desalination &
Brine Innovation Solutions
ENOWA Water



Ghislain Juvanon
Chief Operating Officer
Saudi Arabian
Amiantit



Pietro Moro

Managing Director –

Middle East Turkey

Xylem



Sreemala Pai
Associate Director
- Water Middle East
WSP Middle East



Dexter Ligsay
Water System Expert
Sports Boulevard
Foundation



Abdulghani Sameer Abulhamail Chief Executive Officer Shuaibah Two Water Development Project Company



Jessy Mattar Water Quality Expert SIA Partners



Ahmed Elbaz
Technical Director
Sanum Aljazeera Company
for Projects



Dr. Raied Saad Alharbi
Assistant Professor in
the Department of Civil
Engineering
King Saud University (KSU)



Mohamed
Darwish Ibrahim
Design Manager –
Utility Networks
Parsons



Maan Saeed Water & Agriculture Expert



Dr. Omar Alrehaili Assistant Professor of Environmental Engineering King Saud University (KSU)



Dr. Hasanain Al-Naimi Regional Product Specialist Innovyze Autodesk



Maximize your brand presence with our targeted marketing and PR campaigns.

Global Water Expo makes use of comprehensive marketing tools to reach a targeted audience before, during and after the event. The investment is focused on promoting the exhibition as a whole and spotlighting your presence within it ensuring that your participation not only meets but exceeds your expectations.



Digital Campaign Reach



700 Emails Sent



Website Views



Whatsapp Messages Delivered



56.7M PR Reach

Media coverage in 2024 included:



























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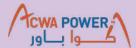
2024 event highlights





The discussions on water's future and the emphasis on water security provided critical insights into the innovative approaches needed to address global challenges. It was a privilege to contribute to a dialogue that champions sustainable solutions and secures a more resilient future for water resources.

> Mohsen Alsalmi. KSA Construction Water Cluster Head. **ACWA Power**



Global Event:

Local and international exhibitors congregated in Riyadh from 30+ countries including Germany, Spain, United Kingdom, Qatar, United Arab Emirates, India, China, France, Canada and more, making this a truly global trade event.

Million-Dollar Deals Signed:

Leading companies entered partnerships at Global Water Expo 2024 aimed at adopting more sustainable approaches to water and energy solutions. Partnerships included:

- Al-Otaishan Trading Company & Innovative Water Systems
- · Medisun Energy & Moaj Holding
- Sylll Organization & Sustainable Systems Industry

Event Success for Exhibitors:

95% of exhibitors said they are likely to exhibit next year

SPEAKER

95% of exhibitors said the event is important to their business

of exhibitors said they were satisfied with the event



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Grow your business in Saudi Arabia



Book your stand

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ORGANIZED BY:













