

# POST SHOW REPORT

For the event held on **11 - 13 September 2023**  
at **Riyadh International Convention and Exhibition Center**



## **BUSINESS OPPORTUNITIES AWAIT IN SAUDI ARABIA'S THRIVING \$80BN WATER SECTOR**

CO-LOCATED WITH



ORGANIZED BY

**dmg** events



## FOSTERING VITAL CONNECTIONS BETWEEN KEY BUYERS AND EXHIBITORS IN SAUDI ARABIA'S BOOMING WATER INDUSTRY

Global Water Expo 2023 focused on the innovative solutions and strategies that will ensure a sustainable and secure water future for the Kingdom. As the government continues to invest heavily in the sector to meet the needs of the country's rapidly growing population, the adoption of new technology and skills across the country's water ecosystem is vital.

Saudi Arabia has ambitious water projects planned so exhibiting companies had the opportunity to build new partnerships and expand their businesses.



Global Water Expo played a significant part in facilitating collaboration that will contribute to the prosperous water sector in Saudi Arabia.



**"I GOT TO MEET A LOT OF REALLY INTERESTING PEOPLE IN A LOT OF DIFFERENT SECTORS. IT IS REALLY, VERY HEARTENING TO SEE THIS TYPE OF DIALOGUE FOCUSING ON THESE KEY THEMES OF COLLABORATION, INNOVATION AND SUSTAINABILITY. THAT'S EXACTLY WHAT WE'RE TRYING TO ACHIEVE IN ENOWA IN NEOM."**

**Ala'a Ragab** - Water Recycling Innovation Lead  
ENOWA

**ENOWA.**  
NEOM



## THE KINGDOM'S ONLY MEETING POINT FOR PROFESSIONALS IN THE WATER SECTOR

### GLOBAL WATER EXPO IN NUMBERS



**15,169\***

Attendees



**971**

Delegates



**275**

Exhibiting Companies



**18**

Exhibiting Countries



**58**

Speakers



**9**

Industry Talks Sessions

\* Combined with co-located event Saudi Infrastructure Expo

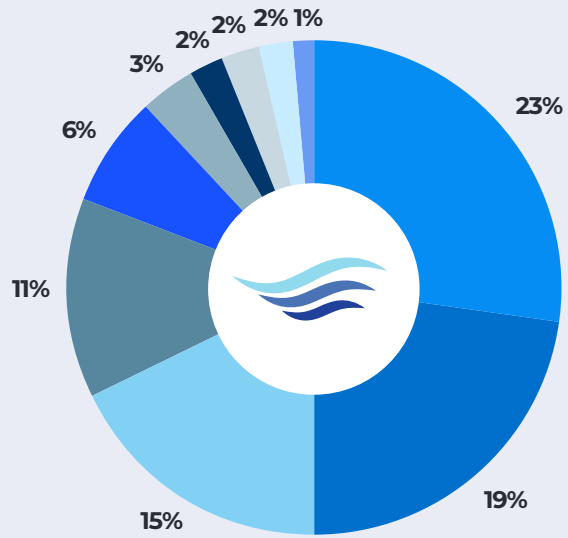
**A SCALE EVENT WHERE BUYERS MEET SUPPLIERS**



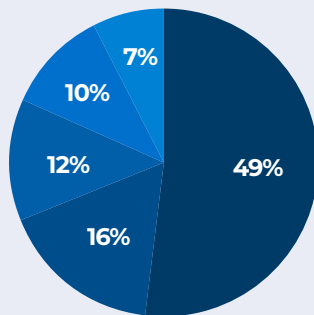
# VISITOR BREAKDOWN

15,169 INDUSTRY PROFESSIONALS WITH THE FOLLOWING PROFILES CAME TO DISCOVER WATER MANAGEMENT SOLUTIONS FROM LEADING WATER SECTOR COMPANIES.

- Agent/ Distributor/ Dealer/ Trader
- Manufacturer
- Contractor
- Engineering
- Consultancy
- Utility company
- Government / Municipality
- Project Management
- Oil and Gas
- IT and Software



**SENIORITY:**



- Manager
- Chairman/Board Member
- Director/VP
- Head/SMgr
- Clevel

**SOME OF THE BIGGEST BUYERS THAT ATTENDED:**



**“GLOBAL WATER EXPO OFFERS A GLOBAL PLATFORM TO MEET INNOVATIVE PARTNERS.”**

**Mohammad Ateeq**  
Technical Specialist  
Wetico




# EXHIBITOR OVERVIEW

**GLOBAL WATER EXPO OFFERED LOCAL AND INTERNATIONAL COMPANIES THE OPPORTUNITY TO SHOWCASE THE LATEST TECHNOLOGIES, PRODUCTS AND SERVICES ACROSS THE ENTIRE WATER SECTOR.**

Over the course of three days, it brought exhibiting companies and thousands of trade professionals together, facilitating seamless engagement and partnership-building within the water industry. Professional networking led to several business collaborations.

 **275** Exhibiting Companies

 **18** Exhibiting Countries

\* Combined with co-located event Saudi Infrastructure Expo

## GLOBAL WATER EXPO 2023 EXHIBITING COMPANIES INCLUDED:



...and many more

# DEDICATED SHOW SECTORS

MAKING IT EASIER FOR BUYERS TO MEET THEIR SOURCING NEEDS.



**DRAINAGE AND  
SEWAGE SYSTEMS**



**WATER  
EXTRACTION  
AND TREATMENT**



**WASTE  
MANAGEMENT  
AND RECYCLING**



**ENVIRONMENTAL  
PROTECTION**



**“OUR PARTICIPATION IN THIS EXHIBITION HAS ALLOWED US TO SHOWCASE OUR LATEST INNOVATIVE SOLUTIONS AND TECHNOLOGIES IN WATER TREATMENT FOR DESALINATION AND WASTEWATER. THESE ADVANCEMENTS CONTRIBUTE TO THE SUSTAINABILITY OF FUTURE PROJECTS ALIGNED WITH VISION 2030.”**

**Eng. Mohamed Rabie** - Business Development Manager  
Al Kawthar Manufacturing Co. Ltd



GLOBAL  
WATER EXPO

EXHIBITOR INTERVIEW

**Tatsuya Matsushima**

Sales & Marketing Director,  
Toray Membrane Middle East LLC (TMME)



[CLICK TO PLAY VIDEO ON YOUTUBE](#)



GLOBAL  
WATER EXPO

EXHIBITOR INTERVIEW

**Abdullatif  
Al Abdelkreem**

CEO, Samnan Holding Group



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**INTERESTED IN EXHIBITING  
AT THE 2024 SHOW?**



**GET IN CONTACT**

# CONTENT PROGRAMME

## A FUTURE SPONSORSHIP OPPORTUNITY

### SAUDI INFRASTRUCTURE SUMMIT

The Saudi Infrastructure Summit, organized by dmg events and Saudi Contractors Authority, was a two-day exclusive high-level gathering of government leaders, infrastructure experts and policymakers focused on delivering the ambitious Vision 2030 and catalyzing a transformational shift in Saudi Arabia's infrastructure and water landscape.

Speakers facilitated insightful conversations surrounding the national water strategy, advancements in desalination, wastewater treatment, efficient water management, public-private partnerships and enhancing water sector resilience.



15

Summit  
Sessions



9

Industry Talks  
Sessions



58

Speakers

### INDUSTRY TALKS

The CPD certified educational content included a comprehensive agenda featuring 9+ sessions held on September 13th, 2023.

#### EXPERTS COVERED KEY TOPICS INCLUDING:

- **Implementing the National Water Strategy**
- **Innovation for Sustainable Desalination and Water Reuse**
- **Cost-effective Wastewater Treatment and Utilization**
- **PPPs in the Water Industry**
- **Enhancing Water Resilience**
- **Design Phase Digital Twin for the Water Industry**
- **Reframing Sludge**



**Saudi Water Partnership Company (SWPC) is pleased to take part in this event that is an enabler to the Vision 2030 goals. SWPC focuses on engaging the private sector and attracting new investors.**

الشركة السعودية لشراكات المياه  
Saudi Water Partnership Company



CONTACT US TO FURTHER DISCUSS SPEAKING  
AND SPONSORSHIP OPPORTUNITIES

### PPP PANEL:

## LEADING THE WAY FOR PPPs IN THE WATER INDUSTRY: SUCCESS FACTORS, GLOBAL TRENDS AND ROAD AHEAD

MODERATOR:



**MARK JAMIESON**  
Executive Director  
HamiGlobal

PANELISTS:



**FAISAL SALEH ALSUGEIRI**  
Senior Director, Infrastructure Advisory  
National Center for Privatization (NCP)



**GERRY O'TOOLE**  
Project Director for Water  
Jacobs



**ZAMIL AL ZAMIL**  
Director - ISTEP Transaction  
Saudi Water Partnership Company (SWPC)



**MOHAMMED ALGHAMDI**  
Infrastructure Director - Water  
Diriyah Company

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dmg events SCA

#SAUDIINFRASTRUCTURESUMMIT    



## SPEAKERS INCLUDED



**Amer A. Alrajiba**  
VP Capacity Planning  
& Analysis  
Saudi Water Partnership  
Company



**Faisal Saleh Alsugeiri**  
Senior Director,  
Infrastructure Advisory  
National Center for Privatization  
(NCP)



**Eng. Feras Fahad Almansour**  
Project Management Office,  
Manager  
Saudi Irrigation Organization



**Gerry O'Toole**  
Director of Water  
Jacobs



**Greg Welch**  
Director of Brine Strategy  
ENOWA



**Julio de la Rosa**  
Water Solutions Director  
Acciona



**Mohammed ALGhamdi**  
Infrastructure Director -  
Water  
Diriyah Company



**Mohammed S. Halawani**  
Chief Executive Officer,  
International Water  
Distribution Co. (TAWZEA)



**Nicholas Burnett**  
Head of Water Recycling  
ENOWA



**Dr. Omar Alrehaili**  
Assistant Professor of  
Environmental Engineering  
KSU



**Sami Al Harbi**  
VP, Deputy Regional Director -  
Red Sea Region  
ACWA Power



**Zamil Alzamil**  
Director - ISTEP Transaction  
Saudi Water Partnership  
Company

....and many more



# INFRASTRUCTURE EXPO

GLOBAL WATER EXPO



## DEALS SIGNED AT GLOBAL WATER EXPO

### **SPARK Utilities and WTTCO Sign Long Term Water Supply and Smart Solutions Agreement.**

SPARK Utilities, and the Water Transmission and Technologies Company (WTTCO), signed a 25-year water supply agreement at the Global Water Expo valued at around SAR 1 billion. The agreement was signed by Eng. Ahmed Al Essa, CEO of SPARK Utilities and Dr. Tariq AlNaeem, CEO of WTTCO.

**THE EVENT CONNECTED EXHIBITORS WITH KEY BUYERS.  
A NUMBER OF DEALS WERE STRUCK AND COLLABORATIONS OCCURRED.**

SIGN DEALS JUST LIKE YOUR COMPETITORS



GET IN TOUCH

## 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.

22

email campaigns

70

media pick-ups across online and print

1,163,435

Impressions across Google and Social Media platforms

150,000

industry professional database

17

partners and supporting associations promoted the event to industry professionals

79,972

SMS invitations delivered

## WE HIT THE HEADLINES

Our PR campaign engaged the intended target audience, boosted industry presence, and attracted professionals to the Global Water Expo.



التنقفة الأوسط  
صحيفة العرب الأولى

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مركز وساطة

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الرياض

Read Article



LEBANON ECONOMY  
Daily Economic News - Antenna Web Network

Read Article



الاقتصادي

Read Article



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MUQAWIL

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GLOBAL WATER INTELLIGENCE

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YOUR GATEWAY TO MIDDLE EAST AGRIBUSINESS

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# BOOK YOUR STAND

24 - 26 SEPTEMBER 2024

RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER

## FOR SPONSORSHIP AND EXHIBITING OPPORTUNITIES:



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JOIN US IN 2024 TO REACH NEW BUYERS AND SIGN DEALS

CO-LOCATED WITH



SAUDI  
INFRASTRUCTURE  
EXPO



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