



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



ORGANIZED BY:



[WWW.GLOBALWATEREXHIBITION.COM](http://WWW.GLOBALWATEREXHIBITION.COM)



# 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\*

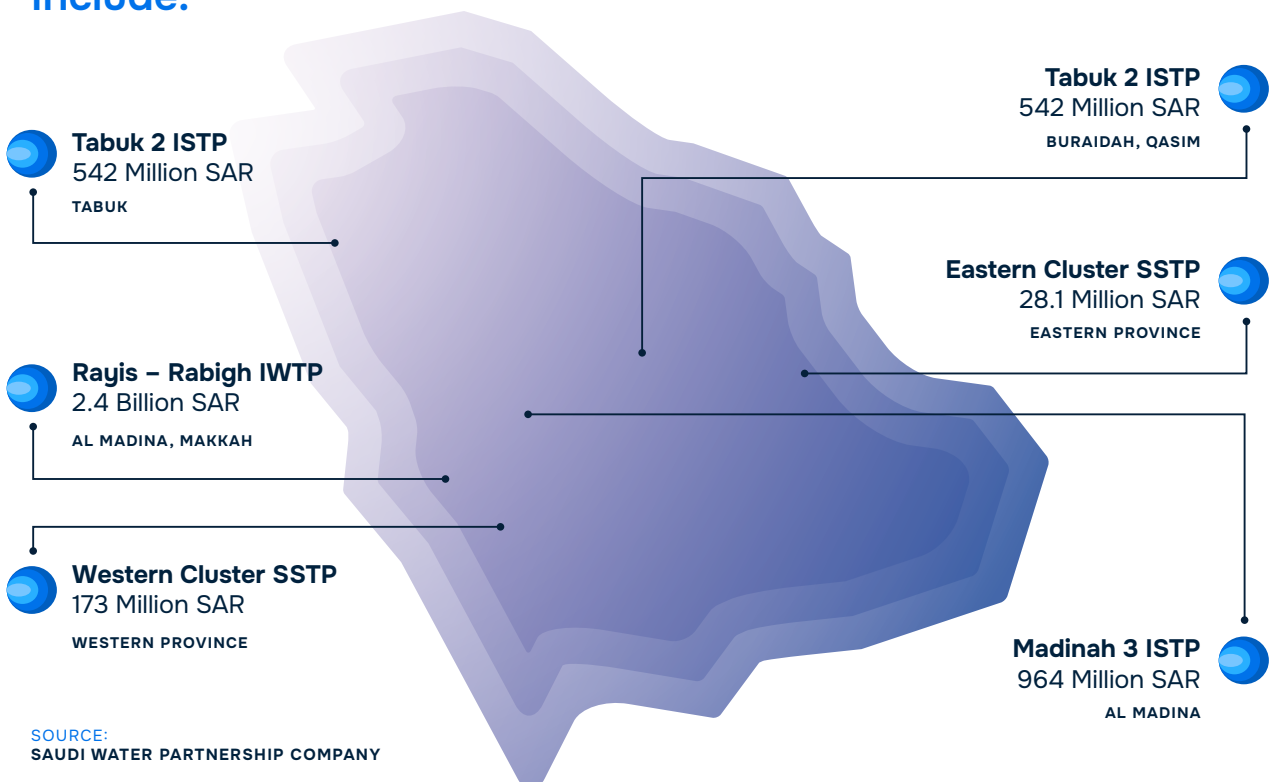
\* SOURCE: ARAB NEWS

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.

## Water Projects Include:



SOURCE:  
SAUDI WATER PARTNERSHIP COMPANY

## Global Water Expo in numbers

- **14,000+** Visitors
- **300+** Exhibitors
- **25+** Exhibiting Countries
- **60+** Speakers
- **500+** Delegates
- **10+** Water360 Educational Sessions



### “ EXHIBITOR TESTIMONIAL

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



## Environmental Protection

- 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 Exhibitor'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

## Hear directly from our exhibitors

**MOHAMED ASKAR**  
D. Director - Projects & Techno-Distribution  
Veolia Water Technologies

▶ PLAY VIDEO

**ABDULMAJEED ALANAZI**  
Sales Engineer  
Alfanar

▶ PLAY VIDEO

**RAAFAT SHAMIA**  
Regional Sales Manager - KSA & Bahrain  
LG CHEM

▶ PLAY VIDEO

# 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





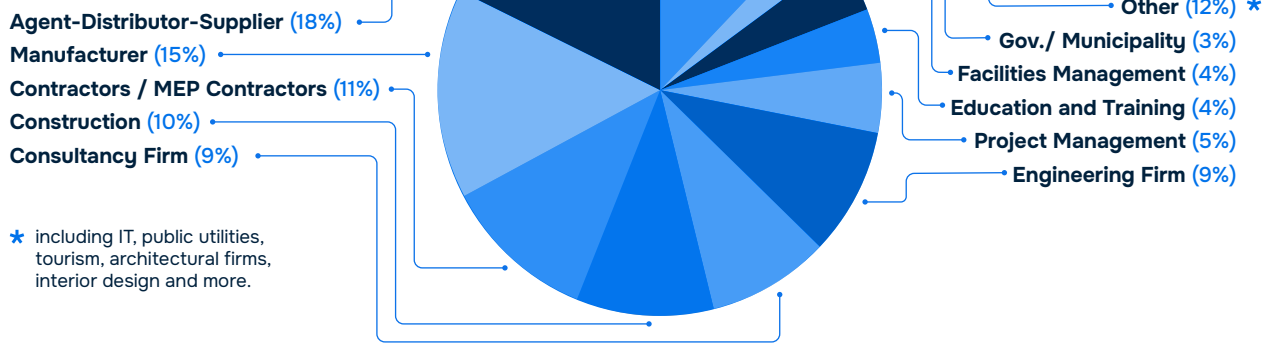
# Visitor breakdown

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

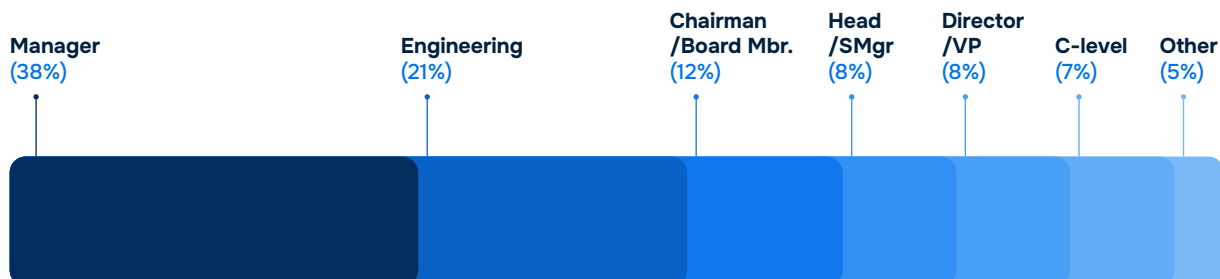
## Job titles of those who attended in 2024 included:

- 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

## Nature of Business:



## Seniority:



# 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**



### **SPEAKER TESTIMONIAL**

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)**

شركة المياه الوطنية  
National Water Company



**Get in touch today for speaking and sponsorship opportunities**

# 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



Get in touch today for speaking and sponsorship opportunities

## 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.



**1.2M**

Digital Campaign Reach



**700K**

Emails Sent



**83K**

Website Views



**70K**

Whatsapp Messages Delivered



**56.7M**

PR Reach

## Media coverage in 2024 included:

 **الشرق الأوسط**  
Asharq Al-Awsat

 **الجزيرة**  
.com

 **الشرق**

 **الوطن**  
إخبارية سياسية مستقلة

 **العربية**  
alarabiya

 **الشرق**  
استناد  
Bloomberg

 **الرياض**

 **الإخبارية**

 **ARAB NEWS**

 **الاقتصادية**

 **CNBC**  
عربية

 **وكالة الأنباء  
السعودية  
SAUDI PRESS  
A G E N C Y**

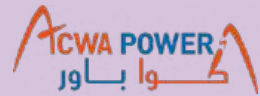
# 2024 event highlights



 **SPEAKER TESTIMONIAL**

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

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

**91%** of exhibitors said they were satisfied with the event



**Global  
Water  
Expo**

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# Grow your business in Saudi Arabia



**Book your stand**

FOR GENERAL  
ENQUIRIES:

**Rama Homs**  
Event Manager

ramahoms@dmgevents.com  
+971 50 5822032  
+971 4 248 3270

FOR INTERNATIONAL  
SALES ENQUIRIES:

**Harshit Fatnani**  
Senior Sales Executive

harshitfatnani@dmgevents.com  
+971 4 4453734  
+971 526243638

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**dmg** events



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