

# Final Report

## IFAT Saudi Arabia's inaugural edition marks a historic debut

**6. Februar 2026**

- Biggest IFAT launch in the brand's global history, with more than 450 exhibitors and nearly 20,000 trade visitors
- Strong signal reinforcing the role of environmental technologies and international cooperation within Saudi Vision 2030
- High-level ministerial participation underscores the strategic importance of IFAT Saudi Arabia

IFAT Saudi Arabia recorded a historic start in its inaugural edition, cementing its position as the Kingdom's only specialized event for waste, water and environmental technologies - and the largest launch in IFAT's global history. From 26 to 28 January 2026, the Riyadh Front Exhibition & Conference Center welcomed decision-makers, senior officials and international experts, alongside leading companies and organizations specializing in sustainable environmental solutions.

With more than 450 exhibitors from over 35 countries and nearly 20,000 trade visitors, the exhibition reflected strong international momentum and growing interest in environmental technologies across Saudi Arabia and the wider region - at a time when the Kingdom is accelerating the delivery of Vision 2030 goals in sustainability and the circular economy. Broad international delegations from Egypt, France, Germany, India, Jordan, Turkey, the United Kingdom, the United States and beyond further confirmed IFAT Saudi Arabia's evolution into a regional platform with global reach.

IFAT Saudi Arabia was delivered through a strategic partnership between dmg events and Messe München, providing an integrated platform that connects regional environmental challenges with global expertise and technologies, and supports knowledge exchange and professional dialogue across the entire value chain. The National Center for Waste Management (MWAN) served as the Founding and Strategic Partner of the event.

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### **International participation reinforces strategic positioning**

The exhibition's international standing was reinforced by the participation of His Excellency Carsten Schneider, Germany's Federal Minister for the Environment, Climate Action, Nature Conservation, Nuclear Safety and Consumer Protection, who said: "IFAT Saudi Arabia impressively demonstrates how international cooperation can produce concrete solutions to global environmental issues. Especially in the areas of water, waste and recycling management, we need this exchange in order to advance sustainable progress worldwide."

### **A defining milestone in Messe München's expansion**

Stefan Rummel, CEO of Messe München GmbH, described the exhibition as a defining strategic milestone, stating: "This was a landmark moment. With IFAT Saudi Arabia 2026, we opened Messe München's first trade fair in the Kingdom. It was even the biggest IFAT launch ever, spanning its reach in the whole MENA region. The strong premiere confirms our approach of specifically accelerating internationalization."

### **Ministerial patronage reflects national direction**

Under the patronage of His Excellency Eng. Abdulrahman bin Abdulmohsen AlFadley, Minister of Environment, Water and Agriculture, IFAT Saudi Arabia delivered a clear message reflecting the Kingdom's commitment to accelerating technological innovation, strengthening international cooperation, and advancing sustainability pathways aligned with Vision 2030. His Excellency stated: "Through IFAT Saudi Arabia, we bring the latest environmental technologies and international expertise to the Kingdom. The exhibition is a key contributor to delivering our environmental and sustainability objectives within the framework of Vision 2030, and it also enhances constructive dialogue between local and international partners."

### **A platform for long-term growth**

Matt Denton, President, dmg events, noted that the inaugural edition exceeded expectations, emphasizing that the strong engagement from exhibitors, trade visitors and decision-makers confirms IFAT Saudi Arabia as a pivotal platform positioned for long-term growth and sustainability.

### **A comprehensive summit and knowledge program**

A key highlight was the IFAT Saudi Arabia Summit, which brought together leaders from government and regulatory entities, investors and sector leaders to discuss the strategic development of Saudi Arabia's waste and water sectors, alongside a specialized three-day conference program.

The next edition of IFAT Saudi Arabia will take place in Riyadh from 18–20 January 2027.

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### **IFAT Saudi Arabia**

IFAT Saudi Arabia is the Kingdom's dedicated trade show for environmental technologies, focusing on solutions in waste management, water treatment, air pollution control, recycling and the circular economy. Organized by dmg events and licensed by Messe München, with the National Center for Waste Management (MWAN) as the Founding and Strategic Partner, the event brings together international expertise and local leadership to accelerate the Kingdom's environmental goals. IFAT Saudi Arabia is part of the international IFAT network, which hosts leading environmental trade fairs in seven countries all over the world, serving as a platform for technology providers, government stakeholders and industry leaders to connect, collaborate and drive sustainable transformation across the region.

### **IFAT worldwide**

In addition to IFAT Munich as the world's leading trade fair, IFAT now comprises eleven trade fairs around the globe, forming the world's largest network for environmental technologies. The IFAT network includes IE expo China in Shanghai, IE expo Chengdu, IE expo Guangzhou, and IE expo Shenzhen, as well as IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, IFAT Delhi in New Delhi, IFAT Brasil in São Paulo, and the Singapore International Water Week (in cooperation with IFAT). Starting in 2026, IFAT Saudi Arabia in Riyadh will join the portfolio. Together, the events of the IFAT network act as a driving force advancing the global transformation toward sustainable technologies.

### **Messe München**

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA, and Saudi Arabia. Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.