

Solving Global Water and Waste Challenges Together

IFAT Saudi Arabia

26 - 28 January 2026



Netherlands



Foreword

Dear mission participants,

It is my great pleasure to welcome Dutch water and waste businesses to IFAT Saudi Arabia. The Kingdom of Saudi Arabia and the Kingdom of the Netherlands have a longstanding relationship and the Netherlands has had a continuous presence on the Arabian Peninsula since 1872.

Driven by its Vision 2030, Saudi Arabia is moving towards a more sustainable and diversified economy. The country's water and waste sector is transforming and the role of circular economy in the sector is growing. This creates opportunities for Dutch companies and knowledge institutes, whose knowledge and expertise in the field of integrated water solutions, wastewater treatment and waste management is recognized all over the world.

Saudi Arabia faces water scarcity challenges. At present, it mostly relies on energy intensive desalinated water and water from non-renewable resources. With targets set to reduce water production costs by 50% and non-renewable groundwater use by 90% by 2035, Saudi Arabia is working to optimize resource use by reducing water losses and maximizing wastewater reuse.

Ambitious targets have also been set for the waste sector in Saudi Arabia. By 2040, the country aims for 90% landfill diversion, 91 % waste segregation at source, over 840 treatment & recovery facilities, and recycling up to 79%.

I am convinced that Dutch companies can play an important role in achieving these goals and are well-positioned to do so through their cooperation with other businesses, knowledge institutes and the public sector. The Memorandum of Understanding between Saudi Arabia and the Netherlands, signed in June 2025, which focuses on advanced innovations and technologies in the sectors of environment, water and agriculture is a good example of such cooperation.

Foreword continued

Through its extensive knowledge and expertise, the Netherlands has positioned itself as Saudi Arabia's go-to partner for trusted knowhow in the field of water and waste. With your presence at IFAT Saudi Arabia 2026, I hope that position will be further strengthened.

I wish you an inspiring time and a successful week in Saudi Arabia.



Hans Peter van der Woude
Ambassador



Ester van Someren
Deputy Ambassador



Aya Assaf
Senior Policy Advisor



Yamen Albassatina
Senior Policy Advisor



Netherlands

Waste Management as a catalyst to a Circular Economy

The world faces unprecedented challenges in waste management. From a resource perspective, more than 91% of what we take from the earth is wasted. Not acting on waste management challenges now will lead to far higher societal cost later. Furthermore, sound waste management contributes significantly to the Climate Goals and Sustainable Development Goals and can give a boost to local employment and resource resilience.

A Circular Economy is not conceivable without a sound waste management system. Waste management is the last step in a circular economy but at the same time, it is often a precursor to a circular economy in a sense that it is the first point of action driven by acute health, hygiene and city development challenges.

We see the circular economy as one the most exciting business opportunities of the century.

The Netherlands is proving to be a perfect living lab for environmental solutions and is a true Circular Hotspot. Together we can adapt the Dutch solutions to local conditions and solve environmental issues in the process. By doing so, we create meaningful local jobs, achieve the climate goals and Sustainable Development Goals, all of this not as a cost but as a business model. However, no single country can face these challenges alone.

Saudi Arabia is undergoing one of the fastest large-scale transformations globally. Under Vision 2030 and Net Zero 2060, the country is reshaping its economic and environmental systems at speed and scale. We see not only a strong national direction with clear political mandates, but also accelerated timelines enabled by centralised decision-making, we see significant public and private capital mobilised for implementation and a clear ambition to align environmental systems and performance with European and EU-level standards.

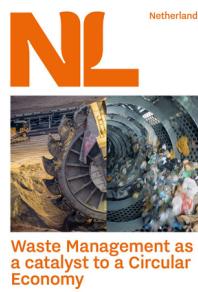
Saudi Arabia is not testing concepts, it is actively upgrading systems and seeking mature, proven international solutions. Waste management is a core pillar of Saudi Arabia's national transition agenda. Key national targets: like 90% landfill diversion by 2040, 91% waste segregation by 2040, 840 treatment and recovery facilities by 2040 create over USD 112 billion in private investment opportunities in the waste sector. These national targets are creating long-term demand for advanced waste management and clean-tech solutions that turn waste in circular resources.

Imagine what could happen if we bring Dutch companies active in waste management, clean tech and circular economy, with all their frontrunning and proven expertise into contact with visionaries, practitioners and investors from Saudi Arabia? The companies that we brought along bring effective and meaningful solutions that we, together, can scale further in the region.

We hope that the IFAT Saudi Arabia will be a source of inspiration and the start of a longer strategic collaboration between the Netherlands and The Kingdom of Saudi Arabia.



Freek van Eijk
CEO of Holland Circular Hotspot



Waste Management as
a catalyst to a Circular
Economy



Scan to explore more in-depth Dutch
expertise on Circular Waste Systems

The Netherlands

Introducing The Netherlands

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions for big challenges facing the world today!

The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges in the field of water, urbanisation, circulation of waste, energy, food, health and security.

By being inventive, pragmatic and open to new challenges, the Dutch have created a flourishing and resilient nation.

The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



The Netherlands, your partner in solving global water- and waste challenges together!

Worldwide rankings

1st

3rd

4th

Largest flower exporter
(Source: OEC, 2022)

Largest exporter of
agricultural products
in the world
(Source: WUR/CBS, 2023)

Largest importer of
goods in the world,
842.05 billion US
dollars
(Source: Statista, 2023)

4th

4th

6th

Largest exporter of
goods in the world,
934.57 billion US
dollars
(Source: Statista, 2023)

Leading economy
worldwide by Foreign
Direct Investment
(FDI) inward stock,
2,86 trillion US dollars
(Source: Statista, 2023)

Greatest place to live
(Source: World Happiness
Report, 2024)

7th

9th

on the Global
Innovation Index
(Source: WIPO, 2023)

on the World
Competitiveness
Ranking
(Source: International
Institute for Management
Development, 2024)

Facts & figures

Official name:
**Kingdom of the
Netherlands**

Capital:
Amsterdam

Seat of government:
The Hague

Form of government
**Parliamentary
democracy (cabinet
of Prime Minister and
Ministers) within a
constitutional
monarchy**

Head of State:
**His Majesty King
Willem-Alexander,
King of the
Netherlands,
Prince of Orange-
Nassau**

Location:
**Western Europe
bordering Germany,
Belgium and the
North Sea**

Administrative structure:
**The kingdom consists of four entities.
The Netherlands and three territories in the
Caribbean: Aruba and Curaçao and St.
Maarten.**

Special municipalities
**The overseas islands of Bonaire, Saba and
St. Eustatius, all three of which are located in
the Caribbean.**

Surface area
41,543 km²

Number of inhabitants (2024):
18 million

Monetary Unit:
Euro

Languages:
**Dutch, Frisian and on the
overseas islands also
English and Papiaments.
Dutch sign language
Nederlandse Gebarentaal
(NGT)**

GDP per capita
(World Bank, 2024):
US dollars

57,800

Number of provinces:

12

Number of inhabitants
per km² (2024):

533

Unemployment rate
(CBS, 2024):

3.7%

English speaking Dutch
people:

90%

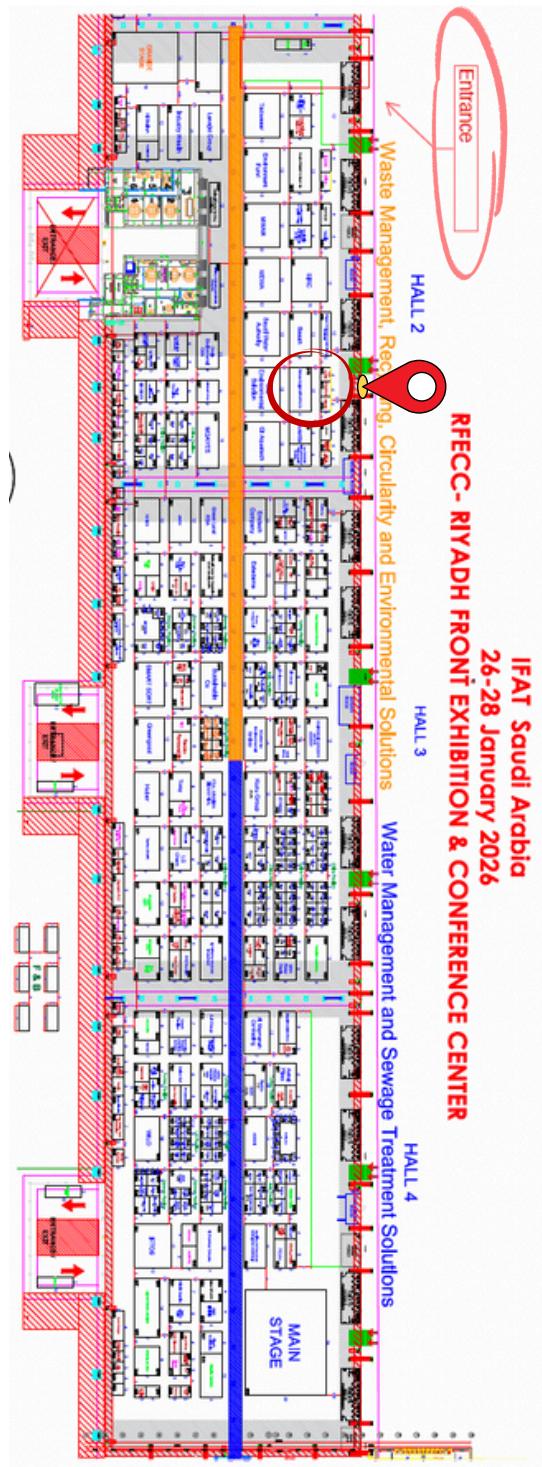
The NL Pavillion

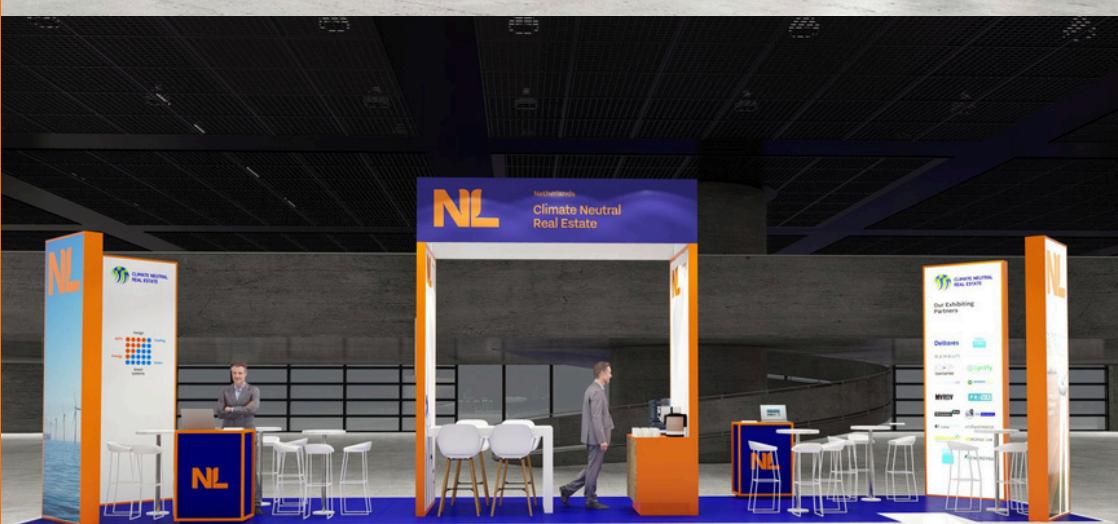
The Netherlands Pavilion, a buzzing hub for innovative technology displays and networking, is created especially to highlight Dutch companies and organisations.

The exhibitors in the Netherlands Pavilion, Hall 2, booth 2F61, are:

- Aquatech Global
- Blue Phoenix
- Bollegraaf Recycling Solutions
- Colubris
- Dijmex Plastic Compounding B.V.
- Flow Aqua B.V.
- Fugro
- Haskoning
- Hein, Lehmann B.V.
- Hydrosat
- MTD Arabia
- Nijhuis Saur Industries
- Noardling B.V.
- NX Filtration







The Organizing team

**Contact Person**

Mirjam van Buchem
Project Manager
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The Netherlands Water Partnership (NWP) is an independent non-governmental network organisation founded in 1999, acting as a platform for public and private water organisations to meet and create opportunities. We are the largest and most diverse international water network in the Netherlands, and a primary hub for our Dutch members looking for global partnerships and business opportunities.

NWP's core mission is to facilitate the Dutch water sector in addressing worldwide water challenges in a societally fair and environmentally friendly way, while enhancing the sector's international reach and economic success.

As a network organisation NWP:

- maintains strong relationships with water sector stakeholders worldwide.
- It connects individuals and organisations, making it the first point of contact for those seeking collaboration with the Dutch water sector.

NWP network

NWP's members work on a wide range of water-related projects, including water management, governance, flood prevention, engineering, reliable supply, and access to safe drinking water and sanitation. Our network consists of companies, government agencies, knowledge institutions, and NGOs, all united by a shared goal: to join forces for sustainable water solutions worldwide.

As NWP's mandate is to promote Dutch water expertise internationally, we give exposure to Dutch water actors via our corporate newsletter, the dedicated page dutchwatersector.com, and our social media channels.

Netherlands Water Partnership

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Holland Circular Hotspot

ACCELERATING CIRCULAR ECONOMY GLOBALLY

Holland Circular Hotspot (HCH) is a private entity with a public-private mission: to build thriving circular ecosystems globally and seizing circular business opportunities worldwide. We embody the collective and century old knowledge of the Netherlands in Waste Management and Circular Economy. Since 2018, we have shared Dutch circular economy insights across the globe, catalysing countless international business connections, establishing a global network of circular hubs, and hosting landmark Circular Hotspot events that today take place on five continents. HCH is a mover and a shaker the global circular movement.

WHAT WE DO

- Open up circular market opportunities and build circular ecosystems
- Connect business, knowledge, and government partners across borders (B2B, K2K, G2G)
- Help circular entrepreneurs thrive abroad—and bring international pioneers into Europe

WE FACILITATE

- Trade missions, learning expeditions, workshops, keynotes, and training sessions
- Coalition building and tailored support for enterprises and regions
- Access to finance and networks via our global connections

HOW WE WORK

- Map and match circular needs and solutions between the Netherlands, Europe, and promising international regions
- Share Dutch and European innovations, market trends, and regulatory insights
- Facilitate trainings, events, and circular missions that spark real-world collaboration

Holland Circular Hotspot

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3063 NS Rotterdam
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Participating companies



Aquatech Global

Aquatech is the international platform specifically designed for professionals in the world of water technology. This platform offers you inspiring events in Amsterdam, China, Mexico and Bangkok as well as online; an overview of product and services of the world's leading companies and the latest news on process, drinking & waste water. The well-established format covers the segments (Waste) Water Treatment, Transport/Storage, Commercial & Residential, Digital and Smart Solutions, Software & Automation and more....



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Blue Phoenix

Resources Reborn.

The phoenix rises from what remains – a powerful symbol of renewal. Blue Phoenix is a global resource company specialising in recovering value from materials others discard. The company transforms complex materials—including incinerator bottom ash, construction & demolition waste, contaminated soil and tar-containing asphalt—into renewed resources for construction and infrastructure applications. Operating on four continents, Blue Phoenix applies smart sorting, recycling and recovery to give materials new life, with safety as a core value and guiding principle. The company works closely with clients, plant operators, contractors, governments and regulators to support circular use of resources. Driven by the mission of nothing wasted, every resource reborn, Blue Phoenix helps shift the perception of waste from a problem to a valuable resource.



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Bollegraaf Recycling Solutions

Bollegraaf Group (including Bollegraaf, Lubo and Schulz & Berger) is a world-leading expert in waste sorting and recycling, providing turnkey solutions for a wide range of waste streams, including municipal solid waste, construction and demolition waste, plastics, paper and energy-from-waste applications. The group designs, manufactures and delivers high-performance sorting and recycling systems, covering the full scope from engineering and construction to installation, commissioning, training and lifetime service support. With around 65 years of experience and more than 3,500 installations worldwide, Bollegraaf is known for its reliable, robust machinery that enables higher recycling capacity, lower operational costs and strong return on investment for operators of large-scale waste sorting and recycling facilities.



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Colubris

Colubris is the expert in innovative total solutions for (waste)water treatment, waste separation and bioresources. Since 1984, we've been supporting companies worldwide with technologies to use water more efficiently and sustainably and convert residual streams into valuable resources.



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As a reliable and decisive expert, we offer more than technology: we think alongside you, continuously innovate, and work toward a circular future. At Colubris, we combine a people-centered approach with a strong focus on results. Together, we create measurable, sustainable impact.

That is Colubris!

Colubris

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Dijmex Plastic Compounding B.V.

Dijmex specializes in producing Post-Consumer Recycled (PCR) and Post-Industrial Recycled (PIR) engineering thermoplastic compounds. As a leader in sustainable plastic solutions, we operate from a carbon-neutral production plant, consistently pushing the boundaries of eco-friendly manufacturing practices. The plastic compounds of Dijmex achieve up to a 90% CO2-reduction compared to virgin plastics. Our compounds are utilized globally across various industries including automotive, consumer goods, construction and electrical engineering, ensuring reliability and performance. Our mantra: "Green Plastics, Great Plastics." This dedication is reflected in every aspect of our operations and is supported by rigorous testing and certification processes, including unique CO2-reduction certification.

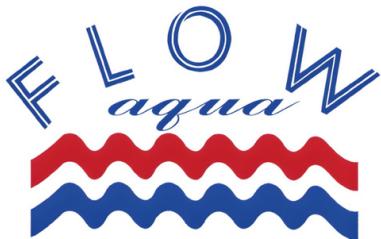


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Flow Aqua B.V.

Flow Aqua B.V. is a pioneering engineering company in municipal and industrial wastewater treatment with comprehensive capabilities in design, engineering, consulting, supplying, installation, commissioning, operation, and maintenance. Our solutions include aerobic and anaerobic wastewater treatment enabling biogas production as well as membrane technologies allowing water reuse, reducing the plant's energy and water footprint. Our track record counts more than 400 references for water treatment in different industries (such as slaughterhouses, hatcheries, etc.). Flow Aqua B.V. manages everything, from raw materials to after-sale support.

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Fugro

Fugro is the world's leading Geo-data specialist, delivering critical insights for the design, construction, and operation of onshore and offshore infrastructure and natural resources. Using advanced mapping, monitoring, and analytics, Fugro supports safe, sustainable development. In Climate & Nature, Fugro provides nature-based solutions, climate risk assessments, and coastal resilience strategies to help communities adapt to environmental change. Fugro is a global leader in Geo-data solutions, specialising in the collection, analysis, and interpretation of data related to the Earth's surface and subsurface. Established in 1962 and headquartered in the Netherlands, Fugro operates in over 52 countries with a workforce of approximately 11,000 professionals.



Haskoning

Haskoning is an independent international consultancy since 1881, combining engineering, design, and technology to deliver added value. Guided by our mission Enhancing Society Together, we aim to positively impact the world supporting UN Sustainable Development Goals. With 6000+ employees in 25+ countries, we focus on sustainability, climate change, and digital innovation integrating with our values including people first, acting responsibly, working as one and empowering excellence.



Contact Person

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www.haskoning.com



Hein, Lehmann B.V.

Hein, Lehmann is a German family-owned process technology company founded in 1878 that designs and supplies screening, separating and conveying solutions for material processing. As part of the Stafag Group, the company is able to provide complete separation solutions. Its portfolio includes perforated plates, wedge wire screens, flip-flop screens, conveyor belts and custom screening machines used across industries such as mining, food, chemicals, pharmaceuticals, automotive, plastics, and waste management. Hein, Lehmann emphasizes tailored engineering, long-life products and practical after-sales support, and serves customers worldwide with her innovative solutions that improve efficiency in processing and recycling applications.



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Hydrosat

Hydrosat

Hydrosat is a space and data analytics company developing an Earth observation constellation and software to provide unique high-resolution thermal infrared imagery. Their mission is to deliver valuable insights for environmental monitoring, food and water security, and other vital applications worldwide.



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MTD Arabia

MTD is a global leader in temporary water and wastewater solutions, delivering safe drinking water, wastewater treatment, and related infrastructure for events, expos and semi-permanent projects worldwide. Operating in over 15 countries with more than 35 years of experience, the company manages design, installation, maintenance and removal of bespoke water systems to meet diverse client needs. MTD prioritises quality, safety and sustainability, providing fast, reliable solutions that support operational continuity and environmental goals across challenging locations and critical moments



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Saudi Arabia

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Nijhuis Saur Industries

Nijhuis Saur Industries (NSI), founded in 1904, is a global water solutions provider and an advocate for sustainable water use through its purpose #MissionWater. The company supports industries and municipalities worldwide in reducing, removing, reusing, and recovering water, energy, and resources from (waste)water streams to close and restore the water loop. As part of the Saur Group, NSI delivers innovative engineering, consultancy, project execution (EPC/DBFOM), mobile water solutions, and long-term operations & maintenance services in over 140 countries.



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Noardling B.V.

The combined strength of Noardling - futureproof Water Technology:

Brand Desah for innovative decentralised wastewater treatment, focusing on reuse of energy and valuable resources. A price-winning sustainable technology for new sanitation.

Brand Hubert, with some 150 years of excellence in water intake and purification. Since 1880, Hubert has designed, manufactured, installed, and serviced high-quality equipment for water purification and water intake systems, worldwide.

Brand Landustrie, over a century of experience in water treatment. Specialised in every stage of wastewater purification, offering a wide range of high-quality products for domestic and industrial wastewater treatment as as reliable pumping solutions.

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NX Filtration

NX Filtration is a provider of membrane technology for producing pure and affordable water to improve quality of life. Its hollow fiber nanofiltration (HFNF) technology removes micropollutants (including pharmaceuticals, medicines, PFAS and insecticides), color and selective salts, but also bacteria, viruses and nanoplastics, from water whilst offering strong sustainability benefits.



Contact Person

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NX Filtration

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Programme

Programme part 1

Opening ceremony

Monday 26 at 5:10 pm

- Opening Ceremony
- Inauguration of Exhibition
- MOU's signing

Panel discussions

Join in for an inspiring round of pitch presentations by Dutch innovative providers on water, waste and recycling.

Orange Stage

Tuesday 27 from 7:05 to 7:40 pm
Hall 2

Title

“Waste2Resources (Digital) waste management and clean tech innovations to a catalyst to a safe circular economy”

Moderators

- Vesna Lavitzar - Holland circular hotspot
- Freek van Eijk - Holland circular hotspot
- Charles Daridon - Bollegraaf Recycling Solutions
- Marc Rijsdijk - Hein, Lehmann B.V.
- Rogier van de Weijer - Blue Phoenix

Blue Stage

Wednesday 28 from 6:00 to 6:25 pm
Hall 4

Title

Fireside chat: from water stress to water security. Innovative treatment solutions

Moderators

- Mirjam van Buchem - NWP
- Mohammad Safl - Nijhuis Saur Industries
- Arun Nair - NX Filtration
- Alexandre Bonhomme - Haskoning

Programme part 2

Workshop

Join us on 28 January, from 12:00 to 15:00, at IFAT – Orange Stage, Hall 2, for a jointly organized workshop by the National Water Company (NWC), the Embassy of the Kingdom of the Netherlands in Riyadh, and the Netherlands Water Partnership (NWP).

The workshop will be moderated by Mirjam van Buchem (NWP) and will open with welcome remarks from the Embassy of the Netherlands and National Water Company.

Themes:

- Water and Wastewater sector in KSA
 - Presentations by: Ministry of Environment, Water and Agriculture (MEWA), Saudi Water Authority (SWA), Saudi Water Partnership Company (SWPC)
- Water quality, treatment & reuse
 - Introduction by NWC on “Core priorities: potable water security, reuse, efficiency.
 - Presentations by: Colubris, Flow Aqua B.V., Haskoning, Nijhuis and NX Filtration
- Monitoring, Data & Digital Water Management
 - Introduction by NWC “Core NWC priority: data-driven decisions & non-revenue water reduction”
 - Presentations by: Fugro, Haskoning, Hydrosat, Noardling

Programme part 3

Network reception Embassy

Wednesday 28 from 8:00 pm to 10:00 pm

Embassy of the Kingdom of the Netherlands

Abdullah Hizaf Asehmi Street

Diplomatic Quarter – Riyadh

Notes



Notes





Netherlands