

The arena for the future of water circularity



Introduction to the Swedish market

Sweden's water and wastewater system (VA) is a critical societal infrastructure and a fundamental prerequisite for both the welfare of the population and the functioning of businesses.

Despite this, the Swedish VA system has long been characterized by insufficient investment and a low rate of renewal. Many pipeline networks are outdated, and reinvestment levels are currently so low that it would take more than 200 years to replace the entire network.

At the same time, new pressures are emerging in the form of climate change, increased treatment requirements, and a growing population.



Vatten Visitor Profile

Top Industries Represented:

Construction and civil engineering/installation, Heating, water and ventilation, Public sector, Technical consulting, Food and beverage industry, Machinery industry, Energy, Education, Chemical industry, Wholesale/agency/retail

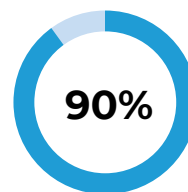
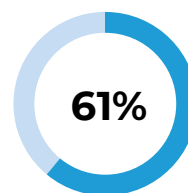
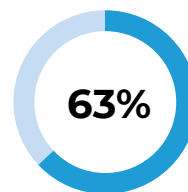
Most Common Job titles:

Operations technicians, Project managers, Public officials, CEOs/Owners, Consultants, Water and wastewater engineers, Site workers, Team leaders/Site supervisors, Senior management, Technical managers

Top areas of interest:

Wastewater, Drinking water, Operations and maintenance, Stormwater, Pipeline networks, Analysis, sampling and measurement, Water treatment, Work environment and safety, Measurement and control systems, Other water and wastewater services, Groundwork

Business at Vatten





Spotlights of the water investments in Sweden

Aging Infrastructure

Many pipeline networks are 50 to 70 years old, creating an urgent need for renovation with investments of SEK 560 to 600 billion.

Industrial Pressure

Water challenges are increasingly affecting industry, requiring stronger municipal dialogue, potential relocation of production, and more investment in industrial solutions.

Sector Vulnerability

Sectors like food, pharma, construction, hospitality, retail, property, and public services are highly vulnerable to water and wastewater disruptions.

Climate Impact

Climate change is intensifying flooding, drought, extreme weather, and contamination, increasing the need for collaboration and major investments.

Security and Supply

Water is a strategic issue for agriculture and national security, with infrastructure needs, supply chain vulnerabilities, and ongoing threats to water systems.

Trade visits during three days

8 588 and **438** conference participants

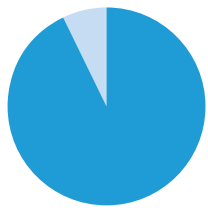
Exhibitors

320

Exhibitors from

10 countries

Vatten Visitors in Numbers



Countries

- **94%** from Sweden
- **6%** from the rest of the world

Business Impact

- 76%** influence or make purchasing decisions
- 63%** made new business contacts
- 61%** discussed concrete projects with exhibitors
- 46%** plan to procure products/services within three years

Satisfaction

- 96%** are satisfied with their visit
- 79%** had their expectations met
- 94%** plan to return in 2027

Exhibitors on Vatten



"We meet both existing and new customers – this is the most important trade fair of the year for us."

Claes Edvardsson Berg, Segment Manager, Xylem Water Solutions

"The interest has been enormous, both from Swedish customers and companies from the U.S. and Africa."

Robert Andersson, CEO and Sales Manager, Aqua Robur

"We connected with contacts we wouldn't reach otherwise – and strengthened our brand at the same time."

Ulrika Andersson, Marketing Manager, Ulefos

Want to get involved? Get in touch!

Sales Manager

Albert Friberg
+46 31 708 80 96
albert.friberg@svenskamassan.se

Sales Manager

Carmen Brüning
+46 31 708 80 92
carmen.bruning@svenskamassan.se

Germany

Frida Gillberg, +46-8-665 18 28
frida.gillberg@handelskammer.se

Norway and Poland

Kristine Dehli, +47 48 15 11 45
kristine@scanexpo.com

Denmark

Rud Jacobsson, +45 70 20 20 06
rud@korf.dk

Italy, France and Spain

Hanna Gustafsson, +46 736 263 198
hanna.gustafsson@gustho.se