



**PRESS RELEASE
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H₂O Innovation Expands its Presence in Saudi Arabia

The localization of specialty chemical production and a new membrane forensics laboratory reinforce H₂O Innovation's long-term commitment to Saudi Arabia and its water sector

Quebec City, October 14, 2026 - H₂O Innovation Inc. ("H₂O Innovation" or the "Corporation") is pleased to announce that it is strategically expanding its presence in the Kingdom of Saudi Arabia, which marks a new chapter in its long-term commitment to one of the world's most important water and desalination markets.

A recent agreement to supply membrane cleaners to a strategic client in the Kingdom further reinforces the Corporation's presence in the region. This growth also reflects H₂O Innovation's commitment to combining its global expertise in specialty chemicals, membrane treatment, and membrane forensics with local initiatives in order to support Saudi Arabia's efforts to strengthen the resilience, efficiency, and sustainability of its water infrastructure.

Building Local Capabilities in Saudi Arabia

H₂O Innovation has established a local entity in Saudi Arabia and appointed **Muhammad Bilal** as General Manager, thereby reinforcing the Corporation's commitment to developing its commercial and technical capabilities directly in the Kingdom.

H₂O Innovation also intends to establish a specialty chemical production facility in Saudi Arabia to enhance supply chain resilience, support local capacity, improve proximity to customers throughout the Kingdom, and ensure the continuity of supply for critical infrastructure in all circumstances.

This localization will bring technologies and production closer to the market, strengthen local supply capabilities, and enable the Corporation to better support the evolving requirements of Saudi Arabia's desalination and water-treatment infrastructure.

The initiative represents a further step in H₂O Innovation's strategy to develop a sustainable, long-term presence in the Kingdom that goes beyond product supply and includes local people, production, and technical expertise.

This new location will not only strengthen the Corporation's presence in Saudi Arabia but also deepen its relationships across the Gulf region, where it already supports customers with specialty chemicals and key components, including couplings, filter housings, and filters. By building local expertise, H₂O Innovation is reaffirming its long-term commitment to serving the region's evolving needs.

Bringing Advanced Membrane Forensics Capabilities to Jeddah

Following the establishments of its facilities in Madrid and Vista in California, H₂O Innovation will soon open its third laboratory, which will be dedicated to membrane forensics and advanced technical services for membrane-based water treatment facilities. Located in Jeddah, the facility will bring specialized diagnostic capabilities directly to the country, including membrane autopsies,



performance analysis, identification of scaling and fouling mechanisms, and investigation of operational challenges affecting reverse osmosis systems.

By establishing these capabilities locally, H₂O Innovation will provide customers and operators in the Kingdom with faster access to specialized expertise and technical support, helping them better understand, optimize, and protect the performance of critical membrane assets.

The Jeddah laboratory will benefit from direct knowledge transfer and technical collaboration with H₂O Innovation's established membrane laboratory in Madrid, Spain. The Madrid team will support the Saudi facility through the transfer of methodologies, technical knowledge, and international best practices developed through H₂O Innovation's global membrane activities.

Supporting Saudi Arabia's Water Ambitions

H₂O Innovation's expansion in Saudi Arabia is designed to go beyond establishing a commercial presence. Through local leadership, specialty chemical production, and advanced technical capabilities, the Corporation intends to contribute to the development of expertise within the Kingdom and support the efforts of the Saudi Water Authority and the broader Saudi water sector to advance reliable, efficient, and sustainable water infrastructure.

"Saudi Arabia is not simply a market we intend to serve; it is a market where we intend to build," said **Frédéric Dugré, President and Chief Executive Officer of H₂O Innovation**. "By establishing permanent operations, developing local production capabilities, and bringing our technical expertise directly into the Kingdom, we are investing in the people, knowledge, and infrastructure required to become a long-term partner to the Saudi water sector."

"Saudi Vision 2030 is creating an important opportunity to build local capabilities and bring world-class expertise closer to where it is needed," said **Muhammad Bilal, General Manager, H₂O Innovation Saudi Arabia**. "Our ambition is to contribute to these efforts by combining H₂O Innovation's global expertise with people, production, and technical capabilities located here in the Kingdom. With local specialty chemical production and our new membrane forensics laboratory in Jeddah, we are building capabilities that will allow us to work even more closely with the Saudi Water Authority, our customers, and the wider Saudi water community."

The Corporation intends to continue developing these capabilities as it grows alongside Saudi Arabia's water sector and contributes to the Kingdom's ambitions for localization, innovation, and water sustainability.

About H₂O Innovation

H₂O Innovation is a water solutions company focused on simplifying water through technologies, services, and infrastructure. The Corporation serves municipal, industrial, and institutional clients with solutions spanning water treatment, water reuse, operations and maintenance, and specialty products. By integrating innovation and operational excellence, H₂O Innovation has become a trusted global partner for sustainable water management. For more information, visit [H₂O Innovation](#).



Source:

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