



Überlingen, July 3rd, 2026

Dear IACDE local representatives
Dear IACDE members and friends,

After careful consideration, IACDE international panel decided to postpone our International Event in Morocco by one year. This decision is based on a number of critical factors that have significantly impacted our ability to organize this event at the level of excellence that our members and partners have come to expect. I would like to outline some points:

1. Prolonged Hotel Selection Process

The search for a suitable hotel has taken significantly longer than anticipated, delaying key planning milestones and limiting our flexibility in finalizing other essential arrangements.

2. Challenging Hotel Negotiations

The negotiation process with the selected hotel MARRIOTT RABAT regarding pricing and suitable facilities has been protracted and difficult, consuming valuable time and resources.

3. High Room Rates

The final room rates are considerably higher than what many participants may be willing or able to afford. This presents a significant risk to overall attendance and engagement. Plus it will lead to another bottleneck when looking for affordable alternatives in walking distance.

4. Delayed Invoicing Process

International Invoices have been sent out far later than planned. This postponed and limited our scope for managing such an event.

5. Conflicting Marketing Budgets

Some of our industrial partners have already allocated their marketing budgets for the year. This severely limits our ability to attract the level of sponsorships and partnerships.



Given these challenges, we strongly believe that postponing the event to the following year will allow us to:

- Plan with sufficient lead time and a more strategic approach
- Secure meaningful sponsorships and partnerships and allow all members to include the event in their personal and corporate budgets
- Curate a program with outstanding keynote speakers, unique content, and an inspiring factory experience
- Ensure a smooth and professional event execution that reflects the IACDE's high standards

In short, postponing now will not be a step back, but rather a strategic reset to deliver an inspiring event in 2026! We will discuss internally all possibilities and explore the next steps on a precise timeline together. We will shortly come back to you with more details.

Thank you for your understanding.

On behalf of the international panel
Silvia Schöning

General Secretary IACDE Germany
International Coordinator