

UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI



XIX WORLD WATER CONGRESS

International Water Resources Association (IWRA)

Marrakech, Morocco | 1-5 December 2025



Organised by the Ministry of Equipment and Water, Kingdom of Morocco
and the International Water Resources Association

SPONSORSHIP PROPOSAL

Visit the official website for updates

www.worldwatercongress.com



Kingdom of Morocco



Ministry of
Equipment and Water

[f](#) | WWCongress [X](#) | wwcongress [@](#) | worldwatercongress

The Menara Gardens established in the 12th century | Marrakech city - Morocco



“Morocco is not the only country facing the problem of drought and water scarcity. This issue has become a global phenomenon, one that is further compounded by climate change.

The current water resource situation challenges us all: government, institutions and citizens. It requires us to be frank and responsible in dealing with the issue and in addressing whatever inadequacies there may be.

Morocco is now in a situation of chronic water stress, and not all problems can be solved by simply building the water facilities planned, notwithstanding their great importance and of the need for them.

I therefore call for all aspects of the water issue to be addressed seriously, putting, in particular, an end to all forms of squandering and of irrational, irresponsible use of this vital resource.”

Extract from the Royal Speech at the opening of the 1st session of the 2nd legislative year of the 11th legislature, October 14, 2022

“Nevertheless, the challenges our country is facing require further efforts and vigilance, as well as more creative solutions and good governance.

And one of the greatest challenges we are facing today is that of water – a challenge which is becoming increasingly serious due to drought, the impact of climate change, a naturally growing demand and the delay in completing some of the projects planned as part of our water policy.

...

And since water production from desalination plants requires supplying these facilities with clean energy, it is necessary to expedite the completion of the electrical connectivity project to transfer renewable energy from the southern provinces to the country’s central and northern areas as soon as possible.”

Extract from the Royal Speech on the occasion of the 25th anniversary of the Sovereign's accession to the Throne, July 29, 2024

EVENT OVERVIEW

IWRA's XIX World Water Congress will take place in Marrakech, Morocco, 1-5 December, 2025. Under the theme, **Water in a Changing World: Innovation and Adaptation.**

This Congress placed under **the high patronage of HIS MAJESTY KING MOHAMMED VI** will explore innovative solutions and adaptive strategies and approaches for water resources in an increasingly changing world. It will provide a **platform for experts, practitioners, researchers, policymakers, civil society, and the private sector to exchange knowledge, showcase groundbreaking research, build partnerships, and co-develop actionable solutions that aim to address the complex challenges of global water governance, security, and sustainability.**

The global water system is complex and both impacts and is impacted by several interacting systems, including land, energy, food, health, and ecosystems among many others. The water community, including the International Water Resources Association (IWRA), has been a leader in supporting a "system approach" for addressing how these interrelated and interdependent schemes interact with resources management. Climate change has shown that many water challenges are societal and that innovative and adaptive solutions cut across many systems and actors, both inside and outside the water community.

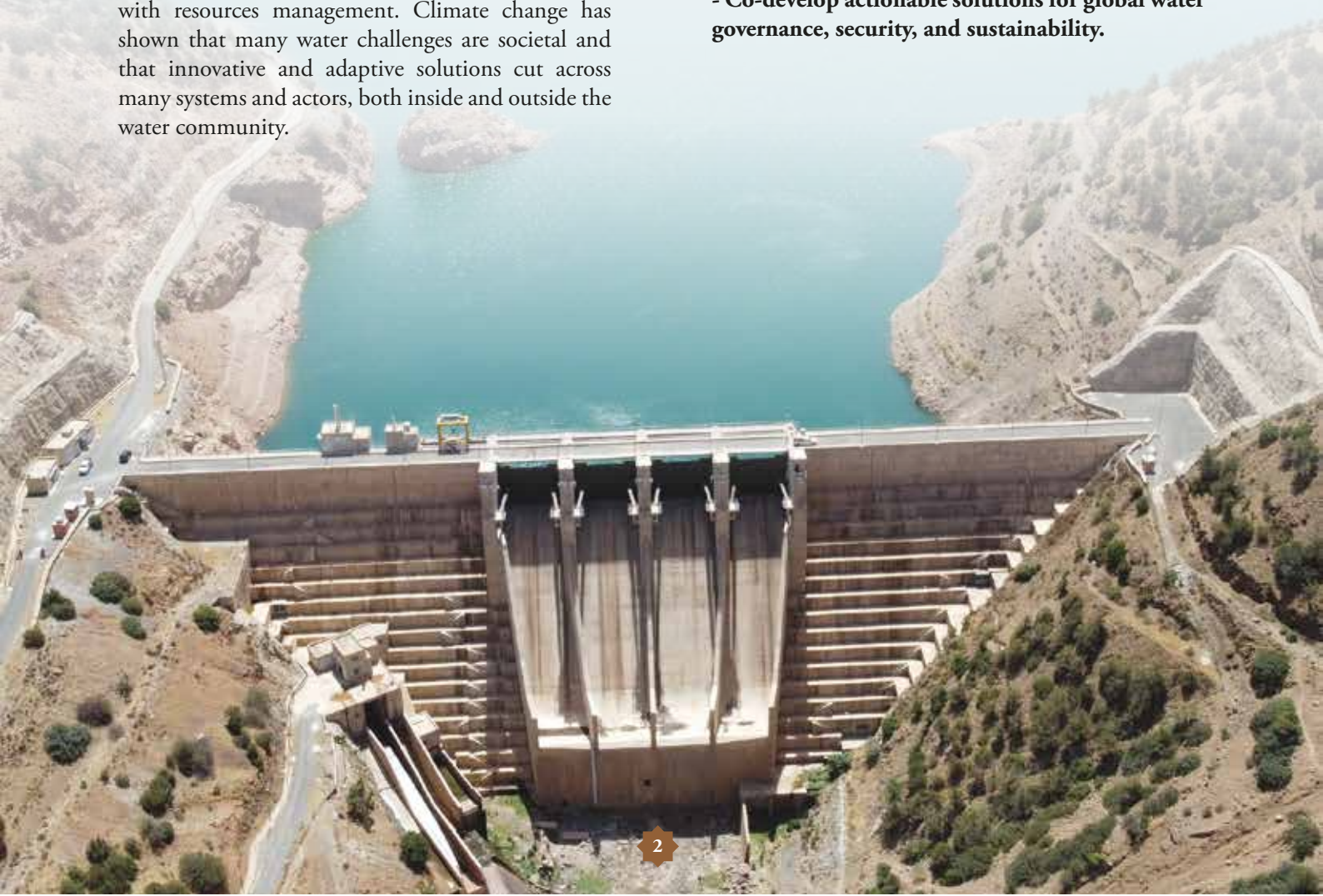
For Morocco, the water sector has always been of particular interest to the public authorities and has been at the heart of economic policy concerns, due to its decisive role in ensuring the country's water security and supporting its socio-economic development.

In this context, Morocco has implemented a dynamic policy to endow the country with a major water infrastructure, improve access to drinking water, meet the water needs of industry and tourism, and develop large-scale irrigation. As a result, the country has succeeded in building an efficient model of water management, unique to the country and is now considered as a leading example internationally.

Both IWRA and the Ministry of Equipment and Water of Morocco, are committed to exploring and expanding knowledge about system level approaches through education and mobilisation of knowledge products that are targeted to the science community, public sector, private sector, and civil society.

This Congress offers a unique platform for a diverse audience-experts, practitioners, researchers, policymakers, civil society, and the private sector to:

- **Exchange knowledge and ideas**
- **Showcase cutting-edge research and innovations**
- **Build partnerships across sectors and disciplines**
- **Co-develop actionable solutions for global water governance, security, and sustainability.**



ABOUT IWRA'S WORLD WATER CONGRESS:



- 1 Chicago, U.S.A. | 24-28 September 1973
Importance and Problems of Water in the Human Environment in Modern Times
- 2 New Delhi, India | 12-16 December 1975
Water for Human Needs
- 3 Mexico City, Mexico | 23 April 1979
Water for Human Survival
- 4 Buenos Aires, Argentina | 5-9 September 1982
Water for Human Consumption: Man and his Environment
- 5 Brussels, Belgium | 9-15 June 1985
Water Resources for Rural Areas and their Communities

- 6 Ottawa, Canada | 29 May-3 June 1988
Water for World Development
- 7 Rabat, Morocco | 13-18 May 1991
Water for Sustainable Development in the 21st Century
- 8 El Cairo, Egypt | 13-18 May 1994
Satisfying Future National and Global Water Demands
- 9 Montreal, Canada | 1-6 September 1997
Water Resources Outlook for the 21st Century: Conflicts and Opportunities
- 10 Melbourne, Australia | 12-16 March 2000
Sharing and Caring for Water

- 11 Madrid, Spain | 5-9 October 2003
Water Resources Management in the 21st Century
- 12 New Delhi, India | 22-25 November 2005
Water for Sustainable Development Towards Innovative Solutions
- 13 Montpellier, France | 1-4 September 2008
Global Changes and Water Resources
- 14 Porto-De-Galinas, Brazil | 25-29 September 2011
Adaptive Water Management: Looking to the Future
- 15 Edinburgh, UK | 25-29 May 2015
Global Water, A Resource For Development: Opportunities, Challenges and Constraints

- 16 Cancun, Mexico | 29 May-3 June 2017
Bridging Science and Policy
- 17 Daegu, Republic of Korea | 29 November-3 December 2021
Foundations for Global Water Security and Resilience: Knowledge, Technology and Policy
- 18 Beijing, China | 11-15 September 2023
Water for All: Harmony between Humans and Nature
- 19 Marrakech, Morocco | 1-5 December 2025
Water in a changing world : Innovation and adaptation

Since 1973, IWRA has organised the World Water Congress every few years in various locations around the world. The primary goal of the Congress is to serve as a hub for sharing experiences, fostering discussion and collaborations, and presenting new knowledge, research, and advancement, at a science and policy interface, in the field of water.

Over five decades, the World Water Congress has hosted excellent events focused on global themes concerning the water agenda. The XVIII World Water Congress was the first major international face-to-face water conference to be held in China following the Covid-19 pandemic.

KEY FIGURES FROM THE PREVIOUS XVIII CONGRESS EDITION IN 2023

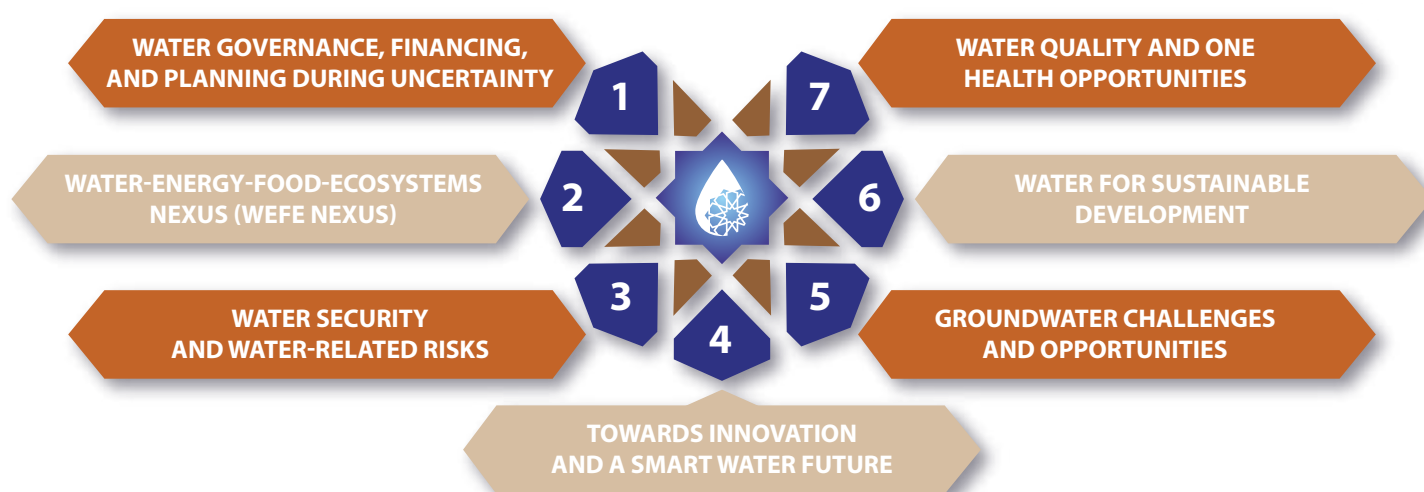
2886 ATTENDEES
80 COUNTRIES REPRESENTED
4 HIGH-LEVEL PANELS
36 REGULAR SESSIONS
72 SPECIAL SESSIONS
14 SIDE EVENTS
278 POSTER PRESENTATIONS
53 MEDIA REPRESENTATIVES
94 EXHIBITORS

OVERARCHING THEME OF THE XIX WORLD WATER CONGRESS

The XIX Congress will provide a platform for participants to exchange knowledge, present ground-breaking research, forge partnerships and jointly develop concrete solutions to complex challenges related to water. The overarching theme of the XIX World Water Congress focuses on addressing the dynamic interconnections between water, natural ecosystems, energy, agriculture and other human activities in the context of a changing climate.

By emphasising the need for innovation in managing water resources, the ability to adapt to shifting environmental, societal and economic demands, and the importance of ensuring resilience in water usage, governance and infrastructure, this Congress will explore and highlight how these key elements can be integrated to create sustainable, long-term solutions for water management in an increasingly changing world.

The XIX edition of the World Water Congress will be structured around the following seven sub-themes:



Sub-themes of the XIX edition of the World Water Congress

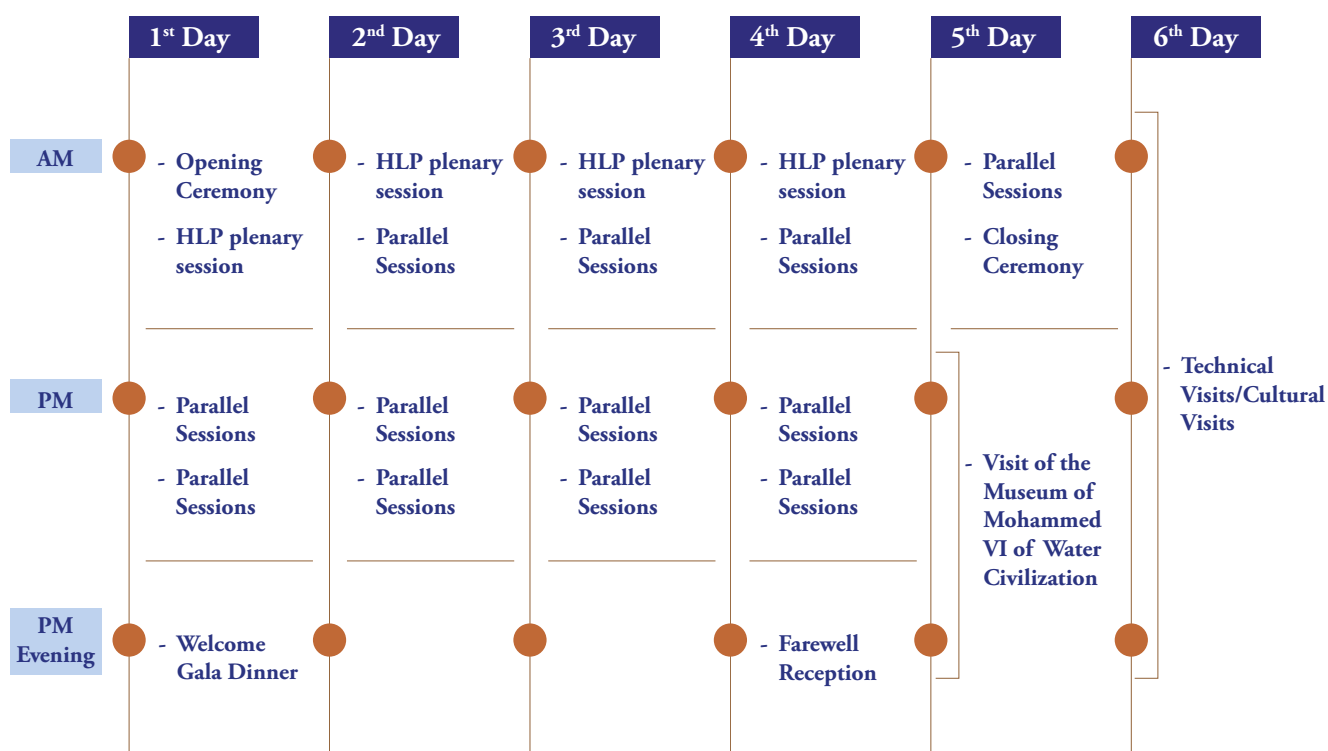


GENERAL PROGRAMME

The XIX Congress programme will feature opening and closing ceremonies, high-level panels, parallel thematic sessions, and special side events, all aligned with the Congress theme and its seven sub-themes.

An exhibition area will be organised, featuring stands from public institutions and private companies and scientific thematic poster presentations, providing a platform to showcase their initiatives, services, and innovations.

Finally, the event will also feature a number of social activities, including a welcome reception, gala dinner, and field trips.



Target audience

As one of the world's largest and most prestigious events dedicated to water, over 2,000 participants from around the world are expected to attend the XIXth World Water Congress. The Congress aims to bring together a diverse and inclusive audience from around the world. This includes participants from various sectors-public and private, academia, civil society, and youth-with a focus on fostering gender balance and geographic representation.

By emphasising diversity, the Congress seeks to create a richer dialogue and ensure that solutions address a broad spectrum of global perspectives and challenges.

Events and sessions will be tailored and developed accordingly to accommodate the diversity of interests and perspectives as represented in presentation abstracts as well as proposals for high-level plenary sessions, special sessions, side events, and other Congress activities.

SPONSORSHIP/PARTNERSHIP BENEFITS

Brand Visibility:

Maximise exposure through logo placement, banners, and promotional materials.

Networking Opportunities:

Access to a diverse audience including industry leaders, policymakers, civil society, and experts.

Marketing Reach:

Inclusion in pre-event and post-event marketing materials, including social media promotion.

Corporate Social Responsibility Impact:

Demonstrate commitment to environmental sustainability and water-related issues.

Legacy:

Contribute to an event that creates lasting impacts, driving ongoing community engagement and sustainability programmes at local, regional, and international levels. Contribute to meaningful progress toward the 2030 Agenda and the Sustainable Development Goals.

Why Sponsor the XIX World Water Congress?

The XIX World Water Congress is not just another international water conference, it is a strategic gathering of the world's water experts, decision-makers, and industry leaders, providing a platform for impact, influence, and innovation.

A Unique and Unmissable Edition:

- **First Time in North Africa in Over Three Decades:** Hosted in Marrakech, Morocco, this Congress will highlight Africa's leadership in water security, providing insights into regional innovations that have global relevance.
- **A Focus on Innovation & Adaptation:** Under the theme "Water in a Changing World: Innovation and Adaptation", this edition will tackle emerging challenges such as climate resilience, smart water solutions, and cross-sector integration like the Water-Energy-Food-Ecological Nexus.
- **The launch of the third IWRA World Water Envoys Programme:** This award winning initiative amplifies diverse voices, bringing young leaders from

across the world to share groundbreaking community-led solutions.

- **Gateway to Africa & the MENA Region:** This Congress offers an exclusive entry point for sponsors looking to engage with key stakeholders in one of the most water-stressed yet innovation-driven regions in the world.

Exclusive Benefits for Sponsors

- **Strategic Access to Decision-Makers:** Engage directly with ministers, policymakers, and international institutions shaping global water governance.
- **International Brand Visibility:** Position your organisation at the forefront of discussions on water sustainability, reaching a diverse audience across government, academia, civil society, and industry.
- **Legacy & Long-Term Engagement:** Sponsorship is more than visibility, it is about impact. Align your organisation with actionable solutions that will drive meaningful change long after the Congress ends.

SPONSORSHIP FORMULA

	PLATINUM 500 000 MAD 50 000 USD	GOLD 300 000 MAD 30 000 USD	SILVER 150 000 MAD 15 000 USD	BRONZE 40 000 MAD 4000 USD
	SPONSORSHIP CATEGORY			
Title	Official Sponsor of the event	Gold Sponsor of the event	Event Partner	Event Partner
Logo size	Very large	Large	Medium	Small
	PARTICIPATION			
Invitation to the Gala dinner	4	2	-	-
Invitation to the VIP reception	2	1	-	-
Free congress registration	4	2	1	-
Invitation to technical/cultural visits	3	2	1	-
	EXHIBITION			
Exhibition space free of charge	36m ²	18m ²	9m ²	-
	ADVERTISING AND PROMOTION			
Insertion in sponsor catalogue (Logo and/or presentation)	Logo on cover page + 1 page in catalogue	Logo on cover page + half page in catalogue	Logo on sponsor page	Logo on sponsor page
Logo on website (sponsor page)	Very large	Large	Medium	Small
Logo displayed at the entrance to the event venue	Very large	Large	Medium	-
Logo on program presentation document	Very large	Large	Medium	Small
Logo on various event promotional documents	Very large	Large	Medium	-
Logo in final conference report	Very large	Large	Medium	Small
Social media feature on IWRA's social media accounts (audience of over 50 000 followers across social media platforms)	Yes	Yes	-	-

SPONSORSHIP FORMULA

ADDITIONAL : SPECIAL SPONSORSHIP PACKAGE (TO NEGOTIATE)	
Organisation of side-events	Sponsors interested in organising side events will benefit from negotiated rates for room rental (% of discount depending of the sponsorship category).
Organisation of technical/ touristic visits by the sponsor	Sponsors can organise technical or touristic visits for congress participants.
Digital Sponsorship Opportunities	Key Session Recordings : • A brief sponsor acknowledgment (e.g., "This session recording is brought to you by [Sponsor Name]") will be included at the start and end of the session. • Opportunity to include a sponsor advertisement or message (up to 15 seconds) before the session begins.

To ensure your organisation's prominent presence, secure your sponsorship spot before the end of

31 October 2025.

Early commitment ensures maximum exposure and engagement.

For further information,
please contact the following addresses

19wwc.sponsoring@water.gov.ma

Visit the official website for updates

www.worldwatercongress.com

 | WWCongress  | wwcongress  | worldwatercongress



XIX WORLD WATER CONGRESS

International Water Resources Association (IWRA)

Marrakech, Morocco | 1-5 December 2025

SPONSORSHIP APPLICATION FORM

(To be completed, signed and sent to 19wwwc.sponsoring@water.gov.ma)

	ORGANISATION INFORMATION
Organisation Name:	
Representative Name:	
Address:	

	CONTACT PERSON
Name:	
Job Title:	
Telephone:	
Mobile:	
Email:	
Fax:	

SPONSORSHIP PACK (PLEASE MARK THE APPROPRIATE BOX)*			
☐ PLATINUM (500 000 MAD)	☐ GOLD (300 000 MAD)	☐ SILVER (150 000 MAD)	☐ BRONZE (40 000 MAD)

* The prices shown are in Moroccan dirham, but payment can be made in US dollars or euros, depending on the exchange rate on the day of payment.

ADDITIONAL : SPECIAL SPONSORSHIP PACKAGE (PLEASE MARK THE APPROPRIATE BOX)
☐ Organising a side event (cost to be determined)
☐ Organising a technical visits (cost to be determined)
☐ Digital Sponsorship (cost to be determined)

DATE	NAME	SIGNATURE

PICKALBATROS Hôtel Du Golf

XIX WORLD WATER CONGRESS VENUE - PICKALBATROS HOTEL DU GOLF, MARRAKECH.

The XIX World Water Congress will take place at PICKALBATROS Hôtel Du Golf, located in the heart of the palm grove of Marrakech. Just 15 minutes from the city center and 20 minutes from Jemaa El Fna, this design-led property combines modern Moroccan architecture with art deco style, offering a warm and inviting atmosphere.

With spacious, modern rooms and suites, as well as excellent facilities for business and networking, the venue provides the perfect setting for discussions, sessions, and events throughout the Congress.



PICKALBATROS

HOTELS & RESORTS





XIX WORLD WATER CONGRESS

International Water Resources Association (IWRA)

Marrakech, Morocco | 1-5 December 2025