



Dear Partners,

Budapest, July 10, 2025

We would like to inform you that the **SOHO Central Europe Conference**, originally scheduled for **October 17–18, 2025** at **Várkert Bazár**, has been **postponed to the fall of 2026**.

First and foremost, we sincerely appreciate your unanimously positive response and ongoing support. We are confident that in 2026, we will come together for a truly successful and impactful event. It is in our shared interest to deliver a conference of the highest quality — a unique initiative that will be held for the first time not only in Hungary but also in the broader Central European region.

Despite strong domestic engagement, the time available has proven insufficient to establish the level of regional cooperation necessary for a conference of this scale. In order to effectively mobilize participants and stakeholders across the region, we have made the decision to reschedule.

To ensure a scientifically robust and professionally valuable event — both in content and in corporate representation — we continue to count on your collaboration. As you prepare your **2026 budgets**, we kindly ask that you include support for **SOHO Central Europe 2026**, which we intend to organize in a format similar to what was planned for this year.

We hope this notification reaches your decision-makers in a timely manner, allowing for early planning regarding delegate participation, exhibition space, sponsored symposia, and advertising opportunities.

Lastly, we kindly ask you to share the **attached English-language announcement** with your company's **regional representatives**.

We thank you for your understanding, as well as for your support so far — and in the future — and we look forward to receiving your feedback regarding your potential contributions to the event.

With sincere thanks and appreciation,

Dr. Masszi András

Dr. Bodó Imre

on behalf of the Organizing Committee