

# 8<sup>TH</sup> HERITAGE — İSTANBUL —

CULTURAL HERITAGE NATURAL HERITAGE

15 - 17  
MAY  
2024

Istanbul Lutfi Kirdar  
International Convention  
and Exhibition Centre  
ICEC



Aizanoi Ancient City, Kütahya



SALES BROCHURE

**Heritage İstanbul Restoration, Archaeology, Museum  
Librarianship Technologies Fair and Conference**

[www.expoheritage.com](http://www.expoheritage.com)

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Organiser



Supporter



THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174



# HERITAGE — İSTANBUL —

Revival of archeology, restoration, museology, librarianship and natural heritage sectors with fairs and conferences organized since 2015, covering all institutions, organizations and private sector companies, universities and academicians representing tangible and intangible cultural heritage areas, It has gained a very important place in ensuring its awareness on a large scale and in being up-to-date and active in the footsteps of the modern world with examples and studies from different parts of the world.

With the participation of the Ministry of Culture and Tourism of the Republic of Turkiye, relevant institutions and directorates, local municipalities, NGOs, private sector organizations, cultural embassies of various countries of Europe and the Middle East, and culture and tourism agencies, Heritage Istanbul fairs and conferences creating a suitable ground for the commercial institutions operating in the relevant sectors to increase their exports, promote their cultural heritage and support the country's cultural tourism are organized every year in Turkey.

HERITAGE ISTANBUL, which is a unique platform for the sector and organized with the motto of "**Give a future for the past**", with its conferences; to discuss the important developments and formations of the sector, to host the visionary and enlightening speeches of professionals and academicians, with the fair; With the participation of expert organizations in the fields of archeology, restoration, museology, librarianship and natural heritage from Turkey and Europe, to introduce the emerging trends, current systems and technologies on cultural heritage in the world, with workshops; to raise awareness for visitors has been organized by us since 2015.



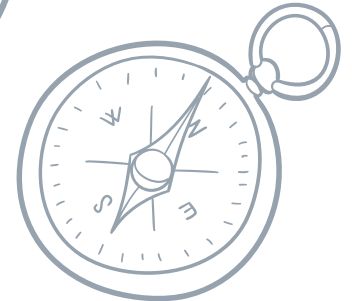
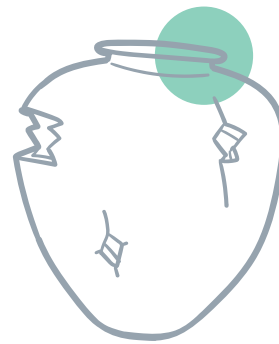
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— PLATFORMS

# Cultural Heritage

## Exhibitor Profile

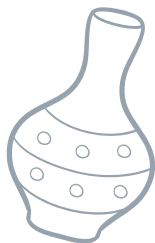
### Archeology Technologies

- Local government institutions, archaeoparks, open air museum services
- Digital documentation, 3D, virtual environment in archeology technologies
- New technologies in archeology
- Production of archaeological equipment and chemicals
- Experimental archeology, technical education services



### Restoration, Maintenance & Repair and Protection

- Restoration project and applications
- Restoration technologies and technological equipment
- Conservation laboratories
- Documentation methods
- Restoration materials and construction chemicals



### Museology, Museum Technologies

- Museum interior architecture and exhibition design project services
- Visual media and technology in museums
- Mobile museum applications
- Virtual reality applications
- Lighting and security systems
- Furniture and furnishings
- Door entry systems
- Building and construction companies
- Infrastructure, mechanical and technical services and equipment firms

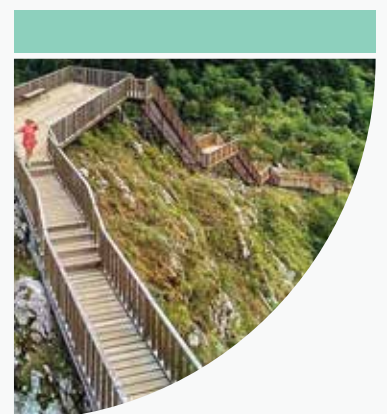
### Librarianship and Archiving Technologies

- Archiving and digital solutions
- Information, document management and storage systems
- Library automation systems
- E-Library
- Paper and paper restoration companies
- Environmental education and awareness agencies

# Natural Heritage

## Exhibitor Profile

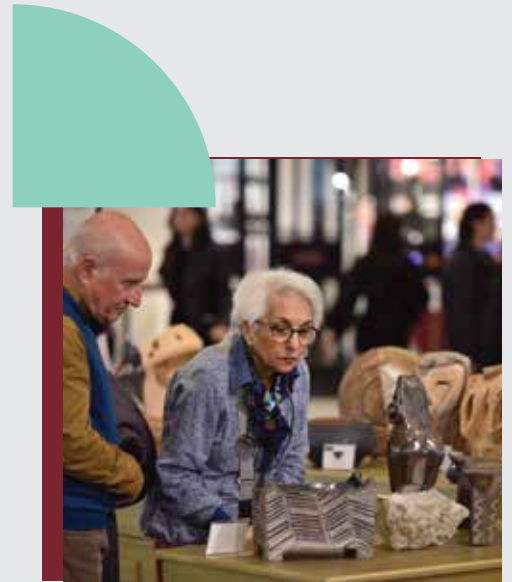
- Natural area fire extinguishing systems
- Area entry systems
- Surveillance areas and systems
- Security systems
- Aerial photography and drone companies
- Lighting and electricity use/ Generator
- Natural and cultural landscape
- Parking area lighting
- Wire/ fence manufacturers
- Ropeway manufacturers



# Why You Should Exhibit?



In Heritage Istanbul, which is supported by **the Ministry of Culture and Tourism of the Republic of Turkey**, you will have the opportunity to be informed about the **archeology, restoration, museum and library projects** to be realized in Turkey with the participation of administrative authorities and universities and to meet with the authorities.



In **B2B Meetings** where only exhibitors are authorized to attend, you will be able to participate in **bilateral business meetings** and will have the opportunity to **meet with dozens of companies** from **Turkey** and abroad.

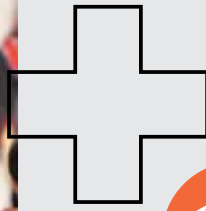


The details of **the company or institution participating** in the fair are shared with the **35,000+ industry professionals'** database owned by the **Cultural Heritage Platform** via mailing and with our followers via social media and the website. Participating in the fair will give you **access to a database** of thousands of people related to your products and projects.





We are laying the groundwork for productive business meetings with **qualified visitors** visiting the fair from **Turkey** and **Europe**. You can build long-term **business relationships with professionals** from all over the World.



By taking part in this platform that represents **the cultural heritage sector**, you can highlight your **brand** and **increase** your awareness in the sector.



By participating in the side events in the fair, you can send your message to your followers or **customer candidates**, such as **heritage talks**, and **workshops**, or make your promotion.



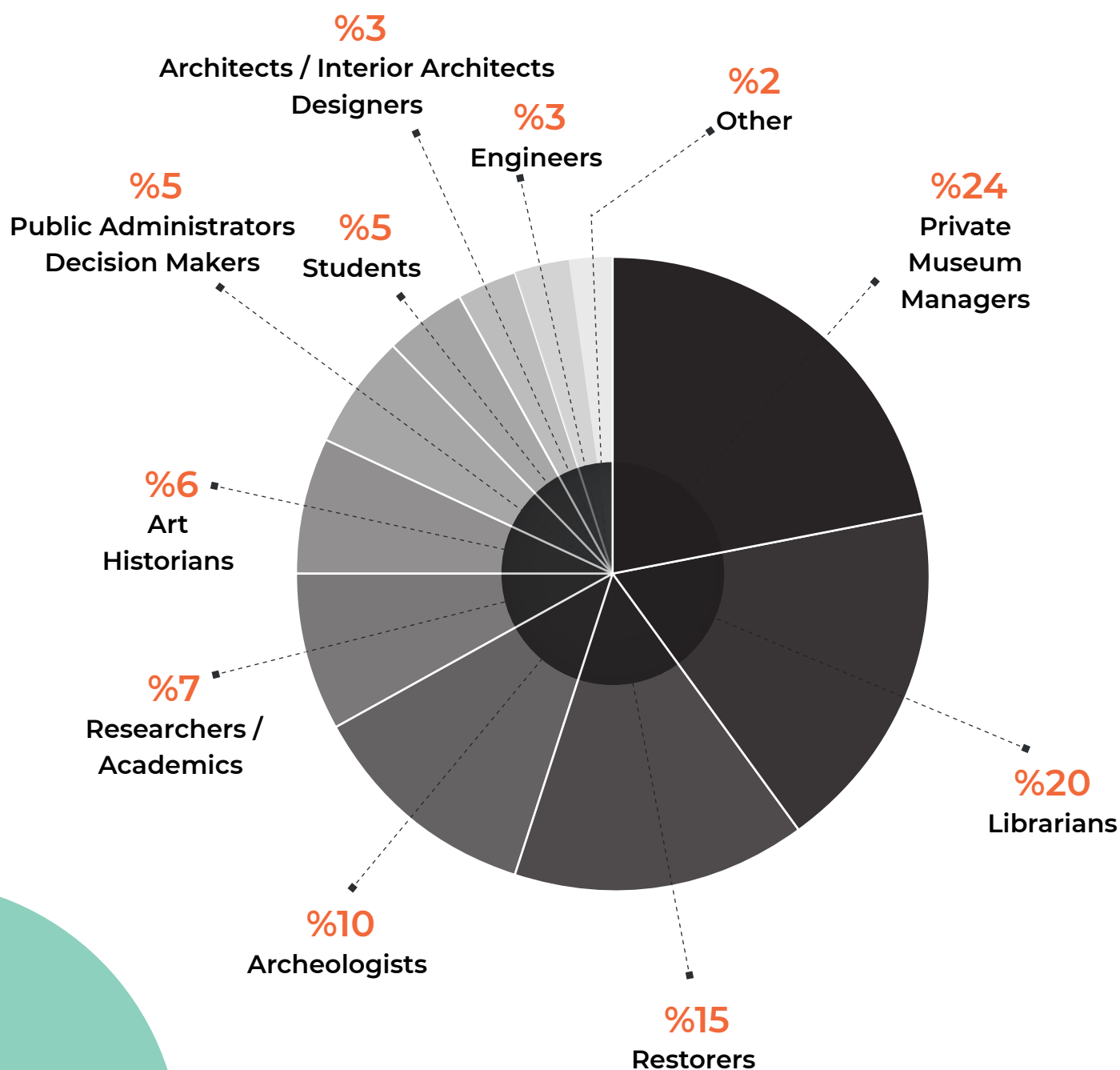
You will have the opportunity to reach your target audience by exhibiting your **new products** at your **stand** or the **designated points** in the fairground.



# Visitor Profile

- Industry service providers
- All sector managers and managers related to cultural heritage employees
- National and international non-governmental organizations
- Managers of state institutions related to the subject
- Academics and students
- Educational institutions
- Regional promotion organizations
- Archaeologists, architects, restorers
- Civil society organizations
- Representatives of the relevant Ministry
- Local government representatives
- Private sector organizations
- Magazines, cultural publications
- Editorial boards specializing in cultural heritage
- Domestic and foreign media organizations
- TV channels, press

## 2023 Distribution of Visitors



# Heritage Istanbul 2023 Visitor Statistics



**7.285**

Total  
Visitors



**1.450**

Foreign  
Visitors



**19**

Visiting  
Countries

## Top 10 Visiting Countries



Italy



Kosova



Iran



Germany



Serbia



Azerbaijan



Croatia



T.R.N.C



Russia

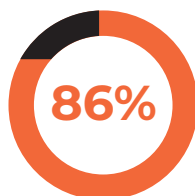


Saudi Arabia

## Visitor Survey results



**98%** of the visitors want to visit next year.



**86%** of the visitors stated that they appreciated the fair.



**%78** of visitors mentioned that they discovered new products and introduced innovations.



**%72** of the visitors made agreements with business partners and new suppliers



# 2023 Statistics

**HERITAGE ISTANBUL**, which we held for the 6<sup>th</sup> time on **May 11-13, 2022**, witnessed visionary and enlightening speeches where industry professionals and academics came together.

With the participation of experts in the fields of archeology, restoration, museology, librarianship, and natural heritage, trends and Technologies in cultural heritage were introduced, and awareness was created for visitors with workshops.



**4500 m<sup>2</sup>**  
Exhibition Area



**7285**  
Visitors



**122**  
Exhibitors

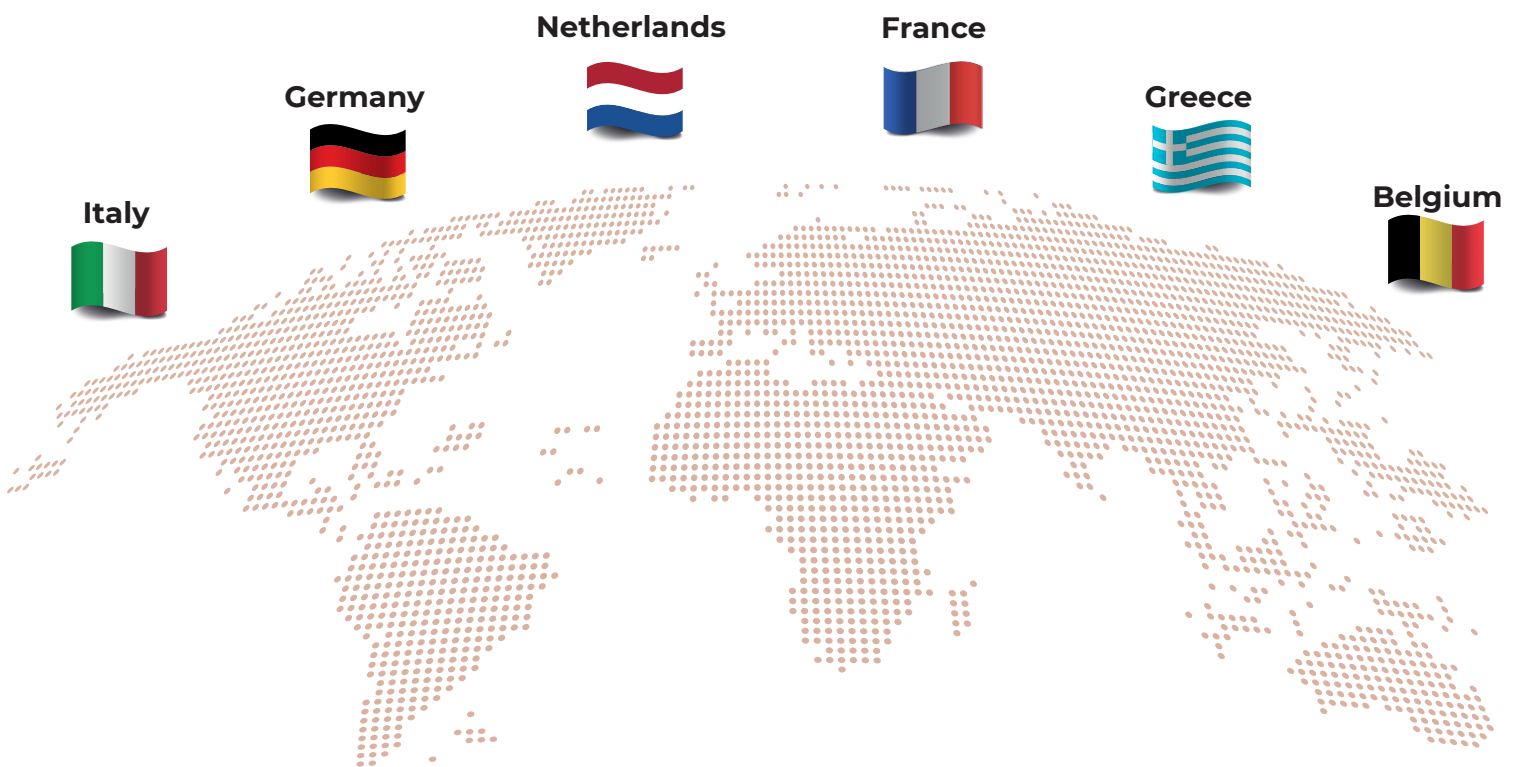


**24**  
Foreign Exhibitors



**6**

## Exhibitor Countries





# What Did They Say About HERITAGE İstanbul?

“

**Ambassador of Italy to Türkiye**  
**Giorgio Marrapodi**

I think this is very interesting because it focuses on a very important sector for the economy, for the culture and this is something very important for both Italy and Türkiye. We should know who we are and we know it through our history, our culture, and our roots. Italy and Türkiye are two countries that I think are very similar and we both have our roots in the Mediterranean which is the cradle of civilization in my view. So I think this initiative is very important and could be pivotal for growing in a sustainable way.

“

**ArtCloud International**  
**Network CEO**  
**Laura Conti**

HERITAGE İSTANBUL 2023 Main Sponsor

I really want to thank the organization because it was a very beautiful experience for us. So, pretty happy to be here. I have to say that these expectations are confirmed and so we met very interesting potential partners and even potential business for us.



“

**Manager at Fatih Municipality Cultural Heritage Protection Directorate**  
**Sümeyye Meryem Arslan**

I am Sümeyye Meryem Arslan. I am on duty as Manager at Fatih Municipality Cultural Heritage Protection Directorate. It is a great fair organization, there are many corporate names and industry-leading take part at this fair, especially in restoration, archeology, and museology fields.

“

**İstanbul University,**  
**Prehistory Section**

**Emeritus Prof. Dr. Mehmet Özdoğan**

I am Mehmet Özdoğan and I am an archeologist. This is an event that I have been supporting from the beginning. We have been talking about it for 7 years as a necessary organization to be held every year. We all owe a debt of gratitude to the organizers. It is developing itself every year but we are expecting this event to develop itself more and bring together many more cultural heritage stakeholders. I am supporting this event in every respect and thanks a lot to the organizers who brought us together.

“

**President of the European**  
**Network of Heritage Fairs**  
**Emanuele Amodei**

I have been here for the last three or four editions. I have to say that this fair is a very beautiful fair, very huge, nice and also the quality of the standard the quality of the services and in particular the quality of the conferences and the expert the talk during these days are high level. So I'm very happy to be here and I'm very happy that this is fair our part of the work. Im sure that this fair could be a great opportunity for all the people not only for exhibitors all the people that working culture, eligible also for students and for people that love their cultural heritage.



# What Did They Say About HERITAGE İstanbul?

“

**Futurist, Turkish Futurist Association Founding Chairman, Metaverse Union Founding Chairman**

**Alphan Manas**

I am Alphan Manas. I am a futurologist. I have been here to talk about the future. What we call Heritage is a great work to unite the past and the future. Even though this is not my fieldwork and I am a human who comes from the future, we have established a connection with the past as well. The exhibition is great as well. This is my second time to visit. Every year, it is getting much better. So I liked it a lot.

“

**Representative of Bresciani Türkiye**

**Mine Yar**

It is enjoyable to be together with sectors here. Our target is that the international hosted buyers to come to Türkiye and stay in contact with us. Because we already meet with our domestic clients somehow. The visitor profile is good because there is both the bureaucrats and implementors come together and it is very important to us. So that we get an opportunity to talk as I mentioned, this communication becomes beneficial for all of us.

“

**President of Venis Studios, Senior Expert Conservators and Restorers**  
**Venizelos Gavrilakis**

Our expectation was to see the people and the fair, our work and tried to give some messages for our world. For the message of understanding how important is our cultural heritage. Saving our cultural heritage and I think I met my expectations here in Heritage / and I would like to thank again all the organizers and the Heritage. Undoubtedly I will recommend the Heritage İstanbul Fair and it is my honor to be here as a speaker.

“

**Art Historian**

**Hayri Fehmi Yılmaz**

To me, it was very important to share this experience. The fair is very successful, it is really significant for the cultural people and cultural organizations to meet each other. Outstanding connections are being established. Undoubtedly, this annually organized event becomes a very important cultural event for İstanbul and even for Türkiye.

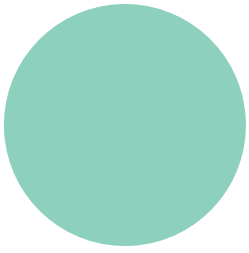
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**Anrodius Founder**

**Kalomoiris Yiorgos**

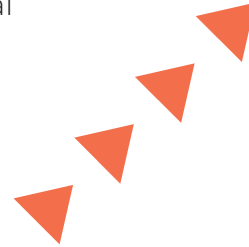
It is a great honor to be here and participate in this exhibition. I find it very interesting, we meet new people, and we have a great opportunity of working and new markets, and new collaborations in order to very important feedback to make new things, and new thoughts for the future. It was at a standard level now it is higher. It was a great atmosphere and great people and a very warm environment. I think it is great for the future.

# Events



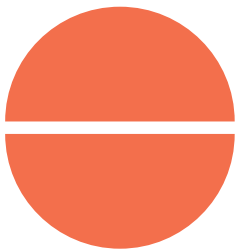
## Conferences

In the three-day conferences, international names, institution representatives and important academicians who are experts in their fields will make presentations on the topics of restoration, maintenance, repair, conservation, archeology, and museum technologies.



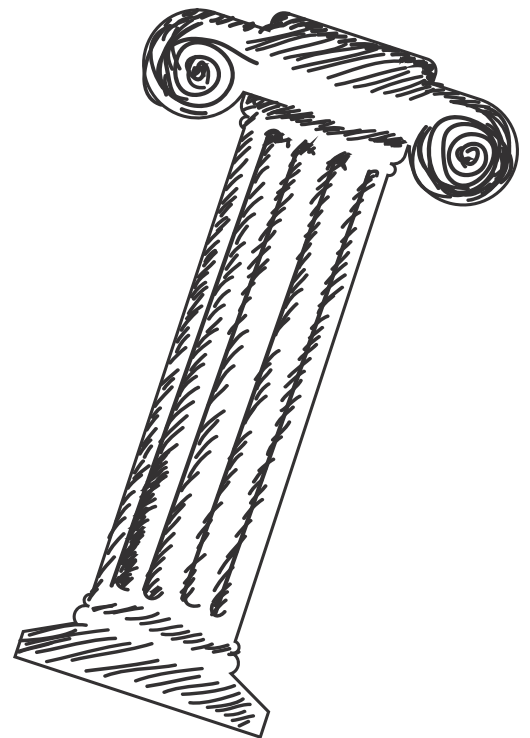
## Heritage Talks

Concurrently with the conferences, leading NGO representatives and experts hold talks on the subjects they want to draw attention to in the Heritage Talks located in the fairground.



## Workshops

In the Workshop Area, activities and workshops will be held for both professionals and those interested in culture and art.



## Heritage Academy

Concurrently with the conferences for three days, leading NGO representatives and experts will make speeches on the subjects they want to draw attention to in the Heritage Akademia Area, which is located in the fair area.

# HERITAGE

— MIDDLE EAST —

20 - 22 NOVEMBER 2023  
Abu Dhabi / UAE

# HERITAGE

— TURQUOISE —

SEPTEMBER 2023  
Tashkent / Uzbekistan



\*Naval Museum, Heritage Istanbul Invitation

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