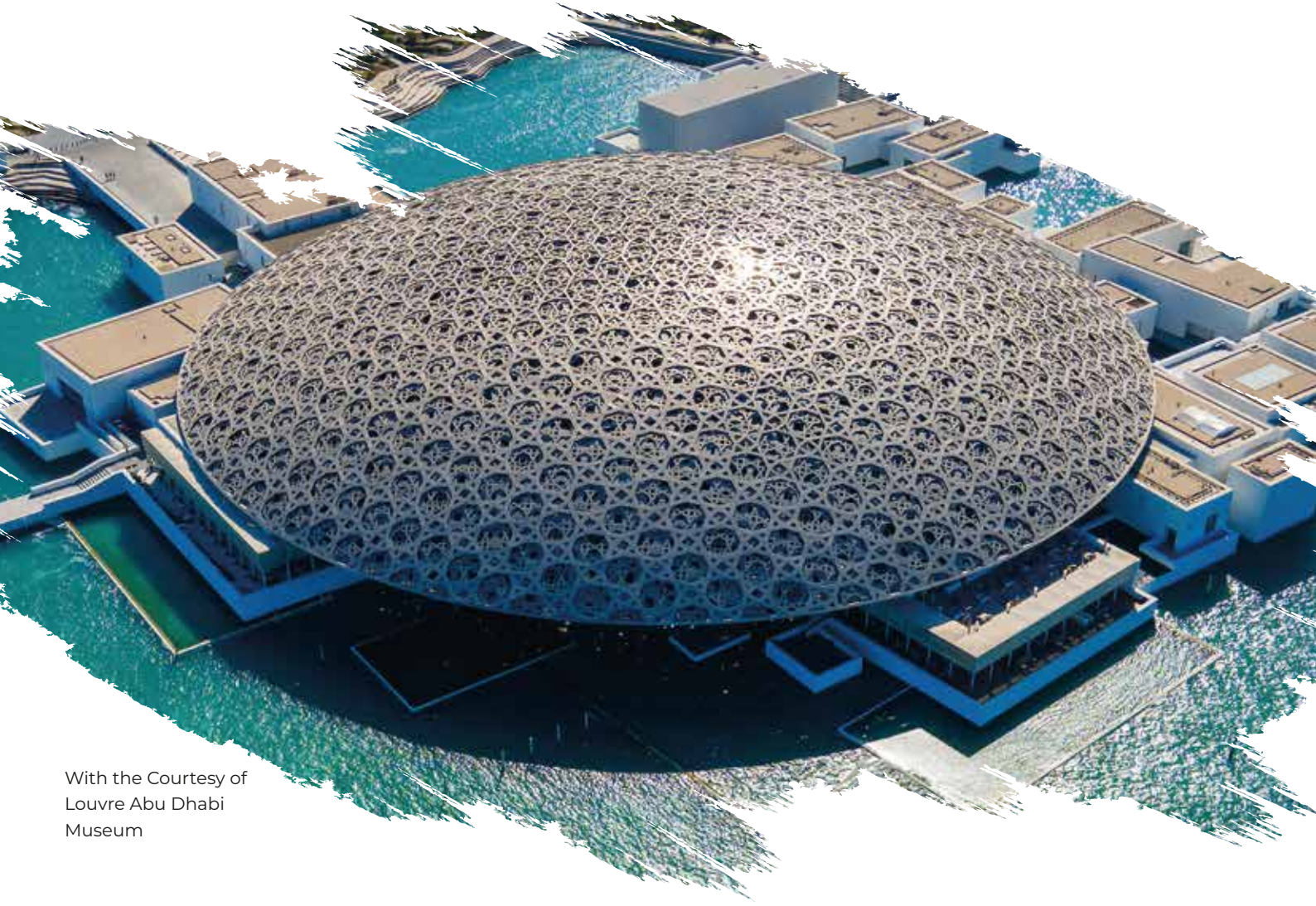


HERITAGE

MIDDLE EAST

2nd International Exhibition & Conference for Museum and Librarianship Technologies, Restoration, Archaeology and Cultural Tourism

POST SHOW REPORT



With the Courtesy of
Louvre Abu Dhabi
Museum

10 - 12 DECEMBER 2024

ADNEC Centre Abu Dhabi - United Arab Emirates (UAE)

www.expoheritage.com



Heritage Middle East



heritage.middleeast



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HERITAGE — MIDDLE EAST —

HERITAGE MIDDLE EAST 2024: Gateway to the Gulf's Expanding Cultural Market

The heart of the world culture beat once again in Abu Dhabi with the 2nd HERITAGE MIDDLE EAST International Exhibition & Conference for Museum and Librarianship Technologies, Restoration, Archaeology and Cultural Tourism. Aiming to position Abu Dhabi as the capital of world culture, the event brought together the most important global players of the museum and heritage industry. Held from **December 10-12, 2024**, at the **ADNEC Centre Abu Dhabi**, **HERITAGE MIDDLE EAST 2024** served as a meeting point for leading institutions and companies in the fields of museology, museum and library technologies, restoration, archaeology, and cultural tourism.

HERITAGE MIDDLE EAST 2024 injected fresh energy into the sector by organizing side events, including conferences, where renowned museum professionals, curators, museum designers, architects, restorators, conservators, art historians, librarians, and pioneers of the industry gathered. The event was designed as a destination where the artistic and cultural activities of the Gulf world were planned, and future projects were discussed. **HERITAGE MIDDLE EAST 2024** successfully became an international meeting point and a marketplace for key players in global museology, where various activities took place. The prestigious international event welcomed **hundreds of visitors** from **41 countries** and **dozens of leading companies** and **institutions** from around the world.

HERITAGE MIDDLE EAST is the only one-stop place you need to be at the region to forge new partnerships and stay ahead of the cultural heritage industry's future.

Collaborations with Heartfelt Thanks:

SUPPORTERS

abu dhabi
Convention & Exhibition Bureau
Destination Partner



ICOM
International Council
of Museums
UAE
المجلس الدولي للمتاحف - الإمارات



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ORGANISATION OF ISLAMIC COOPERATION
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HERITAGE MIDDLE EAST 2024

With Numbers:

3
Days

41
Exhibitor +
Brand

14
Exhibiting
Countries

1,836
Visitor

41
Visiting
Countries

Exhibiting Countries:



China



Czechia



France



Germany



Italy



Jordan



Netherlands



Saudi Arabia



Serbia



Switzerland



Türkiye



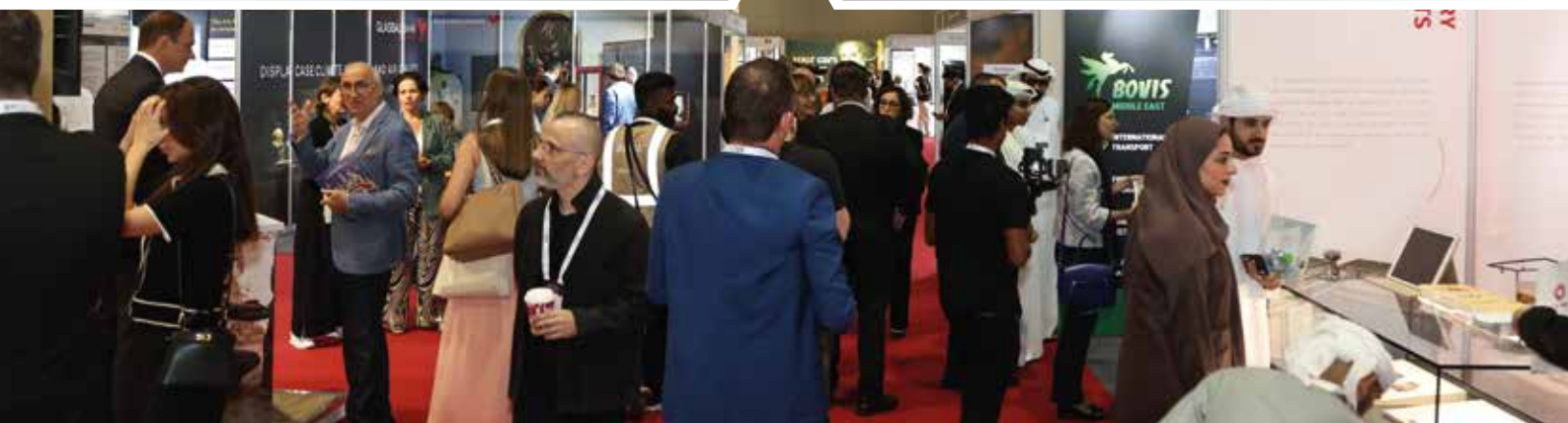
United Arab
Emirates (UAE)



United
Kingdom
(UK)



United States of
America (USA)



Exhibitor Product Groups

Museum Technologies

- Museum Interior Architecture and Exhibition
- Design Project Services
- Visual Media and Technology 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-Libraries, Digitalization in Documentation

Archaeology

- Local Government Institutions, Archaeoparks,
- Open Air Museum Services
- Digital Documentation, 3d, Virtual Environment in Archeology
- New Technologies in Archaeology

Restoration, Maintenance & Repair

- Restoration Technologies and Technological Equipment
- Documentation Methods
- Restoration Materials and Construction Chemicals

Natural Heritage

- Management Systems for Natural Heritage Sites
- Natural and Cultural Landscape Design Projects
- Surveillance and Security Systems
- Aerial Photography and Drone Technology
- Media Presentation
- Education Technology
- Content Creation and Production
- Multi-Technology
- Audio/Visual Systems
- Lighting
- Unified Communications
- Digital Signage

Cultural Tourism

- National Development Agencies
- Historical Areas, National Parks
- Cultural tourism promotion agencies and NGOs
- Travel Agencies

Exhibitor Breakdown by Product Groups

Exhibitor Product Group	Percentage (%)
<i>Museum cabinets, Display systems, Lighting</i>	20
<i>Museum management & design, Consultancy, Infrastructure</i>	15
<i>NGOs, Institutes, Local authorities, Art galleries</i>	12,5
<i>Heritage analysis, Material testing, Scientific tests</i>	10
<i>Archiving solutions, Digital documentation</i>	7,5
<i>Art storage solutions, Art security systems, Art products</i>	7,5
<i>Technologies, Audio services, Access systems for museums</i>	7,5
<i>Fine art logistics</i>	5
<i>Immersive digital solutions for museums</i>	5
<i>Intangible heritage products</i>	5
<i>Heritage consulting, Cultural research management</i>	2,5
<i>Lidar scanning, 3D modelling, AR/VR solutions</i>	2,5

Visitor Breakdown



41

Visiting
Countries



52%

Domestic
(UAE) Visitor



48%

International
Visitor

Visiting Countries



ALGERIA



AUSTRALIA



AUSTRIA



AZERBAIJAN



BELGIUM



BRAZIL



CHINA



COLOMBIA



EGYPT



EQUATORIAL
GUINEA



FRANCE



GERMANY



GREECE



INDIA



IRAN



ITALY



JAPAN



LEBANON



MALAYSIA



NETHERLANDS



PAKISTAN



PALESTINE



PHILIPPINES



POLAND



QATAR



ROMANIA



RUSSIA



SAUDI ARABIA



SERBIA



SINGAPORE



SOUTH AFRICA



SUDAN



TANZANIA



TUNISIA



TÜRKİYE



UKRAINE



UNITED ARAB
EMIRATES
(UAE)



UNITED KINGDOM
(UK)



UNITED STATES OF
AMERICA
(USA),



URUGUAY



UZBEKISTAN

What Did They Say About

HERITAGE MIDDLE EAST 2024?



It has been great discussions and a great 3 days. Exchanging with the interesting suppliers and specialists from the museum world was wonderful. I'm looking forward to the next editions. Thank you for giving Abu Dhabi more exposure, as it is a growing cultural hub. It's been great to be here, at Heritage Middle East.

Dr. Youssef El Khoury

*Head of Permanent Galleries and External Artwork Unit,
Louvre Abu Dhabi Museum*



It is a wonderful opportunity to connect with like-minded people from the industry. It is always exciting to talk about what we do, connect over the topics of interesting projects, and share experiences as well. A platform and an exhibition like this is the perfect opportunity for that. We should have more opportunities like this in the future too. Thank you for organizing Heritage Middle East.

H.E. Aisha Deemas

*Director General, Sharjah
Museums Authority*



It is a great opportunity to connect with experts from different backgrounds and different countries in the same field, such as from exhibitions, museums, display, and storage systems. I've made many interesting connections. It is a really great opportunity to have this conference and exhibition. I highly recommend my colleagues to visit here as well. I'm looking forward to the next editions of Heritage Middle East. It's a fantastic opportunity to bring together experts from the cultural heritage industry and a great opportunity for us.

Nihad Hendawi

*Exhibitions Specialist, Dubai
Culture & Arts Authority*



Here are some people we work with. It is always great for architects to see what's new in the field and what can we do with the new technologies, such as 3D scanning, etc. So, Heritage Middle East is a great platform to explore the latest in museum technology.

Nuno Gonçalves Fontarra

Head of Architect-Partner, Mecanoo

What Did They Say About

HERITAGE MIDDLE EAST 2024?



We've met many interesting people from both the public and private sectors, from all around the Gulf countries, Europe, and other regions as well. We are very pleased to be here at Heritage Middle East.

Odysée Bouvyer-Choukair

*Head of Development & Partnership,
Cultural Strategy & Funding Expert, Avesta Group*



Heritage Middle East 2024 featured very nice informative and significant conferences. They were very nice lectures at the conference on archaeology, museums, old buildings, and conservation. And the exhibition was also very impressive. I've met many new people here and made a lot of connections from different parts of the world, which is great.

Rashad Bukhash

Chairman, UAE Architectural Heritage Society



It is a privilege and honor for me to be here and speak. We have been supporting Heritage exhibitions and are very happy to be here and be a part of it. It is quite interesting to be here because there are many different actors and players in the museum and cultural business area. We attended last year's Heritage İstanbul exhibition and are attending here as well. We are also considering being part of the upcoming Heritage Turquoise, which will take place in Samarkand, Uzbekistan.

Sami Çebi

CEO, SICPA Türkiye



I am happy to be here at Heritage Middle East. It is very well organized. I have made some good contacts and met quite a few people even on the first day. It is great to be here to introduce your company, make contacts, and network.

Shirin Frangoul-Brückner

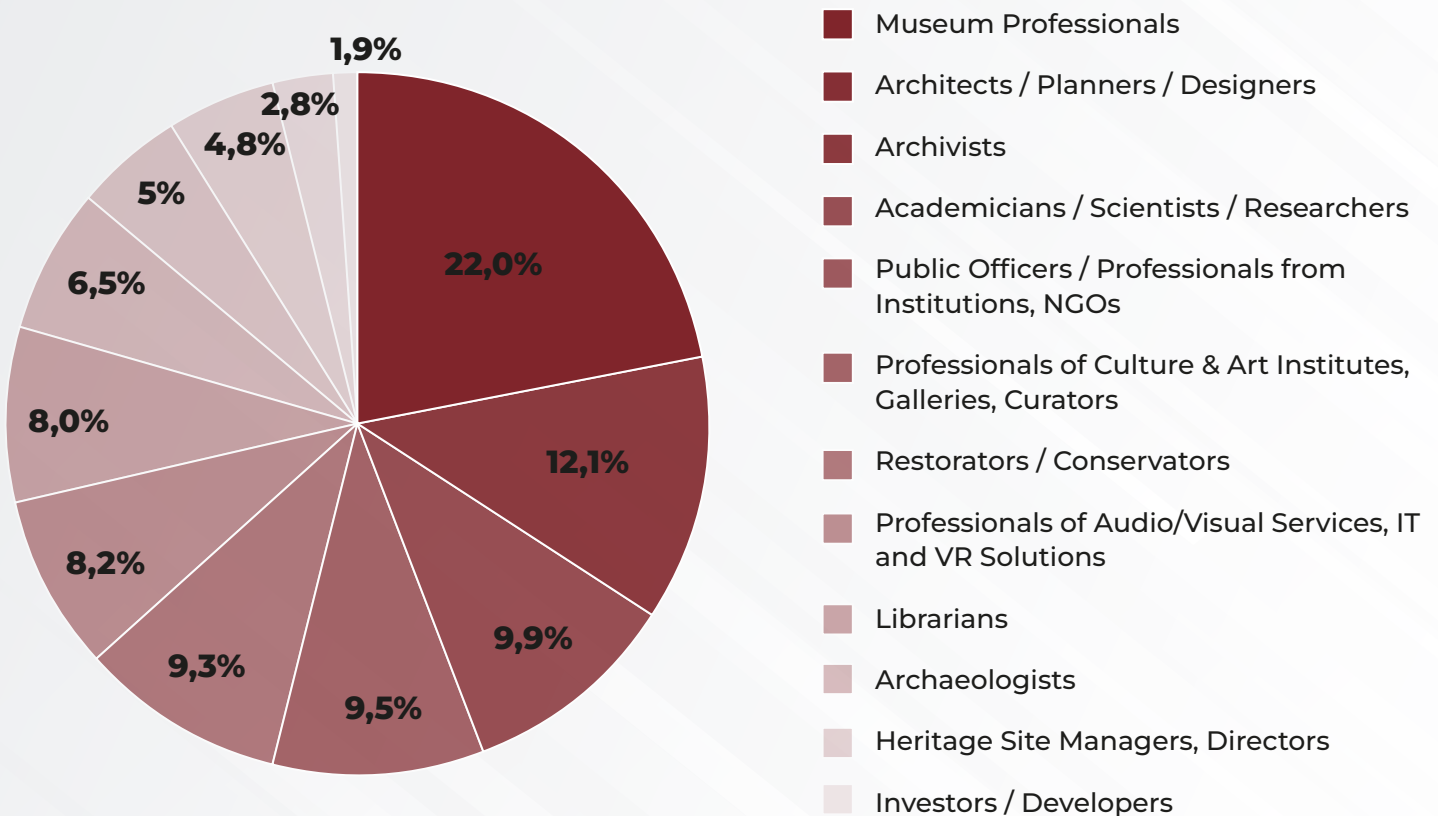
*Founding Partner & Managing Director,
Atelier Brückner*

Visitor Profiles

Public Officers from Ministries, Municipalities, Governmental Institutions	Museum Managers, Museum Professionals	Librarians, Professionals working in Libraries	Archaeologists, Professionals from Archeo Parks	Professionals from Culture and Art Institutions
Architects, Restorators, Conservators	Urban Planners	Interior Designers, Scenographers, Lighting Designers	Gallery Owners, Curators	Representatives of Governmental Bodies, Cultural Authorities
National and International NGOs	Academicians	University Students	National and International Media, Cultural Publications	

HERITAGE MIDDLE EAST 2024

Visitor Profiles







HERITAGE MIDDLE EAST 2024

Events With Numbers



3

Days



19

Conferences



29

Speakers

And Technical Tour to Louvre Abu Dhabi Museum



HERITAGE MIDDLE EAST

10 - 12 DECEMBER 2024

ADNEC Centre Abu Dhabi, Hall 5

HERITAGE MIDDLE EAST



HERITAGE MIDDLE EAST 2024

Opening Ceremony



Ms. Ayşe Bilge Arslan
First Counsellor of the
Turkish Embassy in
Abu Dhabi



Ms. Silvana Kürschner
General Manager of
Leipziger Messe
International GmbH



Mr. H. Cem Şenel
General Manager
of TG Expo International
Fair Organization Inc.

Our Opening Ceremony, featuring speeches by Ms. Ayşe Bilge Arslan, First Counsellor of the Turkish Embassy in Abu Dhabi, Ms. Silvana Kürschner, General Manager of Leipziger Messe International GmbH, and Mr. H. Cem Şenel, General Manager of TG Expo International Fair Organization Inc., was a grand success.

Following the ceremony, the Protocol Tour to Exhibitors offered a fantastic opportunity for dignitaries to meet with key exhibitors, further strengthening connections. HERITAGE MIDDLE EAST 2024 brought together leaders, exhibitors, and visitors from across the globe.



KEYNOTE:

“Restoration and Urban Conservation in Sharjah”

Sultan Al Hammadi

Director of the Projects & Heritage Sites, Sharjah Institute of Heritage



KEYNOTE:

“Bringing Heritage to Life: Make it Relevant for Today “

Shirin Frangoul-Brückner

Founding Partner & Managing Director, Atelier Brückner



KEYNOTE:

“Display and Exhibition Design in Museums as Language, Case of Louvre Abu Dhabi”

Dr. Youssef El Khoury

Head of Permanent Galleries and External Artwork Unit, Louvre Abu Dhabi Museum



KEYNOTE:

“Architectural Heritage of the UAE (up to modern era / till 1980)”

Rashad Bukhash

Chairman of UAE Architectural Heritage Society



KEYNOTE:

“Bakhrushin Theatre Museum: Synthesizing History and Technologies”

Kristina Trubinova

General Director of the A.A. Bakhrushin State Central Theatre Museum



KEYNOTE:

“The Contribution of Museum by Night Experience to Tourism in the Context of Ephesus And Hierapolis Archaeological Sites”

Sami Çebi

CEO, SICPA Türkiye



SESSION:

“Preserving the Present: Living Heritage as a Catalyst for Community Empowerment & Institutional Growth”

Odysée Bouvier-Choukair

Head of Development & Partnership, Cultural Strategy & Funding Expert, Avesta Group

Abdullah Alhammad

Heritage Consultant, Avesta Group



SESSION:

“Combined Protection of Cultural and Natural Heritage in the Memorial Park in Kragujevac – Historical and Contemporary Challenges”

Nenad Karamijalković

Director of the Cultural Heritage Preservation Institute Kragujevac, The MA in Ethnology and Anthropology, Archivist, Conservator Scientist and Museum Curator

Marijana Stanković

Director of the “Kragujevac October” Memorial Park, Curator – Historian



KEYNOTE:

“Sharjah Museums Are Accessible For All”

H.E. Aisha Deemas

Director General, Sharjah Museums Authority



KEYNOTE:

“The Design Perspective of Natural History Museum Abu Dhabi”

Nuno Gonçalves Fontarra

Architect-Partner, Mecanoo



KEYNOTE:

“Story of Coffee Throughout History”

Kanat Kutluk

President, Dubai and Northern Emirates Turkish Business Council



PANEL:

“Museums as Global Bridges: Navigating Cultural Diplomacy & the Creative Economy”

MODERATOR:

Dr. Mona Rashid Al Ali

Vice Chair, ICOM UAE

H.E. Dr. Obaid Al Ketbi

Owner of “Museum1185”, former UAE Diplomat/Ambassador, former member of Abu Dhabi Executive Council, Military General, Chief of Logistics-UAE Armed Forces

Dr. Eslam Nofal

Assistant Professor, Department of Architectural Engineering, University of Sharjah

Noor Al Suwaidi

Artist, Curator

Nasser Abdullah

Curator, former Chairman of the Board of the Emirates Fine Art Society (EFAS), Chief Editor of Al Tashkeel Magazine



PANEL:

“Libraries’ Response to the Climate Crisis from an IFLA Perspective: Awareness and Action”

MODERATOR:

Ertuğrul Çimen

Library Director, Chair Europe Regional Division Committee, IFLA

Saif Al Jabri

CEPS Library Director Sultan Qaboos University & IFLA MENA RDC Chair

Eiman Saleh AlShamari

Manager of the IFLA Regional Office for MENA

Eman Abushulaibi

Director, Sharjah Public Libraries Sharjah Book Authority, IFLA MENA RDC Vice-Chair

Dr. Emad Abu Eid

Library & CSR Expert, Consultant, Department of Municipalities, and Transport



KEYNOTE:

“Balancing Aesthetics and Conservation: Case Studies in Successful Lighting Projects”

Taha Alhindi

Business Development Manager, ERCO Dubai



KEYNOTE:

“Digital Heritage Documentation and Innovation of the Historic Environment Abu Dhabi”

Dr. Ona Vileikis

Documentation and Data Analytics Unit Head – Historic Environment, DCT Abu Dhabi



KEYNOTE:

“Scientific Analysis of Archaeological Artefacts & Scientific Authentication of Works of Art”

Dr. Olivier Bobin

Co-founder & CEO, CIRAM Laboratory



KEYNOTE:

“Cultivating a new generation of museum professionals: building technical skills in an evolving global cultural landscape”

Etienne Bonnet-Candé

France Museums, Deputy Director – Abu Dhabi



KEYNOTE:

“Site Management: Protection and Sustainable Management of Archaeological Sites”

Dr. Tobias Horn

M.A., M.Sc., Heritage Conservator



KEYNOTE:

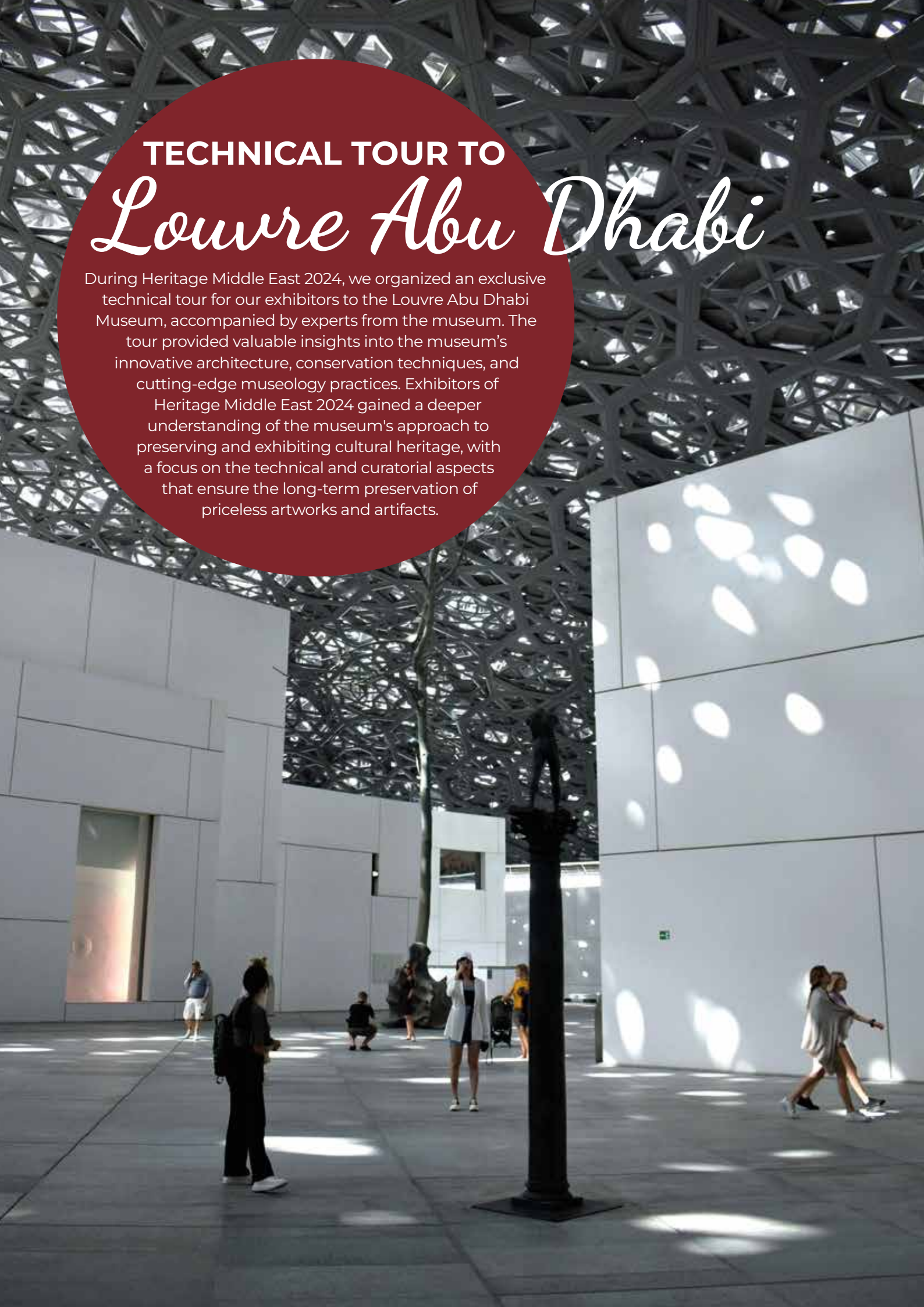
“Re-constructing the Memory”

Yusuf Burak Dolu

Architect, M.Arch., Founder, Koop Architects

TECHNICAL TOUR TO *Louvre Abu Dhabi*

During Heritage Middle East 2024, we organized an exclusive technical tour for our exhibitors to the Louvre Abu Dhabi Museum, accompanied by experts from the museum. The tour provided valuable insights into the museum's innovative architecture, conservation techniques, and cutting-edge museology practices. Exhibitors of Heritage Middle East 2024 gained a deeper understanding of the museum's approach to preserving and exhibiting cultural heritage, with a focus on the technical and curatorial aspects that ensure the long-term preservation of priceless artworks and artifacts.



10 DEC TUESDAY

11:00 - 11:30 OPENING CEREMONY

12:30 - 13:00 **KEYNOTE: Restoration and Urban Conservation in Sharjah**
Sultan Al Hammadi, Director of the Projects & Heritage Sites, Sharjah
Institute of Heritage

13:15 - 13:45 **KEYNOTE: Bringing Heritage to Life: Make it Relevant for Today**
Shirin Frangoul-Brückner, Founding Partner & Managing
Director, Atelier Brückner

15:30 - 16:00 **KEYNOTE: Architectural Heritage of the UAE**
(up to modern era/ till 1980)
Rashad Bukhash, Chairman of UAE Architectural Heritage Society

16:15 - 16:45 **KEYNOTE: Bakhrushin Theatre Museum:**
Synthesizing History and Technologies
Kristina Trubinova, General Director of the A.A. Bakhrushin
State Central Theatre Museum



11 DEC WEDNESDAY

10:45 - 11:15 **SESSION: Preserving the Present: Living Heritage as a Catalyst for Community Empowerment & Institutional Growth**

Odysée Bouvyer-Choukair, Head of Development & Partnership,
Cultural Strategy & Funding Expert, Avesta Group
Abdullah Alhammad, Heritage Consultant, Avesta Group

11:30 - 12:00 **KEYNOTE: Display and Exhibition Design in Museums as Language, Case of Louvre Abu Dhabi**

Dr. Youssef El Khoury, Head of Permanent Galleries
and External Artwork Unit, Louvre Abu Dhabi Museum

12:15 - 12:45 **SESSION: Combined Protection of Cultural and Natural Heritage in the Memorial Park in Kragujevac - Historical and Contemporary Challenges**

Nenad Karamijalković, Director of the Cultural Heritage Preservation
Institute Kragujevac
Marijana Stanković, "Kragujevac October" Memorial Park Manager

13:30 - 14:00 **KEYNOTE: The Contribution of Museum by Night Experience to Tourism in the Context of Ephesus and Hierapolis Archaeological Sites**

Sami Çebi, CEO, SICPA Türkiye

14:15 - 14:45 **KEYNOTE: Sharjah Museums are Accessible for All**

H.E. Aisha Deemas, Director General, Sharjah Museums Authority

15:00 - 15:30 **KEYNOTE: The Design Perspective of Natural History Museum Abu Dhabi**

Nuno Gonçalves Fontarra, Architect-Partner, Mecanoo

15:45 - 16:45 **PANEL: Museums as Global Bridges: Navigating Cultural Diplomacy & the Creative Economy**

Moderator: Dr. Mona Rashid Al Ali, Vice Chair, ICOM UAE
H.E. Dr. Obaid Al Ketbi, Owner of "Museum1185", former UAE
Diplomat/Ambassador, former member of Abu Dhabi Executive Council
Dr. Eslam Nofal, Assistant Professor, Department of Architectural
Engineering, University of Sharjah
Noor Al Suwaidi, Artist, Curator
Nasser Abdullah, Curator, former Chairman of the Board of the
Emirates Fine Art Society (EFAS), Chief Editor of Al Tashkeel Magazine

17:00 - 17:30 **KEYNOTE: Story of Coffee Throughout History**

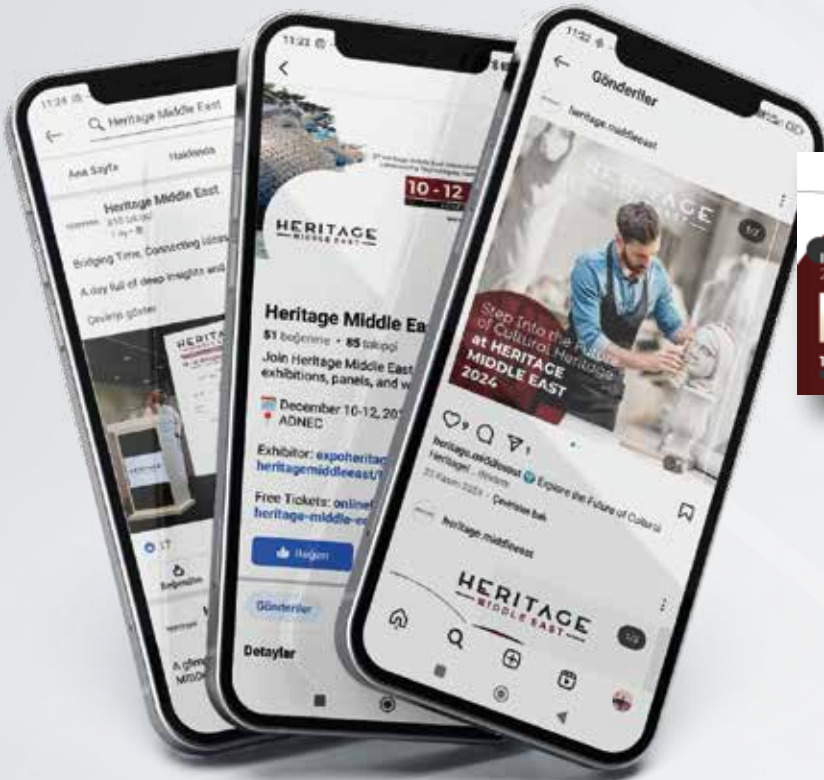
Kanat Kutluk, President, Dubai and Northern Emirates
Turkish Business Council

12 DEC THURSDAY

- 10:45 - 12:00** **PANEL: Libraries' Response to the Climate Crisis from an IFLA Perspective: Awareness and Action**
Moderator: Ertuğrul Çimen, Library Director, Chair Europe Regional Division Committee, IFLA
Saif Al Jabri, CEPS Library Director Sultan Qaboos University & IFLA MENA RDC Chair
Eiman Saleh AlShamari, Manager of the IFLA Regional Office for MENA
Eman Abushulaibi, Director, Sharjah Public Libraries Sharjah Book Authority, IFLA MENA RDC Vice-Chair
Dr. Emad Abu Eid, Library & CSR Expert, Consultant, Department of Municipalities, and Transport
-
- 12:15- 12:45** **KEYNOTE: Balancing Aesthetics and Conservation: Case Studies in Successful Lighting Projects**
Taha Alhindi, Business Development Manager, ERCO Dubai
-
- 13:00 - 13:30** **KEYNOTE: Digital Heritage Documentation and Innovation of the Historic Environment Abu Dhabi**
Dr. Ona Vileikis, Documentation and Data Analytics Unit Head - Historic Environment, DCT Abu Dhabi
-
- 14:00 - 14:30** **KEYNOTE: Scientific Analysis of Archaeological Artefacts & Scientific Authentication of Works of Art**
Dr. Olivier Bobin, Co-founder & CEO, CIRAM Laboratory
-
- 14:45 - 15:15** **KEYNOTE: Cultivating a New Generation of Museum Professionals: Building Technical Skills in an Evolving Global Cultural Landscape**
Etienne Bonnet-Candé, France Museums, Deputy Director - Abu Dhabi
-
- 15:30 - 16:00** **KEYNOTE: Site Management: Protection and Sustainable Management of Archaeological Sites**
Dr. Tobias Horn, M.A., M.Sc., Heritage Conservator
-
- 16:15 - 16:45** **KEYNOTE: Re-constructing the Memory**
Yusuf Burak Dolu, Architect, M.Arch., Founder, Koop Architects

HERITAGE MIDDLE EAST 2024

Social Media Activities



1,928,008



484,266



135,039

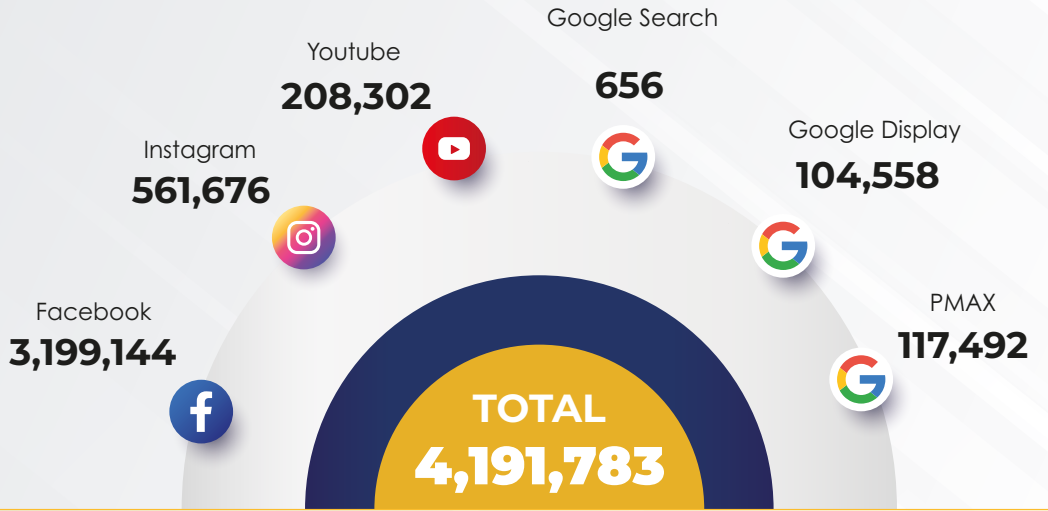
TOTAL REACH
2,547,313

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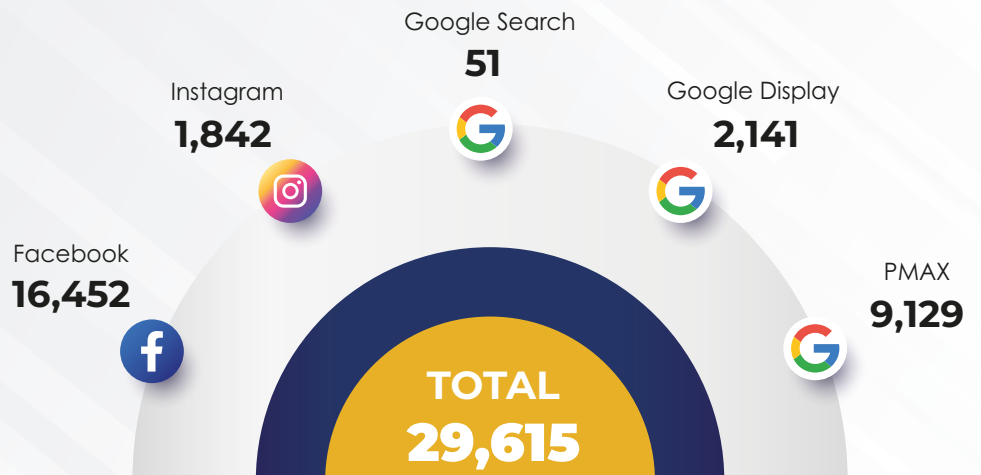
Digital Ads



4,1 M+
IMPRESSIONS



29K+
CLICKS



HERITAGE MIDDLE EAST 2024



VISITOR PROMOTION ACTIVITIES



158
EMAILING

DIRECT INVITATION ACTIVITIES



232

PROTOCOL LETTERS +
VIP INVITATIONS

1,023

VIP INVITATIONS

12,187

REGULAR INVITATIONS

HAVE BEEN SENT DIRECTLY

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