HERITAGE İSTANBUL
RESTORATION
ARCHAEOLOGY
MUSEUM
TECHNOLOGIES
FAIR & CONFERENCES

12-14 April 2018
Hilton İstanbul
Convention & Exhibition Center

2018
POST-SHOW REPORT

THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174.
“Securing the future for the past”
OUR PURPOSES,

Introducing and enabling to use the current systems, methods, technics and technologies to public and private companies in cultural heritage industry,

Setting the technological change and developments in Restoration, Archaeology and Museology fields, helping to extend the visions of the involved corporations and exhibitors,

Composing a platform for the public and private sector companies working in ‘History and Cultural Heritage’ in order to contribute their information area and interests,

Conveying the requests and opinions of archaeologist, restorator, conservator, architect and museum employees to fair exhibitors, enabling the development of new ideas and technologies influential in museology and archaeology sectors,

Creating opportunities to organize commercial opportunities, discuss the viewpoints, exchange opinions between academicians and professionals.
VISITOR PROFILE


EVENT SUMMARY

2570 Exhibition Area
7823 Visitors
114 Exhibitors
86 Speaker
16 Countries
SPECIAL TANKS FOR HERITAGE İSTANBUL

Prof. Dr. Mehmet Özdoğan (Retired Academic - Archeologist)

Suay Aksoy (Museologist - Head of ICOM)

Nezih Başgelen (Archeologist - Publisher)
HERITAGE ISTANBUL
RESTORATION
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EXHIBITION
HERITAGE İSTANBUL EXHIBITORS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum Technologies</td>
<td>% 31</td>
</tr>
<tr>
<td>Restoration</td>
<td>% 26</td>
</tr>
<tr>
<td>Government and NGOs</td>
<td>% 16</td>
</tr>
<tr>
<td>Exhibition Systems</td>
<td>% 15</td>
</tr>
<tr>
<td>Documentation / Archivement / Reporting</td>
<td>% 7</td>
</tr>
<tr>
<td>Archaeology</td>
<td>% 3</td>
</tr>
<tr>
<td>Engineering Solutions</td>
<td>% 1</td>
</tr>
<tr>
<td>Media and Publishers</td>
<td>% 1</td>
</tr>
</tbody>
</table>

HERITAGE İSTANBUL NUMBER OF EXHIBITORS
114 COMPANIES

HERITAGE İSTANBUL EXHIBITION AREA (M2)
2570 M2
Restorators, conservators, architects, archeologist, museum professionals, government organizations, local managements, civil organization representatives, academicians, students, media and publishers, sector employees
VISITORS – ACCORDING TO THE CITIES

National visitors, along with the industry professionals in it, totaling 7823 people.

- 76% of the visitors came from Istanbul, rest of the national visitors are from 32 different cities.
- The rest of 24% are from 36 different cities.

TOP 10 CITIES OF VISITORS
INTERNATIONAL EXHIBITORS AND VISITORS

Our exhibitors and visitors came from 15 different Countries.

Total Number of International Exhibitors: 13
Total Number of International Visitors: 378
HERITAGE ISTANBUL
RESTORATION ARCHAEOLOGY MUSEUM TECHNOLOGIES FAIR & CONFERENCES

CONFERENCES

HERITAGE TALKS

WORKSHOPS
HERITAGE İSTANBUL CONFERENCES
12 APRIL 2018 THURSDAY

09.45-10.30 "OPENING CEREMONIES" Dinçer Ibrahim, Chair, Council of Rectors of Heritage Projects
Hilal Akyol, "Global Managing Partner North America, Archaeological Conservation"
Cemal Kurtz, Prof. Dr. Mehmet Baran, Archaeologist

10.30-11.00 Pierrick Jarret, Vice-President Europe North
"Cultural Heritage Matters"

11.00-11.30 Ferhat Fursan, Founder of Kalekale and the Design Foundation
"Archaeological and Cultural Diversification of Heritage and Museums"

11.30-12.30 "INTERNATIONAL RECITAL OF THE EUROPEAN UNION TO TURKEY SESSION" Dr. Deniz Onen, Deputy Head of the European Union

12.30-13.30 LUNCH BREAK

13.30-14.00 Ibrahim Basak, Senior Security Consultant, ALL-SECOM
"Security Consultancy: The Role of Security and Risk Management within the Museum Context"

14.00-14.30 Rohit Jaiswal, Vice-President, ICOMOS
"Managing Disaster Risk and Climate Change: Impacts for Sustainable Cultural Heritage"

14.30-15.00 Tanya Nettles, President of EMDP
"Leading Change: Transformation in Museums"

15.00-15.30 BREAK

15.15-15.16 GENERAL DIRECTOR OF THE FOUNDATION PRESENTATION:2 Moderator: Marwan Elci, Director of Istanbul Foundations 3 Region

15.45-16.30 "HERITAGE AND RESEARCH" Cemal Kurtz, Chair, Council of Rectors of Heritage Projects

16.30-17.30 BREAK

17.00-18.00 PRIVATE MEETING IN TURKEY Moderator: Mehmet Baran, Archaeologist, Founder of Ariadne Foundation & Museums

18.30-20.30 CEMAL KURTZ AND RESTORATION SESSION OF DEPARTMENT "CULTURAL AND TOURISM" Colin Foulkes, Chair, President of the lighthouse

19.15-20.30 "CULTURAL AND TOURISM" Colin Foulkes, Chair, President of the lighthouse
"Restoration with the Tower Relief: Sanctuary Restoration Project"

14 APRIL 2018 FRIDAY

08.30-09.00 "CULTURAL HERITAGE AND TOURISM" Colin Foulkes, Chair, President of the lighthouse

09.00-09.30 "CULTURAL HERITAGE AND TOURISM"

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10.00-10.30 "CULTURAL HERITAGE AND TOURISM"

10.30-11.00 Gilde Dégé, Archaeologist and Manager, Kilica A.S.
"On Land and Water: Heritage Sites of Kilica"

11.00-12.00 "SCIENCE AND ARCHITECTURE SESSION" Sinan Güven, Architect
Kerem Engin, Architect

12.00-12.30 LUNCH BREAK

13.00-13.30 "SCIENCE AND ARCHITECTURE SESSION" Sinan Güven, Architect
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15.00-15.30 BREAK

15.15-16.15 "CULTURAL HERITAGE AND TOURISM" Colin Foulkes, Chair, President of the lighthouse

16.15-17.30 BREAK

17.00-18.30 "CULTURAL HERITAGE AND TOURISM" Colin Foulkes, Chair, President of the lighthouse
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14 APRIL 2018 SATURDAY

11.15-11.45 Field House, Historical Sites Field House
"The Search of Cultural Heritage Project: Archaeological Study on International and Local Projects"

11.45-12.30 Interview with Helmut Gold

12.30-13.30 LUNCH BREAK

13.45-14.30 Documentary Screening: Karagöz Master ErBoy

14.30-15.00 "CULTURAL HERITAGE AND TOURISM" Colin Foulkes, Chair, President of the lighthouse
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15.00-15.30 BREAK

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HERITAGE TALKS

12 APRIL 2018 THURSDAY
13.00 - 14.00
AUTOGRAF SESSION
Muhsin Prof. Dr. Ergünaş Yaprak

24.00 - 26.00
THE PRESENTATION OF DIRECTORATE-GENERAL OF FOUNDATIONS
Georgios Karatzas, Head of the General Directorate of Foundations

26.00 - 26.44
HERITAGE TALK
"The Power of the Art Conservation in Selecting New Materials" by Murat Oktem, Cultural Heritage Restorer

13 APRIL 2018 FRIDAY
11.00 - 12.00
HERITAGE TALK
"The Museum of the Future" by Emer. Prof. Dr. Ioannis Voglou, President of the International Council of Museums

12.00 - 13.00
AUTOGRAF SESSION
Prof. Dr. Ergünaş Yaprak

14 APRIL 2018 SUNDAY
12.00 - 13.00
AUTOGRAF SESSION
Assoc. Prof. Dr. Cagney Tanyeli

14.00 - 15.00
ASSOCIATION OF INTELLIGENCE PROFESSIONAL ORGANIZATION
Güneş Ergünaş, President

14.00 - 15.00
UNITED CULTURAL HERITAGE CONSERVATION NETWORK: THE ROLE OF THE HERITAGE RESTORER
Mustafa Kılınç, President

16.00 - 17.00
ARKEOLOJİ ATAMASI
Mustafa Kılınç, President

Heritage Talks in the National and Regional Conferences
Barış Çakır, Conference Coordinator
WORKSHOPS

12 APRIL 2018 THURSDAY

11.00 - 12.00
HANDS-ON WORKSHOP: VR/AR FOR MUSEUMS
Hans Vandamme, Founder, Deputy Director and Chairman, Historium Brugge

13.00 - 14.30
CEKÜL ACADEMY WORKSHOPS
"Beyazıt Library Restoration Project"
A. Müvze Bayar, Master Architect and Restoration Specialist

15.00 - 16.30
"The Arkeopark Implementations in Turkey: Bursa Aktopraktiv Arkeopark Example"
Prof. Dr. Necmi Karul, Archeologist

13 APRIL 2018 FRIDAY

10.30 - 12.30
BRESCANLI WORKSHOP: XPECAM MULTISPECTRAL IMAGING SYSTEM AND FLUCAM UV EQUIPMENT
Vittorio Bresciani, Founder, Bresciani srl

14.00 - 16.00
İZNIK CHINA WORKSHOP
Ganimet Kızıltan Yıldız, Gani China Art Workshop
Mesude Künem, Dedemin Elieri China Workshop
Sibel Görgülü Babacan, Alara China Art Workshop

16.00 - 18.00
WOOD ENGRAVING WORKSHOP
Hüseyin Sürün

14 APRIL 2018 SATURDAY

11.30 - 13.00
CEKÜL HERITAGE WATERCOLOR WORKSHOP WITH COLORS
(For Adults)
Y. Metin Keskin, Master Architect

14.00 - 16.00
İZNIK TILE WORKSHOP
Ganimet Kızıltan Yıldız, Gani Tile Art Workshop
Mesude Künem, Dedemin Elieri Tile Workshop
Sibel Görgülü Babacan, Alara Tile Art Workshop

16.00 - 18.00
TESTO WORKSHOP: MONITORING OF AMBIENT CONDITIONS IN MUSEUMS, EXHIBITION HALLS AND DISPLAY CABINETS
Özgür Küçük Hüseyin, Sales Coordinator, Testo
HERITAGE
İSTANBUL
RESTORASYON
ARKEOLOJİ
MÜZECİLİK
TEKNOLOJİLERİ
FUARI & KONFERANSI
12-14 NİSAN 2018
ADVERTISEMENT INTERACTIONS

CNN Türk
Television
7 Days
30 Seconds Each
Total
22 TV Commercial

150 Billboard

3 Bridge Banners

CNN Türk Radio
7 Days
30 Seconds Each
Total
22 Radio Spots
MEDIA INTERACTIONS

53 Written News Articles
Equivelants Total of 276,000 TL

700 + Online Articles and News

23 TV Press News
Equivelants Total of 190,000 TL
THE ONLY SECTORAL PUBLICATION OF CULTURAL HERITAGE

In the Magazine, interviews of exhibitors, archeologists and restorators, recent news about the industry, cultural news around the world, latest products of the brands and more about HERITAGE ISTANBUL Conferences can be found.
SOCIAL MEDIA AND DIGITAL MARKETING

With our emailing campaigns, industry professionals have been notified about the industry news and recent trends and activities of the exhibition.

- www.exoheritage.com
  - 3,856,644 Access
  - 405,391 Interaction
  - 7,750 Followers

- Instagram
  - 112,906 Access
  - 78,074 Interaction
  - 1,256 Followers

- Facebook
  - 225,890 Access
  - 5,881 Interaction
  - 1,649 Followers
HERITAGE İSTANBUL
RESTORATION
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11-13 APRIL 2019
HILTON İSTANBUL CONVENTION & EXHIBITION CENTER

WE ARE TOGETHER IN THE NEW YEAR WITH NEW TARGETS
“THINK GLOBAL”

TG Expo was founded in 2008 with ‘Think Global’ insight. We bring together leading exporters with our talented team to do business in international markets. Accredited by Turkish Ministry of Economy, TG Expo Group supports export companies to grow attempts and business development process which contribute to national and international economy. Since the date it was found TG Expo provided the opportunity for more than 1000 export companies to penetrate into their target markets.

We operate local sales by our sales team in assisting domestic companies to access new markets and also keep regular contacts with governmental bodies and trade associations, to seek government funding and grants. Additionally, we provide our clients logistic support, research outcomes and market monitoring.

www.tgexpo.com
Information:
info@expoheritage.com

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