





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.

HERITAGE ISTANBUL RESTORATION ARCHAEOLOGY M U S E U M TECHNOLOGIES FAIR & CONFERENCES

VISITOR PROFILE

Archaeology Technologies, Restoration, Maintenance-Repair and Conservation Methods and Techniques, Museum Technologies, Education, Education, Management and Communication in Museology, Archaeology Conservation, Measurement Systems and Related Companies, Mobile Museum Applications, Archiving Technologies, Open Area Museology, Lighting and Security Systems, Nano Technologies and Related Companies.

EVENT SUMMARY

2570

Exhibition Area

7823Visitors

114
Exhibitors

86 Speaker 16
Countries





SPECIAL TANKS FOR HERITAGE ISTANBUL

Prof. Dr. Mehmet Özdoğan (Retired Academic - Archeologist)
Suay Aksoy (Museologist - Head of ICOM)
Nezih Başgelen (Archeologist - Publisher)









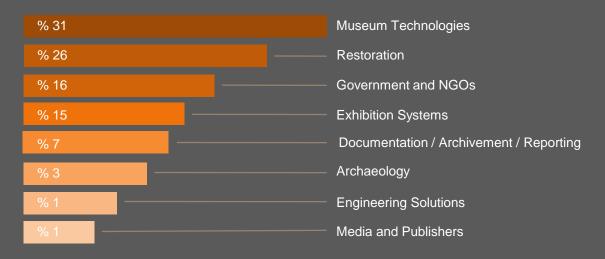




HERITAGE ISTANBUL RESTORATION

RESTORATION ARCHAEOLOGY M U S E U M TECHNOLOGIES FAIR & CONFERENCES

HERITAGE ISTANBUL EXHIBITORS



HERITAGE ISTANBUL NUMBER OF EXHIBITORS

114 COMPANIES

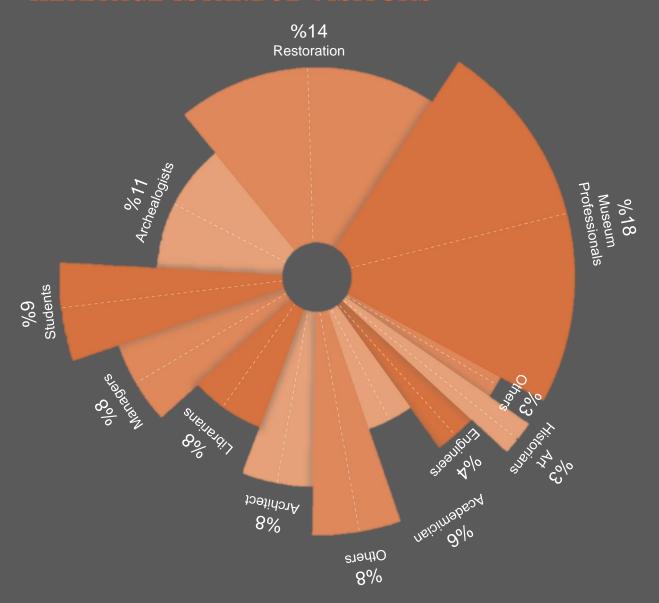
HERITAGE ISTANBUL EXHIBITON AREA (M2)

2570 M2





HERITAGE ISTANBUL VISITORS



Restorators, conservators, architects, archeologist, museum professionals, government organizations, local managements, civil organization representatives, academicians, students, media and publishers, sector employees

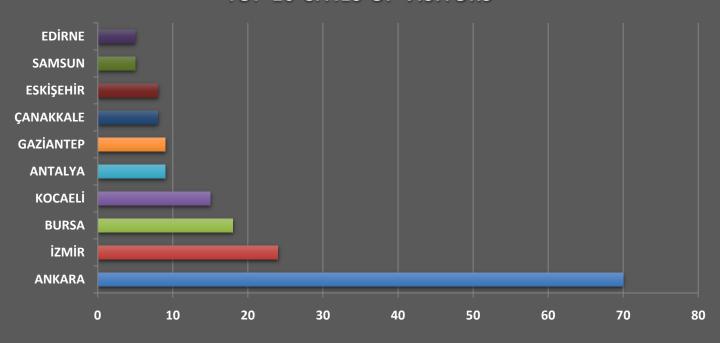


VISITORS – ACCORDING TO THE CITIES

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 exhibitiors and visitors came from 15 different Countries.

Total Number of International Exhibitors: 13 Total Number of International Visitors: 378



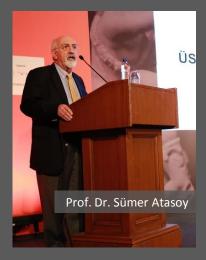




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12 APRIL 2018 THURSDAY

CONFERENCES PROGRAM

CONFERENCES PROGRAMME

13 APRIL 2018 FRIDAY

14 APRIL 2018 SATURDAY

| 09.45-10.30 | OPENNING CEREMONIES Osman Murat Akan, Creator & Manager of Heritage Projects Gönöl Akyıldız, TG Expo Managing Partner | 10.30 - 11.00 | Sallih Doğan, Museologist and Manager, Kültür A.Ş. "Fiction and Reality at Panarama 1453" | 11.15 - 11.45 | Halil Onur, Istanbul Historical Sites Field Manager "The Effects of Cultural Heritage Impact Assessment Studies on |
|---------------|--|---------------|--|---------------|--|
| | Mezih Başgelen, Archaeologist Emeritus Prof. Dr. Mehmet Özdoğan, Archaeologist | 11.00 - 12.00 | MUSEUM AND ARCHITECTURE SESSION Sinan Genim, Architect | 11.45 - 12.30 | International and Local Projects" Interview with Mehmet Cebi |
| | Suay Aksoy, President of ICOM Dr. Adnan Ertem, General Director of Foundations | | Kerem Erginoğlu, Architect Prof. Dr. Sümer Atasoy, Archaeologist | 12.30 - 13.30 | LUNCH BREAK |
| | All Riza Altunet, Deputy Manager of General Directorate for Culture Assests and Museums | 12.00 - 12.30 | Davide Pozzi, Director, L'Immagine Ritrovata "Film Restoration: Ethics and Practice" | 12.45 - 19.15 | |
| 10.30 - 11.00 | Piet Jaspaert, Vice-President Europa Nostra "Cultural Hentope Mutters" | 12.30 - 13.30 | LUNCH BREAK | 22.43 - 23.23 | DOCUMENTARY SCREENING: Karagūz Master Emin Senyer |
| 11.00 - 11.30 | Fanuk Malhan, Founder of Koleksiyon and Istanbul Design Foundation "Anthropological and Innovative Expansions of Heritage and Mutuals" | 13.30 - 14.00 | Ibrahim Bulut, Senior Security Consultant, ALLSECCON Security Consultancy | 13.30 - 14.00 | Nefat Cuhadaroğlu, Founder of Hisart Live History and Diorana Museum "New Pole in Museology" |
| 11.30 - 12.30 | DELEGATION OF THE EUROPEAN UNION TO TURKEY SESSION | | "Lotest Developments in The Area of Security and Risk Management within The Museum Context" | 14.00 - 14.30 | Tim Powell, Creative Producer of Histortic Royal Palaces The Lost Policy and Multi Sensor Technology |
| | Short Opening Speech, Deputy Head of Delegation Minister Gabriel Munuera Vinals Prof. Dr. Ash Özyar, Boğaziçi University Faculty of Arts and Sciences "Cabolitage in the Context of the Transition to Permanent Sattlements" | 14.00 - 14.30 | Rohit Jigyasu, Vice President of ICOMOS "Managing Disaster Risks and Climate Change Impacts for Sustainable Cultural Heritage" | 14.30 - 15.00 | Prof. Dr. Inga Karala, President of ICOM Georgia "Technologies in Museums: Challenges and Perspectives" |
| | Assoc. Prof. Dr. Zeynep Eres, Istanbul Technical University Faculty of Architecture | 14.30 - 15.00 | Tonya Nelson, President of ICOM UK "Leading Digital Transformation in Museums" | 15.00 - 15.15 | BREAK |
| | "The Archeological Sites Presenting Turkey on LINESCO World Heritage List and Gibbellitage, The List Conditate" | 15.00 - 15.15 | BREAK | 15.15 - 16.15 | CULTURAL AND NATURAL HERITAGE IN THE UN AGENDA 2030 FOR SUSTAINABLE DEVELOPMENT |
| 12.30 - 13.30 | LUNCH BREAK | 15.15 - 16.15 | GENERAL DIRECTORATE OF FOUNDATIONS PRESENTATIONS | | Dr. A. Ege Yilderen, ICOMOS Sustainable Development Goals Representative, Mudumu Cultural Heritage Site Manager Introduction, International Fromework. The Studies and Role |
| 13.30 - 14.00 | Alessandro Zanlini, President of Assorestauro "Moterials and Technologies of Modern Restarction: International Experiences" | | Moderator Mürsel Sarv, Prosident of Istanbul Foundations 1º Region Mahir Polat, Foundation Expert, Director of Turkish Foundation Construction and Artworks Museum of Istanbul | | of Cultural Natural Heistage Organizations* Dr. Nurdan Kuban, Kocaeli University Faculty Member, National Representative of ICOMOS SDGs The Role of Public, Private, Civil and Local Stokeholders in the |
| 14.00 - 14.30 | Prof. Dr. Talai Akasheh, Cultural Technologies for Heritage and Conservation President and Birector "Protection of the Architectural facedes of the ancient city of Patra" | | "Social and Historical Roots of the Cultural Heritage Activities of the General Directorate of Foundations in the Thomestical and Historical Framework of the Concept of the Foundation Cultural | 16.15 - 17.15 | Notional Level* 2018 YEAR OF TROIA |
| 14.30 - 15.00 | Prof. Dr. Filiz Yenişehirli oğlu. Director of VEKAM "City Research Centers and Cultural Memory: VEKAM" | | Henitage" Murat Yalçın Çebi, Architect, Deputy Manager of Art Works and Construction Branch Office "Developments in the Restoration of Foundation Cultural Assets" | | Moderator Nezih Basgelen, Archaeologist, Founder of Archeology and Art Publications Emeritus Prof. Dr. Mehmet Özdeğan, Archaeologist Cavat Capan, Poet, Wither and Translator |
| 15.00 - 15.15 | BREAK | | Dr. Zübeyde Cihan Özsayıner, Director of Turkish Foundation Museum of Caligraphy Arts | | Emeritus Prof. Dr. Halluk Şahin, journolist and Writer |
| 15.15-16.15 | CNN Türk PANEL: INTANGIBLE HERITAGE Moderator Aslı Öymen, ONI Türk Programmes Coordinator | | "Sultanahmet Elephont Stables Foundation Cultural Assets Laboratory and 2017 Year Activities" | 17.15 - 17.30 | BREAK |
| | Mehmet Esen, Gnema and Theatre Artist Nebil Özgentürk, journalist, Writer, Producer and Director | 16.15 - 16.30 | BREAK | 17.30 - 18.30 | MUSEOLOGY SESSION OF MINISTRY OF CULTURE AND TOURISM |
| 16.15 - 16.30 | BREAK | 16.30 - 17.30 | UNDERWATER ARCHEOLOGY PANEL With Cam Yeniden Cam Documentation Display | | Ali Sanaliogiu, Civil Engineer m. sc., Samsun RAM New Somsun Museum Betül Kiminsu, Architect, Adana RAM |
| 16.30 - 17.30 | PRIVATE MUSEOLOGY IN TURKEY Moderator Neath Basgelen, Archaeologist, Founder of Archaeology and Art Publications Güray Tüysüz, Founder, Güray Museum | | Moderator Sawaş Karakaş, Documentary Producer and Server Feyyaz Subay, Underwater Archaeologist Ahmet İğdirliğil, Architect | | Conversion of Industrial Flentage as the Museum" Sevine Cellik, Master Architect, Istanbul RAM "Kanyo Museum Restoration Ilikay legin, Archaeologist-Restorer, Ankara Restoration and |
| | Assoc. Prof. Or. Levent Köstem, Founder, Köstem Clive Ol Museum Özalp Bitrol, Genral Manager, Suna ve Inan Kira; Foundation Culture & Art Operations Sevda Elgiz, Founder Elgiz Museum | 17.30 - 18.00 | KUMID SESSION Moderator Prof. Dr. Recep Karadağ, Board Member and Marmara University GSF The Importance of Analysis on Protection of Cultural Heritage* | | Conservation Region Lab "Japan International Cooperation Agency (ICA) Museums and Community Development Project 2017 |
| 17.30 - 18.30 | ARCHEOLOGY AND RESTORATION SESSION OF MINISTRY OF CULTURE AND TOURISM Cemil Karabayram, President of Antalya RAM | | Mahmut Aydın, Assistant Professor of Batman University and Member of KUMID "How archaeometry solve archaeological problems?" | | |
| | "Potom Lighthouse Tower Relief Restitution Restoration Projects" Dr. Syllem Aydoğdu, Architect, Annara RAM Bodhum Costle Restoration I" Stage Work Y. Milmar Sonay Sakar, Architect, Istanbul RAM Restoration of Istanbul Rami Bonack" | | Nermin Demikledi, Assistant Professor of Kocaeli University and Member of KUMID "3D Printing and 3D Scanning of Our Ancient History" | | "Admission to the conferences is free of charge. *There will be simultaneously translation-during the conferences. *The argumber length the right to-mole charges at the programme. |



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HERITAGE TALKS













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WORKSHOPS









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

ÇEKÜL ACADEMY WORKSHOPS
13.00 – 14.30 "Beyazıt Library Restoration Project"

A. Nüvit Bayar, Master Architect and Restoration Specialist
15.00 – 16.30 "The Arkeopark Implementations in Turkey; Bursa Aktopraklik
Arkeopark Example"

Prof. Dr. Necmi Karul, Archeologist

13 APRIL 2018 FRIDAY

10.30 - 12.30 BRESCIANI WORKSHOP: XPECAM MULTISPECTRAL IMAGING SYSTEM AND FLUCAM UV EQUIPMENT

Vittorio Bresciani, Founder, Bresciani srl

14.00 - 16.00 IZNIK CHINA WORKSHOP

Ganimet Kızıltan Yıldız, Gani China Art Workshop Mesude Künen, Dedemin Elleri 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 ÇEKÜL HERITAGE WATERCOLOR WORKSHOP WITH COLORS (For Adults)

Y. Metin Keskin, Master Architect

14.00 - 16.00 IZNIK TILE WORKSHOP

Ganimet Kızıltan Yıldız, Gani Tile Art Workshop Mesude Künen, Dedemin Elleri 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 Küçükhüseyin, Sales Coordinator, Testo

STANBUL RESTORASYON ARKEOLOJI TEKNOLOJİLERİ FUARI & KONFERANSI 12-14 NISAN 2018







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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

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53 Written News Articles

Equivelants Total of 276.000 TL

700 + Online Articles and News

23 TV Press News Equivelents Total of 190.000 TL

MEDIA INTERACTIONS

Cumhuriyet



Kültür ve Turizm Bakanlığı, Başbakanlık Vakıflar Genel Müdürlüğü'nün desteği ile düzenlenen Heritage İstanbul Restorasyon Arkeoloji Müzecilik Teknolojileri Fuarı & Konferansı'nın (12-14 Nisan 2018) son gününde arkeolog Nezih Başgelen moderatörlüğünde düzenlenen "2018 Troya Yılı" paneline, Alman jeolog Eberhard Zangge ve arastırmacı gazeteci Haluk Sahin'in konusmacı olarak katıldı.

Panelde, yapımı devam eden, Temmuz ayında açılması planlarıan Troya Müzesi'nin bu ören yerinden dünyadaki 144 müzeye götürülmüş kalıntıların bir araya getirecek olmasının onemi üzerinde duruldı.

Yoğun İlgi Gören Heritage İstanbul Sona Erdi

Sektörün tek buluşma noktası olan restorasyon, arkeoloji, müzecilik teknolojileri fuarı ve konferansı Heritage İstanbul, Troya yılı paneli ile sona

16 Nisan 2018 Pazartesi 13:3



Hilton İstanbul Convention & Exhibition Center'da 12-14 Nisan tarihleri arasında yapıları, iki farklı salonda müzecilik teknolojileri ve restorssyon alanında 100'in üzerinde firmanın katılırınyla gerçekleşen Heritage İstanbul'a, 7.823 ziyaretçi geldi. T.C. Kültür ve Turizm Bakanlığı, T.C. Başbakanlık Vakıflar Genel Müdürlüğü'nün desteği ile bu yıl, üçüncü kez düzenlendi.

Her yıl artarak büyüyen, sektörel gelişmeleri, uluslararası standartları ve bakış açılarını kültürel miras alanına kazandıran Heritaga İstanbul'da; konferanalar, paneller, atölyeler ve miras sohbetleri eş zamanlı olarak düzenlendi, Miras sohbetleri kapsamında; Historium Prugge Yönetim Kurulu Başkanı Hans Vandamme gelesceğin müzesi hakkında bildi verdi.



Müze teknolojilerine dair her sey bu fuarda

RESTORASYON, arkeoloji ve müzecilik teknolojilerini aynı catı altında bulusturan "Heritage İstanbul 2018" basladı. Kültür ve Turizm Bakanlığı ile Basbakanlık Vakıflar Genel Müdürlüğü'nün desteğiyle TÖ cilik alanındaki yeni teknolojilerin yanı sıra Göbeklitepe, Petra Antik Kenti, Patara Deniz Feneri Kulesi, Bodrum Kalesi ve İstanbul Rami Kıslası ile ilgili konu baslıkları da ele alındı. Uluslararası yoğun ka-



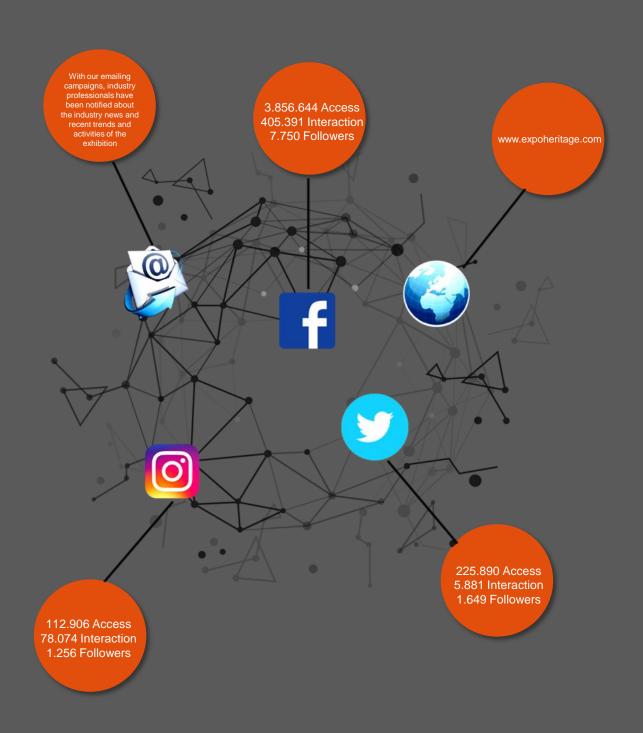
THE ONLY SECTORAL PUBLICATION OF CULTURAL HERITAGE

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.



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SOCIAL MEDIA AND DIGITAL MARKETING



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11-13 APRIL 2019

HILTON ISTANBUL 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.

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