



2014博物馆及相关产品 Museums and Relevant Products 与技术博览会 and Technologies Exposition

2014年11月23日—26日
福建省厦门市厦门国际会展中心
November 23-26, 2014
Xiamen International Conference & Exhibition Center



博物馆及相关产品与技术博览会组委会

THE ORGANIZING COMMITTEE OF MUSEUMS
AND RELEVANT PRODUCTS AND TECHNOLOGIES EXPOSITION

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邀请函

INVITATION

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尊敬的先生/女士:

第六届“2014博物馆及相关产品与技术博览会”将于2014年11月23—26日在中国厦门举办。“博物馆及相关产品与技术博览会”简称“博博会(MPT-EXPO)”，是由中国政府主办的中国唯一大型专业国际博物馆及相关行业双年展会。展会以促进国际博物馆间的学术及众多领域交流合作，博物馆与其相关企业、产业间的交流合作，推动博物馆文创、文博科技升级为目的，专注于博物馆及其相关延伸产业平台的建设与推广。

第六届“博博会(MPT-EXPO)”以“博物馆发展·科技创新·文化创意”为主题，邀请300余家来自中国大陆及大中华地区、亚太地区、欧洲、澳洲及美国等国博物馆及相关文化机构参展。此外，展会还将有400家左右来自全球各地为博物馆提供科技与延展服务的相关产品供应商参展。

展览分为八大展区，展览面积35000平米。

- 1、展陈展览设计区(服务于博物馆展览展示、建筑及衍生品设计类的企业)
- 2、博物馆及文化机构展区(博物馆、科技馆、艺术馆等及文化机构品牌形象、学术与技术成果展示以及项目交流)
- 3、博物馆相关产品与技术展示区(博物馆衍生品及文博科技应用设施设备展示)
- 4、博物馆相关数字、网络、多媒体科技应用展区(文博数字化建设及管理、网络、多媒体应用技术展示)
- 5、博物馆文物保护与修复技术展区(文物保护与修复相关技术、设备及成果展示)
- 6、福建省和厦门市文博事业和文博产业推介区(福建及厦门地区文博产业成果展、项目推介及招商引资)
- 7、现场论坛及文化讲座区(论坛、讲座、研讨会、学术交流)
- 8、现场活动区(展会现场项目推介会、表演、签约仪式)

“博博会(MPT-EXPO)”组委会十分荣幸地邀请您参加“博博会(MPT-EXPO)”，您可以根据需求选择参加一个或多个展区的展示及互动。

展览同期，还将召开中国博物馆协会第六届会员代表大会，其下属各专业委员会和会员单位也将组织一系列讲座、论坛、项目推介等现场活动。在这个活动板块，您可以更加深入地了解中国及国际博物馆行业在学术研究、项目运营、文化创意、科技应用、社会宣教方面的最新发展动态和需求，向参展博物馆、企业介绍您的产品及理念，寻找更加具有发展前景的项目和新的合作伙伴。

For more information please visit the official website

更多信息请关注官方网站:

网址: www.expo-museums.com

博物馆及相关产品与技术博览会组委会
The Organizing Committee of Museums
and Relevant Products and Technologies Exposition



Invitation

Dear Museum Professional:

The most important museum industry fair in China, the “Museums and Relevant Products and Technologies Exposition” will be held in Xiamen, China from November 23 to 26, 2014. Organized by the Chinese government, and held every two years, now in its 6th year, the “Museums and Relevant Products and Technologies Exposition” (hereinafter referred to as MPT-EXPO), is the preeminent fair for museum professionals and related industries in China.

The Expo provides a platform for national and international museums to understand the state of the museum industry, nationally and globally and to engage with hundreds of national museums as well as buyers and suppliers of museum industry-related products and technologies. The Expo also provides a platform to boost and encourage academic, educational and exhibition exchanges between national and international museums and the museum industry.

If you are looking to raise awareness of your museum in China, provide consultancy services to Chinese museums and cultural industries or organize exhibitions from China or exhibit your institutions collections in China, this is the key fair. No other fair can compare in scale or breadth of experience.

Over 300 museums and cultural-related national and international organizations will participate as well as another 400 museum-technology and service vendors.

The organizing committee of the “MPT-EXPO” looks forward to seeing you at the “MPT-EXPO”!

The total exhibition area covers 35,000 square meters and is divided into 5 exhibition areas:

1. Museum and Cultural Organizations

(museums, libraries, museum exhibition development and exchanges, museum consultancy services, museum educational training programs, etc.)

2. Museum Service Suppliers

(museum architecture and design, display and design, exhibition display and outfit, lighting, museum merchandise design, etc.)

3. Museum-related Products and Technology Vendors

(museum gift shop product, including design and production, reproductions, copyright protection, licensing, etc.)

4. Preservation, Restoration and Security of Cultural Objects, Relics and Architecture Vendors

(relevant technologies and equipment for the preservation and restoration of cultural objects, relics, architecture, climate control, security systems, etc.)

5. Digital, Internet and Multimedia Technologies Vendors

(build out and management of digital cultural heritage, application of digital, internet and multimedia technologies, etc.)

There will be an extra, special exhibition area of the cultural heritage and investment opportunities in cultural projects, institutions and industries of Fujian Province and Xiamen City as they are the host of this years' fair.

At the expo site there will be an additional area for on-site forums, lectures, seminars and academic exchanges, plus a public activity area for on-site program marketing events, performances, and signing ceremonies. Upon approval, all applicants are allowed to use these spaces.

During the expo, the 6th meeting of the Member Representatives of the Chinese Museums Association will be held. Other specialized committees and membership organizations under the Chinese Museums Association will also hold a series of lectures, forums and project promotions.

These forums and activities will provide a wealth of opportunities to learn more about the latest development trends and needs of the Chinese and international museum industry in the fields of academic research, project operation, museum management, cultural industry, technology application, and public education and museum marketing and promotion.

Should you be interested to introduce your museum, museum products and services to the Chinese audience or be interested in speaking opportunities at the seminars during the fair, the fair organizer would welcome your application and proposal.

To participate in the fair, please fill out the accompanying application form and forward it by fax to: **86-10-65258638** or by e-mail to **info@chinampr.org**

For further inquiries or additional information please contact by phone: **Ms.Luo Yilong 86-10-65258628**