



uia



WORLD HERITAGE CONVENTION 50th ANNIVERSARY CONFERENCE

UIA H & CI WP ANNUAL MEETING

MOMBASA/KENYA

FEBRUARY, 2023



The Next 50: World Heritage as a Source of Resilience, Humanity and Innovation



2022 is an important milestone for the World Heritage Convention since it celebrates 50th anniversary after its adoption in 1972; counting 1154 natural and cultural heritage sites listed on the UNESCO World Heritage List from over 160 countries since its adoption. For this purpose; UNESCO World Heritage Centre launched and supports a year-long programme of celebratory events, discussion forums, conferences and campaigns to draw attention to the significance and future of our common natural and cultural heritage under the theme “The Next 50: World Heritage as a source of resilience, humanity and innovation”.



In this context; UIA Heritage and Cultural Identity Work Program in collaboration with the Architectural Association of Kenya (AAK) are pleased to organise “**World Heritage Convention - 50th Anniversary Conference**” in Mombasa, Kenya on the 20-22 February 2023 as a tribute to the adoption of the World Heritage Convention. This event is in line with the UIA HCI Work Programme’s objectives which are as follows:

Engage in questions of urban and sustainable development, rehabilitation, renovation, conservation and heritage management of existing sites, striving to establish high international standards for good practice.



- Standardise and promote methods of the management of cultural heritage for architecture and heritage sites.
- Work to protect existing and future heritage and cultural sites from human, natural or climate change-induced disasters.
- Collaborate with international bodies to ensure wider dissemination and adoption of international best practices in heritage and culture.
- This international event will take place in hybrid format combining both in person and online presentations to allow for a wider participation from all the UIA member countries.



KEY THEMES

The aim of “World Heritage Convention - 50th Anniversary Conference” is to draw attention to the significance of our cultural and natural heritage as well as their crucial role in planning the resilient future of our planet against the crisis and challenges that are awaiting. For this purpose, the experiences gained during the past 50 years of the World Heritage Convention and its impact on heritage sites will be presented by experts from different regions worldwide. The conference aims to dedicate its outcomes in relevant with the objectives of UNESCO* under the following topics:

* <https://whc.unesco.org/en/news/2363>



- **Innovative ways** for the safeguard and conservation of heritage sites in the next 50 years
- **Resilience** solutions for the heritage site and the communities living in the face of **climate change**
- Models of **sustainable tourism**,
- Reconciliation of conservation and urban/rural development
- **Contribution** as well as **threats of new technologies** to the protection and promotion of heritage
- **Lessons learned during the COVID-19 pandemic** to the future conservation efforts
- The **role of cultural and natural heritage** to meet the **increasing environmental and social challenges** of our times
- and more



Conference Avenue

**Sarova Whitesands Beach Resort & Spa
Mombasa - Kenya**



Conference Attendees

300 Local & International Architects and Heritage Practitioners in-site

Over 3000 International Architects and Heritage Practitioners online



Conference Hotel

SAROVA WHITESANDS BEACH RESORT AND SPA *BEST 5 STAR HOTEL IN MOMBASA, KENYA*

Sarova Whitesands Beach Resort and Spa is amongst the best hotels in Mombasa. It is both a luxury beach hotel as well as an adventure beach resort offering world class facilities and activities to both corporate travelers and families looking for fun and recreation. Our beachfront location on the pristine white sandy beaches of Mombasa makes it the ideal place to relax and enjoy all that Kenya has to offer you.



Conference Agenda

DAY 1 – 20th February, 2023

Opening ceremony and then International Bodies Session

Registration, 8.30 : 9.00

9.00 : 12.30 - Opening Session

9.00 : 9.10 - Welcoming remarks by UIA – HCI WP Co-Directors

9.10 : 9.15 - AAK President

- EAIA President

9.15 : 9.20 - AUA President

- CAA Vice-President

9.20 : 9.30 - UNESCO World Heritage Centre - Director

9.30 : 9.40 - UIA Secretary General

9.40 : 9.50 - UIA President

9.50 : 10.10 - Official Opening of Conference by Guest of Honor

10.10 : 10.20 - Health Break

10.20 : 10.30 - Sponsor Talk

Overview of the global performance of the World Heritage Convention for the last 50 years:

10.30 : 10.50 - Director / UNESCO World Heritage Centre An overview of the implementation of the World Heritage Convention over the last 50 years

10.50 : 11.10 - Director General / ICCROM; *An overview of ICCROM's performance in support of the Convention of the last 50 years*

11.10: 11.30 - Director / ICOMOS; *An overview of ICOMOS's performance in support of the Convention*

11.30 : 11.50 - Director / IUCN; *An overview of IUCN's performance in support of the Convention*

11.50 : 12.30 - International Bodies Round table discussions
"Achievements, Performance & Challenges of implementation of World Heritage Convention in the past 50 years"; Moderators: Prof. George Abungu, Kenya; Mr. G. Phorano - Botswana

12.30 : 14.00 - Lunch Break

Conference Agenda

DAY 1 – 20th February, 2023

14.00 : 16.30 - Afternoon Session – WHC in (UIA-Region 1)

14.00 : 14.10 - Session Sponsor

14.10 : 14.45 - Prof. Aylin Orbalsi - *Key Note paper on Improvement of Resilience in Historic Towns and Urban quarters in conjunction with Tourism Promotion and Management Practices; Experiences from World Heritage Sites and Historic Towns in Europe*

14.45 : 15.05 – Arch. Mathias Ripp - *Urban Heritage as a Resource for Resilience; Experiences from Europe*

15.05 : 15.20 - Health Break

15.20 : 15.40 – Prof. Sofia Aleixo - *Questions raised by 50 years of valuating heritage. Case Study: Evora Portugal*

15.40 : 16.00 – Arch. Geoff Rich - *Bath Abbey and Roman Baths, Bath UK: potential of both buildings and to make them fit for purpose 'for the next 100 years*

16.00 : 16.30 - Round table discussion: *Achievements, Performance & Challenges of WHC in (UIA-Region 1)* - Moderator: Prof. Nida Nayci

19.00 – 21.00 - Opening Cocktail



Conference Agenda

DAY 2 – 21st February, 2023

8.30 : 9.00 - Registration

9.00 : 11.30 - Morning Session – WHC in (UIA-Region 2)

9.00 : 9.10 - Session Sponsor

9.10 : 9.45 – Prof. Soumyen Bandyopadhyay - *Key Note paper on Master planning, Urban Design and Architectural approaches for Bahla Oasis World Heritage Site - Oman*

9.45 : 10.05 - Prof. Michael Turner - *The Role of Cultural and Natural Heritage to meet the increasing Environmental and Social challenges of our times*

10.05 : 10.20 - Health Break

10.20 : 10.40 - Arch. Giora Solar - *The Purpose and Content of a World Heritage Site Management Plan; An overview of Practice*

10.40 : 11.00 - Prof. Dr. A. Güliz BİLGİN ALTINÖZ - *Evaluation of the challenges and opportunities of being nominated as 'UNESCO World Heritage' over the case of Bergama - Turkey*

11.00 : 11.30 - Round table discussion: *Achievements, Performance & Challenges of WHC in (UIA-Region 2)* - Moderator: Arch. Marla Haber Goldstein



Conference Agenda

DAY 2 – 21st February, 2023

11.30 : 11.45 – Health Break

11.45 : 17.15 – Afternoon Session – WHC in (UIA-Region 5)

11.45 : 11.55 - Session Sponsor

11.55 : 12.30 - Arch. Donatius Kamamba - *Key Note paper on the Issues Relating to the Challenges Facing the Implementation of the World Heritage Convention in Africa over the last 50 years*

12.30 : 13.00 – Souayibou Varissou / Dr. Albino Jopela – An overview of Africa World Heritage Fund’s activities in support of the World Heritage Convention in Africa

13.00 : 14.30 - Lunch Break

14.30 : 14.50 - Arch. Tariq Al Murri - *Challenges and Obstacles in Managing World Heritage Sites - Historic Cairo as a Case Study*

14.50 : 15.10 - Arch. Sonia Slim – *Impact of Informal Architecture on World Heritage Cities in Tunisia*

15.10 : 15.30 – Arch. Mohamed Abuseada – *The role of Government Organizations in Supporting efforts to Preserve World Heritage Sites - Case study in Egypt*

15.30 : 15.50 – Prof Herman Kiriama: *Sustainable Development of World Heritage Sites in Kenya; the case of the Miji Kenda Kayas*

15.50 – 16.05 - Health Break

16.05 : 16.25 – Dr. Sibongile Masuku: *Sustainable Development and Management of World Heritage Sites in South Africa*

16.25 : 16.45 – Frank Oguo: *Sustainable Development and Management of World Heritage Sites in Benin*

16.45 : 17.15 - Round table discussion: *Achievements, Performance & Challenges of WHC in (UIA-Region 5)* - Moderators: Arch. Samer Helmy - Egypt; Mr. Ziva Domingo - Angola

19.00 – 21.00 - Evening Cocktail



Conference Agenda

DAY 3 – 22nd February, 2023

8.30 : 9.00 - Registration

9.00 : 11.30 - Morning Session – WHC in (UIA-Region 4)

9.00 : 9.10 - Session Sponsor

9.10 : 9.45 - Dr. Olimpia Niglio - *Key Note paper on the Hidden Christian Sites in the Nagasaki Prefecture, Japan; An Intercultural Reflection on the International Recognition of the Hidden Christians in Southern Japan*

9.45 : 10.05 – Prof. Tang Yu-yang – *Evolving Conservation Approach and Practice of World Heritage Site of the Great Wall of China*

10.05 : 10.20 - Health Break

10.20 : 10.40 - Dr. Lui Chak Keong – *The World Heritage Site of Historical Center of Macau; The relationship with the Intangible Cultural Heritage and the Life of People in Macau*

10.40 : 11.00 - Arch. Sabina Tandukar – *Pashupati Temple Complex – Present Scenario and Future Prospects*

11.00 : 11.30 - Round table discussion: *Achievements, Performance & Challenges of WHC in (UIA-Region 4)* - Moderator: Arch. Anju Malla

12.00 : 13.30 - Lunch Break

13.30 : 16.00 - Afternoon Session – WHC in (UIA-Region 3)

13.30 : 13.40 - Session Sponsor

13.40 : 14.15 – Prof. Leonard Castriota - *Key Note paper on the Overview and performance of World Heritage Convention for the last 50 years*

14.15 : 14.35 - Alfredo Conti – *The WHC and Latin America: achievements and challenges*

14.35 : 14.50 - Health Break

14.50 : 15.10 - Francisco Vidargas – *World heritage sites in the face of tourism and climate change: recovering the origins.*

15.10 : 15.30 – Umberto Bonomo – *The challenges of modern architecture in Latin America*

15.30 : 16.00 - Round table discussion: *Achievements, Performance & Challenges of WHC in (UIA-Region 3)* - Moderator: Arch. Monica Bahia Schlee

Conference Agenda

DAY 3 – 22nd February, 2023

17.00 : 19.00

Visit and Tour of Fort Jesus World Heritage Site

19.00 : 23.00

Conference Closing Dinner - Fort Jesus World Heritage Site



Key note Speakers & Honorably Guests



Arch. José Luis Cortés, MEXICO, *UIA President*

A graduate of the Monterrey Institute of Technology, Mexico, with post-graduate degrees in urban planning from the Royal Academy of Fine Arts, Denmark and the Massachusetts Institute of Technology (MIT), USA. He taught urban planning at the Universidad Autónoma Metropolitana Campus Xochimilc and at the University of Iberoamerica. A visiting professor in India, Japan and Sweden, Mr. Cortés has carried out architectural and urban planning projects for many historic city centres and has authored numerous publications on housing and urban planning.



Arch. Pei Ing Tan, MALAYSIA, *UIA Secretary General*

The first female President of the Malaysian Institute of Architects (PAM), Pei Ing Tan also served as President and is currently an advisor of the Architects Regional Council of Asia (ARCASIA). She is also a Member of the Board of Architects Malaysia as well as the Australian Institute of Architects National Committee on Gender Equity (2020-2021) in addition to being an International Chapter Council member.

Key note Speakers & Honorable Guests



Arch. Tokunbo Omisore, NAGIRYA, *UIA Vice President Region 5*

A graduate of Thames College of Architecture in London, Tokunbo Omisore is the CEO of a Nigeria based firm that engages in the design and building of affordable developments as well as commercial buildings, hospitals and hotels. He is the former Secretary General and President of the Africa Union of Architects. Mr. Omisore holds several honours and is a chartered Member of the Royal Institute of British Architects, Hon. Member of the American Institute of Architects and Fellow of the Nigerian Institute of Architects.



Prof. Aylin Orbalsi, ENGLAND, *Key Note Speaker*

Professor of Architectural and Urban Heritage, School of Architecture Faculty of Technology, Design and Environment, Oxford Brookes University.
Professor Orbalsi has vast experience researching and consulting on the management of heritage sites and cities, including World Heritage Sites, with a particular focus on tourism and heritage management. Main focus are sites and historic towns in Europe and the Middle East.

Key note Speakers & Honorably Guests



Prof. Soumyen Bandyopadhyay, ENGLAND, *Key Note Speaker*

Sir James Stirling Chair in Architecture; former Head of the Liverpool School of Architecture; Director of the research centre- ArCHIAM, with projects in Oman, Qatar, Morocco and India. Teaching and research are focused on the historical, theoretical and contextual approaches to architectural design and the architecture and settlements of India and the Middle East; Advisory and consultancy work in urban development and heritage management.



Prof. Leonardo Castriota, BRAZIL, *Key Note Speaker*

Architect, professor at the Federal University of Minas Gerais, senior researcher at the National Research Council of Brazil and Vice-President of ICOMOS International. Previous positions include: President ICOMOS-BRASIL; Researcher at the Rockefeller Foundation and at the Getty Conservation Institute; Directorate of Cultural Heritage of the Municipality of Belo Horizonte; President of the Institute of Architects of the Brazilian Department of Minas Gerais; Coordinator of the Interdisciplinary Doctorate in Middle Environment Built and Heritage Sustainable; Director of the School of Architecture of the Federal University of Minas Gerais. He is CURRENTLY Vice-President of ICOMOS International.

Key note Speakers & Honorably Guests



Dr. Olimpia Niglio, ITALY, *Key Note Speaker*

Professor in Architectural Restoration, University of Pavia, Italy; permanent visiting professor at Hosei University in Tokyo; Professor in Comparative History of Architecture at Hokkaido University; Research Fellow at Kyoto University; Professor at Universidad de Bogotá; Director of “EdA Esempi di Architettura” International Research Center; Vice-president of ICOMOS PRERICO. Scientific Coordinator of the International Projects: “Italian Diaspora in the World” and “Cultural Diplomacy & Heritage”.



Arch. Donatius Kamamba, TANZANIA, *Key Note Speaker*

A retired Director of Antiquities in the Ministry of Natural Resources and Tourism of the United Republic of Tanzania, born in 1954. Castriota was educated both within and outside the country and is an Architect by profession who holds a Masters Degree in Conservation Studies from University of York (U.K 1989). Currently, a part time lecturer at the University of Dar es Salaam, College of Engineering and Technology, Department of Engineering, Construction and Technology and College of Humanities, Department of Archaeology and Heritages Studies

UIA Heritage and Cultural Identity Work Program – Co-Directors



Arch. Mohammad Habib-Reza - BANGLADESH

Co-director of the UIA Heritage and Cultural Identity Work Programme, is a lecturer in architecture at the Brac University of Bangladesh, published widely on architectural history and heritage and has collaborated on heritage management projects with the ArCHIAM Centre (UK) in Oman. He is also a member of the International Network for Traditional Building Architecture and Urbanism (INTBAU), the International Council on Monuments and Sites (ICOMOS) Bangladesh, the International Scientific Committee for Intangible Cultural Heritage (ICICH) and the International Committee on Archaeological Heritage Management (ICAHM).



Arch. Kassim Mwamba Omar - KENYA

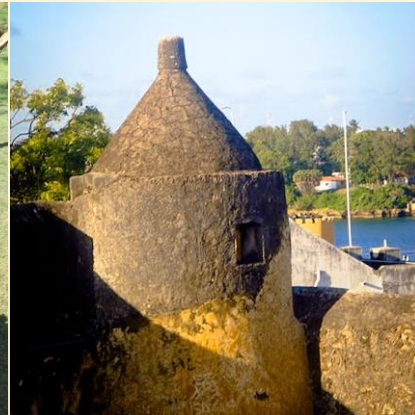
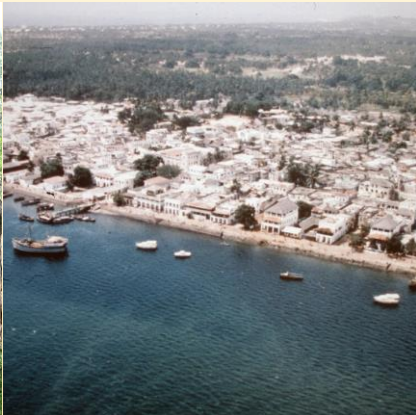
Co-Director, Heritage and Cultural Identity Work Program, possesses over twenty years of experience in the management of cultural heritage, including conceptualization, design, implementation and supervision of a variety of projects. He has conducted several training programs on the Conservation and Management of Immovable Cultural heritage in Africa and has lectured on conservation and urban regeneration in Kenya in addition to collaborating with the African World Heritage Fund, the UNESCO World Heritage Centre and the International Centre for the study of the Preservation and Restoration of Cultural Property (ICCROM) on the conservation and management of African heritage sites and cultural landscapes.

President - Architectural Association of Kenya – Co-Host



Arch. Wilson Mugambi - KENYA

Wilson is an Architect with 20 years' experience, having started as an apprentice at Planning Systems Services Limited before joining Jomo Kenyatta University of Agriculture and Technology (JKUAT) where he studied Architecture and graduated with an honours degree. He is the President of the Architectural Association of Kenya, the largest Association of Built Environment Professionals in Kenya and the East African Community at large. He is currently the Managing Partner at Artcore Design Build LLP, a firm specializing in Architecture, Interior Design, Construction and Property development. His ambition is to impact the built environment through a combination of good design, efficient management and respect for the natural environment.



Organizing Team



Arch. Anju Malla, NEPAL - Moderator

A practicing Architect, she is Council member of Region IV, UIA & the Immediate Past President of the Society of Nepalese Architects (SONA). She is the first woman to have held this position (2019-2021) after serving as Vice President (2017-2019) and Chairperson of SONA Subcommittee on Professional Practice (2014-2017). She launched the Women in Architecture forum and organized a national conference in December 2019. She has volunteered in earthquake reconstruction work and advocated for heritage issues. She has served as jury member of several national and international (Asia) design competitions. She is Currently a member of the Independent monitoring and verification team for Nepal Health Infrastructure DAI (Development Alternatives Inc.) for DFID, NHSSP (Nepal Health Sector Support Program) and is supervising B. Arch Thesis, Conservation Studio & Design Studio classes. She is an active member of the UIA's "Heritage and Culture work program" & "Architecture for All" work program.



Arch. Edward-YW Leung, HONG KONG

A practicing architect and a heritage conservation teacher. He was the former Chair of Heritage and Conservation Committee of Hong Kong Institute of Architects (HKIA). His works include Restoration of Guangyu Ancestral Hall in Guangzhou of China (UNESCO Asia Pacific Heritage Conservation Award of Excellence 2003), Adaptive Reuse of an ensemble of 1910's shop houses in Hong Kong into an art and cultural community center (2014 HKIA Annual Award), the research and academic article "Accidental Marriage: Chinese Roofs of Early Colonial Architectures of Hong Kong" (Best Paper Award in 2017 UIA Seoul World Architect Congress), and Adaptive Reuse of 1914 Former Banque de l'Indochine Building in Guangzhou into an Art Institute. He made presentations on various international professional forums like UIA, Docomomo, ArcAsia and EAAC.

Organizing Team



Arch. Marla Haber Goldstein, ISRAEL - *Moderator*

A practicing architect in Jerusalem specialising in renovations and additions to private homes. A few years ago, Marla completed a Masters Degree in Architectural and Urban Historic Preservation at the Technion Institute of Technology in Israel, and now focuses on historic building projects. She founded her own firm in 2005 and continues to work on a variety of projects as well as consulting on historic buildings. Marla is one of the representatives of the Union of Israeli Architects and Urban Planners on the Jerusalem Preservation Committee, and additionally an active member of the UIA's Heritage and Culture Work Program.



Arch. Monica Bahia Sclee, BRAZIL - *Moderator*

Landscape architect and urban planner of Rio de Janeiro City Government (1992-2020), currently lecturing at the Professional Master Program in Design and Heritage of the Faculty of Architecture and Urbanism of the Federal University of Rio de Janeiro. National councilor of the Institute of Architects of Brazil – IAB. Member of the Brazilian Association of Landscape Architects – ABAP. Member of the International Council of Monuments and Sites – ICOMOS. Member of the Advisory Committee of the Our World Heritage Movement. PhD in Architecture from the Federal University of Rio de Janeiro (2011). Master of Science in Environmental Structures at the University of São Paulo (1999) and Master in Landscape Architecture at the Pennsylvania State University (2002).

Organizing Team



Prof. Nida Nayci, TURKEY - *Moderator*

Prof. Dr. Nida Nayci is an architect; who has gained her M.Arch and Phd degrees in Restoration and Conservation Program from METU. Her main field of interests are architectural conservation practices and management planning studies in cultural heritage sites. She has special interest in survey and documentation of rural heritage and cultural landscape areas with emphasis on nature-culture linkage, traditional practices and living heritage values. She has been involved in several national and international projects in a variable number of urban, rural and archaeological heritage sites in Turkey with a special focus on developing community participation and supporting socio-economical improvements of local groups. She recently works as the Dean of Faculty of Architecture, Mersin University and is an active member of UIA-Heritage & Cultural Identity Work Program.



Arch. Samer Helmy, EGYPT - *Moderator*

An Architect and Urban Designer. He works in the field of heritage architecture, documentation and preservation of world heritage sites and historical buildings. He has an experience in consulting on the management of heritage sites and cities, including World Heritage Sites. Together with his team, he won the first prize for planning the North Historic Cairo area. He also participated with UNESCO in preparing the indicative report to assess the current status of the Cairo heritage site and its management proposals. Participated in publishing many books about heritage and historical areas. He is an active member of UIA-Heritage & Cultural Identity Work Program as well as the UIA-Architecture for All Working Group. He is the Secretary General of the Society of the Egyptian Architects. And a founding member in the Egyptian national committee of the ICOMOS.

Sponsorship Benefit Packages

Herein below are the sponsorship benefit packages. However, if your organization would like a customized package, we will be happy to discuss this with you and tailor the benefits to your needs.



Sponsorship Benefit Packages

PLATINUM SPONSOR - USD 20,000

- a. Premium visibility on the digital platforms, including:
 - Exposure on conference website by placing logos and videos;
 - Exposure on registration form by adding custom footer or headers, emails and confirmation emails and RSVP emails;
 - Dedicated videos before the main event, during the event and after;
 - Virtual booth;
- b. This includes a presentation on products /services during the Official Opening session at the Conference, physical branding of venues;
- c. Exhibition Stand Pace (6m x 3m) at the event (reserved prime location);
- d. One full page advertisement in Conference Publication;
- e. Conference Registration for delegates from the organization (excluding travel and accommodation);
- f. Opportunity to place Company profile/literature in the delegate's folder;
- g. Publicity on the conference marketing material – including advertisements, website and social media.



(All rates excludes exhibition stand branding)

Sponsorship Benefit Packages

GALA DINNER SPONSORSHIP – USD 12,000

- a. Visibility on all the Conference's digital platforms;
- b. As the Gala Dinner Sponsor, the company will be entitled to make a 10 minute presentation during both the Conference and Gala Dinner to be held on **22nd February, 2023 at Fort Jesus World Heritage Site;**
- c. Exclusive Branding of the Gala Dinner venue;
- d. Opportunity to distribute marketing material during the Conference and Gala Dinner;
- e. 3m x 3m exhibition stand at the Conference;
- f. Acknowledgement as Dinner Sponsor;
- g. Publicity on the conference marketing material – advertisements. website and social media.



(All rates excludes exhibition stand branding)

Sponsorship Benefit Packages

COCKTAIL SPONSOR – USD. 8,000.00

(Two Events Available, One Sponsor Per Event, First come basis)

- a. Exposure on the Conference's digital platforms;
- b. Sponsorship Proposal;
- c. As the Cocktail Sponsor, the company will be entitled to make a fifteen minute presentation on its product range/services during evening cocktails to be held on 20th – 21st February 2023;
- d. Exclusive Branding of the Cocktail venue;
- e. Opportunity to distribute marketing material during the cocktail;
- f. 3m x 3m exhibition stand at the Conference;
- g. Acknowledgement as Cocktail Sponsor;
- h. Company profile to be included in conference Publication;
- i. Publicity on the conference marketing material – advertisements, website and social media.



(All rates excludes exhibition stand branding)

Sponsorship Benefit Packages

SESSION SPONSOR - USD. 5,000.00

- Exposure on the Conference's digital platforms;
- Each Session Sponsor to get a sponsored session at the conference, including Visibility on the Conference's digital platforms;
- Each Session Sponsor will be entitled to make a ten minute (10) technical presentation on its products /services at the sponsored sessions at the Conference;
- 3m x 3m exhibition stand at the Conference;
- One full page advertisement in the Conference Publication;
- Conference Registration for 3 delegates from the Company (excluding travel and accommodation);
- Opportunity to display a corporate banner inside the meeting room;
- Opportunity to place Company profile/literature in the delegate's folder;
- Publicity on the conference marketing material - website and social media.



(All rates excludes exhibition stand branding)

Sponsorship Benefit Packages

TOUR SPONSOR – USD 5,000.00

- Exposure on the Conference's digital platforms;
- As the Tour Sponsor, the company will be entitled to make a fifteen minute presentation on its product range/services during within the tour program;
- Exclusive Branding of the whole tour program;
- Opportunity to distribute marketing material during the tour;
- 3m x 3m exhibition stand at the Conference;
- Registration for 3 delegates from the Company to the Conference (excluding travel and accommodation);
- Acknowledgement as tour Sponsor;
- Company profile to be included in conference Publication;
- Publicity on the conference marketing material – advertisement, website and social media.



(All rates excludes exhibition stand branding)

Sponsorship Benefit Packages

EXHIBITION PACKAGE – USD 2,000.00

- a. Exposure on the Conference's digital platforms;
- b. 3m x 3m exhibition stand at the Conference;
- c. Registration for 2 delegates from the Company to the Conference (excluding travel and accommodation);
- d. Company profile to be included in conference Publication
- e. Logo placement on event website and social media



(All rates excludes exhibition stand branding)

ADVERTISING IN THE SPECIAL ISSUE OF THE CONFERENCE PUBLICATION

Full Page Advertisement	USD 1,000.00
Half Page Advertisement	USD 500.00

**Thanking you for your expected
participation and support**

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