# Leipziger Messe Group of Companies

**Leipziger Messe International GmbH**

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**Leipziger Messe International and TG Expo organise Heritage Middle East in Abu Dhabi**

**In future, Leipziger Messe International (LMI) and the Turkish trade fair company TG Expo International Fairs from Istanbul will be jointly organising Heritage Middle East (HME) in Abu Dhabi (United Arab Emirates). With their trade fairs MUTEC, denkmal and Heritage Istanbul, both organisers already have many years of experience in the organisation of international trade fairs in the fields of museum equipment, restoration and heritage conservation.**

Heritage Middle East will take place from 10 to 12 December 2024 and will focus on technology and equipment for museums, exhibition centres and libraries. The event will also focus on the design and construction of new exhibition centres, interactive exhibition concepts, sustainability, the interplay between culture/cultural heritage and tourism development as well as the restoration of buildings and ancient artifacts.

The exhibition will be accompanied by exciting seminars in which internationally renowned experts will explore the trade fair topics in greater detail and discuss them with visitors. Visitors will also have the exclusive opportunity to take a look behind the scenes of museums that have already opened and find out more about the five museums currently under construction (e.g. Guggenheim, Phenomena), which are due to be completed by 2025 with an investment of two billion US dollars.

“Abu Dhabi is home to spectacular museums such as the Louvre and is therefore an ideally inspirational venue,” says LMI Managing Director Markus Geisenberger. “Here you can experience state-of-the-art exhibition equipment and avant-garde presentation concepts live in their practical application.” Further exciting projects will follow in the coming years and ensure that the business climate remains favourable for investment. By expanding the museum landscape and increasing the preservation and popularisation of cultural heritage, the Gulf States aim to develop tourism sustainably into an increasingly important economic sector. These are ideal conditions for potential exhibitors who want to showcase their products and services at Heritage Middle East to financially powerful customers, particularly from the entire Gulf region.

Renowned associations and institutions such as the Zentralverband des Deutschen Handwerks, various national committees of the International Council of Museums ICOM and the Ministry of Culture and Tourism Abu Dhabi support the trade fair.

**About TG Expo International Fairs**

TG Expo International Fairs is a Turkish trade fair organiser with an internationally experienced team. TG Expo is active both in Turkey and abroad with its own trade fairs. As an organiser accredited by the Ministry of Trade, the company also organises Turkish national participations in foreign trade fairs.

**About Leipziger Messe International GmbH (LMI)**

Leipziger Messe International (LMI) is part of the Leipziger Messe Group of Companies. It specialises in developing, implementing, and supervising trade fair and event concepts in international markets. LMI organises German joint appearances abroad on behalf of the federal government and states, public institutions, and the private sector. They supervise their customers, from market analysis and design to consulting on funding options and entry requirements, and even on-site organisation and execution. With a focus in the regions of Eastern Europe, Russia, China and Southeast Asia, LMI organises its own trade fairs and cooperates with organisers from established industry trade fairs.

**Press contact:**

Ulrich Briese

Leipziger Messe International

Phone: +49 (0)341 / 678 79 17

Email: u.briese@lm-international.com

**Leipziger Messe International and HME online:**

www.LM-international.com

www.heritagemiddleeast.de