

CM MÁLAGA
CITIES & MUSEUMS
INTERNATIONAL TRADE FAIR

**Inspire
The Future**

MÁLAGA
22-23 JUN 2020

FYCMA
Trade Fairs and Congress Center of Málaga



#CMMALAGA20

01/ CURRENT CONTEXT

CITY

Málaga, European Capital Smart Tourism 2020

“Málaga, City of Museums”

A pre-existing brand

Infrastructures

Digital transformation

Experiential consumption

Connectivity

New habits



SECTOR

Art, the DNA of Málaga city, with a unique ambassador **“Pablo Picasso”**.

Changes in museums management.

Large **experience** in trade **fairs, congresses** and development of new products.

In a growing virtual environment, we need to create a **physical worldwide platform to held face to face meetings**.

“Friendly” museums.

Will to break with “elitist” nature.

Market growth.

More museums. More demand.

02/ FORUM

CM MÁLAGA is a disruptive, sustainable and innovative commitment that brings museums and destinations to the smart culture, and confront them to the new challenges of the impact of technologies and managing new urban and human environments.



360° FORUM

03/ KEY FEATURES

¹ INSPIRATIONAL

² COMMERCIAL

³ EDUCATIONAL

⁴ SUSTAINABLE

⁵ TECHNOLOGICAL

⁶ RELATIONAL

⁷ FESTIVE

⁸ INTERNATIONAL

⁹ EXPERIENTIAL

¹⁰ INCLUSIVE



04/ FEATURED DATA

- 22 - 23 JUNE 2020
- FYCMA - Trade Fairs and Congress Center of Málaga
- Professional Forum
- International
- Annual Frequency

ORGANISERS:



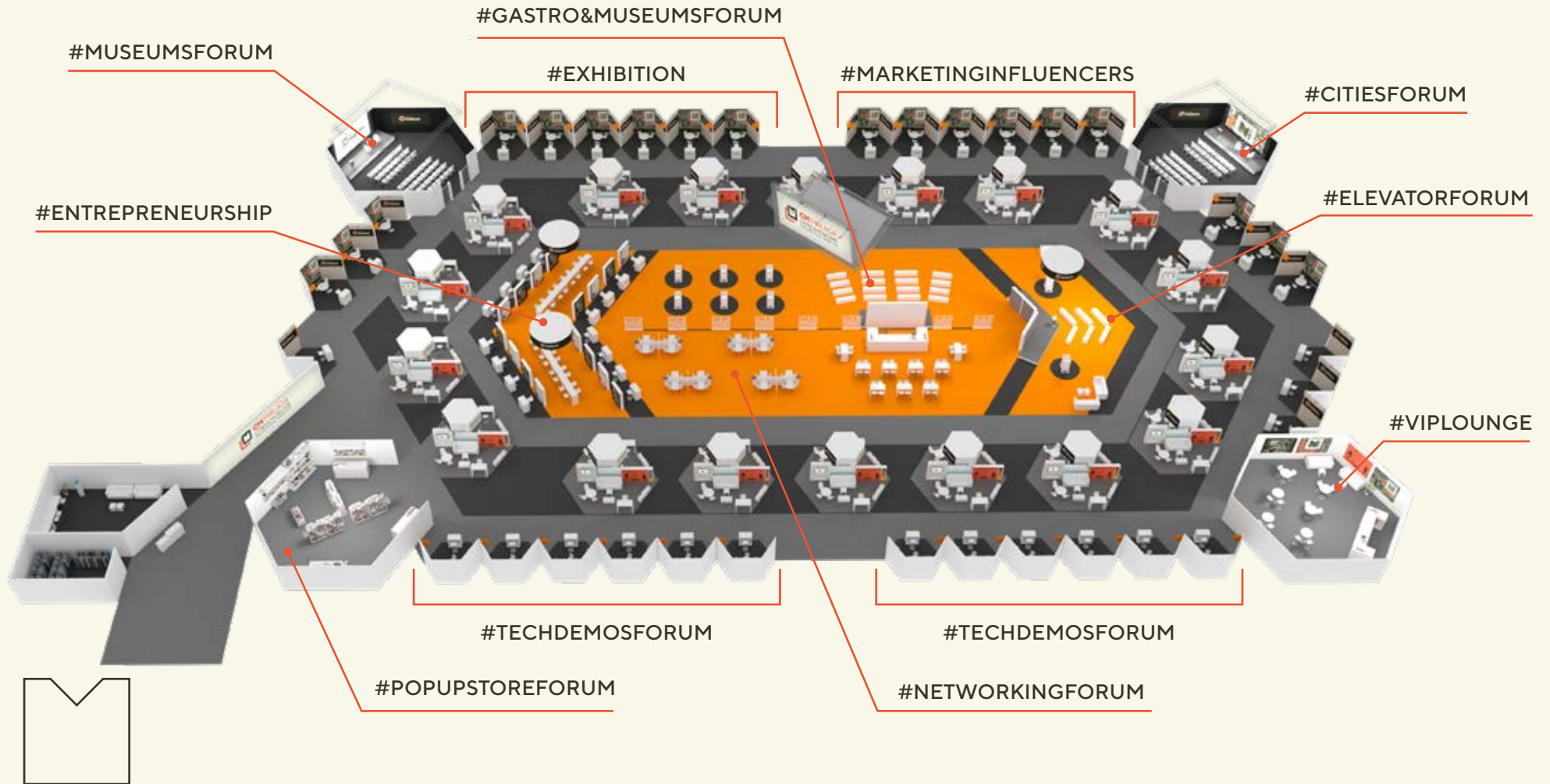
CM MÁLAGA is an interaction space designed for cultural action professionals

ESTIMATED FIGURES

- 80 destinations
- 30 countries
- 1000 visitors
- 50 exhibitors
- 2000 work meetings
- 120 speakers
- 30 success stories
- 10 challenges

Europe / Latin America / Asia / Middle East & Maghreb / Canada / USA

05/ AREAS OF ACTIVITY



06/ TOPICS

To project and manage the cultural destinations and museums of the 21st century.
Two specialised forums that have transformation and innovation as the driving axes.

FORUMS

#MUSEUMSFORUM

#CITIESFORUM

THEMATICS AREAS

- ARCHITECTURE AND ENVIRONMENT
- DIGITAL TRANSFORMATION
- TRANSFORMATION OF CITIZENSHIP
- BRAND AND REPUTATION
- TRANSFORMATION OF MANAGEMENT
- SUCCESS STORIES



07/

REASONS TO PARTICIPATE

- 1. POSITIONING:** Meeting point for museums, cultural industries and destinations that are references in the tourism-cultural segment.
- 2. BUSINESS:** Unique forum that puts in direct contact: destinations, museums, innovation, technology, cultural industries, professionals and public administration.
- 3. INTERNATIONALIZATION:** Reverse commercial missions with the presence of international institutions and companies.
- 4. DEBATE:** The main agents and companies that transform cultural destinations and museums of the 21st century have a debate in our forums.
- 5. PARTNERSHIP:** Generate present and future agreements with agents of the sector.
- 6. FUTURE:** Co-creating projects based in innovation. Redesigning the museum concept, destinations and cultural spaces.

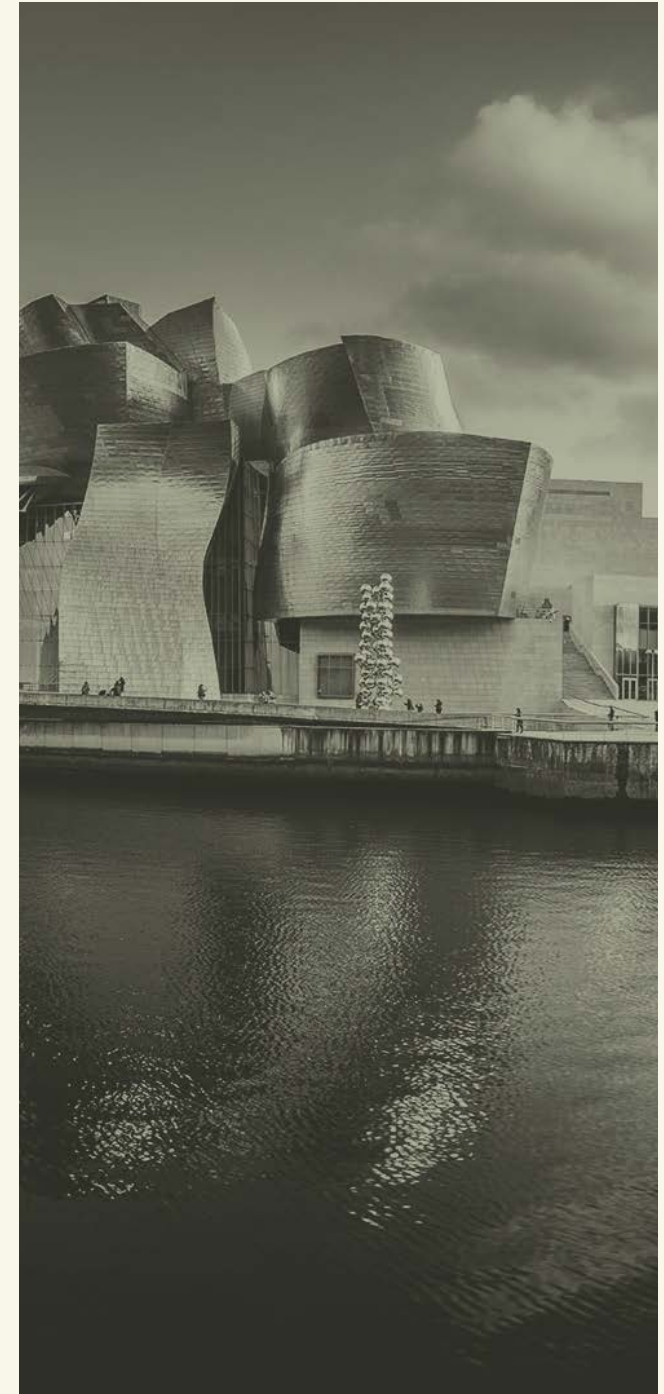
SPEAKING OF THE FUTURE

Management. Challenges. Critical dialogue. New tools. New realities. Transformation. Innovation. Robotisation. Diversification. Mediation. Culture. Education. Creation. Entrepreneurship. New tools. New audiences. New cultural spaces. New destinations. New DNA of museums and cultural spaces

08/

EXHIBITOR PROFILE

1. Cultural destinations and cities
2. Public administrations
3. Foundations and Associations
4. Cultural industries
5. Large companies
6. Technology companies
7. Museums networks
8. Ultimate service companies in connection with museums and destinations:
 - design and production
 - transportation of cultural goods
 - conservation and restoration
 - lighting
 - graphic arts
 - specialised insurance
 - mobility
 - comprehensive cultural management services
 - training and education
 - communication and marketing
 - promotions and different applications
 - etc.
9. Promoters, managers, and cultural and tourism consultants.
10. Start-ups and young entrepreneurs.



09/ VISITOR PROFILE

CULTURE SECTOR

1. Public and technical managers of Public Administrations
2. Museums and museum promotion companies
3. Cultural spaces
4. Foundations
5. Associations, federations and sectoral organisations
6. Cultural industries
7. Digital humanities
8. Young entrepreneurs
9. Innovation / R&D+i / Start-ups linked to smart culture
10. Professionals from the museum sector:
 - Directors of museums and cultural spaces
 - Museum technical staff
 - Cultural managers and consultants
11. Universities: professors, researchers and students
12. Media organisations: specialised journalists
13. Social networks: bloggers, vloggers and influencers
14. Designers and architects
15. Other experts in the museum, cultural and technological ecosystem



09/ VISITOR PROFILE

TOURISM SECTOR

1. Cities
2. Cultural tourist destinations
3. Public and technical managers of Public Administrations
4. Young entrepreneurs
5. Professionals from the tourism sector:
 - Directors
 - CEOs
 - Product Managers
 - Tailor-made specialised agencies
 - Tour operators
 - Incentive houses
 - Hotel groups and carriers
 - OTAs
 - Search engines / Intermediary platforms
 - Leisure platforms
6. OPCs
7. MICE. Large companies
8. Universities: professors, researchers and students
9. Media organisations: specialised journalists
10. Social networks: bloggers, vloggers and influencers
11. Marketing agencies, events, PR
12. Other experts in the tourism and technological ecosystem



10/ WAYS TO PARTICIPATE

Below you can find the participation models. Choose the one that best suits the activity of your entity. If you do not find what you are looking for, tell us your needs.

1. VISIT

The simplest way to participate. Get your entry ticket to access the exhibition area and plenaries. Join us!

2. PANELS

Use our plenaries to make presentations, participate in round tables, or present success stories in front of a key audience for the sector and for your business. Explain your case!

3. EXHIBIT

The connections that you can make at CM MÁLAGA are multiplied with your presence in the exhibition area. Give visibility to your brand. Be an exhibitor and get yourself out there!

4. SPONSOR

The greater presence of your brand in a key sector forum. Different sponsorship options to obtain the greatest impact. Sponsor culture!



11/ SOCIAL MEDIA

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