

## **CM MÁLAGA CELEBRATES ITS FIRST EDITION ON JUNE 2021 AND IS WORKING ON A PARALLEL ONLINE PROGRAMME**

**The celebration of the first edition of CM Malaga, Cities & Museums International Trade Fair will finally take place on 21<sup>st</sup> and 22<sup>nd</sup> June, 2021. It is organised by FYCMA (Trade Fair and Congress Centre of Malaga), with the support of Diario Sur, a renowned daily newspaper which belongs to Vocento Multimedia Communications Group. The forum will be held firstly through a series of online meetings and then with an onsite event on June 2021. Both national and international experts will take part in different thematic blocks in order to discuss topics such as the new scenarios in culture and museums, the new paradigm in tourism and cities, and the role of technological innovation and digital transformation in creating an inspiring future**

The first face to face edition of CM Malaga, Cities & Museums International Trade Fair will be held on 21<sup>st</sup> and 22<sup>nd</sup> June, 2021 at FYCMA (Trade Fair and Congress Centre of Malaga). Initially, it was due to take place on June 2020, but it has been postponed given the exceptional circumstances we have been facing recently in order to ensure a higher participation from companies and professionals, as well as to guarantee a successful first edition. The fair stays loyal to the foundation with which it was born: an international and multidisciplinary forum focused on innovation, culture and tourism with the aim to discuss and address the challenges and opportunities brought by new technologies to manage museums, cultural centers and city destinations.

It will be held in two different stages and formats: firstly, with a series of monthly online meetings starting next June 22th, and secondly, with the face-to-face event in June 2021. This innovative programme seeks to analyze the new context for culture, museums, cities and tourism and the role of innovation and creativity in building new scenarios. It will also provide some solutions to the new needs brought by the technological innovation and digital transformation. This initiative will also provide the opportunity to create a long-term virtual community integrated by speakers, collaborating entities, public and private institutions, tech companies and professionals from the culture and tourism sectors.

CM Málaga is an international and multidisciplinary meeting that provides a global vision of the museums and cultural activities and their interactions with city destinations. It is defined to become a meeting point for all professionals, managers and public administrations involved in the transformation of culture and tourism through technological innovation. Moreover, it will address the impact of museums and cultural activities in the evolution of tourist destinations as they are currently facing the challenge of promoting more sustainable spaces and models in a context of technological innovation.

The forum, is organised by FYCMA (Trade Fair and Congress Centre of Malaga), with the support of Diario Sur, a renowned daily newspaper, part of the Vocento Multimedia Communications Group with Gnos as technological partner. For more information, please visit: [www.cmmalaga.com](http://www.cmmalaga.com), and social media [Facebook @cmmalagafair](#), [Linkedin](#) or [Instagram](#).