

21—22 jun  
2021

# Inspire the future

**CM Málaga**  
Cities & Museums  
International Trade Fair

#CMMálaga21

**FYCMA**  
Trade Fairs and  
Congress Center of Málaga



## 01/ 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.



Inspire The Future

# 360° FORUM

## 02/ KEY FEATURES

<sup>1</sup> INSPIRATIONAL

<sup>2</sup> COMMERCIAL

<sup>3</sup> EDUCATIONAL

<sup>4</sup> SUSTAINABLE

<sup>5</sup> TECHNOLOGICAL

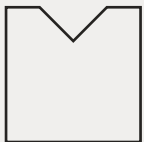
<sup>6</sup> RELATIONAL

<sup>7</sup> FESTIVE

<sup>8</sup> INTERNATIONAL

<sup>9</sup> EXPERIENTIAL

<sup>10</sup> INCLUSIVE





# 03/ FEATURED DATA

- 21 - 22 JUNE 2021
- FYCMA - Trade Fairs and Congress Center of Málaga
- Professional Forum
- International
- Annual Frequency

ORGANISERS:



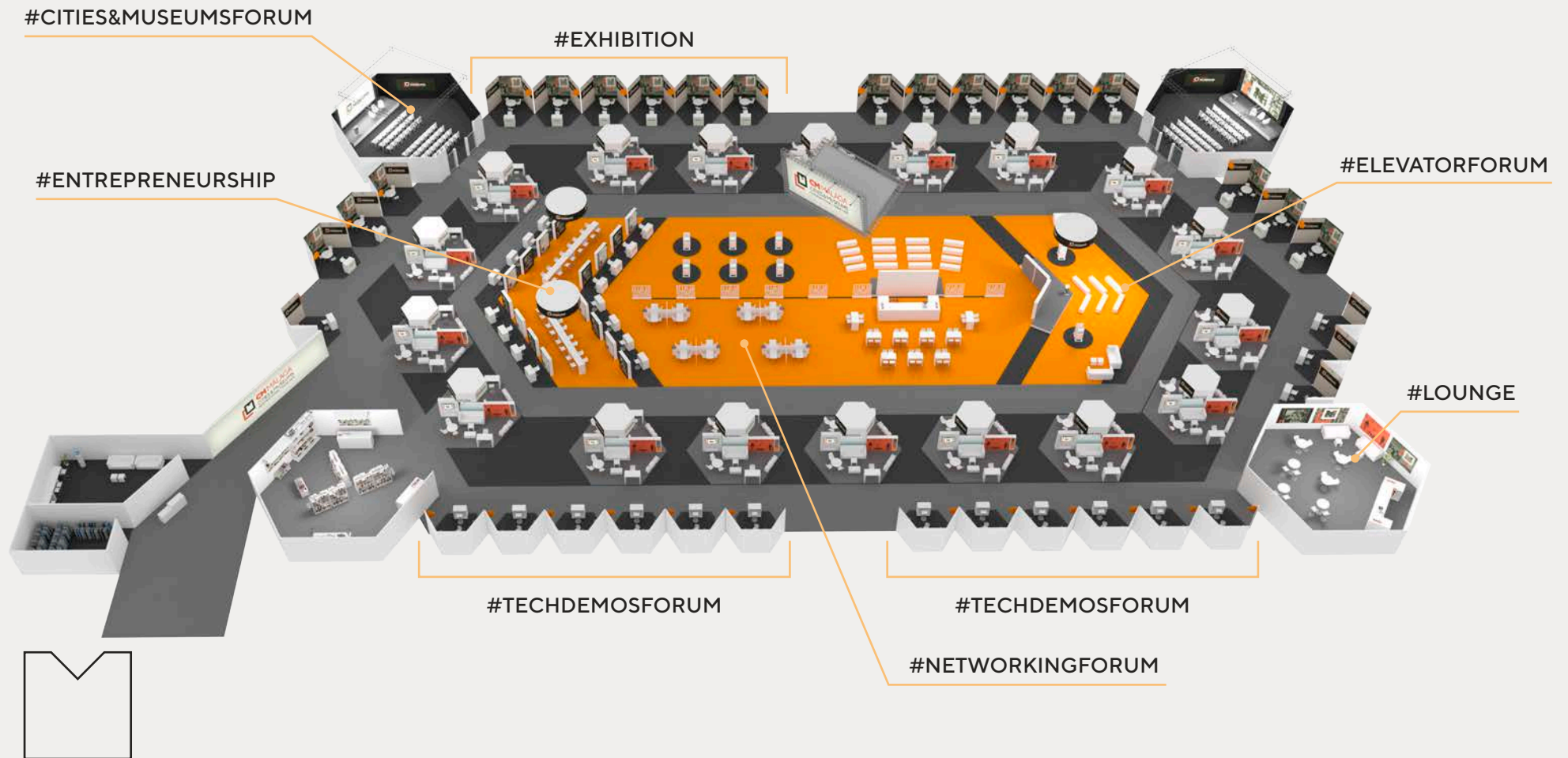
CM MÁLAGA is an interaction space designed for cultural action professionals

## 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

# 04/ AREAS OF ACTIVITY



# 05/ TOPICS

To project and manage the cultural destinations and museums of the 21st century.

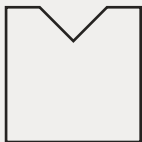
A specialised forum that have transformation and innovation as the driving axes.

## FORUM

#CITIES&MUSEUMSFORUM

## THEMATICS AREAS

- SUSTAINABILITY
- ARCHITECTURE AND ENVIRONMENT
- BRAND AND REPUTATION
- DIGITAL TRANSFORMATION: BIG DATA, IOT, ARTIFICIAL INTELLIGENCE, STORYTELLING, NEURO CULTURE - SENSORISATION, CYBERSECURITY
- NEW FORMS OF REALITY: 3D, VIRTUAL REALITY, AUGMENTED REALITY, PHOTOGRAMMETRY, LASER SCANNING
- GAMIFICATION
- TRANSFORMATION OF CITIZENSHIP (COMMUNITY CULTURE, NETWORKS AND PLATFORMS)
- TRANSFORMATION AND INNOVATION IN KNOWLEDGE AND TERRITORIAL MANAGEMENT
- ART, SCIENCE AND TECHNOLOGY AS INSTRUMENTS OF TERRITORIAL AND SOCIAL SUSTAINABILITY





## 06/ REASONS TO PARTICIPATE

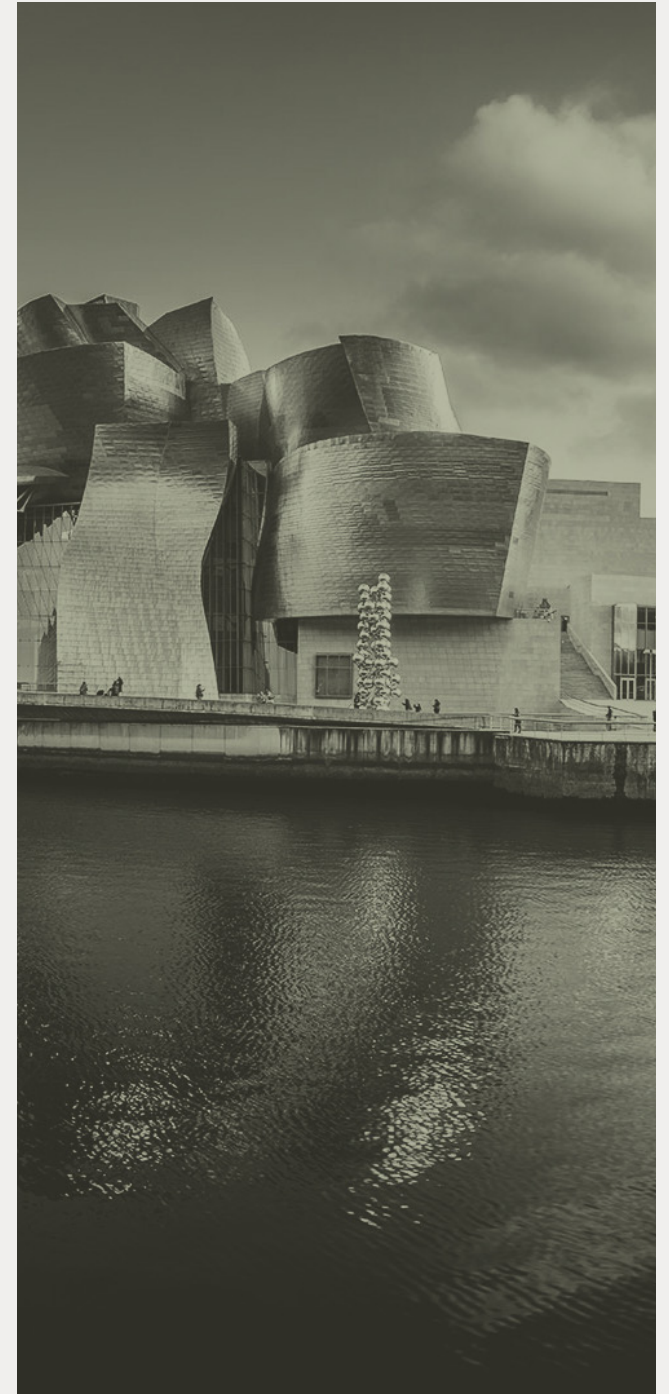
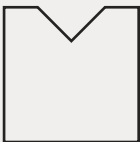
1. **POSITIONING:** Meeting point for museums, cultural industries and destinations that are references in the tourism-cultural segment.
2. **BUSINESS:** Unique forum that puts in direct contact: destinations, museums, innovation, technology, cultural industries, professionals and public administration.
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.
7. **TRAINING:** New trends and professional retraining on new management models, digital transformation, marketing and communication.

### 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

# 07/ 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.

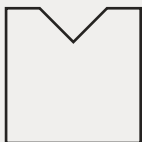




# 08/ VISITOR PROFILE

## CULTURE SECTOR

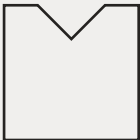
1. Public and technical managers of Public Administrations
2. Museums and museum promotion companies
3. Cultural spaces
4. Foundations
5. Associations, federations and sectoral organisations
6. Cultural industries
7. Digital humanities
8. Young entrepreneurs
9. Innovation / R&D+i / Start-ups linked to 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/  
RRSS



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