

## XVI Edition of Mediterranean Exchange of Archaeological Tourism



This event has an international dimension and hosts the annual presence of WTO, UNESCO, ICCROM.

It is the only exhibition hall in the world dedicated to archaeological heritage and the first international event of **interactive and virtual technologies**, the event represents the meeting place for professional business and an important moment for debate on cultural heritage issues such as protection and promotion, on which international governmental organizations, institutions, professional associations, superintendents, archaeologists, museum directors, academics (more than 300 speakers participated in 50 conferences and meetings) confront themselves; 150 journalists accredited have an extraordinary media feedback on many magazines, newspapers, radio and television programmes.

For the importance of the cultural heritage as a factor of intercultural dialogue, social integration and economic development, the event promotes cooperation among peoples through participation and exchange of experiences: in these years Official Guests have been Egypt, Morocco, Tunisia, Syria, France, Algeria, Greece, Lybia, Peru, Portugal, Cambodia, Turkey, Armenia.

Prestigious collaborations enhance always the program, while ArchaeoWorking, ArchaeoFilm, Experimental Laboratories of Archaeology, Meetings with the Protagonists, Paestum Awards for Archaeology, ArchaeoVirtual multimedia exhibition designed to unveil the new frontiers of scientific research related to the ancient world, will be replicated.

The B2B Workshop is dedicated to the trade of **cultural tourism** product: the demand from 60 foreign buyers selected by the Enit and coming from 12 different Countries meet 350 sellers.

Institutions and Foreign Countries, Regions, Municipalities, Chambers of Commerce, Tourism Promotion Companies, Archaeological Parks, Trade Associations, Professional and Cultural Associations, Tourist Companies, Service Companies, Publishing Houses, will take part to the exhibition hall promoting their territory, and in the frame of ArchaeoMeeting they will have the opportunity to hold press conferences and present new projects in dedicated meeting rooms.

An opportunity of high professional profile and of great international significance, that can't be missed.

### **Further information:**

Official website: [www.bmta.it](http://www.bmta.it)

Download the leaflet ([PDF](#), 4 Mb)