**MUTEC 2022**

**International Trade Fair for Museum**

**and Exhibition Technology**

**(24 to 26 November 2022)**

Leipzig, 30 November 2022

**Comments on MUTEC**

**Successful Event Format and Tremendous Teamwork**

We're thrilled to be a MUTEC partner. As an association, it's our goal to recruit new members and sponsors. The Leipzig trade fair provides an excellent platform for this. We always meet so many interested people here and we had some very good meetings. What's more, we're so happy that the format of our first event at MUTEC was successful. The support we received from the organisers was excellent. It was lovely to work together with them. We're very much looking forward to the next event.

*Beate von Törne, Deputy Director of the German branch of the ICOM international council of museums.*

**Palpable Excitement Among Visitors to the Trade Fair**

As the market leader in virtual and augmented reality, we travelled here from Belgium to present our innovations to the German museums. We offer solutions that can literally bring history alive. It is the first time we've presented our global innovation in Germany and we're very excited by the enthusiasm shown by visitors here. We're very satisfied with our participation in the trade fair. We had good conversations with all kinds of interesting people.

*Hans Vandamme, CEO Alfa Vision*

**Experiment With Excellent Response**

We're here at MUTEC for the first time and were aiming to attract museum shop managers right from the start. It was an experiment for us to come to the fair and we were curious to see how many people would be interested in our products. We were pleasantly surprised that our stand was packed with visitors all the time. We were able to establish plenty of valuable new contacts with museums and many private clients were also interested in our products. By adding the area called "MuseumsMerch" dedicated to museum merchandise to the MUTEC exhibition, Leipziger Messe did everything right. It was well worth us being here.

*Tilo Schmidt, Managing Director at Fridolin GmbH*

**Significant Platform for Establishing Initial Contact**

For us as a Leipzig company, MUTEC is our local trade fair. We meet lots of our customers here and can work on maintaining our business relationships. But we also had numerous meetings with potential new clients. We were especially thrilled to see so many international visitors. Now we are back after the pandemic break, everyone was saying the same at their meetings: Finally a real trade fair again. It was wonderful to see that this edition of MUTEC was able to seamlessly carry on where we left off. This trade fair is an important platform for us. Here, we often talk to potential customers for the first time about our innovative planning tool for exhibitions. We'll definitely be back next time.

*Philipp Orschler, Managing Director at Cura 3D GmbH & Co. KG*

**Essential Event With Great Variety**

We have been an exhibitor here right from the start and were still surprised by the amazingly good atmosphere throughout the fair. We hadn't expected that. The countless meetings with our present customers as well as new business contacts covered a good variety of topics as always and ensured once again that MUTEC will remain an essential event for us. We came here to showcase our new software for museum ticketing. It's so good to talk to people in person once again. We'll be back for the next edition in 2024.

*Frank Petersen, Area Manager North/East at Beckerbillet GmbH*

**Direct Feedback on Innovations**

We always exhibit at MUTEC. So we are pleased to report that this year we had plenty of visitors to our stand on all three days of the fair as usual. We were very busy. Here, we can present our latest technology to the museum industry and receive direct feedback on our innovations. We can see that visitors are interested because they come to us with specific technical questions. There was particularly strong interest in our digital magnifying glasses for multitouch tables as well as our combinations of projections and interactive formats. MUTEC is a trade fair not to be missed. That's why we will definitely be back next time.

*Roman Schuppan, holder of a Master's degree in Engineering and an authorised representative of Werk 5 GmbH at the Interactive Scape stand.*

**Great Response to Digitisation Solutions**

We're very pleased with MUTEC and can already confirm that we would love to come back. We made huge progress in expanding our network thanks to the quality of visitors here. Our company's strength lies in digitising art and cultural heritage and consequently being able to reproduce these as 3D prints. There has been a great response to our prototypes here in Leipzig. We feel that visitors are happy to be here and they confirmed to us that we are fully on the right track with what we are doing.

*Ilja Streit, Managing Director at digitus art*

**Direct Questions and Specific Requests**

At MUTEC, we are presenting our software for managing inventories of museum exhibits. It allows objects and their relevant data to be easily registered and shared with other partners. This enables us to contribute to the preservation of cultural heritage. At the trade fair, we had good discussions, met some new customers and maintained our present business relationships. Some of the visitors approached us with direct questions and specific requests. MUTEC is a very well-organised trade fair. We are very much considering coming back to the next edition.

*Tobias Hulsens, Head of Sales at Axiell ALM Deutschland GmbH*

**About MUTEC**

The key aspects of the trade fair are museum technology and equipment, visitor service, media presentation, museum infrastructure as well as archiving and digitisation. With this broad range, the trade fair is aimed at operators of museums and collections, exhibition halls, science centres, galleries, archives and libraries. A visit is also worthwhile for architecture offices, consulting firms and museum restorers. The conference programme covers current developments and challenges in the industry. MUTEC has been held under the same roof as denkmal, Europe's leading trade fair for conservation, restoration and old building renovation, since 2010 and has been hosted by Leipziger Messe since 2016. In 2018, 105 exhibitors from ten countries presented at MUTEC, which drew 14,200 visitors together with denkmal.

**About Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations in Germany and abroad. With its five subsidiaries, the Congress Center Leipzig (CCL) and the KONGRESSHALLE am Zoo Leipzig, Leipziger Messe is a comprehensive service provider covering the entire event organisation sector. Thanks to the services it offers, customers and visitors voted Leipziger Messe the service champion of the trade fair industry in Germany's biggest service ranking in 2021 for the eighth time in a row. The Leipzig Exhibition Centre comprises an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year it hosts an average of 270 events, including trade fairs, exhibitions and congresses. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in Leipziger Messe's corporate activities.

**Press contact**

Felix Wisotzki, Spokesperson denkmal/MUTEC

Tel.: +49 (0)3 41 / 678 65 34

Fax: +49 (0)3 41 / 678 16 65 34

Email: f.wisotzki@leipziger-messe.de

**Online**

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