

**Heritage Preservation International
(31 October - 2 November 2019)****denkmal Russia-Moscow 2019
International trade fair for heritage preservation,
restoration and museum technology
(5 - 7 November 2019)**

Leipzig, 20. November 2019

**Heritage preservation trade fairs in Russia and China
exceeding all expectations**

The trade fairs for restoration, heritage preservation and museum technology of Leipziger Messe International (LMI) have exceeded all expectations, closing with record numbers for both exhibitors and visitors at Heritage Preservation International (HPI) as well as denkmal Russia-Moscow. Both are also expected to have a positive impact on the home trade fair denkmal Leipzig.

„The success story of our heritage preservation trade fairs in China and Russia continues and the reception is growing”, Markus Geisenberger, CEO of Leipziger Messe International gladly noted. „Our partners and exhibitors of denkmal Leipzig are loyal in following us as we are able to guarantee the same quality standards and first class relationship management at home and abroad. Meanwhile these trade fairs are priceless advertisements for our Leipzig fair.

The Heritage Preservation International (HPI) in Shanghai, China started with significantly more exhibitors. This year’s exhibition from 31 October to 02 November featured 116 exhibitors – up 30 from 2017. They mainly showcased technology and materials for restoration, 3D-Scan and visualisation, their restoration know-how and scientific research and studies results. For the first time Germany was represented with an official pavilion. The total number of registered visitors clocked in at 3.350 (2017 3.200).

A special attraction was the congress program featuring renowned speakers from China, Germany, the UK and Hungary. The heritage preservation and architectural faculties of the universities of Tsinghua and Tongji, ICOMOS China, the Chinese Academy for Heritage Preservation and China State Administration for Culture Heritage, the Forbidden City of Beijing (Palace Museum) and the Association of Restoration Technologies guaranteed diverse and interesting presentations and debates attracting experts even from the outskirts of China. The renowned group of architects David Chipperfield Architects (London, Berlin, Milan, Shanghai) hosted a round table about their large scale project „Rockbound“ in Shanghai. It involved, among other things, how the interests of builders, present day demands and the preservation of European architecture can be simultaneously achieved. „Shanghai offers a unique European architectural heritage with more than 1.800 structures“,

informers HPI Project Director Ulrich Briese. „This makes the city of 24 million an ideal location for European manufacturers and experts looking to enter the Chinese market.”

Dr. Titus Kockel of the German Confederation of Skilled Crafts (ZDH) was fascinated and responded: “I’ve had great talks with heritage preservation institutions, architectural offices, and education institutions. The demand for the German experience and know-how is unbrokenly high. I see many possibilities for co-operations and future business.” For the third time now the Fokus GmbH from Leipzig was present in China with LMI. The company specialises in documentation. “The offers of HPI have improved significantly”, according to company’s CEO Gunnar Siedler. „We have met many old and new prospective customers.”

Opening of the denkmal Russia-Moscow by high-profile representatives

Successes were also visible at the denkmal Russia-Moscow, set at Moscow’s Gostiny Dvor from 05 to 07 November. Following tradition, the trade fair was solemnly opened by the Minister of Culture of the Russian Federation Vladimir R. Medinsky accompanied by the Lord Mayors of Moscow and Leipzig, Sergey Sobyenin and Burkhard Jung. In total 3.600 restorers, craftsman, architects, builders, developers and public officials (2017 3.450) flooded denkmal, organized by LMI for the Russian capital every two years since 2011. Visitors praised the increased offerings: 110 exhibitors (2017 106) showcased their products and services at the largest Eastern European trade fair of its kind. Significantly more companies have come from St. Petersburg than Moscow this year. Most also took part at the St. Petersburg Pavilion at the denkmal Leipzig. Joint-presentations from institutions and companies from Yaroslavl and Nizhni Novgorod also celebrated their debuts.

Germany featured 19 exhibitors - among those were restorers, architects, suppliers of measuring devices, glass, natural colours and construction chemistry as well as restoration technology and -materials. The parent exhibitor Remmers presented itself on an area of 100 square meters and like many other German exhibitors actively participated in the congress program in which 180 experts appeared. Ralf Dieter Rupnow, CEO of Megaphob, stated at the closing of the fair: „Our technology for wall drying and energetic restoration, already awarded a price in Kaliningrad, has once again found great interest. We are more than satisfied.”

A particular visitor attraction was once again the stand of the Moscow Government. The documentation of the exponentially increased restoration work in Moscow since 2011, live shows by craftsman in multiple crafts as well as a diverse program of expert presentations and discussions yielded a great reception and praise by visitors.

The biggest show of all was given by the Ministry of Culture of the Russian Federation thanks to which the Moscow Kremlin, the Saint Petersburg Eremitage and Kizhi were present at the denkmal in Moskau. Russia’s Minister of Culture Medinsky honored the activities of Leipziger Messe in Russia and emphasized that denkmal Russia Moscow is the only trade fair in Russia this year uniting architects, restorers and museum employees. „Germany is our number one partner” said Medinsky. For 2020 the Minister announced the renewal of his Ministry’s commitment for the denkmal Leipzig.

Live competition from Moscow now also brought to Leipzig and Shanghai

Adding to the list the head of the Moscow culture heritage department Alexey Emelyanov confirmed their participation at the trade fair in Leipzig in 2020. His deputy Leonid Kondrachev noted during the award ceremony of the young restorer's competition that usually trade fairs for cultural heritage showcase the past. "We however are presenting the future - the future of restorers and how their tasks will look like in a few years", Kondrachev said. „The competition was first initiated in Moscow in 2017 at the request of our Moscow partners and was exclusively accessible to Russians“, LMI project director Briese informed. At the denkmal Leipzig in 2018 German junior craftsman first participated in the competition. Come this time already 5 disciplines (wood, stucco, brick work, painting and metal roofs) were included thanks to the support of the Government of Moscow. 8 participants were sent by the Leipzig chamber of crafts. Two of them won first place. HPI in China also followed the lead of introducing a live-competition. In Shanghai 18 craftsman competed in the restoration of brickwork and filigree woodwork. They were amazed.

In Moscow the Leningrad district announced its first participation at denkmal Leipzig. The Korean Heritage Preservation Office came with a large delegation showed interest in our trade fairs in all three countries."

The next heritage preservation trade fairs in China and Russia are scheduled for autumn 2021. From 05 to 07 November 2020 the expert world gathers already at denkmal in Leipzig, the European leading fair for heritage preservation, restoration and old-building renovation.

About Leipziger Messe International GmbH (LMI)

Leipziger Messe International (LMI) is part of the Leipziger Messe Company Group. It specialises in developing, implementing, and supervising trade fair and event concepts in international markets. LMI organises German joint participations abroad on behalf of the federal government and states, public institutions, and the private economy. Serving customers, from market analysis and design to consulting on funding options and entry requirements, even on-site organisation and execution focusing on the regions of Eastern Europe, Russia, China and Southeast Asia, LMI organises its own trade fairs and cooperates with organisers from established industry trade fairs.

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