

MUSEUMS FOR SOCIAL HARMONY

**22nd General Conference &
25th General Assembly
of the International Council of Museums**

COM



November 7th to 12th, 2010. Shanghai, China

INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSEES
CONSEJO INTERNACIONAL DE MUSEOS



ICOM
2010 SHANGHAI CHINA

Contents

- P02** *Welcome speeches*
- P04** *Conference theme*
- P06** *Session agenda*
- P07** *Conference venue*
- P08** *Registration procedures*
- P10** *Museum trade fair*
- P11** *Excursion day*
- P12** *Accommodation*
- P15** *Transportation*
- P16** *Entourage activities*
- P17** *Pre and post conference tours*
- P18** *Travel grants*
- P20** *Star Alliance*
- P21** *Sponsors*
- P21** *Contact us*

Welcome speeches



The year 2010 is a special year for the International Council of Museums (ICOM). Two major events will take place in Shanghai, China, which mark the global presence and diversity of ICOM with : the participation of ICOM from May 1st to October 31st in the Shanghai World Expo followed by ICOM's 22nd General Conference from November 7th to 12th. Two separate events with one simple goal: bringing the worldwide museum community together and communicating ICOM's objectives.

Under the theme of "Museums for social harmony", universality will be celebrated and the dialogue between different cultures will be encouraged at this General Conference in Shanghai. The six-day Conference will offer a platform to share and demonstrate projects by participants from culturally and linguistically diverse backgrounds, and provide a forum to develop innovative, interdisciplinary and inclusive conceptual frameworks in a dynamic and changing museological environment. ICOM's 28,000 members from 138 countries play an important role in the preservation and conservation of both tangible and intangible cultural heritage. Thanks to this Conference, they can continue to work closely together across different cultures developing a society of mutual understanding, thus more peaceful, tolerant and harmonious.

I am very pleased that we can once again gather together in Asia since our General Conference in Seoul, Korea in 2004, on this important occasion. The triennial General Conference is a great opportunity for museum professionals to meet and exchange their thoughts, ideas and experiences. Our last Conference held in Vienna, Austria in 2007 was a great success. It is my great honour to welcome you, together with our Chinese hosts, to this significant event. I hope that we can all contribute to making it an unforgettable moment. See you in Shanghai in 2010!

Alissandra Cummins
President of ICOM



Dear friends from Chinese and overseas museums,

On behalf of the Chinese National Committee of ICOM, I would like to invite all members of the ICOM family and friends that care about and support the museum undertakings to attend the 22nd General Conference and the 25th General Assembly of ICOM in Shanghai, China, in November 2010.

China is one of the countries in the world which has the longest history and the oldest civilization with abundant cultural and natural heritages. On her vast land of 9,600,000 square meters, there are more than 400,000 historic monuments, over 2,500 museums and over 20,000,000 antiquities. The ICOM General Conference in Shanghai in 2010 will provide the museum people all over world with an opportunity to view China's history and culture as well as a platform of professional dialogue to enhance mutual understanding and cooperation.

Mankind has been confronted with some serious problems, such as environment deterioration and cultural conflicts since the beginning of the 21st century. Museums, however, may and can make some special contributions in dealing with these tough issues. So we expect the discussions on the theme of the conference "Museum for Social Harmony" will produce some constructive results of far-reaching significance.

Welcome again to Shanghai, China! Your participation will surely make the 2010 ICOM General Conference an unforgettable cultural and museums' gala in the 21st century.

Thank you!

Zhang Bai
Chairperson, Chinese National Committee of ICOM
Co-Chairperson, the Executive Committee of ICOM 2010 Organizing Committee

MUSEUMS FOR SOCIAL HARMONY

Museums in the 21st Century are at the cross roads of major transformations in the global economy and environment. They are in a position to address the urgent need for safeguarding cultural diversity and bio-diversity as the common heritage of humanity. The preferred futures across the world are for Environmental, Cultural, Economic and Social Sustainability. Museums have a role to play as mediators in these transformations in promoting social harmony.

ICOM 2010 will be a critical milestone for intercultural dialogue to promote mutual respect and intergenerational ethic emphasizing practices for the inclusion of young people in museums. There will be a range of opportunities during the General Conference to scope, debate and plan creative approaches to change and develop responsible future directions as we strive to facilitate social harmony during times of rapid change and unprecedented development.

ICOM 2010 will bring together a range of expertise from across the world to encourage new models of collaboration that provide opportunities for members to contribute to museum development addressing all forms of heritage: tangible, intangible, movable, immovable, cultural and natural. The museum will be considered as a process, as a forum and as a construct.

There will be special emphasis on appropriate capacity building for promoting cultural exchanges and future project development.

ICOM 2010 will address urgent concerns for protection and safeguarding of all forms of heritage, especially in countries and regions where heritage resources are under threat due to armed conflict, famine, climate change, illicit traffic and tensions between conservation and development.

How can we increase the quality of professional services in museums, giving priority to capacity building at all levels, especially in what relates to the basic museum functions: documentation, research, conservation, communication and education. How can we stimulate better and wider access and use of the knowledge generated by ICOM?

ICOM 2010 will provide a platform to share and critique demonstration projects by participants from culturally and linguistically diverse backgrounds. It will be a forum for developing innovative and inclusive conceptual frameworks for working across different cultures in a dynamic and changing environment. There are multiple perceptions and perspectives of what is harmony. The multiple voices of different participants will inform discussions to promote a culture of world peace. ICOM 2010 will raise the level of awareness of the importance of the purpose of museums and their role in fostering approaches and ideas to promote social harmony and inclusion.

Academic and Professional Events

Date	Events	
November 7th (Sun)	09:00-18:00	Registration
	09:00-16:30	Advisory Committee meeting
	17:00-18:00	Opening Ceremony of the General Conference
	18:30-20:30	Welcome Dinner
November 8th (Mon)	09:00-09:45	Opening Ceremony of the General Assembly
	09:45-10:00	Coffee/tea break
	10:00-11:30	Keynote Speeches
	11:30-11:45	Coffee/tea break
	11:45-13:00	Keynote Speeches
	14:00-14:30	Opening Ceremony of the Museum Trade Fair
	14:30-18:00	Executive Council meeting
	14:30-17:00	Meetings and activities of International Committees, Regional Alliances and Affiliated International Organizations
	14:00-17:00	Open Forum
	14:30-18:00	Museum Trade Fair
November 9th (Tue)	09:00-17:00	Meetings and activities of International Committees, Regional Alliances and Affiliated International Organizations
	09:00-12:00	Open Forum
	09:00-18:00	Museum Trade Fair
November 10th (Wed)	09:00-17:00	Meetings and activities of International Committees, Regional Alliances and Affiliated International Organizations
	09:00-18:00	Museum Trade Fair
November 11th (Thu)	Excursion day-Excursions to museums and cultural heritage sites	
November 12th (Fri)	09:00-11:00	General Assembly
	11:30-13:00	Closing Ceremony of the General Conference & General Assembly
	13:00-15:00	Advisory Committee meeting
	15:00-17:00	Executive Council meeting
	18:30-20:30	Farewell Reception

Conference venue

(World Expo Center)



(Conference venue)



Registration procedures

<http://2010.icom.museum>
<http://www.icom2010.org.cn>

Registration fee details:

	Before March 30th, 2010	Before August 1st, 2010	After August 1st, 2010
ICOM Member:	RMB 3,100	RMB 3,500	RMB 3,900
Accompanying Person:	RMB 1,550	RMB 1,750	RMB 1,950

	ICOM member registration fee includes	Accompanying Person Registration fee includes
Official Sessions	✓	
Session material	✓	
Simultaneous interpretation	✓	
Welcome dinner	✓	✓
Opening ceremony	✓	✓
Closing ceremony	✓	✓
Farewell reception	✓	✓
Excursion day	✓	✓
Open forum	✓	✓

Cancellation policy:

1. Cancellation made by Sep 30, 2010 will be refunded 30% of the registration fee.
2. No refund will be made after Sep 30, 2010.

After the registration, please pay the full amount or pay initial deposit. The initial deposit includes the registration fee, one night hotel accommodation and 20% of the pre and post conference tour fee. The booking is valid only upon receipt of the payment in full by Aug 7, 2010, and is not refundable after June 7, 2010.

The full amount must be paid within 3 weeks after the registration. A confirmation email will be sent to you when we receive your payment. Cancellation of registration and bookings must be made in written form.

Cancellation policy for hotel accommodation, pre and post conference tour, culture activities and city tour:

Cancellation Date	Cancellation Charges	Cancellation Date	Cancellation Charges
After June 07, 2010	20%	After Sep 07, 2010	60%
After Aug 07, 2010	40%	After Oct 07, 2010	100%

All refunds will be processed after Dec 12, 2010.

Payment:

A. Online payment

We have online payment service by IPS payment for the General Conference.

B. Off-line payment

a) Credit card:

If you wish to pay by credit card, please send your credit card information separately via fax (+86 21 6472 0408) or email upon receipt of a message.

b) If you wish to pay by bank transfer, please pay to the following bank account:

NAME: SHANGHAI JINJIANG TOURS

PAYEE'S BANK: BANK OF CHINA SHANGHAI LUWAN SUB-BRANCH

A/C NUMBER: 00746508091014

BANK ADDRESS: NO.205 MAOMIN ROAD(S.), SHANGHAI, CHINA

SWIFT CODE: BKCHCNBJ300

* It is important to fax the receipt of wire transfer/remittance with your name to the fax number: +86 21 6472 0408

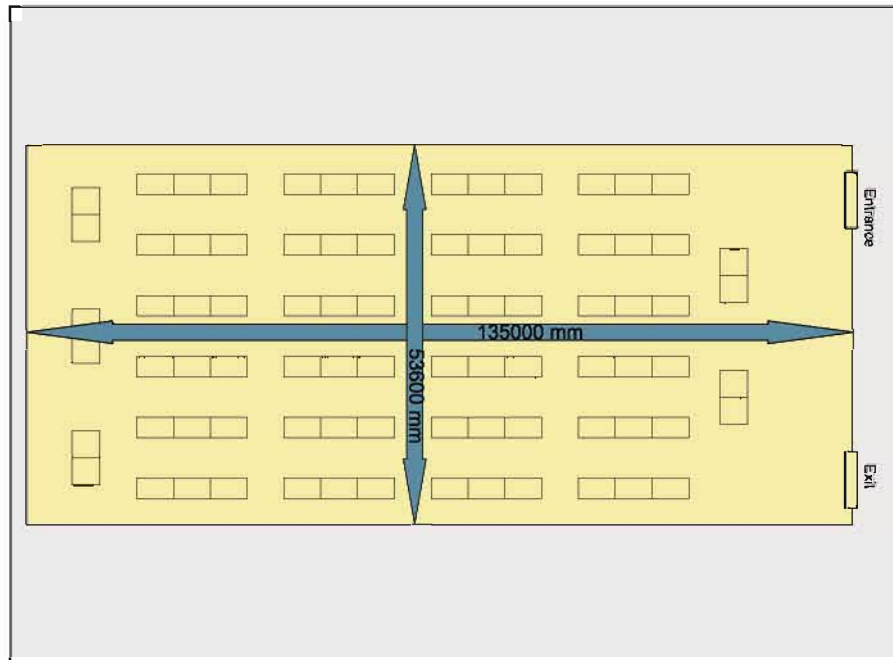
Museum trade fair

The rental fees :

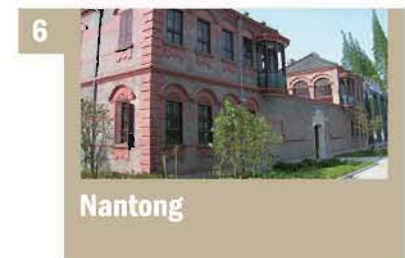
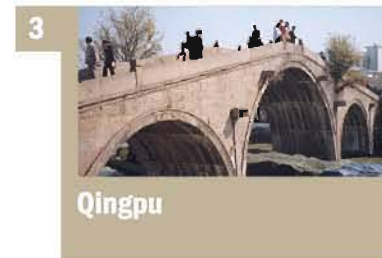
RMB: 40,000 yuan / 12 square meters (Size: 3 × 4 m)

The rental fees include:

Stand walls, fascia board with company name and stand number, carpet, stand cleaning; an electrics package: 4 spotlights and electric socket; a furniture package: 1 table, 3 chairs, 1 lockable cupboard, 1 waste basket.



Excursion day



The Excursion day is on November 11, 2010

Accommodation

Accommodation Information

- ★ We provide 14 hotels that are associated with the Expo for your choice. These 14 hotels are in the vicinity of the Expo center, located at Pudong and Puxi, and are convenient in transportation. The hotels rank from 5-star luxury to economy type.
- ★ The different types of hotels, room rates, and room types are on the registration website. Guests can make their choices from the information.
- ★ When you put in your check-in and check-out dates to a certain hotel as well as other requests, the system will give you a confirmation. If the hotel has no vacancy, the system will tell you to choose another hotel.
- ★ After you book the hotel room and pay the registration fee, you need to first pay for one night within two weeks after your registration. Then pay the rest of the fee by August 7. If we do not receive the fee as stated above, your registration and reservation will be cancelled.
- ★ We have an information desk in the lobby of each of the designated hotels with our staff working round the clock. You can register at our information desk, and get your conference bag.
- ★ The message board will be placed beside the information desk. You will find daily the conference agenda, tour itinerary, shuttle bus timetables, and other important notices on the message board.
- ★ Our shuttle bus only serves guests staying at the designated hotels. The shuttle bus takes guests between the hotel and the Expo center and to dinner venues.
- ★ We provide complimentary airport transport service only for guests who stay at our designated hotels.
- ★ All city tours will start and end at the hotels.



No	Hotel	Ranking	Shuttle bus	Distance to Expo Center	Breakfast	Price (RMB)
A	Oriental Riverside Hotel	5 star	20 minutes	7 km	2 breakfast, garden view	918+15%
					2 breakfast, river view	1118+15%
B	JINJIANG TOWER	5 star	30 minutes	11 km	2 breakfast	720+15%
C	The St.Regis Shanghai	5 star	25 minutes	7 km	1 breakfast	1500+15%
D	Sheraton Shanghai Hotel&Residences	5 star	20 minutes	4 km	1 breakfast	1000+15%
					2 breakfast	1100+15%
E	Shangri-la	5 star	20 minutes	8 km	1 breakfast	1680+15%
F	Hengsheng Peninsula International Hotel	4 star	20 minutes	12 km	2 breakfast	500+15%
G	Parkview Hotel	4 star	30 minutes	8 km	2 breakfast	600+15%
H	Green Garden Hotel	4 star	25 minutes	7 km	2 breakfast	590+15%
I	Ramada South Hotel Pudong Shanghai	4 star	10 minutes	3 km	2 breakfast	530+15%
J	Ramada Plaza Pudong South Shanghai	4 star	30 minutes	7 km	2 breakfast	480+15%
K	Four Points By Sheraton Shanghai	4 star	20 minutes	4 km	1 breakfast	780+15%
					2 breakfast	880+15%
L	Jiangtian Hotel	3 star	10 minutes	2 km	2 breakfast	450+15%
M	Grand You You Hotel	3 star	20 minutes	4 km	2 breakfast	340+15%
					1 breakfast	320+15%
N	JinJiang Inn (Expo-Shanghai)	3 star	5 minutes	3 km	1 breakfast	274+15%

Transportation

Transport Information

- ★ We provide airport transport service, according to the flight information on your registration form. Vehicle: Jin Bei Van at 350RMB or Buick Van.at 450 RMB.
- ★ Upon arrival at the Pudong international Airport, every participant who has booked the designated Hotels will be picked up by our staff with the guest's name on the ICOM sign board.
- ★ We can provide the see off transfer according to the flight information on the registration form. Passengers should leave hotel at least 3 hours in advance of the departure time You can go to our check in desk to confirm the flight information or book service on site.
- ★ We provide shuttle bus from designated hotel to the conference venue, shuttle bus timetable will be stuck on the message board at the lobby of every designated hotel.
- ★ Vehicle for excursion ,city tour and events will depart from the designate Hotels and back to the hotel at the end.



Entourage activities

No	Tour Name	Tour Price (rmb)
1	Half-day Tour in Shanghai (People's Square, etc.)	110
2	One-day Tour in Shanghai (Yu Garden, etc.)	280
3	Half-day Tour in Shanghai (Oriental Pearl TV Tower, etc.)	180
4	One-day Tour in Jinshan - Fengjin	270
5	One-day Tour in Songjiang	280
6	One-day Tour in Chongming	300
7	One-day Tour in Wuzhen	320
8	One-day Tour in Tongli	320
9	Half-day Tour in Shanghai Community	190



Pre and post conference tours

Pre conference tours	Date	Tour Price (rmb)	Single supplement:
Beijing -Three Gorges 9-day Tour	29 Oct., 2010 - 06 Nov., 2010	10380	3600
Xi'an - Silk Road 9-day Tour	28 Oct., 2010 - 06 Nov., 2010	12700	2600
Shanghai - Beijing - Xi'an - Guilin - Yangshuo 9-Day Tour	29 Oct., 2010 - 06 Nov., 2010	9500	2200
Shanghai - Zhengzhou - Luoyang - Beijing - Xi'an 9-Day Tour	29 Oct., 2010 - 06 Nov., 2010	8900	2300
Three Gorges - Chongqing - Chengdu 12-day Tour	26 Oct., 2010 - 06 Nov., 2010	10950	4000
Kunming - Lijiang - Shangri-la 8-day Tour	29 Oct., 2010 - 04 Nov., 2010	10850	2000

Post conference tours	Date	Tour Price (rmb)	Single supplement:
Beijing - Xi'an 5-day Tour	13 Nov., 2010 - 17 Nov., 2010	6260	1130
Beijing - Xi'an - Guilin - Yangshuo 7-Day Tour	13 Nov., 2010 - 19 Nov., 2010	9300	2000
Zhengzhou - Luoyang - Beijing - Xi'an 8-Day Tour	13 Nov., 2010 - 20 Nov., 2010	7968	1470
Huangshan - Wuyuan - Jingdezhen -Wuyishan 8-day Tour	13 Nov., 2010 - 20 Nov., 2010	6980	1700
Beijing-Datong-Pingyao 8-day Tour	13 Nov., 2010 - 20 Nov., 2010	7688	2000
Shanghai - Dunhuang - Xi'an 5-day Tour	13 Nov., 2010 - 17 Nov., 2010	9928	1260
Chengdu - Kunming - Lijiang - Shangri-la 8-day Tour	13 Nov., 2010 - 20 Nov., 2010	11300	2000

Notice:

Tour Price Includes:

- 4-star or 5-star hotel cruise accommodations two people sharing a double-bed room; breakfast provided.
- Coach
- Chinese lunch and dinner as mentioned in the itinerary.
- Local English-speaking guides accompanying throughout the journey.
- Admission fees as mentioned in the itinerary.
- Travel insurance.
- Domestic transportation including air or train tickets.

Tour Price does not include:

- Personal accident insurance
- Tips and other personal consumption during the trip.

Criteria for the Award of Travel Grants for the 22nd General Conference of ICOM and for Support for Young Members participation in International Committee Meetings

7-12 November, 2010, Shanghai, China

As an important step towards the implementation of the Strategic Plan for the period 2008-2010, ICOM is committed to support an inclusive participation of its members, specifically those residing in Emerging countries as well as young professionals. As such, ICOM will award travel grants for ICOM's 22nd General Conference to be held from November 7 to 12, 2010 in Shanghai (China).

The Grant will provide assistance for airfare in the most reasonable level of Economy Class, accommodation for the duration of the meeting and visa costs. The organizing committee will cover Conference fees. Insurance coverage, local transport, meals and other expenses related to the member participation at the meeting are not covered by this grant.

The applicants are requested to comply with the following criteria:

1. Travel grants shall be reserved for applicants from developing countries or from countries with non-convertible currency.⁽¹⁾
2. For an equitable distribution of resources, applicants who have received grants for both the General Conferences of 2004 and 2007 will not be given priority for a grant for the 2010 General Conference. Nevertheless, candidates for election of the Executive Council of 2010-2013 are not qualified for these grants.
3. Only applicants who have paid their dues for 2007, 2008 and 2009 may apply. New ICOM members who have just adhered in 2009 may also apply if they have paid their dues for 2009.
4. In regards to young members, candidates must be 40 years of age or under, by 31st December 2009, and currently employed full time in a museum. Each National Committee may send applications for 2 (two) young members. Applicants must be individual members of ICOM and of an International Committee whose meeting they wish to attend in Shanghai. Members who were awarded a grant in 2009 are ineligible for this program. Priority will be given to young members residing in developing countries or from countries with non-convertible currency.⁽²⁾
5. Only those applications accompanied by the following items will be considered:

- A statement of the applicant's motivation for attending the General Conference and the benefits which he/she expects to derive from it,
- Curriculum vitae from the candidate indicating training, work experience, publications and current work responsibilities (maximum one page).
- Application Form fully completed
(available at: <http://icom.museum/general-conference2010.html>)
- A letter of recommendation from the Chairperson of the National Committee or International Committee.

In the event that the Chairperson of a National Committee wishes to apply in his/her own name, a recommendation from the Board of his/her National Committee must be included in the application. The application may also include a recommendation letter from an International Committee or a Regional Organization.

6. For the awarding of grants, priority will be given in accordance with:

- The applicant's understanding of the benefits to be derived from attending the General Conference, as outlined in his/her submission,
- Ensuring representation from as many countries and types of museums possible,
- Any other sources of funding available which would facilitate his/her attendance at the Conference.

7. Each grantee is required to submit a narrative report to the ICOM Secretariat within one month after the General Conference, i.e. by 12 December 2010, stating his/her experience and the details of the amount spent.

The resources for this program are limited. Applications are reminded to comply with the eligibility criteria stated in this document.

Deadline for application: 31st December 2009
[Applications received after the deadline will not be considered].

Decision will be communicated by mid-February 2010.

Contact: Division For Administration and Finance, ICOM Secretariat
Maison de l'UNESCO, 1, rue Miollis, 75732 Paris Cedex 15, France.

Tel. (+33) (0)1 4734 0500 - Fax (+33) (0)1 4306 7862

Email: grants@icom.museum

(1) & (2) Reference will be made to the countries of residence belonging to the categories 2, 3 and 4 as defined per the ICOM New Fee Policy.

Star Alliance™ Conventions Plus



SAVE UP TO 20% ON TRAVEL WITH THE STAR ALLIANCE NETWORK

The Star Alliance™ Members Airlines are pleased to be appointed as the Official Airline Network for ICOM 22nd Triennial General Conference.

To obtain the Star Alliance™ Conventions Plus discounts, please call the reservation office of a participating Star Alliance Member Airline and quote the following Convention Code CA05S10.

Registered participants plus one accompanying person travelling to the event are automatically granted a discount of up to 20%, depending on fare and class of travel booked.

The participating airlines for this event are: Air Canada, Air China, ANA, Asiana Airlines, Austrian, bmi, EgyptAir, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shanghai Airlines, Spanair, SWISS, TAP Portugal, THAI, Turkish Airlines, United, US Airways, Adria, Croatia Airlines.

For booking office information please visit:
www.staralliance.com/conventionsplus

Discounts are offered on published business and economy class fares, excluding website/internet fares, senior and youth fares, group fares and Round the World fares.

Please note: For travel from Japan and New Zealand special fares or discounts are offered by the participating airlines on their own network.

When making your travel plans please present confirmation of your registration or proof of attendance.

Sponsors



Contact us

The 22nd General Conference of the ICOM Organizing Committee

Beijing Office

Friendship Museum
1 Xi Lou Hutong, Lama Temple Street, Dongcheng District, Beijing, China
Zip code: 100007
Tel: +8610-64061200 +8610-64024474
Fax: +8610-64063741 +8610-64040710
E-mail: beijingoffice@icom2010.org.cn

Shanghai Office

Shanghai Museum
201 Renmin Dadao, Shanghai, China
Zip code: 200003
Tel: +8621-63723500
Fax: +8621-63721071
E-mail: zhouyanqun@icom2010.org.cn

Secretariat of the General Conference

Shanghai Jin Jiang Tours Co., Ltd.

191 Chang Le Rd, Shanghai, China
Zip code: 200020
Contact person: Kevin Zhu

Tel: +8621-64662828*230
Fax: +8621-64720408
E-mail: zhujia@jitravel.com