



2015 ICOM-ITC African Workshop

Museums Today: From Collecting to Marketing



Aug. 31-Sep. 9, 2015
Arusha, Tanzania



FONDS DE DOTATION
ICOM

Table of Contents

Welcome Address.....	1
Introduction to the Training Workshop.....	8
Introduction to Taikang Life.....	9
Profile of Lecturers.....	11
Workshop Agenda.....	23
African Participants.....	25
International Participants.....	29
Support People.....	31
Information about the Participating Museums.....	32
Contact Information.....	34

Welcome Address

Welcome Address ICOM President

Dear participants to the ICOM-ITC museum workshop,

As President of ICOM I am very proud of this first ICOM-International Training Centre workshop in Africa. This initiative reflects the global character of our association. Africa is rich in nature, culture and history and, for museums in Africa, it is a great challenge to develop museums into places of information, education and reconciliation. The workshop in Arusha, Tanzania, is a great opportunity for museum professionals to exchange ideas and experiences and to discuss their expectations in meeting the challenges of the 21st century.

I would like to thank all those who have made this training workshop possible. I wish all of you interesting and enriching discussions. I'm convinced the workshop will be a great success.

Welcome to Arusha.



Prof. Dr. Hans-Martin Hinz

President

ICOM

August, 2015

Welcome Address
Director of the Palace Museum and Chairperson of ICOM-China

Dear colleagues,

On behalf of ICOM-China and the Palace Museum, the Chinese partners of the ICOM-ITC, we would like to send you our sincere congratulation on your participation in this special workshop of ICOM-ITC in Arusha, Tanzania.

The ICOM-ITC has organized four training workshops since its establishment. This is the first time that it organizes a workshop in Africa, and also the first time beyond China. It's a crucial step that manifests the ICOM-ITC's vitality and its care for African colleagues.

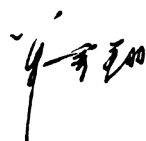
African museums have always been the concern of the ICOM-ITC. For each workshop, at least one participant from this continent was recruited. By now, we have welcomed 8 participants from five African countries. They have shared with participants from other places the current situation of African museums, and exchanged ideas with them.

In communication with these participants, we deeply feel that, like museums in other places, African museums are confronted with all sort of challenges in their development. Therefore, we applauded President Hans-Martin Hinz's proposal of organizing a special training workshop in Africa, and would like to devote our efforts to facing these challenges together with our African colleagues.

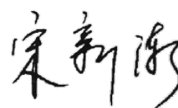
This workshop gathers outstanding international experts and experienced African experts, and prepares rich and diversified training contents. We hope it can meet the needs of African colleagues and colleagues from other continents for capacity building, boost the communication between museums from different parts of the world, and pave the way for their further cooperation. We also hope there will be

more exchange projects and collaboration between Chinese museums and museums of other countries in all fields and at all levels after the workshop.

We wish this workshop a great success, and wish you all a pleasant stay in Arusha, Tanzania.



Dr. Shan Jixiang
Director
The Palace Museum
August, 2015



Dr. Song Xinchao
Chairperson
ICOM-China
August, 2015

Welcome Address

Director General of National Museum of Tanzania

Dear workshop participants,

It gives me great pleasure to extend to all of you a very warm welcome and to say how grateful we are to ICOM-ITC for agreeing to conduct this special training workshop, namely Museums Today: From Collecting to Marketing, in Arusha, Tanzania.

Museums build their reputations around their collections, and the knowledge and experiences that those collections generate. However, without recognising the real and ongoing connections between collections and marketing, museums are only reaching a fraction of their communities. For this reason, I believe that one of the challenges facing museums today is how to engage the community. Clearly, there is a need to align collections, marketing and education in efforts to capture the attentions of today's visitors. In due regards, collections must become the "focal point", used as entry points for visitors.

This Museums Today: From Collecting to Marketing training workshop in Arusha, Tanzania, highlights how museums must use their collections creatively by marketing them and engaging in a dialogue with today's society and culture, while presenting their missions and visions and maintaining their core functions. Museums must be collections-centred and visitor-focused.

We are delighted and privileged to be able to present world-class lecturers who will give lectures and conduct discussions and group works on museum topics such as acquisitions, collection care and management, exhibition development, marketing, outreach programme, community engagement and cultural action. We do hope that this workshop will help participants to further advance their museum professionalism, skills and practices.

I also happily welcome you to Tanzania, the land of Mt. Kilimanjaro and specifically, to the city of Arusha. Arusha has a history that starts in this very building, where you are seated. This historic building was originally a German fort and was built in the late 19th Century. It is now the home of the National Natural History Museum (NNHM).

Arusha City is a centre for various international activities and at the same time serves as a gateway to the greatest game parks in the world, such as the Kilimanjaro, Tarangire, Manyara and Serengeti National Parks and the Ngorongoro Conservation Area. Arusha City is also the base for climbing Africa's tallest mountain - the Kilimanjaro. During the course of this training you will see a lot of the city and also visit the Ngorongoro Crater and Olduvai Gorge -- the famous cradle of humankind. Due to its Outstanding Universal Values (OUV), Ngorongoro is a UNESCO World Heritage Site.

Feel free to consult the Tanzanian participants to tell you more about the country and Arusha. I warmly welcome you to Tanzania and wish you a very successful training.

A handwritten signature in dark ink, appearing to read 'Audax ZP Mabulla', with a long, sweeping horizontal line extending to the right.

Prof. Audax ZP Mabulla
Director General
National Museum of Tanzania
August, 2015

Welcome Address

Chairman and Chief Executive Officer of Taikang Life

Ladies and Gentlemen,

I'm glad to join you all in this special museum workshop in Arusha, Tanzania. As one of the sponsors of this workshop, Taikang Life Insurance Co., Ltd cherishes the opportunity of working with African friends and making contributions to the development of museums in Africa.

Taikang Life Insurance Co., Ltd. is one of the largest insurance companies in China, which was established in 1996 and headquartered in Beijing. Taikang Life operates life insurance as the core business and owns a whole industrial chain of corporate annuity, asset management, senior care community, and health insurance. By December 31, 2014, Taikang Life had managed assets over RMB 700 billion yuan, achieved a total premium income of RMB 90 billion yuan, including over RMB 32.9 billion yuan of net asset, providing the company with adequate solvency ratio of 173%. The company is committed to improving people's quality of life by insurance, changing people's attitude towards life, making insurance more convenient and affordable, and making Taikang part of people's life!

Africa is a beautiful place full of diversity and mystery. There are also some very interesting museums about the natural history and heritage of Africa in this continent. I think, to some extent, Taikang has something in common with museums, which are non-profit organizations; that is, doing what we can to create a more civilized and humane society in which people can live a better life. Taikang has been active in public-benefit activities. However, it's regrettable that these activities haven't reached the African continent. So, when the African workshop was presented to Taikang, we agreed to give sponsorship without hesitation. It's like a long-cherished wish is fulfilled.

I believe from this workshop, Taikang will keep a close partnership with African museums and all the other museums involved. I also believe this partnership will be a long-term and meaningful one.

At last, I wish this workshop a fruitful one, and hope you will all enjoy it.

A handwritten signature in black ink, appearing to read 'Chen Dongsheng' in a cursive style.

Dr. Chen Dongsheng
Chairman & Chief Executive Officer
Taikang Life Insurance Co., Ltd
August, 2015

Introduction to the Training Workshop

The ICOM International Training Centre (ICOM-ITC), which is affiliated with ICOM China, was established on July 1, 2013. It is based on the purposes, missions, and shared professional appeal of ICOM and its Chinese national committee and it relies on the Palace Museum for operation and management. The ICOM-ITC is a professional training institution dedicated to the career development of museum professionals from China and from developing countries, especially those in the Asia-Pacific region.

The Centre holds two workshops each year, usually in April and in November. This year, the ICOM-ITC is able to offer a third workshop. It is being held in Arusha, Tanzania from August 31 to September 9. Much hard work and planning by many people, as well as an important financial support from ICOM, and the Palace Museum have made this workshop possible. We would like to thank the Taikang Life Insurance Co., Ltd for its generous financial support. We would also like to thank the National Museum of Tanzania for its commitment to this workshop and our two host museums in Arusha, the Arusha Declaration Museum and the National Natural History Museum, for their kind hospitality.

This nine-day workshop focuses on key aspects of museum management today, including caring for collections, developing exhibitions and programs, marketing museums and collaborating with communities. Through lectures, museum visits, case studies and group activities, the workshop allows lecturers and participants to discuss elements of museum operations that matter to them. During the workshop, participants will visit our host museums in Arusha and learn about their exhibitions and programs. And a wonderful excursion to the Ngorongoro Crater and the Olduvai Gorge will take place over the weekend.

We hope that the lectures, museum activities and visits prepared for the workshop will stimulate the exchange of ideas and experiences between museum professionals from different regions and promote future collaborations.

Introduction to Taikang Life

Taikang Life Insurance Co., Ltd., headquartered in Beijing, was established in August 22, 1996. After 19 years of innovation and steady development, the company has grown up to a nation-wide large insurance company, which operates life insurance as the core business and owns a whole industrial chain of corporate annuity, asset management, senior care community and health insurance. Taikang Life has been listed on "Top 500 Chinese Enterprises" for 11 consecutive years.

By December 31, 2014, Taikang Life achieved a total premium income of RMB 90 billion yuan. The company's total asset has nearly reached RMB 530 billion yuan, including over RMB 32.9 billion yuan of net asset, providing the company with adequate solvency ratio of 173%. Taikang Life has set up 35 branches in areas as Beijing, Shanghai, Hubei, Guangdong, Shandong and Henan, as well as over 285 sub-branches and 4,200 sales offices of all levels across the country. In addition, the company has established 3 data centers in Changan Street, Zhongguanchun of Beijing and Light Valley of Wuhan. By the end of 2014, it provided insurance services for nearly 136 million customers (including group insurance clients) in total, and it accumulatively handled claim settlement for 11.69 million person time customers with claim payment reaching RMB 14.2 billion.

With its complete distribution channels of individual insurance, bancassurance, group insurance, telemarketing and agency, Taikang Life provides customers a wide range of insurance products including life insurance, health insurance, unit-link insurance and pension products. Embracing internet proactively, the company devotes to innovation and exploration in the field of internet insurance. Integrating on-line and off-line insurance services, and providing convenient and affordable insurance products, Taikang Life is endeavoring to build the top brand of “Internet Insurance”.

Taikang Life owns 3 subsidiaries including Taikang Asset Management Co., Ltd., Taikang Pension & Insurance Co., Ltd. and Taikang Community Investment Co., Ltd. The company has been fully engaged in construction of “Large Happiness Project”,

which integrates four elements of “vibrant senior care, high-end medical service, premier wealth management and ultimate care for the senior” in the field of senior care business.

As one of the largest institutional investors in the domestic capital market, Taikang Asset manages a total of nearly RMB 700 billion of entrusted assets. It is the first insurance asset management company in the country which has passed the examination of Global Investment Performance Standard (GIPS). Taikang Pension is one of the five largest specialized pension insurance companies in China, offering package solutions of employee benefits plan for corporations and their employees. Taikang Community is the first investment entity of senior care community in China’s insurance industry. It is the top class real estate investor, developer and service provider which characterizes in the combination of medical service with senior care. Taikang Community has completed its strategic layout of senior care communities in areas of advanced economic development as Beijing, Shanghai, Guangzhou, Hainan and Suzhou.

With the help of the government policy “New National Ten Rules”, Taikang Life will continue its specialized operation and cultivate the industrial chain of life insurance. The company will focus on the operation of insurance, asset management and medial and senior care business, and provide customers with a full set of financial and insurance services protecting them "from cradle to heaven". We are committed to the goal of making insurance more convenient and affordable, and making Taikang part of people's lives!

Profile of Lecturers



Hans-Martin HINZ (Germany)

President of ICOM

A Doctor of Natural Sciences, Prof. Dr. Hans-Martin Hinz began his museum career as advisor for the establishment of new museums for the Ministry of Cultural Affairs in WestBerlin, Germany.

From 1991 to 2012, Dr Hinz was a senior member of the management team (Geschäftsleitung) at the German Historical Museum, where he curated several international exhibitions, organized 90 national and international symposia and authored more than 150 articles. He also helped establish several new museums.

From 2000 to 2001, he was Deputy Minister of Culture (Staatssekretär) for Berlin.

During his career, Dr Hinz also occupied several positions in national and international museum institutions, including his membership in the German Art Council (1999-2004), his positions of Chair of the Advisory Council of Berlin's City Museum (2004-2008), Chair of the Association of German Historical Research Institutions in Munich (2003-2012), Board member of the Curt Engelhorn Foundation in Mannheim (since 2004), and Deputy Chair of the Research Foundation for European Overseas History (since 2004). Since 2007 he has been chair of the Advisory Council for the Sudendentdeutsches Museum in Munich. He is also Board member of the Geographical Society of Berlin since 2009. Dr Hinz has taught museum studies for historians at the University of Bayreuth, Bavaria, since 2007. Since 2013 he is Honorary Professor of the Bayreuth University.

On 4 September 2014, Prof Dr Hans-Martin Hinz was honored by the President of the Federal Republic of Germany with the "Order of Merit of the Federal Republic of Germany", the highest tribute the Federal Republic of Germany can present to individuals for distinguished service to society and the nation.

Prof. Dr Hinz has been President of ICOM since 2010.



George Abungu (Kenya)

Founding Director and Lead
Consultant, Okello Abungu
Heritage Consultants;
Associate Professor of Heritage
Studies, University of Mauritius;
Vice President of ICOM

Prof. George H.O. Abungu is a Cambridge-trained archaeologist and former Director-General of the National Museums of Kenya. He is the founding Chairman of Africa 2009, ISCOTIA (the International Standing Committee on the Traffic in Illicit Antiquities), and CHDA, the Centre for Heritage Development in Africa (ex-PMDA).

Prof. Abungu has been a guest scholar at the Getty Conservation Institute in Los Angeles, as well as Chairman of the Kenya Cultural Centre.

He was the recipient of the distinction of “Passeur du Patrimoine” given by l’Ecole du Patrimoine Africain, Benin in 2009 in recognition of his over 20 years of dedicated service to African Heritage. In 2011 he was honored by the National Museums of Kenya for contribution to research and development of Coastal Archaeology in Kenya. .

He is currently Vice President of the International Council of Museums (ICOM), as well as a Board member of TARA, the Trust for African Rock Art, Nairobi, Kenya. He was Kenya’s Representative to the UNESCO World Heritage Committee, and Vice-President of its Bureau (2004-2009).

Prof. Abungu is a fellow of the Stellenbosch Institute for Advanced Studies, University of Stellenbosch South Africa.

He is currently Associate Professor of Heritage Studies, at the University of Mauritius.



An Laishun (China)

Vice-President and Secretary
General, Chinese Museums
Association (ICOM-China)

Prof. Dr. An is the Vice-chair and Secretary General of ICOM China, Member of the Executive Council of ICOM, Master of Arts in Museum Studies, and Ph.D. in Chinese History, Guest Professor in Zhejiang University (Hangzhou) and the Central University of Nationalities (Beijing).

He spent almost 3 decades in museum and cultural heritage studies. The range of his studies includes cultural heritage conservation, museum management, exhibition and display, publicity and education, collection, and cultural industry development. With a serious research attitude and an international vision, Prof. Dr. An is influential in the academia both in China and abroad. He was a 9-year member and vice president of ICOFOM, which tops the academic research organizations internationally in the field of museum studies. In 2010, he was elected the member of the Executive Council of ICOM during the 22nd General Conference of ICOM (Shanghai), which achieved the only member from the Asia Pacific Region in the Executive Council of ICOM.

He knows well about the most front museum academic research achievements both at home and abroad, and directly participates in drafting a series of important documents. He has published around 90 papers in authoritative academic journals and at conferences in and outside of China. He was invited to give lectures in Leiden University (the Netherlands), University of Basel (the Switzerland), University of Bologna (Italy), and Federal University of Rio de Janeiro (Brazil).



**Vinod Daniel
(Australia)**

CEO, India Vision Institute;
Chairman, AusHeritage

Dr. Vinod Daniel is the Chairman of the Board for AusHeritage, CEO of IndHeritage Pty Ltd, Chief Executive Officer and Managing Trustee of the India Vision Institute and Executive Director of Brien Holden Vision Pvt Ltd. He was a Board Member of the Australia India Council for the period 1995-2011 and Vice Chairman of the International Council of Museums-Committee for Conservation for the period 2008-2014.

He was awarded the Indo-Australian Award for Meritorious Service by the Indo Australian Association in 2009, the International Council of Museums Australia award for International Relations in 2011, the Association of Community Ophthalmologists of India (ACOI) Golden Eye Award in 2012 and the ASTRA (Association of Soft Skills Trainers) Service Excellence Award (2014) for sustainable contribution to the field of Human Resource Development and Human Resource Management relating to “Cultural Heritage and Blindness Prevention”. He has worked on projects in over 35 countries, presented over 80 papers and has over 150 media stories.



Sylvana Cotrim Lobo (Brazil)

Cultural Manager, Brazilian
Institute of Museums (Ibram),
Ministry of Culture

Mrs. Lobo has an education background in law, visual arts, and management of cultural public politics. She is currently Cultural Manager, Brazilian Institute of Museums (Ibram), Ministry of Culture of Brazil. Her main responsibility in this position is the coordination of promotion and management of Institutional Image/Department of Promotion, Fundraising and Economy of Museums.

Before joining Ibram, Mrs. Lobo worked in Funarte (National Art Foundation of Brazil) as Cultural Manager and was responsible for theatre management and visual arts assistance from 2006-2009, and at Paulista University as a General Art History and Photography Professor from 2007-2013.

Since 2006, Mrs. Lobo has been an active member of the Judging Commission for events such as the XV Concurso, Museo da Imprensa. She has also been a freelance photographer for events, advertising and portraits since 2003.



Audax Mabulla (Tanzania)

Director General, National
Museum of Tanzania

Prof. Audax Mabulla has been Director General of the National Museums of Tanzania since 2013. He also has been Associate Professor at the University of Dar Es Salaam since 2011.

Prof. Mabulla is a well respected and experienced professor, administrator and researcher in the areas of archaeology and anthropology, areas in which he received honors degrees. Prof. Mabulla has over 20 years of proven expertise in the fields of Paleolithic archeology, human evolution, rock art, hunter-forager ecology, as well as in the management of cultural heritage. For the last 17 years he has taught undergraduate and graduate courses at the University of Dar Es Salaam and supervised the research of many graduate students.

Over the last 15 years, Prof. Mabulla has directed many international and national teams of researchers and students at the Olduvai Gorge and Laetoli sites in the Ngorongoro Conservation Area, as well as at archaeological sites in the Serengeti and Tarangire National Parks. He currently acts as co-director of a number of projects such as: Moving Frontiers: Origin and Spread of Pastoralism in East Africa; The Olduvai Paleoanthropology and Paleoecology Project (TOPPP); and the Hadza Energetics Project.

Prof. Mabulla also has a vast experience of administration, having managed numerous research projects, been Associate Dean (Administration) of the School of Graduate Studies of the University of Dar Es Salaam and most recently occupied the position of Director General of the National Museums of Tanzania.



Felista Mangalu (Tanzania)

Director, National Museum
of Natural History, Tanzania

Mrs. Felista Flavia Mangalu first began her career with the National Museum of Tanzania in 1987 as a Zoology Curator. She became the Director of the National Natural History Museum in 2007.

She was born in Rombo, Kilimanjaro region and obtained her B.Sc. (Zoology and Botany) from the University of Dar-Es-Salaam in 1985.

She then obtained her M.Sc. in Natural Resource Management from the Agriculture University of Norway in 1994.



**Constantine
Nyamabondo
(Tanzania)**

Director, Arusha Declaration
Museum

Mr. Nyamabondo was born at Muhweza Village, Ngara District, Kagera Region in Tanzania.

He completed his high school at Mzumbe High School in Morogoro region in 1984.

From 1984 to 1985, he went to the National Service Camps in Arusha and Dar es Salaam.

Mr. Nyamabondo then went to the University of Dar es Salaam, where he studied History, Political Science and Education, and obtained his BA (with Education) Certificate.

He was employed by the Ministry of Education to teach Civics and General Studies, from 1989 to 1995. In July 1995, he was seconded to the Dar es Salaam National Museum as Curator of History.

He received an ICROM Certificate in 1997. In 1998, he went to Japan where he studied Museum Management Technology from August 1998 to January 1999.

From 2003 to 2005, Mr. Nyamabondo studied History and Cultural Heritage Management at the University of Dar es Salaam and was awarded an MA in History.

In 2000, he was transferred to the Arusha Declaration Museum to act as Curator in charge, a position he held until 2009 when he was promoted to the position of Director of the Museum.



Paul Msemwa (Tanzania)

Director, Museum and House
of Culture

Dr. Paul Msemwa received a B.Sc. in Geology from the University of Dares salaam, then a MA and a PhD in Anthropology from Brown University in the United States.

In his 29 years within the cultural sector and as a member of several professional associations, including the International Council of Museums, the International Council of African Museums and the Intercontinental Museum Network SAMP, Dr. Msemwa has focused his work on community involvement. He has made a substantial contribution to the preservation of the Tanzanian cultural heritage through research, collections management, exhibitions design and publications.

In 2009, Dr. Msemwa was awarded the Prize given annually by the Hans Manneby Memorial Fund of Sweden for Museum Development in recognition of his innovative museum work in Tanzania, his persistent search for growth through engagement in communities, both locally and internationally, and for his generous contribution to international museum networking.



Lucina Shayo (Tanzania)

Managing Director of LUFO
Heritage Interpreters

Ms. Shayo is a teacher and heritage manager with certificates in teaching, a diploma in Adult Education and a post graduate diploma in Museum and Heritage Studies.

She worked as a Senior Education and Programme Officer at the National Museum of Tanzania from 1978 to 2013. Ms. Shayo is a member of ICOM, CAM and GCAM, and in 2012, she was awarded the first CECA Best Practice Award.

Currently Managing Director of LUFO Heritage Interpreters, she now works as a consultant in museums, heritage promotion and conservation.



Claude Faubert (Canada)

Vice President of Collection and Research, Canada Science and Technology Museums Corp., ICOM Coordinator, ICOM-ITC

Mr. Claude Faubert had obtained Bachelor's Degree in Physics from Université de Montréal, Montréal Canada, Master's Degree in Astronomy from University of Toronto, Toronto Canada, Master's Degree in Museum Studies from University of Toronto and Master of Business Administration from University of Ottawa.

He had served as Director General of Canada Science and Technology Museum from 2000 to 2011. In October 2011, he was appointed Vice President of Collection and Research, Canada Science and Technology Museums Corp. He had also worked as a member of ICOM's Executive Committee, and has been active in international museum field for many years. He has been the coordinator of ICOM-ITC since the Centre was established, and has invested lots of time and efforts into the programmes of ICOM-ITC workshops.



Raphaël Roig (France)

Senior Programme Officer,
ICOM

Mr. Raphaël Roig holds a Master's degree in Contemporary history and a Master's degree in International relations from the University of La Sorbonne (Paris). Following years of field research in political sciences in Eastern Africa, he has been in charge of the Konso Museum project and the organisation of a range of exhibitions in Ethiopia.

Since 2011, he is working at the International Council of Museums (ICOM) as a Senior Program Officer and the Secretary of the Ethics Committee. Meanwhile, he is also working for the NGO Amnesty International as the Coordinator for East Africa, and for the organisation of the NGO's movie festival.

Within ICOM, he is particularly involved in the development of programs in the following fields: the protection and promotion of cultural heritage, the fight against illicit traffic and museum security, professional training and museum ethics.

Workshop Agenda (Agu. 30-Sep. 6)

Date	Time	Activity	Presenter	Venue
Aug. 30 (Sun.)	All day	Arrivals and Registration		
Aug. 31 (Mon.)	PM	Opening remarks and reception		NNHM
Sep. 1 (Tue.)	AM	Visit of the ADM; Brief History of Tanzania; Challenges and Opportunities of a “Political” Museum	Mr. Constantine Nyamabondo	ADM
	PM	Ecomuseology and Community Engagement in the Protection and Sustainable Development of Ethnic Heritage	Prof. Dr. An Laishun	ADM
Sep. 2 (Wed.)	9:00-11:00	Community Engagement at the NNHM: Challenges and Opportunities	Mrs. Felista Mangalu	NNHM
	11:00	Museums as Places of Reconciliation	Prof. Dr. Hans-Martin Hinz	NNHM
	Lunch	Visit of the National Natural History Museum	Mrs. Felista Mangalu	NNHM
	PM	Partnership and Promotion: Creative Ways to Think about Museums	Mrs. Sylvana Cotrim Lobo	NNHM
Sep. 3 (Thu.)	AM	Cultural Heritage, Cultural Action and Museums I	Prof. George Abungu	NNHM
	PM	Cultural Heritage, Cultural Action and Museums II		NNHM
Sep. 4 (Fri.)	AM	Sustainable Collection Care I	Mr. Vinod Daniel	NNHM
	PM	Sustainable Collection Care II		NNHM
Sep. 5 (Sat.)	All day	Excursion: Ngorongoro Crater and Olduvai Gorge		
Sep. 6 (Sun.)	All day	Excursion: Lecture on the Olduvai Gorge	Prof. Audax Mabulla	

Workshop Agenda (Sep. 7-10)

Date	Time	Activity	Presenter	Venue
Sep. 7 (Mon.)	AM	Reading Artifacts	Mr. Claude Faubert	NNHM
	PM	Reading Artifacts (continued)		NNHM
Sep. 8 (Tue.)	AM	Exhibitions in Today's Museums	Mr. Claude Faubert	NNHM
	PM	Workshop 1: Acquisition and Documentation of Artifacts I	Mr. Raphaël Roig	ADM
		Workshop 2: Exhibition Development Process I	Mr. Claude Faubert	NNHM
		Workshop 3: Marketing the Museum I (Partnerships and Promotion)	Mrs. Sylvana Cotrim Lobo	NNHM
Sep. 9 (Wed.)	AM	Workshop 1: Acquisition and Documentation of Artifacts II	Mr. Raphaël Roig	ADM
		Workshop 2: Exhibition Development Process II	Mr. Claude Faubert	NNHM
		Workshop 3: Marketing the Museum II (Partnerships and Promotion)	Mrs. Sylvana Cotrim Lobo	NNHM
	PM	Overview of ICOM and its Programs	Mr. Raphaël Roig	NNHM
		Participation in the Activities of ICOM's Committees -- An Experience with CECA	Ms. Lucina D. Shayo	NNHM
		Personal Reflections on How to Engage Communities and the Museum Public in Contemporary Issues	Dr. Paul Msemwa	NNHM
	PM	Evaluation of the workshop by participants; closing remarks and reception		NNHM
Sep. 10 (Thu.)	All day	Departures		

African Participants



Adelaide Sallema

Senior Curator

National Museum of Tanzania



Agness Gidna

Senior Curator

National Museum of Tanzania



Alice Kawala

Human Resource Officer

National Museum of Tanzania



Aloyce Mwambwiga

Curator

National Museum of Tanzania



Anamery Bagenyi

Education Officer

National Museum of Tanzania

* This workshop recruits 29 participants: 10 from Tanzania, 10 from other African countries, 5 from China, and 4 from non African countries of category 2, 3 or 4, as defined in the ICOM membership grid.

African Participants



Balthazar Nyamusya Kiboga

Exhibition Officer, Curator
National Memorial Museum,
Tanzania



Elizabeth Solomon

Curator
National Museum of Tanzania



Emmanuel Kiondo

Director
National Museum of Tanzania



Mariam Mussa

Personal Secretary
National Museum of Tanzania



Wilbard Lema

Senior Curator of
Ethnography
National Museum of Tanzania

African Participants



Baba Oumar Gbane

Chief of the Department of Publics
and Cultural Development

Museum of Civilisations of Côte
d'Ivoire



Desiree Nanuses

Curator

National Art Gallery of Namibia



**Josephine Muthoni
Thang'wa**

Development Manager

National Museums of Kenya



Kelvin Kiyingi

Deputy Director

Bank of Uganda



Louisa Onuoha

Assistant Chief Museum
Education Officer

National Commission for
Museums and Monuments, Nigeria

African Participants



Maki Garba

Chief of the Division for the
Promotion of Cultural
Entrepreneurship

Ministry of Culture, Arts and
Leisures, Niger



Vincent Rapoo

Curator/Director

Phuthadikobo Museum, Botswana



Vladimir Vicente

Head of the Centre of
Documentation and Information
Air Force Museum, Angola



Yohane Nyirenda

Chief Curator
Museums of Malawi



Yvonne Mulala

Education Officer
Lusaka National Museum,
Zambia

International Participants



Jiang Qianqian

Assistant Curator of Publicity
and Education Department
The Palace Museum



Li Lixin

Conservator of Conservation Center
Gansu Provincial Museum



Liu Anlu

Assistant Curator of Publicity
and Education Department
Shandong Museum



Wu Zheshu

Sales Manager of the Center
of Cultural Creative Industry
Shanghai Museum



Zhang Heng

Deputy Director of General
Administrative Office
Sichuan Museum

International Participants



Gunjan Verma

Project Assistant

Indira Gandhi National Centre
for the Arts, India



Melissa Campos Solorzano

Curator

University Museum of Anthropology,
MUA, UTEC, El Salvador



Muhammad Manirul Hoque

Assistant Keeper

Bangladesh National Museum



Rajib Nath

Curator

National Council of Science
Museums, India

Support People



Sophia Kimaro
Exhibition Assistant
NNHM



Daniel Mainoya
Principal Display Assistant
NNHM



Bura Akonaay
Programmes Officer
National Natural History
Museum of Tanzania
NNHM



Veronica Shayo
Accountant
ADM



Guo Meixia
Deputy Director of Publicity
and Education Department
The Palace Museum



Ai Jingfang
Head of the Office
Chinese Museums Association /
ICOM-China



Feng Xiaoxia
Deputy Chief of the Section
of Public Education
Publicity and Education
Department
The Palace Museum



Fan Xuechun
Assistant Curator
Publicity and Education
Department
The Palace Museum

Information about the Participating Museums

National Natural History Museum

The National Natural History Museum (NNHM) opened in 1987 and is dedicated mainly to the natural history collections of Tanzania. The museum maintains and preserves the country's rich collection of natural history specimens, including a very extensive collection of vertebrate bones and a collection of objects telling the history of the Arusha City - the "Boma", a former German colonial military and defense post in 1889.

The museum's collections include well documented comparative vertebrate bone collections used for research and scientific purposes, paleontological and archeological collections and diversified stuffed animal collections.

The NNHM's exhibitions include a permanent exhibition displaying some unique museum objects from Tanzania, as well as illustrating the evolution of man with various findings from Olduvai Gorge and other archeological sites in the region. Another exhibition tells the history of the Arusha German Boma – the nucleus of Arusha town. An ecological exhibition focuses on Tanzania's rich biodiversity and on contemporary issues of ecology. The NNHM hosts the world's largest permanent exhibition of wildlife photographs by the Swedish wildlife photographer Dick Persson.

Outdoor exhibitions include species of tortoises, birds, fish pond, sting-less bees and a mini botanic garden.



Arusha Declaration Museum

Arusha Declaration Museum is a political museum. It is located in the Kaloleni area of Arusha, near the Freedom Torch Tower (Mnarawa Mwenge). Until 1967, this building was used as a social welfare hall for the Kaloleni community in Arusha. In January 1967 it hosted the historical meeting from which Tanzania's political and economic policy was drawn. Consequently, the building attained an unusual historical significance.

Ten years later, in 1977, the Government decided to make it a National Museum.

The museum's permanent exhibition depicts the history of the transformation of Tanzanian societies from the pre-colonial era to the struggle for independence, the formulation of the policy of self-reliance and the development of Tanzania after the Arusha Declaration.

