

**31ST INTERNATIONAL COMMITTEE FOR EXHIBITIONS AND EXCHANGE (ICEE)
CONFERENCE - INTERNATIONAL COUNCIL OF MUSEUMS (ICOM)**

WESTERN CAPE MINISTER OF CULTURAL AFFAIRS AND SPORT, ANROUX MARAIS

WELCOMING ADDRESS

MARTIN MELCK HOUSE, STRAND STREET CAPE TOWN

TUESDAY, 17 NOVEMBER 2015 AT 10H00

Ms Carina Jaatinen, Chairperson of ICOM ICEE (International Committee for Exhibition and Exchange)

Dr Helene Vollgraaff, Chairperson of the South African National Committee of ICOM

Ms Anne-Marie Raymond, Secretary of ICOM ICEE

Mr Christopher Till, Director of the SA Apartheid museum

Mr Wim Pijbes, Director of the Rijksmuseum, Amsterdam

Ms Marilyn Martin, Michaelis School of Art, Cape Town

Ms Charlene Houston, Deputy Director Museum Services.

ICOM-SA and ICOM ICEE Committee members

Speakers and delegates,

Good day, goeiemore, molweni,

It gives me great pleasure to welcome you to the 31st International Committee for Exhibitions and Exchange (ICEE) Conference in our beautiful Cape Town in the Western Cape. A warm welcome is extended to our first time visitors. I trust you will enjoy your stay with us and return in the very near future.

Due to the increasing significance of museums services, it is important that all stakeholders meet at conferences of this nature on a regular basis.

This conference serves to offer discussion panels, behind-the-scene visits to several museums in Cape Town and networking. One of the favourite items on the agenda is the Market Place, where, through very short presentations; participants get an overview on international exhibitions.

With 34 000 members, the International Council of Museums (ICOM) is the most important network of museum professionals in the world. With the work of 118 national and 30 international committees, ICOM responds to the challenges museums face worldwide. Working together with UNESCO in protecting national and international heritage, developing professional standards as the Code of Ethics, defining international standards of loans, offering learning programs and training courses for young professionals, ICOM is a global actor and exchange platform for their members.

Cultural and museum activities are one of the upcoming markets worldwide. Studies show that visits to museums and exhibitions is a great economic factor for towns and regions. One of the keys for success is offering an interesting exhibition program. It motivates visitors to choose a museum for spending their leisure time. Museums are places to make unforgettable experiences with the whole family. Our very own, recently launched *Stellenbosch and its people* exhibition at the Stellenbosch Museum could attest to this.

It is rather unfortunate that I am not able to be audience to the highly renowned key note speakers, who will share and discuss their experiences on exhibition best practice and present their statements for future development in the museum exhibition field. I am confident that our Deputy Director, Ms. Charlene Houston will provide positive feedback on these sessions to which I look forward.

With that said, I trust that this conference will enable the ICOM to constructively engage with each other in the spirit of the theme for 2015, to "Get Connected!! New Markets, Audiences and Perspectives in Exhibition Exchange".

I thank you.