# Tender ICT and tourism fairs, B2B and business brokerage events

## 1. IHERITAGE ENI-CBMED Project General Description:

iHeritage is an EU funded ENI CBC MED project that aims to advocate and increase the level of understanding of the joint Mediterranean UNESCO and intangible heritage. It will foster cross-border technological transfer, industry-academia collaboration, creation of Living Labs and spin-offs as well as the development of new products for improvement and enrichment. By using Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR), and the latest available ICT technologies, iHeritage will be able to create an innovation-driven growth process for an extensive list of stakeholders and foster the active involvement of young people, females and those not in employment, education or training (NEETs) from 6 Mediterranean counties: Italy, Egypt, Spain, Jordan, Lebanon, and Portugal. The project runs for 30 months in which various activities and outputs will directly contribute to increased employment opportunities, support collaborations among universities and industry, support SMEs, start-ups and spin-offs. The event is part of the activities of The Jordanian Society for Scientific Research, Entrepreneurship and Creativity (JSSREC)

## 2. Event Description

o We are planning to organize 3 events each event for a one whole day while the expected dates of the 3 events will be
- Dates of events will be agreed upon signature of contract
o Each event should include the following
- Opening session with press coverage
- Exhibition opening
- Coffee breaks and Lunch
- Networking reception at evening
o Event venue can be Hotel or any related venue in Amman, Petra or related
o One of the events should be designed in coordination of Jordan Museum and at their venue. Another one will be tentatively and preferably held at the Petra Museum. Other possible alternatives, if necessary, will be at the Wadi Musa building of Al Hussein University at Maan.

o   Please note that the infrastructure of the exhibition will be provided by the JSSREC including the design of a VR room and Booths to provide an experience of Virtual reality and holography of the Petra site.

## 3. Goals and objective for the events:

A.   Show Cultural Heritage in Jordan using new and latest ICT technologies
(iHERITAGE focuses on tangible and intangible cultural heritage of the Mediterranean countries by New AR/VR solutions).

B.   Promote New ICT  technology Based Products and applications developed during project phases which offers Solutions for cultural heritage using such technologies such as VR/AR/MR

C.   Handicraft and related cultural tools exhibition
(Handicrafts in Jordan have an impressive and historical heritage such as: earthenware ceramics, woven rugs and mosaics).

E. networking and B2B meetings
Allowing JSSREC and partners to present and pitch their ideas to other stakeholders and investors

## 4. Participants and Attendees

### A.  Exhibitors
-   Selected Handicrafts, Mediterranean diet and other related in coordination with local communities and associations working in such domain. The names of institutions who could be allowed to participate will proposed by bidders but the final list will be agreed upon before each event.
-   IT and Tourism companies with innovative digital products related to Tangible and Intangible Cultural Heritage Sites, Monuments architectural forms and features etc.. as well as foods handicrafts and folklore traditions.

### B. Participants and attendees
- Project local partners` teams,
- Invitations will be also sent to all project partners from the 5 Countries
- Universities, Associations and researchers involved in the project phases
- ICT sector key players
- Cultural and Tourism sector key players
- Incubators , Accelerators, VC and other related institutions
- Investors and business partners interested in ICT tourism and cultural sectors

## 5. Networking activity
- Coffee breaks and networking reception to allow one to one networking and connection between Spinoffs, SME`s with other potential partners

## Quotation

Companies and institutions interested to submit quotation should prepare a Quotation with the following details

- Suggested event design for the three events. The total number of guest at each event should be proposed. Coffee break details and menu for lunched should be provided.  The catering organization must be approved by jSSREC
- Type and number of expected invitees from all mentioned sectors
- Financial offer for each event and total for the whole proposal
- As it expected to select participants from International Companies operating in Jordan as well as those based outside and National Companies, it expected that specific names will be suggested as invitees. Business angels and other possible investment groups or companies should be included. The cost of rom and board at hotels for invitees from outside of Jordan and airline tickets should be included, The final number of invitees from all categories will eb agreed upon once the prices are fixed for each type of invitee (from Jordan, from Europe etc..)