



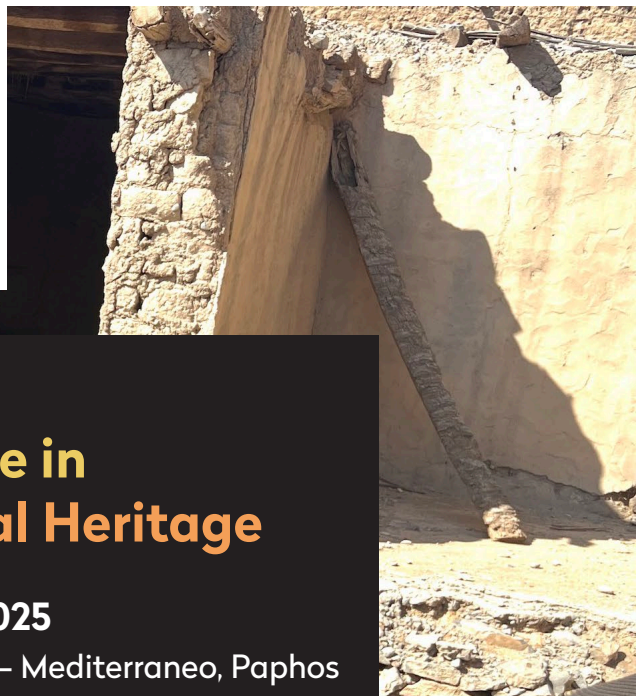
AMERICAN
UNIVERSITY
OF BEIRUT

Mediterraneo



Digitalization of
Cultural Heritage
رقمنة التراث الثقافي

Technische Hochschule
Brandenburg
University of
Applied Sciences



INVITATION to the Conference in Digitalization of Cultural Heritage

Date: 7th April 2025

Location: American University of Beirut – Mediterraneo, Paphos

Dear Prof. Dr. Marinos Ioannides,

I hope this message finds you well. It is my pleasure to extend a personal invitation to you for the Digitalization of Cultural Heritage Conference, hosted by the American University of Beirut – Mediterraneo in Paphos, Cyprus on April 7th, 2025 in cooperation with 10 partner universities in Germany and the Middle East hosting more than 80 international presentors and guests.

This distinguished gathering will bring together experts, scholars, and leaders to explore the transformative role of digital technology in preserving and promoting cultural heritage. Your presence would be a great honor, and we believe your participation and insights would greatly enrich our event.

We would be delighted to welcome you as a VIP guest and ensure you have an exceptional experience. **We kindly would like to ask you to hold a Keynote-Speech about your experience and expertise within Digitalization of Cultural Heritage at our conference.**

Please let us know at your earliest convenience if you will be able to join us.
Looking forward to your positive response.
Warm regards,

Prof. Dr. Wassim El-Hajj

Rector
AUB Mediterraneo
Cyprus

Prof. Julia Schnitzer

Project Coordinator DAAD
Brandenburg University of Applied Sciences
Germany

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Digitalization of Cultural Heritage رقمنة التراث الثقافي

About Digitalization of Cultural Heritage

Cultural heritage creates identity to people, society and nations. But in many regions of this world tangible cultural heritage is in danger due to erosion, political conflicts or natural disaster. Thus, cultural knowledge is lost and cannot be passed on to future generations.

This conference deals with the urgent question of the possibilities of digitalizing and virtualizing cultural heritage in order to preserve it digitally and make it accessible to a broad audience, regardless of space and time.

This conference presents several keynotes on Digitalization of Cultural Heritage from Germany, Cyprus and Middle Eastern Countries, including 24 student presentations with showcasing UNESCO heritage sites, historical sites in danger and workflows of digitalization.

PROGRAM 7th April 2025

The detailed program will be published by mid March.

CEREMONIAL

Prof. Julia Schnitzer – Project Coordinator, Moderator
Prof. Dr. Wassim El Hajj – Rector of American University of Beirut – Mediterraneo
Prof. Dr. Andreas Wilms – President of Brandenburg University of Applied Sciences
Marina Solomidou-Ieronymidou – President of Unesco Cyprus National Commission
Phedonas Phedonos – Mayor of Pafos / attendance TBC
Prof. Dr. Hazeem A. Taher – Ministry of Higher Education and Research Iraq
Dr. Vasiliki Kassianidou – Deputy Minister of Culture of Cyprus / attendance TBC

KEYNOTES

Dr. Marinos Ioannides – Unesco Chair for Digital Cultural Heritage at the Cyprus University of Technology
Dr. Gösta Hoffmann – German Commission for UNESCO, UNESCO Global Geoparks
Prof. Dr. Farès el-Dahdah – Dean of the Faculty of Arts and Sciences at AUB, Lebanon
Prof. Dr. Hermann Genz – Archeologist at American University of Beirut, Lebanon

12:30 VIP Business Lunch, Get-Together

14:00 Student presentations

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