Dear ..

We did it! After an intensive selection process, ICOM Netherlands has been chosen as the official candidate for the ICOM General Conference in 2028! This is a significant step forward in our ambition to bring thousands of museum professionals to Rotterdam in 2028 for this international, multi-day, triennial conference.

**ICOM General Conference 2028 in Rotterdam?**

Rotterdam is the place to be, now and certainly in 2028. This multicultural city steeped in history has a wide range of innovative museums covering every subject imaginable, from shipping to art and from history to nature. Think of landmarks such as the recently opened FENIX, the first museum to tell the story of immigration through art. Or the iconic Depot Boijmans Van Beuningen, the world's first publicly accessible museum depot. The city is easy to reach and can be easily combined with a visit to Amsterdam and the rest of the Netherlands. And even Belgium, Germany and England are just around the corner.

**Building Bridges**
The theme of the General Conference 2028 in Rotterdam is “Building Bridges. Connecting Worlds, Cultures and Generations”. We present museums as places where people can meet and where differences can be bridged. Museums are powerful platforms for mutual understanding and shared growth. The academic programme is a deep dive into current topics and their influence on museum practice. These include geopolitical power shifts, the growing influence of technology and AI, the decolonisation of museums and collections, sustainable museum practice, the well-being of museum staff and visitors, the importance of innovation, and fundraising. Following on from the General Conference 2025 in Dubai, we are also giving the new generation of museum professionals a leading role in putting together and joining in the programme.

**And now?**
From 1 to 14 November, all National and International Committees within ICOM will vote. The winner will be announced on 14 November during the General Conference 2025 in Dubai. So, over the coming months, we need to make sure we reach everyone and convince them that Rotterdam is the best location.

**What can you do?**
Lots! Get your international ICOM colleagues excited about Rotterdam 2028 through personal conversations, conferences and online networking. Share updates from ICOM Netherlands on social media and tell your international contacts about our museums and our theme Building Bridges. Do you have any questions or ideas, or would you like to contribute your thoughts in a broader sense? Please contact us at conferentie@icom.nl.

**Links:**

* More about General Conference 2028 Rotterdam: <https://icom.nl/en/about-icom/general-conference-2028>
* Video ICOM Netherlands Chair, Caroline Breunesse: <https://www.youtube.com/watch?v=_PLDTZJRE5s&source_ve_path=Mjg2NjY>

Kind regards,

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