

PRESS RELEASE



**ITB China proudly presents:  
The 2017 Startup Award finalists**

**Companies of all sizes and sectors could apply – Pitches and ceremony to take place on the afternoon of 11 May in the conference center**

*Shanghai/Berlin, 27 April 2017* – The ITB China Startup Award recognizes companies that have turned dreams and ideas into viable business solutions with great market potential. Short-listed innovators from startup companies which launched their products within the last three years will demonstrate their innovative solutions to the jury comprising experienced industry professionals.

In their eight-minute pitch, the innovators have to explain how their product will impact the future of the travel industry. The pitch will take place on **11 May from 3:20 to 4:50 pm** in the **Conference Center**. Afterwards the jury will determine the winner of the first ITB China Startup Award during a ceremony. Winning the award includes a nine sqm basic shell scheme booth worth more than 4,000 USD at ITB China 2018 to showcase their product.

The jury consists of the following four members of experienced industry professionals: Philipp Wolf, Phocuswright (Patronage), Gang Chen, Group Senior Vice President, Ctrip, Jay You, Yuantai Investment Partners Evergreen Fund Partner and Le Yu, Managing Director, Ping An Ventures.

They have selected the **following six nominees** for the Startup Award 2017:

**MySmark**



[MySmark](#) is a customer experience platform that provides research and digital marketing tools for online travel and commerce. Research means collecting data using different touchpoints with survey tools and templates to profile consumers-brands-destinations. Digital marketing tools can transfer research into personalized dynamic content and recommendation in the form of: advertising campaigns, dynamic landing pages, email marketing campaigns and customer experience personalization. MySmark tools are based on unique IP and 2 patents pending in multiple jurisdictions across Europe, US, Asia.

**Messe Berlin GmbH**  
Emanuel Höger  
Press Spokesman and  
Press and Public Relations  
Director  
Group Corporate  
Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
Tel.: +49 30 3038-2270  
Fax: +49 30 3038-2279  
hoeger@messe-berlin.de  
[www.messe-berlin.de](http://www.messe-berlin.de)  
Twitter: [@pr\\_messeberlin](#)

**ITB China:**  
Julia Wegener  
PR Manager  
Messedamm 22  
14055 Berlin  
Tel.: + 4930 3038-2269  
Fax: + 4930 3038-912269  
[J.Wegener@messe-berlin.de](mailto:J.Wegener@messe-berlin.de)  
[www.messe-berlin.de](http://www.messe-berlin.de)

Management Board:  
Dr. Christian Göke (CEO)  
Dirk Hoffmann  
Chairman of the Supervisory  
Board: Peter Zühlsdorff  
Companies register:  
Amtsgericht Charlottenburg,  
HRB 5484 B

No. 13e

## Go with Tommy



[Go with Tommy](#), a handy and lovely audio guide mobile App tailored for Chinese overseas travelers. It has been ranking as top 3 in the travel translation category on Apple App Store.

## Golf Voyager



[Golf Voyager](#) represents a revolution in the way that people book their golf vacations. The client can book all facets of their golf package at best price in real time with instant confirmation. Combining booking.com, rentalcars.com, live tee times and coach hire companies – golf voyager will build intelligent itineraries. Golf Voyager provides the tools to the industry to make their offers to the customer like they have been trying to do for the past 100 years. Golf Voyager also supply widgets to the golf course, hotels, tourist boards and 3rd party websites giving the product endless channels of distribution.

## Moti Travel



[Moti Travel](#), a leading one-stop service provider of industrial tour in China, develops platforms to enable new forms of interactions between manufacturers and consumers, also provides unique educational tour products to the tourism market. Moti Travel transforms unused spaces of factories to tourist attractions, also designs and provides 'Fun in Factories' programs for educational groups and family groups.

## NuanYou



[NuanYou](#) aims to solve the main pain points for Chinese tourists going abroad like “cannot read, cannot understand, cannot find” based on technology innovation. Equipped with NuanYou integrated marketing &

mobile payment solutions, overseas merchants will own better chances to grasp more business and provide quality service to Chinese travellers. Our vision is to Make FITs Enjoy Local Lifestyle.

## **TripCreator**



[TripCreator](#) is an award-winning trip planning solution which serves as a white label solution for travel agencies, OTA's and airlines. The solution enables in-house sales people to create and suggest a full and final itinerary for their customers in a matter of minutes. Their customers can modify and complete their itinerary, then book everything in a single checkout. Online their customers can create a completely personalized itinerary in seconds from scratch. This includes locating and arranging accommodation, transportation, tours and activities and points of interests.

For more information : [ITB China Startup Award](#)

ITB China will take place from 10 to 12 May 2017 at the Shanghai World Expo Exhibition and Conference Center. The event, an international offshoot of one of Messe Berlin's most successful trade fairs, will take place annually and focus on the Chinese travel industry. Its co-organiser is TravelDaily China, a leading online news portal and organiser of travel industry conferences in Asia's largest country.

### **ITB China press registration**

As of now you can obtain your **accreditation** for ITB china at [itbchina.seasonfair.cn/itb2016/press/](http://itbchina.seasonfair.cn/itb2016/press/)

### **About ITB Berlin and ITB Asia**

First launched 51 years ago, ITB Berlin is recognised as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last eight years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 760 exhibitors from 73 countries, ITB Asia in Singapore has established itself as one of the leading travel trade shows in Asia. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

### **About ITB China and the ITB China Conference**

ITB China 2017 will take place from Wednesday to Friday, 10 to 12 May, at the Shanghai World Expo Exhibition and Convention Centre. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organised by the leading conference organiser TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

**You can find press releases on the internet** in the Press section at [www.itb-china.com](http://www.itb-china.com)