

PRESS RELEASE



ITB China Conference: Greater Knowledge, Greater Success

Learn about the latest trends and developments in the Chinese travel industry in three days - First ITB China Start-Up Award - Convention ticket includes admission to ITB China Conference

Shanghai/Berlin, 2 May 2017 – Further top presenters confirmed: Renowned managers from the Chinese and international travel industry will impart their knowledge at the first ITB China Conference. Visitors to ITB China, from 10 to 12 May 2017 at the Shanghai World Expo Exhibition and Conference Center, will learn how to use ingenious digital marketing to reach their target demographics, or which trends are currently prevailing in the booming cruise line segment in China. At the first ITB China Start-Up Award ceremony, young entrepreneurs will compete with their best ideas. Admission to the new ITB China Conference is included in the convention ticket.

On day one Rungang Zhang, Secretary General and Vice-President of the China Tourism Association, will discuss the revolutionary trends currently prevailing in the country with a keynote address on development and an overview of China's travel industry. Friedrich Jousen, CEO of the TUI Group, will explain how Chinese and European travel industries can grow more strongly together in his presentation on growth and innovation in the global travel market. The afternoon of 10 May will continue with a focus on destinations. Cherry Wang, Vice-President and General Manager of Princess Cruises China, will explain how the idea that "the cruise liner is the destination" helps with expansion into the market. Chinese nationals are travelling abroad with greater frequency, and the cruise market has thus seen an enormous upswing in recent years. China's internet-savvy population is the subject of a keynote address by George Cao, CEO of Dragon Trail Interactive, who will use best-practice examples to show how national tourism offices and destination-marketing organisations use digital tools and social media channels to attract travellers.

Day two of the ITB China Conference, 11 May, will provide valuable information on online travel and travel tech. Ivan Zhou, Managing Director of Greater China, Sociomantic Labs, will show how travellers can be specifically approached with programmatic advertising. Ann Wang, General Manager of Performance Advertising Solutions under Online Media Group (OMG),

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Tencent, will explain how marketing can be effectively utilised in the mobile age by introducing integrated solutions that consolidate user management, brand awareness, and consumer conversion, among other things. Gene Quinn, co-founder of Tnooz, will then take a closer look at digital developments in the past ten years and ask, "Travellers speak, but will the industry listen?" With the ITB China Start-Up, this is the first year that the convention will award a prize for innovation-driven young entrepreneurs. The jury of big names such as Philip C. Wolf (founder of Phocuswright), James Chen (Senior Vice-President of Ctrip), Jay You (partner at Yuantai Investment Partners Evergreen Fund), and Le Yu (Managing Director, Ping an Ventures) will view the finalists' brief pitches of their product ideas and innovations.

The third day of the ITB China Conference will deal with corporate travel and MICE. Andrew Phua, Director of Exhibitions & Conferences for the Singapore Travel Board, will impart the five things you should know about Asian business travellers. Booking and spending behaviour, as well as insight into the mannerisms of 2,500 business travellers from five source markets, are examined more closely in a study with McKinsey & Company. In a panel discussion moderated by Jonathan Kao, Managing Director of Greater China, BCD Travel, participants will discuss how to keep up with innovations in the corporate travel sector. Hui Zhong (President of ON THE WAY), Anna Zheng (Director of Sales, Regional Sales Office, Shanghai, Shangri-La Hotels and Resorts), Erik Li (Director, Corporate Department, Air China), and Vincent Darre (Regional Sales Manager Asia, Europcar International) will discuss how technological innovations, changing market conditions, and customer demands affect business travel providers.

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/

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).

More details are available at www.itb-china.com

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