

**ITB China**  
**The Marketplace For China's Travel Industry**  
**16 to 18 May 2018**

**MB** EXHIBITIONS  
SHANGHAI

## **ITB China becomes official partner event of EU- China Tourism Year (ECTY)**



**ECTY and ITB China building bridge between China and Europe – Europe again largest exhibitor at ITB China 2018**



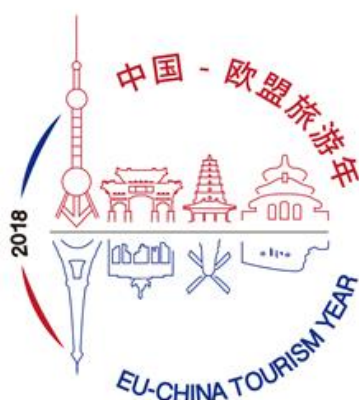
Visit Finland

*Berlin/Brussels/Shanghai, 2 March 2018* – The year 2018 will be a significant year for both China and Europe: In the official EU-China Tourism Year, ITB China, taking place from 16 to 18 May 2018 in Shanghai, becomes an official partner event of the ECTY (EU-China Tourism Year). A corresponding agreement was signed in February 2018 by Mr Eduardo Santander, Executive Director of the European Travel Commission and Mr David Axiotis, General Manager of ITB China. The first ITB China marked its successful premiere in 2017 and proved its importance as China's new marketplace for the travel industry. The ECTY is designed to help EU and Chinese tourism businesses, authorities and all other stakeholders participating in successful commercial and cultural exchanges between the European Union and China. By teaming up ITB China and the ECTY optimally set the scene to further strengthen and expand its relationship with China.



**WYNDHAM**  
HOTEL GROUP

**EUROPEAN  
TRAVEL  
COMMISSION**



**David Axiotis, General Manager ITB China:** “To enhance the visibility of the European countries as appealing travel destinations in Greater China and promote mutual exchanges between Europe and China, I see the EU-China Tourism Year as the best initiative one can think of and ITB China as the best marketplace to be that connecting bridge between the prospering Chinese

**Press Contact**

**ITB China:**

Julia Wegener  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
[J.Wegener@messe-berlin.de](mailto:J.Wegener@messe-berlin.de)  
[www.messe-berlin.de](http://www.messe-berlin.de)

**Additional information:**

[www.itb-china.com](http://www.itb-china.com)

**MB Exhibitions (Shanghai) Co., Ltd.**

Management: Dr. Martin Buck,  
Executive Director  
4225 Wheelock Square, 1717  
West Nanjing Road  
Jing'an District, Shanghai,  
200040 China

No. 12e

travel market, the world and specifically Europe.”



David Axiotis, General Manager ITB China

**Eduardo Santander, Executive Director, European Travel Commission:**

“ITB China is an excellent platform to showcase Europe's unique and diverse natural and cultural heritage and to foster cooperation between tourism business in Europe and China. We are confident that this partnership will contribute to achieve the objectives of the EU-China Tourism Year.”



Eduardo Santander, Executive Director, European Travel Commission

At this year's ITB China the demand for exhibition space is again very high and Europe, who was partner destination last year, becomes a central attraction at China's new marketplace for the travel trade industry. The dedicated Europe Pavilion will be showcasing a multitude of European tourism products and destinations. As the largest exhibitor it will again have a

strong exhibition presence on the show floor and will participate in numerous events at ITB in Berlin and Shanghai, among others:

- 8 March 2018, ITB China Preview Event at ITB Berlin
- 27 March 2018, ITB China Preview Press Event in Shanghai
- 15 May 2018, ITB China Opening Dinner
- 16 May 2018, Official Ribbon Cutting Ceremony and VIP Tour at ITB China.
- 16 May 2018, ITB China Conference Day 1, ECTY Conference panel

**Trade visitors may register for ITB China 2018 at**  
[reg.itb-china.com/portal/visiting](http://reg.itb-china.com/portal/visiting)

#### **ITB China Press Registration:**

As of now you can obtain your **accreditation** for ITB China at [reg.itb-china.com](http://reg.itb-china.com).

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

First launched 52 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 ten years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 940 exhibitors from 113 countries, ITB Asia in Singapore has established itself as Asia's Leading Travel Trade Show. 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 2018 will take place from Wednesday to Friday, 16 to 18 May, at the Shanghai World Expo Exhibition and Convention Centre in hall 1. 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)