

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

**MB EXHIBITIONS**  
**SHANGHAI**



## PRESS RELEASE

### **ITB China 2018: Exhibition space grows by 50 percent and is fully booked up again**

**Exhibition space increased by 50 percent – More than 700 exhibitors from 80 different countries – more floor space for exhibitors from Middle East and Latin America – many newcomers**

*Berlin/Shanghai, 25 April 2018* – After its premiere last year the success of ITB China is set to continue: China's new marketplace for the travel industry, taking place from 16 to 18 May in Shanghai, is fully booked out one month before the show with a 50 percent increase of the gross exhibition area compared to last year. More than 700 exhibitors from 80 countries will be represented in China's three-day B2B travel trade show. In addition to established exhibitors from last year, ITB China has been able to secure many newcomers. The latest update of the exhibitor list is now available online: [www.itb-china.com/fair\\_exhibitors/](http://www.itb-china.com/fair_exhibitors/).

**David Axiotis, General Manager ITB China:** "ITB China is becoming a driving force behind the Chinese travel industry. Exhibitors and visitors can look forward to three highly intense business days at the second edition of ITB China with interesting opportunities to explore the latest trends in Chinese travel". The event attracts more than 700 exhibitors among which 27 percent offer MICE & Corporate products, 60 percent Leisure and 13 percent travel technology solutions. Over one-third (37 percent) of the exhibitors will be coming from Europe, and another third (33 percent) from Asia including China. The Americas (15 percent) and the Middle East (15 percent) are also strongly represented.

Being the largest exhibitor, the **European Commission** will have a strong exhibition presence on the show floor presenting, Bulgaria, Croatia, Czech Republic, Estonia, Germany, Ireland, Latvia, Lithuania, Luxembourg, Romania, Serbia and Slovenia along with other European countries such as Greece and Turkey, Liechtenstein, Malta, Portugal and partner destination Finland in the European area.

The growth potential of countries from the **Middle East** and the **Americas** is also well reflected at ITB China. With the UAE, Israel, Iran and Egypt the Middle East is strongly represented. 31 new exhibitors from the ME will present their services and products. The UAE countries such as Abu Dhabi



Visit Finland



**WYNDHAM**  
HOTEL GROUP

#### **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

and Sharjah even expanded their booth space this year. For the first time, Etihad Airways will display its products at ITB China 2018. Rising interest in China on both American continents is demonstrated by a lot of returning as well as new countries attending ITB China such as Argentina, Brazil, Chile, Columbia, Dominican Republic, Los Angeles, Mexico, Panama and Peru.

Among others, the following **hotels, OTA's** and **transportation providers** will be showcasing their portfolio at ITB China: This year's partner hotel Wyndham Hotels, Jin Jiang Hotels, Pan Pacific Hotels Group, New World Hotels and Resorts, Maritim Hotels and Resorts, the Golden Tulip Hotels., Blacklane, Europcar and Hertz.

Visitors interested in the booming field of online travel and travel technology will also find a grown **eTravel World China segment**. Well-known companies such as Ctrip, Meituan Travel, Tencent, Expedia Affiliate Network, Hotelbeds, WebBeds, Mafengwo, Tujia.com, Qyer, Shiji Network, On the Way, Yundijie iGola and Hunan Mengtu are only some of the confirmed exhibitors.

On 15 May, the eve of the show, ITB China 2018 kicks off with an exclusive **Opening Dinner** with 600 senior guests from the global and Chinese travel industry, including Mr. Bo Sun, Senior Vice President of Ctrip and Mr. Steven Shu CMO, Meituan-Dianping. A total of **2,700 attendees** are expected to take part in the lectures, discussions and keynotes of ITB China Conference, given by more than 120 industry speakers. More than **10,000** match made appointments between buyers and sellers have already been pre scheduled before the event. This year ITB China is organising five **major speed dating events** with some 300 participants each enabling buyers to establish valuable links with exhibitors in the shortest possible time. ITB China offers a multitude of **networking events** and opportunities for making new valuable industry contacts during "ITB China Cruise Night 2.0" powered by Ctrip, the "Party Like a Finn Night" powered by Visit Finland, the "Aftershow Sundowner" powered by Maritim and many more evening functions.

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

You can obtain your **accreditation** for ITB China at [reg.itb-china.com/portal/?lng=en](http://reg.itb-china.com/portal/?lng=en) now.

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

First launched 51 years ago, ITB Berlin is recognized 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 organized 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-organized by the leading conference organizer 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).