

PRESS RELEASE



Germany Pavilion debuts at ITB China 2019



The VIR (Verband Internet Reisevertrieb) is organising a combined stand for tourism companies from Germany at ITB China 2019 – The German National Tourist Board, Solamento and Sunny Cars already confirmed their participation

Shanghai/ Berlin, 15 October 2018 – With the help of an initiative by Verband Internet Reisevertrieb e.V. (VIR), Germany's leading association for the digital travel industry, German tourism companies are due to make a joint appearance at ITB China 2019, which will take place from 15 to 17 May 2019 in Shanghai. The organisers are planning to set up a combined stand for German tourism companies aiming to present themselves and their products and services at the three day B2B travel trade show exclusively focused on the Chinese Travel Market.

Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Press Spokesman and
Press and Public Relations Director
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@messedamm22](https://twitter.com/messedamm22)

“Our aim is to jointly represent the German tourism industry at this important trade show and to establish the stand as the meeting place for tourism professionals and Chinese companies who are looking to forge business ties with German firms“, said **Michael Buller, chairman of the VIR**. Interested companies will not only be able to present themselves on the stand during the three days of the show, but will also benefit from a wide-ranging programme of events organised by the VIR.

**ITB China /
ITB Berlin / ITB Asia:**
Julia Wegener
PR Manager
T: +49 30 3038-2269
j.wegener@messe-berlin.de
www.messe-berlin.com

“With more than 2,9 million overnight stays today China is the most important source market for the German incoming tourism in the Asia-Pacific region. Until 2030 we see potential for then 5,0 Million overnight stays“, says Petra Hedorfer, CEO of the German National Tourist Board. “The cooperation with VIR at ITB China is an important part of our marketing activities in this developing region. We have started some very successful projects with Chinese Online Travel Companies, yet, and will still increase our marketing portfolio to tap the big potential in this growing market”.

Additional information:
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

In cooperation with ITB China, the VIR has put together a package for German companies exhibiting at ITB China 2019, which includes their own information counter on the combined stand, an entry in the

online catalogue of ITB China, two exhibitor passes and over 20 appointments with buyers from China, as well as furniture and personal support on the stand. “This is invaluable especially for companies which have yet to establish relations in China and have no knowledge of the local market“, the chairman said. “They can rely on getting to know exactly the right contacts in Shanghai.”

David Axiotis, General Manager ITB China: “This year, for the first time, VIR travelled to Shanghai with a 20-strong German delegation to attend ITB China 2018 and gain an insight into how Chinese travel companies work. The participants were impressed by the speed, dynamic nature and intensity of China’s digital transformation, in particular in large cities. I am glad to see the trip has left a lasting impression to the delegation. ITB China is happy to offer an important access for companies focusing on China in the future.”

Both companies belonging to the VIR and other firms may exhibit in the Germany Pavilion. For more information please contact Lara Hass at lara.hass@v-i-r.de.

Exhibitors can register for ITB China 2019 at contact@itb-china.com.

About ITB Berlin and ITB Asia

First launched 53 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 eleven 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 2019 will take place from Wednesday to Friday, 15 to 17 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).

More details are available at 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.

Information about the data protection law:

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr.

Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: datenschutz@messe-berlin.de. The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties.

If you no longer wish to receive ITB China press releases, please send an email to itbchina@messe-berlin.de.