

PRESS RELEASE

ITB China Startup Award 2019: Looking for the best innovative travel technology ideas

Deadline for submitting applications 10 April – award ceremony to take place 16 May at ITB China – Companies of all sizes and sectors may apply – winner rewarded with booth at ITB China 2020 – impressive jury list

Berlin/Shanghai, 18 January 2019 – For the third time the stage is set for the best innovative travel technology solutions: Starting today startup companies can apply until 10 April 2019 for the ITB China Startup Award on the stages of the eTravel World China at ITB China, set to take place from 15 -17 May, in Shanghai. During eight-minute pitches the innovators have the chance to describe how their product will change the future of the travel industry. The winner voted by a jury of known industry professionals will receive the ITB China Startup Award and will be awarded a nine sqm booth for ITB China 2020. The award ceremony takes place on 16 May 2019 in the conference area at the Shanghai World Expo Exhibition and Conference Center.

Companies of all sizes and sectors may apply. Particular emphasis will be placed on topicality and relevance to the industry. The award recognizes startup companies who launched their products and business solutions with great market potential less than three years ago.

Applications can be submitted to jerry@itb-china.com and should contain the following information: Applicant Name, Company Name, Contact (Mobile & Email), Company Website (or WeChat/Facebook page ID), Business Plan, Product Description, Growth Expectation and Team Background.

The jury consists of the following members of well-known industry professionals:

- Mr. Matt James, Senior Manager of Corporate Strategy, **Amadeus**
- Ms. Margaret Feng, Head of **Oasis Lab, Ctrip**
- Mr. Le Yu, Managing Director of **Ping An Ventures**
- Mr. Jiazhu Wu, Chief Strategy Officer of **Tongcheng-Elong**
- Mr. Jay You, Partner of **Yuantai Investment Partners Evergreen Fund**

Last year for the first time there were two equal winners: **Timekettle**, a Shenzhen based company and the Hong Kong-based travel platform **TravelFlan**. "ITB China Startup Award helps participants to exhibit and present their startup projects, giving entrepreneurs the opportunities to network with experienced veterans and investors in the tourism industry", said **Qin Zi'ang, Founder of Shenzhen Timekettle Technologies**.



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“Our products were highly recognized by the organizers and industry leaders, making TravelFlan stand out at ITB China and in the travel market. We also benefitted from a variety of advices and guidance from the jury. Through ITB China, we made a lot of friends and partners in the industry”, said **Abel Zhao, CEO of TravelFlan**.

More information is available at www.itb-china.com/awards

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. Having hosted more than 1,000 exhibitors and over 1,000 buyers this year, ITB Asia 2018 had also recorded an increase of 8.9% of total visitors representing more than 127 countries. 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

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