



**Press Release**

**First-ever Business Travel MICE Procurement Conference 2019 - Strengthen ITB China's positioning in MICE and Corporate Travel**



- **Theme: “Value + Compliance: Double Helix of MICE Business”**
- **Launch of China Dynamic Procurement Alliance**

*Berlin/Shanghai, 16 September 2019* –The Business Travel MICE Procurement Conference 2019 - Shanghai Station, jointly hosted by China BT MICE and ITB China, came to a successful conclusion on 10 September at the Royal Garden Hotel Shanghai. **The inaugural conference attracted 300 senior industry attendees from all over China**, representing all segments of MICE and Business Travel. After nine years in Beijing, the conference moved to Shanghai this year, in order to engage with MICE operators of the megacity and across the areas of the Yangtze River Delta.

The conference focused on the theme of **“Value + Compliance: Double Helix of MICE Business”**. Corporate procurement managers from various industries shared their cutting-edge knowledge and expertise with experts from communication agencies, MICE vendors, event technology companies, cultural travel group organizers and immersive experience solution providers about industry trends at the event.

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Among a multitude of side-events, the Business Travel MICE Procurement Conference 2019 also witnessed the launch ceremony of the **China Dynamic Procurement Alliance** co-hosted by ITB China. The alliance provides a social platform of experts for corporate procurement managers of various industries. It will hold regular seminars and workshops in Shanghai and Beijing to share professional insights, explore procurement strategies and practices in the fields of conferences, business travel and marketing, and also regularly introduce innovative technologies and models for professional discussions. China's leading digital media and magazine covering the MICE sector, China BT MICE, invited more than fifteen procurement executives from corporate- and business travel as well marketing services to attend the event followed by a networking dinner.



Mr. Lenny Jia, CEO and founder of CHINA BT MICE, said: "I am very pleased that the Business Travel MICE Procurement Conference 2019 - Shanghai Station was successfully organized with and co-hosted by ITB China. In the meantime, I am looking forward to a long-term, close collaboration with ITB China in several other areas to provide more comprehensive services to MICE and corporate travel suppliers. ITB China

is a unique platform for both buyers and suppliers to develop their business, we are proud to recommend ITB China to the Chinese professionals."

ITB China 2020 will focus more on MICE and corporate travel with dedicated networking events and conference stage especially made for the hottest industrial topics of MICE & Corporate Travel presented by key industrial players. The scale of MICE and corporate buyers will increase considerably by cooperating with different associations and groups.

In its 4<sup>th</sup> year ITB China, taking place from 13 to 15 May 2020 in the Shanghai World Expo Exhibition and Convention Centre, has already established itself as the must-attend event for the Chinese travel industry. Early committed exhibitors who register before 30 September 2019, can benefit from an **Early Bird discount of 10 percent** on their stand rental fees: [exhibitor@itb-china.com](mailto:exhibitor@itb-china.com).

### **About ITB China and the ITB China Conference**

ITB China is China's largest B2B exclusive travel trade show. ITB China 2020 will take place from Wednesday to Friday, 13 to 15 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 to the show and is co-organized by the leading conference organizer TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

### **About CHINA BT MICE**

CHINA BT MICE is an established media company which has been specializing in the MICE market and digital media for more than ten years now. Their media platforms include the public accounts of WeChat, Weibo, official website and EDM newsletter among others.

More details are available at [www.itb-china.com](http://www.itb-china.com)

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