

ITB China
The Marketplace for China's Travel Industry
12 to 14 May 2021



PRESS RELEASE

ITB China to announce "ITB China Industry MeetUp" event series in seven cities across China

- **3-months networking series, designed to reconnect with the chinese travel industry**
- **Seven stations to meet a total of 700+ Chinese travel professionals in Shenzhen, Changsha, Beijing, Shenyang, Chengdu, Xi'an & Shanghai**
- **Marriott International to become the Partner Hotel of all ITB China Industry MeetUp events in 2020**

Berlin/Shanghai, 4 Aug 2020 – The organizers of ITB China, China's largest B2B exclusive travel trade show, announced the launch of the **ITB China Industry MeetUp**, at an exclusive networking event for industry senior representatives in Shanghai last Wednesday. The ITB China Industry MeetUp is a series of events set to take place in seven major cities in China between September and November 2020.

"More than ever, we need a platform like the ITB China Industry MeetUp in order to bring together representatives from all fields of the industry and to explore new market demands and effective market solutions together," said **Ms. Lucinda Wang, COO of Shanghai Jinjiang Travel Holding Co., Ltd.**

The events are designed to help the industry recover from the economic post-Covid-19 fallout, providing unique opportunities for industry professionals to get updated on latest trend insights, relating to the 'new normal', as well as help travel suppliers to meet and connect face-to-face with members of the exclusive ITB China buyers circle in key cities and regions across China.

"It is good to see that preparations for the future opening of outbound tourism from China are already under way. These initiatives from ITB China are a very good example on how to bring all travel trade partners on board in the overall recovery process of the industry," said **Mr. Tiago Brito, Tourism Director China of Turismo de Portugal** at the Shanghai networking event.

The seven stations of the ITB China Industry MeetUp in 2020 will be

- **Shenzhen:** 24 September
- **Changsha:** 15 October
- **Beijing:** 27 October
- **Shenyang:** 29 October
- **Chengdu:** 10 November

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- **Xi'an:** 12 November
- **Shanghai:** 25 November

The organizer is pleased to announce the partnership with the global leading hotel group **Marriott International**, as the Partner Hotel of the ITB China Industry MeetUp event series. "Marriott International, as an ITB global partner, is excited to support the ITB China 2020 Industry Meetup Events across seven key markets in China exclusively. We believe that the Industry Meetup offers a great platform for customers from segments including Business Travel, Leisure & MICE to re-connect and explore business opportunities in the new normal. Marriott has always placed an emphasis on health and safety and is committed to providing guests with an environment that aligns with expert protocols. We will actively monitor and evolve our solutions, with continued focus on cleanliness, quality and exemplary service." said **Ms. Becky Cao, Vice President, Global Sales Greater China of Marriott International**.

The events will support international travel industry professionals to **meet with potential business partners**, coming from China's key cities and regions. Together with Chinese travel experts, they are going to pick up on new traveler demands and the **latest trends** of the Chinese travel market and have the opportunity to **network** with top Chinese buyers and promote their company and products.

Each event will bring together **100+ attendees** from leading travel agencies and senior representatives from the industry, such as travel agencies and tour operators, OTAs, themed & customized agencies, MICE and corporate associations and companies, DMCs, national tourism organizations and DMOs, hotels and accommodation, travel tech companies as well as transportation service companies.

Featured **workshops** at the events will invite industry insiders and experts to discuss the hot topics like "**digitalization of travel marketing**", "**safety solutions under the new normal**" and "**transformation of travel agencies**" etc. through **keynote speeches, panel discussions and case studies**.

Further information on the ITB China Industry MeetUp can be found on:
http://www.itb-china.com/industry_meetup/

About ITB China and the ITB China Conference

ITB China is China's largest B2B exclusive travel trade show. ITB China 2021 will take place from Wednesday to Friday, 12 to 14 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).

More details are available at www.itb-china.com

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