

## PRESS RELEASE



### ITB China announces two industry events in Beijing and Shanghai next year

- **ITB China Special Edition, a newly designed travel event format, kicking off in Beijing from 7 - 8 May 2021**
- **Save the new dates of ITB China 2021 in Shanghai: 24 - 26 November**
- **The ITB China Industry MeetUp event series concluded successfully in November 2020**

*Berlin/Shanghai, 15 December 2020* – Following the successful premiere of the ITB China Industry Meetup Events in 2020, and traveler confidence recovering swiftly in China, the ITB China organizers have announced to launch an **ITB China Special Edition in 2021**. The two-day business event will make its debut in Beijing from 7 - 8 May 2021, to deliver an innovative showcase for business exchanges while providing a stage for sharing industry insights for the travel industry. The regular edition of **ITB China 2021**, together with the accompanying ITB China Conference in Shanghai, is being rescheduled to 24 - 26 November 2021.

“Fueled by promising news about vaccine developments we all anticipate upward trends in 2021. The way to real market recovery, however, will be a steady and gradual one that our industry will have to walk jointly in order to reach a post pandemic new normal”, **said Mr. David Axiotis, General Manager of ITB China**, further adding: “ITB China successfully kicked off the journey to recovery for its partners in China by premiering the ITB China Industry MeetUp event series in six key regions across China over the past three months. As the next major milestone, ITB China is once again leading the way with a tailor-made event format, the ITB China Special Edition 2021. Taking place in Beijing in spring next year, we expect a promising outlook on cross-border travel and emerging business opportunities at that time. Lastly, ITB China 2021 in Shanghai is set to once again serve as the leading platform to connect with the world's largest travel source market, strategically rescheduled to the end of the year, paving the way for a strong rebound of the industry in 2022.”

The **ITB China Special Edition** in Beijing, set to take place from 7 - 8 May 2021, is a newly designed and hybrid event format that will feature two exclusive prescheduled meeting sessions with hand-selected Chinese buyers, representing the whole bandwidth of Leisure, MICE, Corporate and Travel Technology. A total of 1500 participants are expected to join networking events to establish new valuable contacts, as well as attend an extensive series of content sessions by C-level industry experts, focusing on new traveler demands and travel trends.

Additionally, the hybrid character of the event will be set up for those professionals who are not able to attend in person. Suppliers will be offered



#### Press Contacts:

**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB China / ITB Berlin / ITB Asia / ITB India:**  
Julia Sonnemann  
PR Manager  
T: +49 30 3038-2269  
[Julia.sonnemann@messe-berlin.de](mailto:Julia.sonnemann@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

**Additional information:**  
[www.itb-china.com](http://www.itb-china.com)

**MB Exhibitions (Shanghai) Co., Ltd.**  
Management: Dr. Martin Buck,  
Executive Director  
4235 Wheelock Square,  
1717 West Nanjing Road  
Jing'an District,  
Shanghai, 200040 China

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a solution for remote participation with an easy-to-exhibit package. The keynote speeches and panel discussions during the conferences will be made available to a global audience online through instant live streaming, while simultaneous artificial intelligence-based translation in different languages will be offered for all content sessions.

“The progressive recovery of the Chinese travel market is a highly encouraging sign to the tourism sector in Europe. Together with our members, we will continue monitoring the latest changes in the industry and building on our close cooperation with Chinese partners to prepare for a speedy recovery of international travel as soon as the health situation allows. We are looking forward to working with ITB China next year!”, said **Mr. Eduardo Santander, Executive Director of the European Travel Commission.**

ITB China, the largest B2B exclusive travel trade show in China, set to take place from 24 - 26 November 2021 in Shanghai, will keep revitalizing business relations between the Chinese and global travel industry during and after this major transformation of the market, and help global suppliers and Chinese agencies to quickly chart the newly developed travel business landscape in China.

“Given the impact of COVID-19, the structure of the Chinese travel industry and consumer demand has undergone major changes. Therefore, it is crucial to accelerate the progress of the digitalization of the business world, in which basic technologies improve the efficiency of information interactions in the upstream and downstream parts of the value chain, and update and iterate products quickly”, said **Mr. He Yong, President of HCG Travel Group**: “I would like to thank ITB China for organizing the Industry MeetUp events in the challenging year 2020 and sparing no effort to provide the industry a communication platform. We look forward to connecting with more partners at all ITB China events next year to explore desirable travel products and resources and better serve our customers,” he added.

The ITB China Industry MeetUp events, a specially designed networking format to bring together experts and representatives from the industry, were successfully held in six major cities in China from September to November 2020. The events attracted 53 sponsors and more than 1070 professionals. Altogether 95 speakers covering 36 topics discussed new market demands and effective market solutions in China. Check More details in the [event fact sheet](#).

Early committed exhibitors enjoy a 10% early bird discount on their ITB China Special Edition stand rental by registering before 31 Jan 2021. For further information please contact: [exhibitor@itb-china.com](mailto:exhibitor@itb-china.com).

Check out the newly designed ITB China homepage [www.itb-china.com](http://www.itb-china.com) for more details.

### **About the 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, 24 to 26 November, 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. Check more details on our website: [www.itb-china.com/shanghai](http://www.itb-china.com/shanghai)

### **About the ITB China Special Edition**

The ITB China Special Edition is a 2-day event, taking place in Beijing from 7-8 May 2021. The event features prescheduled meetings with Chinese top buyers, networking events and an extensive series of content sessions by well-known industry experts, focusing on new traveler demands and travel trends. Additionally, the hybrid character of the event will be set up for those who are not able to attend in person. Check more details on our website: <http://www.itb-china.com/beijing>

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