

PRESS RELEASE

ITB China to host offline industry gathering in June 2021 in place of Special Edition

- **ITB China Special Edition will not take place as planned in May due to the cross-border restrictions resulting from the ongoing coronavirus pandemic**
- **ITB China 2021 in Shanghai, 24 – 26 November, on track with new hybrid concept**

Berlin/Shanghai, 26 March 2021 – The organizers of ITB China have announced to host an offline industry gathering at the end of June in place of the ITB China Special Edition trade event originally scheduled in Beijing from 7- 8 May. The industry gathering will be an invitation-only networking event for China-based industry professionals to exchange updates and insights on the future of the Chinese travel market.

ITB China Special Edition had been designed at the end of last year as complementary event to ITB China 2021 in November and to serve as an industry-hub for informational and commercial exchange towards an expected gradual recovery of China's international travel market.

With strict cross-border travel restrictions still being in place in China, the prospects of international travel to and from China are not reliably predictable at this point in time and Chinese travel agencies are therefore not yet ready to resume regular business activities with regards to purchasing, packaging and promoting international travel products.

“Reflecting the current market situation, the trade-focused event - ITB China Special Edition - could not fulfill its intended function and thus would not meet the standard of business value that ITB China had committed to deliver to its partners and customers,” said **Mr. David Axiotis, General Manager of ITB China**. “However, the industry's desire to stay in touch in person continues unabated, and that is exactly what we will be doing in the first half of 2021 by providing a pure networking occasion to meet face-to-face. At the same time, backed by the anticipation of a powerful resumption of Chinese cross-border travel shared by all our partners, we are moving ahead on the coming ITB China in November with innovative solutions for our exhibitors, buyers and partners to connect and meet with each other, helping them to shape the new business landscape of the Chinese travel market.”



Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
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
www.messe-berlin.com

Additional information:
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

The fourth edition of ITB China, the largest B2B exclusive travel trade show in China, and the accompanying ITB China Conference will take place in Shanghai from 24 – 26 November 2021 with a comprehensive hybrid concept that will allow all exhibitors – regardless of their location – to meet with China's top-buyers. More details will be published on the website in the following weeks: www.itb-china.com/

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.

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

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