

## **PRESS RELEASE**

### **The 10th Business Travel MICE Procurement Convention has exceeded expectations, marking the full recovery of China's domestic MICE market**

- **ITB China co-hosted the 10<sup>th</sup> edition of the Business Travel MICE Procurement Convention in Beijing**
- **Over 600 industry professionals attended the event**
- **Convention theme: Mutual promotion between MICE and the industries it serves**

*Berlin/Shanghai, 12 May 2021* – The 10th edition of the Business Travel MICE Procurement Convention, hosted by China BT MICE and co-hosted by ITB China, was successfully held at the Ritz-Carlton Beijing on 8 May 2021. Over 600 high-level MICE professionals and buyers from various industries such as medical, medical equipment, automobiles, health, food, games, finance, insurance, electrical manufacturing, education and many others joined the event, discussing business cooperation opportunities with fruitful results.



**Mr. Wang Hao, Managing Director of MIE China** said during the event:  
"With the effective control of the epidemic in China, our business has started to return to normal. In fact, since the end of last year, we have been carrying out MICE activities in various cities of the country. We found very qualified partners here, and we are looking forward to further implementing future cooperation."



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Under the theme of "Mutual promotion between MICE and the industries it serves", the forum sessions brought together senior representatives from MICE companies, MICE agencies, enterprises, MICE & Tourism Complex, destinations, conference technology and other fields, while sharing market insights and innovation trends under the topics of "How your event proposal wins over your client?", "The experience of industry-oriented MICE", "New ideas for MICE events", "Digital innovation and practice of exhibitions" and many more. During the panel discussions, buyer representatives as well as experts from leading MICE companies shared practical opinions on "What should the MICE service look like from a buyer's perspective?", "Which industries are the future of MICE?" and "What value does technology bring to the exhibition industry?".



"The keen interest in the 10th Business Travel MICE Procurement Conference marks the starting point of a full recovery in the domestic MICE market. After the challenges of the epidemic, China's MICE service organizations have tried hard to adjust their strategy and to focus more on building core competitiveness and choosing strategic development paths, which have resulted in an upgrade of the entire MICE industry. The participating domestic MICE & Tourism Complex not only got a high presence at this convention, but also ushered in the historical opportunity of internal MICE traffic in terms of real business development and showed optimism about the MICE market situation in 2021," **said Mr. Lenny Jia, the founder and CEO of China BT MICE.**

#### **About the Business Travel MICE Procurement Convention (BTMPC)**

In its ten years of development, BTMPC has become the flagship event for the latest trends in the MICE industry, an important platform for promotion and customer acquisition, and the industry's central social network.

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

ITB China is China's largest B2B exclusive travel trade show. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry and is taking place on a yearly basis in Shanghai. The ITB China Conference will take place parallel to the show and is co-organized by the leading conference organizer TravelDaily.

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