

**ITB China**  
**The Marketplace for China's Travel Industry**  
**Physical, 24 – 26 Nov 2021**  
**Virtual, 8 Nov – 31 Dec 2021**



## PRESS RELEASE

### The stage is set for the best innovative travel tech solutions at the ITB China Startup Award 2021

**Application deadline 22 October – Pitches and awards ceremony to be held at ITB China on 25 November – Winner will be rewarded with a stand at the trade show – new jury members on board from Trip.com, Jin Jiang Global Innovation Center, BTG Homeinns Hotels Group, New Century Hotels & Resorts and Ocean Link**

*Berlin/Shanghai, 13 July 2021* – For the 4th time, the jury members of the ITB China Startup Award are looking for the best innovative travel technology ideas. As of today, startup companies who launched their product and business solutions less than three years ago can apply until **22 October** for the ITB China Startup Award. This year the marketplace for China's travel industry takes place as a hybrid show from 24 – 26 November 2021 in Shanghai, with a virtual extension from 8 November to 31 December.

"In terms of safety travel, smart travel and accelerated digital transformation, technological innovation as such is undoubtedly one of the important drivers to provide impetus for the industry. Tech innovation companies are paying full attention to the ITB China Startup Award again this year, especially when it comes to exploring new products and business solutions that have huge market potential," said **David Axiotis, General Manager of ITB China**.

The **award ceremony** takes place on **25 November 2021** in the conference area of the Shanghai World Expo Exhibition and Conference Center and will be live-streamed. During eight-minute pitches the innovators have the opportunity to show how their product will impact the future of the travel industry. The winner, voted by a jury of known industry experts, will receive the ITB China Startup Award and will be awarded a booth for ITB China 2022.

This year the award welcomes **new jury members**. As part of the pitch startups will be given the opportunity to present themselves and their innovative ideas to the following well-known industry professionals: Mr. Zhou Shiwei (**Trip.com**, Vice President of Strategic Development), Mr. Lio Chen (**Jin Jiang Global Innovation Center**, Senior Vice President), Mr. Bo Wang (**BTG Homeinns Hotels Group**, General Manager of IT), Mr. Michael Zhu (**New Century Hotels & Resorts**, Vice President), Mr. Tony Jiang (**Ocean Link**, Co-founder and Partner).



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“The innovation of the travel industry needs to adapt to the market, keep pace with the times and often rely on science and technology. I am looking forward to seeing new ideas and products that can inject new life and originality into the industry on the stage of this year's ITB China Startup Award,” said **Mr. Michael Zhu, Vice President of New Century Hotels & Resorts.**

To apply for the ITB China Startup Award competition, please submit the application materials to [jerry@itb-china.com](mailto:jerry@itb-china.com). More information is available at [www.itb-china.com/awards](http://www.itb-china.com/awards)

The exhibitor registration of ITB China 2021 ends on **15 September 2021**.

Further information can be found online: <http://www.itb-china.com/exhibitors/become-an-exhibitor/> or email to [exhibitor@itb-china.com](mailto:exhibitor@itb-china.com)

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

ITB China 2021 will take place from Wednesday to Friday, 24 to 26 Nov, at the Shanghai World Expo Exhibition and Convention Centre. In addition to the physical event, ITB China 2021 Virtual will be held from 8 November to 31 December 2021. ITB China is a business-to-business travel trade platform that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organized by the leading travel conference organizer TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

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

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