

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



## PRESS RELEASE

### ITB China announces new buyer partnerships for the “MICE and Corporate Travel” segment of ITB China

*Berlin/Shanghai, 26 August 2021* – According to the “2020-2021 White Paper on Business Travel Management Market” published by Ctrip Corporate Travel, China's share of the business travel market in the Asia-Pacific region is growing year by year and already reached 69% in the year 2020. The latest data show that MICE and Business Travel are proving to be very dynamic and promising segments of the Chinese travel industry. Therefore, the cooperation with **14 leading MICE and Corporate Travel buyer partners** will be strengthened to increase the purchasing power at ITB China, the Marketplace for China's Travel Industry. The upcoming edition of ITB China will be held as a physical event in Shanghai from 24 – 26 November this year, with a virtual extension from early November until the end of December.

The **MICE and Corporate Travel buyer partners** will include **BCD Travel China, BRAVOLINKS, CITS GBT, Ctrip Corporate Travel, CTG MICE, CWT China, GCM, HUACHENG MICE, Jin Jiang MICE, Meiya, JL Best Meeting, ON THE WAY (OTW), Smart MICE and UCC.**



"We have many years of successful experience in serving the government, state-owned central enterprises, and large and well-known companies. We look forward to a new round of cooperation with ITB China to connect with more high-quality domestic and international partners and further diversify our products and services", said **Mr. Zhang Jian, General Manager of CTG MICE Service Co., Ltd.**

As **MICE and Corporate Travel buyer partners**, these 14 leading Chinese travel companies will send top buyers from all over China to ITB China events and promote the events among their resources and platforms, as



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well as organize activities, both physical and virtual at ITB China 2021, and share the latest market trends and their experiences in the domestic market.

"It's the first time that we participate in ITB China. The development of MICE travel has always been one of the priorities for Sanya. Especially since the epidemic, the demand for domestic MICE travel has increased greatly. We are looking forward to learning and exchanging experiences in destination marketing with overseas tourism bureaus and establishing contacts and business cooperation with more partners at ITB China 2021", said **Ms. Ma Nan, Marketing Director of Sanya Tourism Promotion Board**.

"We are particularly grateful to the Chinese MICE industry for the support and cooperation. In the post-pandemic era, we will continue to provide extensive and practical products customized for our MICE partners to meet the various needs of different industries, and to set the stage for the full recovery of Business Events Australia. We hope all of you will continue to follow Business Events Australia, and we sincerely wish great success to ITB China 2021!", said **Ms. LC Tan, Regional Business Events Director, Tourism Australia**.

ITB China 2021 exhibitor online registration is now live, exhibitors can apply under the following link: [here](#). Further information can be found online: [www.itb-china.com/exhibitors](http://www.itb-china.com/exhibitors) or by 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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