

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



## PRESS RELEASE

### ITB China collaborates with China BT MICE to strengthen ties for innovation of MICE market

*Berlin/Shanghai, 14 October 2021* – China BT MICE, China's leading MICE media and community platform, will be the strategic MICE Media Partner for ITB China 2021. Since 2019, this is the second time China BT MICE will hold this title. ITB China is the most influential B2B-exclusive travel trade show in China and will be held as a physical event in Shanghai from 24 – 26 November 2021, with a virtual extension from early November until the end of December.

“At a time when international tourism is facing challenges, ITB China's persistence in the Chinese tourism market shows the original intention of the ITB brand and its commitment to the industry,” said **Mr. Lenny Jia, CEO and Founder of China BT MICE**. “As one of the most influential media and community in China's MICE industry, China BT MICE shares the same values and mission as ITB China. We'll be happy to promote ITB China in all our relevant media channels.”

China BT MICE will have a comprehensive cooperation with ITB China on both the online platform and the physical event, promoting the trade show on its channels and to the MICE community, as well as organising a delegation of MICE professionals to the event. This is in addition to producing **video interviews with high-profile industry experts** that will be published in the digital platform of ITB China, co-organizing the MICE content sessions together with ITB China as part of the physical ITB China Conference, which will be held on the afternoon of 25 November, the second day of ITB China 2021. The sessions will bring together experienced industry experts in the MICE field, and features topics on **“How to create a spiritual culture themed product for the company team building?”**, **“Event with immersive experience”**, **“MICE is being reborn in a way you didn't expect”**, **“How do MICE destinations get their customers?”**, **“The rethink of MICE industry from the generation 30s and 40s”** and many others.

“We have gained the experience and new demand from customers through the new round of revolution and transformation in the domestic MICE market. I am looking forward to exchange these information and latest news



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with global MICE destinations and service providers during ITB China 2021,” Lenny added.

Get a FREE listing at ITB China Virtual 2021 by the following link: [here](#). For further information please 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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