

PRESS RELEASE

ITB China 2021 goes fully digital, offering the industry a virtual platform for quality networking, business and content

- **Dynamically evolving restrictions due to pandemic lead to a fully virtual ITB China 2021**
- **ITB China Virtual platform to run from 8 Nov to 31 Dec offering 50 days of digital trade show experience**
- **Platform to kick off with an extensive series of virtual 1-on-1 interviews with leading industry experts**
- **Business matchmaking and prescheduled appointments between buyers and sellers throughout the whole event period**

Berlin/Shanghai, 2 November 2021 – The physical trade show part of ITB China, which was scheduled to be held on 24 – 26 Nov 2021 in Shanghai, cannot take place due to dynamically developing restrictions related to the pandemic situation in China. Given the corresponding prevention regulations, a physical trade show cannot be reliably implemented at this point in time. **David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China** shared: "With only less than a month away, the current situation has become too unpredictable to hold ITB China as a hybrid event as originally planned. The decision to go fully digital was taken after closely following the most recent developments of the COVID-19 pandemic in China and having broad discussions with partners and local government authorities. Fortunately, we have already developed a digital concept that enables us to offer our partners a custom-made platform for successful business opportunities and quality content in these dynamic as well as challenging times, especially as the industry craves business exchange in one place more than ever before."

For the coming **ITB China Virtual event**, participants can expect the following highlights at a glance:

- Search for global travel suppliers using multimedia presentations of their products, connecting participants over a longer period of 50 days
- Prescheduled and spontaneous appointment opportunities for one-on-one chats with potential partners from around the world
- Exchange and one-click downloads of e-business cards
- Specially designed online session with video interviews from industry experts

ITB China Virtual will go live on 8 November with a kick-off period featuring forward-looking **1-on-1 interview sessions** with leading travel and tourism experts. Well-known faces from the industry, such as **Prof. Dr. Roland Conrady**, Executive Convention Director / ITB Berlin Convention, **Joseph**



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Wang, Chief Commercial Officer TravelDaily, **Lenny Jia**, Founder China BT MICE, and more will be asking thought provoking questions, making the sessions both insightful and entertaining for the audience. The interviews bring together top executives and industry experts from travel organizations, destinations, travel services, hospitality and MICE, among others.

Travel Organizations

Dr. Eduardo Santander, **European Travel Commission (ETC)**,
Mr. Conrad Clifford, **IATA**

Destinations

Mr. Mansoor Mohamed, **South African Tourism**
Ms. María Llinares, **Turespaña**
Ms. Sabrina Ding, **Qatar Tourism**
Mr. Andrew Hogg, **Tourism Australia**
Mr. Simon Bosshart, **Switzerland Tourism**
Mr. Albert Yip, **Sanya Tourism Promotion Board**
Mr. Roy Kriezman, **Israel Ministry of Tourism**

Travel Services

Dr. Klaus-Ulrich Sperl, **DER Touristik Group**,
Mr. ZhiQuan Gao, **CYTS**
Mr. Jack Chen, **CAISSA Tourism**

Hospitality

Mr. Joon Aun Ooi, **Wyndham Hotels & Resorts**,
Ms. Becky Cao, **Marriott International, Inc.**

MICE

Ms. Fanny Huang, **Hunan Ruizhi International Conference and Exhibition Co.Ltd**,
Ms. Jojo Xu, **Comfort International M.I.C.E Service Co.,Ltd.**,

These 16 interviews will be released from 8 Nov on the virtual platform, marking the official kick-off of this year's ITB China 2021.

Register as visitor for ITB China 2021 by the following link: [here](#). For further information please email to visitor@itb-china.com.

Secure your virtual booth and prescheduled appointments with selected Chinese buyers at ITB China Virtual 2021 by the following link: [here](#). For further information please email to exhibitor@itb-china.com

About ITB China and the ITB China Conference

ITB China 2021 will take place from 8 November to 31 December as a purely digital event and is co-organized by the leading travel conference organizer TravelDaily (www.traveldaily.cn). ITB China is a business-to-business travel trade platform that focuses on the Chinese travel market..

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

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