

PRESS RELEASE

ITB China Virtual announces expanded programme of online sessions to provide top-level industry knowledge in challenging times

- **Featuring visionary experts from various areas of the industry, including Destinations, MICE, Business Travel, Accommodations and Travel Technology**

Berlin/Shanghai, 1 December 2021 – ITB China Virtual updates the event programme with **20+ online sessions** featuring prominent speakers from leading travel companies, who will focus on strategically important market developments and trends, including Destinations, MICE, Business Travel, Accommodations and Travel Technology. Videos of the keynotes and panel discussions will be published on the virtual platform starting **December 6**, marking a highlight of this year's show, which will run from November 8 to December 31 as a digital-only event.

For the first time, ITB China will cooperate with the **MICE & TMC Committee of Shanghai Tourism Trade Association** to hold a special day session on "**MICE and Business Travel**" on **December 6** to share new developments in the MICE and business travel industry in China. Top-notch speakers will discuss how the events and business travel industry is coping with the challenges created by the crisis. Among the topics that will be addressed are: "Invisible Pay Solution -The new opportunity for Business hotels", "The digital surge to reshape the new ecology of exhibition marketing", "The combination and experience of Exhibitions and MICE", "How intelligent communication empowers the transformation and upgrading of the conference industry" and many more.

On **December 8**, another day on "**MICE and Business Travel**" will be held in cooperation with **China BT MICE**, one of the most influential media and communities in the China's MICE industry, with two keynote speeches on the topics of "Top 10 Values of Immersive Experience You Should Know" and "How to design a meeting solution with spiritual and cultural essence", and two panel discussions.

What's the scenario of recovery in oversea MICE destinations? How do MICE planners meet clients' demands of safety and health nowadays? - These and other questions will be discussed in a panel discussion, moderated by Lenny Jia, CEO and founder of China BT MICE, featuring



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guest speakers from Tourism Australia; Los Angeles Tourism & Convention Board and Abu Dhabi Convention & Exhibition Bureau.

Senior executives from Shanghai C&D MICE, China Smartmice Group, East Star Event Management and 31Event, will engage in another discussion on the topics of “What’s the perspectives of senior MICE experts for market recovery?”, “What changes that Covid pandemic brings to the market?”, “Large and comprehensive VS. Small and focused” and “Which mode will be the fittest to survive in the new environment?”.

This year, the Hospitality Sales and Marketing Association International (**HSMAI**) will once again offer forward-looking insights on **10 December** with 2 keynotes and a panel discussion on topics such as "China Hotel Performance Outlook", "Revenue Management in the New Era of Hotel Evolution" and "The Uptrend for the Chinese Distribution Landscape", to help hoteliers to grow their revenue management and digital marketing careers.

Special "**Overseas Destination**" sessions will be held on **13 December**, featuring updates and news from ETC China Chapter, Los Angeles Tourism & Convention Board, Maldives, Saudi Arabia and EternityX, as well as their upcoming plans for the Chinese travel market.

15 December will be dedicated to "**Accommodation**" and "**Travel Technology**": Top speakers from Wyndham Hotels & Resorts, JinJiang Hotels, Shiji Group and Inntie are invited to share their views on new trends and impulses for the development of tourism in the post-pandemic era such as “New Trends and Momentum “, “Analysis of investment trends in China's hotel industry“ and many more.

Click [here](#) to check the full programme of the online sessions of ITB China Virtual 2021.

Visitors can access the virtual platform of ITB China 2021 at the following link: (desktop version: <http://wapp.itb-china.com>, mobile phone version: <http://virtual.itb-china.com>)

Get a FREE listing 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-tobusiness travel trade platform that focuses on the Chinese travel market.

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

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