

PRESS RELEASE

MICE & TMC Committee of STTA joins forces with ITB China Virtual 2021

Berlin/ Shanghai, 2 December 2021 – As very important and promising segments of the Chinese travel industry, MICE and Business Travel in China are recovering well during the post-epidemic period. To provide the MICE & Business travel industry with more experiences in product innovation, transformation and upgrading, ITB China teams up with the MICE&TMC Committee of Shanghai Tourism Trade Association (STTA), to sharpen the profile of the segment and expand the network with more MICE and corporate travel professionals for ITB China Virtual 2021, the fully digital platform for quality networking, business and content from 8 November to 31 December.

“As a MICE and business travel platform dedicated to the development of Shanghai's city, MICE & TMC Committee of STTA, has teamed up with ITB China, aiming to empower and accelerate the development for MICE and business travel in Shanghai and China in a more professional and international way,” said **Ling Jin, Secretary General, MICE & TMC Committee of STTA.**

As one of the MICE and Corporate Travel buyer partners of this year's ITB China Virtual, MICE & TMC Committee of STTA will host a special **MICE & Business Travel Day**, inviting industry key opinion leaders to share the latest developments in the Chinese market and to promote standardized processes and a long-term strategy that will allow the city to better leverage its capabilities in this area by working with partners from around the world.

As part of the partnership, MICE & TMC Committee of STTA will offer the following online sessions on hot topics in the industry. These sessions will be published on the ITB China virtual platform starting December 6.

The dedicated MICE & Business Travel Day will kick-off with a **welcome speech** by Ling Jin, Secretary General, MICE & TMC Committee of STTA, followed by a **keynote** on “**The digital surge to reshape the new ecology of exhibition marketing**”, given by Laurix Xu, Senior Vice President of China CYTS M.I.C.E. Service Co., LTD,.

Michael Kruppe, General Manager, SNIEC, will give a keynote speech titled “**The general development trend and change of international exhibition industry / The combination and experience of Exhibitions and MICE**”.

Mike Ding, Managing Director, Greater China HRS and Weizhong Cao, Director Payment Solution, HRS will talk about “**The Invisible Pay**



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Solution --The new opportunity for Business hotels". An exciting MICE day will come to an end with the keynote address from Jieren Zhou, VP, Xinhua Zhiyun on **"How intelligent communication empowers the transformation and upgrading of the conference industry"**.

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

Visitors can access the virtual platform at the following link: <http://wapp.itb-china.com>. For further information please email to visitor@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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