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12-14 September 2023 • Shanghai

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The Market
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PRESS RELEASE

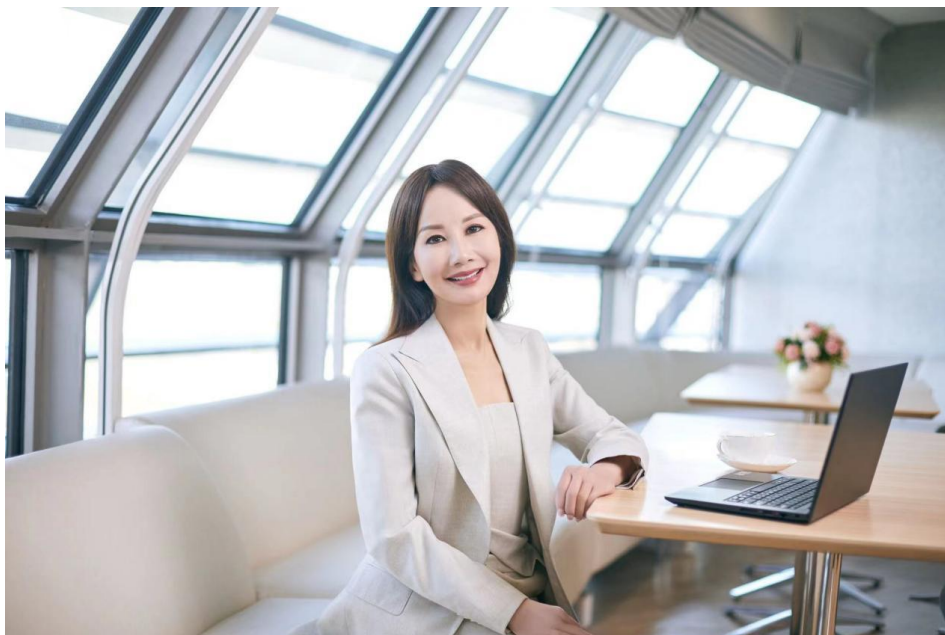
1st August, 2023

ITB China 2023 Joins Forces with Trip.com Group as Official Travel Service Partner

ITB China, the marketplace for China's travel industry, is thrilled to announce its collaboration with Trip.com Group, the leading global travel service provider for this year's highly anticipated event, taking place from 12 – 14 September 2023 in Shanghai.

Trip.com Group shows strong commitment to ITB China 2023 as a confirmed **Official Travel Service Partner** and will take center stage in elevating the ITB China experience for all attendees. The ITB China Conference sessions will be enriched with their latest market insights and forecasts, while the ITB China **Cruise Night**, co-hosted by Trip.com Group for the fourth consecutive time on the evening of 12 September, will provide unmatched networking opportunities.

Ms. Jane Sun, CEO of Trip.com Group, said: "The global travel and tourism industry's recovery is gaining pace, and many new travel-related jobs have been created in recent months. Artificial Intelligence (AI) is redefining the industry and Trip.com Group has been investing in cutting-edge technologies as part of our ongoing efforts to enhance the overall travel experience for our customers."



(Jane Sun, CEO of Trip.com Group)

"Apart from technologies, new demands and trends have emerged in the past few years, and it is important for businesses to build resilience and agility, and adapt to the ever-changing needs of customers. We look forward to engaging and collaborating with our partners to bring this industry to new heights." Sun added.

Trip.com Group plans to deepen cooperation with global partners to better serve Chinese tourists, offer high-quality services to outbound travellers, and promote inbound tourism as an engine for economic growth. Cultural exchanges between China and the world will be fostered through travel in both directions.

About Trip.com Group

Trip.com Group is a leading global travel service provider comprising of Trip.com, Ctrip, Skyscanner and Qunar. Across its platforms, Trip.com Group helps travellers around the world make informed and cost-effective bookings for travel products and services and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources, and an advanced transaction platform consisting of apps, websites and 24/7 customer service centres. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world". Find out more about Trip.com Group here: www.group.trip.com.

Follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

Contact the Trip.com Group Media team via prmedia@trip.com

Media and Visitor Registration for ITB China 2023

The ITB China 2023 online media and visitor registration is open, media representatives, travel bloggers and industry professionals are welcome to register [HERE](#). All attendees are required to complete their online registration prior to the event. For further details, please contact us at contact@itb-china.com.

About ITB China

ITB China 2023 will take place from 12 to 14 September in Shanghai World Expo Exhibition & Convention Center. ITB China is the leading B2B exclusive travel trade show focusing on the Chinese travel market, bringing together hand selected top-buyers with industry professionals from all over the world. The show provides various networking events and a unique state-of-the-art matchmaking system to maximize business opportunities. The ITB China Conference takes place in parallel with the show and is co-organized by the leading conference organizer TravelDaily.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB China, the marketplace for China's travel industry, is making a live-comeback from 12- 14 September 2023 in Shanghai. ITB Asia in Singapore, which takes the broader regional market into scope, will be held live again in Singapore from 25- 27 October 2023. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 5 - 7 March 2024, followed by ITB India in Mumbai from 11 to 13 September 2024.

More details are available at [Homepage](#)

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Press contacts:

ITB Berlin / ITB Asia /

ITB China / ITB India:

Julia Sonnemann

PR Manager

Messedamm 22

14055 Berlin

P [+49 30 3038-2269](tel:+49303038-2269)

julia.sonnemann@messe-berlin.de

www.messe-berlin.com

Messe Berlin GmbH

Emanuel Höger

Spokesman

Senior Vice President

Communication

Messe Berlin Group

Messedamm 22

14055 Berlin

www.messe-berlin.com

Twitter [@MesseBerlin](https://twitter.com/MesseBerlin)

Additional information:

www.itb-china.com

MB Exhibitions

(Shanghai) Co., Ltd.

Management:

David Axiotis

General Manager

MB Exhibitions (Shanghai) Co., Ltd.,

Rm 122, Floor 9, Yue Shang Plaza, No 1 South WuNing Rd, Jingan District, Shanghai, 200042 China

Messe Berlin GmbH Management board:

Dirk Hoffmann

Chairman of the Supervisory Board: Dr. Eric Schweitzer

Companies register: Amtsgericht Charlottenburg, HRB 5484 B

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