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ITB China Conference 2023: Where visionary Insights and Practical Strategies Converge for Success

Leading travel organizations and tourism officials active in the Chinese market once again await a strong program of keynotes and panel discussions on cutting-edge topics at the ITB China Conference 2023.

The three-day conference, set to take place alongside the leading B2B exclusive travel trade show focusing on the Chinese travel market from **12 to 14 September 2023** at the **Shanghai World Expo Exhibition & Convention Center**, will provide further up-to-date key insights on **Destination Marketing, Hotel Tech and Distribution, Themed and Customized Travel**, as well as **Business Travel and MICE** in the conference area. The **ITB China Startup Award** will return to acknowledge innovative young entrepreneurs, whose products will impact the future of the travel industry.

Conference Day 1

The **opening keynote speeches** of this year's conference will be delivered by top speakers from ITB China's major partner line-up including official Partner Hotel **Wyndham Hotels & Resorts** and Travel Service Partner **Trip.com** providing striking insights into their growing businesses. Further keynotes will include Tourism Malaysia who, underlining its commitment to a swift market recovery through an extensive pavilion participation on the show floor, will be lining out its most relevant strategies for the Chinese market.

With a focus on destination marketing, panels on the opening day will revolve around how destinations can efficiently leverage new platforms and technologies like social media, mobile apps, the metaverse, and virtual reality to share captivating stories. Senior industry panel members will be answering pertinent questions such as **"Since the past cannot be recreated, how should China's outbound tourism market embrace the future?"** or **"How Can CHATGPT empower product innovation in the tourism industry?"** among others.



The ITB China Conference takes place between 12 and 14 September 2023. / © ITB China 2019

Conference Day 2

The second day of the conference will offer a packed program full of valuable insights on two tracks. **Themed and Customized Travel** as well as **Hotel Tech and Distribution** related sessions addressing hotel operators regarding the role of distribution channels in enhancing hotel brand visibility elaborating strategies to improve marketing activities. These will include a keynote by Fliggy titled “**How to build future-oriented super brands/destinations**” as well as a panel on how to “**Maximize brand exposure in various distribution channels to improve conversion rate**”. Further panels will be revolving around the **operational efficiency of Douyin (TikTok)** as well as “**The practice of sustainable tourism in China**” among others.

ITB China Startup Award

The ITB China Startup Award will once again honor companies that have turned visions into viable business solutions with high market potential. During the award ceremony, experienced travel industry experts **Michael Zhu, TravelDaily Guest Commentator & Hotel Digitalization Expert**, as well as **Leo Chen, Consultant of RationalAI**, will select this year's ITB China Startup Award winner.

Conference Day 3

The third conference day will be shining the spotlight on **Business Travel & MICE**. Participants can anticipate insightful discussions that delve into the potential brought to

the MICE industry by virtual event platforms, digital marketing solutions and innovative promotion channels. Sessions will include a panel on **“The opportunities for the MICE industry brought by digitalization and virtual experiences”** as well as **keynote by industry giant Trip.Biz**. Rounding up the packed third day, discussions about green business travel will be paying tribute to the growing global emphasis on environmental protection and social responsibility. These talks will explore how companies can reduce carbon emissions, conserve resources, and contribute to an overall sustainable community development.

Further sessions in the Presentation Hub will be announced soon.

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:+493030382269)

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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