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PRESS RELEASE

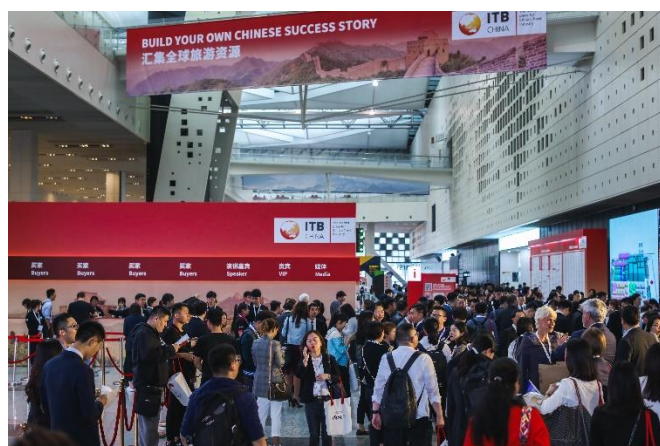
11 September, 2023

ITB China 2023 kicks off tomorrow, reuniting China's tourism market with the global world of travel

Some 360 tourism companies from nearly 60 countries will present their products and services at ITB China 2023 and meet with more than 700 selected top Chinese buyers who will join the event. In-depth insights into industry trends provide inspiration and guidance at the ITB China Conference, featuring a roster of more than 70 outstanding speakers covering 30 thought-provoking topics. New modules on the upgraded ITB China App are available to optimize networking.

The stage is set for ITB China to be once again an exceptional gathering of global industry leaders, top travel destinations and industry expertise. The much-anticipated return of China's outbound tourism aligns seamlessly with the revival of ITB China as an in-person event in the coming days, from 12 - 14 September in the Shanghai World Expo Exhibition and Convention Center. Under the anchor theme **“Crossing Barriers, Connecting Markets”**, China's premier B2B travel trade show is set to play a crucial role in reconnecting global travel suppliers with the resurgent Chinese market, forging a collective path forward for the industry.

“To meet the needs of the industry over the past few challenging years, we have remained very active in China, developing various event formats and maintaining our commitment to fostering links between the overseas and Chinese travel markets. Now, we are here to get the industry back on track, supporting our global partners to forward their business relationships, and to facilitate invaluable cooperation within the Chinese travel industry,” said **David Axiotis, General Manager of Messe Berlin (Shanghai)**.



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ITB China 2023 kicks off with CEO seminar and exclusive opening dinner

The show captivates attendees with a **grand opening** that marks the beginning of an extraordinary three-day event. On **September 11**, one day before the main show, this year's ITB China will commence with a CEO seminar. 20 senior executives from China's leading outbound and inbound travel companies will set the tone for in-depth discussions on "The Impact of Global Relations and the Economic Situation on China's Inbound and Outbound Tourism Market". Following the CEO seminar, an exclusive **opening dinner**, co-hosted by Partner Destination Saudi Arabia, will welcome 450 distinguished guests from both China and the global travel industry.

Exhibition showcases global offering

Visitors to ITB China 2023 can look forward to an exciting array of products and services from **almost 60 different countries**. A wide variety of markets across **Europe and the Americas** are represented at ITB China, with exhibitors from **Belgium, Brazil, Canada, Chile, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Finland, France, Germany, Hungary, Italy, Malta, Montenegro, Netherlands, Nicaragua, Norway, Poland, Serbia, Spain, Suriname, Switzerland, United Kingdom, and the United States of America**. The show also features an impressive line-up of exhibitors from **Asia and the Middle East** including **Azerbaijan, Bangladesh, Bhutan, China, India, Indonesia, Iran, Israel, Japan, Malaysia, Maldives, Myanmar, Nepal, Philippines, Saudi Arabia, Singapore, South Korea, Sri Lanka, Thailand, Turkey, Turkmenistan, United Arab Emirates, Uzbekistan, Vietnam**. Exhibiting countries from **Oceania and Africa** include **Australia, Botswana, Kenya, Namibia, New Zealand, Tanzania and Uganda**.

The diversity of products and services on display is another hallmark of ITB China. Visitors can take in an incredible spectrum of innovative products and ideas spanning the entire travel industry scope, including **global destinations, accommodation, transportation, OTA (Online Travel Agencies), travel technology, attractions, activities, tour operators** and experts specializing in **customized and themed travel**.

ITB China continues to strengthen its alliances with **key partners**. This year **Saudi Arabia** will make its debut on the showfloor as the **Official Partner Destination**. Reinforcing its strategic partnership with ITB China for the third time is **Wyndham Hotels & Resorts** as the **Official Partner Hotel**. **Trip.com Group** has reaffirmed its strong commitment to ITB China 2023 as the **Official Travel Service Partner**. And **Maldives**, the **Official Island Travel Partner**, is about to transform its prime themed travel destination into one of the show's standout highlights.

Insights & forward-thinking at China's leading travel & tourism thinktank

The ITB China Conference, taking place parallel with the exhibition will be organised in cooperation with ITB China's co-host and partner **TravelDaily**. This year it features over

70 exceptional speakers during the three-day event, covering more than **30** hot topics across two stages. The changing environment, new demands and technologies are rapidly reshaping the travel industry. Top-tier professionals will share their insights on the innovative solutions in different sectors including Destination Marketing, Hotel Tech and Distribution, Themed and Customized Travel, Business Travel, and MICE.

One of the highlights of the ITB China Conference is the prestigious **ITB China Startup Award ceremony**, set to take place on the afternoon of the second day of the conference. This event recognizes innovative products and solutions that are driving positive transformations within the tourism industry. The **six exceptional nominees** for the award are: Shanghai LeChuan Information Technology, Baifan Travel, CBD Technology Foundation, HUIYI Technology, Nearfar and Centific.

Featuring business and networking take the center stage

This year, ITB China hosts over **700 high-profile Chinese buyers**, comprising an impressive **86%** of **founders, C-level executives, directors, and senior managers** from renowned Chinese travel agencies. The event's sophisticated matchmaking system guarantees fruitful meetings and the formation of valuable connections by **pre-scheduling appointments** between exhibitors and buyers.

Moreover, there will be plenty of **networking opportunities** over the three days of the show, offering a chance to expand connections and build meaningful relationships within the travel industry. These events include the **ITB China & Trip.com Cruise Night** on 12 September, the **Themed & Customized Travel Networking Lunch**, sponsored by the Maldives, on 13 September, and the **Malaysia Cocktail Party** on the same day. The **Aftershow Sundowner** in the afternoons of 12 & 13 September will wrap up day one and day two of the event with music and refreshments for all attendees.

ITB China App: new modules available

ITB China attendees can download the ITB China App and have all the information they need at their fingertips. Visitors can browse the full list of exhibitors, check out live-published photos of the event, as well as the agenda of the ITB China Conference. All content sessions will be made available online on demand for global audiences to follow. In addition, to facilitate further communication and generate more business opportunities, e-business card exchange and instant text messaging functions will be available during and after the event.

Media and Visitor Registration for ITB China 2023

The ITB China 2023 online media and visitor registration will close soon, 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

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](#)

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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:

Dr. Mario Tobias (CEO), Dirk Hoffmann (COO)

Chairman of the Supervisory Board: Dr. Eric Schweitzer

Companies register: Amtsgericht Charlottenburg, HRB 5484 B (Commercial Code)

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