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12-14 September 2023 • Shanghai

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PRESS RELEASE

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ITB China Conference Brings Together the Trailblazers of the Travel Industry

Program line-up for the Presentation Hub sessions now available online. ITB China Conference 2023 serves as a framework for a free exchange of ideas and synchronization with the latest trends.

From product and location presentations to segment outlooks and overviews, the prominent executives of the industry leaders in the Chinese travel market will report their achievements and engage in thought-provoking discussions at the Presentation Hub, another glittering stage at the ITB China Conference. Spanning from **12 to 14 September**, the presentation hub will be a hotspot for those who want to feel the pulse of the industry.

Presentation Hub Day 1

The keynote speech **“Hurtigruten 24-25 Season Presentation”** by Joe Zou, the Sales Director for Greater China Region at **Hurtigruten Group**, will kick off the fast-paced agenda on 12 September. This will be followed by keynote speeches **“Outlook of Flight business, from China to global”** by Yudong Tan, CEO of Air Ticketing and VP, **Trip.com Group**. and **“Travel Subscription Service ‘HafH’, powered by Web 3.0 technology”**, delivered by KJ Sunada, CEO, **Kabuk Style Inc.**

Afterwards participants to the conference can look forward to a presentation by Gang Qian, Head of Greater China & North East Asia, **VisitBritain**, and a session on **“The Nature Emirates - Ras Al Khaimah”** by Jason Hao, Marketing Manager, **RAKTDA**.

Presentation Hub Day 2

13 September will focus heavily on business travel, setting the tone in the keynote **“Chinese MICE: facing a dynamic market”** delivered by Lenny Jia, Chief Editor at **China BT MICE**. It will be followed by a panel discussion on the same topic with speakers Anthony Yan, General Manager of **Grand China MICE**, Tom Liu, COO of **Jin Jiang International Travel**, Jeff Zhen, Managing Director of Shanghai C&D Wanda International Travel & MICE, who will decipher the major trends facing the MICE industry.

Other highlights of the day include a panel discussion moderated by Alicia Yao, Managing Director of **IME Consulting Co., Ltd.** Under the heading “**How to Select Association Meeting/Conference Destinations?**”, Bamboo Wang, Chairman of **I.A.E.C.**, Virginia Wang, Project Manager of **WFCMS** will impart further knowledge and information on the topic. Crystal Han, Account Manager of **Visit Maldives** will be showcasing the island's awe-inspiring splendor in “**The Sunny side of Life, Maldives**”.

Numerous corporate buyers from renowned company brands will make their debut at the ITB China conference, to hold in-depth discussions on the development of MICE in China, starting with a keynote speech on “**Analysis and Strategy of Enterprises' Requirements for MICE**” by Allen Ye, Commercial Procurement Leader of **Nio**. Gordon Lu, Senior Purchasing Manager of **Sensetime** will then speak on “**How to Manage Travel Categories in Enterprises**”. In addition, Liu Ruoyang, Professor of **Beijing Wuzi University** will present “**Value Creation in Tourism Service Procurement Management under the Background of Supply Chain Transformation and Development**”. The inspiring sessions will conclude with a panel discussion by Sherry Yao, Consulting Manager of **Offshore Consulting Firms**, Yang Xiaojuan, Mice Procurement Expert of **Lenovo**, Liu Ruoyang and Kevin Wu, Senior Purchasing Manager of **Fanshu** on the topic “**How does the development of the travel and tourism industry align with the sustainable development of the supply chain of enterprises**”.

Presentation Hub Day 3

14 September will include valuable contributions from the **Hospitality Sales and Marketing Association International (HSMAI)**, a long-standing partner of ITB China. In two keynotes and a panel discussion, the top creatives will provide a comprehensive look at the recent developments in the hotel industry and revenue management. Sunny Mu, Business Development Manager, North Asia of **STR** will talk about “**China Hotel Performance Overview & Outlook**”. This will be followed by Ellie Shi, CGO of **Hangzhou GreenCloud Tech**, who will speak on “**Hotel digitization in the digital economy era**”. The panel discussion on “**Revenue management new trend and automated decision-making**” will be led by Loretta Chan, VP, Hotel Solutions of **DerbySoft, Inc**, Yuki Hu, Principal Researcher, Lab team of **IDeaS**, and Ai Yan, Head of Commercial Strategy of **AHG**.

You can find the full program of ITB China conference and all the details [HERE](#). The conference is open to all visitors of ITB China with a valid visitor badge.

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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