

**PRESS RELEASE**

**ITB China and China Tourism Association to extend their strategic partnership**

*Berlin/Shanghai, 10 January 2019* – Riding on the success of last year's edition, ITB China, set to take place from 15 to 17 May in Shanghai, and the China Tourism Association (CTA) renewed their strategic partnerships. David Axiotis, General Manager of ITB China and Rungang Zhang, Secretary General & Vice President China Tourism Association, signed a corresponding partnership agreement today. CTA's engagement in ITB China 2019 will include numerous marketing activities to mutually promote each other as well as to enhance business opportunities and raise global awareness for the Chinese travel industry.

"With the rapid growth of China's economy, Chinese travelers are increasingly fond of traveling the world. ITB China's diversified exhibitor resources, in-depth insights on industry trends and professional experience in forum and exhibition operation provide a premium platform of communication and networking to Chinese travel companies, helping them to improve service quality and offer greater experience to Chinese tourists," said **Zhang Rungang, Vice President and Secretary General of China Tourism Association**. "As the largest trade association of the tourism industry in China, China Tourism Association is honored to continue to work with ITB China, China's top travel trade show, in 2019, to promote the exchange between Chinese travel companies and international peers and drive joint development", added Zhang.

**About China Tourism Association**

The China Tourism Association was founded in 1986 and is the first industry association for China's travel and tourism industry approved by The State Council of the People's Republic of China. As a representative of civil tourism in China and with its 4,000 members the business of CTA covers all business forms of China's tourism industry. It's an important international communication platform of China, as well as an important bridge and link among the government, enterprises and markets e.g. China National Travel Service Group, Overseas Chinese Town Group, China CYTS Tours Holding Co., Ltd, Beijing Tourism Group, Shanghai Jin Jiang International Group, Ctrip, New Century Tourism Group, Guangdong Chimelong Group and many more.

Exhibitors can register [HERE](#) for ITB China 2019 or send an email to [contact@itb-china.com](mailto:contact@itb-china.com) for further information.

**About ITB Berlin and ITB Asia**

First launched 53 years ago, ITB Berlin is recognized as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in



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October for the last eleven years Messe Berlin has successfully organized ITB Asia in Singapore. Having hosted more than 1,000 exhibitors and over 1,000 buyers this year, ITB Asia 2018 had also recorded an increase of 8.9% of total visitors representing more than 127 countries. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

### **About ITB China and the ITB China Conference**

ITB China 2019 will take place from Wednesday to Friday, 15 to 17 May, at the Shanghai World Expo Exhibition and Convention Centre in Hall 1. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organized by the leading conference organizer TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

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