

PRESS RELEASE



**ITB China Buyers Circle: New established segment partners bring dynamic marketing drive and strong purchasing power**



**Top 10 MICE & Corporate Travel Partners and 10 Customized & Themed Travel Partners confirmed**

*Berlin/Shanghai, 28 February 2019* – The newly launched ITB China Buyers Circle is a nationwide buyers' community covering all segments and regions, exclusive to professional Chinese travel buyers. Besides the founding partners, the list of supporters continues with MICE & Corporate Travel Partners and Customized & Themed Travel Partners showing their strong commitment for this ITB China initiative. The Partner companies will bring a dynamic marketing drive and strong purchasing power to the ITB China buyers circle and thus also boost the purchasing power present at ITB China, China's largest B2B-exclusive travel trade show, taking place from 15- 17 May in Shanghai.

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The list of the **MICE & Corporate Travel Partners** of the circle is a long one, ranging from CITS American Express Global Business Travel, CWT China, BCD Travel China, Tempus TMC, MEIYA Group, Bravolinks, Grand China MICE, HC MICE, SMART MICE and Shanghai MICE Consultant Committee. MICE & Corporate Travel are continuing to converge and with its booming market. China has become one of the most important source markets of global MICE and Corporate Travel industry.

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**Albert Cao, Vice President of SMCC Council and the Vice President of Across China Communication** said: "ITB is the number one travel trade show brand in the world, which successfully established a global travel industry platform which MICE travel is a very important part of. In its third year, ITB China has been playing a very important role in the Chinese travel market and serves also as a bridge between the Chinese and international MICE travel market. I believe the partnership with the ITB China Buyers Circle will help to bring more travel resources to Chinese buyers."

As professional MICE industry association in China, Shanghai MICE Consultant Committee (SMCC) has been organizing destination delegations

to different countries and multiple industry networking events throughout the year since its establishment in May 2013. Among the most famous are the E.g. GM Workshop, SMCC Union Day, SMCC Global Resources Conference and others. SMCC is also a communication platform for the global MICE travel industry peers.

**HHtravel** is one of the Customized & Themed Travel Partners of the ITB China Buyers Circle. It is China's leading luxury travel brand of Ctrip. Established in 2012, HHtravel destinations cover seven continents, including the North and South Poles, with many high-quality and limited attractions.

"HH Travel is honored to be part of ITB China Buyers Circle and partner with ITB China, the leading B2B travel trade show in China. As a luxury travel brand providing high-quality travel services, we are looking forward to developing our business with global travel suppliers. The behavior of Chinese travelers has been shifting, ITB China Buyers Circle provide us a good platform to exchange ideas with industry peers and improve our products", said Mr. Guo Ming, COO of **HH Travel**.

Among the **Customized & Themed Travel Partners** are multiple top-players besides HH Travel such as UniqueWay, CYTS Sparkle Tour, DIADEMA, Magic Travel, MingZhiYouXuan, ShiJieBang, 8 Continents, LUSHU and MIOJI. As the purchasing power and travel knowledge of Chinese consumers continues to grow, vendors are seeing an increasing number of tourists choosing customized and themed travel tours to meet their specific travel needs.



This year's **ITB China Conference** will feature dedicated sessions on MICE & Corporate Travel and Customized & Themed Travel, which have become key fast-growing markets. The recognized travel think tank runs parallel to ITB China, and will see business leaders and experts – from both China and abroad – share their expertise and ideas on this year's important topics. Further ITB China 2019 will set up a dedicated Customized and themed travel area for exhibitors and suppliers to meet with Chinese buyers to better conduct business onsite the show.

Exhibitors interested in ITB China 2019 can register [HERE](#) and secure a booth. As of now media can obtain their **accreditation for ITB China 2019** [HERE](#).

More information at [www.itb-china.com](http://www.itb-china.com) and for requests with regard to the ITB China Buyers Circle please contact [buyer@itb-china.com](mailto:buyer@itb-china.com)

**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)).

### **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 October for the last eleven years Messe Berlin has successfully organized ITB Asia in Singapore. Boasting more than 1,000 exhibitors from 127 countries, ITB Asia in Singapore has established itself as Asia's Leading Travel Trade Show. 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.

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

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