

ITB China
The Marketplace for China's Travel Industry
15 to 17 May 2019

MB EXHIBITIONS
SHANGHAI

PRESS RELEASE

ITB China, VIR and TravelDaily are organising a senior delegation of Chinese travel industry representatives to visit European travel companies



Alongside ITB Berlin 2019 Chinese high-ranking travel representatives meet successful entrepreneurs from the European travel and tourism industry

Berlin/ Shanghai, 13 February 2019 – On 5 March 2019, one day before ITB Berlin, the World's Leading Travel Trade Show, more than 20 senior travel representatives from China will be making initial contacts and be able to collect useful information about the European tourism industry. The delegation, whose trip is being organised by ITB China, the largest B2B exclusive travel trade show China's which takes place from 15-17 May in Shanghai, Verband Internet Reisevertrieb e.V. (VIR), Germany's leading association for the online travel industry, and TravelDaily China, China's leading travel news provider, will visit a selected list of successful tourism companies in their Berlin offices. On the tour, the Chinese delegation will visit a number of companies including **GIATA**, a travel tech company which owns the world's largest hotel mapping database and over 21,000 clients in 72 countries, **Blacklane**, a professional shuttle service, **HomeToGo**, a search engine for holiday homes, and **bookingkit**, an online ticketing and booking management solution for activity-, tours-, events and museums providers.

The delegation is composed of companies reflecting the full range of the Chinese travel industry with representatives from major players such as **Ctrip**, China's largest online travel agency, **Tujia**, China's largest online vacation rental site, **Shangri-La Hotels and Resorts**, **Tongcheng Tourism Group** which is among China's five largest tourism groups, **Wuzhen Tourism Co., Ltd.**, **Haoqiao**, **Lushu**, **Didatravel**, **PKFARE**, **flightroutes24.com**, **iGola** and more. Visiting the offices will allow the Chinese delegation to deep dive into each company's unique products and company culture while networking and exchanging know-how in a relaxed atmosphere.

The delegation will be accompanied by David Axiotis, general manager of ITB China, Michael Buller, chairman of the VIR and Charlie Li, CEO of TravelDaily China.

As part of their program, at ITB Berlin 2019 the Chinese delegation will be invited to the opening ceremony of the World's Leading Travel Trade Show. It will also attend the ITB Chinese Night, which this year is already taking place for the fourth time. The China-focused networking event is an opportunity for some 300 travel industry representatives to exchange views on the latest developments in the Chinese travel market. The program of

Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

ITB China /
ITB Berlin / ITB Asia:
Julia Sonnemann
PR Manager
T: +49 30 3038-2269
sonnemann@messe-berlin.de
www.messe-berlin.com

Additional information:
www.itb-china.com

MB Exhibitions
(Shanghai) Co., Ltd.
Management: Dr. Martin Buck,
Executive Director
4225 Wheelock Square,
1717 West Nanjing Road
Jing'an District,
Shanghai, 200040 China

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events being held for the Chinese visitors will conclude with an invitation to the exclusive VIP dinner for Chinese and German travel industry representatives, which ITB China is co-organising with the VIR.

VIR chairman Michael Buller: “The delegation’s visit gives companies from Berlin an opportunity to meet high-ranking representatives from the Chinese travel industry and exchange information with them. We are confident this will further strengthen the good relations which will be of lasting benefit to both sides.”

In 2018 a delegation of German travel representatives visited Shanghai to get to know Chinese travel industry companies and gain valuable insights into the market. This year, for the second time, VIR will travel to Shanghai with a German delegation to attend ITB China 2019 and gain an insight into how Chinese travel companies work. With the help of VIR, German tourism companies are also due to make a joint appearance at ITB China this year. The organizers are setting up a combined stand for German tourism companies aiming to present themselves and their products and services.

Exhibitors interested in ITB China 2019 can register [HERE](#) and secure a booth. As of now media can obtain their **accreditation** at http://reg.itb-china.com/Pages/web/mediaRegister.shtml?_=1547794466000

More information at www.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).

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

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