

## PRESS RELEASE

# Messe Berlin to become member of the World Tourism Alliance (WTA)

## WTA's Secretary-General to meet with Messe Berlin management during ITB Berlin 2019

*Berlin/Shanghai, 12 March 2019* – WTA members include national tourism associations, influential tourism enterprises, academic institutes and other institutions from around the world. Messe Berlin, which is among the top ten trade fair and event organizers worldwide, has been officially awarded membership of the WTA World Tourism Alliance. ITB China is an international Messe Berlin spin-off and set to take place from 15 to 17 May in Shanghai for the third time. The partnership will help strengthen the communication between the global and Chinese travel industry. Through deep cooperation and the support and commitment of the WTA sustainable tourism growth from China can be fostered.

“In this multi-layered world the WTA truly plays a unifying role in the drive for global cooperation and development in tourism”, said **Dr. Martin Buck, Senior Vice President, Travel & Logistics Messe Berlin**. “Its message of integration and cooperative dialogue has convinced us in the same way as leading tourism representatives, destinations and institutions around the world. As the World's Leading Travel Trade Show we share this vision too”.



WTA's Secretary-General, Mr. Liu Shijun and  
Dr. Martin Buck, Senior Vice President, Travel & Logistics Messe Berlin

WTA's Secretary-General, Mr. Liu Shijun attended multiple events at ITB Berlin and met with David Axiotis, General Manager of ITB China and Dr. Martin Buck to talk about possible initiatives and projects. “We are very much honored that Messe Berlin has joined WTA and confident that with its expertise and experience we can build a more competitive and responsible



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tourism industry for the benefit of all”, said **WTA’s Secretary-General, Mr. Liu Shijun**

### **About the World Tourism Alliance**

The World Tourism Alliance (WTA) is the first global non-governmental, nonprofit tourism organization. Established in China on 12 September 2017, it is committed to promoting peace, global development and poverty reduction through responsible tourism. Working with travel and tourism industry around the world, it serves to drive global tourism exchanges and cooperation on all levels guided by its vision of a “Better Tourism, Better Life, Better World”. Up until March 2019, it has 182 members in 38 countries and regions, covering all five continents. For more information visit [www.wta-web.org](http://www.wta-web.org) or sign up to become a member.

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

More information at [www.itb-china.com](http://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](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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