

PRESS RELEASE

ITB China Conference has assembled an impressive conference program line-up for 2019

15 May dedicated to sessions dealing with Destination and Customized/ Themed Travel – Conference program now available online

Berlin/Shanghai, 25 April 2019 – Top industry speakers will share the latest knowledge and insights on market hotspots in the Chinese travel industry at the ITB China Conference, running parallel to ITB China from 15 to 17 May in Shanghai. Co-organized by TravelDaily China, the first conference day, 15 May, is dedicated to sessions dealing with Destination and Customized/Themed travel, the latter offering significant growth potential over the coming years. China's travel think tank kicks off with the opening keynote speech by **Mr. James Liang** (Chairman of **Ctrip**), on 15 May, 10.10 a.m. in room A. The focus of the keynote speech taking place at 10.50 a.m. will be on this year's official partner destination. Full details of the conference program are now available at: <http://www.itb-china.com/conference/conference-program/>

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Destination sessions

Under the title "Hotel's new retail, reinvent the use of hotel 'space'", **Mr. Leo Liu** (President, **Wyndham Hotels & Resorts, Greater China**) will give a presentation at 11.10 a.m. in room A. The Wyndham Hotel Group is the official Hotel Partner of ITB China this year. In his talk Liu discusses how to

leverage every inch of space within the hotel, either in the lobby area or in-room to maximize the retail opportunities. **Jun Xue** (Deputy General Manager, Sales, **Air China**) will deliver a keynote speech on the topic of “Full process aviation experience”. The lecture is about how to provide exclusive services for the entry point of full-process travel, so customers can improve their travel experience. Shouqi Limousine & Chauffeur is the official Partner Limousine provider of the show. **Regan Hu** (Vice President of **Shouqi Limousine & Chauffeur**) will deliver a keynote speech at 11.50 a.m. in room A. *The Chinese limo booking app* is an offshoot of the state-owned Shouqi Group.

After the lunch break the afternoon of conference day 1 starts with a keynote speech held by **Xiaoyan Li** (Deputy Director, **Xi'an Culture and Tourism Bureau**) at 2 p.m. in room A. Afterwards participants to the conference can look forward to a keynote on the topic of “Mini Product, Immense Market” - Empowering travel product innovation” delivered by **Kate Chang** (Regional Director, China, **Los Angeles Tourism & Convention Board**) at 2.25 p.m. A top speaker from **Gridsum** will talk about “How overseas tourism boards get localized in China” in the keynote speech held at 2.50 pm.

The Destination sessions in room A close with a panel discussion moderated by **Mr. Joseph Wang** (Chief Commercial Officer, **TravelDaily China**) at 4.15 p.m. Under the heading “Connecting Destinations with Chinese Travellers by Leveraging New Digital Tools?” **Mr. Miguel Gallego** (Head of Marketing and Communication, **European Travel Commission**) and other leading industry speakers from **Tencent, Argentina and the Portugal Tourism Board** will impart further knowledge and information on the topic.

Themed/ Customized Travel sessions

Sessions dealing with Themed/ Customized Travel are featured in Conference room B starting at 2 p.m.: **Ms. Tina Wang** (Associate, **Benchmark Adventure**), **Mr. Jun Zhang** (General Manager, **CITS SHENZHEN**), **Mr. Xavier de Rohan Chabot** (CEO/Founder, **Xavier Adventure**) and **Mr. Bora Shnitman** (Israel Tourism Attache of the **Israel Ministry of Tourism, China Office**) will provide useful industry insights on the topic of “How Product Design Makes the Difference?”. The panel discussion will be moderated by **Jonas Yang** (Investment Partner, **JR Capital**).

At 3.35 p.m. visitors to the conference can look forward to keynote speeches on Customized travel given by **Ms. Gloria Wu** (Ecommerce Center - General Manager, **China Travel Service (H.K.)**) and **Mr. Jonathan Cheung** (Chief Executive Officer, **Abercrombie & Kent, China**). Under the heading “To scale or Not to Scale: How Customized travel better serve the customer needs” **Roger Shou** (Founder, **IMP Travel Ltd.**) will

debate the topic with prominent speakers from the industry: **Christine Cheng** (Founder & CEO, **Lushu**), **Khin Khin Win** (Managing Director, **Myanmar Yo Yo Travels & Tours Co., Ltd.**), **Ming Guo** (COO, **HHtravel**), **Sherwin Mak** (Director, **Any Tours**) and **Derek Zhao** (CEO, **shijiebang.com**) engage in the panel discussion at 4.35 p.m. in room B.

Presentation hub sessions

Starting at 1.40 p.m. there will be varying presentations in the presentation hub in intervals of 20 minutes. Participants of the conference can expect keynote speeches from **Brazil, Ctrip, Aerotel** and **Liechtenstein Marketing** as well as a speech by **Ms. Christine Cheng, Founder & CEO of Lushu**, and speeches from **Worldpay. Ms. Greece Guo, General Manager, Air China Yeego** and top speakers from **Airwallex, Papua New Guinea TB** as well as **Ms. Christy Yin, Operation Director, Webpower** will round off day 1 by providing further exciting insights.

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

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, ITB Asia and ITB India

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. Messe Berlin will be organising the inaugural ITB India in 2020. The 3-day business-to-business travel trade show and convention will take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. The show will bring together industry leaders and buyers from cities across India, and international exhibitors from the MICE, leisure and corporate sectors.

More details are available at www.itb-china.com

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