

PRESS RELEASE

Italy is the official partner destination of ITB China 2019

Italian National Tourism Board newcomer and largest regional exhibitor – co-host of ITB China Opening Dinner on 14 May

Berlin/Shanghai, 30 April 2019 – Italy is the official partner destination of ITB China, set to take place from 15 – 17 May, in Shanghai. A corresponding agreement was signed by David Axiotis, General Manager of ITB China and Maria Elena Rossi, Marketing and Promotion Director of the Italian National Tourism Board during this year's ITB Berlin. The Italian National Tourism Board will make its debut at China's largest B2B travel trade show and will have a major presence in hall 1 of the World Expo Exhibition and Convention Centre. Italy will be the largest national exhibitor displaying its history and culture that is enriched with a unique combination of nature, food and lifestyle. The ITB China Italian pavilion will be showcasing the multitude of Italian tourism products and destinations among which are confirmed: Regione del Veneto, Vicenza e' Soc cons.R.L., Save Spa – Venice Airport, Venezia Unica Citypass by Vela Spa, Biella Tourist Board, Turismo Torino e Provincia Tourist Board, Easy Nite SRL, Verticalife, DMO Piemonte, PromoTurismoFVG - Friuli Venezia Giulia Region, Doubletree by Hilton Venice North and Venice events.

As the partner destination of this year's ITB China Italy will co-host the ITB China Opening Dinner in the evening of 14 May 2019 set to take place in the Shangri-La Hotel Pudong, Shanghai. The Southern European country will fascinate visitors with a colorful program of events.



David Axiotis, General Manager of ITB China and Maria Elena Rossi, Marketing and Promotion Director, Italian National Tourism Board

Official Partner Destination



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Maria Elena Rossi, Marketing and Promotion Director, Italian National Tourism Board: “Being partner destination of ITB China 2019 is outstanding particularly because of the high calibre contacts that we can establish here. This leading industry trade event offers excellent opportunities for us to meet top Chinese buyers as well as maintain existing contacts and find new customers. We are very much looking forward to presenting our products in the Chinese market for the very first time”.

David Axiotis, General Manager ITB China: “Italy is a top destination for Chinese tourists. ITB China offers an ideal platform for presenting the tourism products for Italy to Chinese buyers and trade visitors and for this beautiful country to become even more attractive to Chinese travelers in the long term. Acquiring partner destination status will bring great benefits to Italy”.

The Italian National Tourist Board promotes Italy in the world through their 28 branches. This year they celebrate their first 100 years as Tourist Board. The birthday coincides with the 500th anniversary of Leonardo da Vinci’s death. It is a splendid occasion to organize events on this Italian genius, mirror of the Italian creativity and innovation, throughout the country.

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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