

PRESS RELEASE

IT & Travel: New major topic at ITB China Conference

- **morning sessions of 17 May dedicated to new IT & Travel segment**
- **big data & data security will be hot topics of Conference Day 3**
- **full details of the conference program available online**

Berlin/Shanghai, 6 May 2019 – Travel technology has significantly changed the way people travel. China always played a special role: the country is not only an important outbound travel market, but also the key driver for digital and mobile innovations shaping the international travel industry. For the first time ITB China will feature sessions dedicated to **IT & Travel** on Day 3 of this year's ITB China Conference. The opportunities and challenges of big data use will be the main topics of the morning sessions on 17 May. The leading Chinese travel think tank runs parallel to ITB China from 15 to 17 May in Shanghai and is co-organized by TravelDaily China. **Jiancheng Yang** (CTO, **Shangri-La Hotels & Resorts**) kicks off the IT & Travel sessions with his keynote speech about "The dilemma of data security and personalization" at 10 a.m. in room A. Following **Liangliang Dou** (Vice President of Online Products, **HUAZHU Group**) will give a talk on "The beauty of connectivity". **David Axiotis, General Manager of ITB China** said: "Big data brings many opportunities for the travel industry, but this ever-changing sector also brings with it many challenges which leading experts will discuss at ITB China Conference this year. In order to remain competitive, hotels and any travel companies have to keep up-to-date with the emerging technology trends. Chinese travelers expect a certain level of tech innovation and engagement to enhance the ease and efficiency of their trips." Full details of the conference program are available online at: <http://www.itb-china.com/conference/conference-program/>

Big data empowers business scenarios

What new changes big data and artificial intelligence will bring to aviation, high-speed railways and superior taxi services will be discussed in the keynote speech held by **Jiang Yue** (Vice President, **Flight Master**) set to take place at 10.25 a.m. in Room A. **Jiang Yue** discusses how Flight Master will empower business scenarios by its massive traffic information solutions for flight & high-speed railway.



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Challenges of data security and data abuse

As the global travel industry is growing at a fast pace, data security and data abuse brought significant challenges to the industry. At the panel discussion “How the travel industry tackles the challenge of data security and abuse?” leading experts from the industry will share their insights on how travel companies leverage innovative technology solutions and internal regulations to improve data security to protect the most valuable digital assets. The session starts at 11 a.m. and will be moderated by **Michael Zhu** (Vice President, **New Century Hotels & Resorts**). Among the panelists are **Hardy Wang** (Product Vice President, **iPayLinks**), **Lanny Yang** (Vice President, **Oceanpayment**), **Chole Kou** (Senior Vice President, **Vienna Hotels Group**) and **Weber Wang** (IT General Manager, **BTG Homeinns**) who will provide useful industry insights on the topic.

Trade visitors may register [here](#) for ITB China 2019 and **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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