

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

MB EXHIBITIONS
SHANGHAI



PRESS RELEASE

More exhibitors and newcomers presented at ITB China Education & Job Day 2019



- **Third conference day, 17 May, also dedicated to newly launched IT & Travel sessions**
- **Education & Job day: More than 40 companies and 13 newcomers by now**
- **HSMAI, Fudan University and newcomers Shanghai Normal University and East China Normal University exclusive partners of Education & Job Day**
- **Elevator-pitch and job wall**



Berlin/Shanghai, 8 May 2019 – The third ITB China Conference Day, 17 May, is dedicated to the new area “**IT & Travel**” and the well-established “**Education & Job Day**” which takes place throughout the day and features dedicated sessions in Conference Room A and the presentation hub. This year even more exhibitors and newcomers than last year will present themselves at their booths. The Conference runs parallel to ITB China from 15 to 17 May in Shanghai and is co-organized by TravelDaily China. The opportunities and challenges of big data use will be the main topics of the new morning **IT & Travel** sessions on 17 May in room B. The sessions in Conference room A and the presentation hub are dealing with in-depth content sessions about Education organized in partnership with globally renowned educational institutions. This year's honored partners of the **Education & Job Day** are the **Hospitality Sales and Marketing Association International (HSMAI)**, the **Fudan University Shanghai** and for the first time the **Shanghai Normal University** and **East China Normal University**.

More than 40 companies, institutions and universities, such as Wyndham Hotels and Resorts, Fudan MTA or On the way are once again exhibiting. Thirteen new companies are here for the first time, among others Timekettle, Meituan, Haoqiao, iPayLinks Anhui Gujing Hotel Development Co., Ltd., Furahia Tanzania Safari & Trekking, MIKI TRAVEL LIMITED, The choice travel, Zimbabwe Parks & Wildlife Management Authority and Amerilink International.

Full details of the Education & Job Day as well as the complete conference program are available at: http://www.itb-china.com/education_job_day/

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Education Day

Under the heading “People-oriented Education and Tourism Talent Training” the morning session will start with the keynote speech and panel discussion presented and moderated by **Yunlong Sun** (Director of MTA Program, **FUDAN University**) at 10 a.m. in room A. The keynote will be followed by a discussion involving **Qianhui Xiao** (MTA Program Mentor, **FUDAN University**) and **Jason Fang** (Executive Vice President, **Lvmama.com**) who will focus on people-oriented education concepts and who will explore the directions and processes for reforming tourism talent training.

The panel discussion on the topic of “Industry and Education integration and Tourism Talent Development Innovation” is moderated by **Curt Mao** (Principal of Tourism Management Major, **Shanghai Normal University**). At 11.50 a.m. Mao and other top speakers, such as **Kane Xu** (Dean of Tourism College, **Ctrip**), **Dan Lai** (Chairman, **Artemis Media Co.Ltd.**) and **Johannes Liu** (Operation Director, **China Travel Service Head Office (Shanghai)**) will share their ideas on how the tourism industry should closely integrate education with the needs of the industry and create new mechanisms for tourism talent development.

Job Day: Elevator-Pitch and job wall

From 1.30 p.m. to 4.10 p.m. job applicants can **elevator-pitch** to potential employers from leading companies for their dream job at ITB China 2019. Employers, too, will have the chance to presenting themselves in a pitch on stage in room A. All Tourism management students will have the possibility to access ITB China at this day for free. Jobseekers will be able to see all job offers on a **job wall** and can make immediate contact with HR managers and apply for jobs directly at the show. Newcomers can gain an overview of University degree courses and Executive Education courses in tourism and will receive tips on how to find work.

“Dominated by Artificial Intelligence in Future - How Can People Compete with Machines?” is the title of the panel discussion taking place at 3.10 p.m. in Room A. Moderated by **Cindy Yin** (Manager, **Travel Leisure, CGP China**) visitors to the Education & Job Day can learn how professionals can better plan their career path and position themselves for the future. **Luc Xue** (CEO, **Page One Info Tech**), **Qi Zhang** (Regional General Manager, **Midway China, Merlin Entertainments**), **Gloria Wang** (experienced travel industry **HR Director**), **Jenny Fu** (travel industry senior director) and **Yunlong Sun** (Director of MTA Program, **FUDAN University**) will engage in the discussion and share further insights on the topic.

HSMAI session: education and professional development in the hospitality industry

For the second time in a row the Hospitality Sales and Marketing Association International (HSMAI) and ITB China have joined together to promote education and professional development in the hospitality industry. Starting at 10 a.m. the **HSMAI session** will kick-off in the Presentation Hub with a welcome keynote by **Jackie Douglas** (President, **HSMAI Asia Pacific**) covering the topics of Revenue Management, Data Intelligence and Hotel Sales Distributions. These topics form part of HSMAI's Certificate in Revenue Management (Hospitality) launched in 2017 and created by the senior leaders of Revenue Management in hotels around the world. It is a unique opportunity to preview the online course which is available to the HSMAI Academy at <https://hsmaiacademy.org/certificate-in-revenue-management-hospitality/>. The session is free for all ITB China attendees.

Newly launched IT & Travel sessions

For the first time ITB China will feature sessions dedicated to **IT & Travel** in the morning sessions at Day 3 of this year's ITB China Conference.

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 at 10.25 a.m. **Liangliang Dou** (Vice President of Online Products, **HUAZHU Group**) will give a talk on "The beauty of connectivity". 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 10.50 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.

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 11.15 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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