

Press Release

ITB China is co-hosting the inaugural Business Travel MICE Procurement Conference – Shanghai Station 2019

For the first time the conference takes place in Shanghai on 10 September 2019 – new trends shaping the future of Chinese MICE trips and events – top speakers from across China to share knowledge on topics covering all chains of MICE and Business Travel – more than 300 industry attendees to be expected

Berlin/Shanghai, 26 August 2019 – ITB China, the largest B2B-Exclusive travel trade show in China, and China's leading digital media and magazine covering the MICE sector, China BT MICE, announced that they will be organising the first edition of the "Business Travel MICE Procurement Conference – Shanghai Station". The one-day conference will take place on 10 September 2019 in Shanghai at the Royal International Hotel Shanghai. The event features a multitude of keynote speeches and panel discussions about China's meetings, incentives, conferences, exhibitions (MICE) and business travel sector. The organizers expect around 300 senior industry attendees from all over China to attend the conference, representing all branches of MICE and Business Travel.

The Chinese MICE market has been steadily increasing its market share within the Chinese travel industry and still proves to be very dynamic and promising. The Business Travel MICE Procurement Conference has been taking place in Beijing for the past nine years and has made a name for itself in the MICE industry. For the first time the event will take place in the megacity of Shanghai, where the annual ITB China takes place, too. The conference will gather attendees covering all parts of the MICE and Corporate travel value chain providing them a platform to network, connect and to get first-hand industry news.

The conference will be examining a range of topics, including efficient MICE practices, how to integrate cultural tourism products with MICE or compliance exposure and risk mitigation in the catering services of healthcare industry events. What those involved in the meeting and event industry can do to create immersive events and communication in the future, will also be discussed. Top speakers from BCD Travel, Bravolinks, MIE China, DIDI, Meituan, Huanjing, 31huiyi, Hi MICE, Sinoeyes or Smart MICE will provide exciting insights into the expanding MICE and Business Travel markets.

Mr Lenny Jia, CEO & founder of CHINA BT MICE said: "ITB China brings high professionalism, global resources and partners onto the Chinese travel market. CHINA BT MICE is really looking forward to the strategic partnership with ITB China. On the basis of more ten years of experience in the industry, we are certain that CHINA BT MICE will continue to work forcefully together with ITB China in different areas, such as marketing development, content creation or branding."



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About CHINA BT MICE

CHINA BT MICE is an established media company which has been specializing in the MICE market and digital media for more than ten years now. Their media platforms include the public accounts of WeChat, Weibo, official website and EDM newsletter among others. CHINA BT MICE regards itself as the communication bridge for the industry.

In its 4th year ITB China, taking place from 13 to 15 May 2020 in the Shanghai World Expo Exhibition and Convention Centre, has already established itself as the must-attend event for the Chinese travel industry. Early committed exhibitors who register before 30 September 2019, can benefit from an **Early Bird discount of 10 percent** on their stand rental fees: exhibitor@itb-china.com.

About ITB China and the ITB China Conference

ITB China is China's largest B2B exclusive travel trade show. ITB China 2020 will take place from Wednesday to Friday, 13 to 15 May, at the Shanghai World Expo Exhibition and Convention Centre. 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 to the show and is co-organized by the leading conference organizer TravelDaily (www.traveldaily.cn).

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

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