

ITB China
The Marketplace for China's Travel Industry
13 to 15 May 2020



Press Release

ITB China 2020 to spotlight on MICE & Corporate Travel



- **China BT MICE becomes major partner of enhanced MICE & Corporate Travel segment**
- **Launch of ITB China MICE Travel Conference on 14 May 2020**
- **ITB China Travel Trends Report 2020 to feature in-depth chapter on China's MICE landscape**
- **Business Travel MICE Procurement Conference-Shanghai Station successful launch – all set to continue on a yearly basis**

Berlin/Shanghai, 6 November 2019 – The fourth ITB China will shine the spotlight on MICE & Corporate Travel, which are very dynamic and promising segments of the Chinese travel industry. The organizers expect over 300 MICE & Corporate travel buyers and more than 150 cross category buyers from China's largest top 20 travel agencies as well as from China's and Asia's leading MICE & Corporate Travel associations, to attend China's largest B2B exclusive travel trade show. In order to further sharpen its MICE and Corporate Travel profile, ITB China 2020, set to take place from 13 to 15 May in Shanghai, will be launching a MICE Travel Conference as part of the ITB China Conference program as well as a dedicated conference stage, the MICE Showcase, exclusively for industry experts to share the latest trends and market insights of China's MICE and Corporate Travel market and its developments. The profile will be rounded off by a series of topic-based networking events, bringing together exclusively MICE and Corporate Travel stakeholders from China and around the world.

Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

ITB China / ITB Berlin / ITB Asia / ITB India:
Julia Sonnemann
PR Manager
T: +49 30 3038-2269
Julia.sonnemann@messe-berlin.de
www.messe-berlin.com

Additional information:
www.itb-china.com

MB Exhibitions (Shanghai) Co., Ltd.
Management: Dr. Martin Buck,
Executive Director
4235 Wheelock Square,
1717 West Nanjing Road
Jing'an District,
Shanghai, 200040 China



China BT MICE, China's leading digital trade media on the field of MICE and Corporate Travel, will become the official partner of the MICE &

Corporate Travel segment of ITB China 2020. In this context, BT MICE will organize a Chinese MICE & Corporate Travel buyer delegation, including MICE corporate buyers and senior level MICE agent buyers, to attend the show. During ITB China Conference, the recognized travel think tank, running parallel to ITB China, the **MICE Travel Conference** will be launched on 14 May, the second day of the show. ITB China and China BT MICE will jointly organize a one-day in-depth session for speakers to share their expertise on recent trends and developments as well as forecasts of China's MICE and Corporate Travel landscape.

As an additional initiative of ITB China sharpening its MICE and Corporate Travel profile, the **ITB China Travel Trends Report 2020** will cover MICE and Corporate Travel as one of its main topics. The Travel Trends Report is a yearly publication commissioned by ITB China covering the main upcoming trends in Chinese travel demand. The report will feature a series of interviews with senior MICE and Corporate Travel industry representatives from the ITB China Buyers Circle, identifying current trends and assisting international suppliers to better understand the needs of the Chinese market. Sharing its focused industry expertise, China BT MICE will be one of the major contributors to the MICE and Corporate travel related part of the trends report.

The organizers of ITB China have also announced to continue their partnership with China BT MICE with regards to the "**Business Travel MICE Procurement Conference – Shanghai station**". In September 2019, China BT MICE and ITB China jointly organised the inaugural edition of this new MICE and Corporate Travel focused conference. Its first edition attracted more than 300 senior industry experts from all over China to Shanghai. Based on the overwhelming success of the event ITB China and China BT MICE have agreed to continue their cooperation in the coming years. The second edition of the conference is already expecting more than 400 senior industry attendees from all over China to attend the event.

Mr. Lenny Jia, CEO and founder of CHINA BT MICE, said: "Sitting at the top of the pyramid in the tourism industry, the MICE (Meetings, Incentives, Conferences, and Events) segment today amounts to over RMB1 trillion and continues to grow at an exceptional rate. As the leading MICE media and industry service platform in China, China BT MICE will carry out long-term and in-depth strategic partnership with ITB CHINA, the leading travel industry exhibition in China, to jointly drive the tourism industry and the MICE segment in resource integration, specialized research, B2B marketing, innovation and upgrading."

In its 4th year ITB China has already established itself as the must-attend event for the Chinese travel industry. Early committed exhibitors who register before 30 November 2019, can benefit from a **discount of 5 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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