

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



Press Release

ITB China becomes member of Chengdu Inbound Tourism Strategic Partnership Alliance



- **Chengdu Inbound Tourism Strategic Partnership Alliance officially launched**
- **Mr. David Axiotis, the general manager of ITB China was appointed as the Chengdu Tourism Global Ambassador**

Berlin/Chengdu, 4 December 2019 – The Chengdu Inbound Tourism Partnership Summit, organized by the Chengdu Municipal Bureau of Culture, Broadcast-TV, and Tourism, was held in Chengdu on 28 November 2019. The event gathered more than 200 travel industry representatives from around the world, helping the city to further consolidate and expand its inbound tourism market.

During the summit, the Chengdu Inbound Tourism Strategic Partnership Alliance officially launched with around 40 members, covering global travel suppliers and well-known travel enterprises. The alliance aims to build closer strategic cooperation with overseas travel agencies and world's leading enterprises in the travel industry, as well as further promote the Chengdu Inbound Tourism. ITB China is proud to have announced its membership in the Chengdu Inbound Tourism Strategic Partnership Alliance.

By joining forces with the alliance, the organizers of ITB China underline their commitment to boost Chinese inbound tourism, which for the first time will have its own platform at ITB China, taking place from 13 to 15 May 2020 in Shanghai. A dedicated booth area, conference sessions and networking events will help international inbound buyers explore new Chinese travel products.

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Mr. David Axiotis, General Manager of ITB China met with Mr. Wang Min, Vice Director of Chengdu Municipal Bureau of Culture, Broadcast-TV and Tourism, and representatives of the Chengdu Culture & Tourism Development Group L. L. C, who are responsible for the culture and tourism promotion of Chengdu, to discuss about the future collaboration between ITB China and Chengdu, so as to promote the development of Chengdu's Inbound Tourism. The city has attached great importance to the development of inbound travel in the past years and Mr. Axiotis was appointed as the Chengdu Tourism Global Ambassador.

“As the world's leading travel trade show, ITB has a huge global impact and a very rich data base of top overseas buyers. We are looking forward to fostering our cooperation with ITB China by inviting more international buyers to come to Chengdu, to get to know the city better. ITB China provides the ideal platform to get in touch with them face-to-face and to work in joint projects in the future”, said **Mr. Huang Jiankun, Vice General Manager of Chengdu Culture & Tourism Development Group L. L. C.**

The ITB China 2020 buyer registration is now open. Buyers may apply under the following link: [here](#).

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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