

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



## Press Release

### ITB China partners with The Society for Incentive Travel Excellence (SITE) to promote MICE and Corporate travel



*Berlin/Shanghai, 13 December 2019* – China's largest B2B exclusive travel trade show and The Society for Incentive Travel Excellence (SITE) announced their strategic partnership for the upcoming ITB China, set to take place from 13 to 15 May 2020 in Shanghai. The event and meetings industry is expected to grow at a steady 8 percent rate in 2020, according to a recent CWT report "2020 Future Trends in Meetings and Events". **David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China** said: "Our strategic partnership with SITE is significant because it brings together exclusively MICE and Corporate travel stakeholders from China and around the world. By launching a dedicated MICE Travel Conference and topic-based networking events, we will give this dynamic and promising market its own platform at ITB China next year."

SITE China will invite SITE Global to promote ITB China throughout their channels. The society will bring qualified international and Chinese MICE and corporate travel buyers to attend the show, providing a forum at the new MICE Travel Conference to share their expert experiences in panel discussions, and offer attendees professional on-site trainings during the three show days.

**Alicia Yao, Director of International Board, SITE** said: "We are very glad that ITB China 2020 will focus on MICE and Corporate Travel, which is consistent with the goal of SITE China to reach international buyers and promote inbound meeting & incentive travel. SITE China will actively support ITB China through SITE internal and external publicity channels and invite industry participants, at the same time SITE Global will also be invited to provide support for the educational forum. ITB China is a very important platform for China's meeting & incentive travel market. At the same time, we hope that through the efforts from both parties, ITB China will even become the most influential exhibition in the Chinese MICE and Corporate travel market."

#### About the Society for Incentive Travel Excellence (SITE)

SITE is the only business events association dedicated exclusively to the global incentive travel industry. Founded in 1973, SITE is a professional association of 2,500 members located in 90 countries, working in corporations, agencies, airlines, cruise companies and across the entire destination supply chain.

The ITB China 2020 exhibitor registration deadline ends on 31 December,

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exhibitors can register 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](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

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