

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



## Press Release

### Cooperation with CBEF to boost association buyer attendance at ITB China 2020

*Berlin/Shanghai, 07 January 2020* – ITB China, the largest B2B exclusive travel trade show in China, has announced a partnership with the China Business Exhibition Federation (CBEF) to strengthen the participation of association buyers. CBEF is an organization set up by CCOIC (China Chamber of International Commerce) that acts as a cooperation platform between business event organizations and relevant well-known experts throughout China.

The cooperation between CBEF and ITB China will involve CBEF organizing and leading a delegation of senior association buyers to attend ITB China, set to take place from 13 to 15 May 2020 in Shanghai. Among other activities, the federation will also be organizing an educational panel discussion on the topic of association meeting management at the ITB China Conference 2020, which will be held parallel to the show. During the trade show, a guided tour will be organized for CBEF association buyers to meet the target MICE suppliers according to their purchasing needs.

“Our aim is to promote China's economic development by promoting the development of corporate and association meetings, exhibitions and event industries as well as MICE tourism. CBEF aims to strengthen national and International exchanges and cooperation in the business events industry, drive sustainable and inclusive development of the global business events industry”, **said Zeng Yafei, President of CBEF**. “We are delighted to be working with ITB China, which is in line with our core philosophy. We hope to thoroughly understand Chinese MICE tourism inbound and outbound through communication with exhibitors and buyers and to serve the government as a reference for the formulation of MICE tourism development plans.”

#### About China Business Events Federation (CBEF)

As a comprehensive platform, China Business Exhibition Federation (CBEF) integrates the resources of the conference and exhibition industry, buyers and suppliers. CBEF strives to provide members with professional services, a platform for dialogue, exchange and collaboration between members, and to promote business partnerships and exchange of experience between members. In addition, CBEF aims to carry out communication campaigns for business fairs, to promote the exchange of resources and cross-border and cross-sector cooperation and to organise annual CBEF conferences, forums, exhibitions and other events and activities. The aim is to develop a platform for exchange and joint efforts between governments and the public.

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**ITB China 2020 buyer registration** is now live, buyers can 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](http://www.traveldaily.cn)).

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

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