

ITB Asia 2022
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PRESS RELEASE
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Travel Tech Asia 2022 Brings Innovators and Decision Makers in Travel to Fuel Industry's Growth

- The premier travel tech show in Asia is attracting numerous exhibitors such as DidaTravel, Shiji Group, SiteMinder, Trip.com, and many more
- Industry experts from Accor, Agoda, KAYAK, Oracle Hospitality, OYO and more are marking the demand for travel technology in the Asian travel market
- The in-person event includes three full days of exhibition, business matching platform and conference programme

Singapore, 13 September 2022 – Travel Tech Asia 2022 is a three-day conference and trade show aimed at providing the community with a platform for in-depth discussions on how travel tech can change and transform the travel & tourism industry. Organised by Messe Berlin (Singapore) and co-located with ITB Asia and MICE Show Asia, Travel Tech Asia is the most important travel technology marketplace for digital travel leaders and will be held as an in-person event from 19 – 21 October at the Sands Expo and Convention Centre in Marina Bay Sands, Singapore.

"Travel technology solutions are more crucial than ever as they help the industry cope with the aftermath of the pandemic. Travel Tech Asia brings CEOs, founders and the world's experts from leading companies to share latest updates, brand-new ideas and proven case studies on how technologies can offer meaningful connections between travel brands and customers to deliver seamless end to end customer journey", said **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of Travel Tech Asia, ITB Asia and MICE Show Asia.**

Travel Tech Asia Conference 2022 gathers the thought leaders in Travel Tech

Travel Tech Asia Conference is the leading stage for digital travel professionals. It will feature a series of talks from leading brands and companies on three main topics: "How technology is changing the way we travel and the need for companies to adapt to the changing trends", "How the travel industry can leverage on technology to take their business to the next level" and "How emerging technologies, trends and ideas are creating new opportunities in travel".

Over the past three years since the COVID-19 pandemic began, travel tech innovations have gone from futuristic to familiar, shaping the way people travel throughout their entire journeys. The **Tech Leaders' Panel**, titled "**The Future is Digital**" will bring together experts from across the travel ecosystem to talk about the latest innovations that will impact travellers' next journeys, as well as strategies for travel brands to up their 4.0 game. Confirmed panellists include **Khang Trieu Nguyen**, Group Chief Technology Architect at **Accor**, **Terence Eng**, CTO at **FCM Travel Asia**, **Bryant Kok**, Director, Digital Transformation & Information Technology at **Gardens by the Bay**, **Wong Ming Fai**, CTO, **Singapore Tourism Board (STB)** and **Jane Lim**, Vice President, Global Markets at **Tripadvisor**. The panel will be moderated by **Jeff Pan**, Venture Builder, **McKinsey & Company**.

The next frontier in travel will be driven by super apps and the technologies behind the platforms, which will allow travel companies to meet customers' demand for convenient and connected experiences. **Amanda Woo**, CEO, **airasia Super App** explains to the



Events/ Communities:



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 Asia/ ITB Berlin / ITB China / ITB India
Julia Sonnemann
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
julia.sonnemann@messe-berlin.com
www.messe-berlin.com

For additional details

www.itb-asia.com

www.miceshowasia.com

www.traveltechasia.com

For enquiries
info@messe-berlin.asia

audience how super apps are not just a glimpse into the future in her **C-Suite Talk** presentation "**Reimagining Global Connectivity and How Air Transport Can Successfully Integrate with Super Apps**".

In another **C-Suite Talk**, titled, "**The Importance of Digitilisation in the Travel Industry**", **Eric Zhuang**, Chief Strategy Officer, **DidaTravel**, shares insights on how embarking on a digitalisation journey can help travel companies stay relevant in the competitive post COVID-19 world by increasing internal operational efficiencies, addressing labor shortages, connecting with a broader range of business partners, and leveraging data to make better business decisions.

Even major hotel groups must take a fresh look at their distribution strategies. **Nicholas van Breda**, AVP Global Distribution, **Shangri-La Group** identifies bespoke distribution strategies for hotels in the session, named, "**A Fresh Look at Hotel Distribution Strategies**". Other key speakers include **Luis García**, CEO, **Europamundo**, **Elia San Martin**, Vice President & General Manager, APAC, **KAYAK**, **Brett Henry**, President Director, **MG Group**, **Letka Prendergast**, Director of Solution Engineering Hospitality - JAPAC, **Oracle Hospitality**, **Ankit Tandon**, Global Chief Business Officer and CEO - Southeast Asia & Middle East, **OYO**, **Kim Ong**, Regional Director SEA, **STR**, **Tom Kershaw**, Chief Product and Technology Officer, **Travelport**, **Brett Ziegler**, Co-Founder and Chief Product Officer, **Trip Ninja**, **Boon Sian Chai**, Managing Director and Vice President, International Markets, **Trip.com Group** and **Praveen Paul**, Co-Founder/ COO, **Winsar Group**. Besides direct bookings, metasearch optimisation and revenue management, they will also talk about the COVID-19 era and what weaknesses in travel distribution the pandemic has exposed.

Key Exhibitors of Travel Tech Asia 2022 underlining the growing importance of travel technology

At Travel Tech Asia providers present their global distribution systems, tour operator databases, reservation systems, travel agency software and calculation programmes. With a strong exhibitor line-up, including **11-Infotech**, **DidaTravel**, **Djubo**, **GIATA**, **Go Global Travel**, **Hotelogix**, **HUB OS Asia**, **INFOR**, **InTouch**, **Juniper**, **Revinat**, **SABA Hospitality Technology Solutions**, **Shiji Group**, **SiteMinder**, **TBO Holidays**, **Trip Ninja** and **Trip.com**, the travel tech sector is reporting strong growth again.

In addition to the major players, the show also welcomes other companies as travel tech exhibitors at the show, including **Blue Ribbon Bags**, **Flightroutes24**, **Korea Tourism Startup Center**, **Octorate**, **Online Travel Information Services**, **Thomalex**, **TravelLine**, **Trransfer Technologies**, **Verteil Technologies**, **VOISO**, **Vouch Concierge** and **WINCLOUD**.

Business Matching made easy

Attendees with meeting slots will have access to the **Business Matching platform**, designed to connect visitors, buyers and exhibitors. The platform allows attendees to pre-schedule meeting appointments and allocate time to attend conferences and networking functions. [Business Matching](#) is available until 21 October 2022.

Interested participants may purchase an early bird discounted ticket online on: itb-asia.com/visit-register or reach out to the team at info@messe-berlin.asia.

The online link for **press accreditation registration** is now open, journalists are invited to pre-register [here](#).

For more **information on ITB Asia 2022** events and conferences, visit itb-asia.com.

About ITB Asia

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

About MICE Show Asia

MICE Show Asia is the premier MICE event in Asia where incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual B2B trade show and convention features industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority. The show is co-located with ITB Asia and Travel Tech Asia.

About Travel Tech Asia

Travel Tech Asia is the premier travel technology show in Asia. The trade show is where latest technologies, emerging trends, leading travel brands and innovative start-ups are all at one place to create the new possibilities of travel. From travel tech suppliers, innovative start-ups to leading travel brands who are at the forefront of the industry transformation, Travel Tech Asia welcomes attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The show will be co-located with ITB Asia and MICE Show Asia.

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