

ITB Asia 2018
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PRESS RELEASE

ITB Asia inks milestone partnership with ACTE

Alliance with leading global corporate travel association expected to draw more corporate buyers to Asia



Photo: From left, Katrina Leung, Executive Director, Messe Berlin (Singapore) and Benson Tang, Regional Director, Asia, Association of Corporate Travel Executives (ACTE)

Singapore, 28 November 2017 – ITB Asia has signed an agreement with global corporate travel leader, the Association of Corporate Travel Executives (ACTE). This agreement inks a significant partnership with ACTE to be ITB Asia's 2018 Corporate Travel Association Partner.

As one of the most important partners for ITB Asia 2018 in the corporate sector, ACTE, with its wide international representation from over 100 countries, will play a leading role in promoting ITB Asia 2018. ACTE joins ITB Asia's Buyers programme partners to recommend quality buyers and corporate travel managers to the show.

A global association dedicated to supporting the corporate travel industry, ACTE has been pioneering educational and technological advances that make business travel more productive, cost-effective and straightforward. ACTE will be the official partner in organizing the ITB Asia Business Travel Day during ITB Asia 2018 with a rich programme to engage and energise participating corporate buyers and delegates. The programme will include topics such as driving change, identifying industry pain points, building solutions and best practices, attracting new talent to the travel industry and reaching consensus through open discussions, among others.

"ACTE has an impressive 30-year history for leading the way on how corporate travel is conducted. Through this strategic alliance and partnership for ITB Asia 2018, we look to strengthen the participation numbers in our corporate sector. We believe there will be a lot of positive impact through this partnership", said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

Kurt Knackstedt, President of ACTE added, "At ACTE, we continue to lead advocacy and initiatives to support impactful changes in safety and security, privacy, duty of care and

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Press contacts

Messe Berlin
Julia Wegener
Press and Public
Relations Manager
Corporate
Communication

ITB Berlin
Press Officer
Julia Wegener
Messedamm 22
D-14055 Berlin
(+49) 30 3038-2275
j.wegener@messe-berlin.de
www.messe-berlin.com

**ITB Asia PR Contact
for the Asian Region**
Amanda Lee /
Sabrina Ghazali
Klareco
Communications
(+65) 6333 3449
alee@klarecomms.com /
sgghazali@klarecom.com

compliance, along with traveller productivity that supports global commerce. This milestone cooperation between ITB Asia and ACTE will undoubtedly foster another unprecedented horizon in our vision for global education in the corporate travel and MICE sector.”

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This follows a highly successful milestone ITB Asia 2017, which reported record-breaking numbers with over 11,000 delegates, the largest exhibitor showcase from 113 countries and over 22,000 business appointments recorded during the show. At this early stage, ITB Asia 2018 has already received the highest exhibitor rebookings from destinations such as Greece, the Middle East, Africa, Spain and Scandinavia, as well as continued strong support from Asian markets. Interested exhibitors may email exhibitor@itb-asia.com.

For more information on ITB Asia 2018, visit www.itb-asia.com

About ITB Asia

ITB Asia is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Tourism Board and the Singapore Exhibition & Convention Bureau. The event features 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 corporate and MICE travel. Exhibitors are 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.

About ACTE

The Association of Corporate Travel Executives (ACTE) has a 29-year reputation for pioneering educational and technological advances that make business travel productive, cost-effective and straightforward. ACTE initiatives drive change in corporate KPIs, technology, and travel policy philosophy, all while improving conditions for business travellers and increasing corporate revenue. <http://www.acte.org>