

ITB Asia 2015
21 October 2015 – 23 October 2015

PRESS RELEASE

U.S. DOC Trade Fair Certification for ITB Asia 2015

Endorsement Set to Boost Presence of American Exhibitors at Asia's leading travel trade show

Singapore, 14 April 2015 – Following an impressive showing last year, the U.S. Pavilion at ITB Asia 2015 has been certified by the U.S. Department of Commerce (DOC), endorsing the travel trade fair as an excellent platform for showcasing U.S. travel products and services.

With this significant development, ITB Asia is set to welcome its largest ever U.S. contingent at this year's show as the Department of Commerce, will support their outreach and promotional efforts to help expand U.S. exhibitor and qualified buyer participation at ITB Asia. The eighth instalment of the leading regional trade show, organised by Messe Berlin (Singapore), will take place from 21 – 23 October 2015 at the Sands Expo and Convention Center, Marina Bay Sands.

“The U.S. DOC certification takes into consideration ITB Asia's track record in providing opportunities for U.S. exhibitors to tap the growing travel markets in the region. It is testament to the world class stature and expansive reach of the show. We experienced a strong 20% year-on-year increase in U.S. exhibitors at last year's show, and are confident that with this endorsement, the pool of both U.S. buyers and exhibitors at the 2015 show will grow further and help make it the most diverse and comprehensive show yet,” said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

The U.S. presence at ITB Asia has grown significantly over the past few years, from eight individual U.S. exhibitors in 2012 to a full-fledged Brand USA sponsored pavilion in 2014. With plans to introduce representatives from more American Pacific destinations, such as Hawaii, California, Oregon, Washington, and Alaska, this year's show is set to have the strongest U.S. representation yet.

“We are delighted to work together with ITB Asia to promote the United States as not only one, but as a multitude of the world's premiere travel destinations, spanning our fifty diverse states and the District of Columbia. We look forward to a close working relationship with the goal of expanding the pool of U.S. exhibitors and buyers at this year's show,” said Arun M. Kumar, Director General of the U.S. and Foreign Commercial Service and Assistant Secretary for Global Markets, U.S. Department of Commerce.

As a premier meeting place for Asia's travel trade industry, ITB Asia provides attendees a platform to meet all sectors of the industry, along the entire travel trade value chain. As the region's most international travel show, last year



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Press contacts
Messe Berlin

Michael T. Hofer
Press Spokesman
And Head of Press &
Public Relations for
the Messe Berlin
group of companies

ITB Asia and ITB Berlin

Press Officer
Astrid Zand
Messedamm 22
D-14055 Berlin
Phone: +4930 3038-2275
Fax: +4930 3038-2141
Zand@messe-berlin.de
www.messe-berlin.com

ITB Asia PR Contact for the Asian Region

Brenda Yeo /
Rosemary Hayes
Ketchum Singapore
Phone: (+65) 6220 2623

recorded close to 750 exhibitors from 76 countries and 850 buyers from 62 countries, as well as record breaking 9650 attendees from 108 countries, a 6% increase from 2013.

Brenda.Yeo@ketchum.com.sg
Rosemary.Hayes@ketchum.com.sg
For additional details
www.itb-asia.com

ITB Asia is a partner event of TravelRave, a mega travel and tourism festival week organised by the Singapore Tourism Board.

For more information on ITB Asia 2015, visit www.itb-asia.com

About ITB Asia 2015

ITB Asia 2015 will take place at the Sands Expo and Convention Center, Marina Bay Sands, from 21 - 23 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event 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 corporate and MICE 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 all expected to attend. www.itb-asia.com.

About the U.S. Department of Commerce – International Trade Administration

The International Trade Administration (ITA) is the premier resource for American companies competing in the global marketplace. ITA has 2,100 employees assisting U.S. exporters in more than 100 U.S. cities and 72 countries worldwide. For more information on ITA visit www.trade.gov.



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