

ITB Asia 2015
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PRESS RELEASE

ITB Asia welcomes Finland as 2016 Partner Country

Launch of new Stopover Finland initiative to encourage travellers flying from Asia to Europe via Helsinki

Singapore, 21 October 2015 – ITB Asia, the ‘Trade Show for the Asian Travel Market’, announces Finland as Partner Country for the 2016 show. As the region’s leading travel trade show, ITB Asia will act as a platform to showcase the best of Finland to hundreds of travel industry leaders from Asia and beyond. The partnership will also help Visit Finland tap into the world’s fastest growing travel market.

Finland’s location in the crossroads of west and east as well as its extensive route network to Asia provides a great opportunity for Asian travellers to experience Finland en route to Europe. Launching next year, Visit Finland’s new programme Stopover Finland has been designed to establish the country as a stopover destination for passengers travelling via Helsinki Airport by offering a choice of 50 attractive packages.



Image 1: Dr. Christian Göke, Chief Executive Officer, Messe Berlin announces Finland as ITB Asia 2016 Partner Country

MBS Messe Berlin
Singapore



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Image 2: Signing ceremony to welcome Finland as partner country of ITB Asia 2016 (Seated, L – R) Ms. Heli Mende, Stopover Finland Program Director, Visit Finland and Ms Katrina Leung, Executive Director, Messe Berlin (Singapore) (Standing, L – R) Guest of Honour, Her Excellency Paula Parviainen, Ambassador of the Republic of Finland and Dr. Christian Göke, Chief Executive Officer, Messe Berlin



Image 3: Address by Guest of Honour, Her Excellency Paula Parviainen, Ambassador of the Republic of Finland at ITB Asia 2015



Image 4: Presentation by Ms. Heli Mende, Stopover Finland Program Director, Visit Finland on the new Stopover Finland initiative designed for travellers flying from Asia to Europe via Helsinki



Image 5: Special appearance by Santa Claus encouraging travellers to visit Finland

About ITB Asia 2016

ITB Asia 2016 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 19 - 21 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.



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