

ITB Asia 2016
19 – 21 October 2016

PRESS RELEASE

ITB Asia 2016 announces dedicated MICE Day

New partnerships with SITE and SACEOS strengthens conference programme

Singapore, 4 May 2016 – ITB Asia 2016, the ‘Trade Show for the Asian Travel Market’, will showcase its strongest meetings, incentives, conferences, and exhibitions (MICE) line up to-date with a full day conference programme dedicated to the growing sector.

The ninth instalment of the leading regional trade show, organised by Messe Berlin (Singapore), will take place from 19 – 21 October 2016 at the Sands Expo and Convention Centre, Marina Bay Sands.

New partnerships with prominent industry heavyweights such as the Society for Incentive Travel Excellence (SITE) and Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), as well as a renewed agreement with the Incentive Conference & Event Society Asia Pacific (ICESAP) will ensure delegates learn more about the latest news and innovations from thought leaders in their respective fields.

Taking place on 20 October 2016, the second day of ITB Asia, the inaugural MICE Day @ ITB Asia will be held at a specially designed conference room, and will include sessions from a wide range of industry partners, covering a full spectrum of topical issues facing the MICE sector today.

“These dedicated sessions will provide real-world advice for MICE delegates, helping to keep them up-to-date on the latest developments in incentive travel and events and identify new business opportunities. As a leading platform for the travel industry, ITB Asia helps connect like-minded delegates to the latest industry trends,” said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organisers of ITB Asia.

SITE will conduct two sessions under the theme of ‘Managing Incentive Travel Programmes’ covering the three pillars of incentive travel programme management - Delivery, Management and Service. The first session entitled ‘Incentive Travel Budget and Marketing’ will explore the fiscal and marketing challenges that managers and planners face. This course will outline practical solutions delegates can apply to their incentive travel programme planning. The second session entitled ‘The Customer Experience and the Importance of Communication’ will showcase how a service culture and strong communication can impact the success of incentive travel management.

MBS Messe Berlin
Singapore



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“SITE is delighted to be partnering with ITB Asia, not only to expand our footprint in Asia, but also to bring world class education to this all important forum,” said Rajeev Kohli, SITE President 2016 and Joint Managing Director, Creative Travel Pvt. Ltd., New Delhi, India. “One of SITE’s primary objectives is advocating how incentive travel is not an expense but rather an investment in best human resource practices. Research demonstrates that incentive travel is the most effective motivator to help organisations achieve business results.”

SACEOS will also be bringing their leading industry experts to the show, with a high-level dialogue session discussing the latest industry developments and their impact on the future of the industry. They will also arrange a co-located workshop to help build capabilities among the MICE sector.

Following a successfully showing last year, ICESAP will continue to work together with ITB Asia to curate a meetings and incentives themed session at this year’s event. Two members of ICESAP’s Advisory Board including Bert Li from Amway China and Aileen London from Oracle Corporation will be speaking at this session.

“We are pleased to extend our partnership with ITB Asia again this year to offer key insights about the meetings and incentives industry. This year, we have designed our session to focus on what MICE customers expect from industry suppliers as well as the trends and likely changes to cater to their needs moving forward,” said Nigel Gaunt, President of Incentive, Conference & Event Society Asia Pacific (ICESAP).

A hybrid show, ITB Asia attracts delegates from across all sectors of the travel industry, including MICE, corporate and leisure companies. It acts as a platform for delegates to network and identify new business opportunities. The show’s powerful line up of conference programme also helps to provide a holistic and comprehensive view of the latest trends, issues and opportunities in the sector.

Last year, ITB Asia attracted close to 760 exhibitors from 73 countries, as well as 880 buyers and more than 10,300 attendees over three days.

For more information on ITB Asia 2016, visit www.itb-asia.com

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.

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