

**ITB Asia 2016**  
**19 – 21 October 2016**

**PRESS RELEASE**

**ITB Asia announces first-of-its-kind collaboration with leading medical and travel security services firm**

**International SOS to host workshop on mitigating the risk of business travel at region's top travel trade show**

*Singapore, 9 June 2016* – ITB Asia, the 'Asia's Leading Travel Trade Show', today announced International SOS as its first official Medical & Travel Security partner. Through this collaboration, International SOS will leverage its in-market expertise and global assistance network to educate ITB Asia delegates on the latest industry trends.

This year's edition of ITB Asia organised by Messe Berlin (Singapore), will take place from 19 – 21 October 2016 at the Sands Expo and Convention Centre, Marina Bay Sands.

Today, nearly one in three trips abroad are to countries with higher risk ratings than the traveller's home country<sup>1</sup>. In line with International SOS' focus on prevention, recent research has quantified the value of investing in pre-travel health programmes – one that benefits a company's bottom line, while supporting their duty of care to their employees<sup>2</sup>.

Building on this, on the second day of the show, International SOS will hold a workshop entitled 'Understanding the risk exposure for your business travellers during a medical or security incident and how to mitigate these risks', which will highlight the importance of travel risk management. Delegates attending this session will learn about the positive financial impact of preparedness and 'Duty of Care'.

Taking part in ITB Asia's Travel and Technology showcase, International SOS will also share more about its planning and preventive programmes, in-country expertise, and global emergency assistance services.

"This first-of-its-kind partnership with International SOS demonstrates our continued commitment to encompass all sectors of the travel industry and create an optimal business environment for our delegates. People in the travel sector are particularly vulnerable to the changing political, economic and health conditions. Through targeted workshops, International SOS will share insights on how organisations can help fulfil their duty of care to travellers by identifying the latest threats and taking steps to mitigate them," said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organisers of ITB Asia.

<sup>1</sup> International SOS TravelTracker data. International flights completed by 5,364,980 travellers between 1 October, 2014 – 30 September, 2015.

<sup>2</sup> International SOS: Return on Prevention (<https://www.internationalsos.com/return-on-prevention>)



Supported by:



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Official Medical & Travel Security Partner



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Prior to the event, delegates will have access to an online platform and customised mobile application that highlights the latest country specific health and security risks.

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“International conventions such as ITB Asia attract attendees from across the world. An effective business continuity and emergency response plan enables the event organiser to proactively access and mitigate the risk for each attendee and ensure that they are adequately prepared before, during and after their trips. There is no better feeling than the assurance and confidence that an entire medical and security team is available round the clock to help and support you – and that’s what we do at International SOS. We are pleased to be able to support ITB Asia in setting global risk mitigation standards for an international gathering,” said Ms Juliana Gim, Managing Director of International SOS Singapore.

**For additional details**  
[www.itb-asia.com](http://www.itb-asia.com)

International SOS medical professionals will be onsite throughout the show to help manage any potential incidents. International SOS will also be available to provide security assistance to attendees should they require it.

ITB Asia has also recently announced a partnership with CrescentRating, which will see the latter sharing insights on how delegates can leverage on the growing Muslim travel sector. ITB Asia will also be holding its inaugural MICE day, showcasing key collaborations with the Society of Incentive Travel Excellence (SITE), Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) and Incentive Conference & Event Society Asia Pacific (ICESAP) on the second day of the show. These sessions will help to address a wide range of timely and topical issues facing the MICE industry today.

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](http://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. [www.itb-asia.com](http://www.itb-asia.com).

### **About International SOS**

International SOS is the world’s leading medical and travel security risk services company. We care for clients across the globe, from more than 1,000 locations in 90 countries. Our expertise is unique: More than 11,000 employees are led by

1,100 doctors and 200 security specialists. Teams work night and day to protect our members. We pioneer a range of preventive programmes strengthened by our in-country expertise. We deliver unrivalled emergency assistance during critical illness, accident or civil unrest. We are passionate about helping clients put Duty of Care into practice. With us, multinational corporate clients, governments and NGOs can mitigate risks for their people working remotely or overseas.



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