

**ITB Asia 2016**

**19 – 21 October 2016**

**PRESS RELEASE**

## **ITB Asia announces landmark partnership with Japan National Tourism Organisation**

*Partnership looks to drive commitment to promoting Japan as a world-class business and events destination in the region*

**Singapore, 25 August 2016** – ITB Asia has inked a milestone partnership with the Japan National Tourism Organisation of Singapore. The memorandum of cooperation with Asia’s leading travel trade show looks to propel Japan up the international business and events destination chart.

“Japan is a prime MICE destination in the region. It’s a perfect combination of first-class infrastructure, range of unique destinations, excellent hospitality, world-class food, heightened safety and cleanliness which draws international appeal. It gives us great pleasure to be in partnership with the Japan National Tourism Organisation of Singapore. ITB Asia will be the go-to platform that connects visitors and buyers, in effort to further drive Japan forward,” said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

“Tourism is a vital part of Japan’s growth strategy and our partnership with ITB Asia to attract international MICE travellers is one of the many efforts that further open our doors in achieving the government’s growth trajectory target of 40 million by 2020<sup>1</sup>. Our myriad of destinations – from pristine sun-kissed beaches at Okinawa to snow-capped mountains of Hokkaido, make us an exceptional and attractive MICE destination to international businesses,” said Susan Ong, Deputy Director, Japan Convention Bureau/Japan National Tourism Organisation of Singapore

According to the 2015 statistics report by the International Congress and Convention Association (ICCA), Japan hosted 355 international meetings ranking top in Asia and 7th in the World. Japan will play host to the 2019 World Rugby Cup and 2020 Tokyo Olympics.

Japan National Tourism Organisation of Singapore will have a booth at ITB Asia this year and will be providing delegates the latest information on Japan’s attractions, convention cities and other activities.

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

**MBS** Messe Berlin  
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**ITB Asia and ITB  
Berlin**

<sup>1</sup> <http://www.japantoday.com/category/business/view/mice-master-japan-leads-growth-in-asia>

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).

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### **About Japan National Tourism Organisation of Singapore**

The Japan National Tourism Organization Singapore office was established in May 2006 and as of April 2016, JNTO Singapore has been officially appointed by the Japan Convention Bureau to offer support services to Associations, Meetings and Incentive planners from Asia Pacific.

With increased interest from the Asia-Pacific region, MICE planners can look forward to exciting opportunities and services that are available at the Japan Convention Bureau/ JNTO Singapore Office

- Facilitate bids for regional and international conventions, association meetings, incentives and corporate meetings.
- Assist with site inspections, DMC recommendations, RFPs etc.
- Link up Local convention bureaus for onsite event support programs such as cultural performances, city tours welcome arrival greetings
- For corporate meeting planners, we can assist with venue recommendations/availability, sourcing local suppliers, pre- and post-meeting tour ideas and more. Visit [www.japanmeetings.org](http://www.japanmeetings.org)

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